

2017



1. Magazine Format

DinA4: 210 mm wide x 297 mm high

2. Printing Space

180 mm wide x 254 mm high

Number of columns: 4 columns, column width 42 mm; column distance 4 mm

3. Printing and binding process, printing material

Offset, screen: 60; bleed difference: min. 5 mm per bleed edge; accepted data-formats: .jpg, .eps, .pdf

4. Dates

Frequency of publication

6 Magazines a year + 1 Special + 1 Catalogue

Publication dates

see follow-up chart and list of topics

Closing date / deadline

15 days before date of publication; printing material: 14 days before date of publication

5. Publishing Company

Rede & Antwort Verlag und Redaktion Immo Dubies**Address**

Hauptplatz 3, A-3040 Neulengbach

Postal address

Hauptplatz 3, A-3040 Neulengbach

Internet

www.ATV-QUAD-Magazin.com

Email

info@ATV-Magazin.com

Advertising department

Marianne Bärnschütz-Dubies

Fon +43/2772/ 568 23-0

Fax +43/2772/ 568 23-5

Legal venue

A-3040 Neulengbach

6. Terms of Payment

Bank collection 5% discount, 10 days 3%, 30 days net

Advertising orders by companies, which are not based in Germany, Austria, or Switzerland, will only be placed after an effected pre-payment until the closing-date for printing material.

Our (Eruopean) VAT-Number: ATU 412 195 06; legal venue: A-3040 Neulengbach

Bank details**IBAN****BIC****Bank**

Bank details Germany

DE52 4306 0967 8020 3667 00

GENODEM1GLS

GLS Gemeinschaftsbank e.G.

Bank details Austria

AT31 3266 7000 0076 3169

RLNWATWWPRB

Raiffeisenbank Wienerwald

Bank details Switzerland

(only for Switzerland)

Konto 90-145698-6

Schweizer Postkonto

7. Advertising sizes and prices

Basic prices for advertisements in the editorial part (all prices in € Euro)

Size	Format (mm) in printing space	without bleed diff.	B&W	2C	3C	4C
2 pages (middle of magazine)		420x297	8.450 €	8.450 €	8.450 €	8.450 €
2 pages (bind screen print)		420x297	7.200 €	7.200 €	7.200 €	7.200 €
1,5 pages		315x297	5.400 €	5.400 €	5.400 €	5.400 €
1 page	210x297	210x297	3.600 €	3.600 €	3.600 €	3.600 €
3/4 page		155x297 oder 210x220	2.700 €	2.700 €	2.700 €	2.700 €
1/2 page		102x297 oder 210x147	1.800 €	1.800 €	1.800 €	1.800 €
1/3 page		69x297 oder 210x96	1.200 €	1.200 €	1.200 €	1.200 €
1/4 page	42x254 / 88x126 / 134x83 / 180x62		900 €	900 €	900 €	900 €

Color: discounts possible

Basic prices for advertisements in „Markt“ (all prices in € Euro)

Size	Format (mm) in printing space	without bleed diff.	B&W	2C	3C	4C
1/1 page	180x254		3.000 €	3.000 €	3.000 €	3.000 €
3/4 page	145x265 oder 180x190		2.300 €	2.300 €	2.300 €	2.300 €
1/2 page	180x126 / 88x254		1.500 €	1.500 €	1.500 €	1.500 €
1/3 page	180x82		1.100 €	1.100 €	1.100 €	1.100 €
1/4 page	42x254 / 88x126 / 134x83/ 180x62		760 €	760 €	760 €	760 €
1/8 page	42x126 / 88x62 / 134x41/ 180x30		400 €	400 €	400 €	400 €
1/16 page	42x62 / 88x30		220 €	220 €	220 €	220 €

Millimeter prices: 1 mm per column 4 € (minimum 20 mm); color: discounts possible

2017



Basic prices for dealer's advertisements in „Markt“ (all prices in € Euro)

Size	Format (mm) in printing space	Price
40 mm 4 columns	180x40	640 €
40 mm 2 columns	88x40	320 €
40 mm 1 columns	42x40	160 €
30 mm 4 columns	180x30	480 €
30 mm 2 columns	88x30	240 €
30 mm 1 columns	42x30	120 €
20 mm 4 columns	180x20	320 €
20 mm 2 columns	88x20	160 €
20 mm 1 columns	42x20	80 €
10 mm 4 columns	180x10	160 €
10 mm 2 columns	88x10	80 €
10 mm 1 columns	42x10	50 €

Design in 4C with files disposed included; discounts possible

8. Preference placements

Covers (all prices in € Euro)

Page	Format (mm) in printing space	without bleed diff.	B&W	2C	3C	4C
2nd Cover	210x297	210x297	4.200 €	4.200 €	4.200 €	4.200 €
3rd Cover	210x297	210x297	3.900 €	3.900 €	3.900 €	3.900 €
4rd Cover	210x297	210x297	4.200 €	4.200 €	4.200 €	4.200 €

Discounts possible

9. Color Surcharges

Special colors (out of CMYK): possible, prices on request

10. Format Surcharges

Preference placements / special surcharges: possible, prices on request

11. Job and Personal Ads

The basic prices for ads in „Markt“ are valid; Line-Ads: Per line 10 Euro, sor subscribers the first 2 lines are without charge.

12. Discounts

when ordering within one insertion-year (beginning with the publication of the first ad)

Interval sc: 2 x 5 %, 3 x 10 %, 4 x 15 %, 6 x 20 %, 8 x 25 %

Quantity scale (pages): 2 x 10 %, 3 x 15 %, 4 x 20 %, 6 x 25 %, 8 x 30 %

Supplements and technical additional costs will not be discounted

13. Supplements (all prices in € Euro)

Price per 1.000: 4 pages 200 €

8 pages 300 €

Split edition possible, no discount possible

Bound insert including print (all prices in € Euro)

8 to 11 pages: 750 € per page

6.000 € for 8 pages

12 to 15 pages: 600 € per page

7.200 € for 12 pages

16 to 31 pages: 500 € per page

8.000 € for 16 pages

32 to 47 pages: 400 € per page

12.800 € for 32 pages

more than 48 pages: 350 € per page

16.800 € for 48 pages

14. Supplements, enclosed CD ROMs (all prices in € Euro)

Price per 1.000: 25 g 120 €

50 g 150 €

any further 25 g 25 €

plus the respective postage, which is at the moment

per suppl. up to 25 g 0,0134 €

per suppl. up to 40 g 0,0226 €

per suppl. up to 30 g 0,0188 €

per suppl. up to 50 g 0,0242 €

per suppl. up to 35 g 0,0211 €

any further 5 g 0,0008 €

Split edition possible, no discount possible

15. Affixed Postcards and samples (all prices in € Euro)

Price per 1000, manually any page: 42 €

mechanically (first page of sheet): 32 €

16. Mailing Adress

By arrangement with the publisher: Fon +43/2772/ 568 230; info@ATV-Magazin.com

2017



Media-Information 2017

1. Short Description:

ATV&QUAD Magazin is THE magazine for the ATV- und Quad-Scene in Germany, Austria, and Switzerland.

2. Memberships: –

3. Organ: –

4. Publisher: Immo Dubies

5. Editorial office: Immo Dubies (Editor-in-Chief); Hans-Georg v.der Marwitz (Tests & Technics); Reiner Atte (News); Dirk Hartung (Sports); Christina Kiehas (News); Thomas Krämer (Reports); Konrad Kuhnt (Reports); Anita Märki (Switzerland); Jörg Schnorr (Reports); Rolf Schuler (Sports)

6. Advertisements

Marianne Bärschütz-Dubies
Hauptplatz 3, A-3040 Neulengbach
Fon +43/2772/ 568 230; Fax +43/2772/ 568 235

7. Volume: 16th volume 2017; Frequency: 6 Magazines a year + 1 Special + 1 Catalogue

8. Publishing Company: Rede & Antwort Verlag und Handel Immo Dubies e.U. (FN 317415 m, LG St. Pölten);
legal venue: A-3040 Neulengbach

9. Postal Address: Hauptplatz 3, A-3040 Neulengbach
Address: Hauptplatz 3, A-3040 Neulengbach

10. Telephone: +43/2772/ 568 230; **Fax:** +43/2772/ 568 235

11. Internet: www.ATV-QUAD-Magazin.com; **Email:** info@ATV-Magazin.com

12. Editorial focusses in ATV&QUAD Magazin 2017

Issue	Months	Deadline	Publication	Focusses
2017/01-02	Jan / Feb	01.02.2017	15.02.2017	Performance-Parts; Utility- & Workshop-Equipment; Protection
2017/03-04	March / April	21.03.2017	04.04.2017	Care Agents; Municipal Utilities; Apparel / Helmets / Gloves
2017/05-06	May / June	09.05.2017	23.05.2017	Travelling / Trailers / Luggage / Theft & Tracking; Hunting / Forest
2017/07-08	July / August	20.06.2017	04.07.2017	Suspension; Winches; Spare Parts; Outdoor-Apparel
2017/09-10	Sept / October	15.08.2017	29.08.2017	Exhaust-Systems; Side-by-Sides, Accessories; Battery / Booster
2018	Special	12.09.2017	26.09.2017	Equipment, Accessories, Garments, Parts, Tuning, Actioncams
2017/11-12	Nov / Dez	10.10.2017	24.10.2017	Tires; Winter: Equipment / Apparel; Insurances; Underwear
2018	ATV Catalogue*	14.11.2017	28.11.2017	Catalogue for ATVs, Quads, Parts & Garments*
2018/01-02	Jan / Feb	28.11.2017	12.12.2017	Performance-Parts; Utility- & Workshop-Equipment; Protection
2018/03-04	March / April	06.02.2018	20.02.2018	Care Agents; Municipal Utilities; Apparel / Helmets / Gloves

* different prices: 1/1 page 4C = 4.400 Euro

13. Subscription Price: Copy-Price Germany 4,80 €; A, B, CZ, DK, F, I, L, NL, PL, SI, SK, SLO 5 €; CH 6,80 SFr; Europe 5,50 €; Overseas 7 €
Annual Subscription Germany: 28,70 € (6 Magazines + 1 Special);
Annual Subscription Austria, B, CZ, DK, F, I, L, NL, PL, SI, SK, SLO 30,80 €;
Switzerland 44,80 SFr; Europe 32,90 €; Overseas 42 €
ISSN-Nr.: -

14. Volume Analysis: –

15. Content Analysis of the Editorial Part: –

16. Internet: Advertisements in our weblog ATV-QUAD-Magazin.com

- **Bouncing SkyScraper (200 x 600 Pixel)**, right SideBar, per month: 1.900 Euro; more than 5 months: 1.500 Euro / month
- **SkyScraper (200 x 600 Pixel)**, right SideBar, per month: 1.200 Euro; more than 5 months: 1.000 Euro / month
- **SuperBanner (990 x 90 Pixel)**, top of Content, per month: 1.200 Euro; more than 5 months: 1.000 Euro / month
- **SuperBanner (650 x 100 Pixel)**, top of Content, per month: 990 Euro; more than 5 months: 750 Euro / month
- **Standard-Banner (468 x 60 Pixel)**, per month: 500 Euro; more than 5 months: 400 Euro / month
- **Medium Rectangle (300 x 250 Pixel)**, within Content; 600 Euro; more than 5 months: 500 Euro / month
- **Interstitial** per month: 2.500 Euro