

MEDIA DATA 2026

OMNIBUSREVUE Tourism
Better in management, technology and tourism

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

76th 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,
81549 Munich, Germany
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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

General conditions:

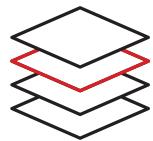
Please note the General Terms and Conditions you can find at www.tecvia-media.com.

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

TIME SCHEDULE & TOPICS

MEDIA DATA 2026

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“

FAIRS

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 (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 (Burgenland/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

ISSUE 5

AD 07.04.26

CD 23.04.26

PD 19.05.26

Wellness, recreation & active tours
City trips, trendy destinations & hotel highlights

Region special: Germany's North
(incl. Hamburg, Bremen)
Region special: Thuringia
Region special: Baden-Württemberg
Country special: Scandinavia
Excursion tips

- **OR Special „Experience & Enjoy“**

ISSUE 6

AD 07.05.26

CD 20.05.26

PD 16.06.26

Palaces, castles, courtyard gardens & parks
Breweries, distilleries, wineries
UNESCO

Region special: Saxony
Region special: Bavaria
Country special: Slovenia
Country special: Great Britain, Ireland
Country special: Hungary

- **OR Special „Adventure Worlds & Club Trips“**

ISSUE 7-8

AD 23.06.26

CD 06.07.26

PD 28.07.26

Group highlights Austria 2026/27
Experience knowledge (educational trips)
Christmas markets (part 1)
Excursion highlights

Region special: Berlin & Brandenburg
Country special: Baltic countries
Country special: Albania
Excursion tips
Salesguide catalogue entries

ISSUE 9

AD 04.08.26

CD 17.08.26

PD 08.09.26

Special musical experiences
Christmas markets (part 2)
Group tours prospects 2027
Fascination Airport

Region special: Franconia
Country special: Slovakia, Czechia
Excursion tips

- **OR Special „City Trips“**

TIME SCHEDULE & TOPICS

MEDIA DATA 2026

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

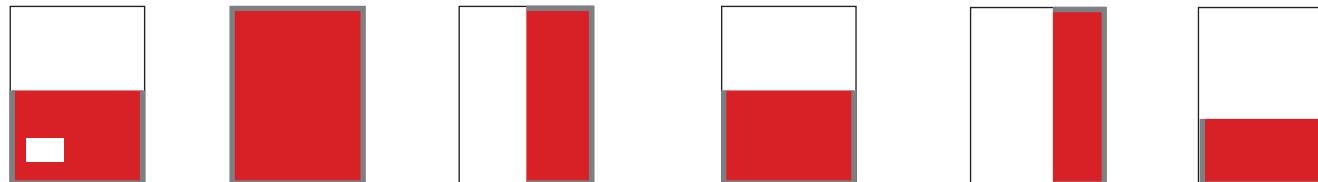
Excursion tips

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

—
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	7,290.00
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
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***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

MEDIA DATA 2026**DISCOUNTS:**

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

FREQUENCY 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.

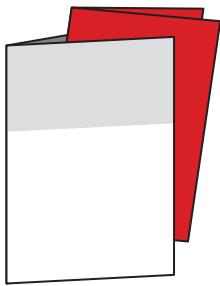
Please request your individual offer!

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

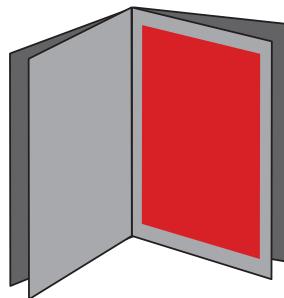
FORMAT

- 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

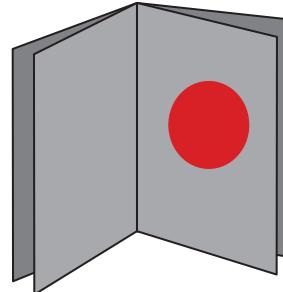
FORMAT

- 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

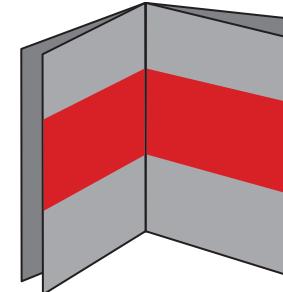
FORMAT

- 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**

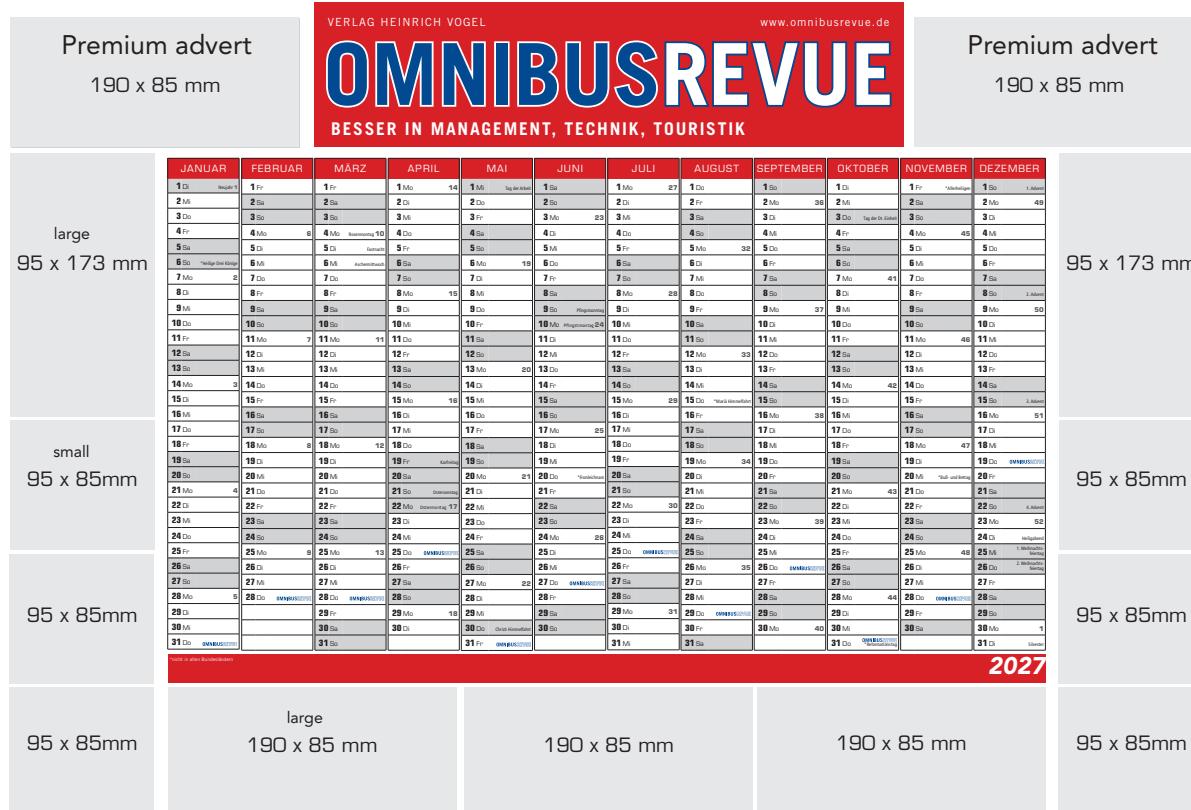
Entry large **€ 985.00**
(95x173mm or 190x85mm)

Entry small **€ 745.00**
(95x85mm)

ANNUAL CALENDAR

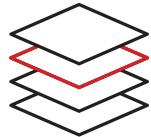
MEDIA DATA 2026

12



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

PRINT



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



DIGITAL

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





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



NEW

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

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.

The advertorial is promoted with a text ad in the newsletter and a teaser on the start page of 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:

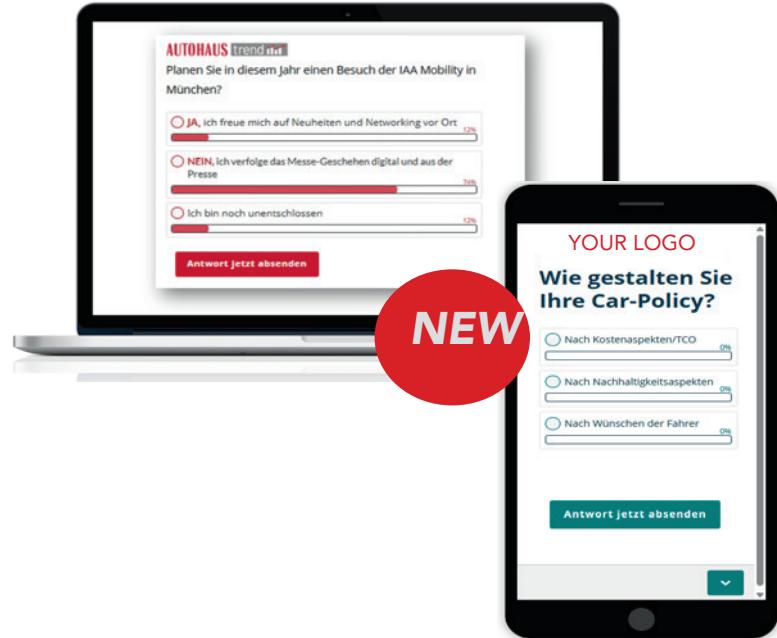
Use our innovative survey tool to attract visitors to your website. Position your brand effectively and benefit from meaningful survey results.

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.**



At 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

ENTRIES

Basic (address)

PRICE IN €

free

Premium (address + URL + logo)

355.00

Ultimate

(premium + detailed company presentation, with portrait: Products, references, image gallery, 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

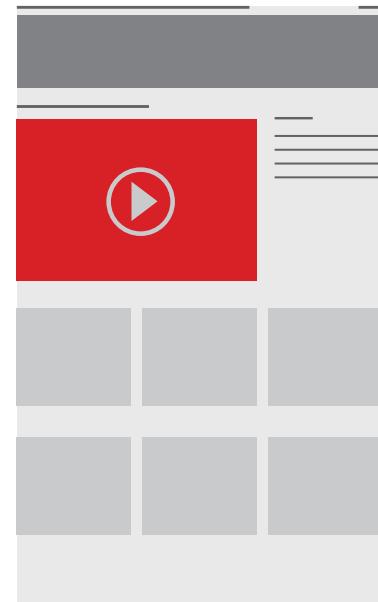
or

2. Production of a video

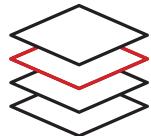
- Booking of Manager TV (short interview filmed on location)
- Booking of a video film including on-site shooting and broadcasting
- Realization of individual campaign requests with moving images, including linking the print advert in the e-paper to individual content

PRICE: from € 890.00

PRESENTATION IN THE MEDIA LIBRARY
FOR 12 MONTHS



TECHNICAL DETAILS ON REQUEST



PRINT



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
Publication 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 € 8,400.00	1/2 € 4,395.00 1/1 € 5,270.00	1/2 € 2,200.00 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 DATA 2026

MEDIA PACKAGES

ADVERTISING MEANS

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

OMNIBUSREVUE

SUIT
SCHIFFFAHRT
UND TECHNIK

verkehrs 
RUNDSCHAU

Sprit+

Autoflotte



fokus GEFahr/Gut

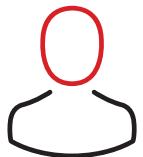
AUTOHAUS

VKU

VD
VERKEHRSDIENST

asp
AUTO SERVICE PRAXIS

FAHRSCHULE
Trucker



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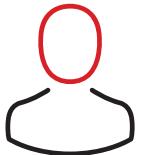


REPRESENTATIVES FOREIGN COUNTRIES: VERONIKA KISZEL

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

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MEDIA DATA 2026



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