

Ratecard

No.18 / 1.1.2012

OV

unterwasser





## EDITORIAL CONCEPT

Each issue of unterwasser is prepared by a team of renowned photographers and journalists who are all intimately familiar with the international diving scene.

Each story or report contains:

1. **PICTORIAL SECTIONS:** Superb photographic portfolios with strikingly unusual layouts present a subjective approach to the topic in question.
2. **COPY SECTIONS:** The objective information in these sections is structured to ensure that it can be read and understood easily.
3. **GRAPHICS:** These gives readers an overview of as well as specialized information on the material covered in the respective stories or reports.

The key benefit – these modules empower readers, letting them focus immediately on the section of the article that interests them.



## CONTENTS

1. International and regional dive tourism
2. Diving equipment, tests and market surveys
3. Underwater photography and video technology
4. Marine biology, ecology and the environment
5. Dive training, tips and tricks
6. Entertainment: portfolios, interviews, readers competitions
7. Specials: controversial topics, presented with no lack of dispute

## CONTACT

Olympia-Verlag GmbH, Badstrasse 4–6, 90402 Nuremberg

**Ad order processing:** Phone: +49(0)9 11/2 16-22 56 or -23 18

**Phone:** +49(0)9 11/2 16-22 15

**Fax:** +49(0)9 11/2 16-27 39

**E-mail:** [anzeigen@unterwasser.de](mailto:anzeigen@unterwasser.de)

**Internet:** [www.unterwasser.de](http://www.unterwasser.de)



## 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	Commerzbank AG Nürnberg
Bank code	76040061
Account No.	5221452
IBAN	DE21 7604 0061 0522 1452 00
BIC	COBADEFF

Bank	Postbank Nürnberg
Bank code	76010085
Account No.	61000-858
IBAN	DE42 7601 0085 0061 0008 58
BIC	PBNKDEFF

## TECHNICAL DATA

**Edition:** monthly

**Magazine size:** 225 mm wide by 280 mm high (bleedoff pages)

**Type area:** 195 mm wide by 250 mm high

**Printing:** Web offset

**Binding:** Perfect-bound

**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 10 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:** PDF-X/3 (CMYK), TIFF, JPEG (maximum quality), EPS

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. "unterwasser"  
Badstrasse 4–6  
90402 Nuremberg  
Germany

**Data transfer:** FTP-Upload available – please ask for details.

**E-Mail:** [anzeigen@unterwasser.de](mailto:anzeigen@unterwasser.de)



## ADVERTISEMENT SIZES AND RATES

	Size in type area width x height (mm)	Bleed advertisements* width x height (mm)	Multi color (4 colors) €
<b>1/1</b>	195 x 250	<b>225 x 280</b>	4.700,-
<b>3/4</b>	vertical	<b>145 x 250</b>	3.666,-
	horizontal	<b>195 x 188</b>	
<b>2/3</b>	vertical	<b>128 x 250</b>	3.290,-
	horizontal	<b>195 x 167</b>	
<b>1/2</b>	vertical	<b>95 x 250</b>	2.538,-
	horizontal	<b>195 x 125</b>	
<b>1/3</b>	vertical	<b>62 x 250</b>	1.723,-
	horizontal	<b>195 x 82</b>	
<b>1/4</b>	vertical	<b>45 x 250</b>	1.316,-
	horizontal	<b>195 x 62</b>	
	2-column	<b>95 x 122</b>	

**\* 3 mm on each side must be added**

	Size in type area width x height (mm)	Bleed advertisements* width x height (mm)	Multi color (4 colors) €
<b>Continuous Size Across Gutter</b>			
<b>2/1</b>	420 x 250	<b>450 x 280</b>	9.400,-
<b>Cover Pages</b>			
<b>1/1</b>	2nd Cover	<b>195 x 250</b>	5.170,-
	Back Cover	<b>195 x 250</b>	5.640,-

VAT will be charged as applicable.



## CLASSIFIED ADVERTISING

Six special classified ads for successful customer contact:

- DIVEGUIDE** — Dive stations and hotels present their offers here.
- SUN & FUN** — The ideal location for dive travel operators to advertise.
- SHOPS & SCHULEN** — The classified advertisement section for specialized diving shops and dive schools.
- DRUM & DRAN** — The classified advertisement section for everything manufacturers have to offer.
- HOTSHOTS** — The ad marketplace for underwater photos and videos.
- KURZ & FÜNDIG** — This section is for all other miscellaneous ads.



### DIVE GUIDE

with x height	€
61 x 110 mm	279,-



### SHOPS & SCHULEN (SHOPS & SCHOOLS)

Color width x height	b/w €	2c/3c €	4c €
95 x 20 mm	79,-	102,-	135,-
95 x 30 mm	119,-	154,-	203,-
95 x 40 mm	158,-	205,-	271,-
95 x 50 mm	198,-	256,-	339,-
95 x 60 mm	238,-	308,-	406,-

Bookable for 6 up to 12 issues



### SUN & FUN, HOTSHOTS, DRUM & DRAN (BITS & BOBS), KURZ & FÜNDIG (SHORT & SWEET)

Color Price per mm	b/w €	2c/3c €	4c €
Column size: 45 mm	2,40	3,20	4,00
Column size: 95 mm	4,80	6,40	8,00

Minimum height: 5 mm



## CLASSIFIED ADVERTISING

Our "Travel" section provides detailed descriptions of select, superb diving spots. If you advertise your services here, you can be certain you'll be right on target for the readers you want to reach.



Special ads inside our "Travel" section – no better place to be!

### SPECIAL-ADS INSIDE OUR "TRAVEL" INFO SECTION

width x height	€
90 x 83 mm	861,-
90 x 166 mm	1.723,-

VAT will be charged as applicable.

## DISCOUNTS

Volume	Series
3 pages 5%	3 insertions 3%
6 pages 10%	6 insertions 5%
9 pages 15%	9 insertions 10%
12 pages 20%	12 insertions 15%
15 pages 21%	18 insertions 20%



## PUBLICATION SCHEDULE 2012

Issue	No/	On Sale (Day/Month/Year)	Closing Date (Day/Month/Year)	Material Deadline (Day/Month/Year)	Delivery Deadline for loose, bound-in & glued-on inserts (Day/Month/Year)
January	1	15/12/2011	10/11/2011	17/11/2011	24/11/2011
February	2	19/01/2012	15/12/2011	21/12/2011	21/12/2011
March	3	16/02/2012	19/01/2012	26/01/2012	02/02/2012
April	4	15/03/2012	16/02/2012	23/02/2012	01/03/2012
May	5	12/04/2012	15/03/2012	22/03/2012	22/03/2012
June	6	16/05/2012	19/04/2012	26/04/2012	26/04/2012
July	7	14/06/2012	16/05/2012	24/05/2012	24/05/2012
August	8	12/07/2012	14/06/2012	21/06/2012	21/06/2012
September	9	14/08/2012	19/07/2012	26/07/2012	26/07/2012
October	10	13/09/2012	16/08/2012	23/08/2012	23/08/2012
November	11	11/10/2012	13/09/2012	20/09/2012	20/09/2012
December	12	15/11/2012	18/10/2012	25/10/2012	25/10/2012
January	1/2013	13/12/2012	15/11/2012	22/11/2012	22/11/2012



## INSERTS



### LOOSE INSERTS

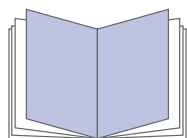
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€ 78,- up to 25 gram per thousand

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€ 98,- up to 50 gram per thousand

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### BOUND-IN INSERTS

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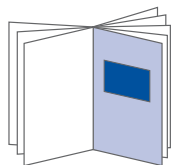
€ 78,- up to 25 gram per thousand

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€ 98,- up to 50 gram per thousand

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Only total circulation possible.



### GLUED-ON INSERTS

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Reply cards € 68,- per thousand

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Other € 78,- up to 25 g per thousand

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glued-on-items € 98,- up to 50 g per thousand

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Reply cards or other items glued on to a fullpage advertisement.

Loose, bound-in and glued-on inserts must be such that they can be processed by machine without difficulty. For that reason 5 samples must be submitted to the publisher upon placing an order.

### SHIPPING ADDRESS (INSERTS)

Sellier Druck  
Attn. Production Dept. "unterwasser"  
Angerstrasse 54  
85354 Freising  
Germany



## EDITORIAL CONCEPT



[unterwasser.de](http://www.underwasser.de) delivers daily news on all the important events of the diving industries and scene. Our "diveguide" contains all relevant information about the most common diving destinations.

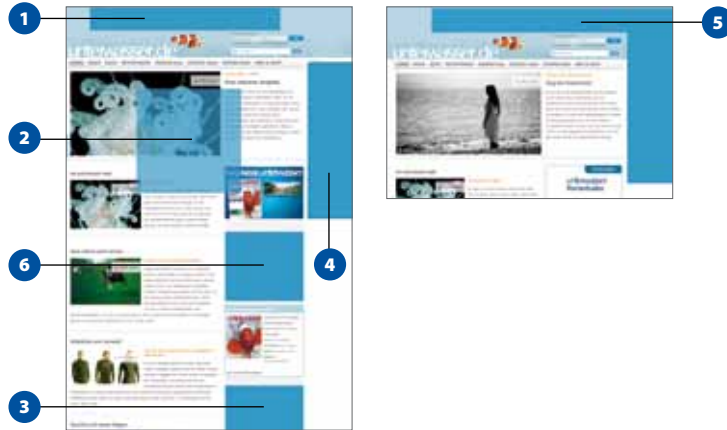
Our most popular section, generating the biggest ratio of page impressions is our "visions" photo contest. Up to 180 underwater photographers are facing evaluation by our jury of professionals every month. Filmmakers are also being attended on [www.underwasser.de](http://www.underwasser.de) by our monthly "Seestern" video contest, with our users acting as "online-judges".

## PAGE IMPRESSIONS

Year	Month	PageImpressions	Visits
2011	September	139.835	25.663
2011	August	161.690	28.552
2011	July	169.272	28.240
2011	June	189.560	25.189
2011	May	238.613	27.079
2011	April	213.541	26.946
2011	March	206.357	25.199
2011	February	238.032	25.686
2011	January	243.983	32.437
2010	December	764.932	61.234
2010	November	223.836	30.010
2010	October	164.251	27.923
2010	September	131.342	26.875



## PRICE INFORMATION



Promotional tools	Placement	Size pixel	TKP*
1 Leader Board	Run of Site	728 x 90	€ 15,-
2 Flash-Layer	Run of Site, Frequency Cap	400 x 400	€ 40,-
3 Promotion Ad	Run of Site	300 x 200	€ 10,-
4 Skyscraper	Run of Site	200 x 600	€ 20,-
5 Wallpaper	Run of Site	728 x 90 200 x 600	€ 35,-
6 Medium-Rectangle	Run of Site	+ 300 x 250	€ 25,-

\* PageImpressions guaranteed 30 000 Pls, Source: IVW

## CONTACT

### Ad Sales Print & Online

Phone: +49(0)9 11/2 16-22 56, 2 16-23 18

Fax: +49(0)9 11/2 16-27 39

E-mail: [anzeigen@unterwasser.de](mailto:anzeigen@unterwasser.de)

### Online Marketing

Phone: +49(0)9 11/2 16-21 40

Fax: +49(0)9 11/2 16-27 39

E-mail: [m.lutz@unterwasser.de](mailto:m.lutz@unterwasser.de)