OMNIBUSREVUE

MEDIA DATA **2027**

OMNIBUSREVUE Tourism
Better in management, technology and tourism

www.omnibusrevue.de

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As of October 28, 2026

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
- E-paper

monthly
9 ISSUES

77th year
2027

www.omnibusrevue.de
WEB ADDRESS (URL)

bdo, RDA, VPR
MEMBERSHIP

PUBLISHING HOUSE:
TECVIA Media GmbH
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70 % of the decision-makers surveyed cite industry-specific trade journals and media as particularly important sources of professional information.

Source: LAE – Leading Analysis of Decision-Makers in Business and Public Administration 2026

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
Annual subscription price	
Inland:	€ 169.70 incl. packing/posting plus statutory VAT.
European countries:	€ 181.70 incl. packing/posting plus statutory VAT.
Phone	Subscription service: +49 89 203043-1100
E-mail	vertriebsservice@tecvia.com

Trade journals are used in both printed form and as e-papers.

46 % of the decision-makers surveyed state that they prefer reading longer texts on paper.

For **40 %**, it makes no difference whether they read on paper or on a screen.

Source: LAE – Leading Analysis of Decision-Makers in Business and Public Administration 2026

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

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

CIRCULATION & ACCESSES

MEDIA DATA **2027**

PRINT

7,000
PRINT RUN OMNIBUSREVUE*

5,921
ACTUAL DISTRIBUTED CIRCULATION (ADC)*

1,983
PAID CIRCULATION*

DIGITAL

13,532
SESSIONS**
(average of three months, July to September 2026)

24,034
PAGE IMPRESSIONS**
(average of three months, July to September 2026)

2,137
NEWSLETTER SUBSCRIBERS*
(average of three months, July to September 2026)

15,500
FACEBOOK FOLLOWERS*
(September 2026)

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.

Souce: CONTENT MARKETING TRENDSTUDIE 2025 von statista+ / CMCX

* Circulation figures: own data collection

** Online access control Google Analytics 4, current figures on request

ISSUE 1
AD 26.11.26
CD 09.12.26
PD 12.01.27

Mines, caves and grottos
Palaces, castles, monasteries
Floral discovery journeys (nature and national parks)
Top group hotels

City beauties of central Germany
Excursion tips

ISSUE 2-3
AD 21.01.27
CD 04.02.27
PD 02.03.27

Preview ITB Berlin
Zoos and animal parks
Railways, vintage 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 „Southern Germany"**

ISSUE 4
AD 05.03.27
CD 18.03.27
PD 13.04.27

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

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

• **OR Special „RDA"**

FAIRS

44. Tag der Bustouristik (Day of Bus Tourism), Chemnitz, 11.01.2027
CMT, Stuttgart, 16. - 24.01.2027
31. VPR VIP-Treff 2027 (VIP Meeting Point), Bad Neuenahr-Ahrweiler, 28.-30.01.2027

f.re.e, Munich, 10. - 14.02.2027
ITB, Berlin, 16. - 18.03.2027
BTB-Workshop, Southern Germany, Regensburg, early March 2027

RDA Group Travel Expo, Cologne, 20. - 21.04.2027

Is your topic missing? Feel free to contact us directly – we'll find a solution!

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

This overview of planned topics for 2027 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

TIME SCHEDULE & TOPICS

MEDIA DATA **2027**

			FAIRS
ISSUE 5 AD 08.04.27 CD 22.04.27 ***PD 18.05.27***	Wellness, relaxation & active travel City trips, trending destinations	Region special: Germany's North (incl. Hamburg, Bremen) Region special: Thuringia Country special: Scandinavia Region special: Croatia's coast Country special: Austria (Burgenland/ Carinthia/Upper Austria) Excursion tips • **OR Special „Worlds of Experience & Theme Parks"**	**GTM 2027** (Germany Travel Mart), Bremerhaven, 29.05.-02.06.2027
ISSUE 6 AD 29.04.27 CD 13.05.27 ***PD 08.06.27***	Palaces, castles, court gardens & parks Automotive history UNESCO	Region special: Saxony Region special: Bavaria Country special: Slovenia Country special: Great Britain, Ireland Country special: Hungary • **OR Special „Out and About Together: New Favorite Spots for Clubs"**	
ISSUE 7-8 AD 22.06.27 CD 05.07.27 ***PD 27.07.27***	Group highlights Austria 2027/28 Experiencing knowledge (educational trips) Christmas markets (part 1) Excursion highlights	Region special: Baden-Württemberg Region special: Berlin & Brandenburg Country special: Undiscovered Europe Excursion tips Salesguide catalogue entries	

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TIME SCHEDULE & TOPICS

MEDIA DATA **2027**

			FAIRS
ISSUE 9 AD 09.08.27 CD 20.08.27 ***PD 14.09.27***	Special musical experiences Christmas markets (part 2) Group tours prospects 2028 Fascination Airport Breweries, distilleries, wineries	Country special: Slovakia, Czechia Excursion tips Travel insurances • OR Special „City Trips“	
ISSUE 10 AD 02.09.27 CD 15.09.27 ***PD 07.10.27***	Air travel & long-haul trips Browse & indulge Ski & winter trips	Two cities – one state: Bremen & Bremerhaven Region special: Rhineland-Palatinate Region special: North Rhine-Westphalia • OR Special „Culture & Events 2028“	
ISSUE 11-12 AD 02.11.27 CD 15.11.27 ***PD 07.12.27***	Museums, art and cultural tours Wellness & spa, spa holiday Stopover destinations & motorway service stations Anniversaries & events 2028 The future of the buses: Organic meets indulgence	Region special: Hanseatic cities Region special: Sauerland Excursion tips • Annual Calendar 2028	**BTB Pole Position Bus,** Red Bull Ring (Styria), 09.-10.11.2027 **TT Warsaw Tour & Travel,** October 2027 **World Travel Market,** London, 02.-04.11.2027
ISSUE 1/28 AD 26.11.27 CD 09.12.27 ***PD 11.01.28***	Accessible travel destinations Floral discovery journeys (nature and national parks) Palaces, castles, monasteries Mines, caves and grottos	City beauties of central Germany Excursion tips	**CMT,** Stuttgart, 15.-23.01.2028

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PRINT

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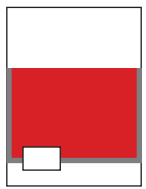
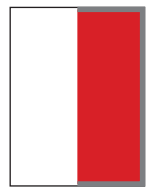
AD FORMATS

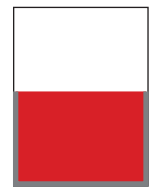
MEDIA DATA **2027**

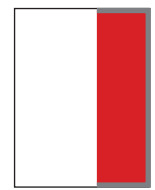
MAGAZINE FORMAT

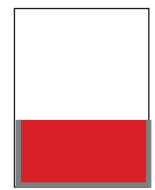
210 X 279 mm



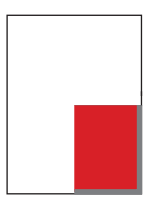


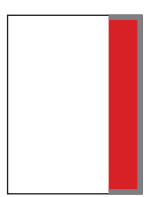


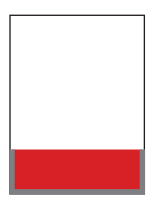


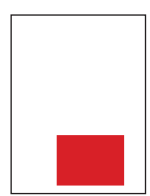


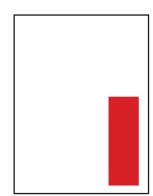
MAIN MAGAZINE	***TITLE DISPLAY***	***1/1 PAGE***	***1/2 PAGE PORTRAIT***	***1/2 PAGE LANDSCAPE***	***1/3 PAGE PORTRAIT***	***1/3 PAGE LANDSCAPE***
Type area (w x h)	—	175 x 236 mm	85 x 236 mm	175 x 117 mm	55 x 236 mm	175 x 76 mm
Bleed size (w x h)	210 x 170 mm**	210 x 279 mm*	101 x 279 mm*	210 x 137 mm*	71 x 279 mm*	210 x 91 mm*

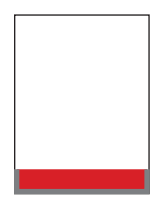












MAIN MAGAZINE	***1/4 PAGE BLOC***	***1/4 PAGE PORTRAIT***	***1/4 PAGE LANDSCAPE***	***1/8 PAGE BLOC***	***1/8 PAGE PORTRAIT***	***1/8 PAGE LANDSCAPE***
Type area (w x h)	85 x 117 mm	40 x 236 mm	175 x 56 mm	85 x 56 mm	40 x 117 mm	175 x 31 mm
Bleed size (w x h)	101 x 137 mm*	56 x 279 mm*	210 x 71 mm*	–	–	–

**** + 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)

PRINT

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

AD PRICES

MEDIA DATA **2027**

FORMAT	4-COLORS IN €
Title display	7,580.00
2./3./4. cover page	5,545.00
1/1 page	4,465.00
Junior page*	2,665.00
1/2 page	2,615.00
1/3 page	1,985.00
1/4 page	1,390.00
1/8 page	680.00
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		QUANTITY SCALE	
3 times	3 %	3 pages	5 %
6 times	5 %	6 pages	10 %
9 times	10 %	9 pages	15 %

All surcharges are discounted. Title displays are not eligible 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.

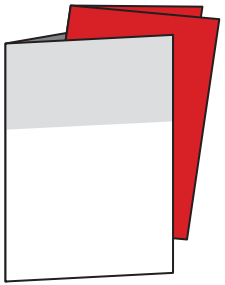
You can find all information summarized here in a PDF.

The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

SPECIAL AD FORMATS

MEDIA DATA **2027**

LOOSE INSERT



SPECIAL FEATURE

- Number of inserts available on request
- Inserts available for print runs of 7,000 copies or more.
- Third-party ads are within the supplement not permitted
- On request, printing of inserts as an additional service possible

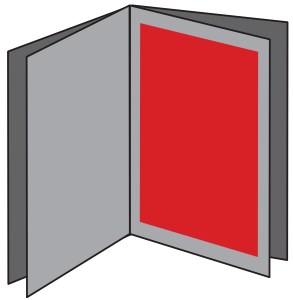
FORMAT

- Max. 203 mm width x 275 mm height

PRICE (non-discountable)

- Up to 25 g total weight per thou. **€ 400.00**
- Every additional 5 g per thou. **€ 45.00**

ADVERTORIAL



SPECIAL FEATURE

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

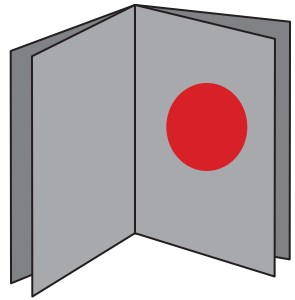
FORMAT

- 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

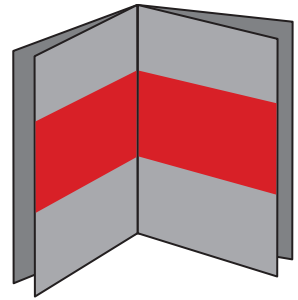
FORMAT

- max. Ø 90 mm

PRICE

- **€ 1,325.00**

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

- **€ 4,700.00**

WALL CALENDAR

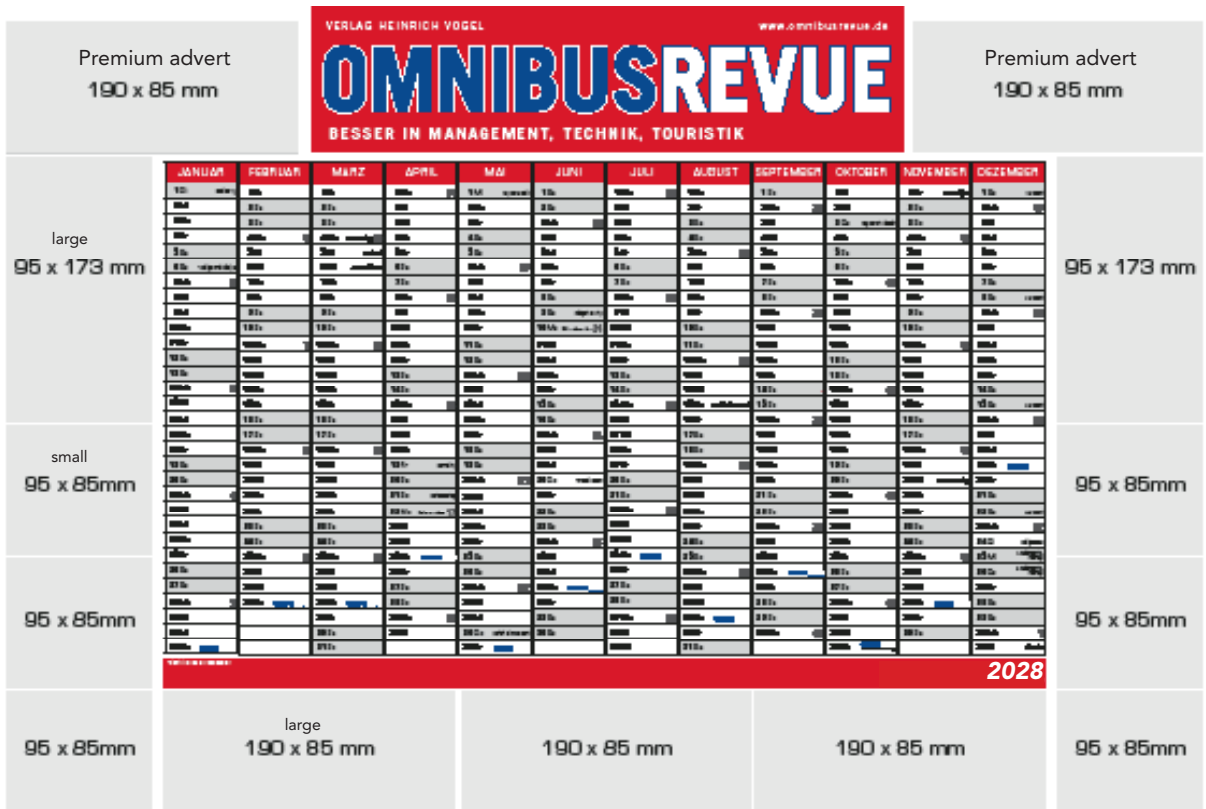
Feature your business with an ad on the 2028 OMNIBUSREVUE wall calendar, and stay visible to your customers all year round!

SCHEDULE/FORMATS/CIRCULATION

Publication date (supplement to OMNIBUSREVUE 11-12/2027)	**07.12.2027**
Ad deadline	**19.10.2027**
Closing date printing materials	**27.10.2027**
Format	**800 x 540 mm**
Circulation	**7,000 copies**

PRICES

Premium advert (190x85mm)	**€ 1,240.00**
Entry large (95x173mm or 190x85mm)	**€ 1,020.00**
Entry small (95x85mm)	**€ 770.00**



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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

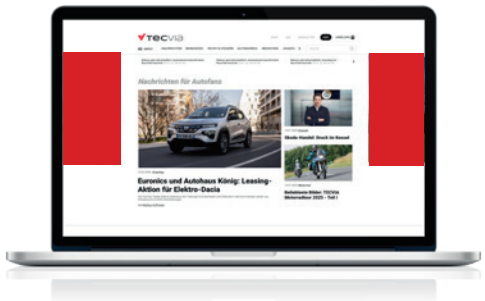
DIGITAL

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 **€ 590.00**, you can also advertise specifically on the trade magazine's online service.

Online run time: 2 weeks



PLAYOUT DESKTOP ON ALL WEB PAGES (RoS)

STICKY HALF PAGE

RIGHT OR LEFT

FORMAT

- 300 x 600 px (max. 120 KB)

CPM*

- **€ 190.00**

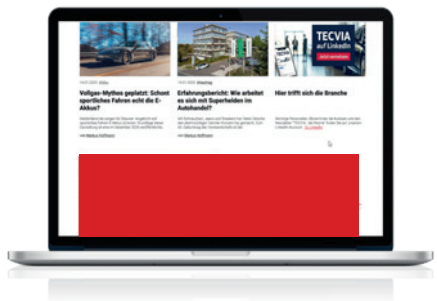
RIGHT AND LEFT

FORMAT

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

CPM*

- **€ 290.00**



PLAYOUT DESKTOP

BILLBOARD

FORMAT

- 950 x 250 px (max. 120 KB)

CPM*

- **€ 190.00**

PLAYOUT START PAGE

NATIVE AD

FORMAT

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

FIXED PLACEMENT

- **€ 3,920.00 per week**

We´ll be happy to advise you!

TECHNICAL SPECIFICATIONS ONLINE

You can find all information summarized **here** in a PDF file.

*CPM = cost per 1,000 impressions. The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

MEDIUM RECTANGLE

FORMAT
- 300 x 250 px (max. 120 KB)

CPM*
- **€ 125.00**

PARALLAX AD

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

CPM*
- **€ 190.00**

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

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NEWSLETTER

MEDIA DATA **2027**

DIGITAL

Twice a week, every Tuesday and Thursday OMNIBUSREVUE informs the decision-makers 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.

PLACEMENT	*FORMAT IN PX*	*AD FORMAT*	*PRICE IN €*
Top placement	650 x 150 650 x 366	Landscape/Full-Size Banner Text Ad	**380.00**
Further placements	650 x 150 650 x 366	Landscape/Full-Size Banner Text Ad	**340.00**

TECHNICAL SPECIFICATIONS NEWSLETTER

You can find all information summarized **here** in a PDF file.

ONLINE ADVERTORIAL

MEDIA DATA **2027**

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!
- Note: All images must be marked with their source or copyright attribution. AI-generated or AI-edited images must additionally be identified as such. Responsibility for proper labeling and usage rights lies with the client.

Teaser on start page

+

Advertorial

AD FORM	*PLACEMENT*	*RUN TIME*	*PRICE IN €*
Online advertorial	omnibusrevue.de	1 week	**2,345.00**

ONLINE SURVEY TOOL

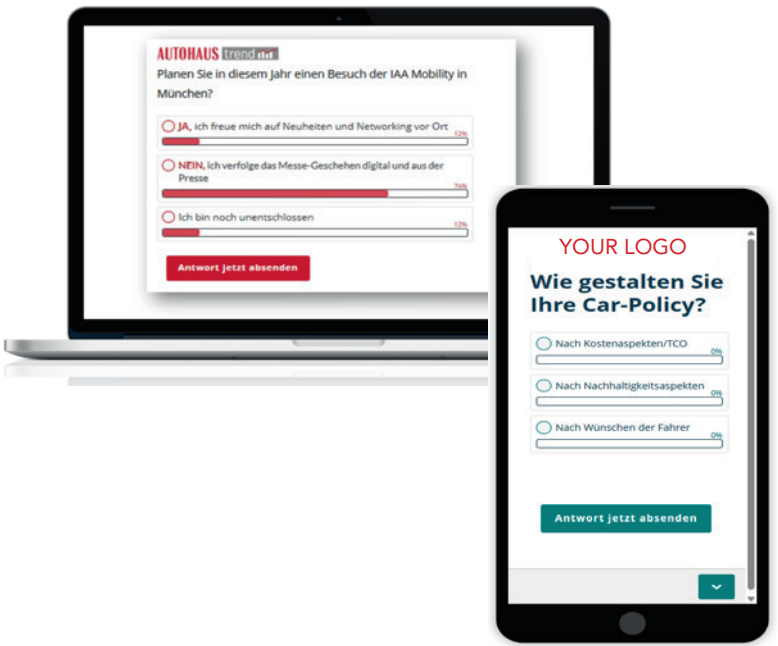
MEDIA DATA **2027**

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

Opt for interactive advertising!
Your survey, your click-generator.
More traffic, greater success.

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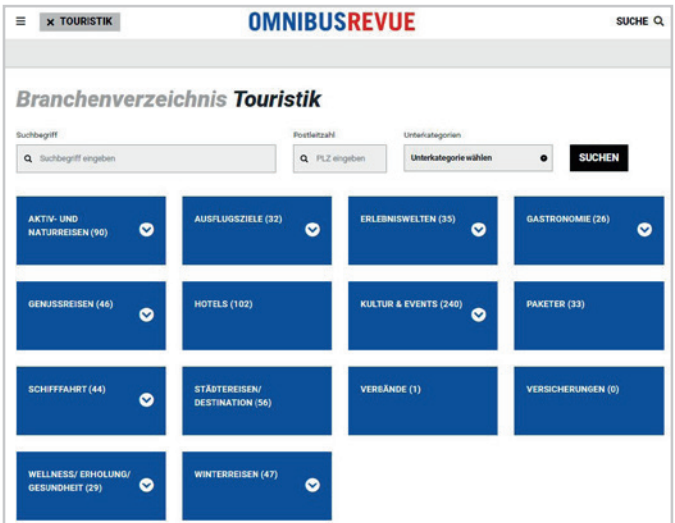
DIGITAL

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	*PRICE IN €*
Basic (address)	**free**
Premium (address + URL + logo)	**365.00**
Ultimate (premium + detailed company presentation, with portrait: Products, references, image gallery, contact form)	**740.00**

DIGITAL

DO YOU WANT TO PROMOTE YOUR NEXT EVENT, TRADE FAIR, OR ONLINE EVENT?

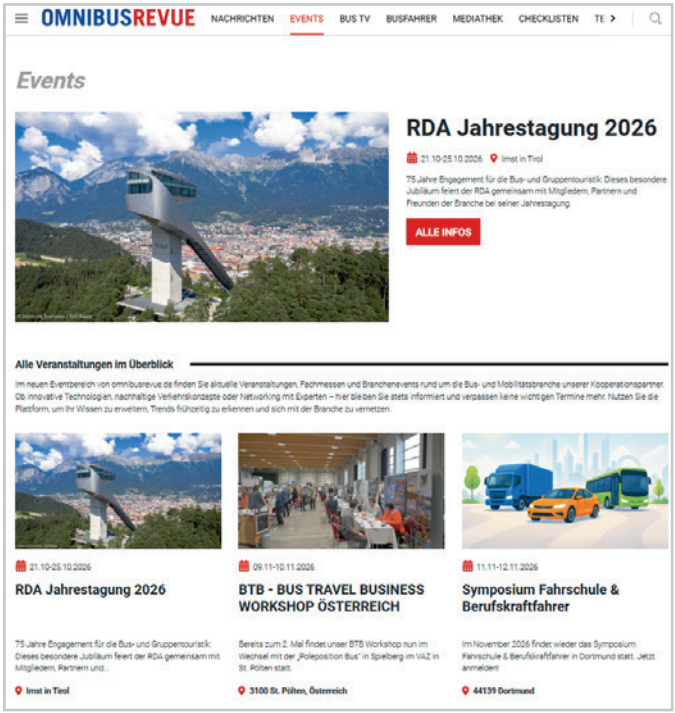
Your event will appear on **www.omnibusrevue.de/events** and will also be featured in the event section of our weekly newsletter!

Thanks to our flexible modular system, the event page can be individually tailored to your event. Content, structure, and key focus areas can be designed to meet your specific requirements, ensuring your event is presented in the best possible way.

BENEFITS OF A PREMIUM PLACEMENT

- Premium placement of your event on the start page for 2 weeks
- Top placement on the event page for 2 weeks to ensure maximum visibility
- 2 weeks of additional reach via the event box in the newsletter
- Content presentation tailored specifically to your event
- Continuous visibility on the event page until the event concludes

PRICE ON REQUEST



TECHNICAL SPECIFICATIONS EVENTS

You can find all information summarized **here** in a PDF file.

DIGITAL

YOUR ADVERTISING OPTIONS WITH MOVING IMAGES

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

BUS OMNIBUSREVUE BUSFAHRER TV

OFFERS:

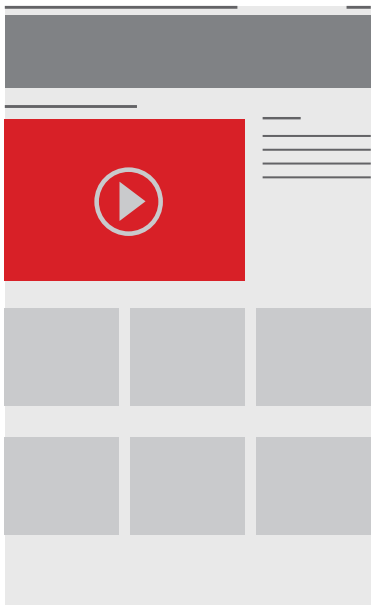
1. **Posting your own video**

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

PRESENTATION IN THE MEDIA LIBRARY FOR 12 MONTHS

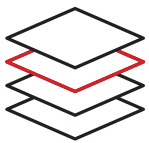


PRICE: **We present your video starting at € 925.00**

TECHNICAL DETAILS ON REQUEST

PACKAGE PRINT ADVERTORIAL

MEDIA DATA **2027**



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 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 **€ 8,735.00**	1/2 **€ 4,570.00** 1/1 **€ 5,480.00**	1/2 **€ 2,285.00** 1/1 **€ 3,240.00**

The currently valid VAT must be added to all prices. Valid from January 1st, 2027.
Special publications are not eligible for agency commission or discounts.

PACKAGE OFFERS

PACKAGE ONLINE ADVERTORIAL

MEDIA DATA **2027**

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 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	30‘ PI	20‘ PI	
Social media ad performance **Promotion**	✓ € 1,000.00		
	€ 8,740.00	**€ 5,740.00**	**€ 2,480.00**

The currently valid VAT must be added to all prices. Valid from January 1st, 2027.
Special publications are not eligible for agency commission or discounts.

OMNIBUSREVUE

fokus GEFAHRGUT

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VKU

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Autoflotte

asp AUTO SERVICE PRAXIS

FAHRSCHULE

Trucker

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