

2009



1. Magazine Format

DinA4: 210 mm wide x 297 mm high

2. Printing Space

180 mm wide x 254 mm high

Number of columns: 4 columns, column width 42 mm; column distance 4 mm

3. Printing and binding process, printing material

Offset, screen: 60; bleed difference: min. 5 mm per bleed edge; accepted data-formats: .jpg, .eps, .pdf

4. Dates

Frequency of publication 9 Magazines a year + 1 Catalogue

Publication dates see follow-up chart and list of topics

Closing date / deadline 15 days before date of publication; printing material: 14 days before date of publication

5. Publishing Company

Rede & Antwort Verlag und Redaktion Immo Dubies

Address Hauptplatz 3, A-3040 Neulengbach

Postal address Hauptplatz 3, A-3040 Neulengbach

Internet www.ATV-Magazin.com

Email info@ATV-Magazin.com

Advertising department Marianne Bärnschütz-Dubies

Fon +43/2772/ 568 23-0

Fax +43/2772/ 568 23-5

6. Terms of Payment

Bank collection 5% discount, 10 days 3%, 30 days net

Advertising orders by companies, which are not based in Germany, Austria, or Switzerland, will only be placed after an effected pre-payment until the closing-date for printing material.

Our (Eruopean) VAT-Number: ATU 412 195 06

Bank details	IBAN	BIC	Bank
Bank details Germany	DE52 4306 0967 8020 3667 00	GENODEM1GLS	GLS Gemeinschaftsbank e.G.
Bank details Austria	AT31 3266 7000 0076 3169	RLNWATWWPRB	Raiffeisenbank Wienerwald
Bank details Switzerland	(only for Switzerland)	Konto 90-145698-6	Schweizer Postkonto

7. Advertising sizes and prices

Basic prices for advertisements in the editorial part (all prices in € Euro)

Size	Format (mm) in printing space	without bleed diff.	B&W	2C	3C	4C
2 pages (middle of magazine)		420x297	6.300 €	6.650 €	6.825 €	7.000 €
2 pages (bind screen print)		420x297	5.400 €	5.700 €	5.850 €	6.000 €
1,5 pages		315x297	4.050 €	4.275 €	4.387 €	4.500 €
1 page		210x297	2.700 €	2.850 €	2.925 €	3.000 €
3/4 page		155x297 oder 210x220	2.025 €	2.137 €	2.194 €	2.250 €
1/2 page		102x297 oder 210x147	1.350 €	1.425 €	1.461 €	1.500 €
1/3 page		69x297 oder 210x96	900 €	950 €	975 €	1.000 €
1/4 page	42x254 / 88x126 / 134x83 / 180x62		675 €	712 €	731 €	750 €

Color: discounts possible

Basic prices for advertisements in „Markt“ (all prices in € Euro)

Size	Format (mm) in printing space	without bleed diff.	B&W	2C	3C	4C
1/1 page	180x254		2.268 €	2.394 €	2.457 €	2.520 €
3/4 page	145x265 oder 180x190		1.700 €	1.795 €	1.845 €	1.890 €
1/2 page	180x126 / 88x254		1.134 €	1.197 €	1.228 €	1.260 €
1/3 page	180x82		756 €	798 €	819 €	840 €
1/4 page	42x254 / 88x126 / 134x83/ 180x62		520 €	570 €	600 €	630 €
1/8 page	42x126 / 88x62 / 134x41/ 180x30		260 €	285 €	300 €	315 €
1/16 page	42x62 / 88x30		135 €	145 €	155 €	165 €

Millimeter prices: 1 mm per column 3 € (minimum 20 mm); color: discounts possible

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Basic prices for dealer's advertisements in „Markt“ (all prices in € Euro)

Size	Format (mm) in printing space	
40 mm 4 columns	180x40	480 €
40 mm 2 columns	88x40	240 €
40 mm 1 columns	42x40	120 €
20 mm 4 columns	180x20	240 €
20 mm 2 columns	88x20	120 €
20 mm 1 columns	42x20	60 €

Design in 4C with files disposed included; discounts possible

8. Preference placements

Covers (all prices in € Euro)

Page	Format (mm) in printing space	without bleed diff.	B&W	2C	3C	4C
2nd Cover		210x297	3.500 €	3.500 €	3.500 €	3.500 €
3rd Cover		210x297	3.250 €	3.250 €	3.250 €	3.250 €
4rd Cover		210x297	3.500 €	3.500 €	3.500 €	3.500 €

Discounts possible

9. Color Surcharges

Special colors (out of CMYK): possible, prices on request

10. Format Surcharges

Preference placements / special surcharges: possible, prices on request

11. Job and Personal Ads

The basic prices for ads in „Markt“ are valid; Line-Ads: Per line 10 Euro, sor subscribers the first 2 lines are without charge.

12. Discounts

when ordering within one insertion-year (beginning with the publication of the first ad)

Interval sc: 2 x 5 %, 3 x 10 %, 4 x 15 %, 6 x 20 %, 8 x 25 %

Quantity scale (pages): 2 x 10 %, 3 x 15 %, 4 x 20 %, 6 x 25 %, 8 x 30 %

Supplements and technical additional costs will not be discounted

13. Supplements (all prices in € Euro)

Price per 1.000: 4 pages 200 € 8 pages 300 € Split edition possible, no discount possible

Bound insert including print (all prices in € Euro)

8 to 11 pages:	750 € per page	6.000 € for 8 pages
12 to 15 pages:	600 € per page	7.200 € for 12 pages
16 to 31 pages:	500 € per page	8.000 € for 16 pages
32 to 47 pages:	400 € per page	12.800 € for 32 pages
more than 48 pages:	350 € per page	16.800 € for 48 pages

14. Supplements, enclosed CD ROMs (all prices in € Euro)

Price per 1.000: 25 g 120 € 50 g 150 € any further 25 g 25 €

plus the respective postage, which is at the moment

per suppl. up to 25 g 0,0134 € per suppl. up to 40 g 0,0226 €

per suppl. up to 30 g 0,0188 € per suppl. up to 50 g 0,0242 €

per suppl. up to 35 g 0,0211 € any further 5 g 0,0008 €

Split edition possible, no discount possible

15. Affixed Postcards and samples (all prices in € Euro)

Price per 1000, manually any page: 42 € mechanically (first page of sheet): 32 €

16. Mailing Adress

By arrangement with the publisher: Fon +43/2772/ 568 230; info@ATV-Magazin.com

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Media-Information 2009 / 2010

1. Short Description:

ATV&QUAD Magazin is THE magazine for the ATV- und Quad-Scene in Germany, Austria, and Switzerland.

2. Memberships: –

3. Organ: –

4. Publisher: Immo Dubies

5. Editorial office: Immo Dubies (Editor-in-Chief); Hans-Georg v.der Marwitz (Tests & Technics); Reiner Atte (News); Uwe Kippenberg (Trial-Sports); Lars Koch (Sports); Rolf Lüthi (Switzerland); Lars Wagner (Technical Illustrations)

6. Advertisements

Marianne Bärschütz-Dubies
Hauptplatz 3, A-3040 Neulengbach
Fon +43/2772/ 568 230; Fax +43/2772/ 568 235

7. Volume: 8th volume 2009; Frequency: 9 Magazines a year + 1 Catalogue

8. Publishing Company: Rede & Antwort Verlag und Handel Immo Dubies e.U. (FN 317415 m, LG St. Pölten)

9. Postal Address: Hauptplatz 3, A-3040 Neulengbach
Address: Hauptplatz 3, A-3040 Neulengbach

10. Telephone: +43/2772/ 568 230; **Fax:** +43/2772/ 568 235

11. Internet: www.ATV-Magazin.com; **Email:** info@ATV-Magazin.com

12. Editorial focusses in ATV&QUAD Magazin 2008/2009

Issue	Months	Deadline	Publication	Focusses
2009/01-02	January / Feb	16.12.2008	30.12.2008	Winter-Equipment: Vehicles, Accessories, Apparel
2009/03	March	13.02.2009	27.02.2009	Lubricants & Cleaning-Products, Tyres
2009	ATV Catalogue	06.03.2009	20.03.2009	Catalogue for ATVs, Quads, Parts & Garments*
2009/04	April	20.03.2009	03.04.2009	Sport-Quads; Technics: Parts, Exhaust-Systems
2009/05	May	17.04.2009	01.05.2009	Garments, Helmets; Dates, Travelling
2009/06	June	15.05.2009	29.05.2009	Utility Accessories: Tools for Forest- & Agricultural-Works
2009/07-08	July / August	19.06.2009	03.07.2009	Big-Boys: Utility-ATVs; Accessories: Winches
2009/09	September	14.08.2009	28.08.2009	Travel Agents; Braking systems; Luggage-systems
2009/10	October	11.09.2009	25.09.2009	ATV in Rescue, Fire-Service and Municipal Use
2009/11-12	Nov / Dec	16.10.2009	30.10.2009	Winter-Equipment: Vehicles, Accessories, Apparel
2010/01-02	January / Feb	27.11.2009	11.12.2009	EICMA News
2010/03	March	12.02.2010	26.02.2010	Lubricants & Cleaning-Products, Tyres
2010	ATV Catalogue	05.03.2010	19.03.2010	Catalogue for ATVs, Quads, Parts & Garments*
2010/04	April	19.03.2010	02.04.2010	Sport-Quads; Technics: Parts, Exhaust-Systems

* different prices: 1/1 page 4C = 3.500 Euro

13. Subscription Price: Annual Subscription Germany: 34,20 €(9 Magazines); Annual Subscription Austria: and Switzerland 38,70 €; Europe: 45 €; Overseas: 52,20 €
ISSN-Nr.: -

14. Volume Analysis: 2005 – 10 issues and 1 Catalogue; total volume: 1.020 pages = 100 %; editorial part: 591 pages = 57,9 %; advertising part: 355 pages = 34,8 %; personal and job-ads: 74 pages = 7,3 %; inserts: 4 pieces

15. Content Analysis of the Editorial Part: 2005 = 591 pages

16. Internet: Advertisements in our weblog ATV-Magazin.com

- Banner (468 x 60 Pixel), Layer (400 x 400 Pixel) or Medium Rectangle (300 x 250 Pixel), per month: 500 Euro; more than 5 month: 400 Euro
- Skyscraper (160 x 600 Pixel), per month: 1.500 Euro
- Superbanner (728 x 90 mm), per month: 1.500 Euro
- Interstitial per month: 2.500 Euro