

moving sailors

segel

JOURNAL



RATE CARD

No. 26, effective 01.01.2017

SEGEL JOURNAL AT A GLANCE

- ✓ over all circulation: 11.290 *, sold circulation: 7.517 *
- ✓ Copy Price: 5.20 Euro
- ✓ Frequency: bimonthly

MEDIAINFORMATION

FORMAT

210 mm x 297 mm, 2 columns of 82 mm width

PRINT SPACE

170 mm x 252 mm

COPY MATERIAL

digital formats / PDFX3 or PDFX4
pictures in TIFF or JPEG, 300 dpi

BLEED DIFFERENCE

placed on all sides 3 mm for trimming

D-A-CH-KOMBINATION OF MAGAZINES

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



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

The Swiss yachting and life-style magazine is published bi-monthly. This magazine has been on the market since 1946! Editorial content sailing, motorboating and the corresponding lifestyle. YACHTING Swissboat has a very long tradition in Switzerland, but is also distributed in Germany and Austria.

MEER & YACHTEN, for more than 20 years on the market, has exclusive reports on luxury ships larger than 50 ft. Thanks to the partnership with worldwide leading company Boat International, readers will get competent insights into the latest developments in design, maritime technology and luxury tourism.

Combination discounts: 2 Magazines: 5% 3 Magazines: 10 %

MARKET & TARGET GROUP

SEGEL JOURNAL – moving sailors

Yachts, technology, nature and a very special lifestyle. Sports, adventure, challenges – but also hedonism, contemplation, deep satisfaction. Activity on board, during a race or on the wide oceans; but also maritime life along the coasts, in harbours and in places that are special not only to sailors – from Barcelona to Bermuda, Cowes to Casablanca, St. Tropez to St. Barthélemy and Kiel to Cuba.

This is the unique lifestyle, mirrored by SEGEL JOURNAL.

SEGEL JOURNAL offers the best entertainment in each and every issue, with informative background stories, analysis, reports and features. Presented, in form and content, according to the level with the demanding style of true connoisseurs.

The magazine contains of four main subjects: SPORTS, with gripping features from the world of global racing; YACHTING with both entertaining and to-the-point reviews of new yachts, with opulent features about outstanding yachts and cutting edge information about new developments in boats and equipment. TRAVEL with very readable but also practical features and reports on the popular and not so well known yachting destinations around the world, and SAILORS with all aspects concerning fashion, lifestyle and human interest – including profiles and portraits of celebrity sailors and other outstanding yachting personalities.

Emotion, fascination, information. SEGEL JOURNAL does not sail in the shallow waters of banality, is neither patronizing nor arrogant. We respect our readers deeply and invite them on board – for a fascinating tour through the wonderful world of global yachting.



AD FORMATS AND - RATES

Rates and Sizes in Euro **

| | | |
|----------------|------------|---------|
| 1/1 | 210 x 297 | 4.950,- |
| 1/2 vertical | 105 x 297 | 2.490,- |
| 1/2 horizontal | 210 x 148 | 2.490,- |
| 1/3 vertical | 70 x 297 | 1.640,- |
| 1/3 horizontal | 210 x 99 | 1.640,- |
| 1/4 vertical | 52,5 x 297 | 1.250,- |
| 1/4 horizontal | 210 x 74 | 1.250,- |

discount

Volume discount

| | |
|--------|------|
| 3 ads | 5 % |
| 6 ads | 10 % |
| 9 ads | 15 % |
| 12 ads | 20 % |

Frequency discount

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

Classified ads

| | b/w | 4C |
|----------------------|-------|-------|
| € per mm | 3,50 | 4,- |
| 35/90 mm 2 columns* | 50,- | 75,- |
| 50/90 mm 2 columns* | 75,- | 100,- |
| 70/90 mm 2 columns* | 100,- | 140,- |
| 1/6 page 60 x 120 mm | -- | 250,- |

Loose inserts (cost per thousand CPT)

| | Newsstand Circ. | Subscription Circ.** |
|----------|-----------------|----------------------|
| bis 20 g | 133,- | 154,- |
| bis 30 g | 138,- | 170,- |
| bis 40 g | 143,- | 185,- |
| bis 50 g | 148,- | 201,- |

**incl. postal charges

Extra Charges for premium positions

2nd cover page: 15 % ; 4th cover page: 20 %
 Fixed positioning: 10 % ; Agency provision: 15 %

Combination discounts:

2 Magazines: 5 % ; 3 Magazines: 10 %

Fixed positioning (e.g. editorial, content) up on request.

Special formats and ad specials upon request.

* Fixed price (no more discounts and AE)

** placed on all sides 3 mm for trimming

SCHEDULE/DEADLINE 2016*

| Issue | On Sale | Ad Close |
|------------------------------|-------------------|------------------|
| 1 January / February | 11. January `17 | 14. December `16 |
| 2 March / April | 22. March `17 | 01. March `17 |
| 3 May / June | 31. May `17 | 10. May `17 |
| 4 July / August | 12. July `17 | 21. June `17 |
| 5 September / October | 13. September `17 | 23. August `17 |
| 6 November / December | 25. October `17 | 04. October `17 |

Special formats and ad specials have different closure timings.

* *Editorial themes subject to change*

AD-SPECIALS

All rates on request!



Gatefolder

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



Gatefolder

Inner folding pages
Double page unfolding to right and left.



Cover flap



Title banderole

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



Stitched-in inserts:

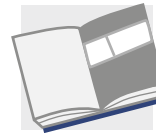
only available in combination with full page advertisement, weight up to 25 g:
€ 59.– per thousand incl. relevant postage.



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



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 both sides – exclusively for one advertiser, perforated for easy removal.



Bound-in postcards

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

CONTACT

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 BLZ 200 505 50

BIC: HASPDEHHXXX
 IBAN: DE 32200505501238152464

RATES AND VALUE ADDED TAX

All prices in Euro. They do not include statutory VAT.

TERMS OF BUSINESS: For order processing the "Allgemeinen Geschäftsbedingungen für Anzeigen und Fremdbeilagen in Zeitschriften" along with the additional terms of business of the publishing company are valid.

TERMS OF PAYMENT: Within 30 days after making out a bill without deduction. 2% discount in the case of an advance payment of the total amount of invoice until first day of publication, unless older invoices are overdue. Orders from abroad only with payment in advance.