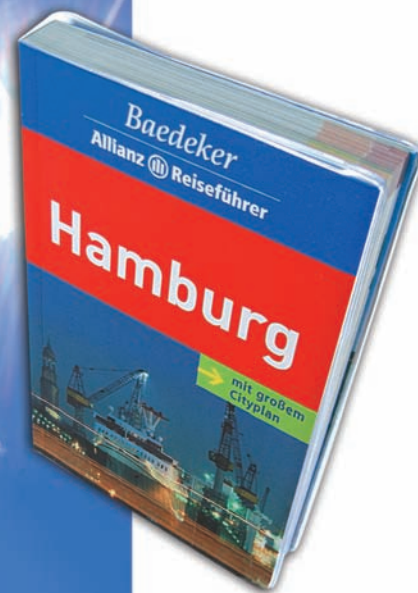




MAIRDUMONT
MEDIA

Rate Card 2009 Baedeker



Rate Card Baedeker 2009
Travel Guides

MAIRDUMONT stands for innovative products, historical brands 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.

Baedeker was the very first travel guide and has been famed for its combination of profound background information and well-founded travel tips since its inception.

Its clearly structured design is extremely reader friendly and makes the imparting of knowledge a genuine experience. Selected “Baedeker tips” make sure that no one need miss out on extraordinary, original or culinary experiences whilst travelling. Impressive 3-D representations of the best known sites and buildings exert a fascination on readers and enable unusual insights to be gained.

Baedeker Travel Guides also offer perfect guidance by containing an extra feature in the form of a large scale pull-out map or city plan.



USP

Baedeker is a progressive and traditional brand which uses well-founded knowledge to guide travellers in a friendly fashion.

Baedeker stands for high-quality, well structured and efficient functional communication and provides intelligent solutions which set new standards.

Target audience

Baedeker readers are well educated, have considerable purchasing power and form part of a highly discerning premium target group. They love to travel and seek comprehensive knowledge of all cultural facets of the countries they visit.*

Publication frequency

Biannually

3-D representations in Baedeker

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

** As of: print run 2008.

Planned circulation

10,000 to 50,000 copies depending on the destination**

Copy price

€12.95 – €25.95

Distribution channels

Retail bookshops, special sales, department stores

Closing date

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


Special print advertising forms

For information on special advertising forms such as the inclusion of a Post-it® Block or the integration of a guide-in-guide please contact the team at MAIRDUMONT MEDIA.

A summary is provided in the Technical Specifications on Page 8.

Baedeker

Formats and prices

Format	Size, Width x height (mm)	Price in €
Pull-out bookmark 	100 x 185	3,400

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

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"

Baedeker with pull-out bookmark



Your direct line.

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Without detours.