

PRICES

A) CONTENT

- Hardware Guides: First product page in overviews is for free, additional pages for extended listing of product lines:
Cost per page: 1,250,- EUR
- Fashion Shooting. Cost per page and brand:
(shipping cost for samples paid by sender) 1,500,- EUR
- Sponsoring of an editorial section with 3 pages and more:
integrated logo in top corner of page (tests, special topics)
Cost per page: 1,000,- EUR

B) ADVERTISEMENTS

2/1 pages 4c 350 X 264 (w x h)	11,900,- EUR
1/1 page 4c 175 X 264	6,900,- EUR
1/2 page 4c 175 X 129 / 85 X 264	3,900,- EUR
1/3 page 4c 175 X 87 / 55 X 264	2,750,- EUR
1/4 page 4c 175 X 65 / 40 X 264	2,250,- EUR

EXTRA COSTS AND DISCOUNTS

Extra charge for cover, inside covers and back cover):+ 15 %

QUANTITY DISCOUNTS PER ISSUE

2 separate ads per issue	./. 5 %
3 to 4 separate ads per issue	./. 7 %
5 and more separate ads per issue	./. 12 %

QUANTITY DISCOUNTS PER SEASON

2 to 3 ads per season	./. 5 %
4 to 5 ads per season	./. 7 %
6 and more ads per season	./. 10 %

INTERNET WWW.SKIPRESSE.DE

Banner 728x90 px. revolving, per month per banner: 200,- EUR

Box 300x250 px. exklusive on homepage, per month: 250,- EUR

SkiPresse ePaper-only ad: 15% of comparable print ad

ePaper-only advertising in **SPORTPRESSE Summer 2010**:

1/1: 650,- EUR // 1/2: 350,- EUR // 1/3: 275,- EUR

ADVERTORIALS: 2/1: 1,250 EUR // 1/1: 700 EUR // 1/2: 400 EUR

„ePaper-sponsorship“:

„presented by“ logo with clear visibility for 6 months: 6,000,- EUR

(net prices; VAT not applicable for non-German clients w/ VAT-ID#)

C) ADVERTORIALS

4/1 pages (incl. layout by SkiPresse)	19,000,- EUR
2/1 pages (incl. layout by SkiPresse)	12,200,- EUR
1/1 page (incl. layout by SkiPresse)	7,200,- EUR
1/2 page (incl. layout by SkiPresse)	4,200,- EUR
1/3 page (incl. layout by SkiPresse)	3,000,- EUR

D) AD SPECIALS

SUPPLEMENT / INSERT stitched-in

(will be delivered by client according to technical requirements)

2 pages	6 – 15 g	75,- EUR
4 pages	25 g	80,- EUR
6 pages	35 g	85,- EUR
8 pages	40 g	90,- EUR
12 pages	45 g	95,- EUR

SUPPLEMENT glued onto carrier page ^{1/2)}

(will be delivered by client according to technical requirements)

postcard	up to 25 g	50,- EUR ¹⁾	25,- EUR ²⁾
Flyer (letter fold)	up to 25 g	55,- EUR ¹⁾	30,- EUR ²⁾
CD/DVD	up to 25 g	60,- EUR ¹⁾	35,- EUR ²⁾
Booklet	up to 25 g	70,- EUR ¹⁾	45,- EUR ²⁾
Product sample	up to 25 g	70,- EUR ¹⁾	45,- EUR ²⁾

SUPPLEMENT loose

(will be delivered by client according to technical requirements)

up to 25 g	85,- EUR
up to 35 g	90,- EUR
up to 40 g	95,- EUR
up to 45 g	100,- EUR
up to 45 g	pls. enquire

all prices per 1,000 pieces; net prices. Agency commission is applicable, no additional discounts. Split runs upon enquiry.

¹⁾ in combination with 1/1 ad page • ²⁾ in combination with 2/1 ad page

E) DISPLAY BOX

Exklusive advertising opportunity per issue: 3 sides of the SkiPresse display box as used at the POS, excluding pop-up and backside.

1 issue	8,500,- EUR
2 issues	13,500,- EUR
Season	18,500,- EUR

(Agency commission is applicable, no additional discounts.)

F) SPECIAL REBATES TOURISM

SkiPresse offers special discounts to destinations, hotels, lift companies, restaurants, travel ops and airlines.

Discount on print ads	./. 25 %
Discount on print advertorials	./. 30 %

Inserts, supplements and Internet banners can not receive discounts.

Quantity discounts do not apply. Agency discount applies.

G) GIVE-AWAYS

- For advertising clients for free; prizes are provided by client.
- Cost for non-ad clients in ongoing season: EUR 300,- per give-away; prizes are provided by client.