



MAIRDUMONT
MEDIA

Rate Card 2009 ADAC and Falk Cartography



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Town and city plans
Town and city atlases
Car and travel atlases
Falk Online

MAIRDUMONT stands for innovative products, brands full of tradition and quality. Our motto: "We provide everyone on the road with reliable information so they can enjoy their travels". We set high standards that are reflected and conveyed by our brand portfolio.

Extensive research, content that is always up to date and new innovative concepts make our brands the leaders in their sector.

MAIRDUMONT innovation, tradition, quality.

Mobile and active people seeking new experiences take ADAC and Falk cartographic products with them on their travels to benefit from the extensive expert, useful and stimulating information relating to the topics of mobility and travel the two brands are able to provide.

ADAC and Falk cartographic products have been delivering top quality guidance for many years and are ideally suited to travelling in Germany and throughout Europe.

In conjunction with Falk.de and Falk Mobile, one of the leading mobility portals in Germany, and the innovative solutions on offer, a whole spectrum of information is provided to cover all the offline and online requirements of those on the move.

USP

ADAC and Falk bring a wealth of confidence, experience and expertise to the table. The clarity and precision of the guidance supplied provides secure and competent support delivered in a spirit of partnership. They represent unparalleled cartographic knowledge, high value, convenience and technology imparted in a comprehensible way.

ADAC and Falk – the brands for mobile people on the move.



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Falk town and city plans



Brief description

Anyone who has ever used a city plan whether travelling by taxi, planning leisure activities in their own town or city or undertaking a city trip will be familiar with the name of Falk. Over 500 town and city plans are available from the well-known Falk-Faltung map to the classical standard Falk EXTRA, providing every user with the appropriate product.

Falk plans are an ideal advertising medium, especially for campaigns focussing on regionally tailored content and target groups. They are also a vehicle for target audience specific brand presence activities in all relevant major cities. In

conjunction with the regionally managed campaigns available on Falk.de, Falk is able to offer precisely targeted cross-media concepts for regionally tailored communication.

Target audience

Falk town and city plans assist in finding your bearings and provide all kinds of information relating to the destination in question. Inserts contain tips and information on services, hotels and restaurants and also cover such areas as shopping, sightseeing, art and culture. Depending on the product line, the target audience is made up of active and mobile urban dwellers and new arrivals to towns and cities. Tourists also place their faith in Falk town and city plans.*









Closing date

For further details about current advertising closing and materials deadlines please contact the team at MAIRDUMONT MEDIA.

* Detailed socio-demographic data is available from your MAIRDUMONT MEDIA contact.

Formats and prices

Special formats and special advertising forms such as stickers, folders, and sponsoring strips can be implemented in accordance with individual customer requirements.

Cover	1/1-4c advertisements Price in €, structured according to print run*	Format**	Prices*** in €
Stadtplan Extra	50,000 copies	4th cover page 	3,980
	100,000 copies	4th cover page 	6,770
	50,000 copies	2nd cover page 	3,600
	100,000 copies	2nd cover page 	6,100
Stadtplan Falk-Faltung	50,000 copies	4th cover page 	3,980
	100,000 copies	4th cover page 	6,770
	50,000 copies	Fold-out page 	3,600
	100,000 copies	Fold-out page 	6,100

mm advertisements on request.

* Print run varies according to town and city plan.

** For further information about format and trim/bleed see "Technical Specifications".

*** All prices are sliding scale prices. Further price scales on request. All prices exclude VAT.

Publication frequency

Annually to once every three years depending on town or city and print run

Copy price

€4.95 – €8.50

Planned circulation

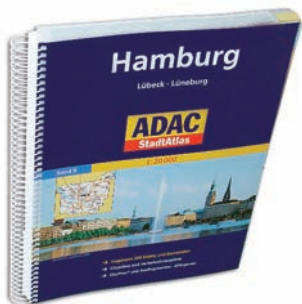
2,500 to 100,000 copies depending on the destination**

Distribution channels

Retail bookshops
Petrol stations
Special sales
Department stores

** As of: print run 2008.

ADAC town and city atlases



Brief description

ADAC town and city atlases constitute the most extensive programme of their type available in Germany. ADAC cartography is bang up-to-date and covers every single town, city and local area in Germany to provide all the important information required on transport and leisure. ADAC town and city atlases contain a comprehensive index of streets with post-codes, urban and local district indexes and large-scale city centre maps of many areas. They also integrate excursion maps, full public transport network plans and a host of additional information besides. Every ADAC town and city atlas

features GPS precision via the UTM coordination system, enabling exact positioning and navigation. ADAC town and city atlases are an ideal advertising medium, especially for campaigns focussing on regionally tailored content and target groups. They are also a vehicle for target audience specific brand presence activities in all relevant major cities.

Target audience

ADAC town and city atlases contain important information on the relevant town, city or region and enable active and mobile inhabitants, newly arrived citizens and tourists to get their bearings.



Formats and prices

Special formats and special advertising forms such as stickers, folders, and sponsoring strips can be implemented in accordance with individual customer requirements.

Cover	1/1-4c advertisements Prices in €, structured according to print run*	Format**	Prices*** in €
Town and city atlases	10,000 copies	4th cover page	2,150
	20,000 copies	4th cover page	3,550
	30,000 copies	4th cover page	4,650
	10,000 copies	2nd cover page (pull-out)	2,150
	20,000 copies	2nd cover page (pull-out)	3,550
	30,000 copies	2nd cover page (pull-out)	4,650

mm advertisements on request.

* Print run varies according to title.

** For further information about format and trim/bleed see "Technical Specifications".

*** All prices are sliding scale prices. Further price scales on request. All prices exclude VAT.

Closing date

For further details about current advertising closing and materials deadlines please contact the team at MAIRDUMONT MEDIA.

Publication frequency

Annually to once every three years depending on town or city and print run

Planned circulation

5,000 to 25,000 copies depending on the destination*

Copy price

€19.90

Distribution channels

Retail bookshops
ADAC outlets
Petrol stations
Special sales
Department stores

* As of: print run 2008.

ADAC and Falk car and travel atlases



Brief description

The ADAC and Falk car and travel atlases are the ideal companion for all those on the move on the streets of Germany and Europe seeking the right road to their destination. There are clear delineations between products and the various values they provide in the form of different map scales, special regional focuses, city maps and the size and scope of the atlases available. This enables the atlases to offer the appropriate information to fulfil the wide range of requirements of people on the move. The Falk and ADAC car and travel atlases are published annually and are particularly attractive advertising media for image campaigns. Advertisements are placed on the cover pages. Exclusive special advertising

forms such as sponsoring part of the map or the index of places and streets may be deployed in an individual and targeted manner.

Target audience

The target audience of these Falk and ADAC cartographic titles are characterised by the fact that they drive a high number of kilometres per year and are extremely mobile. The car and travel atlases are the right partners for people on the move who undertake extensive travels in Germany and Europe, whether this be by car, motor cycle, mobile home, lorry and whether such journeys take place during leisure time, for business purposes or whilst on holiday.*



Formats and prices

Special formats and special advertising forms such as stickers, folders, sponsoring strips, printed/stickered bookmarks can be implemented in accordance with individual customer requirements.

Cover	Format	Size, W x H (mm)	Price in €	Planned print run
ADAC ReiseAtlas	4th cover page	210 x 260	24,900	150,000
ADAC SuperStraßen	4th cover page	210 x 260	17,500	60,000
ADAC KompaktAtlas	4th cover page	180 x 252	24,900	150,000
ADAC MaxiAtlas	4th cover page	288 x 355	12,900	40,000
Falk Straßenatlas	4th cover page	210 x 260	21,900	100,000
Falk Autoatlas Falkfaltung	4th cover page	189 x 245	10,500	35,000

All prices exclude VAT.
For further information about format and trim/bleed see "Technical Specifications".

Closing date

For further details about current advertising closing and materials deadlines please contact the team at MAIRDUMONT MEDIA.

Publication frequency

Annually

Planned circulation

35,000 to 150,000 copies depending on the destination**

Copy price

Depending on atlas from €6.95 – €19.95

Distribution channels

Retail bookshops
ADAC outlets
Petrol stations, special sales
Department stores

* Detailed socio-demographic data is available from your MAIRDUMONT MEDIA contact.

** As of: print run 2008.

Falk.de / GoFalk.com



Brief description

Falk.de is one of the leading mobility portals in Germany with more than 80 million page impressions a month and approximately 6 million visits (verified by the IWV). The contents deliver value in the form of the information they provide on the topics of cars, travel and mobile communication. The 240,000 newsletter subscribers, 550,000 registered users and more than 2 million route printouts reflect the size and activity of the community on Falk.de.

Coverage

- Page impressions (as of June 2008): approx. 83.2 million/month
- Visits (as of June 2008): approx. 6.24 million/month



- 2.12 million unique users (AGOF/internet facts 2008-1)
- Over 240,000 newsletter subscribers (double opt-in process)
- 550,000 registered users (double opt-in process)

Falk Mobile



Brief description

The content of Falk.de has also been available in mobile form since June 2008 (address: www.falk.de). The travel, map & search and route planning services are enjoying increasing popularity amongst users. Placement in accordance with the mma standard, text links and special advertising in the form of a browser spot guarantee the success of mobile campaigns.

Formats and prices

Advertising form Falk.de - online	Format, Width x height (pixel)	Price in € (per thousand contacts)
Full banner	468 x 60	20.00
Full banner rotation Car/Travel/Technology	468 x 60	9.50
Super banner	728 x 90	35.00
Pop up/pop under	on request	55.00
Medium rectangle	300 x 250	55.00
Skyscraper	120 x 600 / 160 x 600	35.00
Layer ad	max. 400 x 400	85.00
Newsletter	5 lines/65 characters per line	25.00
Route printout sponsoring	180 x 150	30.00
Slider ad (map)	180 x 150	25.00
Browser spot + reminder	300 x 250 and 180 x 150	75.00
Map spot	300 x 250	70.00
Wallpaper	728 x 90 and 120 x 600	75.00
Homepage colouring	on request	7,500.00 (per day)

Other formats on request.
All prices exclude VAT.

Advertising form Falk mobile	Format, Width x height (pixel)	Price in € (per thousand contacts)
Display ads	120 x 20 / 168 x 28 / 216 x 36 / 300 x 50	55.00
Browser spot + reminder	300 x 300 / 216 x 216 168 x 168 / 120 x 120 300 x 50 / 216 x 36 / 168 x 28 / 120 x 20	75.00
Text link	depending on class of device	35.00

Other formats and special advertising types on request.
All prices exclude VAT.

Discounts

Repeat/series discount	
3 advertisements	3 % discount
6 advertisements	5 % discount
9 advertisements	7.5 % discount
12 advertisements	10 % discount
18 advertisements	15 % discount
24 advertisements	20 % discount

(except small ads)

Volume discount (Annual volume/customer)	
from €10,000	3 % discount
from €25,000	5 % discount
from €75,000	10 % discount
from €150,000	12.5 % discount
from €250,000	15 % discount
from €500,000	20 % discount

Technical Specifications

See brochure "Technical Specifications/General Terms and Conditions"

General Terms and Conditions

See brochure "Technical Specifications/General Terms and Conditions".

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Baedeker



MARCO POLO



MAIRDUMONT MEDIA

Without detours.