

BUSMAGAZIN
Die Gruppenreise

Ausblick auf 2021: Die Koffer sind gepackt – Deutsche Ziele im Fokus

41. Jahrgang
www.busmagazin.de
www.facebook.com/busmagazin

Fachzeitschrift für erfolgreiche Busunternehmer und Gruppenreiseveranstalter

**DAS REISEZIEL
DEUTSCHLAND
IST STARTKLAR**

Fahrbericht
Neocity 8,5 m LF
Die kurze Alternative für den Stadtverkehr

Management
Sicherheit
EDV: Vorsicht vor der Sorglosigkeit

Reiseidee
Erlebbar Geschichte
Stumme Zeitzeugen erzählen Vieles

KIRSCH BAUM

Media data 2022

TOPICS & DATES, RATES & FORMATS



www.busmagazin.de | www.bustreff.de



Media brand

**Restart NOW –
Be part of it and trust BUSMAGAZIN**

BUSMAGAZIN is one of the leading trade journals in the bus and coach segment. **BUSMAGAZIN** was the central source of information for many entrepreneurs even in times of corona crisis. Let us hope hope that issues such as bridging aid and production stoppages are a thing of the past and that the focus will now increasingly be on future issues. now focus more on issues of the future. One is certainly the question of future drive technologies. What market penetration will e-mobility achieve in the near future, for example? What fuel cell find its place in the market? And what steps towards autonomous driving take place in the near future? For you, our editor-in-chief, Dirk Sanne, regularly tests the latest vehicles, visits the numerous manufacturers and talks to many experts. **BUSMAGAZIN** also provides decision-making aids for the marketing of travel destinations and background information on travel organisation. Our readership is primarily bus and group tour operators throughout the German-speaking world. **BUSMAGAZIN** is very well known among executives and decision-makers within the and decision-makers within the industry. This is proven by the recognition rate of 92 % in the environment of the other magazines. For your marketing, this means that you can reach your target group in a very targeted way. Because **BUSMAGAZIN** is a trade magazine that is also read and listened to!



Peter Strohbach

We look forward to working with you

Your *Peter Strohbach*

Publishing Director Trade Magazines
print & digital
Telephone +49 228 9 54 53-47
p.strohbach@kirschbaum.de

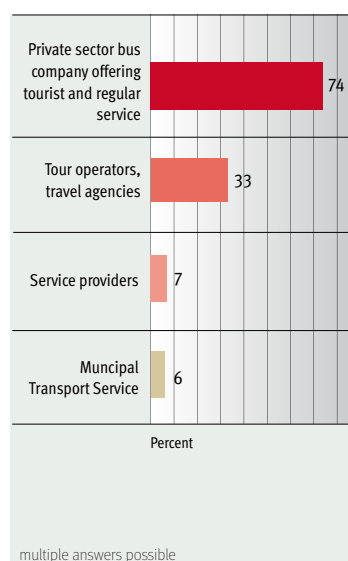
In fact Circulation:
6,952 copies
(IVW-checked)

Contents

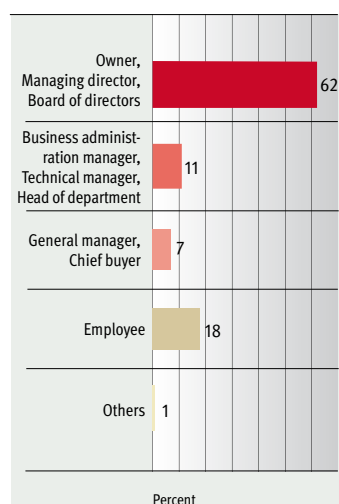
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Market research | Reader Analysis

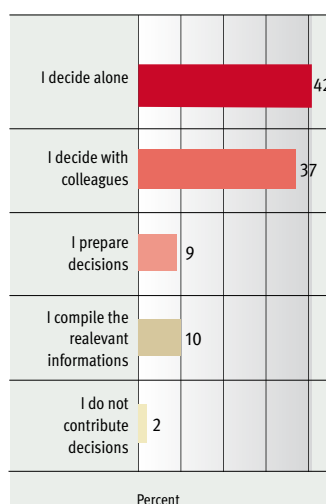
My company belongs to the sector



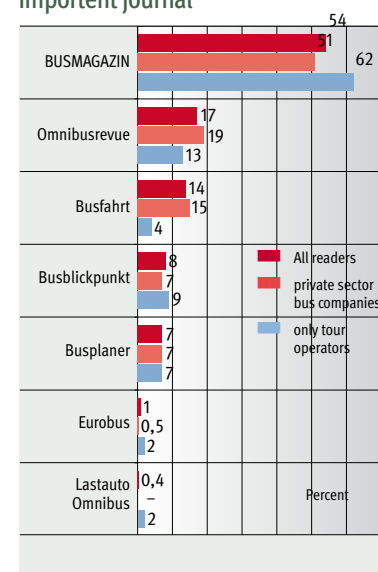
My position in the company



Investment and purchase decision



The readers of **BUSMAGAZIN** rate **BUSMAGAZIN** as the most important journal



→ Our readers particularly appreciate the research work of our editorial team and thus the useful specialist information!

→ The recognition of **BUSMAGAZIN** in the context of other journals reaches 92 %

→ Each copy is read by 3.0 persons

Source: Representative telephone CATI survey, 27.10.–7.12.2016. Scientific Institute for press Research, Cologne | Contact: p.strohbach@kirschbaum.de

Market Research | „Stavanger Declaration“

On the Future of Reading – „Stavanger Declaration“ of the E-READ research network

More than 130 researchers from all over Europe working in the fields of reading, writing and publishing came together 4 years ago to form a network. four years ago to study the impact of digitisation on reading digitisation on reading practices.

In October 2018, they met in Stavanger, Norway, to report on the the most important results of the empirical research (metastudy of of 54 studies with more than 170,000 participants) and concluded

and concluded by arguing in favour of intensive reading on paper because it has advantages over the screen (Stavanger Declaration).

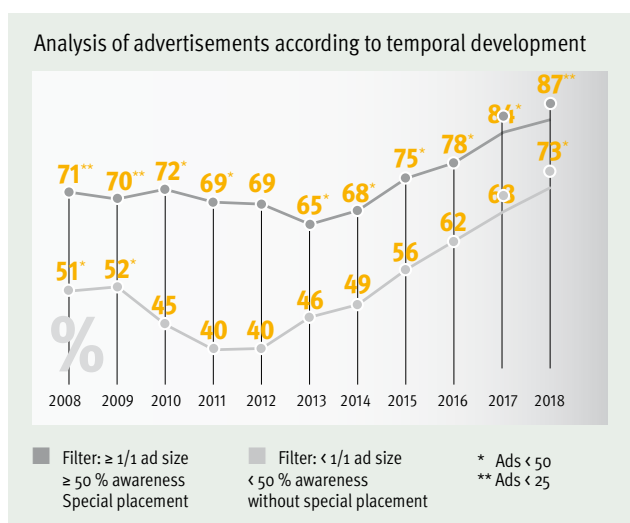
Important results were:

- Longer texts on paper are easier to understand.
- Paper will remain the preferred reading medium for longer texts when it comes to longer texts when it comes to a deeper understanding of the texts and to retention.
- Paper is the best medium for reading long informative texts.
- Contrary to expectations about the behaviour of „digital natives“, the the inferiority of the screen to paper, as noted by researchers inferiority of the screen to paper has increased rather than decreased in recent years, irrespective of age and gender. rather than decreased in recent years, **irrespective of age and previous experience with digital environments.**

Quelle: Frankfurter Allgemeine Zeitung, 22.01.2019, www.ereadcost.eu/stavanger-declaration

Market Research | The Perfect Ad Placement – VCG Study

„Not only print is experiencing a renaissance, but also the ad in the magazine“. This is the conclusion of the meta-study by the Würzburg-based Vogel Communication Group, which included figures from the last 10 years. Readers were asked about their perception of advertisements in copy tests conducted from 2008 to 2018. 1,714 advertisements were examined in total.



For advertisements smaller than 1/1 page and companies with an awareness of less than 50 %, an average of 40 % of readers saw an ad in 2012 noticed an ad. The figure rose to 73 % in 2018.

Reader analysis decision-makers in business and administration – LAE 2019 (June 2019)

Industry-specific trade journals continue to be the most important media group in the profession. A total of 72 % of respondents consider trade journals to be particularly important for professional as particularly important for professional activities. They are followed by websites of manufacturers with 50 %, dealers and service providers, and social networks in third place with 37 %. The LAE is surveyed annually, and the 8,000 decision-makers interviewed represent 2.9 million people.

Source: www.m-cloud.de/LAE2019

Media confidence on the rise

In the seventh survey wave of the Mainz Longitudinal Study, a significant increase in trust in the media was found. In 2020, the media seem to have succeeded in succeeded in 2020 in serving as a point of orientation and providing people with information supply them with information. News from purely internet-based sources, on the other hand, is trust in news from purely internet-based sources.

Source: Mainz long-term study Media Trust 2020

B2B decision-maker analysis

96 % of the 7.4 million professional decision-makers use print and/ or digital trade media or digital. 83 % use trade media to keep up to date. Trade media trigger further activities to a high degree. The interplay between editorial performance and advertising-relevant information works perfectly. 78 % find advertising in trade media useful. With 74 %, print trade journals lead the field among readers when it comes to staying continuously up to date.

Source: German trade press

Verification of ad „truths“:

CONFIRMED

→ „Big ad, big impact!“

The larger the format of the ad, the higher the advertising impact

→ „More advertising impact on the cover pages!“

Cover pages achieve a higher advertising impact, as they are also noticeable

→ „Big brand, higher impact!“

The better known the company is the higher the advertising impact

WIDELIGHTS

→ „Advertisements in the back section are not noticed!“

Advertisements in the 1st quarter receive the most attention, but they are also they are clearly noticed in the noticed

→ „Advertisements must always be on the right!“

Whether an ad is on the right or left left, as a rule, has no decisive influence on the advertising impact. Only after the different formats have been broken down does the relevant

→ „One ad a year is enough!“

One ad per year is not enough to not enough to achieve advertising-effective results

Source: Vogel Communication Group, <https://b2bmarketing.works/blog>

Trade journal | Planned dates and topics

T

Publication date Issue no.	Closing date for advertising and submission of printed material	Main topics	Trade shows/ congresses	Tourism
03/02/2022 2	10/01/2022	Workshops: All about lifting and working platforms Fittings for the disabled: Boarding and alighting aids for passengers with reduced mobility Insurances: Policies for home and farm Minibuses: Buses for in-between journeys		Leisure, adventure and theme parks · Short-break destinations · Botanical shows · Special natural experiences · England, Scotland, Ireland
01/03/2022 3 ITB issue	09/02/2022	Electromobility: On the way to more range Fittings: The plus in comfort Engines, transmissions, brakes: Powerful and economical on the road	09–13/03/22 ITB, Berlin	Top theme ITB · Leisure, adventure and theme parks · City breaks · Monasteries and convents · Palaces and castles – The hotel business · Museums/Exhibitions/Collections · Stage and audience · Mountain and excursion railways
12/04/2022 4 RDA Group Travel Expo issue Bus2Bus issue	14/03/2022	EDP: The networked bus Trailers and ski cases: More space for luggage, bikes and skis Financing: Buying, renting, leasing City and intercity buses: Keeping the connection between city and Country	16–27/04/22 RDA Group Travel Expo, Cologne 27–28/04/22 BUS2BUS, Berlin	RDA Group Travel Expo Cologne · ITB – Experienced History · Package tour operators · Hotels/Gastronomy · Barrier-free travel · Ferries/Cruises · Stop-over destinations · Special nature experiences · Breweries, distilleries, wineries · country specials
10/05/2022 5	12/04/2022	Workshops: Electric buses in maintenance and repair Interior care: The right remedies against bacteria, viruses and co. Insurance: Just in case – vehicle policies Minibuses: Community and regular service buses	24–26/05/22 The Tire Cologne, Cologne	UNESCO World Heritage · Art, culture and history · Gourmet travel · Gourmet travel · The hotel business · Eastern Europe · Ireland
08/06/2022 6	10/05/2022	Washing and cleaning systems: Good care, economical consumption Kitchens: Cooking and simmering on board Tyres: Good tyres for the right purpose		Package tour operators · Museums/exhibitions/collections · Berlin · Barrier-free travel
30/06/2022 7 RDA Group Travel Expo issue	01/06/2022	Coaches: The comeback of a market Air-conditioning technology: Environmentally friendly systems for the on-board climate Fuel and service cards: Cashless dispensing and shopping Insurance: All-round carefree protection and the policy for the niche	RDA Group Travel Expo, Friedrichshafen	RDA Travel Group Expo, Friedrichshafen · Package tour operators · Leisure, adventure and theme parks · Botanical shows · Ferries/cruises · Mountain and tourist railways · Christmas/Advent part I · Palaces and castles · Monasteries and abbeys · Country specials
30/08/2022 8/9 InnoTrans issue & IAA issue	02/08/2022	Electromobility: Focus on future battery technology Drivers and passenger seats: the perfect workplace and plenty of (seating) space for the guest Assistance systems: Important helpers in crisis situations	20–23/09/22 InnoTrans, Berlin 20–25/09/22 IAA Commercial vehicles, Hannover	Package tour operators · Christmas/Advent part II · International group travel · travel for religious reasons · Technology and tourism · Scandinavia
29/09/2022 10	02/09/2022	Tank and waste water systems: Efficient and environmentally safe pumping systems EDP trip and tour planning: Modern aids for disposition Diesel substitutes: CO ₂ -neutral fuels Winter service: Conversion of the vehicle fleet for the cold cold season		Stage and audience · The shopping experience · Themed travel · Barrier-free travel · Special natural experience · Great Britain
08/11/2022 11	07/10/2022	Electromobility: Fleet and depot in the process of conversion to electricity Transport Telematics: On the Way to the Autonomous Bus Vehicle fleet: Good used versus new purchase		Museums/exhibitions/collections · Package tour operators · Events/anniversaries · Ferries/cruises · Luxury trips
13/12/2022 12/1	15/11/2022	Car washes: Mobile systems and gantries Multimedia: Good sound, good picture on board Buses: Climate-neutral on the road		Botanical exhibitions · The historical experience · Danube special · Themed travel · The hotel business · School trips and youth travel

Each issue features current reports on vehicle tests, vehicle technology, fleets, cross-border transport and the latest news from the industry.



Title page
210 mm x 175 mm
bleed 216 mm x 175 mm
4c € 4.660,-



1/1 page
185 mm x 260 mm
bleed 210 mm x 297 mm*
b/w from € 3.150,-



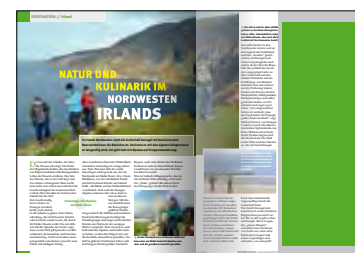
3/4 page horizontal
185 mm x 192 mm
bleed 210 mm x 189 mm*
b/w from € 2.490,-



3/4 page vertical
138 mm x 260 mm
bleed 152 mm x 297 mm*
b/w from € 2.490,-



2/3 page horizontal
185 mm x 172 mm
bleed 210 mm x 169 mm*
b/w from € 2.120,-



1/2 page vertical
91 mm x 260 mm
bleed 107 mm x 297 mm*
b/w from € 1.600,-

** Formats with bleed plus 3 mm per trimmed edge | all prices in Euro plus VAT



1/2 page horizontal
185 mm x 128 mm
bleed 210 mm x 146 mm*
b/w from € 1.600,-



1/3 page vertical
59 mm x 260 mm
bleed 70 mm x 297 mm*
b/w from € 1.060,-



1/3 page horizontal
185 mm x 84 mm
bleed 210 mm x 106 mm*
b/w from € 1.060,-



1/4 page 2-columns
91 mm x 128 mm
bleed 104 mm x 146 mm*
b/w from € 830,-



1/4 page vertical
44 mm x 260 mm bleed 60 mm
x 297 mm*
b/w from € 830,-



1/4 page horizontal
185 mm x 64 mm bleed 210 mm
x 86 mm*
b/w from € 830,-

We are also happy to offer you special advertising formats on request.

** Formats with bleed plus 3 mm per trimmed edge | all prices in Euro



Size	Format/Type area wide × high in mm	Format with bleed wide × high in mm*	basic rate b/w	basic rate 2 colours	basic rate 3 colours	basic rate 4 colours
1/1 page	185 × 260	210 × 297	3.150,-	3.510,-	3.870,-	4.230,-
3/4 page horizontal vertical	185 × 192 138 × 260	210 × 189 152 × 297	2.490,-	2.640,-	2.910,-	3.180,-
2/3 page horizontal vertical	185 × 172 122 × 260	210 × 169 133 × 297	2.120,-	2.350,-	2.590,-	2.830,-
1/2 page horizontal vertical	185 × 128 91 × 260	210 × 146 104 × 297	1.600,-	1.940,-	2.280,-	2.630,-
1/3 page horizontal vertical	185 × 84 59 × 260	210 × 106 70 × 297	1.060,-	1.370,-	1.690,-	2.010,-
1/4 page horizontal 2 columns vertical	185 × 64 91 × 128 44 × 260	210 × 86 104 × 146 60 × 297	830,-	1.060,-	1.300,-	1.540,-
1/8 page horizontal 2 columns vertical	185 × 32 91 × 64 44 × 128	210 × 54 104 × 86 60 × 146	425,-	570,-	710,-	845,-
Inside Frontpage	185 × 260	210 × 297				4.290,-
Back Cover	185 × 260	210 × 297				4.560,-
Title page	210 × 175 plus 3 mm trim, right only neutral reproduction					4.660,-
facing editorial matter	185 × 260	210 × 297				4.290,-
facing table of contents	185 × 260	210 × 297				4.290,-

* plus 3 mm trim per trimmed edge | total qualified circulation: 6,952 copies | all prices in Euro

1 Surcharges

Colours

Normal colours (ISO colours) are already calculated into the respective formats, see above
Each custom colour

€ 720.00

The closest format indicator in each case applies as the basis of calculation in millimetre-based billing. All other shades are considered custom colours.

Format

Cross-spread advertisements:

€ 435.00

Advertisements over the type-area, bleed advertisements:

€ 290.00

2 Discounts

In the case of purchase within one insertion year (starting with the publication of the first advertisement)

Frequently

Volume

3 x publication	5%	from 2 pages	5%
6 x publication	10%	from 4 pages	10%
12 x publication	15%	from 6 pages	15%
18 x publication	20%	from 12 pages	20%

Technical costs are not subject to discount.

Orders over several years/combination orders on request.

Product advertisements and vacancy ads/classifieds are discounted separately in each case.

3 Columns

Millimetre price 1 column (= 44 mm wide) in the four-column section: € 3.40

Millimetre price 1 column (= 58 mm wide) in the three-column section: € 4.20

Classifieds (per mm 1 column):

Vacancy ads: € 3.40

Jobs wanted/private listings: € 2.20

Miscellaneous ads: € 3.40

Box number fee incl. postage: € 11.40

4 Custom advertising formats

Supplementary booklets
(Gross price in € acc. to paper weight)

2-sided = 1 sheet

4-sided = 2 sheet

2-sided with tab = 1.5 sheet

stapled
in

glued
in

€ 4,820.00

€ 4,050.00

Add-in supplements

Loose, maximum size 205 × 290 mm

Price up to 25g total weight

per 1000

€ 255.00

Price up to 50g total weight

per 1000

€ 355.00

incl. postage fees

Due to new postal regulation, a surcharge will

be levied for inserts in DIN A4 format

per 1000

€ 30.00

Supplements are not subject to discount.

Partial insertion according to postcode is possible,

minimum 3000 copies. Splitting fee

€ 270.00

Advertising media

Postcards (type-on cards) and machine-processable

stickers

per 1000

€ 150.00

Merchandise samples or, for example, electronic data

carriers such as CDs which can only be processed manually: price on request

Minimum format of advertisement 1/1 page

Other custom advertising formats on request.

5 Contact

Kirschbaum Verlag GmbH
Siegfriedstrasse 28, 53179 Bonn
www.kirschbaum.de

Phone +49 (0)228 9 54 53-26, -23

Fax +49 (0)228 9 54 53-37

Mailto: anzeigen@kirschbaum.de

6 Terms of payment

Net payment in full without deductions within 21 days after receipt of invoice;
2% discount for payment by direct debit before the publication date.

Bank details: Postbank Köln IBAN DE 22 3701 0050 0227 6205 05
BIC PBNKDEFFXXXVAT ID no. DE 122272691

Trade journal | Formats and technical data

Anzeigen-Preisliste Nr. 42 Gültig ab 1. Oktober 2021



1 Magazine format

210 mm wide x 297 mm high, DIN A4
Untrimmed: 213 mm wide x 303 mm high

2 Type area

185 mm wide x 260 mm high
4 columns à 44 mm width
3 columns à 58 mm width

3 Printing and binding method

Off set print (sheets), saddle stitching

4 Data transmission

mailto:anzeigen-druckunterlagen@kirschbaum.de
Enquiries: +49 (0) 2 28/9 54 53-23

5 Data formats

We recommend that you submit PDF/X-3 data. Open-format data (e.g. InDesign, QuarkXPress etc.) can also be submitted. The file must be of at least printable quality, meaning that all fonts used must be embedded; half-toned images require a resolution of at least 300 dpi, and line art at least 600 dpi.

6 Colours

Print colours (CMYK) according to ISO 12647-2 (PSO); special colours are possible on request. Particular reference is made to the ECI standard off set profile for conversion and checking of the colour space (ICC Colour Management); the ECI Off set_2009 package can be obtained free of charge from www.eci.org.

7 Proof

Colour-reproducing proof based on the "Media Standard for Printing" (bvdn). Digital proofs must include the FOGRA Media Wedge in order to check colour reproduction; it is available (at a charge) from www.fogra.org. Physical proofs must contain an official print control strip.

8 Data archiving

Data are archived; unchanged repetitions are therefore possible in most cases. Any guaranteeing of the safety of your data can not be assumed.

9 Warranty

We do not accept any liability for the printed result if incomplete or deviating data are delivered (texts, colours, images). You will be charged for any erroneous reproductions due to incomplete or incorrect data, false settings or incomplete information. This applies also to any additional typesetting, repro work and to the production of erroneous proofs.

10 Contact

Dieter Sturm, +49 (0)228 9 54 53-23
d.sturm@kirschbaum.de
Deputy Advertising Manager/Ad Scheduling



Trade journals | Supplements



Supplements

The submission of a binding sample, if need be a dummy sample, with statement of the size and weight is necessary before order acceptance and confirmation. Supplements must be designed in such a way that they are identifiable as advertising and cannot be mistaken as being editorial content. Supplements will be positioned according to technical possibilities.

Supplement notice

A notice concerning the supplement will be included free of charge in the advertising section.

Required print run

The print run can vary, so kindly request information in each case.

Delivery date

14 days before publication

Format

Not more than 205 mm wide x 290 mm high

Technical information

Supplements are inserted as loose copies. Maximum size 205 x 290 mm. They must consist of one piece only and be manufactured in such a way that any additional processing is unnecessary. Processing difficulties and any additional work (e.g. folding) shall be charged separately. Supplements printed on a material other than paper can only be accepted after you have submitted a binding sample to check and confirm its suitability for processing and shipping.

Advertising media Stickers

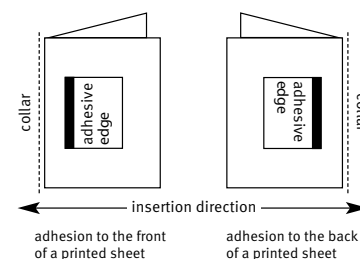
Advertising materials (postcards, prospectuses, product samples etc.) that are stuck to supplements or full-page ads are charged as supplements in addition to the cost of their carriers and any technical processing. You must submit the advertising motif with the attached advertising medium (stand sample, dummy if necessary). Product samples can only be accepted after you have submitted a binding sample to check and confirm its suitability for processing and shipping.

Formats

The distance between the sticker and the trimmed edges of the journal must be at least 10 mm.

The format regulations of Deutsche Post AG apply to postcards: Length 140 mm to 235 mm, width from 90 mm to 125 mm. The length must be at least 1.41 times the width.

The adhesive edges must be parallel with the spine and facing the spine in the case of attached postcards or product samples.



Required print run

The print run varies, so kindly request information in each case. 200 copies must be added to the print run for technical reasons.

Postal address

johnen-druck GmbH & Co. KG
Industriegebiet Bornwiese, 54470 Bernkastel-Kues

Please include a delivery slip and delivery notice with your consignment: BUSMAGAZIN, issue no. ...

Trade journal | Magazine profile



1

1 Title	BUSMAGAZIN
2 Brief profile	BUSMAGAZIN is the trade journal focusing on the management of private sector bus companies offering tourist and regular services. Its strong points include vehicle technology, fleet management and group tourism. Its technical section also presents the results of vehicle tests and showcases new products The Tourism Section provides valuable tips for the marketing of travel destinations, market overviews and recommendations for enjoyable trips.
3 Target group	Bus companies, tour operators, bus dealerships, bus drivers, travel agencies and other industry service providers.
4 Published monthly	(10 issues p. a.)
5 Magazine format	DIN A4
6 Year	42. Year 2022
7 Prices	Annual subscription € 74.00 } plus Individual issues € 9.50 } shipping
8 Magazine	–
9 Membership/ Participation	IVW, RDA, VPR
10 Publishing house	Kirschbaum Verlag GmbH Postfach 21 02 09, 53157 Bonn Siegfriedstr. 28, 53179 Bonn Phone +49 (0)228 9 54 53-0 Telefax: (02 28) 9 54 53-27 (Zentrale) www.kirschbaum.de
11 Publisher	Bernhard Kirschbaum

12 Ads	Peter Strohbach (responsible) p.strohbach@kirschbaum.de Dieter Sturm (deputy) +49 (0)228 9 54 53-23 d.sturm@kirschbaum.de Ralf Puzalowski (Media Consultant) +49 (0)228 9 54 53-26 r.puzalowski@kirschbaum.de
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13 Editors	Dirk Sanne (Editor-in-Chief) d.sanne@kirschbaum.de Ralf Theisen (Tourism) r.theisen@kirschbaum.de
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14 Scope analysis 2020 = 10 issues

Total scope:	472 pages	=	100,0 %
Editorial section:	356 pages	=	75,4 %
Advertising section:	116 pages	=	24,6 %
of which			
Job openings and classifieds:	9 pages	=	7,8 %
Einhefter:	–	=	–
Publisher's own ads:	8 pages	=	6,9 %
Supplements:			11 pieces

15 Content analysis of the editorial section

Total scope:	356 pages	=	100,0 %
Driving reports: – coaches	64 pages	=	18,0 %
– mini/midibuses	11 pages	=	3,0 %
Vehicle components:	25 pages	=	7,0 %
Fleet	23 pages	=	6,5 %
Installations	16 pages	=	4,5 %
Tourism	217 pages	=	61,0 %

Trade journal | Circulation and readership evaluation



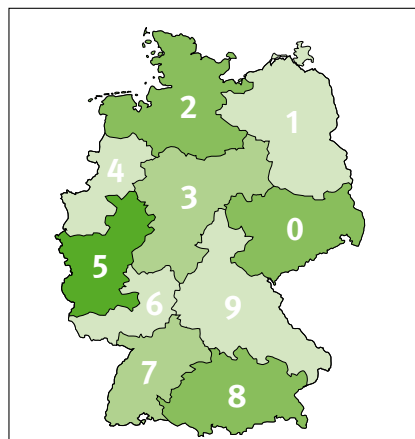
2

Circulation survey Circulation analysis


 Average copies per issue for the period
(1 July 2020 to 30 June 2021)

Print run:	7,006		
Distributed circulation:	6,952	of which internationally:	626
Paid circulation:	920	of which internationally:	151
Subscriptions:	919	of which copies to members:	681
Individual sales:	–		
Other sales:	1		
Free copies:	6,032		
Remaining, archive and specimen copies:	54		

Readership by post codes



1	526	8,3 %
2	622	9,8 %
3	655	10,4 %
4	622	9,8 %
5	864	13,7 %
6	568	9,0 %
7	675	10,7 %
8	703	11,1 %
9	654	10,3 %
0	361	6,9 %
	6,326	100,0 %

Geographical readership analysis

	Share of distributed circulation:	
Economic area	%	Copies
National	91,0	6,326
International	9,0	626
Distributed circulation	100,0	6,952

Brief description of the survey method

- Method: Recipient structure analysis by data analysis
– full survey
- Population: distributed national circulation 6,952 = 100 %
- Sample: Full survey
- Surveyed target persons:
The personal recipients in organisations registered in the file
- Survey period: 30 June 2021
- Implementation of the survey: Kirschbaum Verlag GmbH

Website | Portrait



1

1 Web address

www.bustreff.de

2 Brief profile

Bustreff.de is the industry portal for these companies, offering bus hire services, a spare parts portal, classified ads for buses and a drivers' pool. The latest news and digital content are published in cooperation with **BUSMAGAZIN**.

3 Target group

Bus companies, tour operators, bus dealerships, bus drivers, travel agencies and other industry service providers.

4 Publishing house

Kirschbaum Verlag GmbH
Postfach 210209, 53157 Bonn
Phone: +49 (0)228 9 54 53-0
www.kirschbaum.de
on behalf of ProNet Media GmbH, Berlin

5 Editors

Dirk Sanne, d.sanne@kirschbaum.de

6 Contact for online advertising

refer to page 10

7 Data delivery

At least 5 days before the start of publication, by e-mail to d.sturm@kirschbaum.de

File formats: GIF, JPG, Flash (Shockwave) (max 75 KB), no scripts.
Order the detailed technical specifications.

8 Discounts

3 months	-5%	6 months	-10%
9 months	-15%	12 months	-20%

9 Terms of payment

Payment in full without deductions inside of 21 days after receipt of invoice; 2 % discount for payment by direct debit

Bank details: Postbank Köln IBAN DE 22 3701 0050 0227 6205 05 BIC PBNKDE33XXX
VAT ID no. DE 122272691



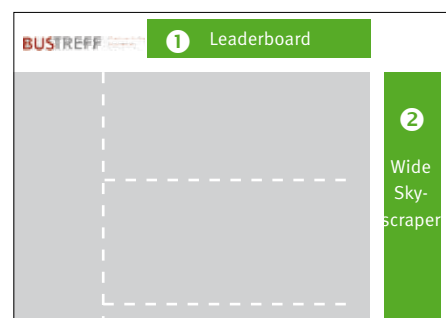
Website | Ad rates

Rate list no. 6 · valid from 1 October 2021



P

Fullsize-Banner Website



1 Leader board (rotating)

Format: 728 x 90 pixels

Rate for 1 month: € 1,200.00

Package rate (3 months): € 1,000.00/banner/month

2 Wide skyscraper (rotating)

Format: 160 x 600 Pixel

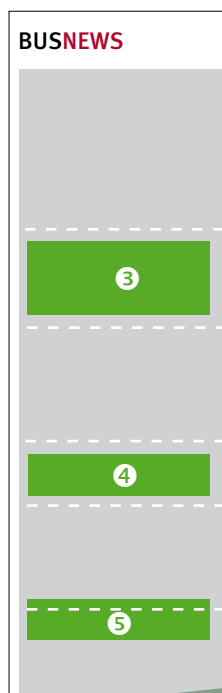
Rate for 1 month: € 1,200.00

Package rate (3 months): € 1,000.00/banner/month

3x rotation, on all sides

visits/month	55,000
P/s/month	331,000
average stay	6 pages/visit
visit time	3,6 minutes

Fullsize-Banner Newsletter BUSNEWS



Form	Audience	Frequenz	Preis/format	
BUSNEWS	7.364	weekly	€ 980,-/600 x 300 Pixel	3
		weekly	€ 390,-/468 x 60 Pixel (only bookable as a TRIPLE packet!)	4
		weekly	€ 360,-/468 x 60 Pixel (only bookable as a TRIPLE packet!)	5



Opening rate	21,9 %
clicks	1,8 %
exit rate	0,4 %

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