Reiter und Pferde in Westfalen

- highest-circulation of a regional equestrian sports magazine in Germany, 22,338 distributed copies (IWV 2/2018)
- stands for the strongest equestrian sports region in Germany: 600 associations with about 100,000 members are at home in Westphalia.
- offers tournament announcements and information on events, exciting reports, interesting information on products and specialist information.
- is the magazine for members of the Equestrian Association Westphalia and the Westphalian Stud Book.

Publishing house:
Landwirtschaftsverlag GmbH
Hülsebrockstr. 2–8, 48165 Münster
PO: D-48084 Münster
Tel: +49 (0)2501/801-0
e-mail: zentrale@lv.de
www.lv.de/reiter

Management Board:
Hermann Bimberg (Sprecher)
Werner Gehring
Malte Schwerdtfeger

Head of consumer press:
Dr. Thorsten Weiland

Chief Editor/Publisher:
Markus Wörmann
Tel: +49 (0)2501/801-1540 · Fax: 801-5179
e-mail: markus.woermann@lv.de

Editor:
Dr. Jasmin Wiedemann
Tel: +49 (0)1251/6861683 · Fax: 6861689
e-mail: reiterekdesign@lv.de

Deputy Publisher (Advertisements):
Moira Murena
Tel: +49 (0)2501/801-1840 · Fax: 801-5179
e-mail: moira.murena@lv.de

Publishing Manager (Marketing):
Saskia Kind
Tel: +49 (0)2501/801-4700 · Fax: 801-5179
e-mail: saskia.kind@lv.de

Advertising enquiries:
Julia Beisemann
Tel: +49 (0)2501/801-3410 · Fax: 801-5179
e-mail: anzeigen@reiter-und-pferde.de

Payment terms:
Payment in advance and by direct debit receives 3% discount. Payment within in 14 days of date of invoice receives 2% discount. Payment within 30 days of date of invoice receives no discount.

Banking details:
Postgiroamt Dortmund
IBAN DE 88 4401 0046 0028 9214 66
BIC PBNKDEFF

Volksbank Münster e. G.,
IBAN DE 16 4016 0050 1004 0313 00
BIC GENODEM1MSC

Printing method:
Cover pages: sheet-fed offset,
Inside pages: 70 Web-offset

Processing: adhesive binding

File formats: print optimised PDF according to PDF/X-4:2010_CMYK. Please vectorize fonts in EPS-files. Open files only possible on request.

Colour advertisement production:
All colours are obtained from Euro scale. Special colours like HKS or Pantone are not possible.

Circulation and distribution analysis:
IWV 2/2018
Print run............................ 23.973
Copies distributed................. 22.338
Copies sold......................... 21.702
Bound-in inserts and loose inserts:
An authentic sample has to be submitted before order acceptance. Bound-in inserts and loose inserts can only contain the sales program of the advertiser. Delivery date: 8 days before appearance in the printing works, circulation of magazines plus 2% grant.

Bound-in inserts:
Bound-in inserts in the middle of the magazine are possible upon consultation. Untrimmed size folded to 213 / 222 x 306 mm (incl. 6 mm head trim). Circulation of magazines plus 2% grant.
Prices: 4-page bound-in insert: € 108 per thousand
8-page bound-in insert: € 137 per thousand

Loose inserts:
Format: max. 205 x 290 (width x height)
Price: Up to 25 g per thousand € 145 including shipping costs, plus VAT. Prices for higher weight on request. Partial occupation is possible.

Glued inserts/Gatefolder:
Glued inserts: carrier advertisement with glued card or DVD. Prices on request. Gatefolder: an inwards-folded fold-out page with which you fill three pages of advertising. The 2nd or 3rd cover page and both sides of the gatefold are at your disposal. Prices on request.

Advertorial:
Editorial appearing product presentations or explanations of your services. We will inform you about legal aspects and prices of an advertorial on request.

Shipping address for bound-in inserts and supplements:
Dierichs Druck + Media GmbH & Co. KG
Frankfurter Straße 168 · D-34121 Kassel

Cancellation date: advertising deadline, loose inserts and bound-in inserts one week before advertising deadline.
Sample formats in the editorial section

<table>
<thead>
<tr>
<th>Format</th>
<th>Columns</th>
<th>Live area</th>
<th>In bleed</th>
<th>black &amp; white</th>
<th>2c/3c Euro</th>
<th>4c Euro</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>4</td>
<td>190 x 270 mm</td>
<td>210 x 297 mm</td>
<td>3.000,00</td>
<td>3.700,00</td>
<td>4.890,00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>4</td>
<td>190 x 133 mm</td>
<td>94 x 270 mm</td>
<td>1.500,00</td>
<td>1.890,00</td>
<td>2.450,00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>4</td>
<td>190 x 88 mm</td>
<td>61 x 270 mm</td>
<td>1.000,00</td>
<td>1.260,00</td>
<td>1.640,00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>4, 2, 1</td>
<td>190 x 66 mm</td>
<td>46 x 270 mm</td>
<td>765,00</td>
<td>965,00</td>
<td>1.260,00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>4, 2, 1</td>
<td>190 x 32 mm</td>
<td>46 x 133 mm</td>
<td>385,00</td>
<td>475,00</td>
<td>620,00</td>
</tr>
</tbody>
</table>

All prices plus statutory VAT. All formats are in millimetre. Bleed formats plus 3 mm trim.

Discounts
for advertising within 12 months:

- Classified business opportunities ads: millimetre price € 2.99 (plus statutory VAT)
- Classified private ads: € 5 per line
- Cipher: € 8.50

Classified ads published in the classified ads section are printed in your choice of one of the following sections:
- Animals
- Property
- Training
- Wanted/For Sale
- Miscellaneous
- Vehicles and Equipment

Special discount: 30% special discount for advertisements of breeding associations, studs, equestrian sports events and auctions.
Online advertisement on www.reiter-und-pferde.de

Price list for display advertising

<table>
<thead>
<tr>
<th>display ads advertising forms</th>
<th>format (width x height in pixles)</th>
<th>price per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Banner</td>
<td>234 x 60</td>
<td>100 €</td>
</tr>
<tr>
<td>Full banner</td>
<td>468 x 60</td>
<td>200 €</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>300 €</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
<td>400 €</td>
</tr>
<tr>
<td>VideoAd</td>
<td>300 x 250</td>
<td>on request</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>350 €</td>
</tr>
<tr>
<td>NativeAd</td>
<td>Image &amp; 2,500 characters of text</td>
<td>on request</td>
</tr>
</tbody>
</table>

All prices plus statutory VAT.

Submission/deadlines:
The deadline for booking and supplying an ad is three business days prior to publication. Please send the finished files to: sina.jendrollik@lv.de.

Please note the specifications as well as our terms of business for online advertising:
www.reiter-und-pferde.de/abo-und-anzeigen/mediadaten/onlinewerbformen/

Combined discount
Discounts according to frequency and quantity scale form the printed copy will be adopted to your banner placement with the same amount. However, online advertising is not forming discounts for print-completions.
Your media consultants

**Contacts horse media**

**Nikola Noack**  
Key Account Manager  
Landwirtschaftsverlag GmbH  
Hülsebrockstr. 2 – 8  
48165 Münster  
Tel.: +49(0)2501/801-37 21  
Mobil: +49(0)151/64513902  
nikola.noack@lv.de

**Nadine Puff**  
Media Sales Manager  
Landwirtschaftsverlag GmbH  
Hülsebrockstr. 2 – 8  
48165 Münster  
Tel.: +49(0)2501/801-83 80  
cosima.rath@lv.de

**Jessica Nickel**  
Media Sales Manager  
Landwirtschaftsverlag GmbH  
Hülsebrockstr. 2 – 8  
48165 Münster  
Tel.: +49(0)2501/801-41 73  
jessica.nickel@lv.de

**Christiane Strauchs**  
Media Sales Manager  
Saselheider Str. 1d  
22159 Hamburg  
Tel.: +49(0)40/22 716067  
christiane.strauchs@lv.de

**Terms of business:**
All orders are executed under our general terms of business. The terms are available from the publisher or can be viewed at www.reiter-und-pferde.de.

**Contacts publisher**

**Chief Editor/Publisher**  
Markus Wörmann  
Landwirtschaftsverlag GmbH  
Hülsebrockstr. 2-8  
48165 Münster  
Tel.: +49(0)2501/801-15 40  
markus.woermann@lv.de

**Deputy Publisher**  
Moira Murena  
Landwirtschaftsverlag GmbH  
Hülsebrockstr. 2-8  
48165 Münster  
Tel.: +49(0)2501/801-18 40  
moira.murena@lv.de

**Advertising enquiries**  
Julia Beisemann  
Landwirtschaftsverlag GmbH  
Hülsebrockstr. 2-8  
48165 Münster  
Tel.: +49(0)2501/801-34 10  
anzeigen@reiter-und-pferde.de

**Publishing Manager**  
Saskia Kind  
Landwirtschaftsverlag GmbH  
Hülsebrockstr. 2-8  
48165 Münster  
Tel.: +49(0)2501/801-47 00  
saskia.kind@lv.de