



ADVERTISEMENT SIZES AND RATES

VAT will be charged as applicable.

	Size in Type Area width x height (mm)	Bleed Advertisements Trimming allowance: 3 mm on each side must be added width x height (mm)	Multicolor (4 Color)
			€
1/1	194 x 260	210 x 280	4 250,-
3/4	vertical 145 x 260	153 x 280	3 315,-
	horizontal 194 x 193	210 x 203	
2/3	vertical 127 x 260	135 x 280	2 975,-
	horizontal 194 x 171	210 x 181	
1/2	vertical 94 x 260	102 x 280	2 295,-
	horizontal 194 x 127	210 x 137	
1/3	vertical 61 x 260	69 x 280	1 560,-
	horizontal 194 x 83	210 x 93	
1/4	vertical 1-column 45 x 260	53 x 280	1 190,-
	vertical 2-column 94 x 127	-	
	horizontal 4-column 194 x 61	210 x 71	
1/8	vertical 1-column 45 x 127	-	610,-
	horizontal 2-column 94 x 61	-	
Continous Size Across Gutter			
2/1	404 x 260	420 x 280	8 500,-
Back Cover			
1/1	194 x 260	210 x 280	4 680,-

CLASSIFIED ADVERTISING

Column size: 45 mm. Minimum amount 10 mm.

	b/w	2c/3c	4c
per mm	€ 2,30	€ 3,40	€ 3,70

DISCOUNTS

Volume

3 pages	5%	9 pages	15%
6 pages	10%	12 pages	20%

Series

3 insertions	3%	9 insertions	10%	18 insertions	20%
6 insertions	5%	12 insertions	15%	24 insertions	21%

PUBLICATION SCHEDULE 2010

Issue No.	Supplements	On Sale Date (Day/Month/Year)	Ad Closing Date (Day/Month/Year)	Digital Copy Date (Day/Month/Year)	Delivery Deadline for loose, bound-in & glued-on inserts (Day/Month/Year)
1/2010	Extra	16.12.2009	11.11.2009	16.11.2009	25.11.2009
2/2010	Panorama	13.01.2010	03.12.2009	07.12.2009	16.12.2009
3/2010	Extra	17.02.2010	15.01.2010	19.01.2010	27.01.2010
4/2010	Panorama	17.03.2010	12.02.2010	16.02.2010	24.02.2010
5/2010	Extra	14.04.2010	10.03.2010	12.03.2010	24.03.2010
6/2010	Panorama	19.05.2010	15.04.2010	19.04.2010	28.04.2010
7/2010	Extra	16.06.2010	11.05.2010	14.05.2010	26.05.2010
8/2010	Panorama	14.07.2010	11.06.2010	15.06.2010	23.06.2010
9/2010	Extra	18.08.2010	16.07.2010	20.07.2010	28.07.2010
10/2010	Panorama	15.09.2010	13.08.2010	17.08.2010	25.08.2010
11/2010	Extra	13.10.2010	10.09.2010	14.09.2010	22.09.2010
12/2010	Panorama	17.11.2010	13.10.2010	15.10.2010	27.10.2010
1/2011	Extra	15.12.2010	11.11.2010	15.11.2010	24.11.2010



CONDITIONS OF PAYMENT

Payment must be made on publication date. Payment is due on the on-sale date of the magazine issue in which the advertisement appeared, at the latest 30 days after the on-sale date (only by prior agreement). 2% discount for pre-payment of the total amount prior to the on-sale date as long as there are no further amounts outstanding. Penalty interest on arrears will be charged according to current bank interest rates.

Commission: 15% to recognized agencies.

All payments for advertising should be made in EURO (€).

Payment by credit-card is possible (VISA or MasterCard)

VAT will be charged as applicable. Ust.-ID-Nr.: DE 811186870

BANK ACCOUNTS

Bank	Postbank Nürnberg	Commerzbank AG Nürnberg
Bank code	760 100 85	760 400 61
Account No.	610 00-858	5 221 452
IBAN	DE42 7601 0085 0061 0008 58	DE21 7604 0061 0522 1452 00
BIC	PBNKDEFF	COBADEFF

Bank	Deutsche Bank AG Nürnberg	Sparkasse Nürnberg
Bank code	760 700 12	760 501 01
Account No.	277 699	1 088 887
IBAN	DE84 7607 0012 0027 7699 00	DE20 7605 0101 0001 0888 87
BIC	DEUTDEMM760	SSKNDE77

Bank	Dresdner Bank AG Nürnberg	HypoVereinsbank Nürnberg
Bank code	760 800 40	760 200 70
Account No.	120 506 700	2 083 000
IBAN	DE13 7608 0040 0120 5067 00	DE40 7602 0070 0002 0830 00
BIC	DRESDEFF760	HYVEDEMM460

TECHNICAL DATA

Frequency: Monthly

Magazine Size: 210 mm wide by 280 mm high (bleedoff pages)

Type Area: 194 mm wide by 260 mm high

Printing Process: Web offset

Binding Method: Saddle stitched

Image Resolution: actual image size at least 120 l/cm (300 dpi)

Mode: CMYK

Dot Area: should not exceed 300%

Bleed Advertisements: Bleed allowance 3 mm on each side must be added. Important parts of the text and motif must be at least 5 mm away from the bleed. Text running over the gutter needs additional 3 mm space per page.

Open Documents: InDesign, Xpress, Freehand, Illustrator, others on request.

Data Formats: TIFF, JPEG (maximum quality), EPS, PDF-X/3 (CMYK)

The publisher and printer will not accept responsibility when proofs are not submitted. All electronic files will be held for one year only, then destroyed, unless otherwise requested in writing.

SEND ALL MATERIALS TO

Olympia-Verlag GmbH
Advertising Dept. "ALPIN"
Badstrasse 4-6
90402 Nuremberg
Germany

Data communication: FTP-Server, login details: anzeigen@olympia-verlag.de

E-Mail: anzeigen@olympia-verlag.de