

DAS SCHWEIZER WASSERSPORTMAGAZIN SEIT 1946

# YACHTING

SWISSBOAT



## RATE CARD

No. 26 effective 01.01.2017

## YACHTING SWISSBOAT AT A GLANCE

- ✓ Circulation: 10'500\*
- ✓ Abo: 4'285\*
- ✓ Copy price: 9.- CHF
- ✓ Frequency: 6 times a year

## MEDIA INFORMATION

### FORMAT

210 mm width x 297 mm height, 2 columns of 82 mm width

### PRINT SPACE

170 mm width x 252 mm height

### COPY MATERIAL

Please submit material in digital form.  
digital formats / PDF 1.3  
pictures in TIFF or JPEG, 300 dpi

### BLEED DIFFERENCE

placed on all sides 3 mm for trimming

QUARTO Media GmbH and SJV SEGEL JOURNAL VERLAG GmbH also publishes:



\* Source: Quarto Media GmbH

## MARKET + TARGET GROUP

### YACHTING SWISSBOAT – The leading water sports publication in Switzerland!

From being simply the association newsletter of the Union Suisse de YACHTING, YACHTING SWISSBOAT has developed into the most widely read boating magazine in Switzerland.

It is the attractive mix which is the draw: YACHTING SWISSBOAT presents the best of both worlds, sail and engine-powered.

Add to this the lively reviews of national and international regatta events, well-researched background reports, informative and well-informed boat tests, travel reports from dream destinations both far away and close to home, and the top pictures from the world of yachting photography. With the People News and the Lifestyle section, YACHTING SWISSBOAT is becoming the title of choice for an active water sports readership, with plenty of purchasing power.

YACHTING SWISSBOAT features the following sections:

- SPORTS
- YACHTING
- TRAVEL
- PEOPLE
- LIFESTYLE
- ASSOCIATIONS
- NEWS
- REPORTING



Photo: Matt Müncheberg

## D-A-CH-KOMBINATION OF MAGAZINES

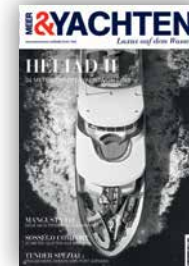


Boost your exposure in the German-speaking, central European area (Germany, Switzerland, Austria) and take advantage of our very attractive combination rates.



### SEGEL JOURNAL

Yachts, adventure, nature and a very special lifestyle: a fascinating tour through the wonderful world of global yachting and a sophisticated maritime life - this is the unique lifestyle, mirrored by SEGEL JOURNAL.



### MEER & YACHTEN

MEER & YACHTEN, for more than 20 years on the market, has exclusive reports on luxury ships larger than 50 ft. Thanks to the partnership with worldwide leading company Boat International, readers will get competent insights into the latest developments in design, maritime technology and luxury tourism.

#### Combination discounts:

- 2 Titel 5%
- 3 Titel 10%

Ask for our special offers to reach your target group in our magazines in Austria, Switzerland and Germany.

## AD FORMATS AND -RATES \*

Size in page fractions **	Width mm	Height mm	CHF
1/1	210	297	4'300.-
1/2 vertical	105	297	2'700.-
1/2 horizontal	210	148,5	2'700.-
1/3 vertical	70	297	2'150.-
1/3 horizontal	210	99	2'150.-
1/4 vertical	52,5	297	1'800.-
1/4 horizontal	210	74,5	1'800.-
1/4 norm	105	148,5	1'800.-

### Size on double pages

2/1 across gutter	420	297	8'600.-
2 x 1/2 horizontal across gutter	420	148,5	4'300.-
2 x 1/2 vertical outside	105	297	4'300.-
2 x 1/2 vertical across gutter	210	297	4'300.-
2 x 1/3 horizontal across gutter	420	99	4'300.-
2. cover page			5'500.-
3. cover page			4'700.-
4. cover page			5'500.-

Agency commission: 15 %

### Discounts / Surcharges

#### Volume discount

3 advertisements	5 %
6 advertisements	10 %
9 advertisements	15 %
12 advertisements	20 %

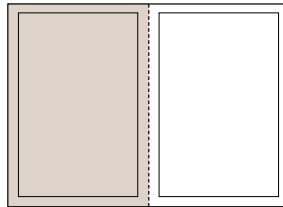
\* Fixed Price

\*\* 3 mm on all trimmed sides

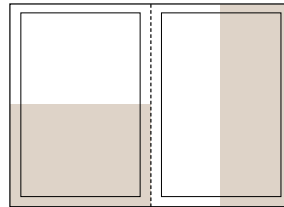
Online-advertisements and -rates on request!

inMedia Services GmbH  
 Werner Hülliger  
 Talgut-Zentrum 14  
 Postfach 219  
 3063 Ittigen  
 whulliger@inmedia.ch

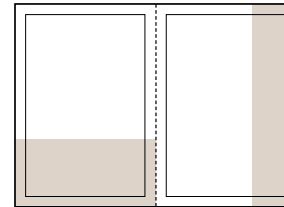
all values in mm (width x height)



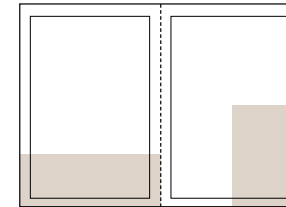
**1/1 Page**  
B 210 x 297  
T 170 x 252



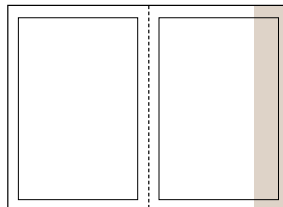
**1/2 Page hor.**    **1/2 Page vert.**  
B 210 x 148,5    B 105 x 297  
T 170 x 126     T 85 x 252



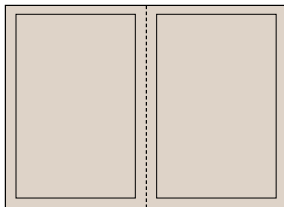
**1/3 Page hor.**    **1/3 Page vert.**  
B 210 x 99        B 70 x 297  
T 170 x 84        T 56,5 x 252



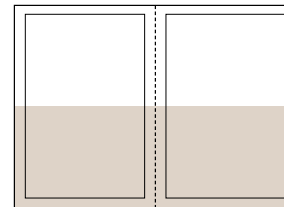
**1/4 Page hor.**    **1/4 Page norm**  
B 210 x 74,5     B 105 x 148,5  
T 170 x 63        T 85 x 126



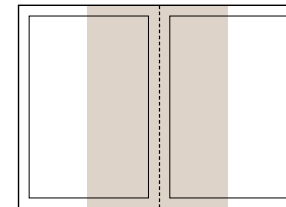
**1/4 Page vertical**  
B 52,5 x 297  
T 42,5 x 252



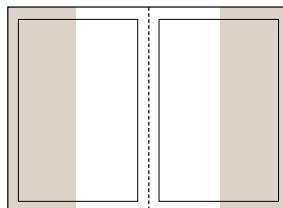
**2/1 Page across gutter**  
B 420 x 297  
T 380 x 252



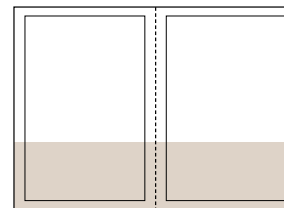
**2x 1/2 Page horizontal across gutter**  
B 420 x 148,5  
T 380 x 126



**2x 1/2 Page vertical across gutter**  
B 210 x 297  
T 204 x 252



**2x 1/2 Page vertical outside**  
B 105 x 297  
T 85 x 252



**2x 1/3 Page horizontal across gutter**  
B 420 x 99  
T 380 x 84

Bleed allowance on bleed formats: 3 mm on all sides

**T:** type area format, width x height in mm

**B:** bleed size, width x height in mm, incl. 3 mm bleed!

Text of graphic elements that might be endangered by bleed should be placed at least 5 mm from upper and lower edges due to possible bleed tolerances.

Formats across gutter are given inclusive of 3 – 5 mm back margin allowance. Gutter overlap must be included in the motif.

## GUIDE RATES / SIZES

Prices and formats in			CHF
	Width	Height	
1/2 page vertical	82	252	1'250.-
1/2 page horizontal	170	124	1'250.-
1/4 page vertical (1 column)	38	252	650.-
1/4 page vertical	82	124	650.-
1/4 page horizontal	170	60	650.-
1/8 page vertical	38	124	380.-
1/8 page horizontal	82	60	380.-
1/16 page vertical	38	60	230.-
1/16 page horizontal	82	28	230.-

Line advertisements	CHF
Cost per line:	20.-
Cost per graphic:	50.-
<i>Discounts / Surcharges</i>	
<b>Malstaffel</b>	
3 pages	5%
6 pages	10%
9 pages	15%
12 pages	20%



Photo: www.shutterstock.com / aragami12345s

## SCHEDULE / DEADLINES 2016\*

Issue	On Sale	Deadline for printdata Ad close
<b>1 January / February</b>	04. January 2015	13. December 2016
<b>2 March / April</b>	22. February 2016	03. February 2017
<b>3 May / June</b>	26. April 2016	07. April 2017
<b>4 July / August</b>	21. June 2016	02. June 2017
<b>5 September / Oktober</b>	23. August 2016	04. August 2017
<b>6 November / December</b>	19. October 2016	29. September 2017
<b>1 January / February</b>	03. January 2017	08. December 2017

Special formats and ad specials have different closure timings.

\* *Editional themes subject to change*

## SPECIAL SERVICES

Looking for special ads and marketing formats generating high levels of interest as an alternative to classical ad? No matter if it is print, digital or face-to-face on events, seminars: we support you with your exclusive communication with your customers and develop individual concepts how to present your brand:

- corporate publishing
- booklets
- advertorials
- editorial features
- pocket guides
- seminars
- events
- exhibitions
- developing and creation of your ads



## AD-SPECIALS

All rates and special information on request!



### Gatefolder

The page, which opens to the left, is connected to the title page. 3 or 4 sided versions possible.



### Gatefolder

Inner folding pages  
Double page unfolding to right and left



### Cover flap



### Title banderole

Printed band (width by arrangement), running round the whole magazine.

### Loose inserts

Min. copies: 10'500 copies

Min. format: 105 x 148 mm (DIN A6)

Max format: 200 x 280 mm



### Stitched-in inserts:

#### Postcard

only available in combination with full page advertisement, weight up to 25 g:  
€ 59. – per thousand incl. relevant postage.



#### Booklet

only in combination with a full page advertisement, weight up to 25 g.



#### CD

only in combination with a full page advertisement, weight up to 25 g.



#### Bound-in-postcards – (single)

Two-part bound-in insert, printed on both sides – exclusively for one advertiser, perforated for easy removal.



#### Bound-in postcards

Multipart bound-in insert, printed on both sides – various advertisers, perforated for easy removal.

## CONTACT

### PUBLISHER



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HASPA:  
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SWIFT (BIC): HASPDEHHXXX  
Bank-Account No.: 1238152464  
BLZ: 200 505 50

### RATES AND VALUE ADDED TAX

All prices in CHF. They do not include  
statutory VAT.

### TERMS OF PAYMENT

Within 30 days after making out a bill without deduction. 2%  
discount in the case of an advance payment of the total amount  
of invoice until first day of publication, unless older invoices are  
overdue. Orders from abroad only with payment in advance.

## TERMS OF BUSINESS

### General Terms of Business of YACHTING SWISSBOAT

1. "Advertisement order" as defined by the following General Terms of Business is the contract for the publication of one or several advertisements of an advertiser or other space buyer in a printed publication for the purpose of distribution.
2. In the case of doubt, advertisements must be called for publication within one year after the conclusion of the contract. If the right to call individual advertisements has been granted as part of a contract, then the order must be processed within one year since publication of the first advertisement, provided the first advertisement is called and published within the deadline stated in Sentence 1.
3. In the case of concluded contracts, the customer is also entitled to call further advertisements over and above the advertisement volume stated in the order within the agreed deadline or within the deadline stated in Section 2.
4. If an order is not performed for reasons for which the publishing house is not responsible, then the customer, notwithstanding any further legal obligations, must reimburse to the publishing house the difference between the granted discount and the discount corresponding to the actual acceptance. The reimbursement shall not be applicable if the non-performance is due to force majeure in the publishing house's sphere of risk.
5. When calculating acceptance volumes, text millimetre lines shall be converted to advertisement millimetre lines in accordance with the price.
6. Orders for advertisements and inserts which are expressly to be published exclusively in specific numbers, issues or in specific places of the publication must be received by the publishing house in due time so that the customer can be informed before the copy deadline if the order cannot be executed in this manner. Classified advertisements shall be printed in their respective categories without a corresponding express agreement being necessary.
7. Full-position advertisements are advertisements which border the text and not other advertisements on at least three sides. Advertisements which are not recognisable as advertisements due to their editorial form shall be clearly indicated as such by the publishing house with the word "Advertisement" ("Anzeige").
8. The publishing house reserves the right to refuse advertisement orders – also individual calls within the scope of a contract – and insert orders due to the content, the source or the technical form according to uniform, factually justified principles of the publishing house if their content violates laws or official regulations or if their publication is unacceptable for the publishing house. This also applies to orders placed with offices, receiving offices or representatives. Insert orders are only binding for the publishing house after presentation of a sample of the insert and its approval. Inserts whose format or presentation gives the reader the impression that they are part of the newspaper or magazine or which contain third-party advertisements shall not be accepted. The customer shall be informed of the rejection of an order without delay.
9. The customer is responsible for the timely delivery of the advertisement copy and for the errorfree manuscript or inserts. The publishing house shall request a replacement without delay for recognisably unsuitable or damaged advertisement copy.  
The publishing house guarantees the customary print quality for the reserved title within the scope of the possibilities provided by the print copy.
10. In the case of illegible, incorrect or incomplete printing of the advertisement, in whole or in part, the customer is entitled to a reduction in payment or to an error-free replacement advertisement, however only to the extent to which the purpose of the advertisement was impaired. If the publishing house lets a reasonable time period set for this purpose pass or if the replacement advertisement again contains errors, then the customer has a right to reduction in payment or to a rescission of the contract.  
Claims for damages due to positive breach of contract, culpa in contrahendo and tort are excluded – also if the orders should be placed by telephone; claims for damages due to impossibility of performance and default are limited to the reparation of the foreseeable loss and to the remuneration payable for the advertisement or insert in question. This shall not apply to intent and gross negligence by the publishing house, its legal representatives and its vicarious agents. Liability of the publishing house for losses due to the lack of guaranteed characteristics shall remain unaffected. The publishing house shall also not be liable for gross negligence by simple vicarious agents in commercial business transactions; in other cases, liability for gross negligence in respect of business people shall be restricted in terms of amount to the foreseeable loss up to the sum of the advertisement remuneration in question.  
Complaints must – except in the case of hidden defects – be asserted within four weeks after receipt of the invoice and voucher copy.
11. Proofs shall only be provided by express request. The customer shall bear the responsibility for the correctness of the returned proofs. The publishing house shall take into consideration all corrections of errors which are notified to it within the deadline set when the proof is sent out.
12. If no specifications are provided as to size, then the invoice shall be based on the standard actual print size according to the type of the advertisement.
13. If the customer does not pay in advance, then the invoice shall be sent immediately, if possible, however, 14 days after publication of the advertisement.  
The invoice is payable within the deadline shown in the price list, which shall commence from the receipt of the invoice, unless a different period for payment or payment in advance is agreed in an individual case.  
Any discounts for early payment shall be granted according to the price list.

14. In the case of default in payment or deferment, interest and collection fees shall be charged. In the case of default in payment, the publishing house can defer the further execution of the current order until payment and can demand payment in advance for the remaining advertisements. In the case of legitimate doubts concerning the customer's creditworthiness, the publishing house is entitled, also during the term of a concluded advertisement contract, to make the appearance of further advertisements dependent on payment in advance of the amount and on the settlement of outstanding invoice sums, without consideration of an originally agreed period for payment.
15. The publishing house shall provide a voucher copy with the invoice on request. Depending on the type and scope of the advertisement order, advertiser's copy, tear sheets or complete issues shall be provided. If a voucher copy can no longer be obtained, the publishing house shall instead provide legally binding confirmation of the publication and distribution of the advertisement.
16. Costs for the production of print copy and for significant changes desired or caused by the customer to the originally agreed upon advertisements shall be borne by the customer.
17. In the case of box number advertisements, the publishing house shall apply the due care of a prudent businessman to the safekeeping and timely forwarding of the offers. Registered and express mail in response to box number advertisements shall be forwarded using standard mail only. Responses received to box number advertisements shall be retained for four weeks. Replies which are not collected within this period shall be destroyed. The publishing house shall send back valuable documents, but is not obliged to do so. In the interest of and for the protection of the customer, the publishing house reserves the right to open incoming offers for the purpose of checking in order to rule out misuse of the box number service. The publishing house is not obliged to forward commercial recommendations and agency offers.
18. Print copy shall only be sent back to the customer on express request. The obligation to retain such material shall end twelve months after the expiry of the order.
19. Place of performance is the registered office of the publishing house. In the case of business transactions with business persons, legal persons under public law or special assets under public law, place of jurisdiction in the event of legal action is the registered office of the publishing house.  
If the domicile of habitual residence of the customer is unknown at the time of raising the action or if the customer has transferred its domicile or habitual residence outside the jurisdiction of the law after the conclusion of the contract, then the place of jurisdiction shall be agreed to be the registered office of the publishing house.

### Supplementary terms of business of the publishing house

1. Advertising brokers and advertising agencies are obliged to keep to the publishing house's price lists in their quotations, contracts and settlements with advertisers. Agent's commission granted by the publishing house may not be passed on to the customer, neither in whole nor in part.