

# MEDIA DATA 2026



OMNIBUSREVUE Technology  
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**

## SHORT FACTS

MEDIA DATA 2026



**PUBLISHING HOUSE:**

TECVIA Media GmbH  
Verlag Heinrich Vogel  
Aschauer Straße 30,  
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[www.tecvia-media.com](http://www.tecvia-media.com)



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**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.

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

### SUBSCRIPTION

ISSN 1436-9974

#### Annual subscription price

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 [vertriebsservice@tecvia.com](mailto:vertriebsservice@tecvia.com)

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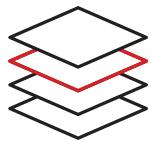
Please note the General Terms and Conditions you can find at [www.tecvia-media.com](http://www.tecvia-media.com).

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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

## TIME SCHEDULE & TOPICS

MEDIA DATA 2026

### TECHNOLOGY-TOPICS

#### ISSUE 1

AD 25.11.25

CD 08.12.25

**PD 13.01.26**

Fuel & service cards

E-mobility (hydrogen)

Fuels / Drives / Hybrid

### MANAGEMENT-TOPICS

Digitization

### FAIRS

**43. Tag der Bustouristik** (Day of Bus Tourism),

Garmisch-Partenkirchen, 12.01.2026

#### ISSUE 2-3

AD 19.01.26

CD 02.02.26

**PD 24.02.26**

Preliminary report mobility move '26

Bus glass

Tour guide systems

GPS & telematics

Fire protection

Importers

AI Artificial Intelligence

Professional AI tools

Travel insurances

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

**IT-Trans**, Karlsruhe, 03.-05.03.2026

**mobility move '26**, Berlin, 10.-12.03.2026

#### ISSUE 4

AD 06.03.26

CD 19.03.26

**PD 14.04.26**

Assistance systems (camera, radar, safety)

Maintenance & repair

Follow-up report mobility move '26

Planning software

**Bus2Bus**, Berlin, 15.-16.04.2026

**OR Special „Bus2Bus“**

#### ISSUE 5

AD 07.04.26

CD 23.04.26

**PD 19.05.26**

Galleys and interior decoration

Passenger information systems

Autonomous driving

Mini and midibuses

Follow-up report Bus2Bus

E-ticketing & apps

## TIME SCHEDULE & TOPICS

MEDIA DATA 2026

### TECHNOLOGY-TOPICS

#### ISSUE 6

AD 07.05.26  
CD 20.05.26  
**PD 16.06.26**  
E-mobility: vehicles & drive technology  
Hydrogen  
Air conditioning systems & technology  
Barrier-free buses: ramps & lifts

### MANAGEMENT-TOPICS

Driver training and further education  
for drivers and business owners  
Fuel and service cards

### FAIRS

#### ISSUE 7-8

AD 23.06.26  
CD 06.07.26  
**PD 28.07.26**  
E-mobility: charging infrastructure  
On-board entertainment, seats & seating  
Washing facilities & vehicle cleaning  
Wear parts  
Tires

Fleet management

#### ISSUE 9

AD 04.08.26  
CD 17.08.26  
**PD 08.09.26**  
Importers  
Maintenance & repair  
E-mobility  
Preliminary report IAA Transportation

Driver shortage  
Insurances

**Automechanika**, Frankfurt, 08.-12.09.2026  
**IAA Transportation**, Hanover, 15.-20.09.2026  
**Inno Trans**, Berlin, 22.-25.09.2026  
**FIAA Fachmesse f. Reise- und Linienbusse**  
(Trade Fair for Tourist Coaches and Public  
Transport Buses), Madrid, 22.-25.09.2026

#### ISSUE 10

AD 15.09.26  
CD 28.09.26  
**PD 20.10.26**  
Bus of the Year Winner  
Ready for winter  
Autonomous driving  
Tires  
Follow-up report IAA Transportation

Bus booking portals

## TIME SCHEDULE & TOPICS

MEDIA DATA 2026

### TECHNOLOGY-TOPICS

#### ISSUE 11-12

AD 27.10.26

Onboard entertainment

CD 09.11.26

Mini and midibuses

PD 01.12.26

Alternative drive systems

### MANAGEMENT-TOPICS

Further driver training

- Annual calendar 2027
- OR Special: Who is Who Bus

### FAIRS

#### ISSUE 1/27

AD 26.11.26

Fuel & service cards

CD 09.12.26

E-mobility / Hydrogen

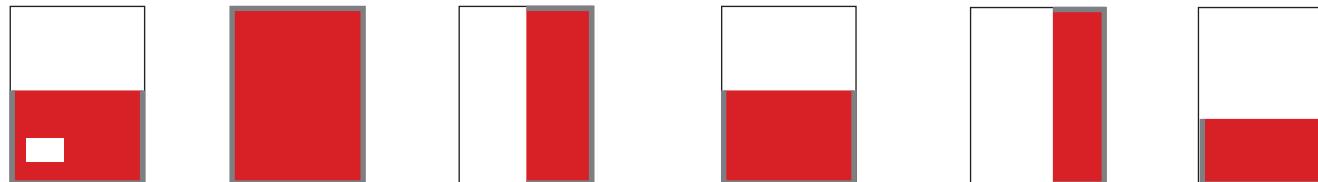
PD 12.01.27

Fuels / Drives / Hybrid

Digitization

### MAGAZINE FORMAT

210 x 279 mm



#### MAIN MAGAZINE

Type area (w x h)

Bleed size (w x h)

#### TITLE DISPLAY

—  
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\*

#### MAIN MAGAZINE

Type area (w x h)

Bleed size (w x h)

#### 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  
—

\* + 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	7,620.00
2./3./4. cover page	7,390.00
1/1 page	6,645.00
Junior page*	4,540.00
1/2 page	3,760.00
1/3 page	2,360.00
1/4 page	1,940.00
1/8 page	1,175.00

### Placement surcharge:

Binding placement instructions	795.00
--------------------------------	--------

\*Junior page: 1/2 page landscape, turned upside, in the midst of the editorial coverage

Format: 131 mm width x 198 mm height plus 3 mm bleed on all outer edges

### CLASSIFIED ADS

### FORMAT

### PER COLUMN AND MM B/W IN € 4-COLORS IN €

Agency price	1 column 43 mm wide	4.44	8.70
Direct price	1 column 43 mm wide	3.79	7.28
Job-wanted	1 column 43 mm wide	2.47	---
Box number fee	€ 16.00		

### DISCOUNTS:

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

### FREQUENCY SCALE

### QUANTITY SCALE

3 times	3 %	3 pages	5 %
6 times	5 %	6 pages	10 %
9 times	10 %	9 pages	15 %
12 times	15 %	12 pages	20 %

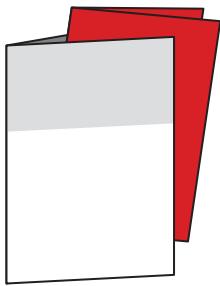
All surcharges do qualify for discounts. Title displays are not subject to discounts.

### 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

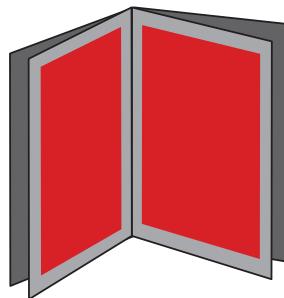
#### FORMAT

- 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

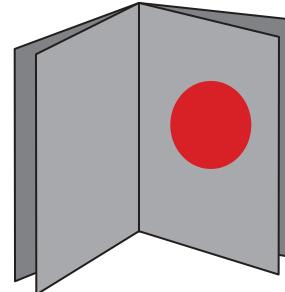
#### FORMAT

- 1/2 advertorial page
- 1/1 advertorial page
- 2/1 advertorial page
- 2/1 premium page (poster appearance)

#### PRICE

- on request

### CIRCULAR AD



#### SPECIAL FEATURE

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

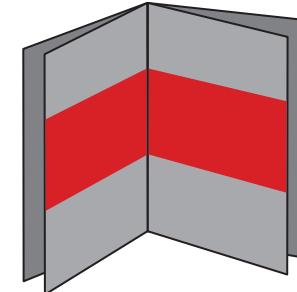
#### FORMAT

- max. Ø 90 mm

#### PRICE

- € 2,305.00

### 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

- € 5,500.00

# OMNIBUSREVUE

## 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**

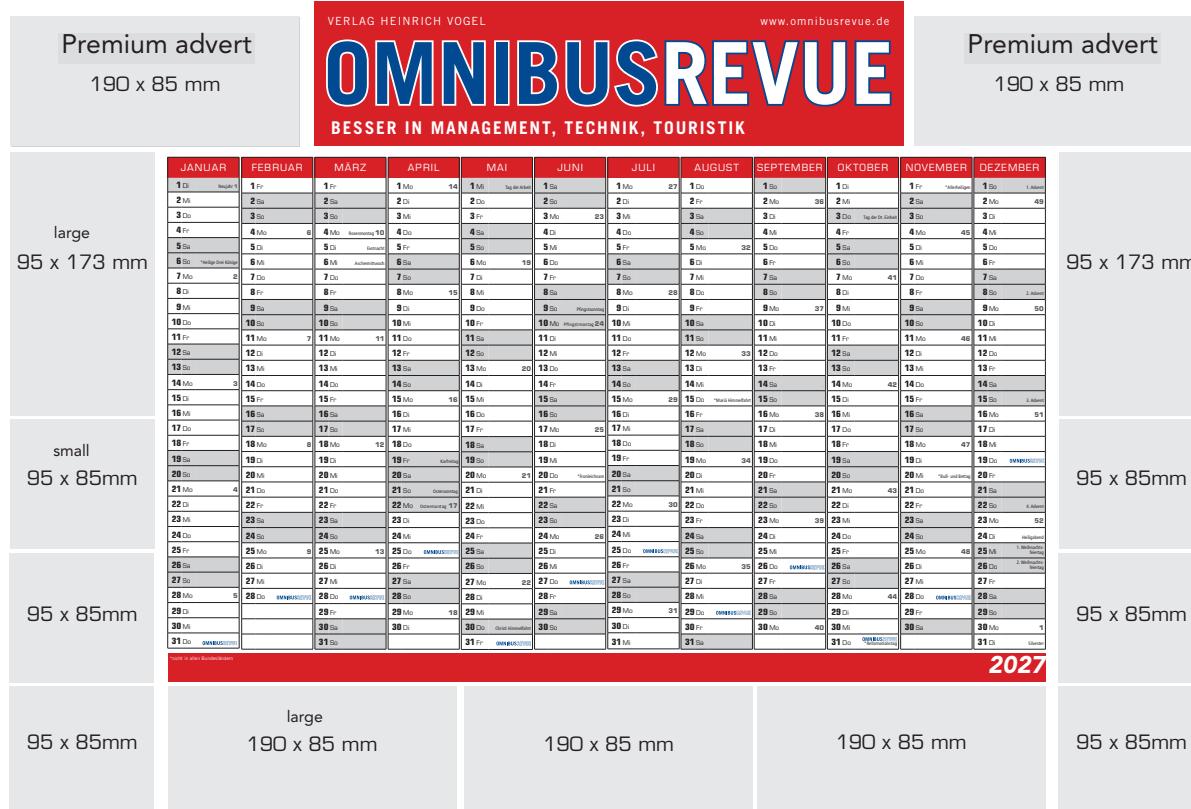
Entry large **€ 985.00**  
(95x173mm or 190x85mm)

Entry small **€ 745.00**  
(95x85mm)

# ANNUAL CALENDAR

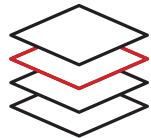
MEDIA DATA 2026

12



The currently valid VAT must be added to all prices. Valid from January 1<sup>st</sup>, 2026.

PRINT



PRINT



DIGITAL

### PRINT: PORTRAITS OF KEY PERFORMERS

Those listed in this company and service directory are the focus of bus operators when it comes to finding suitable vehicles and qualified business partners.

The OMNIBUSREVUE special Who's Who Bus is included in issue 11-12/2026.

### ONLINE: BUSINESS DIRECTORY

The OMNIBUSREVUE technology business directory offers a permanently searchable web presence in one of the leading online services for the bus industry. Here, the user can find information from A to Z to alternative drives, suppliers in workshop areas, finance and insurance providers and suppliers, right up to suppliers of tyres and washing facilities or telematics providers. Simple and clear structures offer the seekers a quick and efficient overview of existing enterprises on the market.



#### FORMAT

1/2 page portrait

#### PRICE

€ 715.00 incl. premium online entry  
in the business directory

1/1 page portrait

€ 1,205.00 incl. ultimate online entry  
in the business directory

Online entry

starting from € 355.00

Your company portrait will be listed online for 12 months.



### PLAYOUT ON ALL WEB PAGES (RoS)

#### STICKY HALF PAGE

##### 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.



### 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.

### 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

### 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:

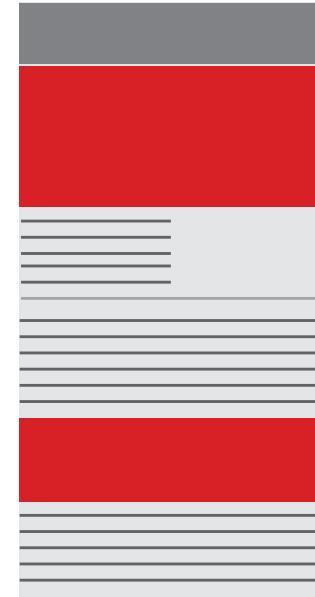
[newsletter.tecvia.com/or](http://newsletter.tecvia.com/or)

### 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.

WERBEFORM	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



### EXCLUSIVE AND INNOVATIVE SURVEY TOOL:

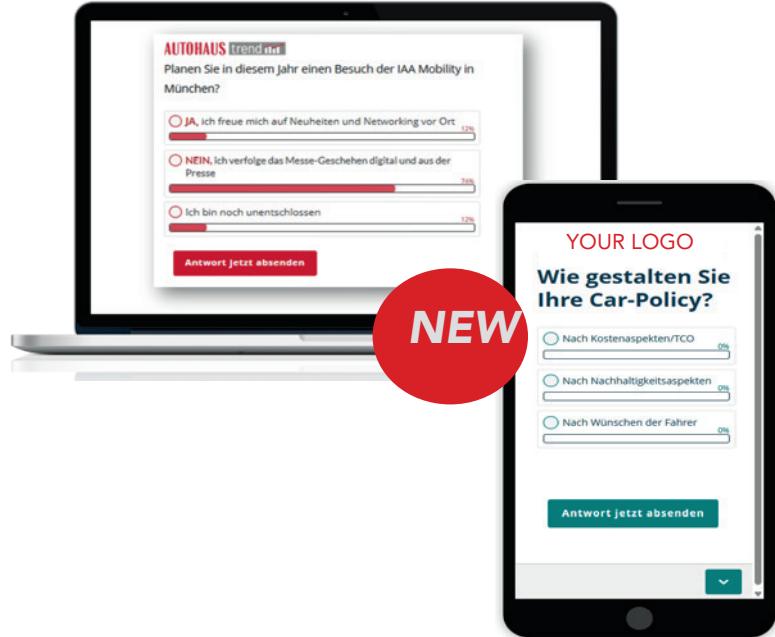
Use our innovative survey tool to attract visitors to your website. Position your brand effectively and benefit from meaningful survey results.

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

### YOUR ADVERTISING OPTIONS WITH MOVING IMAGES

At [omnibusrevue.de](http://omnibusrevue.de), you have the opportunity to innovatively expand your advertising campaign with your own video.

#### OFFERS:

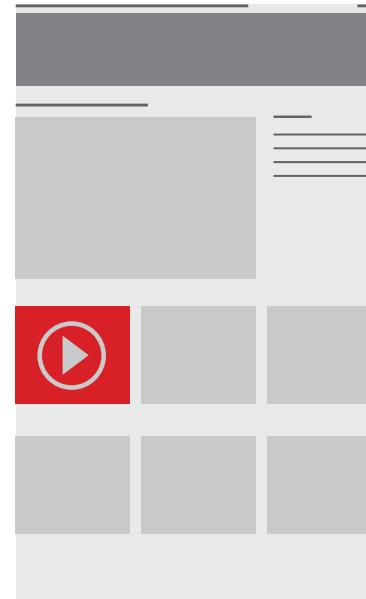
- Placing your own video
- Booking of Manager-TV (short interview, which is filmed on location)
- Booking of a video film incl. on-site shooting and placing
- Realization of individual campaign requests with moving images incl. linking of the print ad in the e-paper to individual content

PRICES AND TECHNICAL DETAILS ON REQUEST

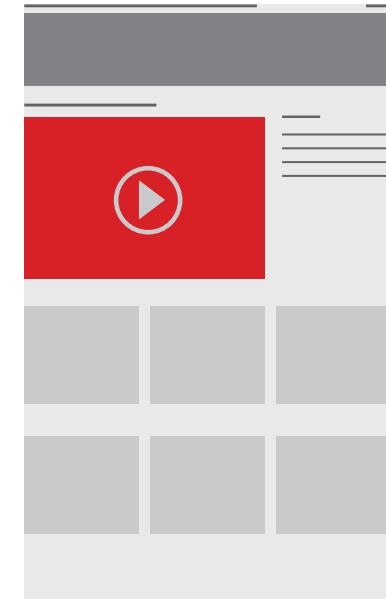


The currently valid VAT must be added to all prices. Valid from January 1<sup>st</sup>, 2026.

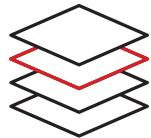
#### PRESENTATION AS TOP ARTICLE FOR ONE WEEK



#### PRESENTATION IN THE MEDIA LIBRARY FOR ANOTHER 6 MONTHS



ONLINE



PRINT

### ADVERTISE WITH YOUR OWN VIDEO

A compelling marketing video is the flagship for your company - it conveys your messages, strengthens your brand and inspires your target group. But creating an effective video requires experience, creativity and technical know-how. **This is where we come in!**

### WHY SHOULD YOU CHOOSE US?

- Professional quality:** We ensure that your video is produced to the highest standard - from the concept to the final cut.
- Customized content:** Whether it's an image film, product presentation or commercial - we put your vision in the limelight.
- Maximum reach:** Whether on your website, in social media or on platforms such as YouTube - a professional video opens doors.
- Emotional connection:** We manage to package your message in such a way that it stays in the minds and hearts of your customers.
- Time and cost savings:** You don't have to worry about a thing. Our experienced team takes care of the entire production process - quickly, efficiently and cost-effectively.

### MEDIA PACKAGES

ADVERTISING MEANS

**BASIC** **BRONZE** **SILVER** **GOLD**

Test of the vehicle on a known test track and extensive reporting in the OMNIBUSREVUE



Multi-page WEB-PDF of the comparison test from OMNIBUSREVUE for use on your own social media channels



Social media support for the test on the OMNIBUSREVUE channels



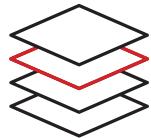
Production of a film to accompany the test (for free use), which will also be shown on all OMNIBUSREVUE channels (media library, BUS-TV on YouTube)



1/1 page ad in print magazine



Prices on request



PRINT



DIGITAL

### 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.

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

MEDIA DATA 2026

### MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE PRINT & ONLINE	PREMIUM PRINT & ONLINE	BASIC+ PRINT & ONLINE
Publikation magazine Print	✓ 1 x	✓ 1 x	✓ 1 x
PDF for your own use Online PDF	✓ Web PDF	✓ Web PDF	✓ Web PDF
Publication as Online advertorial	1 week	1 week	
Newsletter placement Text ad	3 x	2 x	
4 pages digital print Special print	✓ 1,000 copies		
	2/1 € 11,010.00	1/2 € 5,550.00 1/1 € 7,080.00 2/1 € 9,890.00	1/2 € 3,430.00 1/1 € 5,075.00 2/1 € 8,080.00



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 DATA 2026

### MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Online advertorial <b>Start page</b>	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter placement <b>Text ad</b>	✓ 5 x	✓ 4 x	✓ 1 x
Social media placement <b>Posting</b>	✓ 3 x	✓ 2 x	✓ 1 x
Browser placement <b>Clever push</b>	2 x	1 x	
Banner placement <b>Skyscraper</b>	30' PI	20' PI	
Social media ad performance <b>Promotion</b>	✓ € 1,000.00		
	€ 11,900.00	€ 7,565.00	€ 3,355.00



### DIGITAL INNOVATION: EDITORIAL WEB SPECIAL ON THE MAGAZINE PORTAL

A web special showcases products and services on an individually designed website, presented by the respective trade magazine.

The web special stands on its own as a native advertising format, publishes a beacon topic quickly and prominently and can be ideally teased and linked via all digital channels.

**In addition to your web special,  
choose your advertising material package!**

MEDIA DATA 2026

### MEDIA PACKAGES

#### ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Expert editorial text + layout <b>Start page</b>	✓ Full service	✓ Full service	✓ Full service
Number of chapters <b>Extent</b>	<b>6</b> chapters	<b>4</b> chapters	<b>1</b> chapter (onepager)
Run time	<b>8</b> weeks	<b>6</b> weeks	<b>6</b> weeks
Newsletter placement <b>Text ad</b>	 8 x	 6 x	 6 x
SocialMedia placement <b>Posting</b>	 4 x	 2 x	
Portal placement <b>Banner</b>	✓ 100' PI		

Price on request



### BACKGROUND KNOWLEDGE MEETS INDUSTRY PROFESSIONALS: A WHITE PAPER BRINGS CONTENT AND USERS TOGETHER

With a white paper, useful content is prepared as a digital online publication. The PDF is made available for download on the online presence of the trade magazine and uses its reach to generate leads.

**In addition to your white paper,  
choose your advertising material package!**

MEDIA DATA 2026

### MEDIA PACKAGES

#### ADVERTISING MEANS

#### ULTIMATE

#### BASIC+

Expert editorial text + layout <b>Full service</b>	 Full service	Customer delivers PDF
Run time <b>Lead generation</b>	<b>8</b> weeks	<b>4</b> weeks
Newsletter placement <b>TextAd</b>	 8 x	 4 x
Social media placement <b>Posting</b>	 4 x	 2 x
Start page placement <b>Banner</b>	 100' PI	 50' PI
Clever push <b>Notification</b>	 1 x	 1 x
Price on request		

OMNIBUSREVUE

**SUIT**  
SCHIFFFAHRT  
UND TECHNIK

**verkehrs RUNDschau**

**Sprit+**

**Autoflotte**



**fokus GEFAHR/GUT**

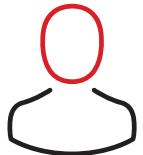
**AUTOHAUS**

**VKU**

**VD**  
VERKEHRSDIENST

**asp**  
AUTO SERVICE PRAXIS

**FAHRSCHULE**  
**Trucker**



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