

**GENERAL ADVERTISING RATE CARD 55  
EFFECTIVE AS OF JANUARY 2016**

**Publishing Company:** Motor Presse Stuttgart GmbH & Co. KG  
Leuschnerstr. 1 • D-70174 Stuttgart or  
Postbox 10 60 36 • D-70162 Stuttgart, Germany  
Tel. (Int.) 01149-711-182-1548  
Fax (Int.) 01149-711-182-1027

**Advertising Director:** Reinhard Wittstamm  
**Telephone:** 01149-711-182-2814  
**Email:** rwittstamm@motorpresse.de  
**PZN:** 570297  
**Printing:** Offset/FOGRA ISO 12647-2

**Data formats for display and classified ads:**

- Unseparated PDF/X-3, CMYK-Modus
- Fonts, logos and pictures embedded
  - Resolution: picture parts CT: 304 dpi; linework 1200 dpi
  - CMYK-mode
  - Bleed advertisements: 5 mm (3/16") bleed all around, cross marks centered.

**Data formats for display and classified ads:**

- Via mail:
- CD (marked with file name. File name shall consist of magazine, issue, customer and file ending) + print proof + printed version of content
  - Delivery to mail address: Motor Presse Stuttgart  
aerokurier  
Leuschnerstr. 1  
70174 Stuttgart/Germany

**Online:**

Display and classified ads shall be sent only via our electronic "Data Ticket" from our website [www.print-files.de](http://www.print-files.de) with the file as attachment (File name shall consist of magazine, issue, customer and file ending). Here you find more details under "Technical Data".

- File via e-mail + print proof via mail
- Other delivery types on request

**Printing:** 4-color-offset (wet)  
**Color:** Euro-Scale according to FOGRA ISO 12647-2  
**Paper:** machine-coated stock  
**Print run:** 22,698, audited IVW II/2015

**Publication date:** published monthly at the end of the month prior.  
**Agency Commission:** 15 %  
**Loose Inserts:** rates on request  
**Max. size:** 7 7/8 x 9 1/2 inches  
195 mm width x 260 mm depth

**Order deadline:** four weeks prior to publication  
**Delivery deadline:** two weeks prior to publication

**GENERAL ADVERTISING RATES IN US-\$**

Black + white	Issue Discounts				
	1X	3X	6X	9X	12X
Full page	5175	5020	4916	4658	4399
3/4 Page	3882	3766	3688	3494	3300
2/3 Page	3450	3347	3278	3105	2933
1/2 Page	2588	2510	2459	2329	2200
1/3 Page	1725	1673	1639	1553	1466
1/4 Page	1295	1256	1230	1166	1101
<b>Four Color</b>	1X	3X	6X	9X	12X
Full page	9579	9292	9100	8621	8142
3/4 Page	7185	6969	6826	6467	6107
2/3 Page	6386	6194	6067	5747	5428
1/2 Page	4790	4646	4551	4311	4072
1/3 Page	3193	3097	3033	2874	2714
1/4 Page	2395	2323	2275	2156	2036
<b>Four Color</b>	1X	3X	6X	9X	12X
Cover 2+3	10579	10262	10050	9521	8992
Cover 4	11579	11232	11000	10421	9842

**Extra charge:** 1-2 standard colors 35 % added to the base rate

**Important four color advertisements:**

colors which cannot be obtained by those from the color chart (Euro-Scale) will be extra-charged. Rates on request.

**Cash Discount and Commission:**

Agency commission: 15 % of gross billing allowed to recognized agency on space, color, provided account is paid within 30 days of invoice date. No agency commission will be allowed after 60 days of invoice date.

Other charges such as insert handling, special binding, trimming of inserts, reprints, other mechanical charges are not commissionable.  
11/2 % per month carrying charge due after 90 days from invoice date.

Short rates and Rebates: Advertisers with signed contracts will be billed at rates specified in contract. If greater frequency discount is earned within 12 months of first insertion, rebate will be made.  
If billed rate is not earned, short rate will be billed.

**Classified Advertising Rates:**

Semi-display advertisements are charged at \$ 115,- per column/inch. Based on four columns per page.

**Discount for General Rates:**

Only for Flight Schools, Air Shows, Resorts, etc. Those advertisers are allowed 20 % off the contract rate only - no additional discounts.

**Special Discounts for Classified Ads:**

3	times earns	3 % off above rates.
6	times earns	5 % off above rates.
9	times earns	10 % off above rates.
12	times earns	15 % off above rates.

# AD FORMATS 2016

## AD FORMATS

AD SPACE (in page)	TYPE AREA		TRIM SIZE		BLEED SIZE <small>already including 5 mm or 3/16" all around for bleed</small>	
	mm	inch	mm	inch	mm	inch
2/1	392 x 248	15 <sup>27</sup> / <sub>64</sub> x 9 <sup>13</sup> / <sub>16</sub>	430 x 280	16 <sup>15</sup> / <sub>16</sub> x 11 <sup>1</sup> / <sub>32</sub>	440 x 290	17 x 11 <sup>3</sup> / <sub>8</sub>
1/1	185 x 248	7 <sup>5</sup> / <sub>16</sub> x 9 <sup>13</sup> / <sub>16</sub>	215 x 280	8 <sup>15</sup> / <sub>32</sub> x 11 <sup>1</sup> / <sub>32</sub>	225 x 290	8 <sup>7</sup> / <sub>8</sub> x 11 <sup>3</sup> / <sub>8</sub>
3/4 vertical	137 x 248	5 <sup>7</sup> / <sub>16</sub> x 9 <sup>13</sup> / <sub>16</sub>	155 x 280	6 <sup>1</sup> / <sub>8</sub> x 11 <sup>1</sup> / <sub>32</sub>	165 x 290	6 <sup>1</sup> / <sub>2</sub> x 11 <sup>3</sup> / <sub>8</sub>
3/4 horizontal	185 x 185	7 <sup>5</sup> / <sub>16</sub> x 7 <sup>5</sup> / <sub>16</sub>	215 x 203	8 <sup>15</sup> / <sub>32</sub> x 8	225 x 213	8 <sup>7</sup> / <sub>8</sub> x 6 <sup>1</sup> / <sub>2</sub>
2/3 vertical	122 x 248	4 <sup>3</sup> / <sub>4</sub> x 9 <sup>13</sup> / <sub>16</sub>	140 x 280	5 <sup>1</sup> / <sub>2</sub> x 11 <sup>1</sup> / <sub>32</sub>	150 x 290	5 <sup>15</sup> / <sub>16</sub> x 11 <sup>3</sup> / <sub>8</sub>
2/3 horizontal	185 x 156	7 <sup>5</sup> / <sub>16</sub> x 6 <sup>9</sup> / <sub>64</sub>	215 x 185	8 <sup>15</sup> / <sub>32</sub> x 7 <sup>5</sup> / <sub>16</sub>	225 x 195	8 <sup>7</sup> / <sub>8</sub> x 7 <sup>1</sup> / <sub>16</sub>
1/2 vertical	90 x 248	3 <sup>35</sup> / <sub>64</sub> x 9 <sup>13</sup> / <sub>16</sub>	109 x 280	4 <sup>5</sup> / <sub>16</sub> x 11 <sup>1</sup> / <sub>32</sub>	119 x 290	4 <sup>11</sup> / <sub>16</sub> x 11 <sup>3</sup> / <sub>8</sub>
1/2 horizontal	185 x 122	7 <sup>5</sup> / <sub>16</sub> x 4 <sup>3</sup> / <sub>4</sub>	215 x 140	8 <sup>15</sup> / <sub>32</sub> x 5 <sup>1</sup> / <sub>2</sub>	225 x 150	8 <sup>7</sup> / <sub>8</sub> x 5 <sup>15</sup> / <sub>16</sub>
1/3 vertical	58 x 248	2 <sup>9</sup> / <sub>32</sub> x 9 <sup>13</sup> / <sub>16</sub>	76 x 280	3 x 11 <sup>1</sup> / <sub>32</sub>	86 x 290	3 <sup>3</sup> / <sub>8</sub> x 11 <sup>3</sup> / <sub>8</sub>
1/3 horizontal	185 x 77	7 <sup>5</sup> / <sub>16</sub> x 3 <sup>1</sup> / <sub>32</sub>	215 x 95	8 <sup>15</sup> / <sub>32</sub> x 3 <sup>3</sup> / <sub>4</sub>	225 x 105	8 <sup>7</sup> / <sub>8</sub> x 4 <sup>1</sup> / <sub>8</sub>
1/4 vertical	43 x 248	1 <sup>11</sup> / <sub>16</sub> x 9 <sup>13</sup> / <sub>16</sub>	58 x 280	2 <sup>9</sup> / <sub>32</sub> x 11 <sup>1</sup> / <sub>32</sub>	68 x 290	2 <sup>11</sup> / <sub>16</sub> x 11 <sup>3</sup> / <sub>8</sub>
1/4 vertical	90 x 122	3 <sup>35</sup> / <sub>64</sub> x 4 <sup>3</sup> / <sub>4</sub>	no trim or bleed size			
1/4 horizontal	137 x 82	5 <sup>25</sup> / <sub>64</sub> x 3 <sup>1</sup> / <sub>4</sub>	no trim or bleed size			
1/4 horizontal	185 x 60	7 <sup>5</sup> / <sub>16</sub> x 2 <sup>3</sup> / <sub>8</sub>	215 x 78	8 <sup>15</sup> / <sub>32</sub> x 3 <sup>1</sup> / <sub>16</sub>	225 x 88	8 <sup>7</sup> / <sub>8</sub> x 3 <sup>15</sup> / <sub>16</sub>

**Ad-Formats:** In general rate-card listed formats only can be published. Other formats on request.

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Other formats on request.

## CONTRACT AND COPY REGULATIONS

- All copy subject to publisher's approval.
- Cancellations of advertisements are not accepted after closing date.
- Rates subject to change upon 90 days' notice from publisher.  
All insertions will be billed at the prevailing rates for the issue used.
- Advertiser and advertising agency assume liability for all content of advertisements printed, and also assume responsibility for any claims against the publisher arising therefrom. Advertiser and agency also agree to indemnify the publisher against any expense or loss suffered by reason of such claims.
- Contract conditions subject to change without notice.

### General:

All advertisements are subject to acceptance by publisher.

## SPECIAL SERVICES

FLUG REVUE offers a lot of special services for advertisers. Among these services are:

### Translations:

If your ad has to be translated into German, please contact aerokurier. For all our advertisers a translation service is available on request. Please send copy for translations as soon as possible, at least 5 weeks prior to publication or ask for special deadline.

### Reprints:

Reprints of articles in FLUG REVUE can be a distinctive marketing tool for your products. You can get reprints of any article or advertisements. Please contact aerokurier for re-printing rates.

### Marketing:

If you need any assistance for advertising, referring to special events and the editorial program, please contact aerokurier.

## EXECUTIVE OFFICES

**aerokurier**  
**Motor Presse Stuttgart**  
**GmbH & Co. KG**  
**Leuschnerstr. 1**  
**70174 Stuttgart**  
**Germany**  
**Tel. (Int.): 01149-711-182-2814**  
**email: [rwittstamm@motorpresse.de](mailto:rwittstamm@motorpresse.de)**  
**[www.aerokurier.de](http://www.aerokurier.de)**  
 Don't hesitate to call us or contact your local representative

## AEROKURIER/ FLUG REVUE FOR THE AMERICAS

### International Aviation Magazine Group

Ed Hirsch, President  
 12901, SW 64th Court  
 Miami, FL 33156  
 Tel. (305)-666-2055  
 Fax (305)-667-7812  
 email: [ed.hirsch@iamgrp.com](mailto:ed.hirsch@iamgrp.com)

Lorrie Balding, Sales Manager  
 Tel. (786)-223-1852  
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 email: [lorrie.balding@iamgrp.com](mailto:lorrie.balding@iamgrp.com)

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**aerokurier**

**[www.aerokurier.de](http://www.aerokurier.de)**

Printed in the Federal Republic of Germany

# EDITORIAL AND CLOSING DATE CALENDAR 2016

ISSUE	PUBLISHING DATE	ADVERTISING CLOSING DATE EDITORIAL SECTION	COPY DATE ADVERTISING CLOSING DATE CLASSIFIED SECTION	SCHEDULE OF SUBJECTS
01/2016	30 Dec. 2015	23 Nov. 2015	30 Nov. 2015	<ul style="list-style-type: none"> <li>• Angle-of-Attack Systems</li> <li>• Company Portrait: Piper Aircraft</li> <li>• <b>plus SPECIAL: MAINTENANCE</b></li> </ul>
02/2016 HELI-EXPO Issue	27 Jan. 2016	11 Dec. 2015	18 Dec. 2015	<ul style="list-style-type: none"> <li>• Comparison: Single Engine Aircraft with Diesel Engine</li> <li>• Island Hopping</li> <li>• <b>plus EXTRA: SOARING</b></li> </ul>
03/2016	24 Feb. 2016	20 Jan. 2016	27 Jan. 2016	<ul style="list-style-type: none"> <li>• Aircraft Report: Cirrus SF50 Vision</li> <li>• How to become a Professional Pilot</li> <li>• <b>plus SPECIAL: FLIGHT TRAINING</b></li> </ul>
04/2016 AERO Issue	30 Mar. 2016	22 Feb. 2016	29 Feb. 2016	<ul style="list-style-type: none"> <li>• Airshow Dates and Venues 2016</li> <li>• The State of the General Aviation Industry in 2016</li> <li>• <b>plus SPECIAL: AERO IN FRIEDRICHSHAFEN</b></li> </ul>
05/2016 EBACE Issue	27 Apr. 2016	21 Mar. 2016	30 Mar. 2016	<ul style="list-style-type: none"> <li>• Pre-Show Report: ILA Berlin Air Show</li> <li>• Show Report: Heli-Expo</li> <li>• Used Aircraft Comparison: PA-28 vs. Cessna 172</li> </ul>
06/2016	25 May 2016	18 Apr. 2016	25 Apr. 2016	<ul style="list-style-type: none"> <li>• Show Report: AERO in Friedrichshafen</li> <li>• The Best Landing Spots for Hiking</li> <li>• <b>plus SPECIAL: UL/LSA</b></li> </ul>
07/2016	29 Jun. 2016	24 May 2016	01 Jun. 2016	<ul style="list-style-type: none"> <li>• Show Report: EBACE</li> <li>• What is ADS-B?</li> <li>• <b>plus SPECIAL: AVIONICS</b></li> </ul>
08/2016	27 Jul. 2016	22 Jun. 2016	29 Jun. 2016	<ul style="list-style-type: none"> <li>• Aircraft Report: Flight Design C4</li> <li>• Overview: Fractional Ownership Providers</li> <li>• Company Portrait: Tecnam</li> </ul>

**Note:** All listed articles are subject to change without prior notice.

# EDITORIAL AND CLOSING DATE CALENDAR 2016

ISSUE	PUBLISHING DATE	ADVERTISING CLOSING DATE EDITORIAL SECTION	COPY DATE ADVERTISING CLOSING DATE CLASSIFIED SECTION	SCHEDULE OF SUBJECTS
09/2016	24 Aug. 2016	19 Jul. 2016	26 Jul. 2016	<ul style="list-style-type: none"> <li>• Comparison: Light Helicopters</li> <li>• Show Report: EAA AirVenture</li> <li>• <b>plus SPECIAL: HELICOPTERS</b></li> </ul>
10/2016 NBAA Issue	28 Sep. 2016	24 Aug. 2016	31 Aug. 2016	<ul style="list-style-type: none"> <li>• Fuels for General Aviation</li> <li>• Market Overview: Motor Gliders</li> <li>• <b>plus SPECIAL: BUSINESS AVIATION</b></li> </ul>
11/2016	26 Oct. 2016	20 Sep. 2016	27 Sep. 2016	<ul style="list-style-type: none"> <li>• Gifts for Pilots</li> <li>• Overview: New Headsets</li> <li>• Flight Simulators for General Aviation</li> </ul>
12/2016	23 Nov. 2016	17 Oct. 2016	24 Oct. 2016	<ul style="list-style-type: none"> <li>• Market Overview: Turboprop Aircraft</li> <li>• US Licenses for EU Pilots</li> <li>• Glass Cockpits for Microlights and LSA</li> </ul>
01/2017	28 Dec. 2016	22 Nov. 2016	29 Nov. 2016	<ul style="list-style-type: none"> <li>• Show Report: NBAA</li> <li>• <b>plus SPECIAL: MAINTENANCE</b></li> </ul>

**ATTENTION:**

**The SPECIALS:**

- MAINTENANCE of issue 01/2016 and 01/2017
- FLIGHT TRAINING of issue 03/2016
- HELICOPTER of issue 09/2016
- BUSINESS AVIATION of issue 10/2016

are also distributed with the subscription print run of FLUG REVUE.

**The SPECIALS:**

- SOARING of issue 02/2016
- AERO SPECIAL of issue 04/2016
- UL/LSA of issue 06/2016
- AVIONICS of issue 07/2016

are aerokurier SPECIALS only.

**EXTRA:**

- CONFERENCE PROGRAM AERO IN FRIEDRICHSHAFEN – April 2016