



# MEDIA-INFORMATION 2015

Paragon Verlagsgesellschaft mbH & Co. KG

■ Lower-Saxony is one of the biggest equestrian sports region of North Germany. Here you will find a large potential of Competition and Leisure riders and horse lovers. About 142.000 members are representing the equestrian sports society of Lower-Saxony and 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 equestrian sports society of Hannover and Bremen. In the magazine integrated are all invitations to all events and competitions which take place in Lower-Saxony.

■ Nearly 32.000 Competition and Leisure riders (traceable 3 readers per issue) inform themselves monthly about previous and coming Horse shows and Events of the Equestrian scene plus all topics around the horse.

Common Circulation: 8.546 Examples  
(II.Quarter/2014)

Place of publication: Hanover

Frequency of publication: monthly

Distribution area: Lower-Saxony and Bremen



Deutschlands einzige  
Pferde- und Reitsport-Kombi  
Mehr Seiten,  
Mehr Auflage,  
Mehr Nähe.

Mitglied der  
Arbeitsgemeinschaft  
regionaler  
Fachzeitschriften  
für Pferdesport

■ THE HANOVERIAN is the official magazine of: the Hanoverian Breeding Society Verden e.V., Hannoversche Reit- und Fahrsschule e.V., Society of the Pony- und Kleinpferdzüchter e.V., Breed registry for Cold-Blooded Horses of Lower-Saxony e.V. and of the Lower Saxony National State Stud Celle.

■ The Hanoverian is a membership magazine and get send to THE HANOVERIAN breeders 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.

Common Circulation: 16.062 Examples  
(II.Quarter/2014)

Place of publication: Verden

Frequency of publication: monthly

Distribution area: national and international



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

Place of publication: Verden  
Frequency of 8 publication p. a.  
publication: to every auction

Distribution area: national an international

# Publishing Company

## Publishing Company:

**PARAGON Verlagsgesellschaft mbH & Co. KG**

Misburger Straße 119,  
D 30625 Hannover  
P.O. Box 61 04 06

Phone: 00 49 / 511 / 560 599 30

Fax: 00 49 / 511 / 560 599 39

E-Mail: info@paragon-verlag.de

Internet: www.reitsport-magazin.net

## Management:

**Alexander Wanke** (Publisher)

**Alexandra Duesmann** (CEO)

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E-Mail: ad@paragon-verlag.de

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Phone: 00 49 / 511 / 560 599 43

E-Mail: ch@paragon-verlag.de

**Susanne Voss**

Phone: 00 49 / 511 / 560 599 41

E-Mail: sv@paragon-verlag.de

## Internet:

[www.paragon-verlag.de](http://www.paragon-verlag.de)

[www.reitsport-magazin.net](http://www.reitsport-magazin.net)

## Payment terms and conditions

14 days after receive of the invoice

With prepayment or direct debit 2% discount

## Bank details

**Hannoversche Volksbank e.G.**

IBAN: DE22251900010538898800

SWIFT-CODE: VOHADE2HXXX

**Postbank Hannover**

IBAN: DE06250100300366074303

SWIFT-CODE: PBNKDEFF

## Place of execution and legal domicile

For both parties Hannover

# Technical information

## Advertising material / Art works:

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

Adverts in Bleed of Page format are needed with extra 3mm bleed bonus

## Colours:

According to DIN 16539 European scale.

## Data transfer:

by E-Mail.

sv@paragon-verlag.de

ch@paragon-verlag.de

From the Publishing House prepared masters up to a ¼ page will be charged with 25 Euro plus VAT.

# Circulation

## Suscription:

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

## Discounts:

Amount Discount	Frequency Discount:
1 Page -3%	3 Ads -3%
3 Pages -5%	6 Ads -5%
6 Pages -10%	9 Ads -10%
9 Pages -15%	12 Ads -15%
12 Pages -20%	24 Ads -20%

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 125	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 125 / 90 x 62	226,-	282,-	384,-
1/16 page	45 x 64 / 90 x 31	113,-	141,-	192,-
<b>Basic price per mm in Euro</b>		<b>1,77</b>	<b>2,20</b>	<b>2,95</b>

## practical subjects *reitsport* MAGAZIN

01/15	Traveling with Horses	07/15	The Stable in the Summer
02/15	Tips for building an indoor school	08/15	Feeds & feeding technics
03/15	Equitana Preview	09/15	Autumn time = Flu time – what helps for Horse & Rider
04/15	Building and taking care of outdoor schools & paddocks	10/15	Equestrian fashion for everyone
05/15	Fields and Nature protection / Insects alert	11/15	Saddle types
06/15	The neat looking Horse	12/15	Nice Gift ideas / Pferd & Jagd

## Dates 2015

Issue	Deadline	Publishing date
01/15	28.11.2014	24.12.2014
02/15	05.01.2015	28.01.2015
03/15	30.01.2015	25.02.2015
04/15	02.03.2015	25.03.2015
05/15	30.03.2015	29.04.2015
06/15	30.04.2015	27.05.2015
07/15	01.06.2015	24.06.2015
08/15	30.06.2015	29.07.2015
09/15	30.07.2015	26.08.2015
10/15	31.08.2015	30.09.2015
11/15	30.09.2015	28.10.2015
12/15	30.10.2015	25.11.2015
01/16	30.11.2015	23.12.2015

## Loose inserts / supplements

Price per 1000 copies

**Up to 25g**      **Above 25g**  
 129 Euro      on request

## Technical dates

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

## Advertising rates and sizes

Size	Width x Height	black-white	2 colours	4 colours
1/1 page	185 x 254	1.870,-	2.280,-	2.880,-
2/3 page	120 x 254 / 185 x 167	1.247,-	1.520,-	1.920,-
1/2 page	92 x 254 / 185 x 125	935,-	1.140,-	1.440,-
1/3 page	60 x 254 / 185 x 82	623,-	760,-	960,-
1/4 page	44 x 254 / 185 x 61 / 92 x 127	468,-	570,-	720,-
1/8 page	44 x 125 / 92 x 61	234,-	285,-	360,-
1/16 page	44 x 61 / 92 x 29	117,-	143,-	180,-
<b>Basic price per mm in Euro</b>		<b>1,85</b>	<b>2,25</b>	<b>2,90</b>

## Dates 2015

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01/15	28.11.2014	22.12.2014
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**COMBINATION INCLUDING  
COMBINATION DISCOUNT OF 10%**

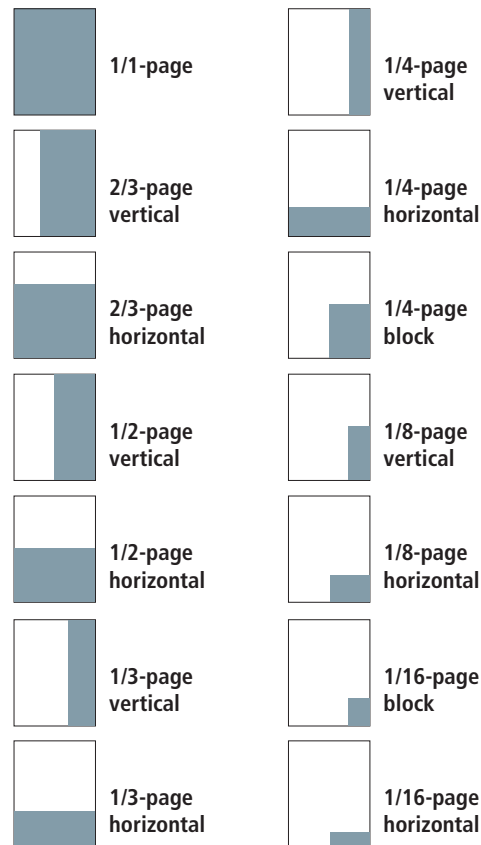
Advertising rates and sizes

Size	Width x Height	black-white	2 colours	4 colours
1/1 page		3.310,-	4.082,-	5.357,-
2/3 page	<b>reitsport</b> MAGAZIN	2.207,-	2.722,-	3.571,-
1/2 page	page 4	1.655,-	2.041,-	2.678,-
1/3 page	THE HANOVERIAN	1.103,-	1.361,-	1.786,-
1/4 page	page 5	828,-	1.021,-	1.339,-
1/8 page		414,-	510,-	670,-
1/16 page		207,-	256,-	335,-
Basic price per mm in Euro		3,26	4,00	5,27

Loose inserts / supplements

Price per 1000 copies  
on request

Examples of size



Adverts in the auctions catalogues which indicates the Sale or the Marketing of Horses, or stallions that are no licensed for the Hanoverian breeding are not allowed.

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

## Office and Editor

### Hanoverian Breeding Society e.V.

Lindhooper Straße 92, D 27283 Verden

Phone: 00 49 / 4231 / 67 30

Fax: 00 49 / 4231 / 67 312

E-Mail: hannoveraner@hannoveraner.com

Internet: www.hannoveraner.com

### Place of execution and legal domicile

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### Advertising Sales & Administration

PARAGON Verlagsgesellschaft mbH & Co. KG

Misburger Straße 119, D 30625 Hannover

Phone: 00 49 / 511 / 560 599 30

Fax: 00 49 / 511 / 560 599 39

Katja Meyer, E-Mail: km@paragon-verlag.de

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Via E-Mail to: km@paragon-verlag.de

## Rates Format A

**Format** 220 mm width / 225 mm height

**Print area** 195 mm width / 211 mm height

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

## Rates Format B

**Format** 147 mm width / 210 mm height (A5)

**Print area** 130 mm width / 190 mm height

	black-white	4 colours
<b>1/1 page</b>	<b>154,-</b>	<b>229,-</b>
PA 130 x 190 mm · BoP 147 x 210 mm		
<b>1/2 page</b>	<b>103,-</b>	<b>178,-</b>
PA 130 x 92 mm · BoP 147 x 97 mm		

All ads are placed on a left page. The right Pages are for the horse collection.

#### Quantity discount:

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

**Color Addition per Color:** Format A 52,-; Format B 25,-

PA – Print area; BoP – Bleed of Page

## Dates 2015

Deadline Advertisement	Deadline Copy	Format
<b>Verden Auction Sport Horses 24. January</b>		
05.12.2014	09.12.2014	B
<b>Verden Auction Sport Horses and foals 28. March</b>		
06.02.2015	13.02.2015	A
<b>Verden Auction Sport Horses and foals 09. May</b>		
09.03.2015	16.03.2015	B
<b>Verden Auction Sport Horses and foals 18. July</b>		
28.05.2015	04.07.2015	B
<b>41. Elite-Foal- and Broodmare-Auction 15. August</b>		
26.06.2015	02.07.2015	A
<b>132. Elite-Auction 09.–10. October</b>		
11.08.2015	18.08.2015	A
<b>Stallion licensing and Auction 22.–24. October</b>		
11.09.2015	18.09.2015	A
<b>Verden Auction Sport Horses 07. November</b>		
08.09.2015	15.09.2015	B

Subject to modifications