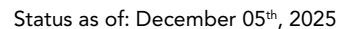


OMNIBUSREVUE Tourism  
Better in management, technology and tourism  
[www.omnibusrevue.de](http://www.omnibusrevue.de)





### **WHAT DOES OMNIBUSREVUE OFFER?**

**OMNIBUSREVUE** is the guidepost for the bus industry and other providers of group travels. It supports entrepreneurs and managers with sound contributions tailored to the industry, tips for the everyday business, current legal articles, detailed vehicle tests and technical novelties plus useful information about group tour trends and destinations.

This magazine is completed by a broad online supply of the latest news, a business directory and movies on BUS TV.

### **THE BRAND OMNIBUSREVUE COMPRISES**

- Magazine
- Online portal
- Newsletter
- Books
- BUS TV
- Facebook
- LinkedIn
- Instagram





**monthly**

9 ISSUES

**76<sup>th</sup> year**

2026

**www.omnibusrevue.de**

WEB ADDRESS (URL)

**bdo, RDA, VPR**

MEMBERSHIP



**PUBLISHING HOUSE:**

TECVIA Media GmbH  
Verlag Heinrich Vogel  
Aschauer Straße 30,  
81549 Munich, Germany  
Phone +49 89 203043-0  
[sales.munich@tecvia.com](mailto:sales.munich@tecvia.com)  
[www.tecvia-media.com](http://www.tecvia-media.com)



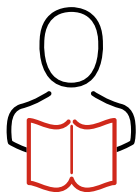
**CHIEF EDITOR:**

Gerhard Grünig  
Phone +49 89 203043-2184  
[gerhard.gruenig@tecvia.com](mailto:gerhard.gruenig@tecvia.com)

**85.5 %** of B2B decision-makers use one or more trade journals regularly or occasionally.

**48.2 %** refer to them regularly.

Source: Deutsche Fachpresse (German Association of Business Media) – LAE 2024



**WHO ARE THE READERS OF OMNIBUSREVUE?**

Considerably more than three quarters of all readers of the OMNIBUSREVUE occupy top positions in their companies. They are mostly owners, chief executives or managers and possess a high level of decision competency.

**SUBSCRIPTION**

|                                  |  |
|----------------------------------|--|
| ISSN                             | 1436-9974  |
| <b>Annual subscription price</b> |  |
| Inland:                          | € 163.20 incl. packing/posting plus statutory VAT.                           |
| European countries:              | € 175.20 incl. packing/posting plus statutory VAT.                           |
| Phone                            | Subscription service: +49 89 203043-1100                                     |
| E-mail                           | <a href="mailto:vertriebsservice@tecvia.com">vertriebsservice@tecvia.com</a> |

Trade journals are used by both younger and older B2B decision-makers, both in printed form and as e-paper.

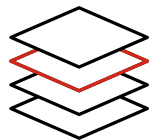
**36.8 %** is the share of users under the age of 39, while the share of those over the age of 40 is **47.6 %**.

Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2024

General conditions:  
Please note the General Terms and Conditions you can find at [www.tecvia-media.com](http://www.tecvia-media.com).

Bank account:  
Commerzbank Munich, Germany  
IBAN: DE 05 7004 0041 0212 1135 00  
BIC: COBADEFFXXX

Payment terms:  
within 10 days 2% prompt payment discount,  
within 30 days from date of invoice net  
VAT no. DE 453405511



PRINT

**7,000**

PRINT RUN OMNIBUSREVUE\*

**6,001**

ACTUAL DISTRIBUTED CIRCULATION (ADC)\*

**2,087**

PAID CIRCULATION\*



DIGITAL

**13,117**

SESSIONS\*\*

(average of six months, January to June 2025)

**21,356**

PAGE IMPRESSIONS\*\*

(average of six months, January to June 2025)

**2,284**

NEWSLETTER SUBSCRIBERS\*

(average of six months, January to June 2025)

**15,560**

FACEBOOK FOLLOWERS\*

(September 2025)



Trust through strong brand alliances:

**45%** of B2B companies rely on alliances with trusted brands to strengthen their own credibility.

**64%** of B2B companies see building trust as the biggest advantage of content marketing.

Source: CONTENT MARKETING TRENDSTUDIE 2025 von statista+ / CMCX

## FAIRS

### ISSUE 1

AD 25.11.25

CD 08.12.25

PD 13.01.26

Mines, caves and grottos  
Palaces, castles, monasteries  
Floral exploration trips (nature  
& national parks)

City beauties of central Germany  
Excursion tips

- OR Special „Germany's South“

**43. Tag der Bustouristik** (Day of Bus Tourism),  
Garmisch-Partenkirchen, 12.01.2026

**CMT**, Stuttgart, 17. - 25.01.2026

### ISSUE 2-3

AD 19.01.26

CD 02.02.26

PD 24.02.26

Preview ITB Berlin  
Zoos and animal parks  
Railways, nostalgia trains & mountain railways  
Shipping companies, cruises & ferries  
Travel insurances

Region special: Ore Mountains and Vogtland  
Region special: Croatias Coast  
Country special: Austria (Burgenland/Carinthia/  
Upper Austria/Lower Austria/Vienna)  
Country special: Poland  
Excursion tips

- OR Special „Summer Experiences“

**f.re.e**, Munich, 18. - 22.02.2026

**ITB**, Berlin, 03. - 05.03.2026

**VPR VIP-Treff 2026**, Potsdam, 05.-07.02. 2026

**BTB-Workshop**, southern Germany,  
Munich area, 26.03.2026

### ISSUE 4

AD 06.03.26

CD 19.03.26

PD 14.04.26

Preview RDA Group Travel Expo  
Excursion cruises/Traveling on rivers & lakes

Country special: Austria (Tyrol/Salzb./Styria/Voralb.)  
Country special: France & Belgium  
Country special: Croatia  
Country special: Switzerland & Liechtenstein  
Salesguide catalogue entries

- OR Special „RDA“

**RDA-Group Travel Expo**,  
Cologne, 28. - 29.04.2026

**Can't find the topic you're looking for? Feel free to contact us directly - we'll find a solution!**

FAIRS

|   |  |   |
|---|--|---|
| <b>ISSUE 5</b><br>AD 07.04.26<br>CD 23.04.26<br>PD 19.05.26   | Wellness, recreation & active tours<br>City trips, trendy destinations & hotel highlights  | Region special: Germany's North<br>(incl. Hamburg, Bremen)<br>Region special: Thuringia<br>Region special: Baden-Württemberg<br>Country special: Scandinavia<br>Excursion tips<br><br>• OR Special „Experience & Enjoy“ |
| <b>ISSUE 6</b><br>AD 07.05.26<br>CD 20.05.26<br>PD 16.06.26   | Palaces, castles, courtyard gardens & parks<br>Breweries, distilleries, wineries<br>UNESCO   | Region special: Saxony<br>Region special: Bavaria<br>Country special: Slovenia<br>Country special: Great Britain, Ireland<br>Country special: Hungary<br><br>• OR Special „Adventure Worlds & Club Trips“               |
| <b>ISSUE 7-8</b><br>AD 23.06.26<br>CD 06.07.26<br>PD 28.07.26 | Group highlights Austria 2026/27<br>Experience knowledge (educational trips)<br>Christmas markets (part 1)<br>Excursion highlights | Region special: Berlin & Brandenburg<br>Country special: Baltic countries<br>Country special: Albania<br>Excursion tips<br>Salesguide catalogue entries   |
| <b>ISSUE 9</b><br>AD 04.08.26<br>CD 17.08.26<br>PD 08.09.26   | Special musical experiences<br>Christmas markets (part 2)<br>Group tours prospects 2027<br>Fascination Airport                     | Region special: Franconia<br>Country special: Slovakia, Czechia<br>Excursion tips<br><br>• OR Special „City Trips“  |

AD: Ad Deadline | CD: Closing Date Printing Materials | PD: Publication Date

This overview of planned topics for 2026 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

FAIRS

ISSUE 10

AD 15.09.26  
CD 28.09.26  
PD 20.10.26

Air and long-distance travel  
Browse & feast  
Ski & winter travel

Two cities – one state: Bremen & Bremerhaven  
Region special: Rhineland-Palatinate  
Region special: North Rhine-Westphalia

- OR Special „Culture & Events 2027“

ISSUE 11-12

AD 27.10.26  
CD 09.11.26  
PD 01.12.26

Museums, art and culture trips  
Wellness & spa, spa vacation  
Stop-over destinations & motorway rest stops  
Anniversaries & events 2027  
  
Travel insurances

Region special: Hanseatic cities  
Region special: Sauerland  
Excursion tips

- Annual calendar 2027
- OR Special „Lake Chiemsee & Alpine Foothills“

BTB, Bus Travel Business Workshop, St. Pölten,  
November 2026

TT Warsaw Tour & Travel, October 2026  
World Travel Market, London, 04. - 06.11.2026

ISSUE 1/27

AD 26.11.26  
CD 09.12.26  
PD 12.01.27

Barrier-free destinations  
Floral exploration trips (nature  
& national parks)  
Palaces, castles, monasteries  
Mines, caves and grottos

City beauties of central Germany  
Excursion tips

CMT, Stuttgart, January 2027

Can't find the topic you're looking for? Feel free to contact us directly - we'll find a solution!



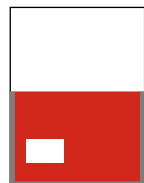
### MAGAZINE FORMAT

210 X 279 mm

#### MAIN MAGAZINE

Type area (w x h)

Bleed size (w x h)



#### TITLE DISPLAY

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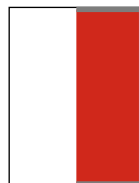
210 x 145 mm\*\*



#### 1/1 PAGE

175 x 236 mm

210 x 279 mm\*



#### 1/2 PAGE PORTRAIT

85 x 236 mm

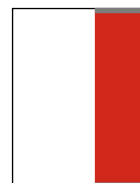
101 x 279 mm\*



#### 1/2 PAGE LANDSCAPE

175 x 117 mm

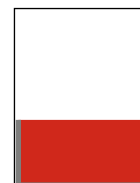
210 x 137 mm\*



#### 1/3 PAGE PORTRAIT

55 x 236 mm

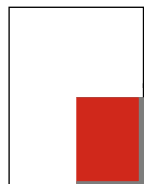
71 x 279 mm\*



#### 1/3 PAGE LANDSCAPE

175 x 76 mm

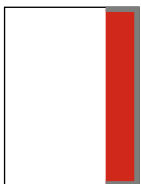
210 x 91 mm\*



#### 1/4 PAGE BLOC

85 x 117 mm

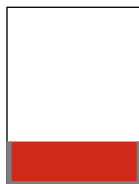
101 x 137 mm\*



#### 1/4 PAGE PORTRAIT

40 x 236 mm

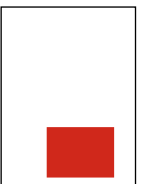
56 x 279 mm\*



#### 1/4 PAGE LANDSCAPE

175 x 56 mm

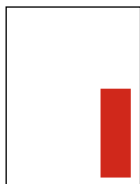
210 x 71 mm\*



#### 1/8 PAGE BLOC

85 x 56 mm

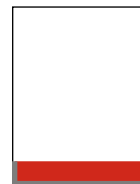
—



#### 1/8 PAGE PORTRAIT

40 x 117 mm

—



#### 1/8 PAGE LANDSCAPE

175 x 31 mm

—

#### MAIN MAGAZINE

Type area (w x h)

Bleed size (w x h)

\* + 3 mm bleed

\*\* Placement address label: from below 40 mm, from left 20 mm; size address label: 85 mm x 50 mm (width x height)

Printing and binding process: Offset print, staple binding, 70 line/cm screen | Printing material delivery in digital form

**PRINT**



| FORMAT                         | 4-COLORS IN € |
|--------------------------------|---------------|
| Title display                  | 7,290.00      |
| 2./3./4. cover page            | 5,335.00      |
| 1/1 page                       | 4,295.00      |
| Junior page*                   | 2,565.00      |
| 1/2 page                       | 2,515.00      |
| 1/3 page                       | 1,910.00      |
| 1/4 page                       | 1,340.00      |
| 1/8 page                       | 655.00        |
| Placement surcharge:           |               |
| Binding placement instructions | 795.00        |

\*Junior page:

- 1/2 page landscape, turned upside
- In the midst of the editorial coverage this advertisement stands out in particular
- Format: 131 mm width x 198 mm height, plus 3 mm bleed on all outer edges

DISCOUNTS:

For insertions within one insertion year  
(begins with the publication of the first ad).

FREQUENCY SCALE

|          |      |
|----------|------|
| 3 times  | 3 %  |
| 6 times  | 5 %  |
| 9 times  | 10 % |
| 12 times | 15 % |

QUANTITY SCALE

|          |      |
|----------|------|
| 3 pages  | 5 %  |
| 6 pages  | 10 % |
| 9 pages  | 15 % |
| 12 pages | 20 % |

All surcharges do qualify for discounts. Title displays are not subject to discounts.

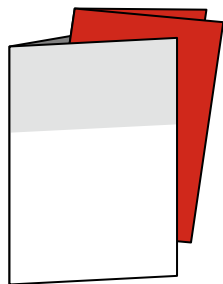
Please request your individual offer!

TECHNICAL SPECIFICATIONS PRINT

In the case of supplying digital printing materials please note the information on our data ticket.

You can find all information summarized [here](#) in a PDF.

## LOOSE INSERT



### SPECIAL FEATURE

- Number of inserts available on request
- Inserts only possible with total print run
- Ads of a third party not allowed
- On request, printing of inserts as an additional service possible

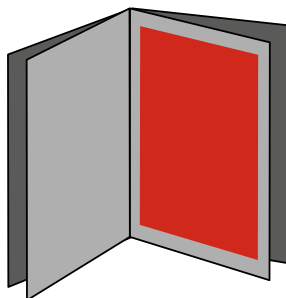
### FORMAT

- Max. 203 mm width x 275 mm height

### PRICE (non-discountable)

- Up to 25 g total weight per thou. € 395.00
- Up to 50 g total weight per thou. € 595.00
- Every additional 5 g per thou. € 40.00

## ADVERTORIAL



### SPECIAL FEATURE

- Your submitted content will be edited and published.
- High attention through editorial appearance
- Alternative to the traditional advertisement

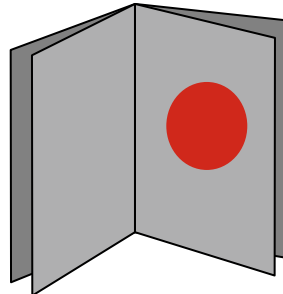
### FORMAT

- 1/2 advertorial page
- 1/1 advertorial page
- 2/1 advertorial page
- 2/1 premium page (poster appearance)
- Positioning: first double page after the tourism news

### PRICE

- on request

## CIRCULAR AD



### SPECIAL FEATURE

- Eye-catcher through prominent positioning in the middle of editorial content
- No other ads on this page

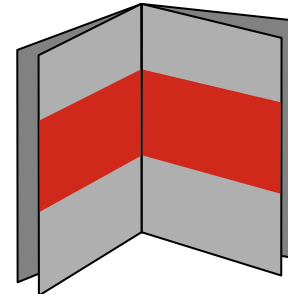
### FORMAT

- max. Ø 90 mm

### PRICE

- € 1,275.00

## BANDEROLE AD



### SPECIAL FEATURE

- Central placement, therefore highest attention

### FORMAT

- 420 mm width x 98 mm height in the bleed plus 3 mm bleed on all outer edges

### PRICE

- € 4,520.00

## WALL CALENDAR

Feature your business with an ad on the 2027 OMNIBUSREVUE wall calendar, and stay visible to your customers all year round!

## SCHEDULE/FORMATS/CIRCULATION

Publication date **01.12.2026**  
(supplement to  
OMNIBUSREVUE 11-12/2026)

Ad deadline **14.10.2026**

Closing date **22.10.2026**  
printing materials

Format **800 x 540 mm**

Circulation **7,000 copies**

## PRICES

Premium advert (190x85mm) **€ 1,195.00**

Entry large  
(95x173mm or 190x85mm) **€ 985.00**

Entry small  
(95x85mm) **€ 745.00**

Premium advert  
190 x 85 mm

The image shows the top header of the magazine. It features the publisher's name 'VERLAG HEINRICH VOGEL' and the website 'www.omnibusrevue.de' in small text. The main title 'OMNIBUSREVUE' is in large, bold, blue and white letters. Below it, the tagline 'BESSER IN MANAGEMENT, TECHNIK, TOURISTIK' is written in white on a red background.

Premium advert  
190 x 85 mm

large  
95 x 173 mm

| JANUAR     | FEBRUAR    | MÄRZ       | APRIL      | MAI        | JUNI       | JULI       | AUGUST     | SEPTEMBER  | OKTOBER     | NOVEMBER    | DEZEMBER    |
|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| 1.1. 190x  | 1.2. 190x  | 1.3. 190x  | 1.4. 190x  | 1.5. 190x  | 1.6. 190x  | 1.7. 190x  | 1.8. 190x  | 1.9. 190x  | 1.10. 190x  | 1.11. 190x  | 1.12. 190x  |
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| 9.1. 190x  | 9.2. 190x  | 9.3. 190x  | 9.4. 190x  | 9.5. 190x  | 9.6. 190x  | 9.7. 190x  | 9.8. 190x  | 9.9. 190x  | 9.10. 190x  | 9.11. 190x  | 9.12. 190x  |
| 10.1. 190x | 10.2. 190x | 10.3. 190x | 10.4. 190x | 10.5. 190x | 10.6. 190x | 10.7. 190x | 10.8. 190x | 10.9. 190x | 10.10. 190x | 10.11. 190x | 10.12. 190x |
| 11.1. 190x | 11.2. 190x | 11.3. 190x | 11.4. 190x | 11.5. 190x | 11.6. 190x | 11.7. 190x | 11.8. 190x | 11.9. 190x | 11.10. 190x | 11.11. 190x | 11.12. 190x |
| 12.1. 190x | 12.2. 190x | 12.3. 190x | 12.4. 190x | 12.5. 190x | 12.6. 190x | 12.7. 190x | 12.8. 190x | 12.9. 190x | 12.10. 190x | 12.11. 190x | 12.12. 190x |
| 13.1. 190x | 13.2. 190x | 13.3. 190x | 13.4. 190x | 13.5. 190x | 13.6. 190x | 13.7. 190x | 13.8. 190x | 13.9. 190x | 13.10. 190x | 13.11. 190x | 13.12. 190x |
| 14.1. 190x | 14.2. 190x | 14.3. 190x | 14.4. 190x | 14.5. 190x | 14.6. 190x | 14.7. 190x | 14.8. 190x | 14.9. 190x | 14.10. 190x | 14.11. 190x | 14.12. 190x |
| 15.1. 190x | 15.2. 190x | 15.3. 190x | 15.4. 190x | 15.5. 190x | 15.6. 190x | 15.7. 190x | 15.8. 190x | 15.9. 190x | 15.10. 190x | 15.11. 190x | 15.12. 190x |
| 16.1. 190x | 16.2. 190x | 16.3. 190x | 16.4. 190x | 16.5. 190x | 16.6. 190x | 16.7. 190x | 16.8. 190x | 16.9. 190x | 16.10. 190x | 16.11. 190x | 16.12. 190x |
| 17.1. 190x | 17.2. 190x | 17.3. 190x | 17.4. 190x | 17.5. 190x | 17.6. 190x | 17.7. 190x | 17.8. 190x | 17.9. 190x | 17.10. 190x | 17.11. 190x | 17.12. 190x |
| 18.1. 190x | 18.2. 190x | 18.3. 190x | 18.4. 190x | 18.5. 190x | 18.6. 190x | 18.7. 190x | 18.8. 190x | 18.9. 190x | 18.10. 190x | 18.11. 190x | 18.12. 190x |
| 19.1. 190x | 19.2. 190x | 19.3. 190x | 19.4. 190x | 19.5. 190x | 19.6. 190x | 19.7. 190x | 19.8. 190x | 19.9. 190x | 19.10. 190x | 19.11. 190x | 19.12. 190x |
| 20.1. 190x | 20.2. 190x | 20.3. 190x | 20.4. 190x | 20.5. 190x | 20.6. 190x | 20.7. 190x | 20.8. 190x | 20.9. 190x | 20.10. 190x | 20.11. 190x | 20.12. 190x |
| 21.1. 190x | 21.2. 190x | 21.3. 190x | 21.4. 190x | 21.5. 190x | 21.6. 190x | 21.7. 190x | 21.8. 190x | 21.9. 190x | 21.10. 190x | 21.11. 190x | 21.12. 190x |
| 22.1. 190x | 22.2. 190x | 22.3. 190x | 22.4. 190x | 22.5. 190x | 22.6. 190x | 22.7. 190x | 22.8. 190x | 22.9. 190x | 22.10. 190x | 22.11. 190x | 22.12. 190x |
| 23.1. 190x | 23.2. 190x | 23.3. 190x | 23.4. 190x | 23.5. 190x | 23.6. 190x | 23.7. 190x | 23.8. 190x | 23.9. 190x | 23.10. 190x | 23.11. 190x | 23.12. 190x |
| 24.1. 190x | 24.2. 190x | 24.3. 190x | 24.4. 190x | 24.5. 190x | 24.6. 190x | 24.7. 190x | 24.8. 190x | 24.9. 190x | 24.10. 190x | 24.11. 190x | 24.12. 190x |
| 25.1. 190x | 25.2. 190x | 25.3. 190x | 25.4. 190x | 25.5. 190x | 25.6. 190x | 25.7. 190x | 25.8. 190x | 25.9. 190x | 25.10. 190x | 25.11. 190x | 25.12. 190x |
| 26.1. 190x | 26.2. 190x | 26.3. 190x | 26.4. 190x | 26.5. 190x | 26.6. 190x | 26.7. 190x | 26.8. 190x | 26.9. 190x | 26.10. 190x | 26.11. 190x | 26.12. 190x |
| 27.1. 190x | 27.2. 190x | 27.3. 190x | 27.4. 190x | 27.5. 190x | 27.6. 190x | 27.7. 190x | 27.8. 190x | 27.9. 190x | 27.10. 190x | 27.11. 190x | 27.12. 190x |
| 28.1. 190x | 28.2. 190x | 28.3. 190x | 28.4. 190x | 28.5. 190x | 28.6. 190x | 28.7. 190x | 28.8. 190x | 28.9. 190x | 28.10. 190x | 28.11. 190x | 28.12. 190x |
| 29.1. 190x | 29.2. 190x | 29.3. 190x | 29.4. 190x | 29.5. 190x | 29.6. 190x | 29.7. 190x | 29.8. 190x | 29.9. 190x | 29.10. 190x | 29.11. 190x | 29.12. 190x |
| 30.1. 190x | 30.2. 190x | 30.3. 190x | 30.4. 190x | 30.5. 190x | 30.6. 190x | 30.7. 190x | 30.8. 190x | 30.9. 190x | 30.10. 190x | 30.11. 190x | 30.12. 190x |
| 31.1. 190x | 31.2. 190x | 31.3. 190x | 31.4. 190x | 31.5. 190x | 31.6. 190x | 31.7. 190x | 31.8. 190x | 31.9. 190x | 31.10. 190x | 31.11. 190x | 31.12. 190x |

95 x 173 mm

small  
95 x 85mm

95 x 85mm

95 x 85mm

95 x 85mm

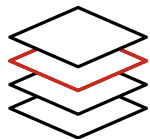
95 x 85mm

large  
190 x 85 mm

190 x 85 mm

190 x 85 mm

95 x 85mm



PRINT

## THE SPECIAL SECTION AS A „MAGAZINE WITHIN A MAGAZINE“

The special section of the magazine features a mixture of editorial reporting and **PR content**.

In single or double-page advertorials, partners in the bus industry from the tourism and technology sectors have the opportunity to present their products and destinations in more detail than would be possible in a traditional advertisement.

An editorial from the editorial team leads readers to the topic, independent short reports on the industry and providers as well as articles supplement the content.

PRICE ON REQUEST

## PRINT AND ONLINE PRESENCE

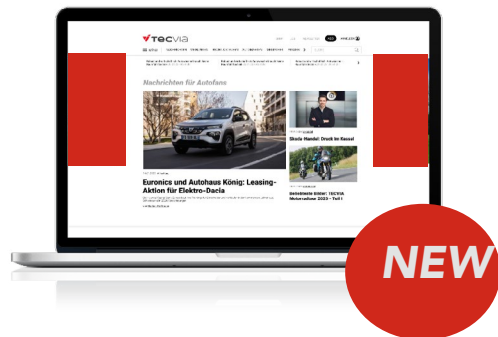
We can also present your company contribution in the form of an **online advertorial** on omnibusrevue.de in the appropriate environment. This significantly increases the chances of contact across all media.

For an additional fee of **€ 549.00**, you can also advertise specifically on the trade magazine's online service.

Online run time: 2 weeks



DIGITAL



### PLAYOUT ON ALL WEB PAGES (RoS)

#### STICKY HALFPAGE

##### RIGHT OR LEFT

##### FORMAT

- 300 x 600 px (max. 120 KB)

##### CPM\*

- € 185.00

##### RIGHT AND LEFT

##### FORMAT

- 2 x 300 x 600 px (max. 120 KB)

##### CPM\*

- € 280.00



### PLAYOUT ON ALL WEB PAGES (RoS)

#### STICKY-WIDE SKYSCRAPER

##### RIGHT OR LEFT

##### FORMAT

- 160 x 600 px (max. 120 KB)

##### CPM\*

- € 120.00

##### RIGHT AND LEFT

##### FORMAT

- 2 x 160 x 600 px (max. 120 KB)

##### CPM\*

- € 180.00



### PLAYOUT DESKTOP

#### BILLBOARD

##### FORMAT

- 950 x 250 px (max. 120 KB)

##### CPM\*

- € 185.00



### PLAYOUT START PAGE

#### NATIVE AD

##### FORMAT

- Image format 16:9
- Headline 50 characters
- Bodytext 180 characters
- CtA 20 characters

##### FIXED PLACEMENT

- € 3,770.00 per week

We'll be happy to advise you!

**TECHNICAL SPECIFICATIONS ONLINE**

You can find all information summarized [here](#) in a PDF file.



## MEDIUM RECTANGLE

### FORMAT

- 300 x 250 px (max. 120 KB)

### CPM\*

- € 120.00



## PARALLAX AD

### FORMAT

- 300 x 600 px (max. 120 KB)
- visible 300 x 400 px

### CPM\*

- € 185.00

## NEW: PARALLAX-AD

A parallax ad is an **interactive** online advertising format in which different layers of an advertising banner move at different speeds when the user scrolls.

This creates a spatial, dynamic 3D effect that attracts the user's attention particularly strongly.

## MORE FORMATS ON REQUEST.

We'll be happy to advise you!

## TECHNICAL SPECIFICATIONS ONLINE

You can find all information summarized [here](#) in a PDF file.



DIGITAL

Twice a week, every Tuesday and Thursday OMNIBUSREVUE informs the deciders and managers with an up-to-date and informative online newsletter.

**REGISTRATION:**  
[newsletter.tecvia.com/or](https://newsletter.tecvia.com/or)

**RUN TIME/OCCUPANCY:**

The duration, number, and timing of the advertisement placement depend on availability and your preferences. Selection by zip code area or industry is not possible.

| AD FORMAT                    | FORMAT IN PX | PRICE IN € |
|------------------------------|--------------|------------|
| Cross/Full-size banner*      | 650 x 150    | 370.00     |
| Text ad*                     | 650 x 366    | 370.00     |
| * on all placements possible |              |            |



**TECHNICAL SPECIFICATIONS  
NEWSLETTER**

You can find all information summarized [here](#) in a PDF file.





DIGITAL

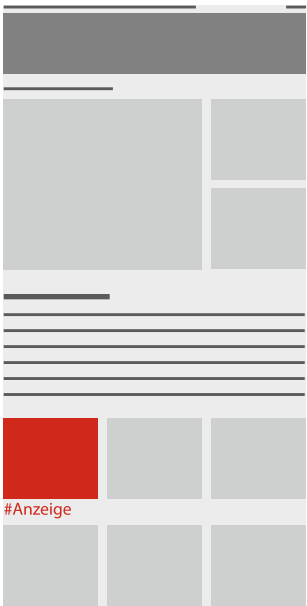
The online advertorial appears as an editorially designed article among the latest news items on the portal [www.omnibusrevue.de](http://www.omnibusrevue.de).

The advertorial is promoted with a text ad in the newsletter and a teaser on the start page of [www.omnibusrevue.de](http://www.omnibusrevue.de).

**PRESENTATION:**

- Featured image (1,920 x 1,080 px, .jpg)
- Company logo (372 x 90 px, .png)
- Headline max. 70 characters  
Teaser ca. 400 characters
- Body text with max. 3,000 characters
- **OPTIONAL:** Text for short infobox, e.g. about your company
- **OPTIONAL:** Up to three highlight quotes
- **OPTIONAL:** Linking to websites or videos
- **OPTIONAL:** Images with captions for decoration or slideshows (1,920 x 1,080 px, .jpg)
- Note: Article is marked as an advert!

**Teaser on start page**



**Advertorial**



| AD FORM            | PLACEMENT       | RUN TIME | PRICE IN € |
|--------------------|-----------------|----------|------------|
| Online advertorial | omnibusrevue.de | 1 week   | 2,255.00   |



**DIGITAL**

## EXCLUSIVE AND INNOVATIVE SURVEY TOOL:

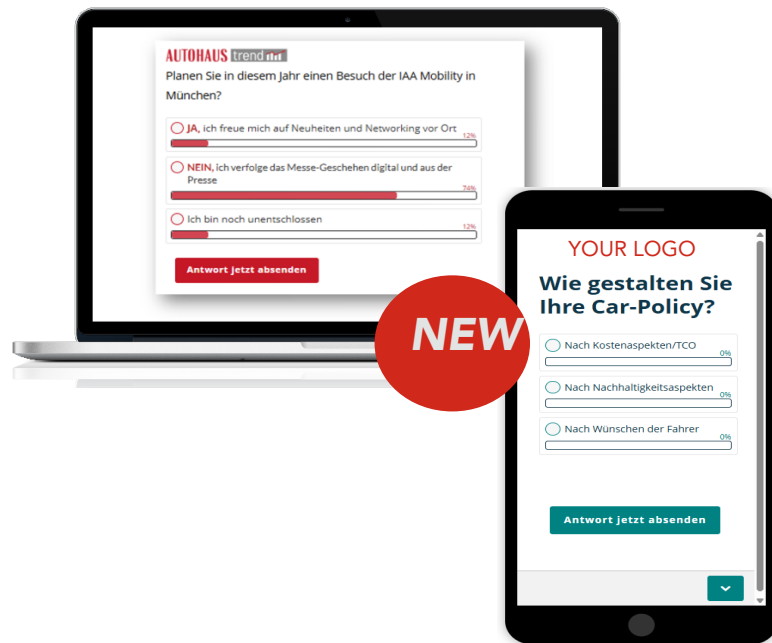
Use our innovative survey tool to attract visitors to your website. Position your brand effectively and benefit from meaningful survey results.

You can also use the survey to make your online advertorial even more interesting for readers.

## ADVANTAGE:

- Generate maximum clicks - every response means a click
- Get an impression of readers' moods
- The survey takes place exclusively in an editorial and otherwise advertising-free environment
- Ad blockers cannot suppress this form of advertising
- Customizable - with your logo and in your corporate colors
- Meaningful reporting tool

**PRICE ON REQUEST**



**GO FOR INTERACTIVE ADVERTISING!  
YOUR SURVEY, YOUR CLICK MACHINE.  
MORE TRAFFIC, MORE SUCCESS.**



DIGITAL

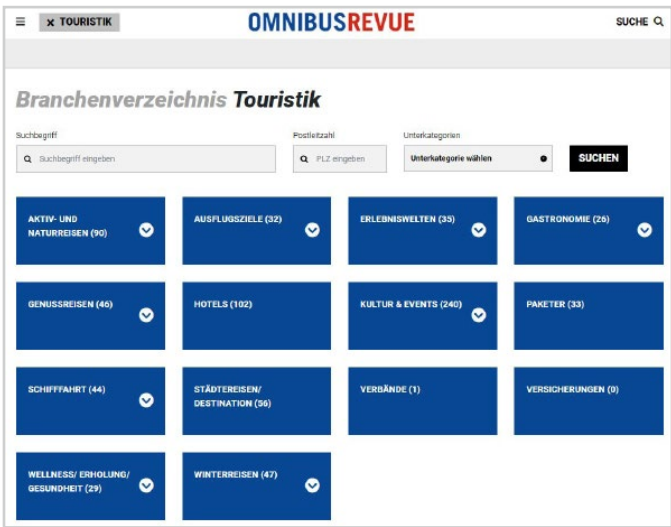
At [www.omnibusrevue.de/branchenverzeichnis/touristik](http://www.omnibusrevue.de/branchenverzeichnis/touristik), bus entrepreneurs can find both package tour operators and partners for coach tourism in several categories - and thus also your company.

Simple and clear structures offer searchers a quick and efficient overview of the companies available on the market.

OPTIONS

- **Premium entry:** shows your logo and summarizes the most important contact details of your company
- **Ultimate entry:** Increase your visibility!  
You have the option of including photos and text in your company presentation.  
Your potential customer can use the direct contact button to request a callback, further information and brochures. The integration of Google Maps also allows you to display the company headquarters clearly.

Further information at:  
[www.omnibusrevue.de/branchenverzeichnis/preise](http://www.omnibusrevue.de/branchenverzeichnis/preise)



| ENTRIES   | PRICE IN € |
|---|------------|
| Basic (address)   | free       |
| Premium (address + URL + logo)  | 355.00     |
| Ultimate<br>(premium + detailed company presentation,<br>with portrait: Products, references, image gallery,<br>contact form) | 715.00     |



### DIGITAL

#### **YOUR ADVERTISING OPTIONS WITH MOVING IMAGES**

At **omnibusrevue.de**, you have the opportunity to innovatively expand your advertising campaign with your own video.



#### **OFFERS:**

##### **1. Posting your own video**

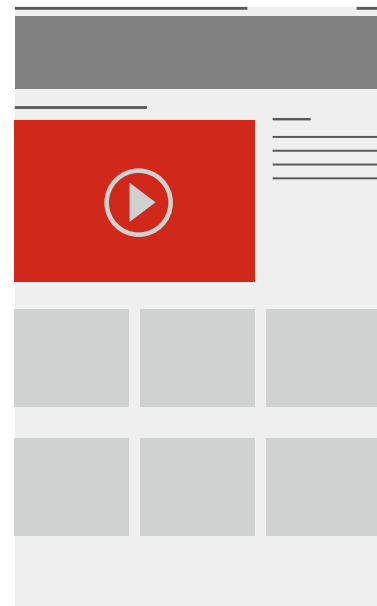
or

##### **2. Production of a video**

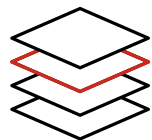
- Booking of Manager TV (short interview filmed on location)
- Booking of a video film including on-site shooting and broadcasting
- Realization of individual campaign requests with moving images, including linking the print advert in the e-paper to individual content

**PRICE:** from € 890.00

**PRESENTATION IN THE MEDIA LIBRARY  
FOR 12 MONTHS**



**TECHNICAL DETAILS ON REQUEST**



## PRINT

### YOUR MESSAGE IN EDITORIAL STYLE: THE STAGE FOR YOUR NATIVE ADVERTISING

A print advertorial is a special editorial format designed in the style of an article.

The ideal complement is the accompanying publication of this content as a digital advertorial on the trade magazine portal.







## DIGITAL

**In addition to your advertorial, choose your advertising material package!**

### MEDIA PACKAGES

#### ADVERTISING MEANS

|   | ULTIMATE<br>PRINT & ONLINE   | PREMIUM<br>PRINT & ONLINE  | BASIC+<br>PRINT & ONLINE         |
|---|--|--|----------------------------------|
| Publication magazine<br><b>Print</b>          | ✓ 1 x  | ✓ 1 x  | ✓ 1 x                            |
| PDF for your own use<br><b>Online PDF</b>     | ✓ Web PDF  | ✓ Web PDF  | ✓ Web PDF                        |
| Publication as<br><b>Online advertorial</b>   |  1 week |  1 week |                                  |
| Newsletter placement<br><b>Text ad</b>        |  3 x    |  2 x    |                                  |
| 4 pages digital print<br><b>Special print</b> | ✓ 1,000 copies   |  |                                  |
|   | 2/1 € 8,400.00   | 1/2 € 4,395.00<br>1/1 € 5,270.00   | 1/2 € 2,200.00<br>1/1 € 3,120.00 |



DIGITAL





NATIVE CONTENT IN TOP FORM:  
SPECIAL EDITORIAL FORMATS ON  
THE ONLINE PORTAL OF THE TRADE  
MAGAZINE

An online advertorial places your message  
in the style of native advertising in the layout of  
an online article.

In addition to your online advertorial,  
choose your advertising material package!

MEDIA PACKAGES

ADVERTISING MEANS

|  | ULTIMATE   | PREMIUM  | BASIC+     |
|--|--|--|------------|
| Online<br>advertorial<br><b>Start page</b>         | ✓ 7 days   | ✓ 7 days   | ✓ 7 days   |
| Newsletter<br>placement<br><b>Text ad</b>          | ✓ 5 x  | ✓ 4 x  | ✓ 1 x      |
| Social media<br>placement<br><b>Posting</b>        | ✓ 3 x  | ✓ 2 x  | ✓ 1 x      |
| Browser<br>placement<br><b>Clever push</b>         |  2 x    |  1 x    |            |
| Banner<br>placement<br><b>Skyscraper</b>           |  30' PI |  20' PI |            |
| Social media<br>ad performance<br><b>Promotion</b> | ✓ € 1,000.00   |  |            |
|  | € 8,405.00   | € 5,520.00   | € 2,385.00 |

The currently valid VAT must be added to all prices. Valid from January 1<sup>st</sup>, 2026.  
Special publications are not subject to agency discount or other discounts.

OMNIBUSREVUE

**SUT**  
SCHIFFFAHRT  
UND TECHNIK

**verkehrs**   
**RUNDSCHAU**

**Sprit+**

**Auto**flotte

**asp**  
AUTO SERVICE PRAXIS

**fokus** GEFÄHR/GUT

**AUTOHAUS**

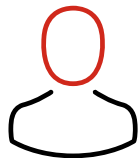
**VKU**

**VD**  
VERKEHRSDIENST

**FAHRSCHULE**

**Trucker**



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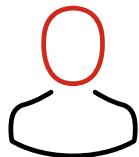
Representative Tourism  
Croatia, Austria (Burgenland, Carinthia, Upper  
Austria, Salzburger Land, Styria), Poland,  
Slovakia, Slovenia, Czechia, Hungary  
PO box 209, 2601 Vác, Hungary

[omnibusoffice@gmail.com](mailto:omnibusoffice@gmail.com)

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Mobile phone +36 30 9 621043





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