

abenteuer und reisen

RATE CARD 2019



Rate Card No. 32, valid from 1 January 2019.

abenteuer und reisen

CONTENT

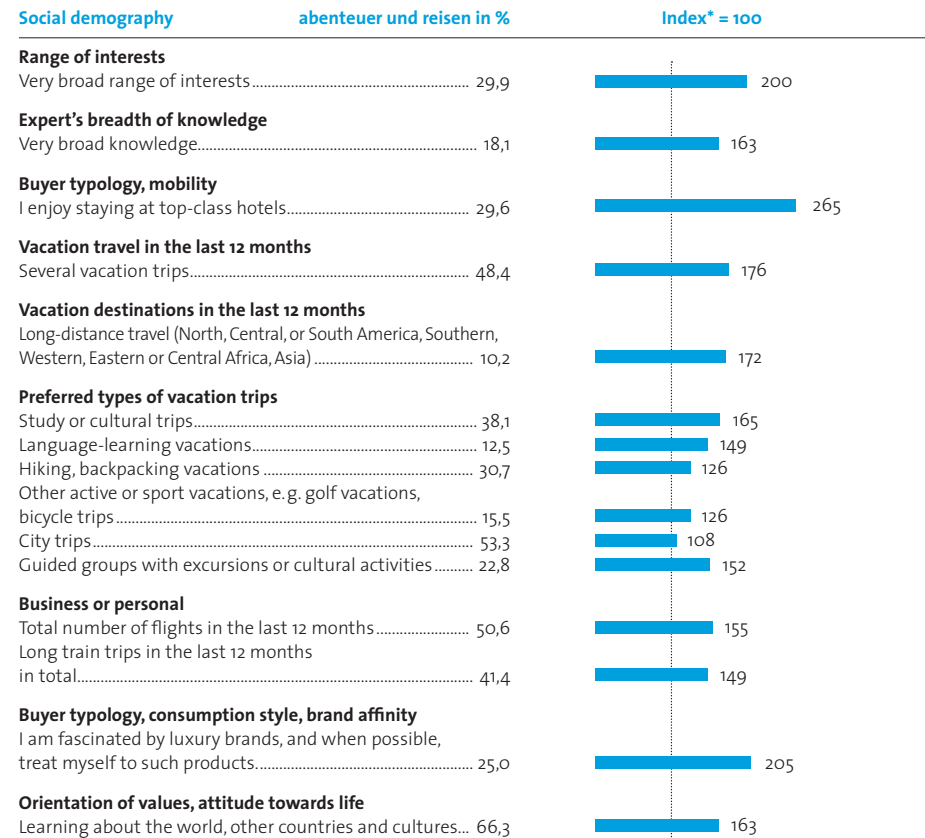
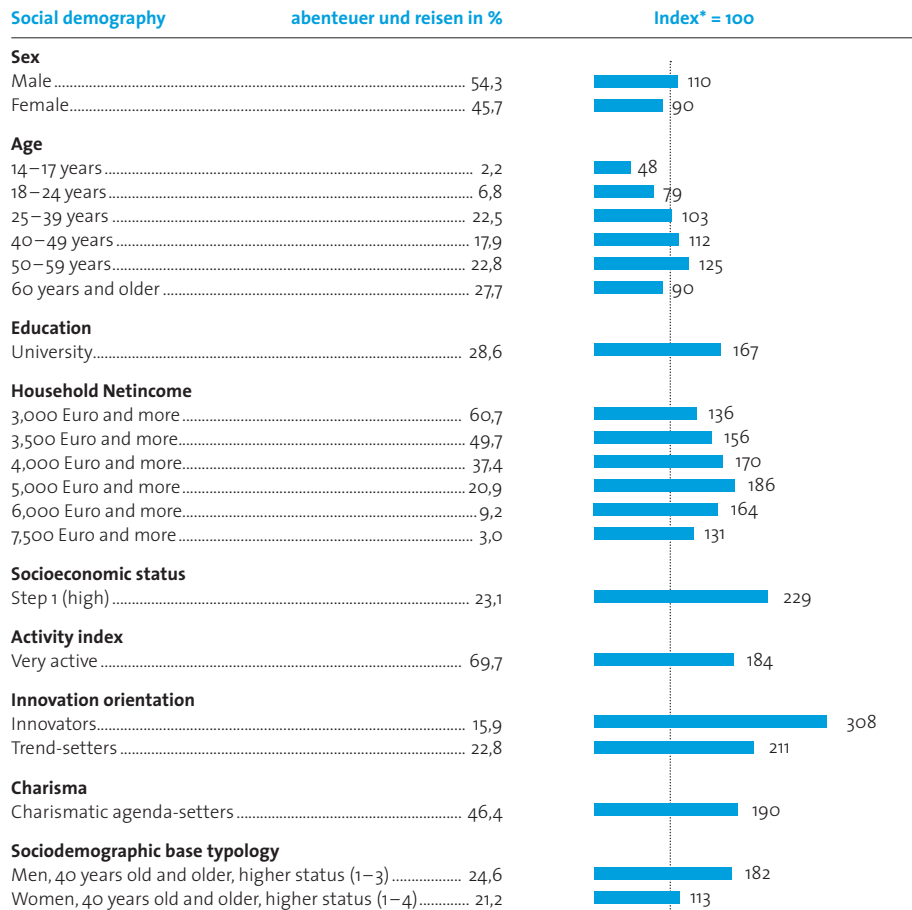
Portrait and Readership	3
Basic Rates and Discounts	4
Advertorials	4
General Details.....	5
Advertisement Rates.....	6
Schedule.....	6
Technical Facts.....	7
Advertisement Sizes.....	8
Loose Inserts.....	9
Glued-on Inserts.....	9
Bound-in Inserts.....	10
Orders and Delivery Terms.....	10
Traveller's World Promotion.....	11
Traveller's Market	11
Ad Response Service.....	12
Contact	13

PORTRAIT AND READERSHIP

abenteuer und reisen

Our writers and photographers report 10 times a year on their adventures, experiences and unforgettable moments between Alaska and Zululand, Dubai and Shanghai. Pleasure trips, longhaul trips, activity travel, cultural trips, ocean cruises, wellness travel, nature trips, educational travel, city and short trips, off-road travel, adventure and outdoor travel as well as trips to spa and seaside resorts – that is the world we inhabit. Acknowledged country experts and well-travelled journalists provide exclusive, authentic profiles of the destinations they visit and highlight hotels, restaurants and attractions that

they have checked out in person. “abenteuer und reisen” is a quality guide for all those, who don’t want to go with the mass-market flow, but attach importance to quality, authenticity and singularity. In an increasingly contradictory and time-consuming online environment inhabited by travel blogs, hotel ratings and anonymous travel “information”, “abenteuer und reisen” is the place to go if you are on the lookout for inspiration as well as reliable, fair and reporter-tested hotel and restaurant recommendations to help you select the exceptional destination you wish to travel to.



Source: Allensbacher Analysis of Advertising Media 2018

* The affinity index is the share of the target group among the users of a medium in relation to the share of the target group in the general population. An affinity index of 100 denotes 'average affinity'. The index thus describes the quality of the target group reached by the placement of an advertisement.



www.abenteuer-reisen.de

abenteuer und reisen’s website offers an entertaining overview of the topics presented in the print edition in the sections Hotels, Reisen and Lifestyle. The website is configured for all types of devices, whether you are using a smartphone, tablet or computer. In the section DAS MAGAZIN take a sneak peek of the current issue that you can find at newspaper stands.

The rate card is available online: abenteuer-reisen.de/mediadaten/

BASIC RATES AND DISCOUNTS

4c-advertisements: full page EUR 13,100

Discounts: Discounts for a single advertiser and contractual year.

Frequency	
3 ads +	3 %
5 ads +	5 %
7 ads +	7 %
10 ads +	10 %

Quantity	
3 pages +	5 %
5 pages +	10 %
7 pages +	12 %
10 pages +	15 %

* Publishers receive a special discount of 25% for advertisements.
Agency commission: 15 %

ADVERTORIALS

These paid-for advertising pages are presented in an editorial format and are individually designed for each client. Advertorials must be clearly labeled as adverts. The client supplies all images and copy.

Closing Date for booking and material: 4 weeks before the closing date of advertisements.

	Ad rate in EUR	Layout/Design in EUR	Total cost in EUR
Half Page	6,500	+ 500	= 7,000
Full Page	13,100	+ 1,000	= 14,100
Double Page	26,200	+ 2,000	= 28,200

Ad rates are discountable and we give agency commission. The costs for layout and design are not eligible for discounts and commission. VAT will be added to the net invoice sum at the legally valid rate in Germany.

GENERAL DETAILS

Publishing House

wdv Gesellschaft für Medien &
Kommunikation mbH & Co. OHG
Siemensstraße 6
D-61352 Bad Homburg
Postfach 2551
D-61295 Bad Homburg

Phone: +49 (0)6172 670-0
Fax: +49 (0)6172 670-144

Advertisement Dept.

wdv GmbH & Co. OHG
Siemensstraße 6,
D-61352 Bad Homburg
Fax: +49 (0)6172 670-875
anzeigen@wdv.de

Advertisement Manager

Alexandra Velte
Phone: +49 (0)6172 670-854

Advertising Sales Manager

Sabine Dietrich
Phone: +49 (0)6172 670-853

Advertising Sales

Nurgül Kalkandelen
Phone: +49 (0)6172 670-821

Ad Management

Heike Tarach-Hoffmann
Phone: +49 (0)6172 670-842

Editorial Department

wdv GmbH & Co. OHG
Redaktion „abenteuer und reisen“
Bahnhofstraße 26
D-82211 Herrsching

Phone: +49 (0)6172 670-830
Fax: +49 (0)8152 39602-20
kontakt@abenteuer-reisen.de

Bank Accounts

Deutsche Bank AG, Hanau
IBAN: DE27 5067 0009 0040 9649 00
BIC: DEUTDEFF506

Frankfurter Sparkasse

IBAN: DE03 5005 0201 0000 7056 65
BIC: HELADEF1822

Terms of Payment

14 days with 2% discount or 30 days net.
At all times, the publisher retains the right
to request advance payment, e.g. from new
customers.

The rate card is available online

abenteuer-reisen.de/mediadaten/

Frequency

abenteuer und reisen published 10x per year

Copy price

abenteuer und reisen: EUR 6.00

PZN-NR.

590573

Conditions of business

Orders will be processed according to our general
conditions of business and terms of payment
which are available from the publisher or under
abenteuer-reisen.de/mediadaten/

Audited Circulation



ADVERTISEMENT RATES

Sizes in page fractions	Type area sizes in mm		Bleed sizes (mm)*		Rates in EUR
	width	height	width	height	
Double page IFC + page 3	** **		** **		26,200 28,800
Full Page IFC or OBC	182	246	210	280	13,100 14,400
3/4 Page upright Page horizontal	126 182	246 180	140 210	280 200	9,800
2/3 Page upright Page horizontal	112 182	246 162	127 210	280 181	8,700
1/2 Page upright Page horizontal	90 182	246 122	105 210	280 141	6,500
1/3 Page upright Page horizontal	59 182	246 80	74 210	280 99	4,300
1/4 Page upright Page horizontal 2 columns	43 182 90	246 60 122	57 210 -	280 70 -	3,200

* Bleed on all sides 3 mm

** Advertisement not to be laid out in double-page format but rather as two single pages with a 3 mm trimmed edge on both pages (including binding); 5 mm motif overlap at the binding, approx. 10 mm text free at binding.

VAT will be added to the net invoice sum at the legally valid rate in Germany.

SCHEDULE

Issue No.	Publication date	Closing date and Cancellation date	Deadline printing material	Delivery date for loose inserts, bound-in inserts, glued-on inserts
3/2019	29/01/2019	06/12/2018	19/12/2018	10/01/2019
4/2019	05/03/2019	22/01/2019	01/02/2019	14/02/2019
5/2019	09/04/2019	21/02/2019	08/03/2019	21/03/2019
6/2019	14/05/2019	27/03/2019	09/04/2019	24/04/2019
7-8/2019	18/06/2019	02/05/2019	15/05/2019	28/05/2019
9/2019	06/08/2019	26/06/2019	05/07/2019	18/07/2019
10/2019	10/09/2019	30/07/2019	08/08/2019	22/08/2019
11/2019	15/10/2019	03/09/2019	12/09/2019	25/09/2019
12/2019	12/11/2019	26/09/2019	10/10/2019	23/10/2019
1-2/2020	10/12/2019	29/10/2019	08/11/2019	21/11/2019

TECHNICAL FACTS

Trim size

210 mm width, 280 mm height, 3 mm bleed on all sides. Live matter should be at least 10 mm removed from trimming edge (Double page: 5 mm motif overlap at the binding, approx. 10 mm text free at binding).

Type area size

182 mm width, 246 mm height

Printing method

Cover: sheet offset, Inside: rotary offset

Paper

Cover: 300 g/sq m white glossy photoprint
Inside: 90 g/sq m semimatt photoprint (lumi silk)

Binding

perfect binding

Colours

ISOcoated v2 300 (ECI), CMYK

Pictures

Colour or grey scale pictures min. 300 dpi

Line pictures

1,200 dpi

Raster screen

200 lpi

Typeface

Multiple Master, Doppel Byte, True Type or fonts like bold or italic should not be used

Printing material

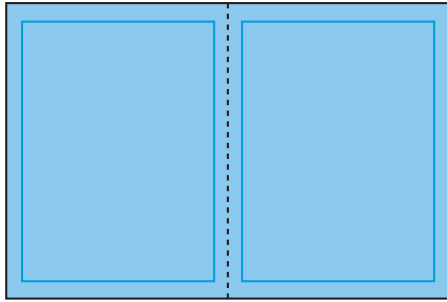
Digital data approved for printing are to be sent to the ad department:

Heike Tarach-Hoffmann / Stefanie Roeder
Phone: +49 (0)6172 670-842/-843
Fax: +49 (0)6172 670-871
E-Mail: ar.anzeigenservice@wdv.de

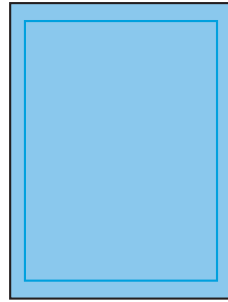
Digital Data

PDF/X-1a
With crop marks

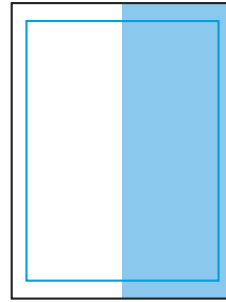
ADVERTISEMENT SIZES



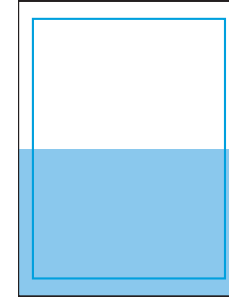
Double page
S: 390 x 246 mm
A: 420 x 280 mm



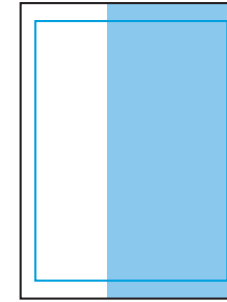
Full page
S: 182 x 246 mm
A: 210 x 280 mm



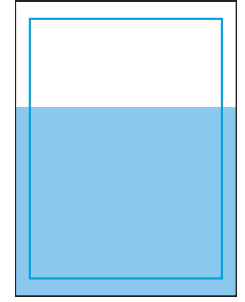
1/2 page upright
S: 90 x 246 mm
A: 105 x 280 mm



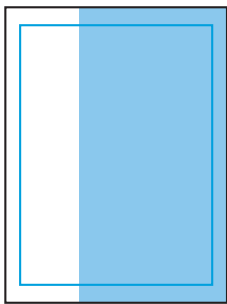
1/2 page horizontal
S: 182 x 122 mm
A: 210 x 141 mm



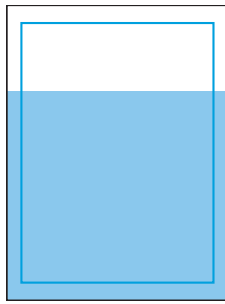
2/3 page upright
S: 112 x 246 mm
A: 127 x 280 mm



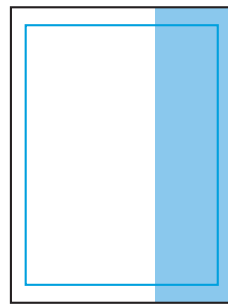
2/3 page horizontal
S: 182 x 162 mm
A: 210 x 181 mm



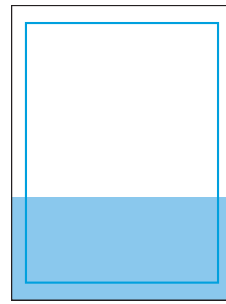
3/4 page upright
S: 126 x 246 mm
A: 140 x 280 mm



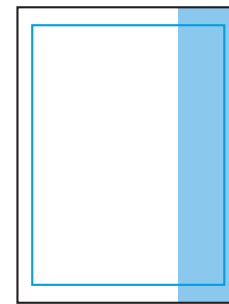
3/4 page horizontal
S: 182 x 180 mm
A: 210 x 200 mm



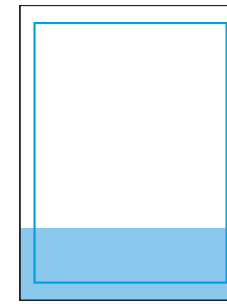
1/3 page upright
S: 59 x 246 mm
A: 74 x 280 mm



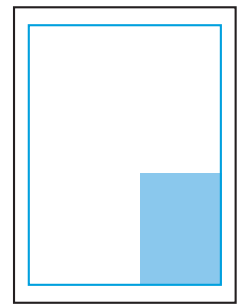
1/3 page horizontal
S: 182 x 80 mm
A: 210 x 99 mm



1/4 page upright
S: 43 x 246 mm
A: 57 x 280 mm



1/4 page horizontal
S: 182 x 60 mm
A: 210 x 70 mm



1/4 page 2 columns
S: 90 x 122 mm

Bleed on all sides: 3 mm

S: Type area sizes

A: Bleed sizes

LOOSE INSERTS

Loose inserts are loose inserted brochures/leaflets in a magazine.

Rates per ‰	Full print run in EUR	Parts of circulation (e.g. paid subscription) in EUR
up to 20 g single weight	95	110
up to 30 g single weight	105	131
up to 40 g single weight	110	142
up to 50 g single weight	116	152

Higher weights on request.

Binded or oversized supplements are possible for a surcharge of 20%.
Loose inserts are not discountable, but we give agency commission.
Technical costs are not subject to any discounts; no agency commission payable.

Bookings: Full print run or parts of the circulation

Size: Minimum size: 95 mm width, 145 mm height
Maximum size: 200 mm width, 270 mm height
Oversize inserts: maximum 200 mm width, 305 mm height

Weight:
2-page insert: minimum 135 g/sq m
4-page insert: minimum 115 g/sq m
8-page insert: minimum 80 g/sq m
2-page oversize inserts: minimum 250 g/sq m

Productsize: maximum 2 mm

Technical details: Processing is mechanical. Loose inserts must consist of one part or should hold together by envelopes, by bond etc. If loose inserts contain a reply card, than the card have to be closed parallel to the gutter of the insert, so that a mechanical processing is possible. Loose inserts are inlayed with the longest closed side parallel to the magazines gutter.

GLUED-ON INSERTS

Glued-on inserts are stucked on a carrier advertisement (full-page) in a way, so that it is possible for the interested person to remove it easily.

Rates per ‰	Rates in EUR
reply cards	47
brochures (max. 20 g)	74

Other glued-on inserts on request.

Glued-on inserts are not discountable, but we give agency commission.
Technical costs are not subject to any discounts; no agency commission payable.

Bookings: Full print run

Size: Minimum size: 55 mm width, 75 mm height
Maximum size: 160 mm width, 210 mm height

Weight: Reply cards: 150 g/sq m

Position: Minimum 30 mm and maximum 45 mm from the print gutter.
Minimum distance from head- or base-bleed 35 mm. A copy of the carrier advertisement with a mark of the requested glue position is necessary.
Glued-on inserts are standard stucked on a right hand page.

Technical details: Glued-on inserts are stucked mechanical in the print gutter.
The Sizing is parallel to the gutter of the magazine.

BOUND-IN INSERTS

Bound-in inserts are bounded brochures/leaflets of an advertiser in the magazine. They are fully fashioned and delivered by the client.

Rates per %	Rates in EUR
2-page insert	89
4-page insert	100
8-page insert	116
12-page insert	137
16-page insert	147

Larger volumes on request.

Bound-in inserts are not discountable, but we give agency commission. Technical costs are not subject to any discounts; no agency commission payable.

Bookings: Full print run

Size: Minimum size trimmed: 105 mm width, 148 mm height
 Maximum size trimmed: 210 mm width, 280 mm height
 Untrimmed delivery size: 217 mm width, 292 mm height
 front-bleed: 4 mm, gutter-bleed: 3 mm
 head-bleed: 3 mm, base-bleed: 9 mm

Smaller size than trim size: Right side and base fully trimmed. 3 mm gutter-bleed, 3 mm head-bleed

Weight:
 4-page insert: minimum 100 g/sq m, maximum 200 g/sq m
 8-page insert: minimum 70 g/sq m, maximum 150 g/sq m
 12-page insert: minimum 65 g/sq m, maximum 135 g/sq m

Technical details: Processing on the head. Bound-in inserts must be closed on the gutter or on the base, but must not have staples.

ORDERS AND DELIVERY TERMS

Booking deadline: To the closing date. 3 legally-binding samples must be in our hands on receipt of order, four weeks before publication date at the latest. The order will be obligatory for the publishing house not until the samples presentation and its acceptance.

Delivery: Ad specials must be packed on euro-pallets, so that the mechanical processing is possible. The pallets and the delivery note must be marked with the booked title, the issue and the number of pieces and number of pallets. There is no control after receipt of the inserts in the bookbinder.

NEEF + STUMME
 premium printing GmbH & Co. KG
 Attn. Michael Gartzke
 Werk II
 Lessingstraße 1
 29378 Wittingen

VAT will be added to the net invoice sum at the legally valid rate in Germany.

TRAVELLER'S WORLD PROMOTION

This advertising page presents your advertisement in an editorial format.

Size: 1/6 page (58 x 120 mm)

Ad Rate (incl. typesetting and litho): EUR 893

Supply of material:

Picture in landscape, text with logo
about 460 characters incl. space or
text without logo about 650 characters
incl. space

Agency commission: 15 %

Discounts: ref. item 4



TRAVELLER'S MARKET

With the Traveller's Market we offer the possibility to place small advertisements in "abenteuer und reisen".

Rubric: Africa, Arabian Countries, Asia, Australia/New Zealand, Central America/Caribbean, Europe, North America, South America, South Sea, Trade Fair, World-wide.

Size: The height of the ad may be chosen at will, max height: 228 mm.

The width is depending on the column:

- 1 column = 43 mm
- 2 columns = 90 mm
- 3 columns = 137 mm
- 4 columns = 184 mm

Ad Rate per mm/column: EUR 5.80

How to calculate the price:

Number of column x height of ad x EUR 5.80

= Rate in EUR

See e.g. standard sizes in table below.

Agency commission: 15 %

Discounts: ref. item 4



Height in mm	1 Column in EUR	2 Columns in EUR	3 Columns in EUR	4 Columns in EUR
20	116	232	348	464
30	174	348	522	696
50	290	580	870	1,160
110	638	1,276	1,914	2,552
220	1,160	2,320	3,480	4,640

Booking:

Sabine Dietrich, Nurgül Kalkandelen

Phone: +49 (0)6172 670-853/-821

Fax: +49 (0)6172 670-875

anzeigen@wdv.de

Copy Material:

ar.anzeigerservice@wdv.de

VAT will be added to the net invoice sum at the legally valid rate in Germany.

AD RESPONSE SERVICE

Issue No.	Publication date	Closing date	Deadline printing material
3/2019	29/01/2019	29/11/2018	12/12/2018
4/2019	05/03/2019	15/01/2019	24/01/2019
5/2019	09/04/2019	14/02/2019	28/02/2019
9/2019	06/08/2019	19/06/2019	27/06/2019
10/2019	10/09/2019	23/07/2019	01/08/2019
11/2019	15/10/2019	27/08/2019	05/09/2019
12/2019	12/11/2019	19/09/2019	01/10/2019
1-2/2020	10/12/2019	22/10/2019	31/10/2019

With the “abenteuer und reisen”-catalog-service, our Partner ASW-Media offers the possibility to place catalogs and brochures prominently. Every offer becomes automatically a code number **without additional costs.**

Online – double presence: The catalog will be presented free of charge for 6 months under abenteuer-reisen.de

Ad Rate (incl. typesetting and litho): EUR 1,215

Size: 40 mm width x 70 mm height

Agency commission: 15 %

Discounts: Discounts may not be combined with other ads.

Booking & Copy Material ad response service

ASW-Media e.K.
Postfach 140160
67021 Ludwigshafen

Phone: +49 (0)621 66862-300
Fax: +49 (0)621 66862-350
kontakt@asw-media.de



CONTACT

wdv GmbH & Co. OHG

Advertising department
abenteuer und reisen
Siemensstraße 6
61352 Bad Homburg

Phone: +49 (0)6172 670-853/-854
Fax: +49 (0)6172 670-875
anzeigen@wdv.de

Nielsen 1

mn-medien
c/o sellmedia group
Martina Nadolny
Stefanie Reefschläger
Kieler Straße 464-470
22525 Hamburg
Tel.: +49 (0)40 548876787
Fax: +49 (0)40 548876670
nadolny@mn-medien.de
reefschlaeger@mn-medien.de

Nielsen 2 and 3a

va Medien
Volker Andres
Gertrudenstraße 16
55218 Ingelheim
Phone: +49 (0)6132 7164640
Fax: +49 (0)6132 7164641
va@va-medien.net

Nielsen 3b and 4

Medienbüro Macari
Petra Macari
Parkstraße 27/Fasanenpark
82008 Unterhaching
Phone: +49 (0)89 582211
Fax: +49 (0)89 58090297
medienbuero.macari@t-online.de

Nielsen 5, 6, 7

Verlagsvertretung SAMT
Simona Hintzmann
Ehrenfelsstraße 45
10318 Berlin
Phone: +49 (0)30 54988536
Fax: +49 (0)30 54988537
hintzmann@verlagsvertretung-samt.de

Uhren/Schmuck, Outdoor

Nielsen 3b, 4 and CH
Keller Media
Christian Keller
Phone: +49 (0)162 2015013
Fax: +33 468492837
christian@kellermedia.eu

Great Britain

Mercury Publicity Ltd
Sandrine Marchal
Phone: +44 207 6111900
sandrine@mercury-publicity.com

Greece

Nikos Barbopoulos
Phone: +30 6947 916031
nikolaos.barbopoulos@gmail.com

India

Global Media Network
Mahesh D. Kala
Phone: +91 124 4932020
Fax: +91 124 4932021
mahesh@gmnindia.com

Italy

Konkret Werbung
Erwin Gianmoena
Phone: +39 (0)471 919115
Fax: +39 (0)471 202864
werbung@konkret.it

Middle East

Skyscale Media Services FZ LLC
Ajay John
Phone: +971 505199126
ajay@skyscalemedia.com

Spain

Comimag S.L.
Phone: +34 93 2374782
Fax: +34 93 2375150
comimag@comimag.com

USA

World Media, Inc.
Conover Brown
Phone: +1 212 2445610
Fax: +1 212 2445321
conoverbrown@worldmediaonline.com



Gesellschaft für Medien &
Kommunikation mbH & Co. OHG

Siemensstraße 6
61352 Bad Homburg
anzeigen@wdv.de

You can also find the latest information about the publisher and the other wdv advertising media at www.wdv.de