

Thermik

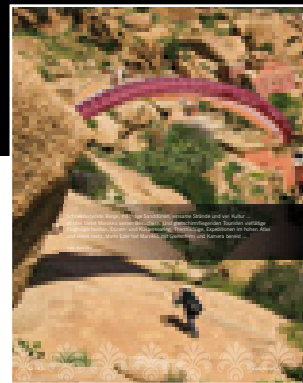
[MAGAZINE FOR PARAGLIDERS/HANGGLIDERS/ADVENTURE/TRAVEL/LIFE]



EUROPE'S LARGEST INDEPENDENT MAGAZINE
FOR PARAGLIDING AND HANGGLIDING

ADVERTISING RATES

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

* **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 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***

€ 2.590,-

**1/2 horizontal
4c**

no bleed:
95 mm x 270 mm

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

€ 1.490,-

**1/3 horizontal
4c**

no bleed:
68 mm x 270 mm

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

€ 990,-

**1/4 horizontal
4c**

no bleed:
52 mm x 270 mm

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

€ 770,-

**1/2 vertical
4c**

no bleed:
200 mm x 135 mm

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

€ 1.490,-

**1/3 vertical
4c**

no bleed:
200 mm x 88 mm

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

€ 990,-

**1/4 vertical
4c**

no bleed:
200 mm x 65 mm

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

€ 770,-

DISCOUNTS

FORMATS	PRICES	3 ISSUES	6 ISSUES	10 ISSUES
Portrait/ Landscape		-10 %	-20 %	-30 %
1/1	€ 2.590,-	€ 2.331,-	€ 2.072,-	€ 1.813,-
1/2	€ 1.490,-	€ 1.341,-	€ 1.192,-	€ 1.043,-
1/3	€ 990,-	€ 891,-	€ 792,-	€ 693,-
1/4	€ 770,-	€ 693,-	€ 616,-	€ 539,-

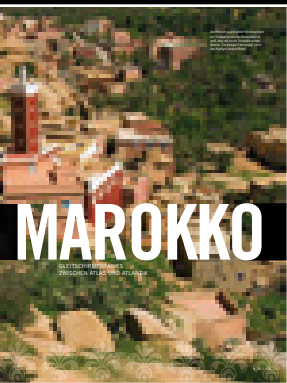
COVERADS

No annual contract possible!

Inner cover front (p. 2) **€ 2.850,-**
 Inner cover rear **€ 2.850,-**
 Rear cover **€ 2.980,-**

PARTICULAR INSERTIONS

(such as supplements or adhesives) – on request



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

€ 3,50 per mm (height) and column

CLASSIFIED AD discount

Additional 10 % discount are granted for annual invoice payment due after first publication of ad.

	3 issues	6 issues	10 issues
discount	-10 %	- 20 %	- 30 %

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

REPRINT of testreports

The reliability and validity of our tests is highly appraised 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,-



▲ Example classified ad: 20 mm high, 2 columns
Calculation: € 3,50 x 20 (height in mm) x 2 (number of columns) = € 140,-

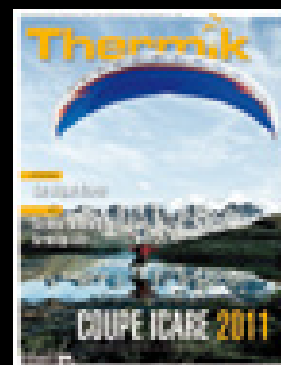
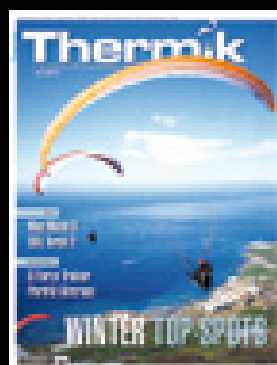


REPRINT of testreports	
90g matt art paper	135g matt art paper
250 piece € 160,-	250 piece € 160,-
1.000 piece € 185,-	1.000 piece € 210,-
2.500 piece € 260,-	2.500 piece € 305,-
5.000 piece € 360,-	5.000 piece € 450,-
10.000 piece € 610,-	10.000 piece € 810,-

DATES 2012

ISSUE	order deadline	copy deadline	artwork deadline	issue date
1/2/2012	Nov. 8th 2011	Nov. 11th 2011	Nov. 18th 2011	Dez. 15th 2011
3/2012	Jan. 15th 2012	Jan. 20th 2012	Jan. 25th. 2012	Feb. 23th 2012
4/2012	Feb. 15th 2012	Feb. 20th 2012	Feb. 25th 2012	March 22th 2012
5/2012	March 15th 2012	March 20th 2012	March 25th 2012	Apr. 26th 2012
6/2012	Apr. 15th 2012	Apr. 20th 2012	Apr. 25th 2012	May 24th 2012
7/2012	May 15th 2012	May 20th 2012	May 25th 2012	Jun. 21th 2012
8/2012	Jun. 15th 2012	Jun. 20th 2012	Jun. 25th 2012	Jul. 26th 2012
9/2012	Jul. 15th 2012	Jul. 20th 2012	Jul. 25th 2012	Aug. 23th 2012
10/2012	Aug. 15th 2012	Aug. 20th 2012	Aug. 25th 2012	Sept. 20th 2012
11/12/2012	Sept. 15th 2012	Sept. 20th 2012	Sept. 25th 2012	Okt. 25th 2012
1/2/2013	Nov. 8th 2012	Nov. 11th 2012	Nov. 18th 2012	Dez. 13th 2012





WWW.THERMIK.AT

Publisher | Editor-in-Chief

Norbert Aprissnig, herausgeber@thermik.at

Assistant Editor-in-Chief

Sascha Burkhardt, sascha@thermik.at

Editorial department | Aktuell

Franz Altmann, franz.altmann@thermik.at

Graphic design | production

Lyla Kuy, lyla.kuy@thermik.at

Advertising

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

Webshop

Christiane Weber, shop@thermik.at

Subscription service

Interabo Betreuungs-GmbH
thermik@interabo.de
annual subscription: 10 issues
A, D: € 59,-, CH: sFr 95,-
other countries of Europe: € 65,-
overseas: € 90,-

Single Issue

D,A: € 6,90, CH: sFr 11,50
Italien: € 8,90, Benelux: € 7,90
ISSN: 4194196306902

Digital edition

Download at www.thermik.at
Price: € 6,50 as a subscription: € 55,-

Technical data

Frequency of publication: 10 issues per year
Print: Berger, Horn
Circulation: 26.000

Publishing house

THERMIK VERLAG
Stelzhamerstr. 18, A-4600 Wels
Tel.: +43 (0)7242/45 224-0, 09:00 am - 12:00 am
Fax: +43 (0)7242/45 224-22
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.