

**aerokurier**

**PRINT & ONLINE**

ADVERTISING RATE CARD NO. 51  
EFFECTIVE JANUARY 1, 2012  
[www.mps-anzeigen.de](http://www.mps-anzeigen.de)



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2012

## DESCRIPTION



▣ **Founded in:** 1957  
**Published:** monthly  
**Cover price:** Euro 4.90  
**Paid circulation:**  
IVW av. I-II/2011: 20,708



**aerokurier**

### PUBLISHER

Motor Presse Stuttgart GmbH & Co. KG

**PZN: 570297**

### AEROKURIER - the international trade journal from pilots for pilots

As a trade journal, **aerokurier** informs about topics concerning general and business aviation, aircraft, sport aviation and developments in aviation technology for international civil aviation. As goes without saying for a serious general aviation magazine of **aerokurier**'s range, test reports on aircraft are published every month.

**aerokurier** is the official publication of 2 major aviation associations in Germany: the German Aeroclub e.V. and AOPA Germany.

### Functions

**aerokurier** contributes consistently to the acceptance of aviation by the public by publishing competent reports, transparent presentation of the market and well founded investigations. The ambitious editorial concept of **aerokurier** covers our readers' interest in all topics of civil aviation. Several times per year SPECIALS are published as a journal within the journal. Topics are, for example, flight training, helicopters, maintenance and business aviation.

### Characteristics of the readers

**aerokurier** is for all people who are interested in the field of civil aviation and who are predominantly active in this field. 79 % of all readers of **aerokurier** are in the possession of a valid pilot's licence.

### AEROKURIER.DE

aerokurier.de is the specialist portal for the international civil aviation with major emphasis on general and business aviation, engine powered flight, air sport and aerotechnics. The broad range of topics of aerokurier.de includes current news from the community, exclusive show reports from national and international trade shows, relevant practical advice on flying as well as technical data of all popular aircraft and a big used aircraft market.

## THE MOTOR PRESSE STUTTART

Motor Presse Stuttgart is the leading publishing group for special interest magazines in Germany with a strong international presence and interests in 12 countries.

Mobility, leisure and lifestyle are the main topic areas covered by over 140 magazines of the Group. All magazines are quality titles with high-income and consumer-intensive readers – made

by professionals for experts, enthusiasts and the lay public. Their functions lies as much in influencing purchasing decisions as in forming opinions about markets, brands and products. They stimulate, give orientation when buying, initiate market developments, form opinions, fascinate and entertain.

**aerokurier**

### MOTOR PRESSE STUTTART GMBH & CO. KG

**P.O. Box:**

70162 Stuttgart  
Leuschnerstr. 1  
70174 Stuttgart  
Germany

**Bank account:**

Baden-Württembergische  
Bank AG, Stuttgart  
a/c no. 78 715 12 122  
Routing code 600 501 01

Due to cogent tax regulations, please indicate your VAT Registration no. and your tax identification no. when ordering.

## THE AEROSPACE MAGAZINES OF THE MOTOR PRESSE STUTTART



### aerokurier

The international aviation publication from pilots for pilots and active persons of the civil aviation. Tests, reports, background reports, dates and personalities. Official publication of the German Aero Club e.V.

aerokurier has been published monthly for more than 54 years.

<http://www.aerokurier.de>



### FLUG REVUE

Europe's great aerospace magazine for professionals and the management in airline and aerospace industry. It provides editorial concern of all national and international topics of the industry. FLUG REVUE has been

published monthly for more than 55 years.

<http://www.flugrevue.de>





### Klassiker der Luftfahrt

Klassiker der Luftfahrt provides its readers with reports from the Oldtimer scene, detailed descriptions of historical aircraft and tips for museums. Klassiker der Luftfahrt is published 8 times a year.

<http://www.klassiker-der-luftfahrt.de>

# ADVERTISING SIZES AND RATES

PAGE FRACTIONS	SIZES*	4C	COLOUR	B/W
	<b>1/1 page</b> TA: 185 x 248 mm TS: 215 x 280 mm*	6,660	4,870	3,600
	<b>3/4 page</b> (a) TA: 137 x 248 mm TS: 155 x 280 mm* (b) TA: 185 x 185 mm TS: 215 x 203 mm*	5,300	3,850	2,835
	<b>1/2 page</b> (a) TA: 90 x 248 mm TS: 109 x 280 mm* (b) TA: 185 x 122 mm TS: 215 x 140 mm*	3,600	2,560	1,900
	<b>1/3 page</b> (a) TA: 58 x 248 mm TS: 76 x 280 mm* (b) TA: 185 x 77 mm TS: 215 x 95 mm*	2,350	1,700	1,270
	<b>1/4 page</b> (a) TA: 43 x 248 mm TS: 58 x 280 mm* (b) TA: 90 x 122 mm (c) TA: 137 x 82 mm (d) TA: 185 x 60 mm TS: 215 x 78 mm*	1,800	1,290	950

**CLASSIFIED ADS IN AEROKURIER-MARKT**

b/w **€ 3,00**  
(price per mm deep and 43 mm wide)

aerokurier and FLUG REVUE together  
b/w **€ 5,00**  
(price per mm deep and 43 mm wide)

Displays (minimum type height 20 mm) colour  
additional charge:  
10 % per colour  
(max. 30 %)

**Box number**  
**€ 10,00**

30 % Discount:  
Flight schools, associations, airshows, recreation centres attract this special discount.  
**ATTENTION!** Only for directly placed orders.  
No agency, quantity or frequency discount possible!



### 2/1 pages

TA: 392 x 248 mm  
TS: 430 x 280 mm\*

13,320

9,740

7,200



### 2x 1/2 pages

TA: 392 x 122 mm  
TS: 430 x 140 mm\*

7,200

5,120

3,800

#### width x height

TA: Type Area / TS: Trim Size

All prices in € plus VAT.

\*For bleed advertisements please add additional 5 mm on all sides for trimming.

“Spot colour” means that next to black and white your ad may consist of maximum two of the three basic colours (cyan, magenta or yellow).

Ad-Formats: In general ratecard-listed formats only can be published. Other formats on request.

### AERO COMBI

Do you like to combine? With the combination **aerokurier + FLUG REVUE** you'll get in contact with:

**aerokurier**

Active pilots, aircraft owners and interested people in general aviation

**FLUG REVUE**

Professionals in aviation trade and -industry as well as people interested in aviation and aerospace

**Discount: 10% EXTRA in the AERO combination for all ads in the editorial part.**

### DISCOUNTS

Within 12 months:

#### Display advertising by number of adverts

3 ads .....	3 %
6 ads .....	5 %
9 ads ....	10 %
12 ads ....	15 %

#### Terms of payment

Payment due within 30 days of invoice date. A discount of 2% will be allowed for prepayment of the full amount before the on sale date, provided that no previous invoices are outstanding. If payment is not received by the above date interest in the amount of 5% above the current standard interest rate of the German Bundesbank will be charged in addition to debt collection fees. We also accept credit cards (Visa, Master Card or American Express) for payments up to D 750.

Combined discount for advertisers who place orders in both publications at the same volume. Different motives are possible including a 12 months' schedule. Add. frequency discount.

# EDITORIAL AND CLOSING DATES CALENDAR

ISSUE	PUBLISHING DATE	ADVERTISING CLOSING DATE EDITORIAL SECTION	COPY DATE ADVERTISING CLOSING DATE CLASSIFIED SECTION	SCHEDULE OF SUBJECTS
<b>01/2012</b>	28 Dec. 2011	22 Nov. 2011	29 Nov. 2011	<ul style="list-style-type: none"> <li>• <b>SPECIAL: MAINTENANCE</b></li> <li>• Collision Avoidance Systems for General Aviation Aircraft</li> <li>• Aircraft Refurbishing</li> </ul>
<b>02/2012</b> HELI-EXPO Issue	25 Jan. 2012	20 Dec. 2011	28 Dec. 2011	<ul style="list-style-type: none"> <li>• <b>EXTRA: SOARING</b></li> <li>• Tablet PC Programmes for Pilots</li> <li>• Composites for General Aviation Aircraft</li> </ul>
<b>03/2012</b>	22 Feb. 2012	18 Jan. 2012	25 Jan. 2012	<ul style="list-style-type: none"> <li>• <b>SPECIAL: FLIGHT TRAINING</b></li> <li>• Headsets</li> <li>• Pilot Tours</li> </ul>
<b>04/2012</b> AERO Issue	28 Mar. 2012	17 Feb. 2012	28 Feb. 2012	<ul style="list-style-type: none"> <li>• <b>SPECIAL: AERO 2012 IN FRIEDRICHSHAFEN</b></li> <li>• Used Aircraft Market</li> <li>• The State of the General Aviation Industry 2012</li> </ul>
<b>05/2012</b> EBACE Issue	25 Apr. 2012	21 Mar. 2012	28 Mar. 2012	<ul style="list-style-type: none"> <li>• <b>BOOKLET: AIRSHOW DATES AND VENUES IN 2012</b></li> <li>• Test Preparation Programmes for Pilot Trainees</li> <li>• Equipment for Air Fields</li> </ul>
<b>06/2012</b>	23 May 2012	18 Apr. 2012	25 Apr. 2012	<ul style="list-style-type: none"> <li>• <b>SPECIAL: UL/LSA</b></li> <li>• Show Report: AERO 2012 in Friedrichshafen</li> <li>• Accessories for Aircraft (Rigging Material, Covers)</li> </ul>
<b>07/2012</b>	27 Jun. 2012	23 May 2012	30 May 2012	<ul style="list-style-type: none"> <li>• The Most Beautiful Air Fields for Swimming</li> <li>• New Avionics</li> <li>• Show Report: EBACE 2012</li> </ul>
<b>08/2012</b>	25 Jul. 2012	20 Jun. 2012	27 Jun. 2012	<ul style="list-style-type: none"> <li>• <b>PROGRAMME: TANNKOSH 2012</b></li> <li>• New Technologies for Helicopters</li> <li>• Homebuilt Aircraft in Germany</li> </ul>

ISSUE	PUBLISHING DATE	ADVERTISING CLOSING DATE EDITORIAL SECTION	COPY DATE ADVERTISING CLOSING DATE CLASSIFIED SECTION	SCHEDULE OF SUBJECTS
<b>09/2012</b> ILA BERLIN AIR SHOW Issue	22 Aug. 2012	18 Jul. 2012	25 Jul. 2012	<ul style="list-style-type: none"> <li>• <b>SPECIAL: HELICOPTER</b></li> <li>• New Aircraft Engines</li> <li>• Comparison of Light Helicopters</li> </ul>
<b>10/2012</b> NBAA Issue	26 Sep. 2012	22 Aug. 2012	29 Aug. 2012	<ul style="list-style-type: none"> <li>• <b>SPECIAL: BUSINESS AVIATION</b></li> <li>• Show Report: TANNKOSH 2012</li> <li>• Electrical Aircraft</li> </ul>
<b>11/2012</b>	24 Oct. 2012	19 Sep. 2012	26 Sep. 2012	<ul style="list-style-type: none"> <li>• New Accessories for Pilots</li> <li>• Engine Conversion for Jets</li> <li>• Show Report: ILA 2012</li> </ul>
<b>12/2012</b>	21 Nov. 2012	17 Oct. 2012	24 Oct. 2012	<ul style="list-style-type: none"> <li>• Show Report: NBAA 2012</li> <li>• Propellers</li> <li>• Gifts for Pilots</li> </ul>
<b>01/2013</b>	27 Dec. 2012	22 Nov. 2012	29 Nov. 2012	<ul style="list-style-type: none"> <li>• <b>SPECIAL: MAINTENANCE</b></li> <li>• Aircraft Painting</li> </ul>

**ATTENTION:**

**The SPECIALS**

- **MAINTENANCE** of issue 01/2012 and 01/2013
- **FLIGHT TRAINING** of issue 03/2012
- **HELICOPTER** of issue 09/2012
- **BUSINESS AVIATION** of issue 10/2012

are also distributed with the subscription print run of **FLUG REVUE**.

**The SPECIALS**

- **SOARING** of issue 02/2012
- **AERO SPECIAL** of issue 04/2012
- **UL/LSA** of issue 06/2012

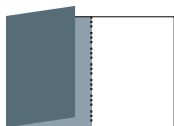
are **aerokurier SPECIALS** only.

**EXTRA:**

- **CONFERENCE PROGRAMME AERO 2012** – April 2012
- **BOOKLET: AIRSHOW DATES AND VENUES in 2012** – May 2012
- **OFFICIAL SHOW PROGRAMME TANNKOSH 2012** – August 2012

## SPECIAL INSERTS

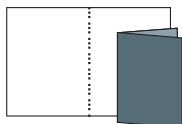
### GATEFOLD



**Gatefold inside front cover**  
**Extra technical costs**  
 € 3,150  
**Minimum order:**  
 3 pages 4c

### LOOSE INSERTS

Printed material not bound into the magazine.



WEIGHT	NON-SUBSCRIBERS	SUBSCRIBERS
up to 10 g	€ 98.00	€ 111.00
up to 20 g	€ 98.00	€ 124.00
up to 25 g	€ 98.00	€ 138.00
up to 30 g	€ 104.00	€ 144.00

Prices (per 1,000 copies, minimum 10,000)  
 Other weights and sizes on request.

#### Format:

minimum size: 105 x 148 mm (DIN A6)  
 maximum size: 195 x 260 mm

#### Minimum paper weight:

2 pages: 100 g/sqm  
 4 pages: 70 g/sqm  
 5 pages and over: 60 g/sqm

#### Oversize loose inserts:

the loose inserts in the format 208 x 300 mm, are 20 mm higher than the magazine size. So it is possible to insert a folder poster, flyer or calendar. Prices on request.

### TIP-ONS

Tip-ons are products supplied ready for processing and gummed to a carrier ad (min. full page) in such a way that they can be easily removed.

### BASIC ADVERTISEMENTS

minimum 1/1 page

#### Format:

minimum size: 105 x 148 mm  
 maximum size: 195 x 260 mm

### POSTCARDS

Non-subscribers **from € 34.00**

Subscribers **from € 41.00**

Prices (per 1,000 copies)

### BOOKLETS

WEIGHT	NON-SUBSCRIBERS	SUBSCRIBERS
up to 20 g	€ 68.00	€ 95.00
up to 30 g	€ 68.00	€ 107.00
up to 40 g	€ 68.00	€ 122.00
up to 50 g	€ 68.00	€ 135.00

Prices (per 1,000 copies)

### CDs / DVDs / OBJECTS

up to 20 g, up to 2.4 mm height

Non-subscribers **€ 85.00**

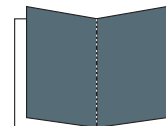
Subscribers **€ 112.00**

Prices (per 1,000 copies)

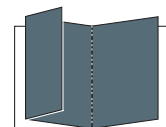
**Poster** - on request

**Kalender** - on request

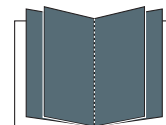
### BOUND INSERTS



**4 pages**



**6 pages**



**8 pages**

Further bound inserts and prices on request.  
 Phone +49 711 182-1548

#### Format:

#### Untrimmed size:

218/228 mm (underfold) x 289 mm  
 (incl. 6 mm head trim)

#### Trimmed size: 215 x 280 mm

Precise technical details (underfold and overfold etc.)  
 must be discussed with the publisher.

Untrimmed size is to be supplied.

#### Minimum paper weight:

4 pages: 100 g/sqm  
 8 pages: 80 g/sqm  
 12 pages: 70 g/sqm  
 16 pages: 65 g/sqm

# TECHNICAL SPECIFICATIONS



## Technical specifications:

The current and binding technical specifications can be found at: [www.duon-portal.de](http://www.duon-portal.de).

## Printing:

Offset  
FOGRA ISO 12647-2

## Data for display and classified ads:

Unseparated PDF/X-3, CMYK-Modus

## Colour advertisements:

Colour scale: European Trichromatic System.

If a colour is not used within the layout of colour advertisements, this does not affect calculation of the cost of the advertisement. A special agreement must be made for special colours or shades which cannot be created out of the basic colour range. Details on request. The Publisher retains the right to compose required special colours from the 4-colour scale for technical reasons. Slight variations in shade may occur within normal tolerances of the offset printing process. No guarantee can be given for colour layouts without a colour scale.

## Bleed advertisements, ads printed across the gutter:

There is no surcharge for bleed advertisements; please keep all live matter within a security range of 10 mm.

## Delivery of advertisements:

### Via Mail:

- CD (marked with file name. File name shall consist of magazine, issue, customer and file ending) + print proof + version of content.
- Delivery to mail address:  
Motor Presse Stuttgart  
aerokurier  
Leuschnerstr. 1  
70174 Stuttgart/Germany

### Online:

Classified ads shall be sent only via our electronic "Data Ticket" from our website [www.print-files.de](http://www.print-files.de) with the file as attachment (File name shall consist of magazine, issue, customer and file ending).

The reception of **ads in the editorial section** occurs via the DUON-Portal by the VDZ-publishers at:

[www.duon-portal.de](http://www.duon-portal.de).

Support is available at: [support@duon-portal.de](mailto:support@duon-portal.de)  
or directly by phone: **+49 40 374117-50**.

**aerokurier**

## Order and cancellation dates

the same as closing dates. Please order as soon as possible and provide 5 samples along with your order.

## Delivery

at least 2 weeks before publishing date. Inserts should be machine processible, correctly packaged and prepared, and list the magazine and issue they will appear in, on exchangeable EURO pallets only, delivered to:

## Vogel Druck

Leibnizstr. 5  
97204 Höchberg b. Würzburg  
Germany



**aerokurier.de – for pilots by pilots**

aerokurier.de is the specialist portal for the international civil aviation with major emphasis on general and business aviation, engine powered flight, air sport and aerotechnics. The broad range of topics of aerokurier.de includes current news from the community, exclusive show reports from national and international trade shows, relevant practical advice on flying as well as technical data of all popular aircraft and a big used aircraft market. With the aerokurier club portal aerokurier.de offers air sport clubs a platform to present their activities to the general public and discuss matters with others interested in air sports.

**Traffic MPS Aviation Portal:**

Page Impressions: 1,890,755\*

Visits: 679,865\*

\*Source: IWV August 2011

**Channels (banner):**

- Home Page • aerokurier Rotation • Motor Presse Stuttgart Aviation Portal

**Channels (fixed placement):**

With a fixed placement (300 x 150 pixels, max. 20 KB GIF/JPG) we offer you a permanent presence in the thematic context of your choice. The following environments are available:

- Home Page • General Aviation • Business Aviation • Air Sport • Jobs/Training • Club Portal

Minimum booking period is one month, prices on request.

**Motor Presse Stuttgart Aviation Portal**

The aviation portal, a combination of the special interest sites flugrevue.de, aerokurier.de, klassiker-der-luffahrt.de and aero.de reach a very specific, high-quality target audience.

The users of the portal are predominantly active in aviation, whether professionally or privately. These users are mainly male, highly educated and dispose of a high household income.



ADVERTISING FORMATS	SIZE (IN PIXELS)	CPM IN €
<b>Banner</b>	468 x 60 & 728 x 90	30
<b>Double Superbanner</b>	728 x 180	60
<b>Skyscraper</b>	120 x 600 & 160 x 600	40
<b>Splitscreen Ad</b>	300 x 600	40
<b>Medium-Rectangle</b>	300 x 250	60
<b>Flash Layer</b>	400 x 400 & individual	80
<b>Banderole Ad</b>	770 x 250	90
<b>Interstitial</b>	800 x 600	110
<b>Tandem Ad (Banner+Sky)</b>	refer to respective sizes	80
<b>Tandem Ad (Sky+Layer)</b>	refer to respective sizes	110
<b>Wallpaper</b>	refer to respective sizes	80
<b>Expandable Banner</b>	468 x 60 > 468 x 180 & 728 x 90 > 728 x 270	50
<b>Expandable Skyscraper</b>	120 x 600 > 360 x 600 & 160 x 600 > 480 x 600	60
<b>Expandable Splitscreen Ad</b>	300 x 600 > 900 x 600	60
<b>Expandable Medium-Rectangle</b>	300 x 250 > individual	90
<b>Exp. Wallpaper</b>	refer to respective sizes	100

In addition to standard banner placements we offer online specials and cooperation opportunities, such as topic specials, newsletters, contest sponsorship, advertorials, etc.

For further information please get in touch with:

Nicole Tilly, Motor Presse Stuttgart, phone +49 711 182-2056, ntilly@motorpresse.de  
 Jan Schumacher, freeXmedia Ltd., phone +49 40 513 06-631, jan.schumacher@freeXmedia.de

Advertising formats and rates: updated September 2011. Rates subject to change in 2012.  
 For current ad formats, prices and technical specifications apply: [www.freeXmedia.de](http://www.freeXmedia.de)

#### TARGETING OPTIONS\*

##### Frequency Capping

- ... per session
- ... per day
- ... per multiple days
- ... during runtime of campaign

##### Age, Sex Geographic Behaviour Bandwidth, Time

\* € 2.50 per item  
 (except for frequency capping per session and time targeting)

Combine a maximum of 3 items.  
 Further targeting options coming soon.

Minimum booking 20,000 ad impressions.

All prices plus VAT.

**Motor Presse Stuttgart  
70162 Stuttgart****> P.O. Box**

Motor Presse Stuttgart  
Leuschnerstr. 1  
70174 Stuttgart/Germany

**Aerospace Division Sales**

Ublerstr. 83  
53173 Bonn/Germany

**> Advertising Director**

Reinhard Wittstamm  
Phone: +49 228 9565-114  
Fax: +49 228 9565-245  
rwittstamm@motorpresse.de

**> Advertising Sales Manager**

Rudolf Pilz  
Phone: +49 228 9565-115  
Fax: +49 228 9565-245  
rpilz@motorpresse.de

**> Advertising Online**

Nicole Tilly  
Phone: +49 711 182-2056  
ntilly@motorpresse.de

**> Order Processing**

Julia Ruprecht  
Phone: +49 711 182-1548  
Fax: +49 711 182-1027  
jruprecht@motorpresse.de

**> France/Belgium/Luxembourg**

DEF & COMMUNICATION  
Fabio Lancellotti, Emmanuel Archambeaud  
48, Boulevard Jean-Jaurès  
92110 Clichy  
France  
Phone: +33 1 47307180  
Fax: +33 1 47300189  
earchambeaud@defcommunication.com

**> Russia/GUS**

Laguk Co. Ltd.  
Yuri Laskin  
11/15, Krasnokholmskaya nab, App.132  
115172 Moscow  
Russia  
Phone: +7 495 9121346  
Fax: +7 495 9121260  
ylarm-lml@mtu-net.ru

**> Italy**

Rosy Pommerschein  
Via Reno 2c  
00198 Rome  
Italy  
Phone: +39 06 8554126  
Fax: +39 06 85800217  
pommerschein@tin.it

**> Czech Republic**

Dipl.-Ing. Zdenek Burian  
Ke kurtum 379/11  
14200 Prague 4  
Czech Republic  
Phone/Fax: +420 261 911 187  
motorpresse@email.cz

**> Poland**

Wojciech Luczak  
Agencja Lotnicza ALTAIR Ltd.  
ul. Fabryczna 16-22/23  
00-446 Warsaw  
Poland  
Phone/Fax: +48 22 6283073  
wojciechluczak@wp.pl