

PARAMOTOR

MEDIA PLANNER 2023



PARAMOTOR

Magazine for
Motorparagliders

WWW.THERMIK.AT



PARAMOTOR | SIZE & PRICE 2023

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***

€ 1.600,-

2/1
full pages
4c

no bleed:
420 mm x 270 mm

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

€ 2.500,-

1/2
vertical
4c

no bleed:
95 mm x 270 mm

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

€ 900,-

1/3
vertical
4c

no bleed:
68 mm x 270 mm

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

€ 600,-

1/4
vertical
4c

no bleed:
52 mm x 270 mm

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

€ 450,-

1/2
horizontal, 4c

no bleed:
200 mm x 135 mm

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

€ 900,-

1/3
horizontal, 4c

no bleed:
200 mm x 88 mm

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

€ 600,-

1/4
horizontal, 4c

no bleed:
200 mm x 65 mm

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

€ 450,-

DISCOUNTS

SIZES	PRICES	3 ISSUES
Portrait/Landscape	excl. 20 % VAT	-20 %
2/1	€ 2.500,-	€ 2.000,-
1/1	€ 1.600,-	€ 1.280,-
1/2	€ 900,-	€ 720,-
1/3	€ 600,-	€ 480,-
1/4	€ 450,-	€ 360,-

COVERADS

No annual contract possible!	
Rear cover	€ 1.800,-

INSERTS

max. size: 185 mm x 250 mm max. weight: 30 g	€ 1.326,-
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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

€ 2,50 per mm (height) and column



▲ **Example classified ad:** 30 mm high, 2 columns

Calculation: € 2.50 x height in mm x number of columns

€ 2.50 x 30 x 2 = € 150

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



PARAMOTOR | DATES 2023

ISSUE	order/copy & artwork deadline	issue date
Paramotor 2/2023	March 6, 2023	April 28, 2023
Paramotor 3/2023	June 12, 2023	July 28, 2023
Paramotor 4/2023	September 11, 2023	October 27, 2023
Paramotor 1/2024	November 6, 2023	January 26, 2024



CEO | Publisher | Editor-in-Chief

Mag. Norbert Aprissnig, norbert.aprissnig@thermik.at

CEO | Marketing & sales

Robert Kubin, robert.kubin@thermik.at, anzeigen@thermik.at

Production management | Graphic design

Lyla Kuy, lyla.kuy@thermik.at

News

aktuell@thermik.at

Organisation | Webshop

Christiane Weber,
shop@thermik.at, abo@thermik.at

Subscription service

THERMIK Verlag e.U., abo@thermik.at
single issue digital: € 5.99
annual subscription digital: € 24.99 (including access to all PARAMOTOR-issues in the digital library)

Download and prices: www.thermik.at/digital/

Technical data

Frequency of publication: 4 issues per year
Circulation: 800 digital issues

Publishing house

THERMIK VERLAG e. U.
Stelzhamerstr. 18, A-4600 Wels
Tel.: +43 (0)7242/45 224-0
shop@thermik.at, abo@thermik.at
Office: Tuesday, Thursday: 9 a.m. to 3 p.m.
Wednesday: 9 a.m. to 12 p.m.
www.thermik.at
ATU400 24 503

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

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.

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