



Editorship / Publishing House

Brief description: As an independent trade magazine, busplaner provides private coach companies and tour operators with information on the topics of corporate strategy, tourism and technology. Coach companies and tour operators in German-speaking areas (D, A, CH) receive busplaner.

Frequency of publication: 10 times per year (double number 12/1 and 6/7)

Volume: 19th volume 2012

Web address (URL): www.busplaner.de

Memberships: RDA bcb LBO VPR

Publisher: Wolfgang Huss

Publishing house: HUSS-VERLAG GmbH

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Editorial staff: Thomas Burgert (-450)

Advertising: Katharina Lalic (-150)
 Charles Husmann (-152)

Circulation analysis

Circulation control: Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. (IVW)

Circulation analysis: Average number of copies per issue (1 September to 31 December 2010)

Copies printed:	7,800	
Copies actually distributed:	7,252	of which overseas: 1,033
Copies sold:	783	of which overseas: 61
– Subscription copies/ other sales:	783	of which members' copies: –
– Retail sales:	–	
Free copies:	6,469	
Remaining, archive and sample copies:	548	

ATTENTION:
 Increased edition
 to **7,800** beginning
 from IVW III/2010

Rate Card No. 17 valid from January 1st 2012

Magazine size: 210 mm width x 297 mm depth, DIN A4
Type area: 185 mm width x 270 mm depth
Printing process: Sheet offset (Euro scale)
binding: Stapling
Printing documents: Exclusively digitally. In principle PDF-files are desired in printing quality with embedded fonts. In case of incorrect data provided no right for contraction.

Dates:

Issue	2	3	4	5	6/7	8	9	10	11	12/1
Advert deadline	20.1.	16.2.	15.3.	19.4.	5.6.	20.7.	16.8.	20.9.	18.10.	15.11.
Publication date	24.2.	16.3.	13.4.	16.5.	11.7.	17.8.	14.9.	19.10.	16.11.	14.12.

Conditions of payment: 2% discount for payment within 14 days from date of invoice

Bank account: Deutsche Bank, Munich
 account-no. 0213132, bank code 700 700 10

SWIFT CODE: DEUTDEMM, **IBAN:** DE 45700700100021313200

Advertising sizes and rates: Prices do not include VAT

Size	Width x height (in mm)			Rate 4c
	Vertical	Standard	Horizontal	
1/1 page	210 x 297 + 3 mm			€ 4,160
Junior Page	137 x 185			€ 3,250
1/2 page	90 x 270		185 x 128	€ 2,730
1/3 page	58 x 270		185 x 85	€ 2,120
1/4 page	43 x 270	90 x 128	185 x 62	€ 1,510
1/8 page	43 x 128	90 x 62	185 x 30	€ 795

Other sizes available on request

20% discount of the base price of format advertisements for tourism offers

Preferential placements:
 1st cover page (4c) after verbal arrangement
 2nd and 3rd cover page (4c) per page € 4,570
 4th cover page (4c) € 4,880
 Other binding placement rules:

10% surcharge on basic price in each case

Size surcharges: –

Job and occasional advertisements:

Number of columns: 4 Column width: 43 mm
 Situations vacant: € 2.80 per mm (4c)
 Situations wanted: € 2.80 per mm (4c)
 Purchases/Sales/Miscellaneous: € 3.80 per mm (4c)
 Box number fee: € 15

Special forms of advertising: Rates and surcharges for special forms of advertising available on request

Discounts: When booking within one year

Frequency discount		Quantity discount	
3 advertisements	5 %	3 pages	10 %
6 advertisements	10 %	6 pages	15 %
8 advertisements	12 %	8 pages	20 %
10 advertisements	15 %	10 pages	25 %

Discounts for booking with other busplaner supplements on request.

Bound inserts:

2nd and 3rd cover page € 4,570
 4th page € 4,880

Inserts: (inserts not discountable)

Loosely inserted, maximum size 200 x 280 mm
 Rates up to 25 g total weight: % € 200
 further 5 g: % € 25
 Brochure mailing up to 100g total weight: € 3,400

Glued-in advertising material (postcards, CD/DVDs, booklets) mechanically glued* (glueing fee not discountable)

Glueing fee up to 25 g: % € 100
 Glueing fee from 26 to 50 g: % € 150






Required delivery amount: 8,000 copies

Prices do not include VAT







Mailing address: BAVARIA-DRUCK GmbH,
 Joseph-Dollinger-Bogen 5, 80807 München / Germany

You can find the general terms and conditions on www.busplaner.de



Publication	Strategy	Tourism	Technology	Special supplements	Events / Trade fairs
busplaner 2 Publication date 24.2. Advertising deadline 20.1.	<ul style="list-style-type: none"> Travel insurance 	<ul style="list-style-type: none"> Croatia Flights & overseas trips Theme & adventure parks 	<ul style="list-style-type: none"> Seating/ Comfort 		<ul style="list-style-type: none"> Coach Tourism Day, Wolfsburg, 9/1 Pow Wow, Berlin, 3 – 5/2 f.re.e., Munich, 22 – 26/2 ITB, Berlin, 7 – 11/3
busplaner 3 Publication date 16.3. Advertising deadline 16.2.	<ul style="list-style-type: none"> Further training 	<ul style="list-style-type: none"> Austria Winter and New Year's Eve trips Berlin 	<ul style="list-style-type: none"> Air conditioning & heating 	Die PROFI-Werkstatt 	<ul style="list-style-type: none"> VPR Annual General Meeting, Strasbourg, 19/4 RDA Annual General Meeting, Graz, 26 – 28/4
busplaner 4 Publication date 13.4. Advertising deadline 15.3.	<ul style="list-style-type: none"> Software 	<ul style="list-style-type: none"> Italy Pageants & festivals Ruhr district 	<ul style="list-style-type: none"> Washing systems/ Cleaning 	busforum with ÖPNV buskontakt 	
busplaner 5 Publication date 16.5. Advertising deadline 19.4.	<ul style="list-style-type: none"> Overall insurance packages 	<ul style="list-style-type: none"> Slovenia Coach & wine 	<ul style="list-style-type: none"> Bus glass 	Die PROFI-Werkstatt 	<ul style="list-style-type: none"> IMEX, Frankfurt, 22 – 24/5 VPR Packages & Trends, 11 – 15/6
Special edition Öko & Umwelt Publication date 4.6. Advertising deadline 2.5.		<p>The new special edition “Öko & Umwelt” is dedicated to the fields of ecology and sustainability, which are becoming increasingly important, particularly in the ÖPNV.</p>			
bustouren Publication date 28.6. Advertising deadline 31.5.		<p>The magazine “bustouren” has been published for the first time with a new concept and the new name bustouren as a complete volume showing all of the main group offers for coach companies and group tour operators. Whether it's sightseeing or day-trip destinations including accommodation (hotels and hospitality), with its handy size, it serves as a platform for everyone who wishes to communicate their group tour destinations to coach companies and group tour operators.</p>			
busplaner 6/7 Publication date 11.7. Advertising deadline 5.6.	<ul style="list-style-type: none"> Catalogue design 	<ul style="list-style-type: none"> France Christmas market I Bavaria 	<ul style="list-style-type: none"> Exterior design 	RDA hall plan (see page 21) bus tourism	<ul style="list-style-type: none"> RDA, Cologne 17 – 19/7



Publication	Strategy	Tourism	Technology	Special supplements	Events / Trade fairs
busplaner 8 Publication date 17.8. Advertising deadline 20.7.	<ul style="list-style-type: none"> Hire-purchase-leasing 	<ul style="list-style-type: none"> Coach & mountains Christmas market II 	<ul style="list-style-type: none"> Interior design 		
busplaner 9 Publication date 14.9. Advertising deadline 16.8.	<ul style="list-style-type: none"> Fuel and service cards 	<ul style="list-style-type: none"> Eastern Europe Castles/stately homes/parks 	<ul style="list-style-type: none"> IAA preview 	bustechnik Die PROFI-Werkstatt  	<ul style="list-style-type: none"> IAA Commercial Vehicles, Hanover, 20 – 27/9
busplaner 10 Publication date 19.10. Advertising deadline 20.9.	<ul style="list-style-type: none"> Driver training 	<ul style="list-style-type: none"> Switzerland Art & culture trips Kurpfalz 	<ul style="list-style-type: none"> Wheelchair-accessible coaches 	buskontakt 	
busplaner 11 Publication date 16.11. Advertising deadline 18.10.	<ul style="list-style-type: none"> Theft protection 	<ul style="list-style-type: none"> Baltic Sea States Coach & beer 	<ul style="list-style-type: none"> Alternative drive systems Exhaust fumes & filters 	Die PROFI-Werkstatt Wall calendar 2012 (see page 21) 	BTB, Vienna
busplaner 12/1 Publication date 14.12. Advertising deadline 15.11.	<ul style="list-style-type: none"> Professional clothing 	<ul style="list-style-type: none"> Baden-Württemberg Festival & event preview 2013 	<ul style="list-style-type: none"> Audio/Video & navigation 	busziele Autohöfe 2013 	CMT, Stuttgart 14 – 22/1 VPR VIP Meeting
Gruppen-Ausflüge 2013 Publication date 5.2.2013 Advertising deadline 23.11.		<p>Guide for companies, schools and associations with comprehensive information on worthwhile destinations – with checklists and legal as well as tax information (with database and links to homepages of advertisers).</p>			