

Media information 2010

Reiter Revue International

is one of the leading professional horse magazines on the market – and this since 1958.

In nine different columns there is information on the the latest news in the tournament scene, the newest knowledge on health, posture and breeding such as education hints from professional cavaliers. Existing reportages and the Youth Magazine complete our special interest magazine.

Reiter Revue International reaches with every issue 460.000 readers (according to AWA 2009). A special highlight is our DVD being attached every second month in our subscriber edition. Interviews with prominent cavaliers, trainers and breeders recess the articles in the magazine. Furthermore, products and tests can be shown in sound and vision.

Reiter Revue International – competence from tradition.

Did you know that...

... we are one of the leading horse magazines in Germany?

... our magazines are officially counted listed in AWA and IVW?

... we do cooperate with CHIO, Equitana and many others important partners?

... we don't only offer print advertisements but also digital advertising forms on our homepage or on our DVD?

... the magazine is sealed in foil for our subscribers to give you the possibility of attaching a test product etc. to our magazine?

... we are very flexible and able to achieve almost all of your advertising wishes?

Circulation

printed circulation 63,000 copies
sold circulation 33,186 copies
subscribers 17,194 copies

The circulation is controlled by IVW, the German auditing organ, which guarantees that the declared circulation is correct.

Coverage

460,000 readers

*)According to AWA Allensbacher Werbeträger-analyse 2009, which is one of the most important German market research studies.

Frequency

monthly

Copy price

5.00 €

Subscription rate

55.20 €

Internet

www.reiterrevue.de

Contact

Paul Pary Zeitschriftenverlag GmbH & Co. KG
Anzeigenabteilung Reiter Revue International
Erich-Kästner-Str. 2, 56379 Singhofen, Germany

Contact person: Baerbel Labonte, Tel. +49/2604/978-517, Fax 978-6517
Email: baerbel.labonte@paulpary.de

Dates

Issue	Deadline	Deadline	Publishing Date
01/2010	13.11.2009	27.11.2009	18.12.2009
02/2010	14.12.2009	30.12.2009	22.01.2010
03/2010	15.01.2010	29.01.2010	19.02.2010
04/2010	19.02.2010	05.03.2010	26.03.2010
05/2010	24.03.2010	09.04.2010	30.04.2010
06/2010	22.04.2010	06.05.2010	28.05.2010
07/2010	17.05.2010	04.06.2010	25.06.2010
08/2010	25.06.2010	09.07.2010	30.07.2010
09/2010	23.07.2010	06.08.2010	27.08.2010
10/2010	20.08.2010	03.09.2010	24.09.2010
11/2010	17.09.2010	01.10.2010	22.10.2010
12/2010	14.10.2010	28.10.2010	19.11.2010

Further magazines

published by

Paul Pary Zeitschriftenverlag

Araber Weltweit:

The magazine for the friends of the arabian horse

Wild und Hund:

the leading hunting magazine in Germany

Deutsche Jagd-Zeitung:

magazine with the focus on hunting equipment

Jagen Weltweit:

exclusive magazine dedicated to hunting areas in foreign countries

Fisch und Fang:

one of the leading fishing magazines in Germany

Der Raubfisch:

fishing magazine concentrating on fishes of prey

Advertising Rates (all prices are calculated in Euro plus VAT)

Size	Type Area		Bleed (ad 5mm)		black/white	2colours	4colours
	Width mm	Height mm	Width mm	Height mm			
2/1 page spread bleed			2 x 210x280		6,828,-	9,208,-	11,746,-
1/1 page	186	253	210	280	3,414,-	4,604,-	5,873,-
3/4 page horizontal	138	253	150	280	2,559,-	3,454,-	4,406,-
3/4 page vertical	186	186	210	200			
2/3 page horizontal	116	253	138	280	2,277,-	3,070,-	3,907,-
2/3 page vertical	186	164	210	178			
2x1/2 page spread bleed			2 x 210x139		3,412,-	4,606,-	5,872,-
1/2 page horizontal	91	253	102	280	1,706,-	2,303,-	2,936,-
1/2 page vertical	186	125	210	139			
1/3 page horizontal	58	253	70	280	1,139,-	1,535,-	1,945,-
1/3 page vertical	186	82	210	96			
1/4 2-columns	91	125	104	138	854,-	1,152,-	1,469,-
1/4 page horizontal	43	253	57	280			
1/4 page vertical	186	60	210	74			
1/8 1-column	43	125					
1/8 2-columns	91	60			427,-	576,-	735,-
1/8 page horizontal	186	30					

Subject categories – millimeter prices

Vehicle + transport, horse care/horse food/medicine, stable utilities/
horse keeping/buildings, realty, job agency,
wedding/acquaintance, miscellaneous 2,98 €
Horse market, auctions, horse events, holidays in the saddle,
teaching/seminars/training 2,44 €
Reply box fee (administration + shipping fees) 6,90 €

■ Adverts in colour:
Adverts with Euro
scale colours are with-
out surcharge in the
subject categories.
For special colours
please contact us.

Equine sports online – the pages for your internet adress! On equine sports online you have the choice: 3 different fixed formats in black & white or in colour are available. On special here fore designed pages of our printed issue of Reiter Revue you can have internet address published to increase the accesses to your homepage.

Technical information

Advertising material/

Art Works:

Offset film until 60th screen

Colours:

according to DIN 16539
European Scale

Data transfer:

ISDN +49/6439/909633
E-Mail: mediarr@paulparey.de

Discounts

by frequency

3 adverts	3%
6 adverts	5%
9 adverts	10%
12 adverts	15%
24 adverts	20%

by volume

1 page	3%
3 pages	5%
6 pages	10%
9 pages	15%
12 pages	20%

■ Agency commission 15%

Loose inserts/supplements

(price per 1.000 copies)	part of the circulation	complete circulation
up to 25g	142,-	125,-
up to 30g	147,-	130,-
up to 35g	161,-	137,-
up to 40g	166,-	142,-
up to 45g	179,-	150,-
up to 50g	184,-	155,-
per additional 5g	on request	

Sizes:

Min. size: 105 mm x 148 mm

Max. size: 205 mm x 276 mm

Fixed inserts/supplements

(price per 1.000 copies)	part of the circulation	complete circulation
2 pages	88,-	82,-
4 pages	122,-	105,-
8 pages	169,-	134,-
12 pages	208,-	162,-
16 pages	256,-	192,-

■ No discount deductible on inserts/
supplements

If you have any
questions,
please do not hesitate
to contact us!

Tel. 0049/2604/978-517