

No. 1/22

Valid from September 1<sup>st</sup> 2021



# Media Data 2022

**trekking**  
outdoor | wandern | camping | magazin

**Bike&Travel**  
Das Magazin für Radreisen  
[www.bike&travel-magazin.com](http://www.bike&travel-magazin.com)

**kajak**  
magazin  
kajaks, canadier & outdoor

**CAMPING  
& REISE**

**CAMPING**  
RATGEBER

**WANDERN  
& REISEN**

**e-bikeTOUREN**

**FAHRRADLAND**  
*Deutschland*

**FAHRRADLAND**  
SPEZIAL

**SUPBoard**  
STAND UP PADDLE | WORLD OF SUP  
Magazin

**REISEWELT**  
**ALPEN**  
LIFESTYLE | REISEN | GENUSS  
MAGAZIN

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# trekking-Magazin

The magazine for outdoor sports



For most people Outdoor just means to slip into the hiking shoes and start walking. Experience nature as close as possible. Thus, trekking-Magazin also focuses on hiking. But we always go a step further. Starting with a wellness tour for example or hitting a via ferrata, maybe taking a pack rafting journey - every edition offers something new and something well-established.

## Function

Transmit the fascination outdoor, entertain, inspire, give useful and necessary information – these are the requirements of trekking-Magazin. Everyone who enjoys being outside will find inspiration and enthusiasm. Besides, neither alpine knowledge nor the big world journey is needed – the reports in trekking-Magazin are interesting for beginners as well as for advanced outdoorsers and often they start right on one's doorstep. The travel reports are several pages long and impress with authentic experiences and stunning pictures. The perfect equipment for it is presented in product advisors and market overviews. Renowned outdoor journalists guarantee for solid Information and professional expertise.

## Target Audience

trekking-Magazin speaks specifically to the broad mass of active people. People who enjoy outdoor activities and the nature around them. You obtain access to an audience who is well funded, and like to spend money for their hobby on regular short trips and holidays.

**Format:** 230 x 297 mm

**Number of pages:** 100 – 116 pages

**Frequency of publication:** 9 times a year

**Copyprice:** EUR 5,-

**Overall print run:** ca. 45.000 copies

**Press wholesalers (Germany, Austria, Switzerland):** ca. 25.000 copies

**Reading circle:** ca. 15.000 copies

**Hotels, miscellaneous sales, fair & free copies:** ca. 5.000 copies

[www.wir-leben-outdoor.de](http://www.wir-leben-outdoor.de)

## Schedule

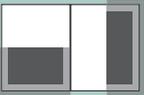
Year	Issue	Publication date	Closing date for ads	Deadline printing material
<b>2022</b>	01/2022	07.01.2022	13.12.2021	15.12.2021
	02/2022	01.03.2022	08.02.2022	11.02.2022
	03/2022	01.04.2022	11.03.2022	15.03.2022
	04/2022	03.05.2022	06.04.2022	11.04.2022
	05/2022	03.06.2022	11.05.2022	13.05.2022
	06/2022	05.07.2022	14.06.2022	17.06.2022
	07/2022	02.08.2022	13.07.2022	15.07.2022
	08/2022	02.09.2022	12.08.2021	17.08.2022
	09/2022	02.11.2022	10.10.2022	12.10.2022
<b>2023*</b>	01/2023	04.01.2023	12.12.2022	14.12.2022

\* Expected dates. Subject to alteration.

# Formats | Prices

All prices in Euro, VAT-included.

## Advertising rates

Size/Format	width x height (mm)	Prices in EUR (4-colour)
<b>1/1 page</b> 	200 x 258 print space 230 x 297 Anschnitt	5.445,-
<b>1/2 page</b> 	vertical 97 x 258 print space 112 x 297 trimmed ads horizontal 200 x 131 print space 230 x 148 trimmed ads	3.250,-
<b>1/3 page</b> 	vertical 64 x 258 print space 78 x 297 trimmed ads horizontal 200 x 82 print space 230 x 99 trimmed ads	2.100,-
<b>1/4 page</b> 	vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.690,-
<b>2/1 page</b> 	430 x 258 print space 460 x 297 trimmed ads	9.500,-
<b>Opening Spread</b> 	430 x 258 print space 460 x 297 trimmed ads	9.900,-

### Infos:

For advertisements in bleed format, an additional 3 mm bleed on all sides must be added.

Trim-sensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.

## Discounts & extra charges

**Special formats** 2<sup>nd</sup> & 3<sup>rd</sup> cover page: basic rate + 15 %  
 4<sup>th</sup> cover page: basic rate + 20 %

### Trimmed ad charges

(not subject to any discount) basic rate + 10 %

### Discounts

(within one year)

from 3 ads	5 %	from 12 ads	20 %
from 6 ads	10 %	from 18 ads	25 %
from 9 ads	15 %	from 24 ads	30 %

## Loose inserts (not subject to any discount)

**minimum format:** 105 x 148 mm (DIN A6);

**maximum format:** 225 x 287 mm

### Five samples are required by order

up to 20 g **EUR 95,—** or up to 50 g **EUR 115,—** per Thousand

For each additional 5 g a price surcharge of EUR 5,— is calculated.

For split run a price surcharge of EUR 10,— is calculated.

## Bound inserts (not subject to any discount)

**maximum format** 460 mm width x 297 mm height

**EUR 115,—** per Thousand (only up to 20 g, minimum 4-sided)

## Glued-in inserts (not subject to any discount)

**minimum format** for the carrier advertisement : 1/1 page.

Sticking a postcard: **EUR 39,—** per Thousand.



**Format:** 230 x 297 mm

**Number of pages:** 100 – 116 pages

**Frequency of publication:** 4 times a year

**Copyprice :** EUR 5,90

**Overall print run:** ca. 40.000 copies

**Press wholesalers (Germany, Austria, Switzerland):** ca. 35.000 copies

**Hotels, miscellaneous sales, fair & free copies:** ca. 5.000 copies

**www.wir-leben-outdoor.de**



# Wandern & Reisen

## The magazine for pleasure hikers

Wandern & Reisen is the magazine for everyone who likes to walk. Whether on hiking trails through German low mountain ranges, to the most panoramic Alpine peaks or on foot around a lake on your doorstep: The magazine provides inspiration for all pleasure hikers and those who want to become one.

### Function

In authentic reports, Wandern & Reisen provides information on enjoyable walks and excursions, in front of the front door and in Europe. Wandern & Reisen shows what you can discover in nature on foot: Tour suggestions and reports inspire, equipment tips help with the decision to buy hiking boots, clothing and co.

### Target group

Wandern & Reisen is aimed at pleasure hikers of all ages who value a health-conscious and sustainable lifestyle and prefer to spend their leisure time actively in nature.

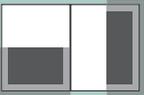
### Schedule

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2022	01/2022	14.12.2021	24.11.2021	29.11.2021
	02/2022	25.03.2022	07.03.2022	09.03.2022
	03/2022	01.07.2022	09.06.2022	13.06.2022
	04/2022	23.09.2022	05.09.2022	07.06.2022
2023	01/2023	13.12.2022	24.11.2022	28.11.2022

# Formats | Prices

All prices in Euro, VAT-included.

## Advertising rates

Size/Format	width x height (mm)	Prices in EUR (4-colour)
1/1 page 	200 x 258 print space 230 x 297 Anschnitt	4.950,-
1/2 page 	vertical 97 x 258 print space 112 x 297 trimmed ads horizontal 200 x 131 print space 230 x 148 trimmed ads	2.970,-
1/3 page 	vertical 64 x 258 print space 78 x 297 trimmed ads horizontal 200 x 82 print space 230 x 99 trimmed ads	1.980,-
1/4 page 	vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.540,-
2/1 page 	430 x 258 print space 460 x 297 trimmed ads	9.500,-
Opening Spread 	430 x 258 print space 460 x 297 trimmed ads	9.900,-

### Infos:

For advertisements in bleed format, an additional 3 mm bleed on all sides must be added.

Trim-sensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.

## Discounts & extra charges

**Special formats** 2<sup>nd</sup> & 3<sup>rd</sup> cover page: basic rate + 15 %  
4<sup>th</sup> cover page: basic rate + 20 %

### Trimmed ad charges

(not subject to any discount) basic rate + 10 %

### Discounts

(within one year)

from 3 ads	5 %	from 12 ads	20 %
from 6 ads	10 %	from 18 ads	25 %
from 9 ads	15 %	from 24 ads	30 %

## Loose inserts (not subject to any discount)

**minimum format:** 105 x 148 mm (DIN A6);

**maximum format:** 225 x 287 mm

### Five samples are required by order

up to 20 g **EUR 95,-** or up to 50 g **EUR 115,-** per Thousand

For each additional 5 g a price surcharge of EUR 5,- is calculated.

For split run a price surcharge of EUR 10,- is calculated.

## Bound inserts (not subject to any discount)

**maximum format** 460 mm width x 297 mm height

**EUR 115,-** per Thousand (only up to 20 g, minimum 4-sided)

## Glued-in inserts (not subject to any discount)

**minimum format** for the carrier advertisement : 1/1 page.

Sticking a postcard: **EUR 39,-** per Thousand.



**Format:** 230 x 297 mm

**Number of pages:** 100 – 116 pages

**Frequency of publication:** 6 times a year

**Copyprice :** EUR 5,90

**Overall print run:** ca. 45.000 copies

**Press wholesalers (Germany, Austria, Switzerland):** ca. 36.000 copies

**Reading circle:** ca. 5.000 copies

**Hotels, miscellaneous sales, fair & free copies:** ca. 4.000 copies

[www.wir-leben-outdoor.de](http://www.wir-leben-outdoor.de)



# Bike&Travel Magazin

## The magazine for cycling

Bike&Travel is the magazine for all those who like to be on a voyage of discovery with their bicycle. Actively, with enthusiasm for nature and culture, scouting out mountains, valleys, riversides as well as cities and metropolises.

### Function

With authentic and well-investigated reports Bike&Travel introduces the most beautiful regions and stretches for a journey with the bike. No matter if day-out, weekend-tour or holiday – reading already guarantees the special sense of adventure. Focus is on Germany and the surrounding countries as well as the practicability of the presented tours. Of course the appropriate gear must not miss. Product presentations, market overviews and manuals replenished with recent news and workshops offer all the information the reader needs.

### Target Group

Bike&Travel is addressed to everyone who enjoys being on tour with the bicycle and creating his or her leisure time actively.

### Schedule

Year	Issue	Publication date	Closing date for ads	Deadline printing material	* Special issue
2022	01/2022	10.12.2021	22.11.2021	24.11.2021	
	02/2022	11.02.2022	24.01.2022	26.01.2022	
	03/2022	14.04.2022	28.03.2022	30.03.2022	
	SI Fahrradland Deutschland 01/22*	13.05.2022	25.04.2022	27.04.2022	
	04/2022	10.06.2022	20.05.2022	24.05.2022	
	SI Fahrradland Österreich 01/22*	15.07.2022	27.06.2022	29.06.2022	
	05/2022	12.08.2022	25.07.2022	27.07.2022	
	SI Fahrradland Deutschland 02/22*	23.09.2022	05.09.2022	07.09.2022	
	06/2022	14.10.2022	26.09.2022	28.09.2022	
	2023	01/2023	09.12.2022	21.11.2022	23.11.2022

# Formats | Prices

All prices in Euro, VAT-included.

## Advertising rates

Size/Format	width x height (mm)	Prices in EUR (4-colour)
1/1 page 	200 x 258 print space 230 x 297 Anschnitt	4.950,-
1/2 page 	vertical 97 x 258 print space 112 x 297 trimmed ads horizontal 200 x 131 print space 230 x 148 trimmed ads	2.970,-
1/3 page 	vertical 64 x 258 print space 78 x 297 trimmed ads horizontal 200 x 82 print space 230 x 99 trimmed ads	1.980,-
1/4 page 	vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.540,-
2/1 page 	430 x 258 print space 460 x 297 trimmed ads	9.500,-
Opening Spread 	430 x 258 print space 460 x 297 trimmed ads	9.900,-

### Infos:

For advertisements in bleed format, an additional 3 mm bleed on all sides must be added.

Trim-sensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.

## Discounts & extra charges

**Special formats** 2<sup>nd</sup> & 3<sup>rd</sup> cover page: basic rate + 15 %  
4<sup>th</sup> cover page: basic rate + 20 %

### Trimmed ad charges

(not subject to any discount) basic rate + 10 %

### Discounts

(within one year)

from 3 ads	5 %	from 12 ads	20 %
from 6 ads	10 %	from 18 ads	25 %
from 9 ads	15 %	from 24 ads	30 %

## Loose inserts (not subject to any discount)

**minimum format:** 105 x 148 mm (DIN A6);

**maximum format:** 225 x 287 mm

### Five samples are required by order

up to 20 g **EUR 95,-** or up to 50 g **EUR 115,-** per Thousand

For each additional 5 g a price surcharge of EUR 5,- is calculated.

For split run a price surcharge of EUR 10,- is calculated.

## Bound inserts (not subject to any discount)

**maximum format** 460 mm width x 297 mm height

**EUR 115,-** per Thousand (only up to 20 g, minimum 4-sided)

## Glued-in inserts (not subject to any discount)

**minimum format** for the carrier advertisement : 1/1 page.

Sticking a postcard: **EUR 39,-** per Thousand.



**Format:** 230 x 297 mm

**Number of pages:** 100 pages

**Frequency of publication:** 4 times a year

**Copyprice :** EUR 5,90

**Overall print run:** ca. 45.000 copies

**Press wholesalers (Germany, Austria, Switzerland):** ca. 35.000 copies

**Reading circle:** ca. 3.000 copies

**Hotels, miscellaneous sales, fair & free copies:** ca. 7.000 copies

**www.wir-leben-outdoor.de**



# e-bike TOUREN

The magazine around the topic e-bike

The trend topic e-bike implies a completely new awareness of life when riding a bicycle. Not only cyclists that are already active and fascinated, but also less sportingly ambitious experience fun on their bike with a tailwind. If in the city traffic, on the way to work or on a long cycle tour on the e-bike. The magazine e-bike TOUREN will explain the fascination »e-bike« to our readers and demonstrate how to ride a bike in a relaxed way with a flexible drive – it doesn't matter if on an e-city bike, e-trekking bike, e-mountain bike, e-racing bike or on the pedelec.

## Function

Our competent specialist authors research selected e-bike tours, mainly in Europe, and create wonderful authentic and extensive reports with great pictures.

The focus is on the presentation of beautiful e-bike regions, in which the reader can choose between mountain-bike trails and great routes for connoisseurs, families and sportspeople.

Market overviews about e-bikes for tours, city and fitness, as well as fitting equipment, product innovations, profound practical tests and advisors offer all relevant information for the reader and provide support for the purchase decision.

## Target Group

The magazine e-bike TOUREN reaches active and enterprising cyclists of every age, that attach importance to a sustainable lifestyle and invest generously in their hobby and leisure time.

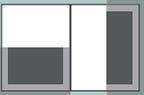
## Schedule

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2022	01/2022	25.02.2022	07.02.2022	09.02.2022
	02/2022	20.05.2022	29.04.2022	02.05.2022
	03/2022	19.08.2022	01.08.2022	03.08.2022
	04/2022	11.11.2022	24.10.2022	26.10.2022

# Formats | Prices

All prices in Euro, VAT-included.

## Advertising rates

Size/Format	width x height (mm)	Prices in EUR (4-colour)
1/1 page 	200 x 258 print space 230 x 297 Anschnitt	4.950,-
1/2 page 	vertical 97 x 258 print space 112 x 297 trimmed ads horizontal 200 x 131 print space 230 x 148 trimmed ads	2.970,-
1/3 page 	vertical 64 x 258 print space 78 x 297 trimmed ads horizontal 200 x 82 print space 230 x 99 trimmed ads	1.980,-
1/4 page 	vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.540,-
2/1 page 	430 x 258 print space 460 x 297 trimmed ads	9.500,-
Opening Spread 	430 x 258 print space 460 x 297 trimmed ads	9.900,-

### Infos:

For advertisements in bleed format, an additional 3 mm bleed on all sides must be added.

Trim-sensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.

## Discounts & extra charges

**Special formats** 2<sup>nd</sup> & 3<sup>rd</sup> cover page: basic rate + 15 %  
4<sup>th</sup> cover page: basic rate + 20 %

### Trimmed ad charges

(not subject to any discount) basic rate + 10 %

### Discounts

(within one year)

from 3 ads	5 %	from 12 ads	20 %
from 6 ads	10 %	from 18 ads	25 %
from 9 ads	15 %	from 24 ads	30 %

## Loose inserts (not subject to any discount)

**minimum format:** 105 x 148 mm (DIN A6);

**maximum format:** 225 x 287 mm

### Five samples are required by order

up to 20 g **EUR 95,-** or up to 50 g **EUR 115,-** per Thousand

For each additional 5 g a price surcharge of EUR 5,- is calculated.

For split run a price surcharge of EUR 10,- is calculated.

## Bound inserts (not subject to any discount)

**maximum format** 460 mm width x 297 mm height

**EUR 115,-** per Thousand (only up to 20 g, minimum 4-sided)

## Glued-in inserts (not subject to any discount)

**minimum format** for the carrier advertisement : 1/1 page.

Sticking a postcard: **EUR 39,-** per Thousand.



**Format:** 230 x 297 mm

**Number of pages:**  
100 pages

**Frequency of publication:**  
3 times a year

**Copyprice :** EUR 5,90

**Overall print run:** ca. 45.000 copies

**Press wholesalers (Germany, Austria, Switzerland):** ca. 35.000 copies

**Hotels, miscellaneous sales, fair & free copies:** ca. 10.000 copies

[www.wir-leben-outdoor.de](http://www.wir-leben-outdoor.de)



# Fahrradland

## The magazine for pleasure cyclists

### Fahrradland Deutschland, the magazine for every cyclist - throughout Germany

The inspiration for regional and unusual destinations.

The magazine Fahrradland Deutschland is aimed at all bicycle enthusiasts. It makes no difference whether an everyday bike, a trekking bike or an e-bike is used. We are on easy day tours in Germany, with a maximum length of 70 km. The credo is: simply enjoy cycling, right in front of your door and away from the crowds.

#### Function

In authentic and visually powerful reports, our specialized journalists reveal where to find remote or less known, but still beautiful tours. Insider tips are on the agenda and can be mastered for every type of bicycle. Cycling makes happy and is lived in the magazine Fahrradland Deutschland!

#### Target group

Fahrradland Deutschland is suitable for cyclists of all ages, both e-bike riders and non-e-bike riders who want to be far from everyday life and explore Germany. You can freely choose whether to get on your bike right outside your front door or travel through Germany - there are suitable tour suggestions for every need. But one thing applies to every place and every tour: The selected destinations show cycle paths that are not overloaded, but have retained their charm.

#### Schedule Deutschland

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2022	01/2022	13.05.2022	25.04.2022	27.04.2022
	02/2022	23.09.2022	05.09.2022	07.09.2022

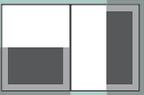
#### Schedule Österreich

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2022	01/2022	15.07.2022	27.06.2022	29.06.2022

# Formats | Prices

All prices in Euro, VAT-included.

## Advertising rates

Size/Format	width x height (mm)	Prices in EUR (4-colour)
1/1 page 	200 x 258 print space 230 x 297 Anschnitt	4.500,-
1/2 page 	vertical 97 x 258 print space 112 x 297 trimmed ads horizontal 200 x 131 print space 230 x 148 trimmed ads	2.675,-
1/3 page 	vertical 64 x 258 print space 78 x 297 trimmed ads horizontal 200 x 82 print space 230 x 99 trimmed ads	1.800,-
1/4 page 	vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.400,-
2/1 page 	430 x 258 print space 460 x 297 trimmed ads	8.500,-
Opening Spread 	430 x 258 print space 460 x 297 trimmed ads	8.900,-

### Infos:

For advertisements in bleed format, an additional 3 mm bleed on all sides must be added.

Trim-sensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.

## Discounts & extra charges

**Special formats** 2<sup>nd</sup> & 3<sup>rd</sup> cover page: basic rate + 15 %  
4<sup>th</sup> cover page: basic rate + 20 %

### Trimmed ad charges

(not subject to any discount) basic rate + 10 %

### Discounts

(within one year)

from 3 ads	5 %	from 12 ads	20 %
from 6 ads	10 %	from 18 ads	25 %
from 9 ads	15 %	from 24 ads	30 %

## Loose inserts (not subject to any discount)

**minimum format:** 105 x 148 mm (DIN A6);

**maximum format:** 225 x 287 mm

### Five samples are required by order

up to 20 g **EUR 95,—** or up to 50 g **EUR 115,—** per Thousand

For each additional 5 g a price surcharge of EUR 5,— is calculated.

For split run a price surcharge of EUR 10,— is calculated.

## Bound inserts (not subject to any discount)

**maximum format** 460 mm width x 297 mm height

**EUR 115,—** per Thousand (only up to 20 g, minimum 4-sided)

## Glued-in inserts (not subject to any discount)

**minimum format** for the carrier advertisement : 1/1 page.

Sticking a postcard: **EUR 39,—** per Thousand.



**Format:** 230 x 297 mm

**Number of pages:** 100 pages

**Frequency of publication:**  
10 times a year

**Copypriice :** EUR 5,50

**Overall print run:**

ca. 40.000 copies

**Press wholesalers:**

ca. 34.000 copies

**Hotels, miscellaneous sales,  
fair:** ca. 6.000 copies

**www.wir-leben-  
outdoor.de**



# CAMPING & REISE

## The magazine for the camping holiday

The camping tourism nowadays proves more varied and more lively than ever! Camping & Reise Magazin provides everything that is interesting for the next camping holiday of camping fans and nature loving people that always wanted to try it out. No matter if the overnight stays are in a motorhome, camper, caravan or in a tent!

### Function

A number of destinations offer perfect conditions for a camping holiday. Camping & Reise Magazin presents selected destinations, as well as campsites. It gives suggestions for touring opportunities, on-site leisure program and other activities. The magazine reports about the latest trends regarding camping, equipment and accessory and displays new products in purchase advices and market overviews. The target is to illustrate all the relevant camping facets in the form of authentic travel reports, detailed guidebooks, equipment presentations etc.

### Target group

Camping & Reise Magazin refers to active and outdoor people, individualists, families, couples, survival-campers, glampers (Glamour & Camping), bicycle-campers, globetrotters and to all those, who want to spend their holidays in harmony with nature and are interested in active and diverse vacations.

### Schedule

#### Year Issue

Year	Issue
2022	01/2022
	SI Camping Ratgeber 01/22*
	02/2022
	SI Campingküche 01/22*
	SI Camping Ratgeber 02/22*
	03/2022
	SH Nationalparks*
	04/2022
	05/2022
	06/2022

#### Publication date

#### Closing date for ads

#### Deadline printing material

04.02.2022	14.01.2022	18.01.2022
04.03.2022	14.02.2022	16.02.2022
08.04.2022	21.03.2022	23.03.2022
18.05.2022	02.05.2022	04.05.2022
25.05.2022	09.05.2022	11.05.2022
15.06.2022	30.05.2022	01.06.2022
21.07.2022	01.07.2022	05.07.2022
02.08.2022	13.07.2022	15.07.2022
04.10.2022	12.09.2022	14.09.2022
02.12.2022	07.11.2022	09.11.2022

\* Special issue

# Formats | Prices

All prices in Euro, VAT-included.

## Advertising rates

Size/Format	width x height (mm)	Prices in EUR (4-colour)
1/1 page 	200 x 258 print space 230 x 297 Anschnitt	4.500,-
1/2 page 	vertical 97 x 258 print space 112 x 297 trimmed ads horizontal 200 x 131 print space 230 x 148 trimmed ads	2.675,-
1/3 page 	vertical 64 x 258 print space 78 x 297 trimmed ads horizontal 200 x 82 print space 230 x 99 trimmed ads	1.800,-
1/4 page 	vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.400,-
2/1 page 	430 x 258 print space 460 x 297 trimmed ads	8.500,-
Opening Spread 	430 x 258 print space 460 x 297 trimmed ads	8.900,-

### Infos:

For advertisements in bleed format, an additional 3 mm bleed on all sides must be added.

Trim-sensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.

## Discounts & extra charges

**Special formats** 2<sup>nd</sup> & 3<sup>rd</sup> cover page: basic rate + 15 %  
4<sup>th</sup> cover page: basic rate + 20 %

### Trimmed ad charges

(not subject to any discount) basic rate + 10 %

### Discounts

(within one year)

from 3 ads	5 %	from 12 ads	20 %
from 6 ads	10 %	from 18 ads	25 %
from 9 ads	15 %	from 24 ads	30 %

## Loose inserts (not subject to any discount)

**minimum format:** 105 x 148 mm (DIN A6);

**maximum format:** 225 x 287 mm

### Five samples are required by order

up to 20 g **EUR 95,—** or up to 50 g **EUR 115,—** per Thousand

For each additional 5 g a price surcharge of EUR 5,— is calculated.

For split run a price surcharge of EUR 10,— is calculated.

## Bound inserts (not subject to any discount)

**maximum format** 460 mm width x 297 mm height

**EUR 115,—** per Thousand (only up to 20 g, minimum 4-sided)

## Glued-in inserts (not subject to any discount)

**minimum format** for the carrier advertisement : 1/1 page.

Sticking a postcard: **EUR 39,—** per Thousand.



# kajak-Magazin

## The magazine for paddle sports

Being on water you discover a very special perspective to the world. Cities, landscape and mountains offer a natural experience that is completely different. kajak-Magazin communicates this extraordinary awareness of life. With authentic reports and tour proposals that are new and original it transfers paddle sports onto paper.

### Function

kajak-Magazin is the magazine for all paddle sport enthusiasts und those going to be. Kajak action on wild water, a quiet tour on a lake or a family day-out with a canoe. Not to forget an occasional „standing-ovation“ to the sport with articles concerning stand-up-paddling. Regions that are easy to get to are represented thrilling and multi-faceted. Furthermore they are suitable for all, beginners, advanced and professionals as well as regular or occasional paddlers. News, workshops, manuals and current news from the scene offer all the information the reader needs. Experienced paddlers and renowned outdoor-journalists form the team of authors ensuring solid information and professional competence on a high level.

### Target Group

Well-funded touring and white water paddlers, who intensively occupy themselves with journeys and equipment.

**Format:** 230 x 297 mm

**Number of pages:** 84 – 100 pages

**Frequency of publication:** 6 times a year

**Copyprice :** EUR 6,-

**Overall print run:** ca. 25.000 copies

**Press wholesalers (Germany, Austria, Switzerland):** ca. 22.000 copies

**Hotels, miscellaneous sales, fair & free copies:** ca. 3.000 copies

[www.wir-leben-outdoor.de](http://www.wir-leben-outdoor.de)

### Schedule

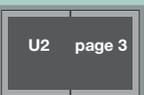
Year	Issue	Publication date	Closing date for ads	Deadline printing material
2022	01/2022	03.12.2021	15.11.2021	17.11.2021
	02/2022	04.02.2022	17.01.2022	19.01.2022
	03/2022	08.04.2022	18.03.2022	22.03.2022
	04/2022	03.06.2022	16.05.2022	18.05.2022
	05/2022	05.08.2022	18.07.2022	20.07.2022
	06/2022	07.10.2022	19.09.2022	21.09.2022
2023*	01/2023	02.12.2022	14.11.2022	16.11.2022

\* Expected dates. Subject to alteration.

# Formats | Prices

All prices in Euro, VAT-included.

## Advertising rates

Size/Format	width x height (mm)	Prices in EUR (4-colour)
1/1 page 	200 x 258 print space 230 x 297 Anschnitt	3.790,-
1/2 page 	vertical 97 x 258 print space 112 x 297 trimmed ads horizontal 200 x 131 print space 230 x 148 trimmed ads	1.990,-
1/3 page 	vertical 64 x 258 print space 78 x 297 trimmed ads horizontal 200 x 82 print space 230 x 99 trimmed ads	1.485,-
1/4 page 	vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.155,-
2/1 page 	430 x 258 print space 460 x 297 trimmed ads	7.350,-
Opening Spread 	430 x 258 print space 460 x 297 trimmed ads	7.950,-

### Infos:

For advertisements in bleed format, an additional 3 mm bleed on all sides must be added.

Trim-sensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.

## Discounts & extra charges

**Special formats** 2<sup>nd</sup> & 3<sup>rd</sup> cover page: basic rate + 15 %  
4<sup>th</sup> cover page: basic rate + 20 %

### Trimmed ad charges

(not subject to any discount) basic rate + 10 %

### Discounts

(within one year)

from 3 ads	5 %	from 12 ads	20 %
from 6 ads	10 %	from 18 ads	25 %
from 9 ads	15 %	from 24 ads	30 %

## Loose inserts (not subject to any discount)

**minimum format:** 105 x 148 mm (DIN A6);

**maximum format:** 225 x 287 mm

### Five samples are required by order

up to 20 g **EUR 95,-** or up to 50 g **EUR 115,-** per Thousand

For each additional 5 g a price surcharge of EUR 5,- is calculated.

For split run a price surcharge of EUR 10,- is calculated.

## Bound inserts (not subject to any discount)

**maximum format** 460 mm width x 297 mm height

**EUR 115,-** per Thousand (only up to 20 g, minimum 4-sided)

## Glued-in inserts (not subject to any discount)

**minimum format** for the carrier advertisement : 1/1 page.

Sticking a postcard: **EUR 39,-** per Thousand.



# SUP Board Magazin

## The magazine for Stand Up Paddling

Stand Up Paddling, short SUP, is undoubtedly the trend in water sports with the largest growth during the last years. Whether on lakes, rivers, the sea, in the wave or white water – in the meanwhile they are almost everywhere: People of all ages are paddling on their boards. Because of its low space requirement, the technology of inflatable SUP boards (iSUP) makes this sport easily accessible to a large target group. The kajak-Magazin, the leading magazine for paddlers in the German-speaking area, has already identified this trend early and accompanies the issue Stand Up Paddling with the regular special »WORLD OF SUP« since 2010.

### Function

Because of the growing popularity and the abundance of topics, »WORLD OF SUP« becomes an own magazine under the title »SUP Board«. The magazine contains fascinating impressions, selected purchase advices, useful advisors, and of course authentic, specially researched reports about this multifaceted sport. Whether beginner, advanced or expert – everybody will find the right! A dynamic team of experienced Stand Up Paddlers and outstanding outdoor journalists forms the basis of authors and ensures sound information and expertise at a high level.

### Target Group

»SUP Board« addresses very specifically the mass sport: health-conscious people who like to be active in sports, enjoy nature, be willing to consume and love to invest in their leisure time.

**Format:** 230 x 297 mm

**Number of pages:** 100 pages

**Frequency of publication:** 4 times a year

**Copyprice :** EUR 5,50

**Overall print run:** ca. 25.000 copies

**Press wholesalers (Germany, Austria, Switzerland):** ca. 22.000 copies

**Hotels, miscellaneous sales, fair & free copies:** ca. 3.000 copies

[www.wir-leben-outdoor.de](http://www.wir-leben-outdoor.de)

### Schedule

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2022	01/2022	18.03.2022	28.02.2022	02.03.2022
	02/2022	03.05.2022	13.04.2022	19.04.2022
	03/2022	08.07.2022	20.06.2022	22.06.2022
	04/2022	20.10.2022	28.09.2022	30.09.2022

# Formats | Prices

All prices in Euro, VAT-included.

## Advertising rates

Size/Format	width x height (mm)	Prices in EUR (4-colour)
1/1 page 	200 x 258 print space 230 x 297 Anschnitt	3.790,-
1/2 page 	vertical 97 x 258 print space 112 x 297 trimmed ads horizontal 200 x 131 print space 230 x 148 trimmed ads	1.990,-
1/3 page 	vertical 64 x 258 print space 78 x 297 trimmed ads horizontal 200 x 82 print space 230 x 99 trimmed ads	1.485,-
1/4 page 	vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.155,-
2/1 page 	430 x 258 print space 460 x 297 trimmed ads	7.350,-
Opening Spread 	430 x 258 print space 460 x 297 trimmed ads	7.950,-

### Infos:

For advertisements in bleed format, an additional 3 mm bleed on all sides must be added.

Trim-sensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.

## Discounts & extra charges

**Special formats** 2<sup>nd</sup> & 3<sup>rd</sup> cover page: basic rate + 15 %  
4<sup>th</sup> cover page: basic rate + 20 %

### Trimmed ad charges

(not subject to any discount) basic rate + 10 %

### Discounts

(within one year)

from 3 ads	5 %	from 12 ads	20 %
from 6 ads	10 %	from 18 ads	25 %
from 9 ads	15 %	from 24 ads	30 %

## Loose inserts (not subject to any discount)

**minimum format:** 105 x 148 mm (DIN A6);

**maximum format:** 225 x 287 mm

### Five samples are required by order

up to 20 g **EUR 95,-** or up to 50 g **EUR 115,-** per Thousand

For each additional 5 g a price surcharge of EUR 5,- is calculated.

For split run a price surcharge of EUR 10,- is calculated.

## Bound inserts (not subject to any discount)

**maximum format** 460 mm width x 297 mm height

**EUR 115,-** per Thousand (only up to 20 g, minimum 4-sided)

## Glued-in inserts (not subject to any discount)

**minimum format** for the carrier advertisement : 1/1 page.

Sticking a postcard: **EUR 39,-** per Thousand.



# Reisewelt ALPEN Magazin

## The magazine for alpine lovers

Reisewelt ALPEN Magazin conveys a unique attitude towards life and takes the reader into a breathtaking world. Excellent hiking and climbing tours, selected restaurants and alpine chalets, great addresses of spa hotels, new ideas for the lifestyle in the Alps, as well as suggestions for spending the leisure time in the whole of the Alpine region during all seasons of the year. There is something for everyone: for young and old, for hikers and athletes, for connoisseurs and gourmets, for wellness fans and people enjoying city tourism - in the Reisewelt ALPEN Magazin everyone will find impulses for a wonderful vacation in the Alps.

### Function

The reports are authentically researched by our authors on-site, the motives are selected with much love for detail and visualized in generous series of pictures. Hotels and leisure time activities are selectively determined to present only the best to the reader. Furthermore useful information and interesting facts for the perfect equipment in the Alps are demonstrated: the right clothing, the optimal gear, as well as classical product introductions and checks.

### Target group

Reisewelt ALPEN Magazin addresses to all those who are loving the mountains and are pleased to spend their holidays in the Alps. Recreational athletes, culture and city enthusiasts, health and wellness lovers and all those people who spend their leisure time in the fresh mountain air with pleasure.

**Format:** 230 x 297 mm

**Number of pages:** 100 pages

**Frequency of publication:** 4 times a year

**Copyprice :** EUR 5,90

**Overall print run:** ca. 50.000 copies

**Press wholesalers (Germany, Austria, Switzerland):** ca. 40.000 copies

**Reading circle:** ca. 5.000 copies

**Hotels, miscellaneous sales, fair & free copies:** ca. 5.000 copies

[www.wir-leben-outdoor.de](http://www.wir-leben-outdoor.de)

### Schedule

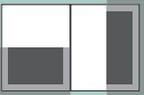
Year	Issue	Publication date	Closing date for ads	Deadline printing material	
2022	01/2022	02.12.2021	15.11.2021	17.11.2021	WINTER
	02/2022	11.03.2022	21.02.2022	23.02.2022	SPRING
	03/2022	01.07.2022	03.06.2022	08.06.2022	SUMMER
	04/2022	09.09.2022	22.08.2022	24.08.2022	AUTUMN
2023	01/2023	02.12.2022	14.11.2022	16.11.2022	WINTER



# Formats | Prices

All prices in Euro, VAT-included.

## Advertising rates

Size/Format	width x height (mm)	Prices in EUR (4-colour)
1/1 page 	200 x 258 print space 230 x 297 Anschnitt	5.950,-
1/2 page 	vertical 97 x 258 print space 112 x 297 trimmed ads horizontal 200 x 131 print space 230 x 148 trimmed ads	3.570,-
1/3 page 	vertical 64 x 258 print space 78 x 297 trimmed ads horizontal 200 x 82 print space 230 x 99 trimmed ads	2.380,-
1/4 page 	vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.860,-
2/1 page 	430 x 258 print space 460 x 297 trimmed ads	9.900,-
Opening Spread 	430 x 258 print space 460 x 297 trimmed ads	12.900,-

### Infos:

For advertisements in bleed format, an additional 3 mm bleed on all sides must be added.

Trim-sensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.

## Discounts & extra charges

**Special formats** 2<sup>nd</sup> & 3<sup>rd</sup> cover page: basic rate + 15 %  
4<sup>th</sup> cover page: basic rate + 20 %

### Trimmed ad charges

(not subject to any discount) basic rate + 10 %

### Discounts

(within one year)

from 3 ads	5 %	from 12 ads	20 %
from 6 ads	10 %	from 18 ads	25 %
from 9 ads	15 %	from 24 ads	30 %

## Loose inserts (not subject to any discount)

**minimum format:** 105 x 148 mm (DIN A6);

**maximum format:** 225 x 287 mm

### Five samples are required by order

up to 20 g **EUR 95,-** or up to 50 g **EUR 115,-** per Thousand

For each additional 5 g a price surcharge of EUR 5,- is calculated.

For split run a price surcharge of EUR 10,- is calculated.

## Bound inserts (not subject to any discount)

**maximum format** 460 mm width x 297 mm height

**EUR 115,-** per Thousand (only up to 20 g, minimum 4-sided)

## Glued-in inserts (not subject to any discount)

**minimum format** for the carrier advertisement : 1/1 page.

Sticking a postcard: **EUR 39,-** per Thousand.

Loose inserts (not subject to any discount)

**minimum format**

**maximum format**

105 x 148 mm (DIN A6)

225 x 287 mm

**Five samples are required by order**

up to 60 g **EUR 95,—** or up to 50 g **EUR 115,—** per Thousand

For each additional 5 g an impact of EUR 5,- is calculated.

For split run an impact of EUR 10,- is calculated.

Bound inserts (not subject to any discount)

**maximum format** 460 mm width x 297 mm height

(+ 3 mm additional trim space)

**EUR 115,—** per Thousand (only up to 20 g, minimum 4-sided)

**Production of your inserts / loose inserts**

Editing, layout and production costs on request.

Shop Ads

(ads, placed in the shop/market section will be purchased by millimetre)

**ad height**

min. 20 mm height

x

**number of columns**

1 column: 63 mm

2 columns: 142 mm

3 columns: 200 mm

x

**Millimetre price**

4c: 5,50 EUR/mm

All prices in Euro, VAT-included.

**More special formats or advertisement series  
in all magazines on request.**

We won't charge extra postage costs for supplements and objects up to two millimeters.

Extra postage costs only for enclosed objects from three to 30 millimeters.

Glued-on inserts and sample prices on request.

# Ad Specials



Covergate as bookmark

The Ad Special with the practical additional benefit for the reader - high contact frequency through the characteristic of the bookmark.



Glued-in inserts

Glued-in inserts are classic and at the same time highly effective means of advertising. Response postcard, booklet, product sample, etc. on a carrier advertisement 1/1 page.



Coversampling

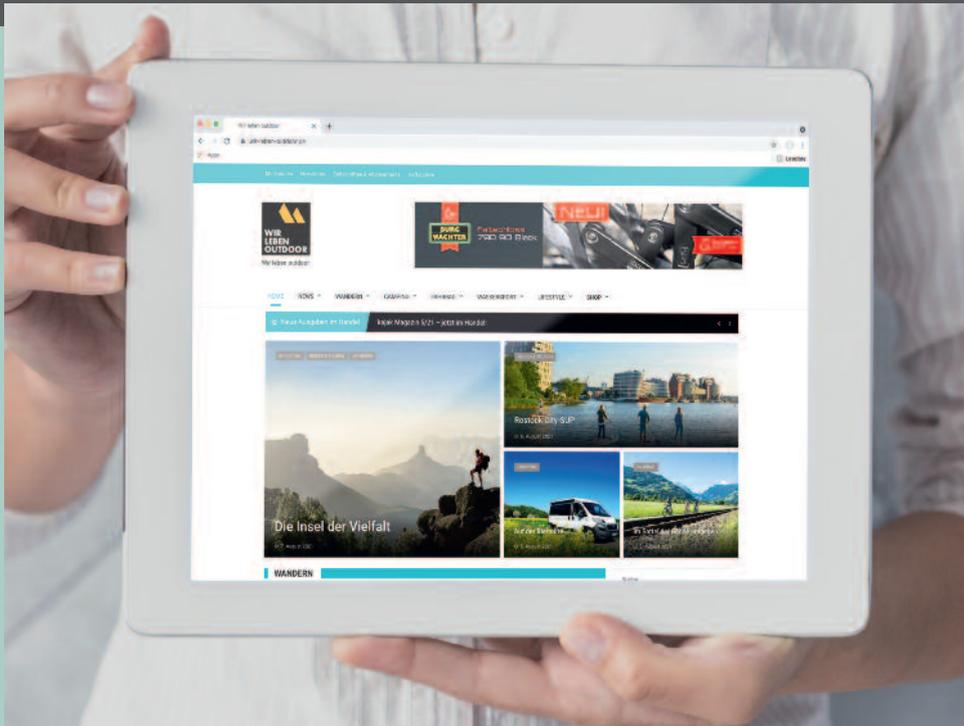
The eye-catching coversampling for the offensive presentation of your brand. No reader will miss to recognize it.

# Our magazines in the World Wide Web

## www.wir-leben-outdoor.de

Use the possibilities of Online advertising and increase the range of your message!

With the new online portal [www.wir-leben-outdoor.de](http://www.wir-leben-outdoor.de) we established another contact point for active hikers, paddlers and cyclists and for people who love nature. Up-to-date we inform about everything interesting around hiking, paddling, cycling, outdoor and camping. Overviews about practical equipment, independently researched tour reports about Germany and neighbouring countries, as well as useful guidebooks complete the needed know-how for the next, perfect tour.



### Advertising opportunities:

Superbanner (at the top next to the logo)  
**max. 850 x 150 Pixel**

Fullbanner (in the middle of the page between the category teasers)  
**max. 1000 x 150 Pixel**

Skyscraper (Portrait format below the search bar on the right)  
**max. 300 x 600 Pixel**

Sidebar /Content Ad (below the timeline on the right)  
**max. 300 x 300 Pixel**

Billboard (in the footer)  
**1000 x 400 Pixel**

Online Advertorial  
**ca. 2.500 Letters/3 Images**

Other formats and prices on request

# Publisher's information & technical data

## Publisher

MSV Medien Baden-Baden GmbH  
Schulstraße 12  
D-76532 Baden-Baden  
Postfach 21 09  
D-76491 Baden-Baden  
Fon: +49 7221 9521-0  
Fax: +49 7221 9521-45  
info@msv-medien.de  
www.msv-medien.de

## Banking account

Sparkasse Baden-Baden Gaggenau  
Kto. 39487; BLZ 662 500 30  
IBAN DE14 6625 0030 0000 0394 87  
BIC SOLADES1BAD

## Terms of payment

immediately on receipt of invoice

## Distribution

all magazines are distributed on the  
German speaking market in Europe

## Advert closing date

see time schedule

## Magazine format

230 x 297 mm panel format

## Print method / Binding

reel-fed offset printing / saddle stitch

## Print space

200 x 258 mm panel format

## Trimming add-on

3 mm on every side

## Artwork

qualified for scanner, flexible, no raster  
The publishing company can also create  
the printing file at a charge to cover the  
costs; price on request

## Digital data

Mac: QuarkXPress (up to 7.31), Adobe  
Photoshop CS3, Adobe Illustrator CS

## Preferred file format

JPEG, TIFF, PDF X3 at least 300 dpi,  
CMYK colour mode; disk: CD-ROM,  
DVD-(R-RW-RAM-DL)

**Information:** Trim-sensitive texts or pictures should  
have a margin of at least 5 mm above and below text or picture  
regarding the final trimmed format (210 x 280) for possible tole-  
rance in trimming.

*Digital printing material must be submitted in the form of print PDF files (PDF/X-3:2002). EPS file with embedded fonts (vectorgraphic or converted into paths) and non-compressed images, which have to be saved as PDF, EPS or TIFF, and a resolution with at least 300 dpi, in CMYK (color profile ISO Coated v2). The format is created in original dimensions plus trim allowance and bleed marks. Additional a final color proof with latest media standard. Without a true color proof the publishing company assumes no liability for the printing result of the ad. RGB files or the like cause color distortions for which we can take no guarantee. The ISO-Standard 12647-2 has to be considered for print data and proof preparation.*

# Contact

## General enquiries

MSV Medien Baden-Baden GmbH  
Schulstraße 12  
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Fax: +49 7221 9521-45  
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## Editor

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Fax : +49 7221 9521-45  
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# General terms and conditions

## for adverts and supplements in journals and magazines.

General terms and conditions for advertisements and inserts in newspapers and magazines.

1. »Advertising order« within the meaning of the following General Terms and Conditions of Business is the contract for the publication of one or more advertisements of an advertiser or other advertisers in a printed publication for the purpose of distribution.
2. In case of doubt, advertisements shall be called for publication within one year after conclusion of the contract. If the right to call off individual advertisements is granted within the framework of a contract, the order shall be processed within one year of the publication of the first advertisement, provided that the first advertisement is called off and published within the period specified in sentence 1.
3. In the case of contracts, the client shall be entitled to call off further advertisements within the agreed period or the period specified in clause 2, even beyond the quantity of advertisements specified in the order.
4. If an order is not fulfilled due to circumstances for which the publisher is not responsible, the client must reimburse the publisher for the difference between the discount granted and the discount corresponding to the actual acceptance, without prejudice to any further legal obligations. The reimbursement shall not be made if the non-fulfillment is due to force majeure within the publisher's sphere of risk.
5. When calculating the purchase quantities, text millimetre characters shall be converted into advertisement millimetres in accordance with the price.
6. Orders for advertisements and third-party inserts which are to be published exclusively in certain places in the publication must be received by the publisher in good time so that the client can be informed before the advertising deadline if the order cannot be executed in this way. Classified advertisements shall be printed in the relevant section without this requiring express agreement.
7. Text section advertisements are advertisements which are adjacent to the text by at least three pages and not to other advertisements. Advertisements which are not recognisable as advertisements due to their editorial design shall be clearly identified as such by the Publisher with the word »Advertisement«.
8. The publisher reserves the right to reject advertisement orders - including individual call-offs within the framework of a contract - and insert orders on the basis of uniform, objectively justified principles of the publisher due to their content, origin or technical form, if their content, in the publisher's due discretion, violates laws, official regulations or morality, or if their publication is unreasonable for the publisher. This shall also apply to orders placed with offices, receiving offices or representatives. Orders for inserts shall only be binding on the publisher after submission of a sample of the insert and its approval. Inserts which, due to their format or presentation, give the reader the impression that they are part of the newspaper or magazine, or which contain third-party advertisements, shall not be accepted. The client shall be informed immediately of the rejection of an order.
9. The client shall be responsible for the timely delivery of the advertisement text and faultless printing material, or of the inserts, bound inserts, tip-ons, etc. The publisher shall immediately request a replacement for recognisably unsuitable or damaged printing material. The publisher shall guarantee the usual printing quality for the title used within the scope of the possibilities offered by the printing material.
10. In the event of wholly or partially illegible, incorrect or incomplete printing of the advertisement, the customer shall be entitled to a reduction in payment or to a faultless first advertisement, but only to the extent to which the purpose of the advertisement was impaired. If the publisher fails to meet a reasonable deadline set for this purpose or if the replacement advertisement is again not faultless, the client shall be entitled to a reduction in payment or cancellation of the order. Claims for damages arising from positive breach of contract, culpa in contrahendo and tort are excluded - even if the order was placed by telephone; claims for damages arising from impossibility of performance and delay are limited to compensation for foreseeable damage and to the fee payable for the advertisement or insert in question. This shall not apply to intent and gross negligence on the part of the publisher, his legal representative and his vicarious agent; in other cases, liability for gross negligence vis-à-vis merchants shall be limited to the extent of the foreseeable damage up to the amount of the advertisement fee in question. Complaints must be made - except in the case of non-obvious defects - within four weeks of receipt of invoice and receipt.
11. Proofs shall only be supplied upon express request. The client shall be responsible for the accuracy of the returned proofs. The publisher shall take into account all corrections of errors which are communicated to him within the period of time set when the proofs are sent.
12. If there are no special size regulations, the actual print height customary for the type of advertisement shall be used as the basis for calculation.
13. If the client does not make an advance payment, the invoice shall be sent immediately, but if possible 14 days after publication of the advertisement. The invoice shall be paid within the period stated in the price list, starting from receipt of the invoice, unless a different payment period or advance payment has been agreed in individual cases. Any discounts for early payment shall be granted in accordance with the price list.
14. In the event of default or deferment of payment, interest and collection costs shall be charged. In the event of default in payment, the publisher may defer further execution of the current order until payment has been made and demand advance payment for the re-

maintaining advertisements. In the event of reasonable doubt as to the solvency of the customer, the publisher shall be entitled, even during the term of an advertising contract, to make the publication of further advertisements dependent on the advance payment of the amount and on the settlement of outstanding invoice amounts, irrespective of any originally agreed payment period.

15. The publisher shall supply an advertisement voucher with the invoice on request. Depending on the type and scope of the advertisement order, advertisement cuttings, voucher pages or complete voucher numbers will be supplied. If a voucher can no longer be obtained, it shall be replaced by a legally binding certificate from the Publisher confirming the publication and distribution of the advertisement.
16. The client shall bear the costs for the production of ordered printing blocks, matrices and drawings as well as for significant changes to originally agreed designs requested by the client or for which the client is responsible.
17. In the case of a contract for several advertisements, a claim to a price reduction can be derived from a reduction in circulation if the overall average of the insertion year beginning with the first advertisement falls short of the average circulation stated in the price list or otherwise or - if a circulation is not stated - the average paid circulation (in the case of trade journals, if applicable, the average actually distributed circulation) of the previous calendar year. A reduction in circulation shall only be a defect justifying a price reduction if it amounts to 20 per cent for a circulation of up to 50,000 copies. In addition, claims for price reductions shall be excluded for contracts if the publisher has informed the client of the reduction in circulation in such good time that the client was able to withdraw from the contract before publication of the advertisement.
18. In the case of box number advertisements, the publisher shall exercise the care of a prudent businessman for the safekeeping and timely forwarding of the offers. Registered letters and express letters on box number advertisements shall only be forwarded by normal post. Receipts on numbered advertisements will be kept for four weeks. Letters which have not been collected within this period will be destroyed. The publisher will return valuable documents without being obliged to do so. In the interest and for the protection of the client, the publisher reserves the right to open the incoming offers for inspection purposes in order to eliminate misuse of the box number service. The Publisher shall not be obliged to forward commercial promotions and offers of mediation.
19. Films and data carriers will only be returned to the client on special request. The obligation to store them shall end three months after expiry of the order.
20. Place of performance is the registered office of the publisher. The place of jurisdiction is the registered office of the publisher. Insofar as claims of the Publisher are not asserted in dunning proceedings, the place of jurisdiction for non-merchants shall be determined by their place of residence. If the place of residence or habitual abode of the client is unknown at the time the action is brought or if the client has moved his place of residence or habitual abode outside the area of application of the law after conclusion of the contract, the place of jurisdiction shall be the registered office of the publisher.

### Additional terms and conditions of the Publisher

- a) The Publisher shall exercise due diligence in the receipt and examination of advertising copy, but shall not be liable if it is misled or deceived by the Advertiser. By placing an advertisement order, the advertiser undertakes to bear the costs of publishing a counter-statement relating to factual allegations made in the published advertisement, in accordance with the applicable advertisement rate.
- b) The Advertiser shall be responsible for the content and legal admissibility of the text and image material provided for the insertion. It is the responsibility of the Advertiser to indemnify the Publisher against claims of third parties which arise against the Publisher from the execution of the order, even if it was not suspended in good time. The publisher is not obliged to check orders and advertisements to determine whether they infringe the rights of third parties. If advertisements are not suspended in time, the client shall not be entitled to any claims against the publisher. The client shall also indemnify the publisher against all claims arising from infringements of copyright.
- c) Cancellations must be made in writing. If an advertisement is cancelled, the publisher may charge for the typesetting costs incurred.
- d) Offers from intermediaries for classified advertisements will not be carried.
- e) Cases of force majeure as well as industrial action shall release the publisher from the obligation to fulfill orders and pay damages.
- f) The publisher reserves the right to set special prices for advertisements in publisher's supplements, special publications and collectives.
- g) Advertising intermediaries and advertising agencies are obliged to adhere to the publisher's price list in their offers, contracts and settlements with advertisers. The agency fee granted by the publisher may not be passed on to the client either in whole or in part.
- h) If any defects in delivered printed matter, such as bound inserts, tip-ons, etc., are not immediately recognisable, but only during processing, the advertiser shall bear any additional costs or losses incurred as a result during production.

PICTURES :

Page 3: TATONKA GmbH/Lars Schneider; ORTLIEB; Soca Kajakschule/  
Grönemeier Marketing; Pierre Bouras/BIC Sport; Panoramahotel Oberjoch  
Page 19: Saalfelden Leogang Touristik/LOLIN; Paul Ulrich; Annika Müller;  
Eric Boomer/NRS



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