

**GENERAL ADVERTISING RATE CARD 58  
EFFECTIVE AS OF JANUARY 2019**

**Publishing Company:** Motor Presse Stuttgart GmbH & Co. KG  
Leuschnerstr. 1 • D-70174 Stuttgart or  
Postbox 10 60 36 • D-70162 Stuttgart, Germany  
Tel. (Int.) 01149-711-182-2814  
Fax (Int.) 01149-711-182-2816

**Advertising Director:** Guido Zähler and Reinhard Wittstamm  
**Telephone:** +49 711 182-2815 / +49 711 182-2814  
**Email:** gzaehler@motorpresse.de / 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 ticket from our website [www.mps-vermarktung.de](http://www.mps-vermarktung.de) --> AEROKURIER.
- 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:** 14,402, audited IVW II/2018  
**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 2019

## AD FORMATS

AD SPACE (in page)	TYPE AREA		TRIM SIZE		BLEED SIZE already including 5 mm or 3/16" all around for bleed	
	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
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>5</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>5</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>5</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

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

### Reprints:

Reprints of articles in AEROKURIER 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.): +49 711 182-2815

email: [gzaehler@motorpresse.de](mailto:gzaehler@motorpresse.de) / [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

Fax (305)-668-7938

email: [lorrie.balding@iamgrp.com](mailto:lorrie.balding@iamgrp.com)

Caryn L. McDougal, Accounting

Tel. (305)-663-4776

Fax (305)-663-4775

email: [caryn.mcdougal@iamgrp.com](mailto:caryn.mcdougal@iamgrp.com)

### Print Material shipping to

Motor Presse Stuttgart

AEROKURIER / AM – Div.

Leuschnerstr. 1

70174 Stuttgart

Germany

Tel. (Int.) 01149-711-182-1548

Fax (Int.) 01149-711-182-1027

email: [jruprecht@motorpresse.de](mailto:jruprecht@motorpresse.de)

**aerokurier**

[WWW.AEROKURIER.DE](http://WWW.AEROKURIER.DE)

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