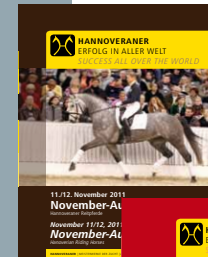




reitsport
MAGAZIN



DER HANNOVERANER



HANNOVERANER
AUKTIONEN

MEDIA-INFORMATION 2012

Paragon Verlagsgesellschaft mbH & Co. KG

■ Lower-Saxony is **the** horse riding region of Germany. Here you will find a large potential of riders an horse riding friends. About 142.000 members are representing the horse riding associations of Lower-Saxony an Bremen. They are organized in more than 1.000 riding clubs, which are arranging about 700 competitions p. a.

■ The **reitsport MAGAZIN** is the official magazine of the horse riding associations of **Hannover** and **Bremen** The magazine is regularly publishing all events an competitions which take place in Lower-Saxony.

■ Realizing three readers per copy, the magazine reaches nearly 35.000 readers every month.

Place of publication: Hanover
Frequency of publication: monthly
Distribution area: Lower-Saxony and Bremen



Mitglied der Arbeitsgemeinschaft regionaler Fachzeitschriften für Pferdesport

■ THE HANOVERIAN is the official magazine of: the Hanoverian Verband Verden e.V., Hannoversche Reit- und Fahrschule e.V., Verband der Pony- und Kleinpferdzüchter e.V., Stammbuch für Kaltblutpferde Niedersachsen e.V. an of the Lower Saxonian National State Stud Celle.

■ The readers of THE HANOVERIAN are spread all over the world. The magazine is a „must read“ lecture for all Hanoverian breeders, in order to be well informed about all events around the scene.

Place of publication: Verden
Frequency of publication: monthly
Distribution area: national and international



Mitglied der Arbeitsgemeinschaft regionaler Fachzeitschriften für Pferdesport

■ Annually the Niedersachsenhalle in Verden counts nearly 100.000 riders an breeders from all over the world visiting the autions. Eight times a year the whole riding an breeding society vitits Verden, which is the centre of the worlds flourishing breeding association. The auction catalouges are in great demand. They are definitely invaluable reference books and should be part of every bookshelf.

Place of publication: Verden
Frequency of publication: 8 publication p. a. to every auction
Distribution area: national an international

Publishing Company

Publishing Company:

PARAGON Verlagsgesellschaft mbH & Co. KG

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Technical information

Advertising material / Art works:

Please send all objects in current programs of MAC or PC.

Colours:

According to DIN 16539 European scale.

Data transfer:

by E-Mail.

Circulation

Suscription:

The circulation is controlled by IVW, the German auditing organ, which guarantees the declared circulation in correct.

Discounts:

Frequency Discount:

3 Ads – 3%,

6 Ads – 5%,

9 Ads – 10%,

12 Ads – 15%,

Further discounts on request.

All prices are calculated in Euro excluding VAT.

We are granting Agency commission of 15 %.

Technical dates

Format:	215 mm width x 280 mm height
Type area:	190 mm width x 255 mm height
Column width:	4 column, per 45 mm / 3 column, per 60 mm

Advertising rates and sizes

Size	Width x Height	black-white	2 colours	4 colours
1/1 page	190 x 255	1.808,-	2.256,-	3.072,-
2/3 page	124 x 255 / 190 x 168	1.205,-	1.504,-	2.048,-
1/2 page	92 x 255 / 190 x 127	904,-	1.128,-	1.536,-
1/3 page	60 x 255 / 190 x 84	602,-	752,-	1.024,-
1/4 page	45 x 255 / 190 x 62 / 92 x 125	452,-	564,-	768,-
1/8 page	45 x 127 / 90 x 62	226,-	282,-	384,-
1/16 page	45 x 64 / 90 x 31	113,-	141,-	192,-
Basic price per mm in Euro		1,77	2,20	2,95

practical subjects *reitsport* MAGAZIN

01/12	Breeding – Dates of stallion shows, foal births	07/12	Health – Saddle pressure
02/12	Breeding – Mare health	08/12	Hooves
03/12	Breeding – Creation of grassland	09/12	Separation of foals from mares
04/12	Breeding – Preparation for mare- / foal-shows, Feeding, Training, Transport	10/12	Preparing indoor arenas for wintertime
05/12	All about grassland – equipment	11/12	Stables during wintertime
06/12	Pests – what to do against horseflies, mosquitoes, ticks and more	12/12	Special magazine Pferd & Jagd 2012 (Exhibition), Christmas market

Dates 2012

Issue	Deadline	Publishing date
01/12	30.11.2011	28.12.2011
02/12	30.12.2011	25.01.2012
03/12	30.01.2012	29.02.2012
04/12	29.02.2012	28.03.2012
05/12	30.03.2012	25.04.2012
06/12	30.04.2012	30.05.2012
07/12	30.05.2012	27.06.2012
08/12	29.06.2012	25.07.2012
09/12	30.07.2012	29.08.2012
10/12	30.08.2012	26.09.2012
11/12	01.10.2012	31.10.2012
12/12	30.10.2012	28.11.2012
01/13	30.11.2012	27.12.2012

Loose inserts / supplements

Price per 1000 copies

Up to 25g	Above 25g
129 Euro	on request

Technical dates

Format:	DIN A4, 210 mm width x 297 mm height
Type area:	185 mm width x 254 mm height
Column width:	4 column, per 44 mm

Anzeigenpreise und -formate

Size	Width x Height	black-white	2 colours	4 colours
1/1 page	185 x 254	1.700,-	2.060,-	2.880,-
2/3 page	120 x 254 / 185 x 167	1.133,-	1.374,-	1.920,-
1/2 page	91 x 254** / 185 x 125	850,-	1.030,-	1.440,-
1/3 page	60 x 254* / 185 x 82	567,-	687,-	960,-
1/4 page	44 x 254** / 185 x 61 / 91 x 125**	425,-	515,-	720,-
1/8 page	44 x 125** / 91 x 61**	213,-	258,-	360,-
1/16 page	44 x 61** / 91 x 29**	107,-	129,-	180,-
Basic price per mm in Euro		1,68	2,10	2,90

Dates 2012

Issue	Deadline	Publishing date
01/12	30.11.2011	20.12.2011
02/12	30.12.2011	20.01.2012
03/12	30.01.2012	20.02.2012
04/12	29.02.2012	20.03.2012
05/12	30.03.2012	20.04.2012
06/12	30.04.2012	21.05.2012
07/12	30.05.2012	20.06.2012
08/12	29.06.2012	20.07.2012
09/12	30.07.2012	20.08.2012
10/12	30.08.2012	20.09.2012
11/12	01.10.2012	22.10.2012
12/12	30.10.2012	20.11.2012
01/13	30.11.2012	20.12.2012

Loose inserts / supplements

Price per 1000 copies

Up to 25g	Above 25g
129 Euro	on request

COMBINATION INCLUDING COMBINATION DISCOUNT OF 10%

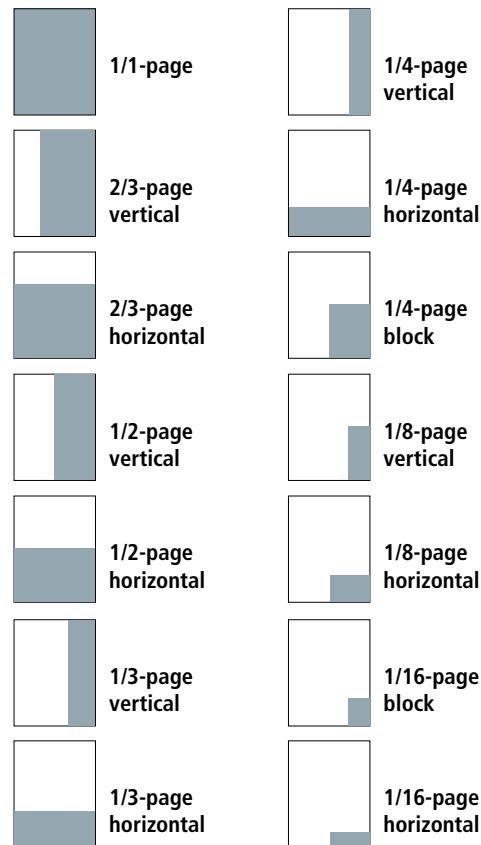
Advertising rates and sizes

Size	Width x Height	black-white	2 colours	4 colours
1/1 page		3.157,-	3.884,-	5.357,-
2/3 page	reitsport MAGAZIN	2.104,-	2.590,-	3.571,-
1/2 page	page 4	1.579,-	1.942,-	2.678,-
1/3 page	THE HANOVERIAN	1052,-	1.295,-	1.786,-
1/4 page	page 5	789,-	971,-	1.339,-
1/8 page		395,-	486,-	670,-
1/16 page		198,-	243,-	335,-
Basic price per mm in Euro		3,11	3,87	5,27

Loose inserts / supplements

Price per 1000 copies
on request

Examples of size



Advertisements in the auctions catalogues which includes advices of selling or marketing of horses, or stallions that are nonlicensed for the Hanoverian breeding, will not be published.

Rates Format A

Format 220 mm width / 225 mm height
Type area 195 mm width / 211 mm height

	black-white	4 colours
1/1 page	301,-	512,-
TA 195 x 211 mm · F 220 x 225 mm		
2/3 page	256,-	409,-
TA 128 x 211 mm · F 133 x 225 mm		
1/3 page, vertical	154,-	310,-
TA 61 x 211 mm · F 70 x 225 mm		
1/3 page, horizontal	154,-	310,-
TA 195 x 60 mm · F 220 x 73 mm		
1/3 page, block	154,-	310,-
TA 128 x 100 mm · F 133 x 110 mm		

Rates Format B

Format 147 mm width / 210 mm height (A5)
Type area 130 mm width / 190 mm height

	black-white	4 colours
1/1 page	154,-	229,-
TA 130 x 190 mm · F 147 x 210 mm		
1/2 page	103,-	178,-
TA 130 x 92 mm · F 147 x 97 mm		

All ads are placed on a left page.

Quantity discount:

2 Ads 5%
4 Ads 10%
6 Ads 15%
8 Ads 20%

Publishing frequency: 8 issues p. a.
Circulation: 5.500 copies

Dates 2012

Deadline Advertisement	Deadline Copy	Publishing Date	Format
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Winter-Auction 20.–21. January

01.12.2011 08.12.2011 19.12.2011 B

126. Elite-Auction 13.–14. April

22.02.2012 14.03.2012 21.03.2012 A

May-Auction 04.–05. May

20.03.2012 27.03.2012 09.04.2012 B

Summer-Auction 20.–21. July

08.06.2012 18.06.2012 02.07.2012 B

38. Elite-Fohlen- und Zuchtstuten-Auction 17.–19. August

15.06.2012 29.06.2012 27.07.2012 A

127. Elite-Auction 12.–13. October

17.08.2012 31.08.2012 21.09.2012 A

Hengstkörung and -auction 25.–27. October

06.09.2012 19.09.2012 05.10.2012 A

November-Auction 09.–10. November

18.09.2012 25.09.2012 12.10.2012 B