

Thermik

# PARAMOTOR

DAS MOTORSCHIRM-MAGAZIN

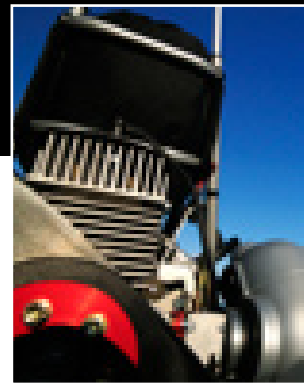
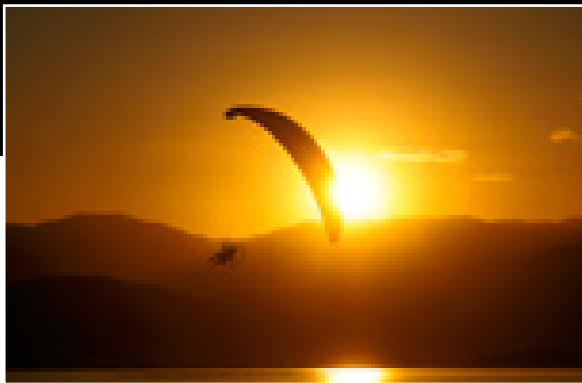


2012

MAGAZIN FOR MOTORPARAGLIDERS

ADVERTISING RATES

[WWW.THERMIK.AT](http://WWW.THERMIK.AT)



## FORMATS / PRICES 2012

### DELIVERY OF DIGITAL DATA (MAC OR WINDOWS)

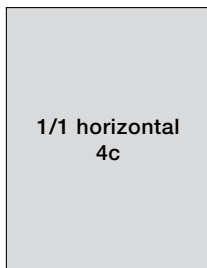
Digital data is accepted as EPS, TIFF, JPG or preferably PDF, resolution 300 dpi, colour space CMYK. Please ensure all fonts are included or vectorized. Bleed ads must be provided with 3 mm bleed area and trim marks.

All data to: [anzeigen@thermik.at](mailto:anzeigen@thermik.at)

\* **no bleed:** All sides of ads are spaced 5 mm from binding margins

\*\* **bleed ad:** Ad extends to binding margins

\*\*\* **bleed difference:** Due to technical reasons during printing additional of 3 mm on each side of the ad has to be added. Important: Make sure no logos or texts extend into the bleeding area – these will be cut off.

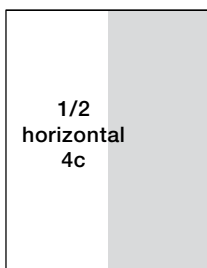


1/1 horizontal  
4c

**no bleed\***:  
200 mm x 270 mm

**bleed ad\*\***:  
215 mm x 280 mm  
plus 3 mm **trimm\*\*\***

€ 1.813,-

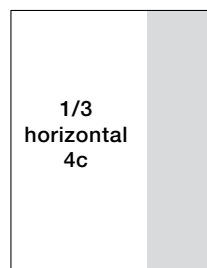


1/2  
horizontal  
4c

**no bleed:**  
95 mm x 270 mm

**bleed ad:**  
105 mm x 280 mm  
plus 3 mm trimm

€ 1.043,-

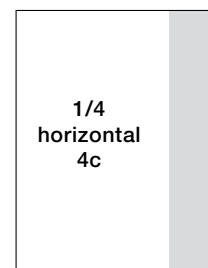


1/3  
horizontal  
4c

**no bleed:**  
68 mm x 270 mm

**bleed ad:**  
73 mm x 280 mm  
plus 3 mm trimm

€ 693,-

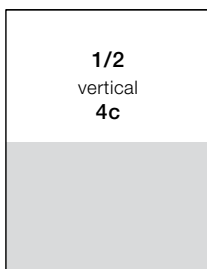


1/4  
horizontal  
4c

**no bleed:**  
52 mm x 270 mm

**bleed ad:**  
57 mm x 280 mm  
plus 3 mm trimm

€ 539,-

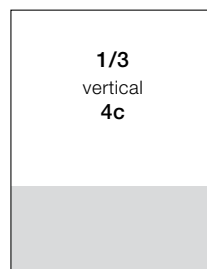


1/2  
vertical  
4c

**no bleed:**  
200 mm x 135 mm

**bleed ad:**  
215 mm x 140 mm  
plus 3 mm trimm

€ 1.043,-

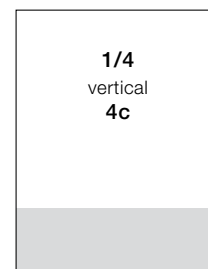


1/3  
vertical  
4c

**no bleed:**  
200 mm x 88 mm

**bleed ad:**  
215 mm x 93 mm  
plus 3 mm trimm

€ 693,-

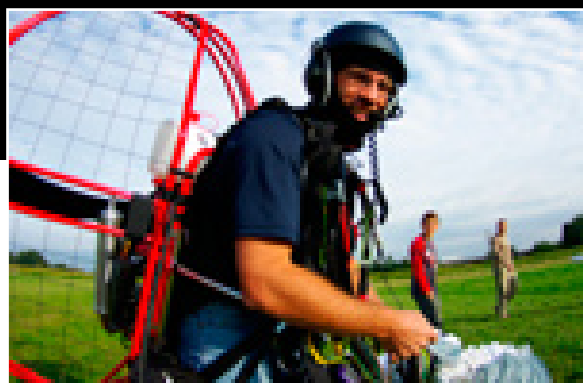


1/4  
vertical  
4c

**no bleed:**  
200 mm x 65 mm

**bleed ad:**  
215 mm x 70 mm  
plus 3 mm trimm

€ 539,-



### CLASSIFIED ADS

Your classified ad (b/w or colour) can have a width of 1, 2, 3 or 4 columns. The height of your ad can be freely chosen. No bleed ads possible. Prices are calculated based on number of columns and height.

	1 column	2 columns	3 columns	4 columns
Width in mm	43 mm	93 mm	140 mm	190 mm

**€ 2,45 per mm (height) and column**

**Design:** Upon request our graphic department can design your classified ad. This service is offered for a flat rate of € 150,-.

### REPRINT of testreports

Paramotor benefits from the big experience of its subsidiary magazine „THERMIK“. The reliability and validity of our tests is highly estimated worldwide making them an important instrument in every purchase decision. Therefore we can offer glider-tests in A4 format as a 4-leaf flyer (folded). English translation possible. Lead time: 1 week. Price: € 150,-

**HERKULES PARAMOTOR**  
 leicht – leise – stark – zuverlässig  
 deutsche Musterzulassung!

[www.paramotoren.eu](http://www.paramotoren.eu)  
 (Vertriebspartner willkommen!)

▲ Example classified ad: 15 mm high, 2 columns  
 Calculation: € 2,45 x 15 (height in mm) x 2 (number of columns) = € 73,50



REPRINT of testreports	
90g matt art paper	135g matt art paper
250 piece € 160,-	250 piece € 160,-
1.000 piece € 185,-	1.000 piece € 210,-
2.500 piece € 260,-	2.500 piece € 305,-
5.000 piece € 360,-	5.000 piece € 450,-
10.000 piece € 610,-	10.000 piece € 810,-

### DISCOUNTS

FORMATS	PRICES	3 ISSUES
Portrait/ Landscape		<b>-20 %</b>
1/1	€ 1.813,-	<b>€ 1.450,-</b>
1/2	€ 1.043,-	<b>€ 835,-</b>
1/3	€ 693,-	<b>€ 555,-</b>
1/4	€ 539,-	<b>€ 430,-</b>

### COVERADS

No annual contract possible!

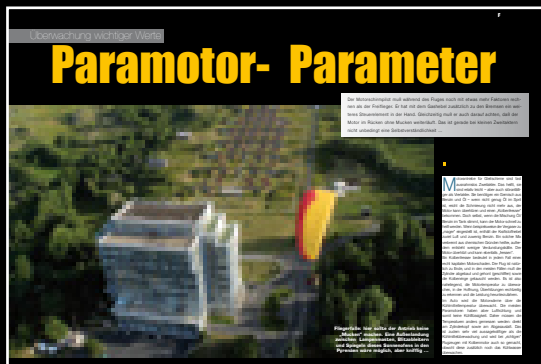
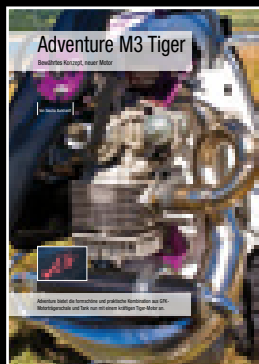
Rear cover **€ 2.086,-**

### PARTICULAR INSERTIONS

(such as supplements or adhesives) – upon request

## DATES 2012

ISSUE	order deadline	copy deadline	artwork deadline	issue date
1/2012	Nov. 14th 2011	Nov. 21th 2011	Nov. 28th 2011	Dez. 22th 2011
2/2012	Jan. 23rd 2012	Jan. 30th 2012	Feb. 6th 2012	March 1th 2012
3/2012	April 30th 2012	May 7th 2012	May 14th 2012	June 6th 2012
4/2012	July 30th 2012	Aug. 6th 2012	Aug. 13th 2012	Sept. 6th 2012
1/2013	Oct. 29th 2012	Nov. 5th 2012	Nov. 12th 2012	Dez. 6th 2012



WWW.THERMIK.AT

#### Publisher

Norbert Aprissnig, herausgeber@thermik.at

#### Editor-in-Chief

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#### Advertising

Elisabeth Rauchenberger, anzeigen@thermik.at  
+43 (0)6991/26 93 443

#### Webshop

Christiane Weber, shop@thermik.at

#### Subscription service

Interabo Betreuungs-GmbH  
paramotor@interabo.de  
annual subscription: 4 issues  
A, D: € 27,-, CH: sFr 51,-  
other countries of Europe: € 32,-, overseas: € 47,-

#### Single issue

D,A: € 7,50, Italien: € 9,75,  
Benelux: € 8,80  
ISSN:4191943107508

#### Digital edition

Download at [www.thermik.at](http://www.thermik.at)  
Price: € 6,90 as a subscription: € 25,-

#### Technical data

Frequency of publication: 4 issues per year  
Print: Berger, Horn  
Print run: 11.000

#### Publishing house

THERMIK VERLAG  
Stelzhamerstr. 18, A-4600 Wels  
Tel.: +43 (0)7242/45 224-0, 9:00 am – 12:00 am  
Fax: +43 (0)7242/45 224-22  
[www.thermik.at](http://www.thermik.at)  
ATU400 24 503

#### Bank account:

IBAN AT79 5400 0001 1200 6887  
BIC OBLAAT2L  
A: Hypobank Wels, BLZ: 54000, Kto.: 00112006887  
D: Sparkasse Passau, BLZ: 74050000, Kto.: 570101915  
CH: Graubündner Kantonalbank, BC-Nr.: 774, Kto.: 01-530-4

#### Terms & conditions

1. The ordering customer and Thermik Verlag contract the publication of an ad. This appointment has to be in written form, but can also be concluded via mail, telephone or fax in exceptional cases. An advertising order may contain one or more ads.
2. Ads are to be booked by the ordering customer until order deadline; the latest day of delivery for printer's copies is the artwork deadline. Ads can be cancelled until order deadline. If this cancellation leads to a difference in granted discounts the cancelling party is charged the difference. Particular insertions such as inner or outer coverpages cannot be cancelled.
3. The publishing house reserves the right to reject orders due to content, provenience or technical form. Rejection is immediately communicated to the ordering party in written form.
4. The ordering customer is responsible for his ad to be discernible as an ad, further for legality and correctness of content. Ads not discernible as ads for design reasons are marked „Anzeige/ad“ by the publishing house.
5. Delivery of ads must be in digital form and ready to print. Technical specification can be found in our media data. A colour-binding proof has to be enclosed.
6. Placement of ads is made best possible. There is no entitlement concerning particular placement inside the magazine except for inner or outer cover-pages.
7. The publishing house ensures – dependent from quality of printer's copies – the printing quality common for the print of the entire magazine.
8. In case of considerable insufficiency in the responsibility of the publishing house the customer receives a price-reduction. Deviations in colour due to printing technique are not regarded as considerable. Claims must be made within four weeks after invoice receipt.
9. The invoice is to be paid within 30 days after invoice receipt without trade discount. The publishing house reserves the right to demand advance payment and to link the publication of an ad to advance payment and/or settlement of eventual open accounts.
10. Claims for damages against the publishing house and it's employees are excluded.
11. Place of fulfilment and court of jurisdiction are the publishing house's head office in A-4600 Wels, Austria.