

Rate Card No. 30 – valid after 1st January 2012

neue

Reifenzeitung

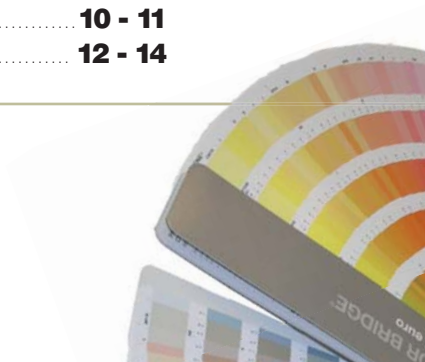


Media 2012 information

Print and Online Advertising

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About us

Aimed at tyre dealers, tyre and accessory manufacturers, car servicing centres as well as retreaders, NEUE REIFENZEITUNG is the trade magazine people consult when purchasing or making decisions about workshop equipment, sales area designs and electronic data processing systems.

NEUE REIFENZEITUNG, together with its sister magazine TYRES & ACCESSORIES, reaches a significantly larger readership than any other similar publication, allowing both magazines to serve each of their core markets with all the news that affects them. The two magazines belong to the same group of companies, but have independent production teams, which gives the opportunity to bring a wider perspective to any featured topic.

NEUE REIFENZEITUNG provides a continuous flow of up-to-date information about changes and innovations within the market, pointing out trends that are influencing the industry. The magazine facilitates contact between workshops, retail and wholesale businesses and the manufacturing industry. In short, we are here to help you see which trends are pointing the way to entrepreneurial and professional success.



CONTACT INFORMATION

Profil-Verlag GmbH

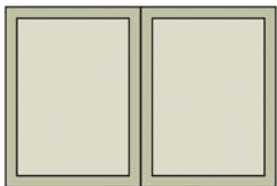
Harsefelder Straße 5, 21680 Stade // Postfach 1408, 21654 Stade, Germany
Tel.: +49 (0)4141/5336-0info@reifenpresse.de
Fax: +49 (0)4141/609900www.reifenpresse.de

Editorial	Klaus Haddenbrock (Editor).....	+49 (0)4141/5336-20
	klaus.haddenbrock@reifenpresse.de	
	Detlef Vogt.....	+49 (0)4141/5336-21
	detlef.vogt@reifenpresse.de	
	Christian Marx.....	+49 (0)4141/5336-28
	christian.marx@reifenpresse.de	
	Arno Borchers.....	+49 (0)4141/5336-27
	arno.borchers@reifenpresse.de	
Magazine/	Ute Monsees.....	+49 (0)4141/5336-22
Online Advertising	ute.monsees@reifenpresse.de	
	Tanja Fergin.....	+49 (0)4141/5336-24
	tanja.fergin@reifenpresse.de	
Administration	Petra Sander-Dammann.....	+49 (0)4141/5336-20
	vertrieb@reifenpresse.de	
Design	Heike Schomaker-Eymers.....	+49 (0)4141/5336-23
	heike.schomaker-eymers@reifenpresse.de	
	Gaby Hinck.....	+49 (0)4141/5336-26
	gaby.hinck@reifenpresse.de	

Bank details:

Dresdner Bank
Account no.: 2 509 118 (Sort Code: 200 800 00)
Kreissparkasse Stade, Germany
Account no.: 122986 (Sort Code: 241 511 16)

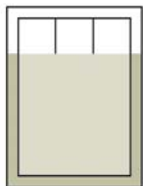
ADVERTISING SIZES [PRINT] · Digital supply of files ·



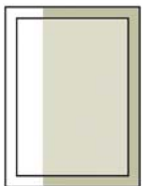
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 ■ 426x303 mm



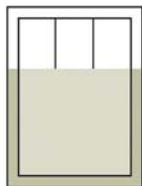
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 ■ 185x265 mm
 ■ 216x303 mm



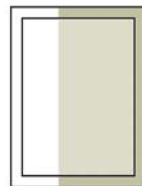
3/4 page hz
 ■ 185x200 mm
 ■ 216x226 mm



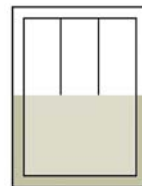
3/4 page v
 ■ 137x265 mm
 ■ 152x303 mm



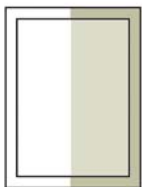
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 ■ 216x201 mm



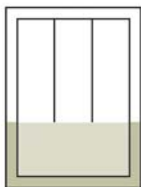
2/3 page v
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 ■ 135x303 mm



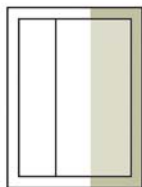
1/2 page hz
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 ■ 216x156 mm



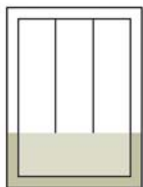
1/2 page v
 ■ 89x265 mm
 ■ 104x303 mm



1/3 page hz
 ■ 185x85 mm
 ■ 216x111 mm



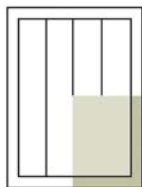
1/3 page v
 ■ 58x265 mm
 ■ 73x303 mm



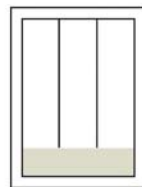
1/4 page hz
 ■ 185x65 mm
 ■ 216x91 mm



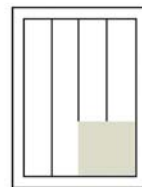
1/4 page v
 ■ 41x265 mm
 ■ 56x303 mm



1/4 page
 2-columns
 ■ 89x130 mm
 ■ 104x156 mm



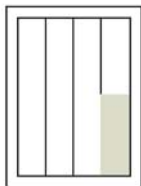
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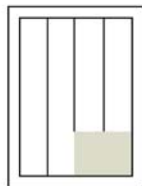
1/6 page
 2-columns
 ■ 89x85 mm



1/8 page hz
 ■ 185x32 mm



1/8 page v
 1-column
 ■ 41x130 mm



1/8 page
 2-columns
 ■ 89x65 mm

■ Type area

■ Bleed page
 incl. 3 mm trim per bleed
 page on the right

hz = horizontal
 v = vertical

Page area	s/w	2c	3c	4c
2/1 Page	EUR 4,760.-	EUR 5,460.-	EUR 6,160.-	EUR 6,860.-
1/1 Page	EUR 2,380.-	EUR 2,840.-	EUR 3,300.-	EUR 3,760.-
3/4 Page	EUR 1,785.-	EUR 2,245.-	EUR 2,705.-	EUR 3,165.-
2/3 Page	EUR 1,586.-	EUR 2,046.-	EUR 2,506.-	EUR 2,966.-
1/2 Page	EUR 1,190.-	EUR 1,530.-	EUR 1,870.-	EUR 2,210.-
1/3 Page	EUR 793.-	EUR 1,023.-	EUR 1,253.-	EUR 1,483.-
1/4 Page	EUR 595.-	EUR 825.-	EUR 1,055.-	EUR 1,285.-
1/6 Page	EUR 395.-	EUR 625.-	EUR 855.-	EUR 1,085.-
1/8 Page	EUR 297.-	EUR 527.-	EUR 757.-	EUR 987.-

- Surcharges for bleed pages 10% on b/w gross price, eligible discount
- 15% commission for agencies

Front Cover:

210 mm x 180 mm
(+ 3mm trim on the right)

Magazine format:

210 mm x 297 mm (DIN A4)
Text: 3- und 4-column

Type area:

- 185 mm x 265 mm
- Editorial text printed in 3 or 4 columns
- Column width of editorial text 58 mm and 41 mm
- Column width of advertisements 41 mm

Binding:

Glued

Printing process:

Offset

Front Cover:

Price: EUR 4,390.-
(3,010.- + colour 1,380.-)

Inside front cover, inside back cover and back cover:

Price: EUR 3,905.- + bleed = EUR 4,157.-
(2,525.- + colour 1,380.-) + bleed

Colour surcharges:

Classifieds incl. internet presence... EUR 460.-
1/3 page and smaller..... EUR 230.-
Special Colours (HKS, Pantone)..... EUR 570.-
1/3 page and smaller..... EUR 290.-

Price per millimetre:

Per colour (European scale)..... EUR 1.99
Recruitment advert (company)* EUR 1.91
Recruitment advert (personal)* EUR 1.38
Box number charge EUR 10.00

(per line, 41 mm wide, Single column

*no discount)

Discounts: (for orders placed within one year)

Quantity discount

2 pages
3 page
6 pages
12 pages

Repetition discount

3 advertisements... 5 %
6 advertisements . 10 %
12 advertisements . 15 %
24 advertisements 20 %

INSERTS // LOOSE/BOUND-IN/GLUED AND ADD-ONS

Inserts, loose:

Maximum size 205 x 294 mm, price for loose inserts up to 25 g weight, per thousand or part thousand EUR 290.- plus postage.

For heavier inserts: Price on request.

Prior to acceptance of orders exact specimens must be received by the magazine.

Deadline for inserts: One week before publication date.

Bound Inserts:

per thousand 2 pages EUR 438.-

4 pages EUR 548.-

6 pages EUR 644.-

8 pages EUR 721.-

10 pages EUR 828.-

How to supply:

- folded and uncut
- Format: 2 pages (216 mm x 303 mm)
- 4 pages (432 mm x 303 mm)
- Discounts according to quantity scale
Each insert counts as one page

Glued add-ons:

EUR 60.- per thousand
per thousand Euro 150.-
plus postage in weight

Address for all inserts:

Postage paid to:

Strube OHG
Herrn Gries
Stimmerswiesen 3
34587 Felsberg
Germany

Terms of Payment:

8 days from date of invoice 2 %, 30 days from date of invoice: net. In case of loose inserts, the discounts applies only to the price of the insert itself. All prices exclusive of current V.A.T.



How to supply your data:

- DVD, CD-ROM
- Please submit company name, contact address and order name.
- Submission via e-mail (maximum 20 MByte):
ute.monsees@reifenpresse.de
Please put all files into one directory and send us printed proofs by fax.

IMPORTANT! For each advertisement we need a colour proof or a printed list with file name, advertising size, colour and software used.

Colours:

- If special colours are required, please indicate the exact specification. European scale = CMYK, special colours are HKS or Pantone.

We accept files created with:

QuarkXPress by version 8.5, Freehand 11.0,
Photoshop by version CS 5.1, Indesign CS 5.5,
Illustrator CS 5.1, Microsoft Word 2001 (no exposure!),
Microsoft Excel 2001 (no exposure!)

Advertising data:

- Please send your advertising copy materials either as editable files, including all necessary fonts and illustrations (pictures, logos, etc), or as non-separated PDF files with embedded fonts suitable for offset printing.
All documents should be presented in the same size as their corresponding advertisement. Advertisements using bleed page should include a 3 mm trim per bleed page.
When delivering the advertising copy materials as PDF files, register and colour marks are not necessary.

Pictures:

- Almost every format is supported but we prefer CMYK files rather than RGB files. The minimum resolution should be 300 dpi.
- Pictures, logos and fonts have to be submitted separately. Please enclose postscript fonts and font suitcase for Mac or Adobe Type 1 fonts respectively TTF fonts for PC.
Most fonts can also be changed into paths.



FEATURES:	Publication Date	Advertising/ Printing Documents Deadline	Publication Deadline
January <ul style="list-style-type: none"> ▪ Agricultural tyres (part 2) ▪ Wheel balancing ▪ Partner concepts/franchising 	18.01.2012	22.12.2011	05.01.2012
February <ul style="list-style-type: none"> ▪ Motorcycle tyres ▪ Commercial vehicle tyres ▪ Tyre logistics 	17.02.2012	26.01.2012	14.01.2012
March <ul style="list-style-type: none"> ▪ Wheel report (part 1) ▪ Retreading Special ▪ 4x4-/offroad tyres 	17.03.2012	27.02.2012	15.02.2012
April <ul style="list-style-type: none"> ▪ Wheel report (part 2) ▪ Motorcycle tyres ▪ Summer tyre tests supplement 	18.04.2012	26.03.2012	15.03.2012
May <ul style="list-style-type: none"> ▪ “Reifen 2012“ preview ▪ Tuning ▪ “Green“ tyres 	18.05.2012	26.04.2012	16.04.2012
June <ul style="list-style-type: none"> ▪ E-Commerce ▪ Fleet business ▪ Buying groups/retail chains ▪ Benelux 	18.06.2012	25.05.2012	16.05.2012

FEATURES:**Publication
Date****Advertising/
Printing Documents
Deadline****Publication
Deadline**

July	<ul style="list-style-type: none">▪ “Reifen 2012“ review▪ Workshop consumables▪ Special tyres (small, vintage/classic tyres, ...)	17.07.2012	25.06.2012	15.06.2012
August	<ul style="list-style-type: none">▪ Wholesaling▪ Workshop equipment▪ Storage engineering▪ OTR tyres	17.08.2012	25.07.2012	16.07.2012
September	<ul style="list-style-type: none">▪ Winter tyre business (part 1)▪ Retreading Special▪ Raw materials/technologies	17.09.2012	27.08.2012	15.08.2012
October	<ul style="list-style-type: none">▪ Winter tyre business (part 2)▪ IAA review▪ Automechanika review▪ Winter tyre tests supplement	17.10.2012	26.09.2012	14.09.2012
November	<ul style="list-style-type: none">▪ Tyre business software/E-Commerce▪ Essen Motor Show preview▪ Commercial vehicle tyres▪ Tyre recycling	16.11.2012	25.10.2012	15.10.2012
December	<ul style="list-style-type: none">▪ Review of 2012▪ Essen Motor Show review▪ Tyre repair▪ Retreading Special	17.12.2012	26.11.2012	15.11.2012



Record after Record – www.reifenpresse.de

In spring 1998 NEUE REIFENZEITUNG launched its internet presence as a complementary addition to its print magazine. The daily news provided by the site and its growing database in the following years has enabled the site to become the leading online media source for the tyre, wheel and retreading business.

The site's success is proven by the growing number of visitors: At the beginning 1998 the site recorded on average about 3,000 visits per month, by 2002 this figure had already grown by a factor of five, and continued growing to reach 180,000 visits in September 2011.



Advertising Formats	Formats	Definitions	Price/per month
Fullsize Banner	550 x 60 Pixel	Page header/centred	€ 468.-
Vertical Banner	150 x 300 Pixel	To the left or right of the contents in every section	€ 270.-
Square Button	150 x 150 Pixel	To the left or right of the contents in every section	€ 218.-
Skyscraper	160 x 600 Pixel	To the left or right of the contents in every section	€ 564.-
Medium Rectangle	300 x 250 Pixel	Within the contents; centred	€ 527.-
Button	100 x 60 Pixel	Within the contents; centred	€ 100.-

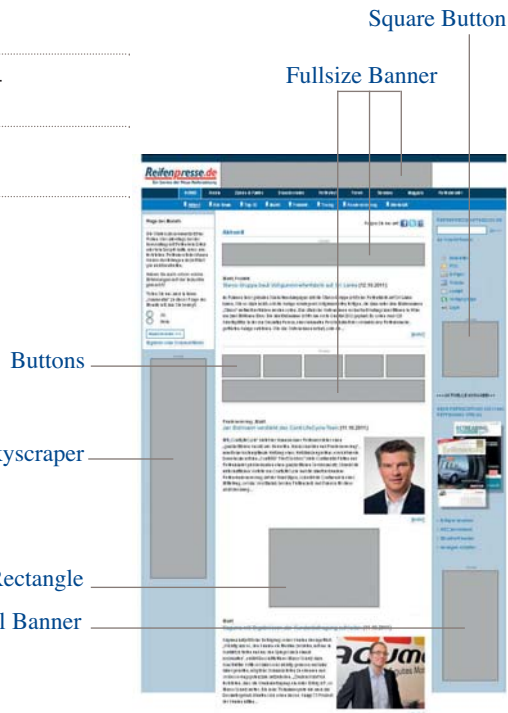
Formats: GIF/JPG, HTML, Flash, Video/Audio-Streaming (72 dpi); max 50 kB

Combination Magazine & Online

Web directory entry in magazine & online entry with hyperlink

Web address	1 year duration	€ 184.-
Web address + logo	1 year duration	€ 200.-

If you are interested in special arrangements for your advertising campaign (individual positioning etc.) please do not hesitate to contact us.



NEWSLETTER (300 dpi)

Advertising Formats

Formats

Price/per month

Banner	585 x 72 Pixel	€ 665,-
Page header	1950 x 240 Pixel	€ 637,-
Page footer	1950 x 700 Pixel	€ 1.252,-
Title page	1950 x 1400 Pixel	€ 1.326,-

Withdrawal: 5 weeks before Publishing
Artwork submission: 1 week before Publishing

DISCOUNTS

Discounts apply depending on the quantity of advertisements booked

When booking a full-year package, advertisers will not only receive discounted advertising rates but also benefit from a continuous presence on the NEUE REIFENZEITUNG website www.reifenpresse.de and on its daily e-Newsletter.

Regardless of what specific size format is selected when booking online advertising, a discount of up to 30% off the standard advertising rates applies for multiple advertisements.

Our discounts are as follows

- 3 advertisements/banner 5 %
- 6 advertisements/banner 10 %
- 12 advertisements/banner 15 %
- 18 advertisements/banner 20 %

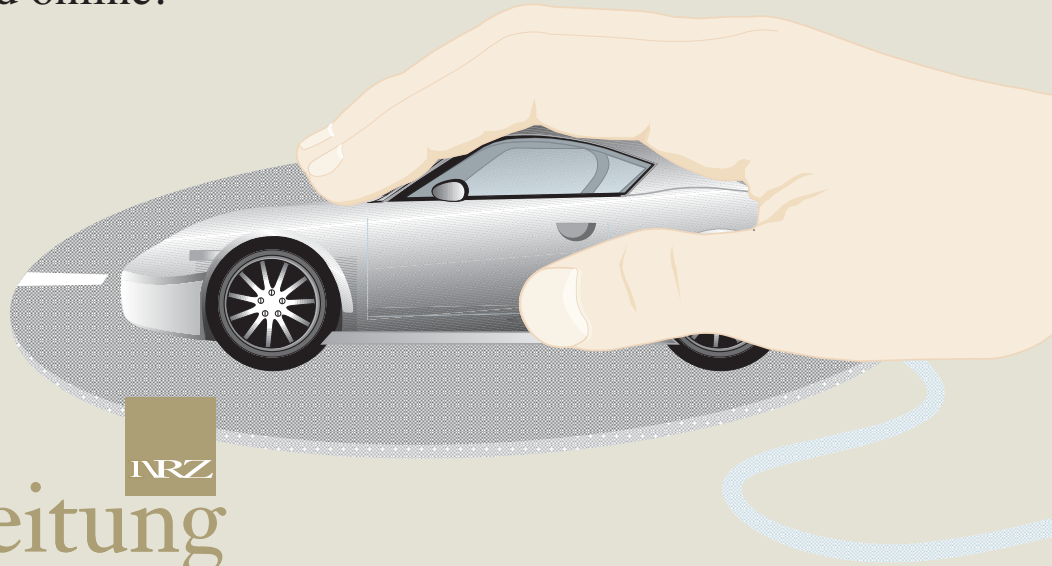
Prices for links and buttons are net prices.



- **Discount for first-time customers**
Advertisers can enjoy a further one-off introductory discount of 10 % when booking online advertising with us for the very first time.
- **Agency commission**
An agency commission of 15% will be granted to recognised agencies.

Show Your Presence

Take the opportunity to be seen with us,
both in print and online.



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Reifenzeitung
www.reifenpresse.de



