

ALPIN

LEBEN FÜR DIE BERGE

Media-Sales ALPIN
Konrad Heigl
Phone +49 911 216-18 20
Fax +49 911 216-27 39
k.heigl@alpin.de



RATE CARD 2023

Rate Card No. 57_V1



FOTO: CHRISTIAN BÄCK



The ALPIN-Team (from the left): Robert Demmel, Andreas Erkens, Olaf Perwitzschky and Holger Rupprecht.



CONCEPT

ALPIN is living for the mountains, it is addressed to hikers, mountaineers, via ferrata climbers, climbers and ski touring skiers. The pioneering magazine shows the beauty of the mountains on all channels - in print, online and social media.

ALPIN presents itself as a modern media brand with a high degree of campaign competence. The contemporary and appealing design has won several design awards.

ALPIN promises "more heartbeating - greater adventures". This is achieved through unique photo galleries and lots of reading pleasure in carefully researched and emotional features. ALPIN editors Robert Demmel and Andreas Erkens: "In ALPIN we tell stories: wild, beautiful, of fine experiences. Just feel the passion burning for the mountains."

The service pages of **ALPIN** present the know-how of experts in an easy-to-understand way. Each issue offers 16 tour cards to collect. **ALPIN**'s reach is impressive: According to AWA, the print edition has 207,000 readers. A unique target group with an above-average education and income.

ALPIN is published monthly, and of course also as ePaper.

alpin.de features daily news, weather and avalanche information, a monthly photo contest, attractive prize competitions, extensive tests and high-quality touring tips, as well as photo galleries and carefully researched know-how articles for safe mountaineering. With this attractive offer, we regularly achieve around 350,000 visits and 1,500,000 page impressions per month with strong growth.

ALPIN's social media activities on Instagram, Facebook, Twitter and YouTube appeal to more than 100,000 active followers who enjoy the latest mountain pictures, videos and information on their screens every day via our channels.

ALPIN - Leben für die Berge!

READERSHIP PROFILE

	Total %	ALPIN %	(Index total = 100)
Active in sports¹			
Hiking	57	95	167
Mountaineering	13	70	538
Downhill skiing/Snowboarding	15	54	358
Mountain biking	24	50	214
Cross-country skiing	11	46	436
Well equipped²			
Outdoor clothing for sports and everyday life	32	64	198
E-Bike	23	43	182
Mountainbike	19	34	176
A wide range of interests³			
Vacation and travel	43	64	148
Photography	12	31	249
Results of product tests	12	24	197
"I enjoy spending the night in top hotels"	13	18	143
Interested in travelling⁴			
Several vacation trips	15	39	255
Preferred type of travel:			
Active or sports holiday	32	75	234
Typologies: sports, leisure, culture			
Core target group: all-round sports persons	24	72	303
Core target group: winter sports	8	43	552
Culturally active persons	8	28	332

Source: AWA 2022. Basis: Total German-speaking population aged 14 and over (70.60 mio.) 207 thousand ALPIN readers. 1: I do frequently/once in a while; 2: Ownership/purchase intention next 1 - 2 years; 3: Particularly interested in; 4: Vacation trips in the last 12 months



ALPIN IN FIGURES



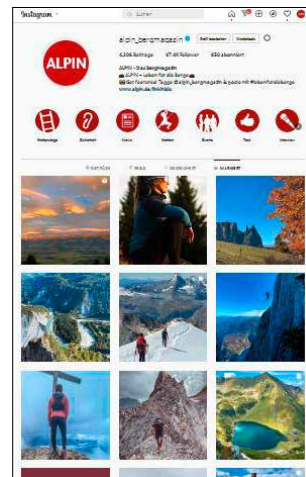
Print Magazine
Print editions 28 062*



Website
494 000 visits and
1 500 000 web page views per month**



Newsletter
11 000 Subscribers**



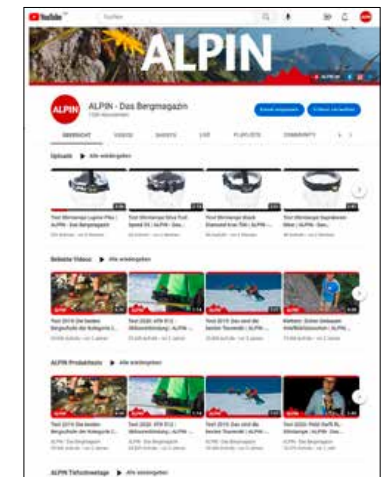
Instagram
48 000 Followers**



Facebook
49 000 Followers**



Twitter
3 300 Followers**



Youtube
1 300 Followers**

* according to IVW Stand Ø 1.-3. quarter 2022

** according to IVW as of 08/2022

ADVERTIZING FORMATS AND RATES

All prices plus VAT.



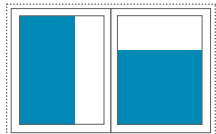
1/1 PAGE Type Area 194 x 260
Bleed* 210 x 280

1/1 PAGE U2 & U3 **NOTE:** Please note that - due to the adhesive binding - the **visible area** is only 205 mm x 280 mm.



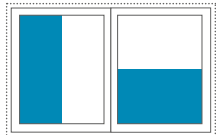
3/4 PAGE VERTICAL Type Area 145 x 260
Bleed* 153 x 280

HORIZONTAL Type Area 194 x 193
Bleed* 210 x 203



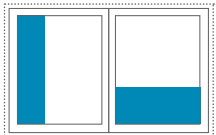
2/3 PAGE VERTICAL Type Area 127 x 260
Bleed* 135 x 280

HORIZONTAL Type Area 194 x 171
Bleed* 210 x 181



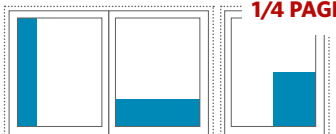
1/2 PAGE VERTICAL Type Area 94 x 260
Bleed* 102 x 280

HORIZONTAL Type Area 194 x 127
Bleed* 210 x 137



1/3 PAGE VERTICAL Type Area 61 x 260
Bleed* 69 x 280

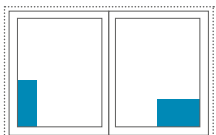
HORIZONTAL Type Area 194 x 83
Bleed* 210 x 93



1/4 PAGE VERTICAL Type Area 45 x 260
Bleed* 53 x 280

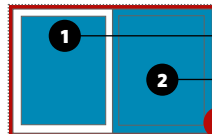
HORIZONTAL Type Area 194 x 61
Bleed* 210 x 71

2-COLUMN Type Area 94 x 127



1/8 PAGE VERTICAL Type Area 45 x 127

2-COLUMN Type Area 94 x 61



1 Advert in type area (WxH in mm)
2 Advert in bleed (WxH in mm) plus bleed allowance
3 *Bleed: Bleed allowances on all sides: 3 mm

Sizes	Type Area	Bleed adverts*	Multicolor	
	width x height (mm)	width x height (mm)	€	
1/1	194 x 260	210 x 280	5 500,-	
3/4	vertical	145 x 260	4 290,-	
	horizontal	194 x 193		210 x 203
2/3	vertical	127 x 260	3 850,-	
	horizontal	194 x 171		210 x 181
1/2	vertical	94 x 260	2 970,-	
	horizontal	194 x 127		210 x 137
1/3	vertical	61 x 260	2 020,-	
	horizontal	194 x 83		210 x 93
1/4	vertical 1-column	45 x 260	1 540,-	
	vertical 2-column	94 x 127		-
	horizontal 4-column	194 x 61		210 x 71
1/8	vertical 1-column	45 x 127	790,-	
	horizontal 2-column	94 x 61		-
Continuous size across gutter				
2/1	404 x 260	420 x 280	11 000,-	
Special placements				
1/1	2./4. US	194 x 260	6 050,-	

* Bleed allowance: 3 mm on all sides

ATTENTION: Elements at risk of bleed must be placed at least **5 mm inwards from the trim** (final format) on all sides.

Special placements and other formats

Available on request.

Discounts

Quantity scale:
from 3 pages 5 %
from 6 pages 10 %
from 9 pages 15 %
from 12 pages 20 %

Advertising agencies receive an agent's commission of 15% of the customer's net price (gross price minus discount). Advertisements in the editorial section can not be combined with advertisement in the classified section.

Special Discount

Mountain schools receive a 20% discount for orders placed directly.

Classified Adverts

Attention: for classified ads separate format dimensions apply!

ALPIN SUPPLEMENTS

Insertion options, prices, formats on request!

All prices plus VAT.



ALPIN-EXTRA

ALPIN's Mega-Insert presents hikes, mountain climbs, via ferratas and climbing routes on 16, 24 or 32 pages. Detailed service pages provide information about accommodation, events, mountain and ski schools including all information addresses.

Sizes	Type area	Bleed adverts*
	width x height (mm)	width x height (mm)
1/1	175 x 267	200 x 300
1/2	vertical	85 x 267 100 x 300
	horizontal	175 x 131 200 x 146
1/3	vertical	55 x 267 70 x 300
	horizontal	175 x 85 200 x 100
1/4	vertical 2-columns	85 x 131 -
	horizontal	175 x 63 200 x 78

Other formats possible on request.

* **Bleed allowance: 3 mm on all sides**

ALPIN-BOOKLET

Compact guides full of tour tips and know-how.



ALPIN-MIDI

The guide in DIN A5 format. Handy yet generous enough to enjoy the great photos that make you want to get going!



CALENDAR

The ALPIN wall calendar is cult. For many years, the attractive annual companion in magazine format has been included in the January issue. It shows the most beautiful motifs from the PICs photo competition. With 13 logos on the cover and in the calendar.



INSERTS



Inserts are loose leaflets enclosed with the ALPIN magazine. Orders for inserts can only be accepted upon request. The order shall not be deemed accepted by the publisher until an original sample (5-fold) of the insert is available and provided that no objections against its content are raised and a trouble-free processing is ensured. The inserts shall be as uninterleaved as possible in the package (i.e. depending on the size of the insert, but at least 50 copies interleaved). Additional technical costs incurred due to the nature of an insert will be charged.

Insert sizes: minimum size 105 x 148 mm, maximum size 200 x 270 mm

Discount: not discountable

Agency commission: 15 %

Right to withdraw: No right of withdrawal from confirmed orders.

Delivery date: see schedule 2023.

Detailed information on request.

BOUND-IN INSERTS



A delivered brochure will be published together with the editorial sheets. The order shall not be deemed accepted by the publisher – subject to the right to postpone deadlines – until an original sample (5-fold) is available and provided that no objections against their content are raised and a trouble-free processing is ensured. The bound-in inserts must not be interleaved in the package.

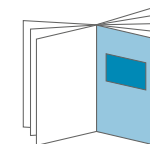
Additional technical costs incurred due to the nature of the bound-in inserts will be charged.

Bound-in sizes: At least 1/2 page up or across. 3.0 mm milling edge, 10 mm head trimming, 4.5 mm required on the remaining pages for booklet format.

Scope: Up to 8 pages. Larger scopes on request.

Composite inserts: are binders shared by several advertisers and are possible by special agreement. Circulations, prices and dates on request.

GLUED-IN INSERTS



Glued-in inserts are glued onto a full-page carrier page in such a way, that the sticker can be removed by the reader. A condition for the insert order is the **additional acceptance of a full-page advertisement**. It can be b/w or colour.

Nature of a postcard sticker: It is recommended to use an offset carton of at least 150 g/m². The postcards must be cut exactly and must not be interleaved in the package.

For information on discounts, agents, booking deadline, right of withdrawal, delivery deadline, see "Supplement".

Printed matter deviating from the postcard format as well as envelopes with contents, brochures and samples may also be attached (sample required).

Price per 1,000 supplements up to 25 g € 94,- | up to 30 g € 99,- | up to 35 g € 104,- | more on request.

Processing subsidy: 2 - 3 %

Deadlines: Please coordinate dates for planned inserts, bound-in inserts and glued-in inserts with us before placing the order. We look forward to your call: +49 911 216-26 69.

Delivery address: Zeitfracht GmbH Nürnberg, Emmericher Str. 10, 90411 Nürnberg, Herstellung ALPIN.

Delivery form: Free printing house. With precise marking „Alpine, issue no. ...“. This marking must be clearly visible on the outside.



CROSS-MEDIA

Individual cross-media offers on request!
All prices plus VAT.



With cross-media offers, you place your advertising message in print as well as on the alpin.de website. Depending on the format, placement on our social media channels is included. Additional social media placements can be booked as an option.

ADVERTORIALS

Published in ALPIN Magazine + on alpin.de
Price: from € 2 700



COMPANY PORTRAITS

Published in ALPIN Magazine + on alpin.de
Price: on request



EQUIPMENT GUIDES

Published in ALPIN Magazine + on alpin.de
Price: € 500



SUMMER PRIZE CONTEST

Published in ALPIN Magazine + on alpin.de and on our social media channels
Price: € 500



ADVENT CALENDAR

Published in ALPIN Magazine + on alpin.de, our newsletter and on our social media channels
Price: from € 450



PRODUCT OF THE MONTH

Published in ALPIN Magazine + on alpin.de, our newsletter and on our social media channels
Price: € 2 000



PRODUCT FOR PICS PHOTO CONTEST

Published in ALPIN Magazine + on alpin.de
Price: € 500



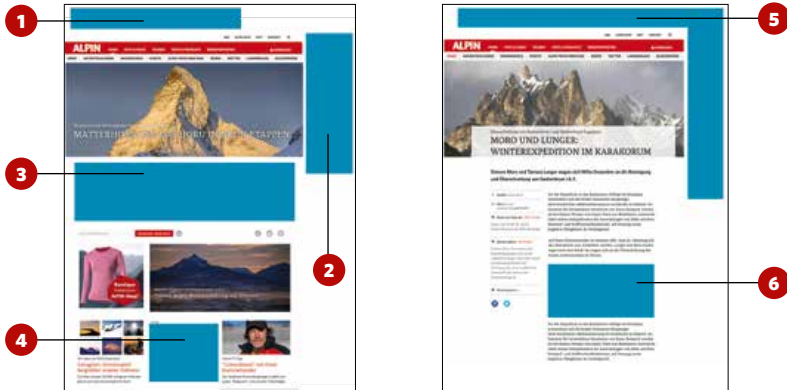
ATHELETES INTERVIEW

Published in ALPIN Magazine + on alpin.de
Price: on request



ONLINE ADVERTISING AND RATES

All prices plus VAT.



Advertising concept	Placement	Format pixel	TCP* €
Ad Bundle	Run of Site		60,-
1 Super Banner	Run of Site	728 x 90	60,-
2 Skyscraper	Run of Site	200 x 600	70,-
3 Billboard	Run of Site	940 x 250	100,-
4 Medium-Rectangle	Run of Site	300 x 250	70,-
5 Wallpaper	Run of Site	980 x 100 + 200 x 600	100,-
6 Intext Spot	Run of Site		100,-

*TCP = Thousand-Contact-Price
Price for 1000 copies (ad impressions) in rotation.
The banner appears exactly as often as agreed during the booked period.

DATA DELIVERY

Data size: All advertising media up to max 200 KB
Data formats: .gif / .jpg / .png / HTML5 as Iframe-Redirect
Delivery: At least 5 working days before the start of publication to: k.heigl@alpin.de

ONLINE-ADVERTORIAL

Advertorial on alpin.de
Price: € 2 000



SUBCHANNEL

Your own menu item on alpin.de to promote your region incl. online advertorials
Price: from € 5 000



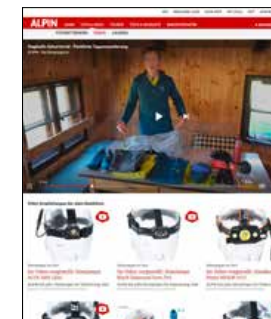
ONLINE RICE CONTEST

Price contest on alpin.de, newsletter integration** and on all our social media channels**
Price: € 1 000 or € 2 000**



VIDEO INTEGRATION

Your promotional video on alpin.de and on the ALPIN YouTube channel
Price: € 500



ONLINE ADVERTISEMENT

Attractive advertising format on alpin.de
Price: € 500



SOCIAL MEDIA

Your post/story on Instagram, Facebook and Twitter
Price: € 300





TECHNICAL DATA

Frequency: Monthly

Magazine size: 210 mm wide by 280 high (bleed)

Type area: 194 mm wide by 260 mm high

Bleed advertisements: 3 mm bleed allowance on all sides.

Due to the size of the magazine, elements at risk of bleed must be placed at **least 5 mm inwards from the final format on all sides** when laying out the printing template.
Minimum size for bleed advertisements: 1/4 page.

Binding finish: Adhesive binding. For advertisements printed over the gutter, an overfill of 3 mm per page is required because of the adhesive binding in the gutter.

Printing process:

Cover: Sheetfed offset

Inside pages: Web offset

Colour scale: EUROPA according to DIN 16539

Colour density: For all 4 colours in total not more than 300 %

Print order: Black, Cyan, Magenta, Yellow

Point increase: For colour control strips FOGRA PMS I
40 % (field M), 14 % -18 %, 80 % (field T), 11 % -13 %

PRINTING MATERIAL

Data delivery:

Printable **PDF** (PDF-X-3, CMYK, min. 300 dpi, single pages)

The PDF file should be exported with crop marks and page information.

Other document formats on request.

Delivery address for print material: Olympia-Verlag GmbH,
Vermarktung ALPIN, Badstraße 4 - 6, 90402 Nürnberg,
phone +49 911 2 16-18 20 oder +49 911 2 16-22 55.

Technical data: Current and binding technical data can be found at: duon-portal.de



also available for download as PDF.

Delivery of print material: Please send your digital print documents to the central acceptance office of the VDZ publishing houses via the DUON portal at: duon-portal.de

User support is available at: support@duon-portal.de or directly by

phone +49 40 37 41 17-50

General legal information: The warranty claims specified in the publisher's General Terms and Conditions require compliance with the certified technical requirements and standards stated on the DUON portal. This also applies to data delivery without proof.

SCHEDULE 2023 PRINT MAGAZINE

Issue	No.	On sale	Closing date Right of withdrawal	Delivery date Print material	Delivery date Inserts
January	1	09/12/2022	03/11/2022	10/11/2022	16/11/2022
February	2	13/01/2023	06/12/2022	13/12/2022	20/12/2022
March	3	10/02/2023	04/01/2023	12/01/2023	18/01/2023
April	4	10/03/2023	02/02/2023	09/02/2023	15/02/2023
May	5	14/04/2023	07/03/2023	14/03/2023	20/03/2023
June	6	12/05/2023	03/04/2023	12/04/2023	18/04/2023
July	7	09/06/2023	28/04/2023	08/05/2023	15/05/2023
August	8	14/07/2023	07/06/2023	15/06/2023	21/06/2023
September	9	11/08/2023	06/07/2023	13/07/2023	19/07/2023
October	10	15/09/2023	09/08/2023	17/08/2023	23/08/2023
November	11	13/10/2023	06/09/2023	13/09/2023	19/09/2023
December	12	10/11/2023	04/10/2023	11/10/2023	17/10/2023
January	1 24	08/12/2023	02/11/2023	09/11/2023	15/11/2023

Day/Month/Year



FIND A CONTACT PERSON NEARBY

NIELSEN I

Olympia-Verlag GmbH
Badstraße 4 - 6
90402 Nürnberg
Phone +49 911 216 18 20
Fax +49 911 216 27 39
E-Mail: anzeigen@alpin.de
olympia-verlag.de

NIELSEN II

Andreas Paßmann
Paßmann MedienPartner GmbH
Graf-Recke-Straße 18
40239 Düsseldorf
Phone +49 211 54 2181-0
andreas.passmann@medienpartner.net
medienpartner.net/nrw

NIELSEN IIIa

Olympia-Verlag GmbH
Badstraße 4 - 6
90402 Nürnberg
Phone +49 911 216 18 20
Fax +49 911 216 27 39
anzeigen@alpin.de
olympia-verlag.de

NIELSEN IIIb

Martin Schaible
Diana Stark
Schaible MedienPartner
Südwest GmbH
Friedrichstr. 8
70736 Fellbach
Phone +49 711 25 94 34-3
Fax +49 711 25 94 34-44
bawue@medienpartner.net
medienpartner.net

NIELSEN IV

Martin Schaible
Markus Piendl
Schaible MedienPartner GmbH
Media Home München
Wörthstraße 25
81667 München
Phone +49 89 17 30 07-0
Fax +49 89 17 30 07-70
bayern@medienpartner.net
medienpartner.net

NIELSEN V/VI/VII

Olympia-Verlag GmbH
Badstraße 4 - 6
90402 Nürnberg
Phone +49 911 216 18 20
Fax +49 911 216 27 39
E-Mail: anzeigen@alpin.de
olympia-verlag.de



AUSTRIA

Günter Almberger
Mountainimage
Medienagentur Almberger
Wiener Str. 66-72
A-2345 Brunn am Gebirge
Phone +43 664 2551417
info@mountainimage.at
mountainimage.at

ITALY

Riccardo Rausch
Patrizia Giacconi
RPR ITALY media agency
Rausch Promotion S.a.s.
Via Fitta, 19/A
38062 Arco (Trento), Italien
Phone +39 04 64-55 2194
Fax +39 04 64-55 22 44
olympia@rpritaly.com
rpritaly.com

OTHER COUNTRIES

Gruner + Jahr Deutschland GmbH
International Media Sales
Am Baumwall 11
20459 Hamburg
Phone +49 40 37 03 29 85
Fax +49 40 37 03 17 29 40
ims@rtl.com
internationalmediasales.net

TOURIST-ADVERTISEMENTS

AUSTRIA/ SOUTH TYROL

IGL-Werbedienst GmbH
Postfach 222
Nußdorferstraße 5a
5021 Salzburg, Österreich
Phone +43 662 453615-0
Fax +43 662 452038
office@igl.at
igl.at

PUBLISHER INFORMATION

Olympia-Verlag GmbH,
Vermarktung ALPIN
Badstraße 4-6
90402 Nürnberg
Phone Sales: +49 911 216-18 20
Phone Dispatching: +49 911 216-22 55
Fax: +49 911 216-2739

anzeigen@alpin.de
alpin.de

PZN: 513874

TERMS & CONDITIONS

Further to the publisher's terms & conditions, the „General Terms and Conditions for Advertisements and Third-Party Inserts in Newspapers and Magazines“ shall apply for the processing of advertising orders.

We will be happy to send you our current GTCs/ATCs as well as information on circulations and market data on request. You can also find them on the Internet at: alpin.de/tarife

TERMS OF PAYMENT

Payments are due on the publication date on which the issue containing your ad is published. In case of advance payment, a 2% discount is granted, provided that the invoice amount is received in full by the publisher before the publication date and no outstanding payments exist. Direct debit is possible.

VAT: A statutory sales tax (VAT) will be added to the net prices and is due on the dates of the payment terms.
VAT ID No.: Ust.-ID-Nr.: DE 811186870

BANK ACCOUNTS

Bank Commerzbank AG Nürnberg
Routing no. 76040061
Account no. 5221452
IBAN DE21 7604 0061 0522 1452 00
BIC COBADEFF

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



AWA



Ad bookings can also be submitted via the online booking system (OBS). Information at: obs.pz-online.de