

2010



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	7.400 €	7.400 €	7.400 €	7.400 €
2 pages (bind screen print)		420x297	6.300 €	6.300 €	6.300 €	6.300 €
1,5 pages		315x297	4.725 €	4.725 €	4.725 €	4.725 €
1 page		210x297	3.150 €	3.150 €	3.150 €	3.150 €
3/4 page		155x297 oder 210x220	2.362,5 €	2.362,5 €	2.362,5 €	2.362,5 €
1/2 page		102x297 oder 210x147	1.575 €	1.575 €	1.575 €	1.575 €
1/3 page		138x146 / 155x130 / 68x297 / 210x96	1.050 €	1.050 €	1.050 €	1.050 €
1/4 page	42x254 / 88x126 / 134x83 / 180x62		790 €	790 €	790 €	790 €

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		2.650 €	2.650 €	2.650 €	2.650 €
3/4 page	145x265 oder 180x190		1.987,5 €	1.987,5 €	1.987,5 €	1.987,5 €
1/2 page	180x126 / 88x254		1.325 €	1.325 €	1.325 €	1.325 €
1/3 page	180x82		993,75 €	993,75 €	993,75 €	993,75 €
1/4 page	42x254 / 88x126 / 134x83/ 180x62		662,5 €	662,5 €	662,5 €	662,5 €
1/8 page	42x126 / 88x62 / 134x41/ 180x30		350 €	350 €	350 €	350 €
1/16 page	42x62 / 88x30		176 €	176 €	176 €	176 €

Millimeter prices: 1 mm per column 4 € (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	640 €
40 mm 2 columns	88x40	320 €
40 mm 1 columns	42x40	160 €
20 mm 4 columns	180x20	320 €
20 mm 2 columns	88x20	160 €
20 mm 1 columns	42x20	80 €

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	3.700 €	3.700 €	3.700 €	3.700 €
3rd Cover		210x297	3.500 €	3.500 €	3.500 €	3.500 €
4rd Cover		210x297	3.700 €	3.700 €	3.700 €	3.700 €

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, for 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 Address

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

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Media-Information 2010 / 2011

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 2010/2011

Issue	Months	Deadline	Publication	Focusses
2009/09-10	Sept / Oct	25.09.2009	09.10.2009	Travel Agents; Braking systems; Luggage-Systems
2009/11	November	06.11.2009	20.11.2009	ATV in Rescue, Fire-Service and Municipal Use
2009/12	December	04.12.2009	18.12.2009	EICMA News
2010/01-02	January / Feb	22.01.2010	05.02.2010	Winter-Equipment: Vehicles, Accessories, Apparel
2010/03	March	19.02.2010	05.03.2010	Lubricants & Cleaning-Products, Tyres
2010/04	April	26.03.2010	09.04.2010	Sport-Quads; Technics: Parts, Exhaust-Systems
2010/05	May	23.04.2010	07.05.2010	Garments, Helmets; Dates, Travelling
2010/06	June	21.05.2010	04.06.2010	Utility Accessories: Tools for Forest- & Agricultural-Works
2010/07-08	July / August	18.06.2010	02.07.2010	Big-Boys: Utility-ATVs; Accessories: Winches
2010/09-10	Sept / Oct	13.08.2010	27.08.2010	Intermot: Expectations...
2010/10	Nov	15.10.2010	29.10.2010	Winter-Equipment: Vehicles, Accessories, Apparel; Intermot
2010/11-12	December	12.11.2010	26.11.2010	Travel Agents; Braking systems; Luggage-Systems
2011	ATV Catalogue	26.11.2010	10.12.2010	Catalogue for ATVs, Quads, Parts & Garments*
2011/01-02	January / Feb	21.01.2011	04.02.2011	ATV in Rescue, Fire-Service and Municipal Use
2011/03	March	18.02.2011	04.03.2011	Lubricants & Cleaning-Products, Tyres
2010/04	April	22.03.2011	06.04.2011	Sport-Quads; Technics: Parts, Exhaust-Systems

* different prices: 1/1 page 4C = 3.700 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

- **Standard-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
- **Bouncing SkyScraper (160 x 600 Pixel)**, per month: 1.900 Euro; more than 5 month: 1.500 Euro
- **SkyScraper (160 x 600 Pixel)**, per month: 1.500 Euro; more than 5 month: 1.200 Euro
- **SuperBanner (900 x 90 Pixel)**, per month: 1.500 Euro; more than 5 month: 1.200 Euro
- **Interstitial** per month: 2.500 Euro