

THERMIK MEDIA PLANNER 2024



Europe's largest independent magazine
for paragliding and hanggliding

WWW.THERMIK.AT



Thermik

MAGAZIN FOR PARAGLIDING | ADVENTURE | TRAVEL | LIFE

ABOUT THE MAGAZINE

THERMIK is the leading magazine for Paragliding in Europe. Readers are mainly from Germany, Austria and Switzerland. The magazine is also well known in South Tyrol and Benelux and can be subscribed worldwide. Authentic written articles and outstanding photo stories contribute the whole bandwidth of Paragliding to the community. A main part of the magazine are reviews and tech articles. Wings, harnesses and technical equipment are delivered from manufacturers from all around the world and are tested inside out. As well as the international security classification, the THERMIK reviews are an accepted and well known cachet, which is divided in 9 categories, from beginner to competition demands. Our readers are mostly certified pilots or at least in training and they demonstrate a high level of responsibility. They describe themselves as free thinking, freedom loving and innovative individuals. Paragliding in harmony with nature is an important issue.

The readers of THERMIK show an above average involvement with polls and contests.

Distribution:

Germany	52 %
Switzerland	23 %
Austria	12%
South Tyrol	5 %
Benelux	5 %
Rest of the world	3 %



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TARGET GROUP

32.000 readers get each issue of THERMIK.

THERMIK is the **leading** german speaking Paragliding **magazine**.

9.400 subscriptions build the fundament and are proof of loyalty of our readers.

68% describe the content of THERMIK as important for their **buying decisions**.

82 % of the readers are male pilots.

Teenagers and grey wolves - the average age is from **35 to 45**.

Readers of THERMIK are Paragliding pilots.

They **love nature**, mountains and sports.

They are interested in travelling around the world, food and beverage, fitness, tech and many more. And of course: **Paragliding**.

As a general rule **Paragliding pilots** have a higher income. They have a **higher amount of self-reflection**, responsible readiness, consistency and endurance.

They think and act **sustained** and in respect to the nature. They **value** the achievements of others and from themselves.



THERMIK | SIZE & PRICE 2024

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.

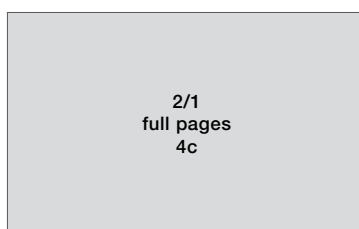


1/1
full page
4c

no bleed*:
200 mm x 270 mm

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

€ 2.747,-

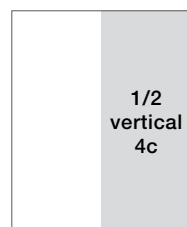


2/1
full pages
4c

no bleed:
420 mm x 270 mm

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

€ 4.328,-

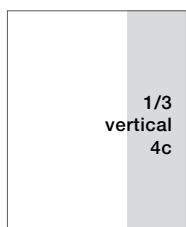


1/2
vertical
4c

no bleed:
95 mm x 270 mm

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

€ 1.580,-

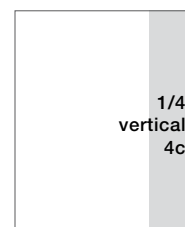


1/3
vertical
4c

no bleed:
68 mm x 270 mm

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

€ 1.050,-

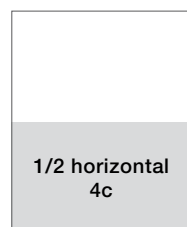


1/4
vertical
4c

no bleed:
52 mm x 270 mm

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

€ 815,-



1/2 horizontal
4c

no bleed:
200 mm x 135 mm

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

€ 1.580,-

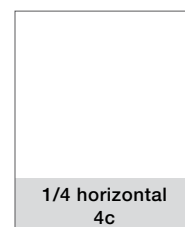


1/3 horizontal
4c

no bleed:
200 mm x 88 mm

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

€ 1.050,-



1/4 horizontal
4c

no bleed:
200 mm x 65 mm

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

€ 815,-

DISCOUNTS

SIZE	PRICES	3 ISSUES	6 ISSUES	10 ISSUES
Portrait/Landscape	excl. 20 % VAT	-10 %	-20 %	-30 %
2/1	€ 4.328,-	€ 3.896,-	€ 3.463,-	€ 3.030,-
1/1	€ 2.747,-	€ 2.473,-	€ 2.198,-	€ 1.923,-
1/2	€ 1.580,-	€ 1.422,-	€ 1.264,-	€ 1.106,-
1/3	€ 1.050,-	€ 945,-	€ 840,-	€ 735,-
1/4	€ 815,-	€ 734,-	€ 652,-	€ 571,-

COVERADS

No annual contract possible!	
Inner cover front (page 2)	€ 3.020,-
Inner cover rear	€ 3.020,-
Rear cover	€ 3.160,-

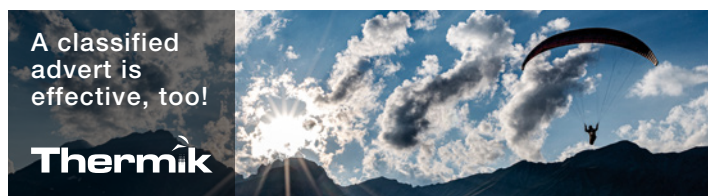


CLASSIFIED ADS

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

€ 3,75 per mm (height) and column



- ▲ **Example classified ad:** 25 mm high, 2 columns
Calculation: € 3,60 x height in mm x number of columns
€ 3,75 x 25 x 2 = € 187,50

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,-**.



THERMIK | DATES 2024

issue	order/copy & artwork deadline	issue date
THERMIK 3/2024	15 January 2024	1 March 2024
THERMIK 4/2024	19 February 2024	5 April 2024
THERMIK 5/2024	18 March 2024	3 May 2024
THERMIK 6/2024	22 April 2024	7 June 2024
THERMIK 7/2024	20 May 2024	5 July 2024
THERMIK 8/2024	17 June 2024	2 August 2024
THERMIK 9/2024	22 July 2024	6 September 2024
THERMIK 10/2024	19 August 2024	4 October 2024
THERMIK 11-12/2024	23 September 2024	8 November 2024
THERMIK 1-2/2025	4 November 2024	3 January 2025

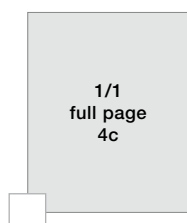


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MAGAZIN FÜR GLEITSCHIRM | ABENTEUER | REISEN | LEBEN

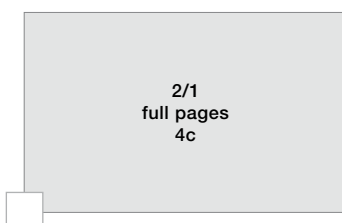
ORDER CONFIRMATION

Client:



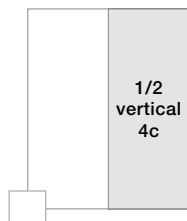
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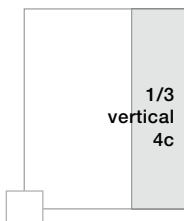
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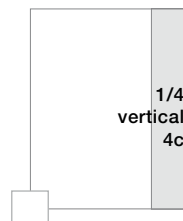
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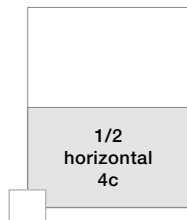
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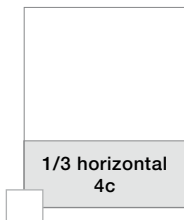
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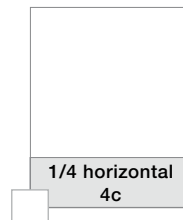
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Contractor: THERMIK VERLAG e.U.

Stelzhamerstr. 18, A-4600 Wels

Tel.: +43 (0)7242/45 224-0, shop@thermik.at

ATU400 24 503, www.thermik.at

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☐ Agency commission 15 % (only with licence)

☐ I hereby agree that my contact data may be stored and processed for the purpose of advertising.

Date and Signature

Thermik OUR SPIRIT SOARS



CEO | Publisher | Editor-in-Chief

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

Organisation | Webshop

Iris Simon, shop@thermik.at, abo@thermik.at

Subscription service

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

annual subscription: 10 issues

AT, DE: € 89.50, CH: SFr 99.90

other countries of Europe: € 95.50,

overseas: € 120.50

single issue: € 9.95

Digital edition

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

single issue digital: € 5.99

annual subscription digital: € 49.99 (including access to all

THERMIK-issues in the digital library)

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

Technical data

Frequency of publication: 10 issues per year

Print: hs Druck GmbH, Ried i. I.

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

shop@thermik.at, abo@thermik.at

office hours: Monday-Thursday: 9:00-12:00

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 coverpages.
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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