

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.

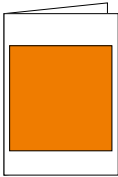
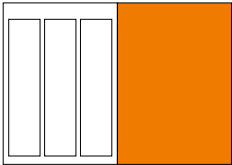
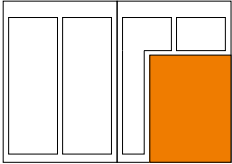
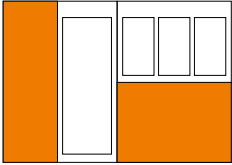
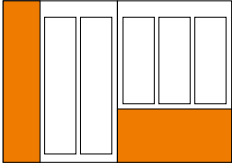
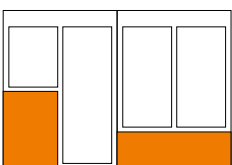
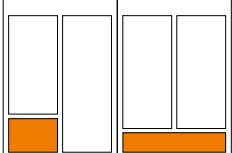


Our multimedia expertise is an absolute unique selling point. We are the only media house that offers comprehensive reporting. 1Bus.TV is a pioneer in the field of new media and the largest online TV broadcaster for the bus industry in Europe. 1BUS and 1Bus.TV use the entire media value chain and offer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

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<b>Bound in supplements</b>	up to 20 Gramm EUR 600,- per thousand., up to 40 Gramm EUR 700,- per thousand
<b>Printing specifications</b>	final art as PDF (PDF/X-4-compliant) The following points must be noted: <ul style="list-style-type: none"> <li>▪ All colors in CMYK (including pictures, logos, etc.), color profile ISO Coated V2.</li> <li>▪ Resolution at least 300 DPI</li> <li>▪ Note overprinting settings (especially for vector graphics).</li> <li>▪ At least 3 mm bleed for descending formats. Incision endangered elements must be at least 8 mm inwards from the trim.</li> <li>▪ Please respect the the correct ad format from the current ad price list.</li> <li>▪ Open data only after consultation with the production department.</li> </ul>
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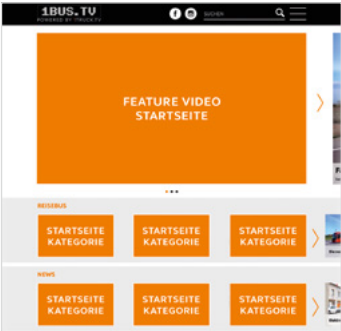

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Issue	1Bus Specials & Fokus	Events
<b>01.2021</b> ED: 22.03.21 RS: 01.03.21	Vehicular Innovations 2021 Electric Mobility Tourism Preview Bus2Bus	Ferienmesse Wien, 14.-17.01.21 Bus2Bus Berlin, 14.-15.04.21
<b>02.2021</b> ED: 14.06.21 RS: 24.05.21	Bus2Bus Review Fleet Management Washing Systems Digitalization, Telematics	
<b>03.2021</b> 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
<b>04.2021</b> 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
<b>VIDEO PRODUCTION</b> 	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,-
<b>EXPERT-TALK</b> 	1 moderator and 1 guest	1.800,-
<b>BROADCAST ON 1BUS.TV</b> 	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,-
<b>COMMERCIAL</b> 	broadcast of a classic 30 sec. TV spot on starting page 1 day on category page	450,-  100,-
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<b>SOCIAL MEDIA</b>	Social media sharing of a produced video	on demand

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