



MAIRDUMONT
MEDIA

Rate Card 2009 HB Bildatlas



Rate Card HB Bildatlas 2009
Travel Magazine

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.

The travel magazine HB Bildatlas uses dazzling photographs and stimulating narratives to introduce its readers to travel destinations all over the world. In 2007, HB Bildatlas was given a new look. High-class photo spreads of even more outstanding quality evoke a yearning for far-off places and heighten the holiday mood.

Our new, stylish and distinctive layout and maximised text/image layout provide the perfect framework for this. To offer the reader more information and entertainment, new areas of interest have been added, such as the "savoir vivre" section on culinary specialities of a certain region or an interview with a striking local resident.



HB Bildatlas with 2nd cover page and 1/3 page editorial

USP

The HB Bildatlas travel magazine is published monthly. Each issue is dedicated to a particular destination, reaching 7% of the total population [Source: Enigma GFK, 2006]. HB Bildatlas is the travel magazine with the widest range of titles. Each year, twelve special issues are published dedicated to the world's metropolises and particular regions in Germany. Areas covered range from New York to the Bavarian Forest. HB Bildatlas travel magazine is a premium, glossy magazine with a distinctive and individual profile. Its effective visual and emotional approach acts as the vehicle for the conveying of a particularly powerful advertising message.

Target audience

Our readers are active travellers, nature-loving and display a particularly high degree of interest in cooking and culinary matters. They belong to the premium target audience group of the "active over-50's".*

Publication frequency

Monthly

Planned circulation

10,000 to 30,000 copies depending on the issue**

Copy price

€8.50

Distribution channels

Retail bookshops, department stores, newsagents, petrol stations, special sales

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.

** As of: print run 2008.

Formats and prices

Format	Size, width x height (mm)	Price in €
4th cover page 	220 x 300	7,900
3rd cover page 	220 x 300	5,600
2nd cover page 	220 x 300	6,500
2/1 pages 	440 x 300	9,800
1/1 page 	220 x 300	4,900
1/3 page editorial 	72 x 300	3,000
1/2 page landscape, in editorial section 	220 x 135	2,900

mm advertisements, special formats and sponsoring on request.
All prices exclude VAT.
For further information about format and trim/bleed see "Technical Specifications".

Discounts

Repeat/series discount		Volume discount (Annual volume/customer)	
3 advertisements	3 % discount	from €10,000	3 % discount
6 advertisements	5 % discount	from €25,000	5 % discount
9 advertisements	7.5 % discount	from €75,000	10 % discount
12 advertisements	10 % discount	from €150,000	12.5 % discount
18 advertisements	15 % discount	from €250,000	15 % discount
24 advertisements	20 % discount	from €500,000	20 % discount

[except small ads]

Technical Specifications

See brochure "Technical Specifications/General Terms and Conditions"

General Terms and Conditions

See brochure "Technical Specifications/General Terms and Conditions"

Your direct line.

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