

Advertising price list no. 44  
valid from issue 1/2019

# Media-Data 2019



 Landwirtschaftsverlag Münster  
Hülsebrockstraße 2-8  
D-48165 Münster  
[www.reiter-und-pferde.de](http://www.reiter-und-pferde.de)



Circulation copy numbers are  
reviewed by IWW on a regular basis.

### Reiter und Pferde in Westfalen

- highest-circulation of a regional equestrian sports magazine in Germany, 22,338 distributed copies (IVW 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) 25 01/8 01-0  
e-mail: zentrale@lv.de  
www.lv.de/reiter

### Management Board:

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### Payment terms:

Payment in advance and by direct debit receives 3% discount. Payment within 14 days of date of invoice receives 2% discount. Payment within 30 days of date of invoice receives no discount.  
VAT No.: DE 126 042 224

### Banking details:

Postgiroamt Dortmund,  
IBAN DE 88 440 1 0046 0028 92 14 66  
BIC PBNKDEFF

Volksbank Münster e. G.,  
IBAN DE 16 40 16 0050 1004 03 13 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: IVW 2/2018

Print run.....	23.973
Copies distributed.....	22.338
Copies sold.....	21.702

## Schedule 2019/special advertising formats

### Schedule 2019

Issue	Month	Date of publication	advertising deadline	printing documents deadline
1	January	02.01.19	10.12.18	11.12.18
2	February	01.02.19	14.01.19	15.01.19
3	March	01.03.19	11.02.19	12.02.19
4	April	01.04.19	12.03.19	13.03.19
5	May	02.05.19	12.04.19	13.04.19
6	June	01.06.19	13.05.19	14.05.19
7	July	01.07.19	07.06.19	11.06.19
8	August	01.08.19	12.07.19	15.07.19
9	September	02.09.19	13.08.19	14.08.19
10	October	01.10.19	11.09.19	12.09.19
11	November	02.11.19	14.10.19	15.10.19
12	December	02.12.19	12.11.19	13.11.19
1/18	January	02.01.20	10.12.19	11.12.19

#### 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.

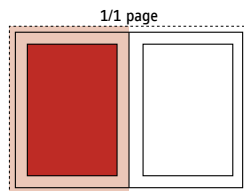
#### Shipping address for bound-in inserts and supplements:

Dierichs Druck + Media GmbH & Co. KG  
Frankfurter Straße 168 · D-34121 Kassel

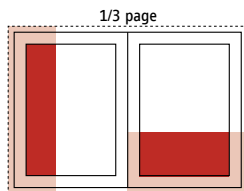
Cancellation date: advertising deadline, loose inserts and bound-in inserts one week before advertising deadline.

## Advertisement formats/prices/discounts

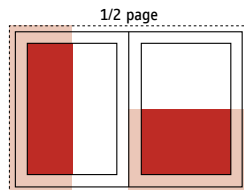
### Sample formats in the editorial section



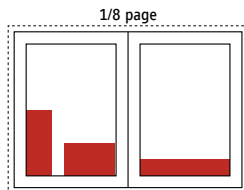
L: 190 x 270 mm  
B: 210 x 297 mm



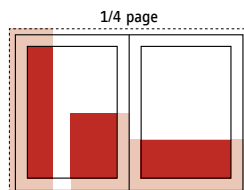
L: 61 x 270 mm L: 190 x 88 mm  
B: 72 x 297 mm B: 210 x 102 mm



L: 94 x 270 mm L: 190 x 133 mm  
B: 103 x 297 mm B: 210 x 147 mm



L: 46 x 133 mm L: 190 x 32 mm  
B: 94 x 66 mm



L: 46 x 270 mm L: 190 x 66 mm  
B: 57 x 297 mm B: 210 x 80 mm  
L: 94 x 133 mm  
B: 103 x 147 mm

L: live area ,  
B: Bleed (format submitted  
plus 3 mm trim)

Special formats on request.

Size of page: 210 x 297 mm (width x height) Live area: 190 x 270 mm (width x height)

Format	Columns	Live area w x h	In bleed w x h	black & white in €	2c/3c Euro scale in €	4c Euro scale in €
1/1 page	4	190 x 270	210 x 297	3.000,00	3.700,00	4.890,00
1/2 page	4 2	190 x 133 94 x 270	210 x 147 103 x 297	1.500,00	1.890,00	2.450,00
1/3 page	4	190 x 88 61 x 270	210 x 102 72 x 297	1.000,00	1.260,00	1.640,00
1/4 page	4 2 1	190 x 66 94 x 133 46 x 270	210 x 80 103 x 147 57 x 297	765,00	965,00	1.260,00
1/8 page	4 2 1	190 x 32 94 x 66 46 x 133		385,00	475,00	620,00

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

### Discounts

for advertising within 12 months:

By insertion		By space	
3 ads	3%	1 page	3%
6 ads	5%	3 pages	5%
9 ads	10%	6 pages	10%
12 ads	15%	9 pages	15%
24 ads	20%	12 pages	20%

### Classified business opportunities ads:

millimetre price € 2.99 (plus statutory VAT)

### Classified private ads: € 5 per line

Cipher: € 8.50

The 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.**



## Price list for display advertising

display ads advertising forms	format (width x height in pixels)	price per month
1 Half Banner	234 x 60	100 €
2 Fullbanner	468 x 60	200 €
3 Leaderboard	728 x 90	300 €
4 Skyscraper	160 x 600	400 €
5 VideoAd	300 x 250	on request
6 + 7 Medium Rectangle	300 x 250	350 €
8 NativeAd	Image & 2.500 characters of text	on request

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](mailto: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/](http://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.

## Contacts horse media



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### 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](http://www.reiter-und-pferde.de).

## Contacts publisher



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