

THERMIK

MEDIA PLANNER 2018



Europe's largest independent magazine
for paragliding and hanggliding

WWW.THERMIK.AT



THERMIK 2017 | SIZE & PRICE

DELIVERY OF DIGITAL DATA

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

All prices excl. 20 % VAT

* **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
full page
4c**

no bleed*:
200 mm x 270 mm

bleed ad:**
215 mm x 280 mm
plus 3 mm **trim*****

€ 2.590,-

**2/1
full pages
4c**

no bleed:
420 mm x 270 mm

bleed ad:
430 mm x 280 mm
plus 3 mm trim

€ 4.080,-

**1/2
vertical
4c**

no bleed:
95 mm x 270 mm

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

€ 1.490,-

**1/3
vertical
4c**

no bleed:
68 mm x 270 mm

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

€ 990,-

**1/4
vertical
4c**

no bleed:
52 mm x 270 mm

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

€ 770,-

**1/2 horizontal
4c**

no bleed:
200 mm x 135 mm

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

€ 1.490,-

**1/3 horizontal
4c**

no bleed:
200 mm x 88 mm

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

€ 990,-

**1/4 horizontal
4c**

no bleed:
200 mm x 65 mm

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

€ 770,-

DISCOUNTS

SIZE	PRICES	3 ISSUES	6 ISSUES	10 ISSUES
Portrait/Landscape	excl. 20 % VAT	-10 %	-20 %	-30 %
2/1	€ 4.080,-	€ 3.672,-	€ 3.264,-	€ 2.856,-
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 (page 2)	€ 2.850,-
Inner cover rear	€ 2.850,-
Rear cover	€ 2.980,-

BEILAGE

max. size: 185 mm x 250 mm max. weight: 30 g	€ 1.800,-
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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	44 mm	93 mm	142 mm	191 mm

€ 3,50 per mm (height) and column



▲ **Example classified ad:** 25 mm high, 2 columns
Calculation: € 3,50 x height in mm x number of columns
 € 3,50 x 25 x 2 = € 175,-

CLASSIFIED AD discount

Additional 7% discount are granted for annual invoice payment due after first publication of ad. We give 3% discount for direct debit authorisation. It's not possible to get these two discounts cumulated. **The maximum discount is 7%.**

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

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

REPRINT of glider reviews

The reliability and validity of our tests is highly appreciated worldwide making them an important instrument in every purchase decision. Therefore we can offer glider reviews in A4 format as a **6-page flyer** (folded). Take your chance to get a very useful promotional tool which is highly demanded by paragliding pilots. English translation: price: **€ 190,-**

Please ask for more information: anzeigen@thermik.at



THERMIK 2018 | DATES

ISSUE	order deadline	copy & artwork deadline	issue date
3/2018	January 15, 2018	January 22, 2018	February 22, 2018
4/2018	February 19, 2018	February 26, 2018	March 29, 2018
5/2018	March 26, 2018	April 3, 2018	May 3, 2018
6/2018	April 23, 2018	April 30, 2018	June 1, 2018
7/2018	May 28, 2018	June 4, 2018	July 5, 2018
8/2018	June 25, 2018	July 2, 2018	August 2, 2018
9/2018	July 23, 2018	July 30, 2018	August 30, 2018
10/2018	August 20, 2018	August 27, 2018	September 27, 2018
11-12/2018	October 1, 2018	October 8, 2018	November 8, 2018
1-2/2019	November 5, 2018	November 12, 2018	December 13, 2018



Publisher

Norbert Aprissnig, info@thermik.at

Editor-in-Chief | News

Franz Altmann, franz.altmann@thermik.at, aktuell@thermik.at

Production management | Graphic design

Lyla Kuy, lyla.kuy@thermik.at

Image editing | Graphic design

Harald Helm

Advertising

Astrid Eder, anzeigen@thermik.at

Organisation | Webshop

Christiane Weber, Petra Gnadlinger, shop@thermik.at

Subscription service

THERMIK Verlag e.U., abo@thermik.at

annual subscription: 10 issues

A, D: € 65.–, CH: sFr 99.–

other countries of Europe: € 71.–

overseas: € 96.–

Prices single issue

D, A: € 7.50, CH: sFr. 12.–

Italy: € 9.70, Benelux: € 8.70

Digital edition

Download and prices: www.thermik.at

Technical data

Frequency of publication: 10 issues per year

Print: Berger, Horn

Circulation: 21,000 pcs. print; 4,200 digital issues

Publishing house

THERMIK VERLAG e. U.

Stelzhamerstr. 18, A-4600 Wels

Tel.: +43 (0)7242/45 224-0

Fax: +43 (0)7242/45 224-22

Office: 9:00 a.m. – 12:00 a.m.

ATU400 24 503, www.thermik.at

Bank account

AT: Hypobank Wels

IBAN: AT79 5400 0001 1200 6887, BIC: OBLAAT2L

DE: Sparkasse Passau

IBAN: DE61 7405 0000 0570 1019 15, BIC: BYLADEM1PAS

CH: Graubündner Kantonalbank

IBAN: CH11 0077 4110 0160 4740 0

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“ (advert) 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 14 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.