

**GENERAL ADVERTISING RATE CARD 72  
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  
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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:** 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 ticket from our website [www.mps-vermarktung.de](http://www.mps-vermarktung.de) --> FLUG REVUE.
- 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:** 27,762, 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	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
<b>Four Color</b>	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
<b>Four Color</b>	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 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>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:

### 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  
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email: [gzaehler@motorpresse.de](mailto:gzaehler@motorpresse.de) / [rwittstamm@motorpresse.de](mailto:rwittstamm@motorpresse.de)  
[WWW.FLUGREVUE.DE](http://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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**FLUGREVUE**

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

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