

DAS SCHWEIZER WASSERSPORTMAGAZIN SEIT 1946

YACHTING

S W I S S B O A T



RATE CARD

Valid from 2012

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Publishing House: Swissboat Yachting AG
 Hirschengraben 8
 Postfach 6723
 CH-3001 Bern
 www.yachting.ch

Publisher: Peter Tamm

Editor in chief: Stefan Detjen
 Phone +41 (0)91 604 62 58
 stefan.detjen@yachting.ch

**Advertisements/
 Sales advice:** inMedia Services AG
 Hirschengraben 8
 Postfach 6723
 CH-3001 Bern
 Phone +41 (0)31 382 11 80
 Fax +41 (0)31 382 11 83
 Werner Hulliger
 whulliger@inmedia.ch
 Suzanne Brühlhart
 sbruelhart@inmedia.ch

Frequency: 6 issues/year (see schedule)

First day of sale: Friday

Terms of payment 14 days on receipt of invoice net without deduction.

Terms and conditions: For the handling of applications the general terms and conditions of the publisher apply.

Print-run: 10'500



YACHTING SWISSBOAT – The leading water sport publication in Switzerland!

From being simply the association newsletter of the Union Suisse de YACHTING, YACHTING SWISSBOAT has developed into the most widely read boating magazine in Switzerland.

It is the attractive mix which is the draw: YACHTING SWISSBOAT presents the best of both worlds, sail and engine-powered.

Add to this the lively reviews of national and international regatta events, well-researched background reports, informative and well-informed boat tests, travel reports from dream destinations both far away and close to home, and the top pictures from the world of yachting photography. With the People News and the Lifestyle section, YACHTING SWISSBOAT is becoming the title of choice for an active water sports readership, with plenty of purchasing power.

YACHTING SWISSBOAT features the following sections:

- | | |
|------------|----------------|
| ■ SPORTS | ■ LIFESTYLE |
| ■ YACHTING | ■ ASSOCIATIONS |
| ■ TRAVEL | ■ NEWS |
| ■ PEOPLE | ■ REPORTING |

SPORTS (national and international regatta scene with behind stories)



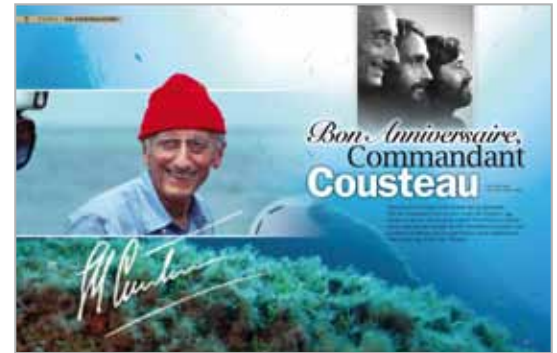
YACHTING (boat presentations: from yawl to super yacht)



TRAVEL (reports on voyages, exciting places to visit, dream destinations)



PEOPLE (people who get things moving in the water sport scene)



LIFESTYLE (cool trends and accessoires for maritime lifestyle)



REPORT (behind the scenes)



size in page fractions	print area sizes		trimmed ads bleed (allow 3 mm on all sides)		price CHF 3- and 4-col.
	width mm	height mm	width mm	height mm	
1/1	190	252	230	297	4,300.–
1/2 vertical	92	252	115	297	2,700.–
1/2 horizontal	190	123	230	148	
1/3 vertical	59	252	76	297	2,150.–
1/3 horizontal	190	80	230	99	
1/4 vertical	43	252	57	297	1,800.–
1/4 horizontal	190	58	230	74	
1/4 norm	92	123	115	148	

Size on double pages

2/1 across gutter	460	297	8,600.–
2 x 1/2 horizontal across gutter	460	148	4,300.–
2 x 1/2 vertical outside	115	297	4,300.–
2 x 1/2 vertical across gutter	230	297	4,300.–
2 x 1/3 horizontal across gutter	460	99	4,300.–
2. cover page			5,500.–
3. cover page			4,700.–
4. cover page			5,500.–

Agency commission: 15 %

Colour advertisements:

Extra charges for additional or special colours.

Small variations in tone are a result of the offset process.

We recommend you to provide us with true-colour proofs. Please send them to:

Silber Druck

Mr. Siemon

Am Waldstrauch 1

D-34266 Niestetal

All prices are exclusive of statutory value added tax.

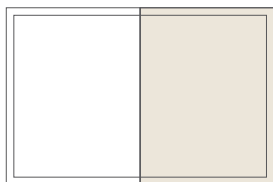
Repeat discount:

Serial discount

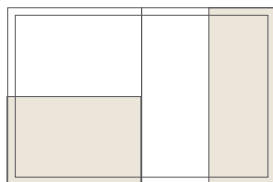
3 advertisements	5 %
6 advertisements	10 %
9 advertisements	15 %
12 advertisements	20 %

Volume discount

3 pages	10 %
6 pages	15 %
9 pages	20 %
12 pages	25 %

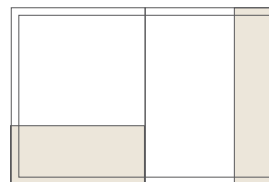


1/1 Page
 S: 190 x 252
 A: 230 x 297



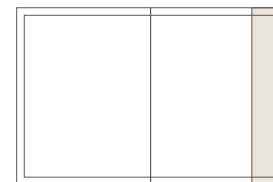
1/2 Page horizontal
 S: 190 x 123
 A: 230 x 148

1/2 Page vertical
 S: 92 x 252
 A: 115 x 297

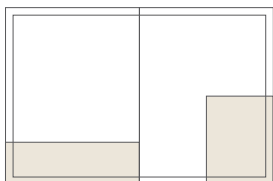


1/3 Page horizontal
 S: 190 x 80
 A: 230 x 99

1/3 Page vertical
 S: 59 x 252
 A: 76 x 297



1/4 Page vertical
 S: 43 x 252
 A: 57 x 297

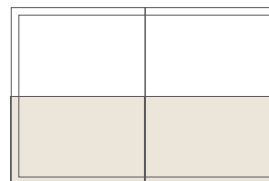


1/4 Page horizontal
 S: 190 x 58
 A: 230 x 74

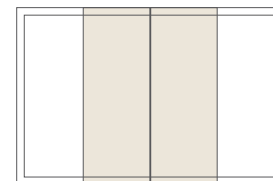
1/4 Page norm
 S: 92 x 123
 A: 115 x 148



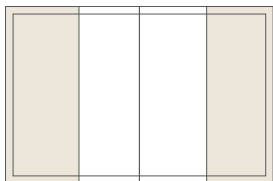
2/1 Page
 A: 460 x 297



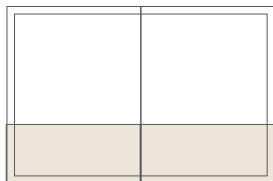
2 x 1/2 Page horizontal across gutter
 A: 460 x 148



2 x 1/2 Page vertical across gutter
 A.: 230 x 297



2 x 1/2 Page vertical outside
 A: je 115 x 297



2 x 1/3 Page horizontal across gutter
 A: 460 x 99

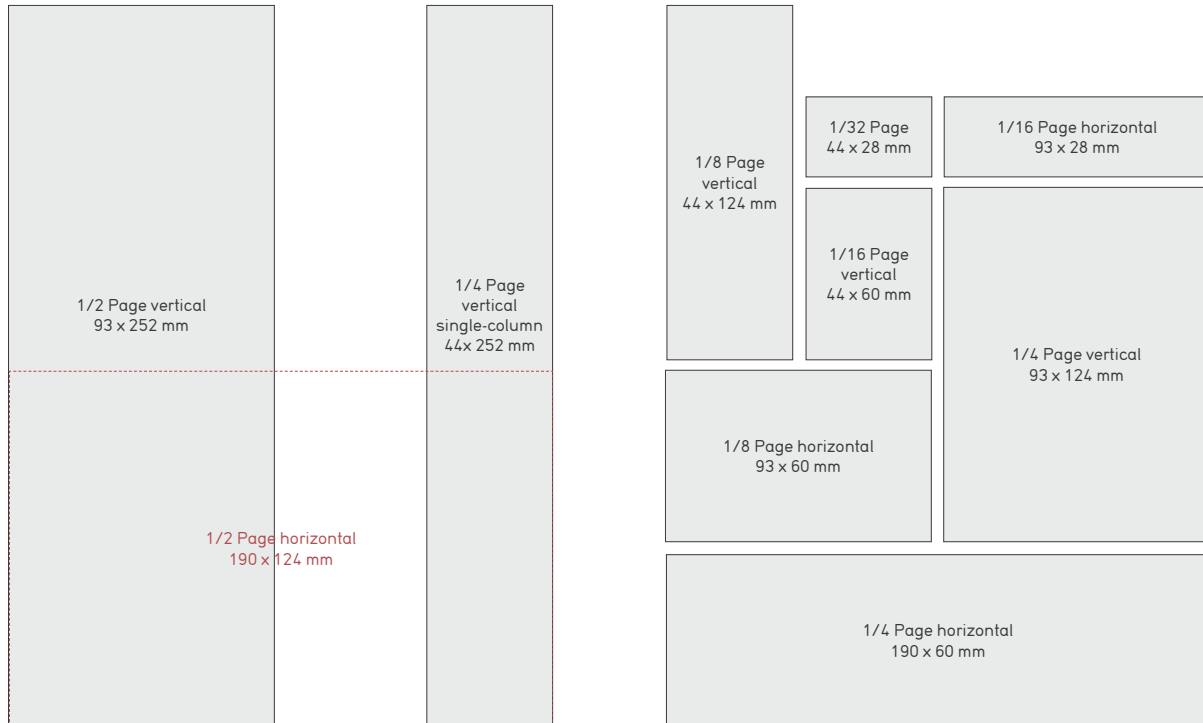
Bleed allowance in bleed formats: 3 mm on all sides

T: type area format, width x height in mm

B: bleed size, width x height in mm, incl. 3 mm bleed!

Text or graphic elements that might be endangered by bleed should be placed at least 5 mm from upper and lower edges due to possible bleed tolerances.

Formats across gutter are given inclusive of 3–5 mm back margin allowance. Gutter overlap must be included in the motif.



size width mm	width x height mm	CHF
1/2 page vertical	93 x 252	1,250.–
1/2 page horizontal	190 x 124	1,250.–
1/4 page vertical (1 column)	44 x 252	650.–
1/4 page vertical	93 x 124	650.–
1/4 page horizontal	190 x 60	650.–
1/8 page vertical	44 x 124	380.–
1/8 page horizontal	93 x 60	380.–
1/16 page vertical	44 x 60	230.–
1/16 page horizontal	93 x 28	230.–
1/32 page	44 x 28	135.–

All prices are net and do not include statutory VAT.

Line advertisements

Cost per line: **CHF 20.–**

Cost per graphic: **CHF 50.–**

Repeat discount:

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

Boost your exposure in the German-speaking, central European area (Germany, Switzerland, Austria) and take advantage of our very attractive combination rates.



SEGEL JOURNAL offers intelligent entertainment on all aspects of the maritime lifestyle, plus user-oriented reports of a high standard.



The Austrian yachting magazine with lifestyle elements is on sale every second month and has an attractive mix of stories, with a special focus on sail and motorboats, travel and marine lifestyle. **OCEAN 7** is partner of the Austrian Cruising Club.

Ask for our special offers to reach your target group in our magazines in Austria, Germany and Switzerland.

We also publish:



Hansa is the monthly, professional shipping magazine and the benchmark for all news in shipping, shipbuilding, and ship technology.

Competent and always to the pint, Hansa is a must-read for all commercial shipping pros.

For further information about the magazines please contact our media advisors (see last page).

Issue	First day	Week	Ad closing/ on sale	Copy deadline/ Cancellation date	loose inserts delivery
01/12 January/February	16.12.2011	50	21.11.2011	28.11.11	06.12.2011
02/12 March/April	17.02.2012	7	16.01.2012	23.01.12	31.01.2012
03/12 May/June	20.04.2012	16	19.03.2012	26.03.12	03.04.2012
04/12 July/August	15.06.2012	24	14.05.2012	21.05.12	30.05.2012
05/12 September/October	24.08.2012	34	16.07.2012	23.07.12	31.07.2012
06/12 November/December	12.10.2012	41	24.09.2012	01.10.12	02.10.2012
01/13 January/February	14.12.2012	50	19.11.2012	26.11.12	04.12.2012

YSB Headlines 2012*:

- 01/12 – Cuba! Sailing & Savouring + boot Düsseldorf
- 02/12 – Heading South! There, where the sun is shining
- 03/12 – Time-Stories. Famous and new watches
- 04/12 – Blau! Bleu! Blue! Everything about the most beautiful color (in the world)
- 05/12 – Swiss Made: The best of Switzerland + Interboot
- 06/12 – Charter Special: Where to go? With whom? How much does it cost?

*Subject to change.

All prices on request!



Gatefolder

The page, which opens out to the left, is connected to the title page. 3 or 4 sided versions possible.



Inner folding pages

Double page unfolding to right and left.



Cover flap

Half page or narrower, folding over the title page. 4th side of the flap can be bound in.



Title banderole

Printed band (width by arrangement), running round the whole magazine.



Stitched-in inserts:

Postcard (tip-on card) only in combination with full page advertisement, weight up to 25 g.



Booklet only in combination with a full page advertisement, weight up to 25 g.



Bound-in inserts:

CD only in combination with a full page advertisement, weight up to 25 g.



Bound-in postcards – (single)

Two-part bound-in insert, printed on bothsides – exclusively for one advertiser, perforated for easy removal.



Bound-in postcards

Multi-part bound-in insert, printed on bothsides – various advertisers, perforated for easy removal.

Loose inserts are printed matter, loosely inserted in the magazine. For automatic processing of inserts with several pages, the long side must be closed.

Min. copies:	10'500 copies
Min. format:	105 x 148 mm (DIN A6)
Max. format:	220 x 280 mm
	* Prices on request

Bound-in inserts are firmly attached printed materials/leaflets of an advertiser.

Upper margin 4 mm, extra binding margin 3.5 mm, side and bottom margin at least 3 mm. Should be supplied ready-folded.

Minimum format: 105 x 148 mm (DIN A6)

Maximum format: 220 x 280 mm

Min. paper weight: 115 g (if one sheet)

Max. paper weight: 300 g (if one sheet)

For inserts and stick-ons please note:

When placing an order 5 samples must be provided which are suitable for automatic processing. There will be an extra charge for any trimming and folding that may prove necessary.

Please deliver all inserts, freight and postage paid, at the latest 2 weeks before the first day of sale, on Euro-pallets in packs that can be easily handled, marked with the issue you have booked. Inserts, which should not be interleaved, must be delivered to the printers:

Silber Druck
Am Waldstrauch 1
D-34266 Niestetal

Contact:

Mr. Siemon
 Phone +49 (0)561-520 07 19
 t.siemon@silberdruck.de

Magazine format: 230 mm width x 297 mm height

Print area: 190 mm width x 252 mm height

Bleed: all sides 3 mm

Printing process: Cover: sheet offset, 70 raster

Core: web offset, 70 raster

Processing: adhesive binding

Paper: Cover: 250g, woodfree glossy coated illustration printing paper

Core: 90g, woodfree white glossy illustration printing paper

Digital print-ready pdf-files or open files.

Copy: With open files please include all scripts, images and non-linked elements. All pictures should be supplied in CMYK. For datasets and digital proofs both for cover and content the applicable ECI profile is ISOcoated.icc, FOGRA 39L.

Advertisements across gutter:

Advertisements running across the gutter must include a 2 mm overlap on both sides. The imposition system automatically positions the pages 3.5 mm outwards (binding margin).

Print management: impress Media GmbH
 Nordpark Mönchengladbach
 Heinz-Nixdorf-Str. 9
 41179 Mönchengladbach

Contact: Norbert Moll
 Industriemeister Druck IHK
 Produktionsmanager
 Tel. +49 (0)2161/299 98-35
 moll@impress-media.de

Any complaints due to incorrect advertising copy will not be recognized.

GENERAL TERMS AND CONDITIONS

Applicability

Advertising orders are based on the rates issued by the publisher. Insertion conditions are binding for all orders insofar as no other agreements are made in writing.

Placing of orders

Orders, changes and cancellations are required to be made in writing. Even if there are compelling reasons, cancellation or postponement of confirmed arrangements can only be accepted up to the advertising deadline. After this deadline advertising space has to be paid for.

Publication of advertisements

The customer has full responsibility for the content of an advertisement. If the publisher should be made liable by a third party the customer pledges himself to indemnify the publisher from any third party claims. The publisher reserves the right to refuse to publish advertisements, to cancel running advertisements and to make changes.

Dissolution of contract by the publisher

If during the course of a contract a publication ceases to be published, the publisher can withdraw from the contract without an alternative obligation. In this case the advertising customer is not released from the obligation to pay for advertisements that have already appeared.

Copy

The publisher assumes no liability whatsoever for data supplied by the customer which are incomplete or textually incorrect.

Nor does the publisher accept any responsibility if data that have been supplied cannot be processed or used according to standard procedures and this should result in qualitative defects.

Technical printing defects

Printing errors which do not interfere with the meaning of an advertisement do not entitle the customer to price deductions. No liability is assumed for advertisements which appear in an imperfect state due to inappropriate copy or unsuitable graphics. A claim for a refund or price reduction exists only if the advertisement loses its advertising impact due to substantial technical defects in reproduction. Claims can only be accepted within 10 days of invoicing.

Term of Payment

Within 14 days of receiving invoice, without discount.

Value added tax

All prices for advertisements are exclusive of statutory value added tax. If the invoice is to the account of a company not based in Switzerland Swiss value added tax does not apply.

The place of jurisdiction is Aarberg.

Contacts

Editor in chief:

Stefan Detjen
Phone +41 (0)91 604 62 58
stefan.detjen@yachting.ch

**Advertisements/
Sales advice/
administration:**

inMedia Services AG
Hirschengraben 8
Postfach 6723
CH-3001 Bern
Phone +41 (0)31 382 11 80
Fax +41 (0)31 382 11 83

Werner Hulliger
whulliger@inmedia.ch

Suzanne Brühlhart
sbruelhart@inmedia.ch