

A 1TRUCK MEDIA PUBLICATION

1BUS

1BUS.TV
POWERED BY 1TRUCK.TV

THE AUSTRIAN MAGAZINE FOR BUS, COACH AND TRAVEL ■ WWW.1BUS.TV ■ 2021



At the cutting edge

1BUS, in combination with 1Bus.TV, is Austria's fastest commercial vehicle magazine



TOURISM

1BUS promotes tailor-made arrangements for coach travel consultants.

MEDIA DATA

The Austrian Magazine for Bus, Coach and Travel.

1BUS is a dynamic magazine for an industry in motion. Coach operators, cross border traffic, scheduled services and local public transport - they all connect people. We connect entrepreneurs, the industry, service providers and tourism.

Target Audience

1BUS means focus. Busses are enjoying an increase in popularity and are thus one of the most important means of passenger transportation. In Austria there are over 1,300 bus companies operating in travel and scheduled services. 1BUS places a special focus on these companies and their needs. Without stray loss, information relevant to the operation of coaches and buses is transported directly to these experts, so they can organize their fleet or travel agency the best way possible.

Orientation

1BUS means information. It is the information medium for the bus and group tourism branch, including all supply and service companies, made by entrepreneurs for entrepreneurs. With our comprehensive editorial approach, we cover all necessary fields with a focus on news about omnibus technology, detailed tests, driving reports, transport policy, tourism and up-to-date information.

Technology


1BUS means technology. Our core topic is vehicle engineering. From small to medium to long-distance travel buses. Extensive test reports from competent, long-standing journalists are our strength. In addition, 1BUS is an official partner of IBC, the International Bus and Coach Competition, which provides us with a network of international bus experts.

Travel

1BUS means full service. In addition to exciting new innovations in the segment, we go one step further and provide comprehensive information on coach tourism, package tours, day trips and complete arrangements. We do this so that entrepreneurs can concentrate on what is essential. Their business.

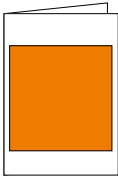
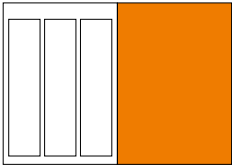
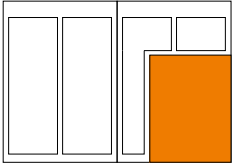
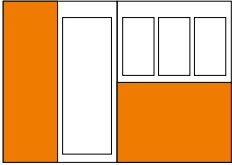
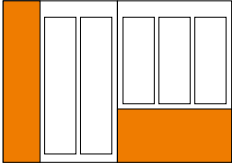
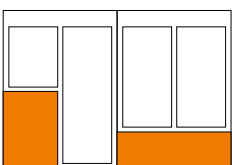
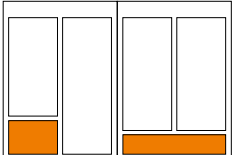


Our multimedia expertise is an absolute unique selling point. We are the only media house that offers comprehensive reporting. 1Bus.TV is a pioneer in the field of new media and the largest online TV broadcaster for the bus industry in Europe. 1BUS and 1Bus.TV use the entire media value chain and offer readers as well as customers simply the best and fastest reporting possible.

Publication frequency	4 issues per year
Publishing company	1TRUCK MEDIA GmbH Auerspergstraße 1, 1080 Vienna Phone.: +43.1.9239950, E-Mail: magazin@1truck.tv www.1truck.tv
Print run	2.500 copies
Paper format	210 mm wide x 297 mm high, DIN A4
Type area	190 mm x 252 mm
Advertorials	delivered print ready, EUR 1.200,- per page. Editorial composition on request.
Special formats	on request
Supplements	up to 20 Gramm EUR 400,- per thousand., up to 40 Gramm EUR 500,- per thousand
Bound in supplements	up to 20 Gramm EUR 600,- per thousand., up to 40 Gramm EUR 700,- per thousand
Printing specifications	final art as PDF (PDF/X-4-compliant) The following points must be noted: <ul style="list-style-type: none"> ■ All colors in CMYK (including pictures, logos, etc.), color profile ISO Coated V2. ■ Resolution at least 300 DPI ■ Note overprinting settings (especially for vector graphics). ■ At least 3 mm bleed for descending formats. Incision endangered elements must be at least 8 mm inwards from the trim. ■ Please respect the the correct ad format from the current ad price list. ■ Open data only after consultation with the production department.
Data delivery	<ul style="list-style-type: none"> ■ E-Mail: grafik@1truck.tv (data volume less than 10 MB). ■ FTP/Cloud: login data on request. Please combine related data into a folder or a single ZIP-Folder (name clearly) before sending <p>The publisher is not responsible for transmitted electronic data being complete or correct, nor for color deviations. Low tone value deviations are due to the tolerance range of the offset printing process.</p>
Prices	All prices are excluding 5% ad-levy and 20% VAT. Invoices outside of Austria are VAT-free.
Cancelation	If the order is canceled, a cancellation fee of 30% will apply. Cancellation after the printing deadline will incur 100% of the costs.
Terms of payment	Payment without deduction within 14 days from the date on the invoice. In case of late payment 15% default interest will be charged.
Purchasing price	Yearly subscription AT: EUR 25,- Yearly subscription EU: EUR 35,- Retail price AT: EUR 7,-  ePaper: EUR 16,-



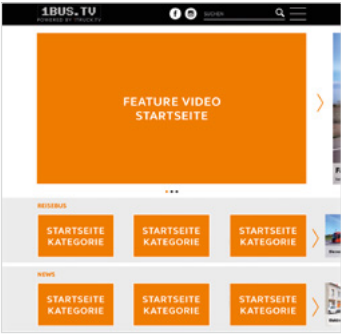

Changes and errors excepted.

The terms and conditions of 1TRUCK Media GmbH apply, accessible on www.1truck.tv

Format	Type space (width x height)	descending + 3mm (width x height)	Price EUR
Title Page 	190 × 195 mm	–	4.000,-
1/1 page 	190 × 252 mm	210 × 297 mm	2.800,-
<small>surcharges for outside back cover + 25%, inside cover pages + 15%</small>			
Juniorpage 	140 × 200 mm	150 × 215 mm	2.500,-
1/2 page 	90 × 252 mm 190 × 121 mm	100 × 297 mm 210 × 143 mm	1.700,-
1/3 page 	58 × 252 mm 190 × 80 mm	68 × 297 mm 210 × 99 mm	1.200,-
1/4 page 	90 × 125 mm 190 × 60 mm	100 × 148 mm 210 × 75 mm	900,-
1/8 page 	90 × 60 mm 190 × 30 mm	–	600,-

Issue	1Bus Specials & Fokus	Events
01.2021 ED: 22.03.21 RS: 01.03.21	Vehicular Innovations 2021 Electric Mobility Tourism Preview Bus2Bus	Ferienmesse Wien, 14.-17.01.21 Bus2Bus Berlin, 14.-15.04.21
02.2021 ED: 14.06.21 RS: 24.05.21	Bus2Bus Review Fleet Management Washing Systems Digitalization, Telematics	
03.2021 ED: 20.09.21 RS: 30.08.21	Future Mobility Busworld Preview Small and Medium Busses Tourism	Busworld Brussels, 09.-14.10.21 IAA München, 07.-12.09.21
04.2021 ED: 29.11.21 RS: 08.11.21	Busworld Review Ferienmesse Preview IAA Review Fleet Management	Ferienmesse Wien 2022 BTB Vösendorf, November 2021 Bundestagung Wels, November 2021



SERVICE	Details	Price EUR
VIDEO PRODUCTION 	exclusive video report 1 shooting day, 1 camera man, 1 reporter <hr/> production in Austria <hr/> production in EU <hr/> CI Version with Logo	 1.800,- <hr/> 2.900,- <hr/> 300,-
EXPERT-TALK 	1 moderator and 1 guest	1.800,-
BROADCAST ON 1BUS.TV 	7 days on the starting page, 2 days as feature video* 2 days as head of category page <hr/> video production AT + 1BUS.TV broadcast video production EU + 1BUS.TV broadcast	500,- <hr/> 2.000,- 3.000,-
COMMERCIAL 	broadcast of a classic 30 sec. TV spot on starting page 1 day on category page	450,- 100,-
PRE-ROLL PLACEMENT	4 sec. Videoclip before a video (runtime 1 month, 5 videos) <hr/> 15-30 sec. version of a produced video	1.500,- <hr/> 600,-
SOCIAL MEDIA	Social media sharing of a produced video	on demand

For further information about our online services
 visit our **online media data on www.1truck.tv**.