

**GENERAL ADVERTISING RATE CARD 69
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: 543766
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
FLUG REVUE
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 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: 44,367, 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	7800	7566	7410	7020	6630
3/4 Page	5850	5675	5558	5265	4973
2/3 Page	5200	5044	4940	4680	4420
1/2 Page	3900	3783	3705	3510	3315
1/3 Page	2600	2522	2470	2340	2210
1/4 Page	1950	1892	1853	1755	1658
Four Color	1X	3X	6X	9X	12X
Full page	14000	13580	13300	12600	11900
3/4 Page	10500	10185	9975	9450	8925
2/3 Page	9333	9053	8866	8400	7933
1/2 Page	7000	6790	6650	6300	5950
1/3 Page	4666	4526	4433	4199	3966
1/4 Page	3500	3395	3325	3150	2975
Four Color	1X	3X	6X	9X	12X
Cover 2+3	15000	14550	14250	13500	12750
Cover 4	16000	15520	15200	14400	13600

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 ²⁷ / ₆₄ x 9 ¹³ / ₁₆	430 x 280	16 ¹⁵ / ₁₆ x 11 ¹ / ₃₂	440 x 290	17 x 11 ³ / ₈
1/1	185 x 248	7 ⁵ / ₁₆ x 9 ¹³ / ₁₆	215 x 280	8 ¹⁵ / ₃₂ x 11 ¹ / ₃₂	225 x 290	8 ⁷ / ₈ x 11 ³ / ₈
3/4 vertical	137 x 248	5 ⁷ / ₁₆ x 9 ¹³ / ₁₆	155 x 280	6 ¹ / ₈ x 11 ¹ / ₃₂	165 x 290	6 ¹ / ₂ x 11 ³ / ₈
3/4 horizontal	185 x 185	7 ⁵ / ₁₆ x 7 ⁵ / ₁₆	215 x 203	8 ¹⁵ / ₃₂ x 8	225 x 213	8 ⁷ / ₈ x 6 ¹ / ₂
2/3 vertical	122 x 248	4 ³ / ₄ x 9 ¹³ / ₁₆	140 x 280	5 ¹ / ₂ x 11 ¹ / ₃₂	150 x 290	5 ¹⁵ / ₁₆ x 11 ³ / ₈
2/3 horizontal	185 x 156	7 ⁵ / ₁₆ x 6 ⁹ / ₆₄	215 x 185	8 ¹⁵ / ₃₂ x 7 ⁵ / ₁₆	225 x 195	8 ⁷ / ₈ x 7 ¹¹ / ₁₆
1/2 vertical	90 x 248	3 ³⁵ / ₆₄ x 9 ¹³ / ₁₆	109 x 280	4 ³ / ₁₆ x 11 ¹ / ₃₂	119 x 290	4 ¹¹ / ₁₆ x 11 ³ / ₈
1/2 horizontal	185 x 122	7 ⁵ / ₁₆ x 4 ³ / ₄	215 x 140	8 ¹⁵ / ₃₂ x 5 ¹ / ₂	225 x 150	8 ⁷ / ₈ x 5 ¹⁵ / ₁₆
1/3 vertical	58 x 248	2 ⁹ / ₃₂ x 9 ¹³ / ₁₆	76 x 280	3 x 11 ¹ / ₃₂	86 x 290	3 ³ / ₈ x 11 ³ / ₈
1/3 horizontal	185 x 77	7 ⁵ / ₁₆ x 3 ¹ / ₃₂	215 x 95	8 ¹⁵ / ₃₂ x 3 ³ / ₄	225 x 105	8 ⁷ / ₈ x 4 ¹ / ₈
1/4 vertical	43 x 248	1 ¹¹ / ₁₆ x 9 ¹³ / ₁₆	58 x 280	2 ⁹ / ₃₂ x 11 ¹ / ₃₂	68 x 290	2 ¹¹ / ₁₆ x 11 ³ / ₈
1/4 vertical	90 x 122	3 ³⁵ / ₆₄ x 4 ³ / ₄	no trim or bleed size			
1/4 horizontal	137 x 82	5 ²⁵ / ₆₄ x 3 ¹ / ₄	no trim or bleed size			
1/4 horizontal	185 x 60	7 ⁵ / ₁₆ x 2 ³ / ₈	215 x 78	8 ¹⁵ / ₃₂ x 3 ¹ / ₁₆	225 x 88	8 ⁷ / ₈ x 3 ¹⁵ / ₁₆

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 FLUG REVUE. 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 FLUG REVUE for reprinting rates.

Marketing:

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

EXECUTIVE OFFICES

FLUG REVUE

Motor Presse Stuttgart
GmbH & Co. KG
Leuschnerstr. 1
70174 Stuttgart
Germany

Tel. (Int.): 01149-711-182-2814

email: rwittstamm@motorpresse.de

www.flugrevue.de

Don't hesitate to call us or contact your local representative

AEROKURIER/ FLUG REVUE FOR THE AMERICAS

International Aviation Magazine Group

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FLUG REVUE

www.flugrevue.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	14 Dec. 2015	09 Nov. 2015	16 Nov. 2015	<ul style="list-style-type: none"> Show Report: NBAA Engines for Future Fighters Market Overview: Medium Civilian Helicopters
02/2016 SINGAPORE AIR SHOW Issue	11 Jan. 2016	30 Nov. 2015	07 Dec. 2015	<ul style="list-style-type: none"> Entry into Service: Airbus A320neo Tanker Aircraft Status Report: ISS
03/2016 HELI-EXPO Issue	08 Feb. 2016	30 Dec. 2015	11 Jan. 2016	<ul style="list-style-type: none"> The Big US Airlines Technology Report: Military Flight Simulators Air-to-Air Missiles
04/2016 FIDAE Issue	07 Mar. 2016	01 Feb. 2016	08 Feb. 2016	<ul style="list-style-type: none"> European Environmental Satellites Anniversary: 25 Years of the Tiger Combat Helicopter Technology: Wind Tunnels
05/2016 EBACE Issue	11 Apr. 2016	03 Mar. 2016	10 Mar. 2016	<ul style="list-style-type: none"> Show Report: Heli-Expo Preview: New Satellite Terminal at Munich Airport Program Status: Gulfstream G500
06/2016 ILA BERLIN Issue	09 May 2016	01 Apr. 2016	08 Apr. 2016	<ul style="list-style-type: none"> Show Report: Aircraft Interiors Hamburg 25 Years of Pilatus PC-12 and 50 Years of Pilatus PC-7 plus EXTRA: ILA
07/2016 FARNBOROUGH Issue	13 Jun. 2016	04 May 2016	12 May 2016	<ul style="list-style-type: none"> Airlines in Germany, Austria and Switzerland Show Report: EBACE First Flight: Boeing 737MAX
08/2016	11 Jul. 2016	06 Jun. 2016	13 Jun. 2016	<ul style="list-style-type: none"> Show Report: ILA Berlin Air Show Special: 100 Years of Boeing Entry into Service of Boeing 777-300 at Swiss

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

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09/2016	08 Aug. 2016	04 Jul. 2016	11 Jul. 2016	<ul style="list-style-type: none"> • Show Report: Farnborough Air Show • Airline Alliances • Program Status: Saab Gripen E
10/2016	12 Sep. 2016	05 Aug. 2016	12 Aug. 2016	<ul style="list-style-type: none"> • Program Overview: Russian Fighters • Airlines from the Gulf Region • plus EXTRA: ENGINES
11/2016	10 Oct. 2016	02 Sep. 2016	09 Sep. 2016	<ul style="list-style-type: none"> • Delivery of the 10,000th Airbus • Airbus A400M: Customers' Experiences • Visions of Aircraft in 2050
12/2016	07 Nov. 2016	28 Sep. 2016	06 Oct. 2016	<ul style="list-style-type: none"> • Program Report: Ariane 6 • USAF: F-35A's Operational Status • plus EXTRA: SPACE
01/2017	12 Dec. 2016	07 Nov. 2016	14 Nov. 2016	<ul style="list-style-type: none"> • Show Report: NBAA • Aviation in China

ATTENTION:

INDUSTRY FORUM:

- HELI-EXPO – March 2016
- EBACE – May 2016
- NBAA Convention – November 2016

EXTRA:

- ILA BERLIN AIR SHOW – June 2016
- ENGINES – October 2016
- SPACE – December 2016

OFFICIAL FLIGHT PROGRAM:

- SINGAPORE AIR SHOW – February 2016
- FIDAE AIR SHOW CHILE – March 2016
- ILA BERLIN AIR SHOW – June 2016