

Media kit 2026



Rate list no. 33
Valid from 1 January 2026



INTERNATIONALER
RISTOURISMUS VERBAND



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HUSS-VERLAG GmbH
80912 München

huss



Claus Bünnagel
 Editor in Chief
 busplaner

Dear media decision-makers,

We are living in turbulent times, and even the normally tranquil bus industry is not immune. Discussions about the future of the Germany Ticket and the resumption of federal funding for e-mobility are haunting politics and the media. Driver shortages are increasingly looming large over public transport and travel, a problem that is likely to become even more acute by 2030 and jeopardize the maintenance of transport services. Meanwhile, more and more on-demand transport services are emerging in rural areas, bringing about lasting changes to transport in these regions. At the same time, interurban and travel transport will also be electrified in the future, following in the footsteps of urban transport. The number of corresponding bus models is already increasing. In the long term, these sectors could also be subject to EU regulations to a greater extent than is currently the case and as is already the practice for city buses in the form of the Clean Vehicles Directive (CVD) – the provisions of which small and medium-sized private and municipal transport companies should also be paying closer attention to from the new year at the latest.

As you can see, many exciting topics await busplaner readers over the next twelve months and in the years to come. As you have come to expect from our reporting, the focus will be on key aspects such as electric drives, battery technology, digitalization in the bus sector, on-demand transport, and autonomous driving. Tests of new bus models, profiles of innovative transport companies, presentations of forward-looking technologies, and insider stories form the framework of each issue. In order to present readers with highly topical content that is of burning interest to the industry in an appealing form, we are on the scene for them all year round, researching exciting background topics.

The Market & Opinion, Technology, Public Transport, and Mobility sections are supplemented by the special report “busplaner Touristik.” Here, group tour operators can find many useful tips for planning their tours. Both areas are a highly attractive platform for media decision-makers to get their messages across to readers. After all, high-quality content from a quality medium, rather than superficially prepared mass media, is what captivates readers more than ever today and encourages them to read.

Kind regards

Claus Bünnagel

claus.buennagel@hussverlag.de

Print



Online



www.busplaner.de

- 1 **Title:** busplaner
- 2 **Brief description:** busplaner is a fully independent trade journal that provides private and communal transport companies, long-distance bus operators and tour operators with information on the subjects of technology, urban public transport, mobility and tourism.
www.busplaner.de
- 3 **Target group:** Bus companies and tour operators throughout the German-speaking region (D, A, CH).
- 4 **Frequency of publication:** 4 times per year
- 5 **Magazine size:** 220 x 295 mm
- 6 **Year of issue:** 33rd year of issue 2026
- 7 **Purchase price:** Annual subscription in Germany €88
(including VAT, plus €10.80 postage costs)
Single issue price €22
(including VAT, plus €3 postage costs)
ISSN number: 2193-3995
- 8 **Body:** –
- 9 **Memberships:** bdo, LBO, RDA, VPR
- 10 **Publishing company:** HUSS-VERLAG GmbH
Telephone: +49 89 32391-0
Fax: +49 89 32391-163
Internet: www.huss.de
- 11 **Publishers:** Dipl.-Ing. (FH) Christoph Huss
- 12 **Advertising and sales:** Michaela Pech -251 (responsible)
Media consulting:
Bianca Scheuermann -150
Group Handbook + bustouren:
Bianca Scheuermann -150
Distribution:
Oliver Dorsch -314, leserservice@hussverlag.de
- 13 **Editorial team:** Claus Bünnagel -450 (responsible)

14	Volume analysis:	2023 = 4 issues	
	Total no. of pages:	218 pages =	100,00 %
	Editorial section:	161 pages =	73,85 %
	Advertising section:	57 pages =	26,15 %
	of Occasional ads	1	1,75 %
	which:		
	Bound inserts	–	
	Publisher's advertising	9 pages =	15,79 %
	Inserts:	9	

15 **Content analysis of editorial section: 2024 = 161 pages**

Topics	Seiten	%
Technology: Manufacturers	19,00	11,80
Technology: Suppliers	4,00	2,48
Technology: Bus equipment	13,00	8,07
Technology: Driving reports	13,00	8,07
Tourism: Destinations	14,00	8,70
Tourism: Events	10,60	6,85
Tourism: Sightseeing, excursions	19,60	12,17
Strategy: Public transport	19,80	12,30
Finances/tax/legal issues	7,600	4,72
News	20,20	12,55
Politics, associations	3,00	1,86
Other	17,20	10,68
Total	161,00	100,00

16 Circulation control:


 The German
 Audit Bureau
 of Circulation (IVW)

 17 Circulation analysis: Average number of copies per issue
 (from 1 July 2023 to 30 June 2025)

Copies printed:	5,000	
Copies actually distributed:	4,662	of which abroad: 307
Copies sold:	336	of which abroad: 43
– Subscription copies, other sales:	336	of which member copies: 0
– Retail sales:	–	
Free copies:	4,326	264
Remaining, archive and sample copies:	338	

18 Geographical distribution analysis:

Economic area	Percentage of actually distributed copies	
	%	of copies
Germany	93.43	4,355
Other countries	6.59	307
Copies actually distributed	100	4,662

Structure of circulation in Germany by postal zone:

Percentage of actual distribution in Germany

Postal zone 0	7.46 %	325 copies
Postal zone 1	6.80 %	296 copies
Postal zone 2	9.00 %	392 copies
Postal zone 3	10.26 %	446 copies
Postal zone 4	8.79 %	383 copies
Postal zone 5	12.26 %	534 copies
Postal zone 6	9.30 %	405 copies
Postal zone 7	10.85 %	472 copies
Postal zone 8	12.83 %	559 copies
Postal zone 9	12.46 %	543 copies

Number of copies actually distributed in Germany

4,355 copies

Summary of the data collection method 2 + 3-E

 1 **Method of analysis:** Circulation and distribution analysis

Basis: Recipient log file with total population of 6,337

Circulation analysis through data analysis – total compilation

 2 **Total population:** The total population is based on an annual average of the copies
 actually distributed (1 July 2024 to 30 June 2025).

 The analysis represents a total population of the copies actually distributed of 4,662
 (= 100%).

 3 **Time period of the analysis:** July 2025

 4 **Analysis conducted by:** HUSS-VERLAG GmbH

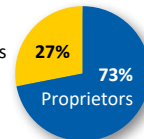
19 Sectors/branches of industry/technical fields/professional categories:

Statistical code	Recipient groups	Copies distributed (approx. figures)
		Copies
60.21.1/60.21.2 60.23.1	Passenger transportation with omnibuses (Germany) of which transportation by: (multiple answers possible)	4,727
	<ul style="list-style-type: none"> • Public transport 	2,176
	<ul style="list-style-type: none"> • School buses 	2,120
	<ul style="list-style-type: none"> • Rental vehicles 	2,742
	<ul style="list-style-type: none"> • Tourist travel (i.e. tourism) 	3,217
	Passenger transport with omnibuses (abroad: A – CH)	731
63.3	Commercial group tour operators (abroad: A – CH)	2,434
91.11.1/91.12.1	Trade associations and professional organisations	54
	Omnibus companies with in-house commercial vehicle workshop	846

20 Size of the business entities

Further information available on request

21 Position within company



 Business
 managers

22 Size of the business unit, omnibus companies with own in-house workshop (D)


Employees	Number
1 – 19	351
20 – 199	392
More than 200	48
No information	47

23 Fleet structure of omnibus companies with own in-house workshop

Number of buses	Number
1 – 10	265
11 – 50	428
More than 50	105
No information	24

For a complete summary of the data collection method for the readership structure analysis, please see page 4.

Issue Day of publication	Advertising deadline	Print document deadline	Technology + management	Tourism	Special supple- ments	Events/ trade fairs
1 4 Mar.	3 Feb.	10 Feb.	<p><i>Preview busplaner Innovation Award and trade fair edition BUS2BUS 2026, mobility move '26 and RDA GTE Cologne</i></p> <ul style="list-style-type: none"> • BUS2BUS 2026 • Electric mobility • Coach and long-distance bus market • Fleet control • Lighting • Drivetrain technology • Spare parts • Lubricants and fuel 	<p>Worlds of experience</p> <ul style="list-style-type: none"> • Adventure and amusement parks • National garden shows 2026/2027 • Caves, mines, tunnels and grottos • Factory sales and outlets • Thermal springs and baths 	<p>Grouphandbook 2026</p> 	<p>CMT, Stuttgart, 17 – 25 Jan.</p> <p>Reisemesse, Dresden, 30 Jan. – 1 Feb.</p> <p>IT-Trans, Karlsruhe, 3 – 5 Mar.</p> <p>ITB, Berlin, 3 – 5 Mar.</p> <p>Intertraffic, Amsterdam, 10 – 13 Mar.</p> <p>mobility move '26, Berlin, 10 – 12 Apr.</p> <p>BUS2BUS 2026, Berlin, 15 – 16 Apr.</p>
2/3 27 May	29 Apr.	6 May	<p><i>Presentation of the busplaner Innovation Award and trade fair review BUS2BUS</i></p> <ul style="list-style-type: none"> • busplaner Innovation Award: Presentation of the winners • UITP Summit • Electric mobility • Tyres • Insurance and financing • Washing systems 	<p>Art and culture tours</p> <ul style="list-style-type: none"> • Theatre performances • Musicals and festivals • Open airs • Summer events • Palaces, castles and parks • Monasteries and abbeys 	<p>World fixture list</p> 	<p>BUS2BUS 2026, Berlin, 15 – 16 Apr. with presentation of the busplaner Innovation Award</p> <p>52. Germany Travel Mart GTM, Oberhausen, 19 – 21 Apr.</p> <p>UITP Summit, Dubai, 21 – 23 Apr.</p> <p>RDA GTE, Köln, 28 – 29 Apr.</p> <p>European Mobility Expo, Paris, 9 – 11 June</p>

Issue Day of publication	Advertising deadline	Print document deadline	Technology + management	Tourism	Special supple- ments	Events/ trade fairs
4 2 Sep.	5 Aug.	12 Aug.	<p><i>Trade fair edition:</i> IAA TRANSPORTATION and InnoTrans</p> <ul style="list-style-type: none"> • Electric mobility • Mini- and midibuses • On-board kitchens and accessories • Air conditioning • Guide systems, driver assistance systems, GPS, telematics and navigation • Accessible buses: Ramps and lifts • Vehicle cleaning • Used bus market • Exhaust gas technology • Purchase, hire, leasing 	<p>Winter highlights</p> <ul style="list-style-type: none"> • Mountain and excursion railways • Wellness and spa • Culinary and pleasure trips • Wine festivals • Beer and brewery trips • Distilleries and Wineries • Christmas markets 	<p>bustouren</p> 	<p>Automechanika Frankfurt, 8 – 12 Sep. IAA Transportation, 15 – 20 Sep. InnoTrans, Berlin, 22 – 25 Sep.</p>
5/6 25 Nov.	28 Oct.	4 Nov.	<ul style="list-style-type: none"> • Elektric mobility • Local public transport • Digitalization/autonomous driving/ on-demand transportation • Fuel cards • Extinguishing systems • Software for bus companies • Insurance and financing • Heating systems • Battery systems • Bus glass • Workshops 	<p>Travel trends 2027/2028 and City tours</p> <ul style="list-style-type: none"> • Anniversaries and events • Museums and exhibitions • Experiential history • Hiking and cycling tours • National garden shows 2027/2028 	<p>Calendar</p> 	<p>Transexpo, Kielce, 14 – 16 Oct. Euro Bus Expo 2026, Birmingham, 3 – 5 Nov. AutoCar Expo, Lyon, 1 – 4 Dec.</p>

- 1 **Circulation:**
 Copies printed 5.000
 (Publisher informaton)
- 2 **Size:** 220 mm wide x 295 mm long
Type area: 195 mm wide x 265 mm long
- 3 **Printing and binding process, print documents:**
 Contents: web offset (Euroscale), cover: sheet offset (Euroscale)
 Staple binding

Digital advertisements – print documents

Data format: Please send your print document as a PDF file (maximum pdf 1.3). We recommend the international standard PDF/X-1a.

Colour space: Printing is carried out according to the Euroscale in the process standard offset printing with the basic colors cyan, magenta, yellow, and black. Special colors are only possible by arrangement and are otherwise converted to 4c in our prepress department.

Profile: For advertisements on the cover and in the content:
ISOcoated_v2_300_eci.icc.

The profile can be downloaded at www.eci.org.

Proof: An accurate printed colour reproduction can only be guaranteed with an Ugra/Fogra media wedge proof.

A colour proof can only serve for checking purposes.

Data transmission bup to 10 MB via e-mail to: anzeigen@busplaner.de otherwise via FTP (on request)

Preparation of print documents on request (at cost price)

- 4 **Deadlines:** See deadline and topic schedule on pages 6 and 7
Frequency of publication: 4 times per year

- 5 **Publishing company:** HUSS-VERLAG GmbH
 Company address: Joseph-Dollinger-Bogen 5, 80807 Munich, Germany
 Postal address: 80912 Munich, Germany
 Internet: www.busplaner.de
 Ad scheduling: Caroline Maier, telephone: +49 89 32391-151, fax: -163
 E-Mail: anzeigen@busplaner.de
- 6 **Conditions of payment:**
 2% discount for payment within 5 days, or net payment without discount within 14 days.

Bank details:

Deutsche Bank, Munich, account no. 0 213 132 00, bank code 700 700 10

SWIFT CODE: DEUTDEMMXXX

IBAN: DE45 7007 0010 0021 3132 00

BIC: DEUTDEMMXXX

- 7 **Advertising sizes and rates (in euros):**
 Rates do not include VAT. Other sizes available on request

Format	Width x height (in mm)			Rates	
	Vertical	Standard	Horizontal	"busplaner Technik"	Special edition*
1/1 page	220 x 295*			€4,080	€2,980
Junior page	156 x 195*			€3,080	€2,280
1/2 page	106 x 295*		220 x 143*	€2,880	€1,280
1/3 page	73 x 295*		220 x 98*	€2,280	€880
1/4 page	43 x 265	93 x 128	195 x 61	€1,380	€680
1/8 page	43 x 128	93 x 61	195 x 28	€780	€380

* Format in bleed

8 Surcharges:

8.1 Colour surcharges:

Special colours on request

8.2 Preferential placements in "busplaner":

cover page (4c)	€5,700
2nd and 4th cover page (4c) each	€5,280
3rd cover page (4c)	€5,180
1/3 page (4c) next to editorial	€2,480
1/2 page vertical next to table of contents	€2,980

8.3 Format surcharges: –

9 Special forms of advertising:

Rates and surcharges for special forms of advertising are available on request.

10 Discounts: When booking within one year

Frequency discount		Quantity discount	
3 advertisements	3 %	2 pages	5 %
6 advertisements	5 %	4 pages	10 %
8 advertisements	8 %	6 pages	15 %
10 advertisements	10 %	8 pages	20 %
		10 pages	25 %

11 Inserts: not discountable

Loosely inserted, maximum size 200 x 280 mm

Rates up to 25 g total weight: €200 per thousand copies

For each additional 5 g: €25 per thousand copies

Catalogue mailing up to 100 g: €3.400

Inserts optionally by postal zone and German state, Partial inserts (optionally by postal zone)

Required delivery amount: 5,150 copies

Before accepting and confirming the order we require a binding sample or, if need be, a dummy showing sizes and weights.

12 Glued-on advertising material (postcards, CD/DVDs, booklets) mechanically glued:

Gluing fee up to 25 g: €100 per thousand copies

Glueing fee from 26 to 50 g: €150 per thousand copies

(glueing fee not discountable)

Required delivery amount: 5,150 copies

Higher weights and other forms of advertising as well as samples on request.

Glued-on advertising material only in combination with a supporting advertisement.

13 Delivery address for items 11 – 12:

Dierichs Druck + Media GmbH & Co. KG

Frankfurter Straße 168

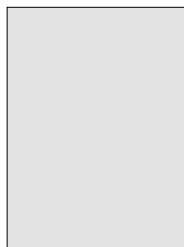
34121 Kassel, Germany

Telephone: +49 561 60280-171

Delivery information: For "busplaner" issue no. xx/2026

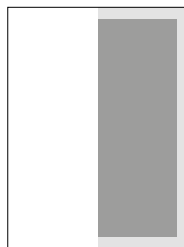
Delivery deadline: Up to 5 days after the advertising deadline

Rates do not include VAT.


1/1 page
In type area
In bleed
4c rate

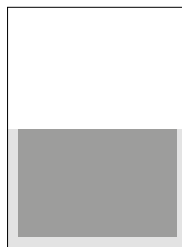
 220 x 295 mm
 plus 3 mm trim

€4,080


1/2 page vertical

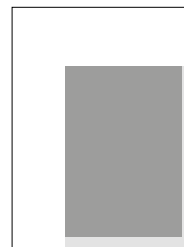
 93 x 265 mm
 106 x 295 mm
 plus 3 mm trim

€2,880


1/2 page horizontal

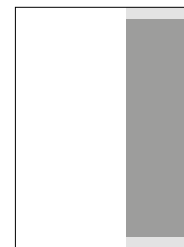
 195 x 128 mm
 220 x 143 mm
 plus 3 mm trim

€2,880


Junior page

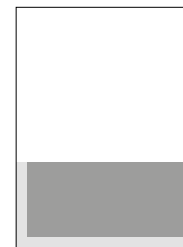
 140 x 180 mm
 153 x 195 mm
 plus 3 mm trim

€3,080


1/3 page vertical

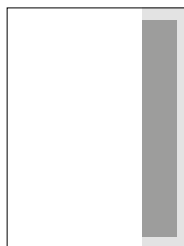
 60 x 265 mm
 73 x 295 mm
 plus 3 mm trim

€2,280


1/3 page horizontal

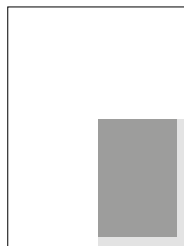
 195 x 83 mm
 220 x 98 mm
 plus 3 mm trim

€2,280


1/4 page vertical
In type area
In bleed
4c rate

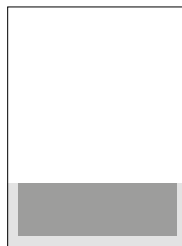
 43 x 265 mm
 56 x 295 mm
 plus 3 mm trim

€1,380


1/4 page standard

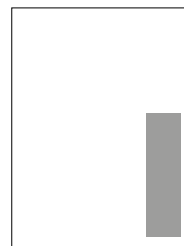
 93 x 128 mm
 106 x 143 mm
 plus 3 mm trim

€1,380


1/4 page horizontal

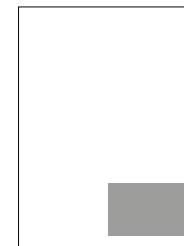
 195 x 61 mm
 220 x 76 mm
 plus 3 mm trim

€1,380


1/8 page vertical

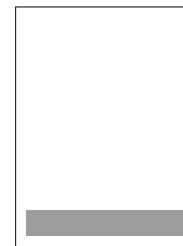
43 x 128 mm

€780


1/8 page standard

93 x 61 mm

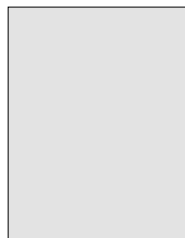
€780


1/8 page horizontal

195 x 28 mm

€780

Rates do not include VAT. Formats: width x length



1/1 page

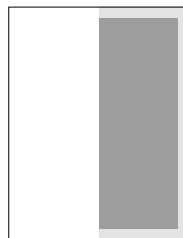
In type area

In bleed

4c rate

220 x 295 mm*

€2,980

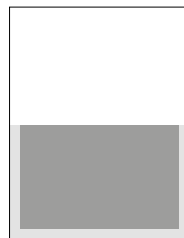


1/2 page vertical

93 x 265 mm

106 x 295 mm*

€1,280



1/2 page horizontal

195 x 128 mm

220 x 143 mm*

€1,280

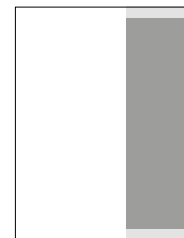


Junior page

140 x 180 mm

153 x 195 mm*

€2,280

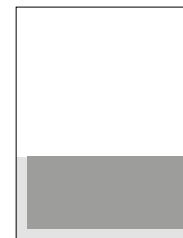


1/3 page vertical

60 x 265 mm

73 x 295 mm*

€880

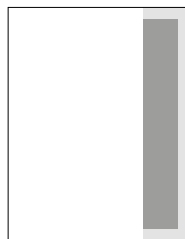


1/3 page horizontal

195 x 83 mm

220 x 98 mm*

€880



1/4 page vertical

In type area

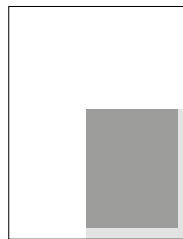
In bleed

4c rate

43 x 265 mm

56 x 295 mm*

€680

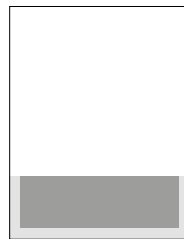


1/4 page standard

93 x 128 mm

106 x 143 mm*

€680

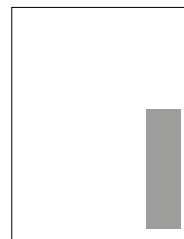


1/4 page horizontal

195 x 61 mm

220 x 76 mm*

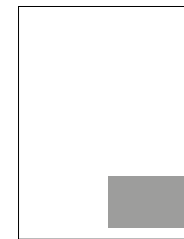
€680



1/8 page vertical

43 x 128 mm

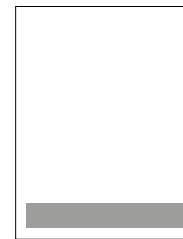
€380



1/8 page standard

93 x 61 mm

€380



1/8 page horizontal

195 x 28 mm

€380

Rates do not include VAT. Formats: Width x length

*Plus 3 mm for trim on each outer edge

"Tourism" special edition

- Brief description:** In four special editions consisting of up to 24 pages, the editorial team examines special topics from the point of view of bus companies and group travel operators. The "Tourism" special editions focus on the topics of worlds of experience, art and culture trips, active trips and wellness offers, culinary delights, travel trends for 2026 as well as city trips.
- Frequency of publication:** 4 editions in 2026
- Carrier media:** The special edition will be available four times per year as an insert in "busplaner", the trade journal for private and public bus companies and tour operators.
- Circulation:** 5,000 copies per edition
- Size:** 22 x 29.5 cm
- Profile:** ISOcoated_V2_300_eci.icc
- Editorial staff:** Claus Bünnagel (responsible)
- Advertisements:** Bianca Scheuermann



busplaner World fixture list 2026



Publication date: 27th May.2026, as an insert in busplaner 2-3/2026

Advertising deadline: 20th April 2026

Circulation: 5,000

Size: 560 x 400 mm

Exklusive sponsoring on request

"busplaner" wall calendar 2027



Publication date: 25th November 2026 as an insert in busplaner 5-6/2026

Advertising deadline: 21st October 2026

Size: 820 x 580 mm

Advertising options:

1 field	75 x 75 mm	€ 500,-
2 fields vertical	75 x 155 mm	€ 900,-
2 fields horizontal	155 x 75 mm	€ 900,-
4 fields	155 x 155 mm	€ 1.700,-
exklusive	800 x 155 mm + 155 x 305 mm	Rate on request

Sizes given in width x height.
 Rates do not include VAT.

Design examples (reduced size)

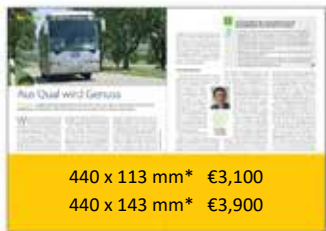


1 field

2 fields



4 fields



Panorama ads

Panorama ads stretch right across the type area of two pages, including the gutter, and are available in varying lengths and widths with a maximum of 2/1 pages including the gutter.



L-shaped ads

The broad strip section of the ad is always located at the bottom of the page. The vertical part of the ad is always in the outer columns (i.e. on the left of a left-hand page and on the right of a right-hand page).

Ad Specials

Our special forms of advertising in "busplaner" are designed for advertisers looking for something unusual. These ad specials are individual forms of advertising that stand out from conventional styles, attracting greater attention among readers and generating returns. Here are some examples.

Contact us if you are interested in implementing individual concepts of communication. We will work together with you to develop creative solutions with the aim of achieving the best performance for your brand.

Quotes and advice: Michaela Pech

Tel. +49 89 32391-251, michaela.pech@hussverlag.de



Flexform ads

Ads with a flexible size and shape, which cannot be compared to the standard formats conventionally offered (e.g. star-shaped, circular or polygonal formats).



Tunnel ads

Tunnel ads are placed across two pages, including the gutter. However, at least one column of space remains free on each side for editorial content.



Flying Page/Cover Page/Half Cover

An ad that covers half of the title page.

* Formats in bleed require an extra 3 mm for trim on each outer edge.

Rates do not include VAT.

Catalogue fields prior to the RDA Print and Online

Prior to the RDA, you can present yourself with an entry of your catalogue cover, company details and RDA stand number.

Services:

- Your entry will appear in the "Touristik" special edition and therefore be distributed to approx. 5,000 private and public bus companies and tour operators both in Germany and abroad
- Your entry, including your contact details and a link to your website, will appear for one year at: www.busplaner.de and www.gruppenhandbuch.de

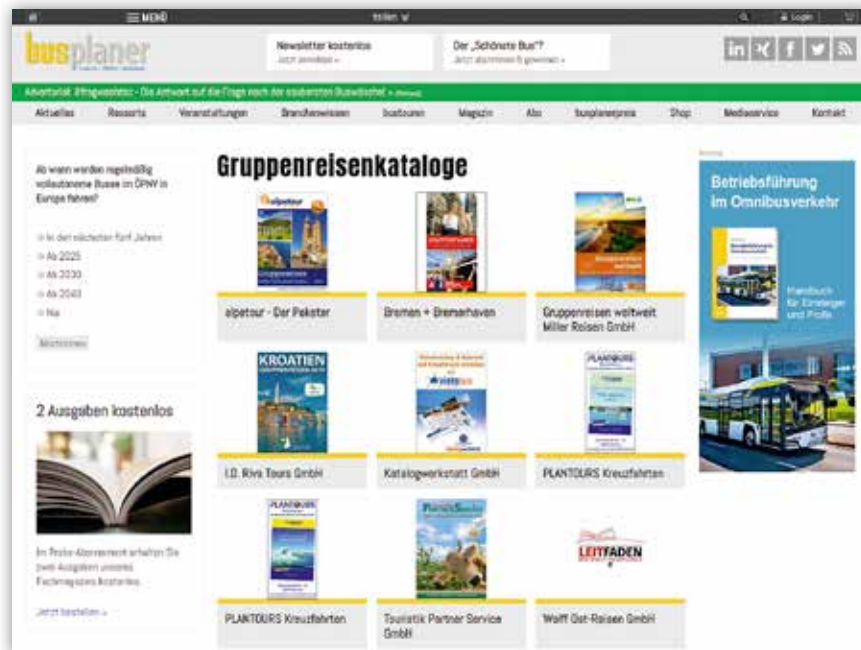
Rates:

- Catalogue entry in busplaner issue 1 published on 4 th March 2026 and issue 2/3 published on 27 th May 2026 including an online entry: **€460**

Catalogue field: 43 x 85 mm, 4-color

Advertising deadline: 3rd February 2026

Rates do not include VAT.



Sales and contact:

Bianca Scheuermann
tel. +49 89 32391-150
bianca.scheuermann@hussverlag.de

1 **Internet address (URL):** www.busplaner.de

2 **Brief description:**

The busplaner.de website offers advertising formats designed to attract the attention of your target group. It provides the latest news and dates from the bus and travel sector, specialist articles, photo galleries, destinations for excursions and lots more as well as a Bus Shop well stocked with interesting products.



3 **Target group:** Bus companies and group travel operators

4 **Contact:** Michaela Pech (responsible),
 Tel. +49 89 32391-251
 e-mail: michaela.pech@hussverlag.de

5 **Access control:** Revive, Matomo

6 **Accesses:** Monthly average (publisher information)

Page Impressions: 30.372

Unique users: 13.634

7 **Data delivery:** Seven working days before publication, send to anzeigen@busplaner.de as a GIF (static or animated), JPG, HTML5 (only by physical delivery) with a maximum size of 150 KB (HTML5 subload up to a maximum of 500 KB).

8 **Use of external ad server:** Revive

9 **Forms of advertising and rates:** see table on the right

10 Discounts:	Booking volume	from € 2,000	5 %
		from €3,000	8 %
		from €5,000	10 %

Rates do not include VAT.

Illustrations (similar)	Form of advertising	Format (W x L)	Placement	Rate CPM
	Billboard	max. 980 x 300 pixels (standard 850 x 250 pixels) + mandatory additional mobile variant to max. 360 x 225 pixels (standard 300 x 100 pixels)	Directly below the main navigation	€60
	Half Page right (sticky)	300 x 600 pixels	Outside right or mobile content below	€60
	Skyscraper (sticky)	160 x 600 pixels	Outside right or mobile content below	€55
	Half Page left (sticky)	300 x 600 pixels	Left Sidebar	€40
	Rectangle	300 x 250 pixels (to max. 300 x 300) pixels	Left sidebar or mobile content above	€40

WWe rely on cookie-free and tracking-free advertising. This applies to third-party systems (ad servers) and redirects to such systems. This means that advertising campaigns must be played via our ad server (banner system) and must not use redirects, external scripts, third-party cookies, or tracking. However, tracking via URL (e.g., UTM link) is still possible. In case of non-compliance, we cannot guarantee the display of the agreed ad impressions during the specified period.

1 busplaner currently

2 **Brief description:** "busplaner aktuell" reports weekly on the topics of strategy, tourism and technology. Its range includes news, specialist articles, photo galleries, products, personal profiles, key dates and the latest trends.

3 **Target group:** Decision-makers at bus companies, tour operators and public transport managers

4 **Contacts:** Michaela Pech (responsible)

Tel. +49 89 32391-251

E-mail: michaela.pech@hussverlag.de, internet: www.busplaner.de

5 **Access control:** Episerver

6 **Subscribers:** 2.667 (Verlagsangabe)

7 **Data delivery:** Seven days before your campaign begins via e-mail to: anzeigen@busplaner.de, GIF (not animated) or JPG (images max. 150 KB and 72 DPI), text with 350 keystrokes (including headline and spaces) + image (max. 240 x 160 pixels), text only with 500 keystrokes (including headline and spaces)

8 Forms of advertising and rates:

Format	Size (W x L)	Text	Rate*
Title banner with image	310 x 90 pixels	–	€390
Title banner with text	–	165 keystrokes max. (40 strokes for headline)	€390
Graphic banner	up to max. 650 x 200 pixels	–	€390
Text banner with image	max. 240 x 160 pixels	350 keystrokes	€390
Text banner without image	–	500 keystrokes	€390

9 **Frequency of publication:** Weekly, every Tuesday

10 **Discounts:** On request

Rates do not include VAT.

Title banner

Graphic banner

Text banner with image

Text banner without image



Special forms of advertising: the online advertorial (native advertising, content marketing)

An online advertorial on busplaner.de gives you the opportunity to place your advertising message using texts and images directly in the editorial section of „busplaner“. You can address our readers in their familiar reading environment, generating an outstanding level of awareness and breadth of communication within our high-quality target group

Placement



Header teaser above the navigation bar with link to advertorial

Teaser placement on the home page as second news with image, headline, teaser text and link to the advertorial



Advantages

- Exclusiveness (only one advertorial per month)
- Professional reporting at the end of the campaign

Services

- Online advertorial with maximum 3.500 keystrokes, images(max. 5 MB), backlinks, file attachments, videos and lots more on www.busplaner.de
- 4 times in the **busplaner newsletter** with image, headline, teaser text and link to the advertorial

Conditions

Duration	Rate	Impressions
4 weeks	€1,550	30,000
2 weeks	€860	15,000

The native text ad (native advertising, lead and traffic generation)

The text banner with image is a native form of advertising which is placed directly in the editorial section of our website and guarantees above-average attention and CTR.

Services

- Text banner (approx. 350 keystrokes) with image and external link as required
- Advertising format with the look and feel of an editorial article
- Apart from image campaigns, especially suitable for generating leads and traffic

Advantages

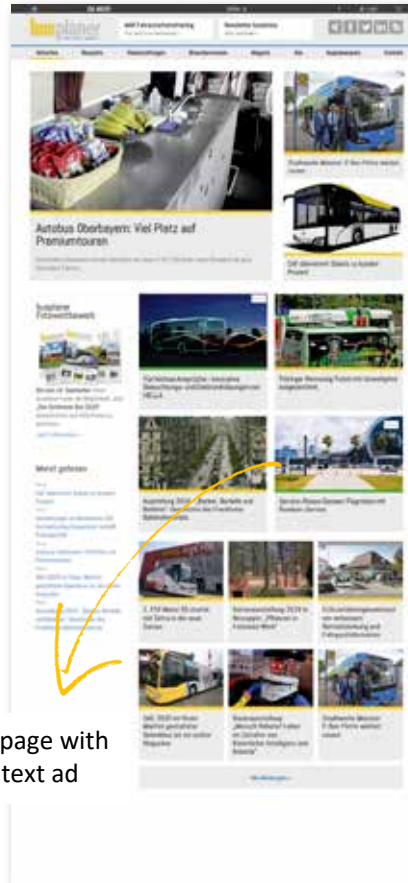
- Exclusiveness, since only one campaign is placed at a time (no rotation)
- Professional reporting at end of duration with impressions, clicks and CTR on a weekly basis

Conditions

Duration	Rate	Impressions
4 weeks	€1,100	20,000
2 weeks	€600	10,000

Rates do not include VAT.

Placement



Home page with native text ad



Native text ad within each news



"bustouren" 2026/2027

Reader target group: All German bus companies as well as numerous foreign bus companies and tour operators.

Magazine size: 120 x 168 mm (W x L)

Circulation: 5,000 copies

Printing method: Sheet offset

Binding: Adhesive binding

Print documents: Your standardised entries will be designed by the publishing house (please send us your logo and images digitally – printing quality). Send separate full-page ads as digital data only – preferably as printable PDF files.

Image size: horizontal, approx. 54 x 38 mm

Rate: 1/1 page, 4-colour, €680

Dates: Advertising deadline: 15 July 2026
Publication date: 2 September 2026
(sent with "busplaner" 4/2026)

Contact: Bianca Scheuermann
Tel. +49 89 32391-150
bianca.scheuermann@hussverlag.de

Caroline Maier
Tel. +49 89 32391-151
caroline.maier@hussverlag.de

Print documents: Your standardised entries will be designed by the publishing house (please send us your pictures digitally – printing quality). Send separate full-page ads as printable PDF files only.

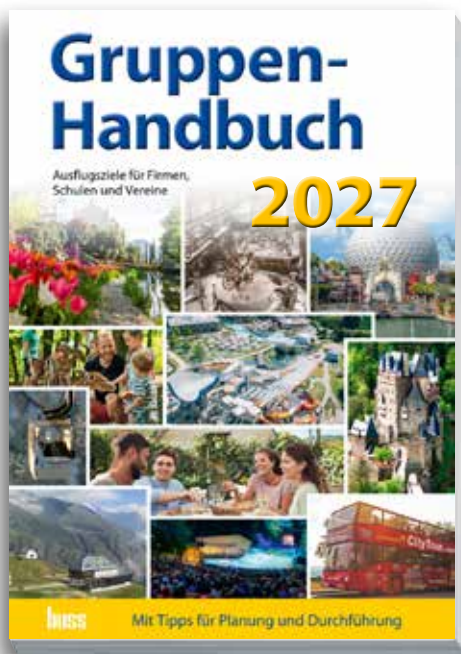
Rates do not include VAT.

"bustouren" Group Handbook

Includes
online listing,
links and integrated
newsletter
advertising



www.busplaner.de/bustouren-reiseziele



Group Handbook 2027

Excursions for companies, schools and associations

This almanac is the perfect supplement to the magazine "busplaner": It presents your goods and services right there where companies, schools and associations plan and organise their trips and events.

Target group: Association board members, HR managers, works council members, travel departments, in-house travel agencies in large companies and schools.

Book size: 165 x 240 mm (W x L)

Circulation: 6,500 copies

Printing method: Sheet offset

Binding: Adhesive binding

Rates: Entry €1,480

Advertisement €1,480

Cover page 2 €1,680

Cover page 3 €1,680

Cover page 4 €1,880

Entry + advertisement €2,800

Title and special spaces on request.

Publication date: February 2027

Advertising deadline: December 2026

Contact: Bianca Scheuermann
Tel. +49 89 32391-150
bianca.scheuermann@hussverlag.de
Caroline Maier
Tel. +49 89 32391-151
caroline.maier@hussverlag.de

Print documents: Your standardised entries will be designed by the publishing house (please send us your pictures digitally – printing quality). Send separate full-page ads as printable PDF files only.

Rates do not include VAT.

Including
online listing and
link as well as
integrated
newsletter
advertising



For targeted direct marketing

**Exclusively
with us**

As bus market specialists, with our OMNIBUS ADDRESSES we provide you with up to 85 detailed company addresses, a unique selection opportunity for precisely identifying your target group.

A broad selection of additional PREMIUM addresses in your industry is now available to you as well, to make your direct marketing campaign a real success.



Tourism & Hospitality

OMNIBUS ADDRESSES

You can choose from the addresses of approx. 6,100 bus companies in Germany and Austria, which can be selected, for example, according to the following criteria:

Travel activities and your own schedule or catalogue

Holiday trips, day and round trips, city and cultural tours, active and winter trips, club excursions, class outings, public buses, school buses and hire vehicles

Destinations abroad

Italy, Austria, Poland, Switzerland, France, the Netherlands and many more

Other target groups

A broad selection of associations, schools, companies, welfare organisations, hotels, public and church institutions, travel agencies and many more



Fleet & Technology

OMNIBUS ADDRESSES

You can also select according to other criteria, such as:

Fleets

Contingents, vehicle categories from minibuses to double-deckers, star categories, equipment, trailers and barrier-free vehicles

Technical equipment

Bus washing facility, workshop, master mechanic on site, company provides breakdown service

Other target groups

A wide selection of haulage firms, construction and skilled manual trades businesses, taxi and courier services as well as other companies that have their own fleets of cars, trucks, workshops, etc.

**Now via
download
for your
convenience**



OMNIBUS ADDRESSES

STANDARD licence item no. 48020

Research database for targeting contacts and gaining new customers and partners as well as detailed market analysis. All licence models available at: www.huss-shop.de

We will be happy to advise you aimed at your target group

Advice & Sales

Nicole Schweikl

Tel.: +49 89 32391-100

beratung@huss-adressen.de

www.huss-adressen.de

**Over 3 million direct marketing addresses from
5,000 sectors are waiting for you here!**

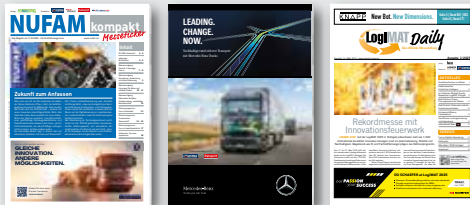
General Terms of Business (GTB) for advertisements, third-party inserts and online advertising

- 1. An "Advertisement order"** within the meaning of the following General Terms of Business is an order relating to the publication of advertisements and third-party inserts in a print medium or by means of online advertising for the purpose of distribution. A contract is entered into taking into account the discounts granted according to the rates list. Advertisement orders only become legally binding through written confirmation.
- 2. Publishing time limit:** In case of doubt, advertisements and third-party inserts must be placed within one year after the contract is signed. If the right to place individual advertisements is granted within the terms of a contract, the order must be completed within one year of the publishing of the first advertisement, provided the first advertisement is placed within the time limit specified in section 1.
- 3. Upon signing a contract**, the advertiser is obliged to place further advertisements in addition to those specified in the order at the same contractually agreed conditions and/or (according to the rates list) within the agreed time limit specified in section 2.
- 4. Online advertising** (i.e. websites, newsletters, etc.) is defined by the time period booked. The customer is required to maintain the websites or documents to which the online advertising is to be linked for the entire period of the contract. With the exception of contrary individual agreements, the values defined by the publisher's banner system regarding visits and page impressions shall be decisive.
- 5. Refusal of orders:** The publisher reserves the right to refuse orders at its own discretion – including single placements within a larger order. This applies in particular if the content of the advertisement order violates laws or official regulations, if it has been objected to by the German Advertising Council in a complaint procedure, or if its publishing is unreasonable for the publisher due to its content, origin or technical form, or if inserts, due to their size or presentation, give readers the impression of being part of the newspaper, the magazine or the publisher's own website, or contain third-party advertising. The customer shall be informed of the refusal of an advertisement order without delay, once the publisher has become aware of the content in question. Any online advertising that contravenes these regulations can also be subsequently removed from the online advertising platform.
- 6. Advertising deadlines:** The advertising deadlines stated in the rates lists are not binding for the publisher. The publisher is entitled to alter advertising deadlines at short notice to suit production processes.
- 7. The customer may cancel** previously booked orders up to 14 days prior to the advertising deadline (print) or prior to the beginning of the advertising campaign (online). After this time, cancellation fees amounting to 50 % of the gross price are payable. Cancellations notified after the advertising deadline will be subject to a 100% cancellation fee. Cancellations and withdrawals received after the advertising deadline or after the beginning of the advertising campaign shall take effect the next print edition or the next online campaign at the earliest. Furthermore, advertisement orders may only be cancelled after the advertising deadline or after the beginning of the advertising campaign for important reasons. **Cancellations** can be notified by fax or e-mail.
- 8. Placing advertisements:** Advertisements will be published in specified issues and editions or in specified positions within the publication or the online media, assuming these were agreed upon and confirmed by the publisher in writing, including by fax and/or e-mail. Classified advertisements will only be published in their specific classifications. If no clear placement is indicated, the publisher is entitled to freely determine the placement.
- 9. Liability for the content of the advertisement:** The customer bears sole responsibility for the content and the legal advisability of the advertisement and/or the online advertising as well as for the materials provided for this purpose. The customer releases the publisher from any third-party claims made in this connection (including the cost of any legal defence required), even if the order has been cancelled. The publisher is not required to examine orders or advertisements for infringement of the rights of third parties. The sole responsibility for the correct placing of an advertisement order, the advertiser agrees to bear the cost of publishing a counterstatement in relation to factual statements made in the published advertisement in accordance with the applicable advertising rate. Should advertisements appear which were not suspended within the proper time, the customer is not entitled to claim against the publisher.
- 10. Print documents:** The customer is responsible for the timely and proper delivery of the advertisement text in print documents, inserts or online advertising. The deadlines for supplying print documents can be found in the relevant advertising rates list of the publisher.
Transfer of risk occurs with the receipt of the documents at the publisher's place of business or at one of the publisher's computer servers. The sending of more than two colour samples, late delivery of the print documents and the requirement for a print reproduction that deviates from the sample can have an impact on placement and print quality and rule out subsequent complaints.
If possible, however, the publisher will immediately request replacements for obviously unsuitable or damaged print documents.
Return of print documents: Print documents will only be returned to the customer if specifically requested. The mandatory retention period for print documents ends six weeks after the advertisement has been published. In any case carriers containing print samples sent to the publisher become the property of the publisher. These shall only be returned to the customer for a postage fee of €5.00, at the customer's express request and own risk.
Printing size of advertisements: If no instructions on size have been agreed upon or prescribed, the usual printing size for the type of advertisement concerned shall be used as a basis for calculation. If the size of a supplied, ready-to-use print document differs from the size ordered in the advertisement order, the size of the printed advertisement shall apply. Parts of millimetres will be rounded upwards to the next millimetre.
Proof copies will only be sent if specifically requested. The publisher makes no claim to the correctness of which he is informed within the deadline specified at the time the proof copy was sent. If the customer fails to return the proof copy within the deadline, permission to print is deemed to have been granted. The customer is responsible for the correctness of the returned proof copy.
If print samples or online advertising are transmitted paperlessly to the publisher, either digitally (e.g. floppy discs, CD-ROMs) or by telecommunication (e.g. iSDN, e-mail), the following additional provisions shall apply:
File formats: In the case of two colour related files are transmitted digitally, the customer is required to ensure that these files are transmitted and stored in one folder. Advertising samples should only be transmitted in closed files which the publisher cannot change the publisher. The publisher has the right to refuse to accept open files (e.g. files stored under Corel Draw, QuarkXPress, Freehand). The publisher accepts no liability for the incorrect publishing of printed advertisements that were transmitted in open files.
Online advertising may only be delivered in suitable file formats in coordination with the publisher. The publisher's specifications must be complied with. The publisher accepts no liability for errors in files delivered by the customer.
Colour advertisements: The customer is required to supply a colour proof for digitally transmitted print documents for colour advertisements. Digitally created proofs must include the current version of the FOGRA/UGRA medium wedge in order to permit a colour match. Proofs must bear an official print control strip. Without a colour proof from the customer, colour variations are unavoidable and cannot be used by the customer as a ground for compensation. In all cases a printout must be sent to the publisher by fax in order to check factual accuracy. The customer must explicitly request a correction fax. Conversion within the normal range of tolerance can only be guaranteed if the advertisement is prepared by the publisher.
Computer viruses: The customer is responsible that the files transmitted or stored do not contain computer viruses. The publisher is entitled to delete files that contain computer viruses without the customer being able to claim for damages. Furthermore, the publisher reserves the right to claim damages if computer viruses infiltrated via the customer cause damage to the publisher.
- 11. Advertisement samples:** For each order the publisher has to deliver a copy of the advertisement sample with the invoice. Depending on the nature and scope of the advertisement order, excerpts, sample pages or complete samples may be delivered. If a sample can no longer be obtained, the publisher is instead required to provide a legally binding certification of the publication and distribution of the advertisement.
- 12. Box number advertisements:** Any responses received to box number advertisements will be kept for collection for a period of four hours or forwarded to the customer by standard mail, even if the letters are registered or urgent. The publisher will send back valuable documents without being required to do so. Otherwise, the publisher will not collect them. In the case of the registered and urgent letters, the customer is required to provide a return address. The publisher is not liable to eliminate misuses of the box number service for investigation purposes. The customer can authorise the publisher to open responses to box number advertisements.
- 13. Calculation of purchase volumes:** For the calculation of purchase volumes, text millimetre lines will be converted to advertisement millimetre based on rates.
- 14. Additional setting costs:** Any costs incurred for the production of ordered print documents or for major changes desired by the customer to versions of advertisements originally agreed upon, for which the customer is responsible, shall be borne by the customer. The same applies to any print samples delivered by the customer that generate additional costs due to technical reasons.
- 15. Discounts:** If an order is not fulfilled due to circumstances beyond the control of the publisher, regardless of any other legal obligations, the customer is required to refund the difference between the discount granted and the discount due in accordance with the actual placement volume. The refund will be waived if non-performance is due to force majeure within the publisher's sphere of risk.
- 16. Changes in advertisement rates:** If changes in advertisement rates are made, the new rates are also valid for current orders as from their date of introduction, unless otherwise agreed in writing.
- 17. Differences in rates:** The publisher can determine rates that differ from the rates list for the following: advertisements in publisher's supplements, editorially designed advertisements, advertisements in special publications and collectives, online advertisements and advertisements sold after the advertising deadline.
- 18. Reduced volume of circulation:** If an order covers multiple advertisements, a price reduction can be claimed due to a reduced volume of circulation if the circulation guaranteed in the rates list is 30% below the total average circulation of the previous insertion year according to IWM reports. Furthermore, when placing advertisement orders, the customer must specify the circulation. If the publisher has notified the customer of the reduction in circulation in a timely manner sufficient to enable the customer to withdraw from the contract prior to the appearance of the advertisement. The publisher reserves the right to change the number of pages in the publication without the customer being entitled to make claims in this respect.
- 19. Invoices** are payable within 14 days of invoice, unless another payment period or advance payment has been individually agreed upon. The publisher is entitled to correct invoices in the event of a printing error.
- 20. In the event of late payment or deferment of payment**, the legally applicable interest at the commercial rate of 9 percentage points above the base interest rate of the European Central Bank will be charged from the day on which payment of the invoice is due, as well as a standard charge of 40 euros for damage caused by late payment, which is to be offset against outstanding compensation for damages if the damage is provably higher (e.g. due to legal costs). The standard charge is also due in the event of delayed partial payments or delayed payments in instalments (Section 288 of the German Civil Code (BGB) new version). Payment deadlines for commercial transactions may not exceed 60 days, unless the payment deadlines are not grossly unreasonable for the creditor. If the customer is a consumer, in the event of late payment the interest rate shall be 5 percentage points above the relevant basic interest rate and is also applicable in cases of deferment of payment. The publisher reserves the right to assert a claim for further damage caused by delay brought about by both companies and consumers. However, the contractual partners reserve the right to furnish evidence of lower or higher damage in each individual case. In the event of late payment by companies and consumers, the publisher is entitled to postpone the further implementation of the current order until such time as payment is made and also demand payment in advance for any further advertisements. Should there be no justified doubt regarding the customer's ability to pay, the publisher is entitled to make the publication of further advertisements dependent on the advance payment of the due amount and on the settlement of any outstanding invoices, including during the term of an advertisement order, irrespective of any previously agreed payment period.
- 21. Warranty:** If printing errors occur in an advertisement, despite the timely submission of faultless print documents and timely complaint, the customer is entitled to demand either the publication of a faultless replacement advertisement (rectification) or a reduction in the price of the advertisement commensurate with the degree to which the purpose of the advertisement is impaired.
Should any defects in the print documents or images not be immediately recognisable, but only become evident during production, the customer shall have no right to claim in the event of unsatisfactory printing quality. The same applies to errors in advertisements that appear repeatedly, if the customer does not draw attention to them prior to the beginning of the next advertisement. The publisher is not liable for the print documents if they are complete and correct. In the event of an **online advertisement**, the publisher's liability is limited to errors in the reproduction of the online form of advertising that occur within the sphere of influence of the publisher, i.e. in particular on the publisher's server. Furthermore, the warranty does not apply to negligible errors, e.g. if the impairment of reproduction does not significantly impair the purpose of the online advertising. The customer is aware that in accordance with the current state of the art it is not possible to provide wholly error-free online advertising reproduction at all times. If the publisher's server breaks down for a significant period of time (more than 10% of the time period booked) in a time-linked fixed booking, the publisher will endeavour to supply the missing media service at a later date or to extend the insertion time, assuming it is not contrary to the interests of the customer. If at all times to supply the missing media service fails within the originally booked insertion period or after extension of the insertion period, the customer is no longer required to pay for the media service not implemented during that time period, or the average length of the media services not implemented. Any further claims are excluded. Apart from that, an error or fault cannot be said to exist if the length of the breakdown of the server used by the publisher does not exceed 24 hours (either consecutively or cumulatively) within 30 days of the completion of the contractually agreed placement. If the customer disregards these General Terms of Business or the recommendations of the publisher concerning the production and transmission of digital print documents and online advertisements, he or she is not entitled to claim for incorrect publication of the advertisement. The publisher guarantees the best reproduction of the advertisement technically possible within the given time and the scope of the print samples. **Complaints** of obvious defects must be made in writing by the customer within four weeks of publication at the latest. All warranty rights lapse after 31 December of the year following the publication of the corresponding advertisement or insert.
- 22.a)** Regardless of the legal grounds on which they are based, including tort, the publisher is only **liable** if damages (1) are caused through a culpable breach of an essential obligation of the contract (cardinal obligation) by the publisher in a manner endangering the achieving of the purpose of the contract or (2) are caused by gross negligence or with wilful intent on the part of the publisher.
b) The publisher is not liable for damages if the publisher is not at fault and a breach of a fundamental contractual obligation without wilful intent or gross negligence, the liability from the contract shall be limited to the agreed advertisement price.
c) If the publisher is liable in accordance with clause a) (1) or (2) for gross negligence or wilful intent by employees or who are not organs or executive staff members of the publisher, the liability of the publisher shall also be limited to the agreed advertisement price.
d) The publisher shall not bear liability for indirect damages, consequential harm caused by a defect, or loss of profits and compensation for future expenses insofar as these are not the result of wilful intent or gross negligence on the part of organs or of the executive staff members of the publisher.
e) Otherwise, any liability of the publisher shall be limited to such typical damages, the occurrence of which could be reasonably foreseen under the circumstances known at the time of entering into the contract.
f) The exclusion or limitation of claims in accordance with the above clauses a) to e) includes any claims made against employees or representatives of the publisher.
g) The liability of the publisher due to personal injury, the absence of guaranteed characteristics or in accordance with public liability law shall remain unaffected.
h) The customer is not entitled to claim if the non-availability is based on work or maintenance tasks that are solely performed in the interest of the customer.
i) The publisher does not accept liability for errors caused by telephone or written telecommunication of any kind. Neither shall liability be accepted by the publisher if defects in the print document only become apparent upon reproduction or printing. In this case the customer shall have no right to claim damages for unsatisfactory printing results. Any additional costs incurred, e.g. through correction of the print documents or for machine downtime shall be charged accordingly.
j) **Cases of force majeure** such as industrial action, configuration, general shortage of raw materials, energy scarcity or plant malfunctions release the publisher from the obligation to fulfil orders and payment of damages. However, if the publisher is able to fulfil the orders with 80% of its production quantity sold, the publisher is entitled to full payment for the advertisements published. Lesser services provided should be paid according to the set price per thousand pages in accordance with the quantity sold referred to in the tariff.
- 23. The external legal place of performance and jurisdiction** shall be the registered office of the publisher. The agreement is subject to German law. However, mandatory consumer law in the country in which you habitually reside shall remain applicable.

Additional terms of business of the publisher

- a)** Our general and additional terms of business, upon confirmation and the applicable valid rates list are decisive for each order. Any differing terms of business shall only apply with the written confirmation of the publisher.
- b) Advertising agents and advertising agencies** are required to adhere to the publisher's rates list when making offers, finalising orders or invoicing clients. The agent's commission paid by the publisher may not be passed on to the customer, either in full or in part.
- c)** Customers and advertising agencies entering into a business relationship with the publisher for the first time may be required to make **advanced payments** prior to the advertising deadline.
- d)** The customer transfers to the publisher all copyrights and other special rights required for the use of the advertising in print and online media of all kinds (including the internet), in particular for publication, distribution, transmission, broadcasting, extraction from a database and downloading without limitation of time, content or place to the extent necessary for the implementation of the order or orders placed. The client guarantees that he shall transfer these rights of use to the publisher free of rights of third parties, or else shall indemnify the publisher from all rights of third parties, including prosecution costs.

Corporate publishing



Freight transport & service



Logistics



Bus & tourism



Automotive



shop
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www.huss-shop.de

