

**1 Short characterization:** OMNIBUSREVUE *aktuell*, which used to be BUS AKTUELL, gives a short, regular and prompt overview of topics that are dealt with in depth and detail in the OMNIBUSREVUE.

This industry newspaper, which serves as an update to the specialized magazine OMNIBUSREVUE, reports about all topics relating to group tourism, buses and coaches. As a market place of the bus and coach industry, it is published every other week, in alternation with OMNIBUSREVUE. Every issue has a central topic from the area of tourism, with a geographical or topical focus, and a specialised technical topic concerning buses and coaches.

**2 Frequency of publication:** monthly (bi-weekly alternating)

**3 Year of publication:** 60<sup>th</sup> year 2009 (OR), 2<sup>nd</sup> year 2009 (ORA)

**4 Web-address (URL):** www.omnibusrevue.de

**5 Memberships:** -

**6 Medium:** -

**7 Publisher:** -

**8 Publishing house:** Springer Transport Media GmbH  
Postal address: P. O. Box 80 20 20, 81620 Munich, Germany  
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**9 Editorial department:**  
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**Phone:** Subscription service: 01 80/5 00 92 91  
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**E-mail:** vertriebscenter@springer.com

**12 Subscription cost:** Annual subscription rate **Omnibusrevue** and **OR aktuell**

Inland: € 96.90 incl. packing/postage, and 7% VAT  
Foreign countries: € 101.50 incl. packing/postage, and 7% VAT  
Single copy: € 8.00 incl. 7% VAT, plus € 1.20 packing/postage

**13 ISSN-No:** 1436-9974 (**OR**) 1865-4657 (**ORA**)

**14 Scope analysis:**

**OMNIBUSREVUE  
2007 = 12 editions**

<b>Magazine format:</b>	210 mm (w), 279 mm (h)
<b>Total size:</b>	954 pages = 100.0 %
<b>Editorial section:</b>	592 pages = 62.0 %
<b>Advertising section:</b>	362 pages = 38.0 %
of them are	
Classified ads:	61 pages = 16.89 %
Tourism ads:	108 pages = 29.7 %
Bound insert:	- pages = 0.0 %
One's own ads:	107 pages = 29.7 %
Supplements (Loose-leaf inserts):	34 pieces

**15 Content analysis:** Not surveyed

16 Circulation control:



17 Analysis of circulation: Average circulation within one year  
Jul. 1<sup>st</sup> 2007 - Jun. 30<sup>th</sup> 2008 – OMNIBUSREVUE  
Oct. 1<sup>st</sup> 2007 - Jun. 30<sup>th</sup> 2008 – OMNIBUSREVUE *aktuell*

	OMNIBUSREVUE	OMNIBUSREVUE <i>Aktuell</i>
<b>Printed copies:</b>	<b>6,994</b>	<b>7,000</b>
<b>Total circulation</b>	<b>6,680</b>	<b>6,762</b>
there from abroad:	522	551
<b>Total net paid circulation:</b>	<b>4,211</b>	<b>4,519</b>
there from abroad:	325	323
- subscribed copies	2,926	2,903
there from copies for members	-	-
- Sale by retail	-	-
- Other sale	1,285	1,615
<b>Free copies:</b>	<b>2,470</b>	<b>2,243</b>
<b>Remainders, file and checking copies</b>	<b>314</b>	<b>238</b>

18 Geographical circulation analysis: OMNIBUSREVUE

Economic area	Quote of real circulated press run			
	%	copies	%	copies
Inland	92.2	6,158	91.9	6,211
Foreign Country	7.8	522	8.1	551
<b>Total circulation</b>	<b>100.0</b>	<b>6,680</b>	<b>100.0</b>	<b>6,762</b>

18.2 Structure of home circulation according to 'Nielsen'-geographical sectors:

Nielsen geographical sector:	copies	
	OR*	ORA**
Nielsen geographical sector 1	752	762
Nielsen geographical sector 2	881	926
Nielsen geographical sector 3a	974	1,001
Nielsen geographical sector 3b	1,123	1,121
Nielsen geographical sector 4	1,568	1,559
Nielsen geographical sector 5	255	252
Nielsen geographical sector 6	269	262
Nielsen geographical sector 7	336	328
<b>Total circulation inland</b>	<b>6,158</b>	<b>6,211</b>

OMNIBUSREVUE *aktuell* has the same target group as OMNIBUSREVUE.

\*OMNIBUSREVUE \*\*OMNIBUSREVUE *aktuell*

Issue	Closing Date Image Ads	Closing Date Printing Material	Publication Date	Themes Tourism	Trade fairs
OR 1	Nov. 24, 2008	Dec. 4, 2008	Dec. 24, 2008	Mines, caves and grottos, bus + flower City trips: Berlin and surroundings	
ORA 1	Dec. 12, 2008	Dec. 23, 2008	Jan. 13, 2009	Coach Tourism Day on the tourism and holiday trade fair CMT <i>Europe regions, event art culture, hotels and bus stops</i>	<b>CMT</b> , Stuttgart, Jan 17 to 25, 2009
OR 2	Dec. 18, 2008	Jan. 9, 2009	Jan. 29, 2009	North, baltic and mediterranean sea ferries, leisure and adventure parks I, cure + spa, Ruhr area 2010	
ORA 2	Jan. 21, 2009	Jan. 27, 2009	Feb. 10, 2009	Horticultural show, <i>Europe regions, event art culture, hotels and bus stops,</i> group catalogues <b>TOUR TIP – the group tour planner</b>	<b>CBR</b> , Munich, Feb 26 to Mar 2, 2009 <b>Motorworld</b> , Berlin, Feb 19 to 22, 2009
OR 3	Jan. 27, 2009	Feb. 6, 2009	Feb. 26, 2009	Railways and nostalgia trains, open sea and river cruises, ITB- trends, plane and bus, music and theatre festivals 2009 Region specials: Vienna and Burgenland	<b>ITB</b> , Berlin, Mar 11 to 15, 2009 <b>CeBIT</b> , Hanover, Mar 3 to 8, 2009
ORA 3	Feb. 25, 2009	Feb. 27, 2009	Mar. 17, 2009	Outdoor-Events, <i>Europe regions, event art culture, hotels and bus stops,</i> Country reflection: Scandinavia	<b>TUR</b> , Gothenburg, Mar 19 to 22, 2009
OR 4	Feb. 24, 2009	Mar. 6, 2009	Mar. 26, 2009	Mountain-railways, inland navigation, hard liquor, vine and sparkling wine, winter sports areas City trips: Warsaw Region specials: Hamburg, Baden-Württemberg, Croatia	
ORA 4	Mar. 25, 2009	Mar. 27, 2009	Apr. 14, 2009	Youth travels, spa hotels east Europe, <i>Europe regions, event art culture, hotels and bus stops</i>	
OR 5	Mar. 27, 2009	Apr. 9, 2009	Apr. 30, 2009	Open air theatres and historical spectacles, factory outlet and outlet-centre, region reflections: Giant Mountains (Krkonoše) and lower Silecia, Istria, Tyrol	<b>GTM Germany Travel Mart</b> , Rostock, May 10 to 12 2009
ORA 5	Apr. 21, 2009	Apr. 27, 2009	May 12, 2009	<b>TOUR TIP – the group tour planner</b> <i>Europe regions, event art culture, hotels and bus stops</i>	
OR 6	Apr. 24, 2009	May 7, 2009	May 28, 2009	Beer + bus Region special: Saxony, Leipzig, Dresden Country reflections: Great Britain and Ireland, Hungary: main focus Transdanubia	
ORA 6	May 25, 2009	May 29, 2009	Jun. 16, 2009	Walking, cycling and golfing holidays <i>Europa regions, event art culture, hotels and bus stops</i>	

Issue	Closing Date Image Ads	Closing Date Printing Material	Publication Date	Themes Tourism	Trade fairs
<b>OR 7</b>	May 22, 2009	Jun. 5, 2009	Jun. 25, 2009	<b>Special edition: 60 years OMNIBUSREVUE</b> UNESCO-World culture and natural heritage sites Bremen/Bremerhaven and north-east region, Tour operators: prospects 2010 Switzerland: main focus Grisons Country reflection: Slovenia	
<b>ORA 7</b>	Jun. 24, 2009	Jun. 30, 2009	Jul. 14, 2009	Region special: Bavaria <i>Europa regions, event art culture, hotels and bus stops</i>	
<b>OR 8</b>	Jun. 30, 2009	Jul. 10, 2009	Jul. 30, 2009	Preview RDA Workshop Christmas markets I Region specials: South Tyrol, Saarland Trend group tours Austria 2009/10	<b>RDA Workshop</b> , Cologne, Aug 4 to 6, 2009
<b>ORA 8</b>	Jul. 15, 2009	Jul. 22, 2009	Aug. 4, 2009	RDA Workshop-fair trade issue, <i>Europa regions, event art culture, hotels and bus stops</i> , <b>TOUR TIP – the group tour planner</b>	
<b>OR 9</b>	Jul. 28, 2009	Aug. 7, 2009	Aug. 27, 2009	RDA workshop follow-up report, Christmas markets II Good entertainment: casino, variety + musicals Country reflection: Czech	<b>Tour + Travel</b> , Warsaw, September 2009
<b>ORA 9</b>	Aug. 26, 2009	Sep. 1, 2009	Sep. 15, 2009	Shipping companies, navigation, Region special: North Italy <i>Europa regions, event art culture, hotels and bus stops</i>	
<b>OR 10</b>	Aug. 25, 2009	Sep. 4, 2009	Sep. 24, 2009	Castles and palaces, leisure and adventure parks II, Region specials: Dalmatia, Lower Saxony, Country reflection: Benelux	
<b>ORA 10</b>	Sep. 23, 2009	Sep. 29, 2009	Oct. 13, 2009	Trips of association members <i>Europa regions, event art culture, hotels and bus stops</i>	<b>BTB</b> , Vienna October 2009 <b>Busworld</b> , Kortrijk, Oct 16 to 21, 2009
<b>OR 11</b>	Sep. 29, 2009	Oct. 9, 2009	Oct. 29, 2009	Museums, art and culture trips, Hanseatic cities, spas, <b>TOUR TIP – booklet</b>	<b>TTW / Buscontact</b> , Montreux, Nov 4 to 6 2009 <b>BUS-SUNDAY</b> , Hamburg, Nov 7 to 8, 2009 <b>World Travel Market</b> , London, Nov 9 to 12, 2009
<b>ORA 11</b>	Oct. 21, 2009	Oct. 27, 2009	Nov. 10, 2009	Culture capitals in Europe <i>Europa regions, event art culture, hotels and bus stops</i> , Country reflection: Italy <b>TOUR TIP – the group tour planner</b>	<b>Bus &amp; Bus Business</b> , Verona, Nov 18 to 11, 2009
<b>OR 12</b>	Oct. 27, 2009	Nov. 6, 2009	Nov. 26, 2009	Pilgrimage - Luther, pope and Way of St. James, Region specials: Learn all about Lake Constance (Switzerland, Austria, Germany)	
<b>ORA 12</b>	Nov. 25, 2009	Dec. 1, 2009	Dec. 15, 2009	Spa-Offers for group tours <i>Europa regions, event art culture, hotels and bus stops</i>	

### 1 Circulation:

Printed copies: 6,994  
 Total circulation in annual average 6,680  
 (according to AMF schema 2, number 17)

### 2 Magazine size

#### Size:

210 x 279 mm trimmed  
 213 x 285 mm untrimmed

#### Type area:

185 mm wide, 250 mm high  
 Number of columns: 4 columns, 43 mm  
 Number of columns: 3 columns, 60 mm

### 3 Printing and binding procedures, artwork:

Offset print, saddle stitching, 133 line screen. Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket. (see Data Ticket tab or as an attachment to the order confirmation). The creation of artwork will be invoiced.

### 4 Publication:

**Frequency of publication:** monthly

**Publications dates, closings dates and dates for submission:**  
 see timetable "Subjects and Dates"

### 5 Publishing house:

Springer Transport Media GmbH  
 House address: Neumarkter Str. 18, 81673 Munich  
 Postal address: P. O. Box 80 20 20, 81620 Munich  
 Advertising department: Heike Zeiler  
 Phone: +49-89 / 43 72-28 96  
 Fax: +49-89 / 43 72-23 98  
 E-mail: anzeigen-vhv@springer.com

### 6 Payment terms:

- direct debit 3% prompt payment discount  
 - within 10 days 2% prompt payment discount  
 - within 30 days  
 from date of invoice net

VAT no. DE 152942001

**Bank accounts:** HypoVereinsbank, Munich  
 IBAN: DE02 7002 0270 1830 2092 00,  
 BIC: HYVEDEMMXXX

### 7 Ads and rates:

All prices are plus VAT.

Format	Columns	Width x Height mm		Basic price b/w €	Basic price coloured €
		type area	truncate		
2/1 page	8 columns	397 x 250	420 x 279	<b>4,180.-</b>	<b>5,900.-</b>
1/1 page	4 columns	185 x 250	210 x 279	<b>2,140.-</b>	<b>2,950.-</b>
1/2 page	2 columns	90 x 250	102 x 279	<b>1,330.-</b>	<b>1,730.-</b>
	4 columns	185 x 125	210 x 140		
1/3 page	1 column	60 x 250	72 x 279	<b>820.-</b>	<b>1,330.-</b>
	4 columns	185 x 85	210 x 98		
1/4 page	1 column	43 x 250	57 x 279	<b>620.-</b>	<b>920.-</b>
	2 columns	90 x 125	102 x 140		
	4 columns	185 x 65	210 x 82		
1/8 page	1 column	43 x 125		<b>330.-</b>	<b>450.-</b>
	2 columns	90 x 65			
	4 columns	185 x 33			
Front cover page					<b>5,900.-</b>
2., 3., 4. cover page					<b>3,650.-</b>

### 8 Surcharges: (discount possible)

#### 8.1 Colours

Normal colours from Euro-scale DIN 16539, charged by colour  
Colour adjustments reserved for technical reasons.  
each normal colour -

#### 8.2 Preferential positions

Fixed positions 550.00 €

#### 8.3 Ad formats

Bleeding across the gutter -  
Bleeding advertisement over type area -  
Truncated pages (1/1 only) -

### 9 Prices for classified ads/situations wanted: -

### 10 Special ad forms: on request

### 11 Discounts: acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount		Quantity discount	
2 insertions	2%	2 pages	2%
4 insertions	4%	4 pages	4%
6 insertions	6%	6 pages	8%
8 insertions	8%	8 pages	10%
10 insertions	10%	12 pages	20%
12 insertions	15%	18 pages	25%
18 insertions	20%	24 pages	30%
24 insertions	25%		

Front pages are not qualified for discount. OMNIBUSREVUE and OMNIBUSREVUE *aktuell* are discounted together.

### 12 Combinations: -

### 13 Bound inserts:

2 pages	2,140.00 €
4 pages	4,280.00 €
6 pages	6,420.00 €
8 pages	8,560.00 €

(Discount: 1 page insert = 1 full-page ad)

Please supply the bound inserts in the untrimmed format

213 wide x 285 high (folded). Two-page inserts must have a printed flap with a width of 11 cm. The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request)

### 14 Loose-leaf inserts (not discountable):

loose inserted, max. format:	203 mm x 275 mm
Weight of loose-leaf inserts	Price/thousand
up to 25 g	170.00 €
up to 50 g	230.00 €

Number of inserts available on request.

Inserts possible at press run of 5,000 copies.

### 15 Glued-in postcards (not discountable):

Glued-in postcards/thousands	90.00 €
Prospect/commercial sample on request, after sight of a sample. Only in combination with an full page-ad (prices see above).	

### 16 Delivery address for the positions 13 to 15:

Stürtz AG, Warenannahme  
Alfred-Nobel-Straße 33  
97080 Würzburg, Germany

Delivery notice: for "OMNIBUS REVUE" (no...)

Please send in advance 10 samples to the advertising sales department.

See [www.mediacentrum.de](http://www.mediacentrum.de) for our terms and conditions

**1 Circulation:**

Printed copies: 7,000  
Total circulation in annual average 6,762  
(according to AMF schema 2, number 17)

**2 Magazine size**

**Size:**

285 mm x 400 mm trimmed  
288 mm x 406 mm untrimmed

**Type area:**

231 mm wide, 355 mm high  
Number of columns: 5 columns, 43 mm

**3 Printing and binding procedures, artwork:**

Offset print, 150 line screen. Artwork to be delivered in digital form.  
When delivering digital artwork, please note the information on our data ticket.  
(see Data Ticket tab or as an attachment to the order confirmation).  
The creation of artwork will be invoiced.

**4 Publication:**

**Frequency of publication:** monthly

**Publications dates, closings dates and dates for submission:**

see timetable "Subjects and Dates"

**5 Publishing house:**

Springer Transport Media GmbH  
House address: Neumarkter Str. 18, 81673 Munich  
Postal address: P. O. Box 80 20 20, 81620 Munich  
Advertising  
department: Heike Zeiler  
Phone: +49-89 / 43 72-28 96  
Fax: +49-89 / 43 72-23 98  
E-mail: anzeigen-vhv@springer.com

**6 Payment terms:**

- direct debit 3% prompt payment discount  
- within 10 days 2% prompt payment discount  
- within 30 days  
from date of invoice net  
VAT no. DE 152942001

**Bank accounts:** HypoVereinsbank, Munich  
IBAN: DE02 7002 0270 1830 2092 00,  
BIC: HYVEDEMMXXX

**8 Surcharges:** (discount possible)

**8.1 Colours**

Normal colours from Euro-scale DIN 16539, charged by colour  
Colour adjustments reserved for technical reasons.  
each normal colour -

**8.2 Preferential positions**

Fixed positions 550.00 €

**8.3 Ad formats**

Bleeding across the gutter -  
Bleeding advertisement over type area -  
Truncated pages (1/1 only) -

**9 Prices for classified ads/situations wanted: -**

**10 Special ad forms:** on request

**11 Discounts:** acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount		Quantity discount	
2 insertions	2%	2 pages	2%
4 insertions	4%	4 pages	4%
6 insertions	6%	6 pages	8%
8 insertions	8%	8 pages	10%
10 insertions	10%	12 pages	20%
12 insertions	15%	18 pages	25%
18 insertions	20%	24 pages	30%
24 insertions	25%		

Front pages are not qualified for discount. OMNIBUSREVUE and OMNIBUSREVUE *aktuell* are discounted together.

**7 Ad formats and combi rates:**

All prices are plus VAT.

Format	Newspaper format					Magazine format (analogue OMNIBUSREVUE)				
	Columns	Width x Height mm		b/w €	coloured €	Columns	Width x Height mm		b/w €	coloured €
		type area	truncate				type area	truncate		
2/1 page	10 columns	516 x 355	570 x 400	<b>7,500.-</b>	<b>9,300.-</b>	8 columns	397 x 250	420 x 279	<b>3,870.-</b>	<b>5,610.-</b>
1/1 page	5 columns	231 x 355	285 x 400	<b>3,770.-</b>	<b>4,790.-</b>	4 columns	185 x 250	210 x 279	<b>2,050.-</b>	<b>2,750.-</b>
1/2 page	5 columns	231 x 178	285 x 200	<b>2,040.-</b>	<b>2,750.-</b>	2 columns	90 x 250	102 x 279	<b>1,120.-</b>	<b>1,530.-</b>
						4 columns	185 x 125	210 x 140		
1/3 page	5 columns	231 x 118	285 x 133	<b>1,220.-</b>	<b>1,830.-</b>	1 column	60 x 250	72 x 279	<b>710.-</b>	<b>1,120.-</b>
						4 columns	185 x 89	210 x 98		
1/4 page	5 columns	231 x 89	285 x 100	<b>1,020.-</b>	<b>1,530.-</b>	1 column	43 x 250	57 x 279	<b>510.-</b>	<b>710.-</b>
						2 columns	90 x 125	102 x 140		
						4 columns	185 x 65	210 x 82		
1/5 page	1 column	43 x 355	69 x 400	<b>820.-</b>	<b>1,220.-</b>					
1/8 page						1 column	43 x 125		<b>250.-</b>	<b>350.-</b>
						2 columns	90 x 65			
						4 columns	185 x 33			
Title corner ads		43 x 57			<b>410.-</b>					
PR ads		231 x 200			<b>5,400.-</b>					

**12 Combinations:**

-

**13 Bound inserts:**

for technical reasons not possible

**14 Loose-leaf inserts (not discountable):**

loose inserted, max. format:

Weight of loose-leaf inserts

up to 25 g

up to 50 g

Number of inserts available on request.

Inserts possible at press run of 5,000 copies.

200 mm x 280 mm

Price/thousand

170.00 €

230.00 €

**15 Glued-in postcards (not discountable):**

Glued-in postcards/thousands

90.00 €

Prospect/commercial sample on request, after sight of a sample. Only in combination with an full page-ad (prices see above).

**16 Delivery address for the positions 13 to 15:**

F&W Mediencenter

Holzhauser Feld 2

83361 Kienberg, Germany

Delivery notice: for "OMNIBUS REVUE *aktuell*" (no...)

Please send in advance 10 samples to the advertising sales department.

See [www.mediacentrum.de](http://www.mediacentrum.de) for our terms and conditions



**If you take out a subscription for adverts of the same format in both titles for the entire insertion year, we will grant you a combination price for both adverts.**

Magazine format (analogue OMNIBUSREVUE)					
Format	Columns	Width x Height mm		b/w €	coloured €
		print space	truncate		
2/1 page	8 columns	397 x 250	420 x 279	<b>8,050.-</b>	<b>11,510.-</b>
1/1 page	4 columns	185 x 250	210 x 279	<b>4,190.-</b>	<b>5,700.-</b>
1/2 page	2 columns	90 x 250	102 x 279	<b>2,450.-</b>	<b>3,260.-</b>
	4 columns	185 x 125	210 x 140		
1/3 page	1 column	60 x 250	72 x 279	<b>1,530.-</b>	<b>2,450.-</b>
	4 columns	185 x 98	210 x 98		
1/4 page	1 columns	43 x 250	57 x 279	<b>1,130.-</b>	<b>1,630.-</b>
	2 columns	90 x 125	102 x 140		
	4 columns	185 x 65	210 x 82		

**8 Surcharges:** (discount possible)

**8.1 Colours**

Normal colours from Euro-scale DIN 16539, charged by colour  
Colour adjustments reserved for technical reasons.  
each normal colour -

**8.2 Preferential positions**

Fixed positions 550.00 €

**8.3 Ad formats**

Bleeding across the gutter -  
Bleeding advertisement over type area -  
Truncated pages (1/1 only) -

**11 Discounts:** acceptance within a year

(Starting with appearance of the first advertisement)

**Frequency discount**

2 insertions	2%
4 insertions	4%
6 insertions	6%
8 insertions	8%
10 insertions	10%
12 insertions	15%
18 insertions	20%
24 insertions	25%

**Quantity discount**

2 pages	2%
4 pages	4%
6 pages	8%
8 pages	10%
12 pages	20%
18 pages	25%
24 pages	30%

Front pages are not qualified for discount. OMNIBUSREVUE and OMNIBUSREVUE *aktuell* are discounted together.

**12 Combinations:**

-

**13 Bound inserts:**

for technical reasons not possible

**14 Loose-leaf inserts (not discountable):**

loose inserted, max. format:

OMNIBUSREVUE: 203 mm x 275 mm

OMNIBUSREVUE *aktuell*: 200 mm x 280 mm

Weight of loose-leaf inserts Price/thousand

up to 25 g 170.00 €

up to 50 g 230.00 €

Number of inserts available on request.

Inserts possible at press run of 5,000 copies.

**15 Glued-in postcards (not discountable):**

Glued-in postcards/thousands 90.00 €

Prospect/commercial sample on request, after sight of a sample. Only in combination with an full page-ad (prices see above).

**16 Delivery address for the positions 13 to 15:**

OMNIBUSREVUE: OMNIBUSREVUE *aktuell*:

Stürtz AG, Warenannahme F&W Medientcenter

Alfred-Nobel-Straße 33 Holzhauser Feld 2

97080 Würzburg, Germany 83361 Kienberg, Germany

Delivery notice: for "OMNIBUS REVUE" and "OMNIBUS REVUE aktuell" (no...)

Please send in advance 10 samples to the advertising sales department.

**1 Web-Address (URL):** www.omnibusrevue.de  
**2 Numbers of hits:** Visits: 10,816 (July 2008)  
 Page impressions: 39,710 (July 2008)

**3. Ad forms and prices:**

**3.1 Banner advertisement:**

Types of ads	Pixel size	CPM €*
1 <b>Advertorial + Logo (GIF)</b>	300 x 115	55.-
2 <b>Rectangle</b>	300 x 250	75.-
3 <b>Video Rectangle</b> (polite streaming)	300 x 250	75.-
4 <b>Expandable Rectangle</b> (to the left side)	630 x 250	100.-
5 <b>Expandable Rectangle</b> (at the bottom left)	630 x 350	125.-
6 <b>Layer Ad + Rectangle Reminder</b>	On request	150.-
7 <b>Half Page</b>	300 x 600	150.-
8 <b>Expandable Half Page</b>	630 x 600	On request
9 <b>Road Block</b> (two Rectangles)	300 x 250 (2x)	150.-
10 <b>Corner Ad Large</b>	On request	

\* Current prices from Oct 1, 2008; CPM = cost per thousand impressions  
 All prices are plus VAT.

**Technical specifications:**

- File formats: swf, gif, jpg, html, tag-code (redirect)
- Alternatives: gif, jpg
- File size: up to 80 kb
- Fitting of the click tag
- Audio-files (they can be activated and deactivated by the user)
- Target-URL
- File delivery: 5 working days before the beginning of the campaign

**3.2 Newsletter advertisement**

**Newsletter subscriber:** 1,979 / month July 2008

Types of ads	Pixel size	CPM €*
1 <b>Rectangle</b>	300 x 250	75.-
2 <b>Horizontal/Fullsizebanner</b>	650 x 150	75.-
3 <b>Text ad large plus logo/picture</b>	650 x 150	75.-
4 <b>Text ad small plus logo/picture</b>	300 x 115	55.-

\* Current prices from Oct 1, 2008; CPM = cost per thousand impressions  
 All prices are plus VAT.

**Technical specifications:**

- File formats: animated or static gif/jpg-files
- File size: up to 30 kb
- Alternative text, for all not-html-User (max. 700 characters incl. all space characters and paragraph)
- Target-URL
- File delivery: 2 working days before publication

**4. Group tour planner TOURTIP**

**TOURTIP Online**

Entry in www.omnibusrevue.de/tourtip

1. Complete contact information and link to your homepage
2. Detailed description (max. 1,000 characters)
3. Information about scope and service of the offer
4. Picture gallery with up to 15 photos

**Print OMNIBUSREVUE aktuell & TOURTIP-Booklet of OMNIBUSREVUE**

Tourtip-Specialpages in OMNIBUSREVUE *aktuell*

- Advert with picture and short information about the group offer
- 4 times a year
- Entry: 62 mm x 100 mm

**TOURTIP Booklet of OMNIBUSREVUE**

- Reference book
- Once a year in a special issue in DIN-A6 format
- Advert with picture and short information about the group offer
- Entry: 148 mm x 105 mm

**Package-Offers**

Price model 1:

- 1 year online publishing
  - 1 entry in Tourtip-Booklet
- Package price: 550.- €/year plus VAT\*.

Price model 2:

- 1 year online publishing
  - 4 entries in OMNIBUSREVUE *aktuell*
- Package price: 800.- €/year plus VAT\*.

Price model 3:

- 1 year online publishing
  - 4 entries in OMNIBUSREVUE *aktuell*
  - 1 entry in Tourtip-Booklet
- Package price: 1,100.- €/year plus VAT\*.

\*Prices net; not discountable

For more information visit [www.mediacentrum.de](http://www.mediacentrum.de).

## 19 Industrial sectors/branches of industry/types of business

Branch/section (approx.)	Recipientsgroups According to classification of the industry branches of the Federal Statistical Office	Quota of total circulation	
		%	Projection (approx.)
60.21.1	Conveyance of passengers in the omnibus occasional services	44	2,710
60.21/60.23	Conveyance of passengers in the line operation by land, other passenger transportation by land traffic	27	1,660
63.3	Travel agencies and tour operators	12	740
55	Hotel and restaurant establishments	6	370
34/50	Manufacturing, trade, maintenance and repair of motor vehicles	4	250
-	Other	5	310
-	Not specified	2	120
-	Rounding difference		-2
<b>Total circulation inland</b>		<b>100</b>	<b>6,158</b>
<b>Foreign countries (unlevied)</b>			<b>440</b>
<b>Total circulation inland and foreign countries</b>			<b>6,680</b>

# Data Ticket

Status quo: August 2008

## Transfer of digital data

If you send your advert via ISDN, E-mail, to our FTP server, or on a data medium, it is vital you include this information:

Sender/Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ ISDN: \_\_\_\_\_

## Ad Information for following publication

Issue: \_\_\_\_\_ Section: \_\_\_\_\_

Ad format: \_\_\_\_\_ Colours: \_\_\_\_\_

File name: \_\_\_\_\_ Application: \_\_\_\_\_ Version: \_\_\_\_\_

Operating system:  Apple MacIntosh  Windows PC

Data transfer via  FTP  ISDN  E-mail  Data medium by mail

Annotation: \_\_\_\_\_

## Creation of data

- Please provide only printable PDF X3-files in the size of the advert format (without white borders)
- Advertisements to be bled off (run off the edge of the trimmed page) must have a trim of 3 mm on the relevant edges.
- Special colours have to be defined as HKS or Pantone values.
- The maximum colour application shall not exceed 320%.

## Proofs

Since we print according to the German Prozess Standard Offset (PSO), we usually do not require proofs.

## Transfer of data

- Please use WinZip (.ZIP) or Stuffit (.SIT) to reduce the file size for the transfer.
- Name the zip-folder, starting with the magazine name followed by the issue and the customer name (magazine\_issue\_customer.zip).
- Use WinZip (.ZIP) or Stuffit (.SIT) to reduce the file size for the transfer.

## Support to:

- PDF X3-preparation
- Distiller-Joboptions
- Pitstop Settings etc.

obtainable at [www.springer-business-media.de/anzeigendaten](http://www.springer-business-media.de/anzeigendaten) or if required under the stated contact address.

## Contact details

FTP: ftp.stuertz.de (Login: gecont, Passwort:dE41yG)  
ISDN (Leonardo): on request  
E-mail: gecont@stuertz.de  
Fax: +49-931/385-11332

## Contact to:

Stürtz GmbH  
Science / Anzeigenteam  
Alfred-Nobel-Str. 33  
97080 Würzburg, Germany  
Tel.: +49-9 31/3 85-332

Modifications and printer's errors excepted

**Contact persons:**

• **Advertising Sales Manager  
Tourism**

Germany: Postcode 01000 - 29999, 40000 - 49999  
Austria: Postcode 1300 - 4999, 5120 - 5149  
5210 - 5299, 8000 - 8999

• **Advertising Sales Manager  
Tourism**

Germany: Postcode 30000 - 39999, 50000 - 99999  
Austria: Postcode 5020 - 5119, 5150 - 5209  
5300 - 6699, South Tirol

• **Advertising Director Bus**

• **Corporate Publishing Consultant**

• **Advertising Administration**

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