

# 2020

## MEDIA KIT 2020

The magazine and portal  
for bus drivers

[www.busfahrer-magazin.de](http://www.busfahrer-magazin.de)

busfahrer-magazin.de

Verlag Heinrich Vogel - ISSN 1434-0630

# BUSFahrer

Wir lieben Busse



**IM TEST**  
**DER MB TOURISMO**  
-> SEITE 12

Gemeinsam mit MAN  
verlosen wir  
Freikarten für  
Fußball-Spitzenspiele!  
**Verlosung**



**FEHLERQUELLE TACHO**  
Einfache Bedienung, aber  
jede Menge Fallen. -> Seite 22



**THAILAND**  
Souverän durchs Verkehrschaos  
mit Busfahrerin Sukanya. -> Seite 52



**ERSTER EINDRUCK E-CITARO**  
Wie fährt sich der erste Batterie-  
bus aus Mannheim? -> Seite 28

The magazine supplies bus drivers, bus interested persons and bus companies everything concerning the topic bus: vehicle tests, driving reports, reportages, portraits of industry experts and enjoyable entertainment. Use this environment to reach your target group optimally. Also, in times of acute shortage of drivers, the BUSFahrer gives you the opportunity to address a wide range of potential candidates.

**Frequency of publication:** quarterly

**Year of publication:** 17<sup>th</sup> year 2020

**Web address (URL):** [www.busfahrer-magazin.de](http://www.busfahrer-magazin.de)

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#### Schedule and Topics:

Issue	Deadline Adverts	Closing Date Printing Material	Publication Date	Topics
1/2020	05.02.2020	18.02.2020	13.03.2020	On-board catering Shortage of drivers
2/2020	05.05.2020	18.05.2020	12.06.2020	Education and training Bus simulators
3/2020	07.08.2020	20.08.2020	11.09.2020	Navigation systems Healthy & fit
4/2020	06.11.2020	19.11.2020	11.12.2020	Truck stops and service stations Assistance systems

Formats

Main magazine

Type area (width x height)  
Bleed size (width x height)



**1/1 page**  
175 x 236 mm  
210 x 279 mm\*



**1/2 page upright**  
85 x 236 mm  
101 x 279 mm\*



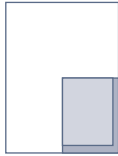
**1/2 page horizontal**  
175 x 117 mm  
210 x 137 mm\*



**1/3 page upright**  
55 x 236 mm  
71 x 279 mm\*



**1/3 page horizontal**  
175 x 76 mm  
210 x 91 mm\*



**1/4 page bloc**  
85 x 117 mm  
101 x 137 mm\*



**1/4 page upright**  
40 x 236 mm  
56 x 279 mm\*



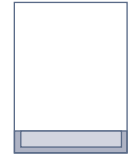
**1/4 page horizontal**  
175 x 56 mm  
210 x 71 mm\*



**1/8 page bloc**  
85 x 56 mm  
–



**1/8 page upright**  
40 x 117 mm  
–



**1/8 page horizontal**  
175 x 31 mm  
210 x 49 mm\*

Main magazine

Type area (width x height)  
Bleed size (width x height)

\* + 3 mm trim on all outer edges

### Circulation in annual average:

Print run:	16,000 copies
Subscribed copies (status as of II/19):	2,499 copies
Sold circulation:	ca. 4,000 copies

<b>Magazine size:</b>	210 mm width x 279 mm height
<b>Type area:</b>	175 mm width x 236 mm height
<b>Columns 4:</b>	Column width 40 mm
<b>Columns 3:</b>	Column width 55 mm

### Printing and binding procedures, artwork:

Offset print, saddle stitching, 175 line screen. Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket you can find at [www.mediacentrum.de](http://www.mediacentrum.de). The creation of artwork will be invoiced.

### Advertisement types and prices:

Format	4-colours, in €
<b>2./3./4. cover page</b>	<b>5,240.00</b>
<b>1/1 page</b>	<b>4,365.00</b>
<b>1/2 page</b>	<b>2,570.00</b>
<b>1/3 page</b>	<b>1,695.00</b>
<b>1/4 page</b>	<b>1,330.00</b>
<b>1/8 page</b>	<b>675.00</b>

### Preferential placements:

Binding placement instructions	665.00
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### Classified adverts:

Price classified advert b/w:	each mm (1-column, 43 mm wide, b/w)	€ 3.25
Price classified advert coloured:	each mm (1-column, 43 mm wide, coloured)	€ 6.30
Situations wanted b/w:	each mm (1-column, 43 mm wide, b/w)	€ 2.10
Box number fee:		€ 13.00

### Discounts:

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

### Frequency scale

2 times	3%
3 times	5%
4 times	10%

### Quantity scale

2 pages	5%
3 pages	10%
4 pages	15%

All surcharges do qualify for discounts.

### Payment terms:

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

### Bank account:

UniCreditBank AG, Munich, Germany  
 IBAN: DE02 7002 0270 1830 2092 00  
 BIC: HYVEDEMMXXX

### General conditions:

Please note the General Terms and Conditions you can find at [vhv.mediacentrum.de](http://vhv.mediacentrum.de).

## Loose Insert



### Special feature:

- Number of inserts available on request
- Inserts possible at press run of 5,000 copies
- Adverts of a third party not allowed

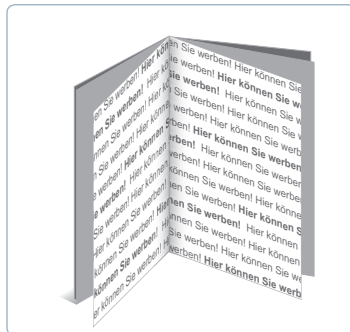
### Format:

- Max. 203 mm width x 275 mm height

### Price: (not discountable)

- Up to 25 g total weight per thou. € 295.00
- Per further 5 g total weight per thou. € 35.00

## Inbound Insert



### Special feature:

- Solidly bound to the magazine
- Placed prominently in the middle of the magazine
- Option of inserting an existing flyer/prospect

### Format:

- Please supply the inbound insert in the untrimmed format of 217 mm width x 287 mm height (folded).
- 2-page inbound inserts to be delivered with a flap of 110 mm width
- Trim: on all edges 3 mm

### Price: (not discountable)

- 2 pages: € 2,940.00
- 4 pages: € 5,885.00
- 6 pages: € 8,830.00
- 8 pages: € 11,770.00

## Junior Page



### Special feature:

- Placed prominently in the middle of editorial content, this advert catches the eye particularly

### Format:

- 131 mm width x 198 mm height in the bleed (+ 3 mm trim on all outer edges)

### Price:

- € 2,570.00

We offer many more types of advert specials - we'll be happy to advise you!

On request: As an additional service, printing of loose and inbound inserts possible.

### Delivery address for loose and inbound inserts:

Loose und inbound inserts must be delivered 10 working days before publication date at the latest.

F & W Mediocenter GmbH  
Holzhauser Feld 2  
83361 Kienberg, Germany

Delivery note: „BUSFahrer issue no. ...“  
Furthermore, the delivery note should contain the name of the client and the delivery quantity.  
Further information regarding the delivery you will find in the confirmation of order.

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

**Data creating:**

- Please send printable PDF/X3 files in the size of the advert.
- Please use PDF version 1.3 for your document (no transparencies).
- Please add 3 mm at the edges in bleed advertisements.
- A double-page should be one pdf file.
- It is recommended to create double-page spreads without doubling the gutter.
- All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.
- Ensure that all figures and colours are separated into its CMYK components.
- Please also convert any spot colours into the corresponding CMYK definitions.
- Please define black as pure black without any tone in the three colour channels.
- Dark gray text should have a maximum tonal value of 84.9%; otherwise please use 100% black.
- Colour application should not exceed 300 percent. We recommend profile ISOcoated\_v2\_300.
- Images should ideally have a resolution of 300 dpi, and must have a minimum resolution of 200 dpi.

**Data transfer:**

Your data file should be named after the respective journal, followed by issue, customer and format (journal\_issue\_customer\_motive\_210x279.pdf).

**Support:**

Creating PDF X3, Distiller-Joboptions, Pitstop Settings etc. available via E-Mail: [anzeigen@le-tex.de](mailto:anzeigen@le-tex.de).

**Connections:**

- E-mail: [anzeigen@le-tex.de](mailto:anzeigen@le-tex.de)
- FTP: on request

**Contact Prepress:**

le-tex publishing services  
Advertisement team  
Weißenfelser Straße 84  
04229 Leipzig, Germany  
Phone: +49 341/355 356-145

You can find the downloadable data ticket at [vhv.mediacentrum.de](http://vhv.mediacentrum.de).

# 2020

## MEDIA KIT 2020

Online ad types and prices  
[www.busfahrer-magazin.de](http://www.busfahrer-magazin.de)



Standard ad types:

Visits: 6,771 (August 2019)  
Page Impressions: 13,895 (August 2019)



**Medium Rectangle**  
**Video Medium Rectangle**  
Size: 300 x 250 px  
CPM\*: € 95.00



**Half Page**  
Size: 300 x 600 px  
CPM\*: € 150.00



**Skyscraper**  
Size: 120 x 600 px or  
160 x 600 px  
CPM\*: € 95.00



**Superbanner**  
Size: 728 x 90 px  
CPM\*: € 95.00

For technical specifications, please see page 11.



## Newsletter:

BUSFahrer informs the deciders and managers on a regular basis with an up-to-date and informative online newsletter.

Newsletter subscribers: 1,851 (August 2019)



### Medium Rectangle

Size: 300 x 250 px  
Fixed price: € 250.00



### Cross/Full-Size Banner

Text Display  
Size: 650 x 150 px  
Fixed price: € 250.00

For technical specifications, please see page 11.

## Example:



## Your advertising options with moving pictures:

At [busfahrer-magazin.de](http://busfahrer-magazin.de), you have the possibility to make an innovative expansion to your ad campaign with your own video.

### Offers:

- Insertion of your video
- Booking of Manager-TV (short interview shot at your location)
- Booking of a video film incl. on-site shooting and insertion
- Implementation of individual campaign wishes with moving pictures incl. linking of the printed ad in the e-paper to individual contents

Price and technical details on request



## Presentation as top article for two weeks



## Presentation in advertorial video box for further six months



**Technical specifications: Standard ad types**

- File formats: gif, jpg, html5  
For html-files a clicktag is necessary. (Clicktag specifications on request).
- File size: up to 80 KB.
- Sound: generally permitted, provided that following conditions are fulfilled: as default, the sound of advertising media must be in OFF position. it can only be user-activated (e. g. by pushing a „Sound on“ button or a distinctive symbol like a loudspeaker).  
The user must always have the possibility to deactivate or to pause the sound. The volume of the advertising media must be set to an appropriate level.
- Target-URL/Clickcommand
- File delivery: minimum 5 working days before the beginning of the campaign.

**Technical specifications: Newsletter  
Cross/Full-Size Banner, Medium Rectangle**

- File formats: static or animated gif/jpg files
  - In Outlook 2007, animated gif files will no longer be shown in animated form.  
Therefore deposit all compelling contents within the first frame.
  - File size: up to 30 KB
  - Target-URL/Clickcommand
- File delivery: 2 working days before publication

**Text Display**

- File formats: static gif/jpg files
- File size: up to 10 KB
- Logo/Image: 130 x 80 px
- Text: max. 700 characters, including all blanks and paragraphs
- Text display size: 650 x 150 px
- Target-URL/Clickcommand
- File delivery: 2 working days before publication

**Payment terms:**

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

VAT no. DE 152942001

**Bank account:**

UniCreditBank AG, Munich, Germany  
IBAN: DE02 7002 0270 1830 2092 00  
BIC: HYVEDEMMXXX

**General conditions:**

Please note the General Terms and Conditions you can find at [vhv.mediacentrum.de](http://vhv.mediacentrum.de).

We'll be happy to advise you!



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Advertising Service Online

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