

CAVALLO

PRINT & ONLINE

ADVERTISING RATE CARD NO. 17
EFFECTIVE JANUARY 1, 2012
www.mps-anzeigen.de



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2012

DESCRIPTION



- ▶ **Founded in:** 1996
- Published:** monthly
- Cover price:** Euro 3.90
- Paid circulation:**
IWW II/2011: 71.694



CAVALLO

PUBLISHER

Motor Presse Stuttgart GmbH & Co. KG

PZN: 504320

CAVALLO

The innovative magazine for active riders

CAVALLO is Germany's top-selling equestrian sport magazine by far. Numerous consumer-oriented articles in every issue convey a high level of specialist knowledge. The large editorial team maintains an independent, dedicated and critical attitude to research and coverage. **CAVALLO** is renowned for its breadth of topics of a highly practical nature, the main editorial focus being on all styles and methods of riding and horse training. It offers numerous product tests, critical tests of riding schools, soundly researched reports on equine medicine, behavioural research or feeding. All rounded off by portraits of fascinating horses, races and riders.

Reader profile

The target group of **CAVALLO** comprises riders of all disciplines, horse-owners, breeders and drivers. As the market leader, **CAVALLO** reaches the discriminating and well-informed opinion leaders who want to be kept up-to-date about all aspects of their job or hobby with practical, hands-on information. But thanks to professional kiosk marketing, **CAVALLO** also gains new readers every month who are discovering riding as a hobby. Some 28,000 subscribers (including trade copies) are proof of the out-standing reader involvement.

Effective and economical

CAVALLO has the lowest cost-per-1000-buyers among all comparable equine sports magazines in Germany. There is no harder currency with which to assess advertising cost and advertising effectiveness.

MOTOR PRESSE STUTTGART

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 lie 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.

CAVALLO

MOTOR PRESSE STUTTGART GMBH & CO. KG

P.O. Box: 70162 Stuttgart
Leuschnerstraße 1
70174 Stuttgart
Germany

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

Swift: SOLA DE ST
IBAN DE92 6005 0101 7871 5121 22

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

MORE PUBLICATIONS FOR SPORTS AND LEISURE BY MOTOR PRESSE STUTTGART



DSV aktiv Ski & Sportmagazin is the magazine of the "Deutsche Skiverband" (German Skiing Association) and of the "Freunde des Skisports". Not only during the winter season, but throughout the year it inspires sportive and active friends of winter sport.



MountainBIKE – test, trails and action

is the buyer's guide and opinion leader for the whole bike scene – up-to-date and authoritative, packed with tests and service as well as the most beautiful bike tours and gripping background articles.



RoadBIKE – fascination racing bike

Fascination, emotion, expertise. RoadBIKE conveys the beauty of the sport of racing cycling in all its diversity. With its substantial test and service section, RoadBIKE is not only a buyer's guide but an all-around source of information and direction as well. RoadBIKE is pure fascination. The fascination of racing cycling.



outdoor – trekking, travelling, adventure

outdoor is the leading magazine for everyone who enjoys being out and about in nature. *outdoor* portrays the most beautiful tours, journeys, holidays and activities, with in-depth equipment tests that supply valuable tips for experiencing



klettern – hot rocks – cold ice – big walls focuses on the rope climbing disciplines: from classical mountain climbing over boulder climbing to sports climbing, ice climbing and expeditions.



active life – fitness, nature & fun

active life is trendy, active life is modern. active life is the innovative sport and lifestyle magazine for young, active women who enjoy doing sports outdoors, mix activity with pleasure on holiday and have a zestful approach to life.



RUNNER'S WORLD – the world's biggest running magazine






offers workout guides for enthusiastic hobby and marathon runners, but also for the beginner. Additionally it provides equipment tips and tests, nutrition and health guides.



promobil – Europe's biggest caravanning magazine

For more than 25 years, promobil is undisputed the market leader and consequently fitted to the needs of the caravan enthusiasts – from vehicle tests to travel itineraries and practical tips.

DISPLAY ADS

PAGE FRACTIONS	SIZES*	4C	B/W + SPOT COLOUR
	1/1 page TA: 195 x 248 mm TS: 215 x 280 mm	6,700	4,720
	3/4 page (a) TA: 145 x 248 mm TS: 155 x 280 mm (b) TA: 195 x 186 mm TS: 215 x 196 mm	5,025	3,550
	2/3 page (a) TA: 124 x 248 mm TS: 144 x 280 mm (b) TA: 195 x 166 mm TS: 215 x 186 mm	4,405	3,125
	1/2 page (a) TA: 95 x 248 mm TS: 106 x 280 mm (b) TA: 195 x 124 mm TS: 215 x 134 mm	3,350	2,360
	1/3 page (a) TA: 62 x 248 mm TS: 72 x 280 mm (b) TA: 195 x 83 mm TS: 215 x 93 mm	2,220	1,565

DISCOUNTS

Placements within one order year:

Discount by pages

(for display ads only!)

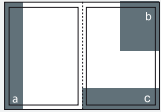
3+ pages	5%
6+ pages	10%
9+ pages	15%
12+ pages	20%
15+ pages	23%
18+ pages	25%

Frequency discount

3-5 ads	3%
6-8 ads	5%
9-11 ads	10%
12-23 ads	15%
24+ ads	20%

Terms of Payment

Payment due within 30 days of invoice date. A discount of 2% will be granted 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, a rate of 5% above the current standard interest rate of the German Bundesbank will be charged in addition to debt collection fees.

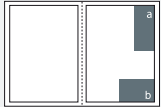


1/4 page

- (a) TA: 45 x 248 mm
TS: 56 x 280 mm
- (b) TA: 95 x 124 mm
TS: 106 x 134 mm
- (c) TA: 195 x 62 mm
TS: 215 x 72 mm

1,850

1,325



1/8 Seite

- (b) TA: 45 x 124 mm
- (c) TA: 95 x 62 mm

940

665



2/1 pages

- TA: 408 x 248 mm
- TS: 430 x 280 mm

13,400

9,440

width x height

TA: Type Area / **TS:** Trim Size

All prices in € plus VAT.

*Please add additional 5 mm all around for bleed with all trim size ads.

Agency commission:

15% for registered agencies (incl. foreign orders) and print-ready ad artwork only.

TECHNICAL SPECIFICATIONS

Please find our technical specifications for delivering the artwork at page 11.

CAVALLO-MARKT

Urlaub

Mittler für den nächsten Urlaub schon gefunden? Mit einer Kleinanzeige in CAVALLO geht es ganz leicht und kostet nur €,-. Einfach reservieren unter www.markt.cavallo.de

45 x 30 mm

b/w = € 118.50
4c = € 154.50

Gebirgstritte, Familienfeiern, Norwegier Gebirgstritte mit Unterkunft im Hotel, Familienfeiern oder Ausritte mit Unterkunft am Hof. Stabile norwegische Dölefelder. Tel. 004790958131, eva-avilovino.no, www.midsdalogen.no

Reiterurlaub Familie, Einzelreiter und Jugendliche. Reiterprogramm mit zwei Pferden und Ponyreiter. www.hof-kirchhorst.de
Tel. 0 43 56/97 97 50 Fax 14 13



St. Peter-Ordag Urlaub direkt am der Nordsee für Familien, Paare Singles und Senioren. Erleben Sie das Lineco (Waldraute) und Wattenmeer. Schöne FwWo, Asp., Zimmer günstig! Reitplatz, Ponyhof, Reiter. www.ferienhof-potter.de, Tel. 04862/9061

Traumhafte Reiterferien für Kinder und Jugendliche von 8-16 Jahren auf einem der schönsten, sichersten und bestausgestatteten Reitplätze in Pommern Europas. Tel. 04321 81300, www.pony-park.de

2 col. 62 mm = 95 x 62 mm

b/w = € 489.80
4c = € 638.60

Lüneburger Heide, Machen Sie Urlaub mit Ihrem eigenen Pferd an der schönen Küste von Embsahltenes. Wir bieten hervorragende Pferde, Ritt in weiten Stränden, persönliche Atmosphäre, einen Hof-Pol (u.z.m. Kammern) Sie zu uns, wir sind eine deutsch-nl. Familie und freuen uns auf Ihren Besuch. Venetia & Guncar, Info-Prosop. Tel. + Fax 0605179309 www.islandsia.de/brennstar



Reiterurlaub in Island 2012: Unser Hof Rennweite liegt direkt am Meer an d. schönen Küste von Embsahltenes. Wir bieten hervorragende Pferde, Ritt in weiten Stränden, persönliche Atmosphäre, einen Hof-Pol (u.z.m. Kammern) Sie zu uns, wir sind eine deutsch-nl. Familie und freuen uns auf Ihren Besuch. Venetia & Guncar, Info-Prosop. Tel. + Fax 0605179309 (in D), www.islandsia.de/brennstar

Dänemark - direkt am Meer! Mit dem eigenen Pferd an Urlaub am Meer. Schönes Ferienhaus, mit Whirlpool, Sauna und Kaminofen. Mit Panoramablick über Dünen, Koppeln und Wald, wo über 300 km Reitwege auf Sie warten. Nur 15-30 Minuten Reitweg zum Meer. Bei Hvide Sande in Dänemark. Schauen Sie im Internet: www.direkt-am-meer.de unter Lönne, Haus Nr. VH 171. Tel. 0045-96594011 ab 9:30 Uhr, Fax 0045/96594010



Lsg. Heide, gem. Ferienhaus ca. 80 qm für 2 Personen (Nichtraucher) mit Offenstall für 2 Pferde direkt am Haus, einer kleinen Gastwache, Hütte 15x30, gute Ausreitgelände. Tel. 06529/425

95 x 30 mm

b/w = € 237
4c = € 309



Reiterferien an der Nordsee. Wir bieten komfortable Ferienwohnungen, Webberreitunterricht, Ritten von Freizeitreibern, Ausritte, Urlaub mit dem eigenen Pferd, diverse Kurse ... Tel. 04377/919000, www.vossfoermerhof.de

45 x 60 mm
b/w = € 237
4c = € 309

Reiten und "MEER" in Cuxhaven, in Wald, Watt und Heide sowie zur Insel Neuwerk, Farris und Föhlw. Reiturlaubshofen Tel. 04723/2351, 0177/94981166, www.reiterurlaub-cux.de



Reiten-Relaxen-Kultur. Traumurlaub für Reiter und Nichtreiter im zentralen Hochland Mecklenb. 333 Tage Sonne im Jahr. Neueste unbegleiteten Ritten durch fittre Landschaften auch tagl. Ausfahrten zu Kulturstätten u. Märkten. Toller Pool! Alles inkl! www.ranorhies.com

Immobilien - Angebote

Filca Andalusien, Filca Almorote, Wasser, Strom, Escuelita, 3950 qm, 185.000,- € police@real.de

Pferdeparadies Privatverkauf! Restanlage mit Wohnhaus zwischen Fülle und Würzburg nur ges. Grund zu verkaufen! Das Anwesen Dorfstraße 1 ist geeignet als Voll-Existenz oder als aktive Altersnische. Es besitzt die Möglichkeit zur Pension, Training, Zucht, Deckstation oder Wanderreitstation. Sehr gepflegte Anlage mit Ausbaupotenz. schönem Wohnhaus 140 qm, mod. Reithalle 20 x 40, Boxen mit Padock, verschiedene Ställe, Pflanzanlage, Schwimmbad, Weiden sind pünktig gepachtet. Kauf möglich! Super Ausreitgelände direkt an Hof ohne Verbote, Preis 155.000,- € Mehr Informationen unter Tel. 02775-808678

45 x 124 mm

b/w = € 489.80
4c = € 638.60

CLASSIFIED AD RATES

Millimetre price for 45 mm column width

Commercial, display ads, minimum height 15 mm

black/white € 3.95 plus VAT
with spot colour € 4.15 plus VAT
4-colour € 5.15 plus VAT

Column widths

1-column = 45 mm 3-spaltig = 145 mm
2-column = 95 mm 4-column = 195 mm

How to calculate the price

Number of columns x height of the ad x price per mm

Frequency discounts (only for commercial display ads)

3+ ads 3% 9+ ads 10% 24+ ads 20%
6+ ads 5% 12+ ads 15%

For bookings within a 12-month period. All prices in € plus VAT.

Lineage ads, commercial* Minimum height 6 lines

6 lines € 23.70 plus VAT, each extra line € 3.95

Private lineage ads** Minimum size 5 lines

5 lines € 7.50 incl. VAT, each extra line € 1.50

Box number fee € 10.00

* no discounts, voucher copy incurs a charge

** no discounts, voucher copy incurs a charge, no agency commission

TECHNICAL SPECIFICATIONS

See page 11

Data delivery of commercial display ads

Please send ads for the CAVALLO classified section exclusively using the "electronic dispatch note". This is available via our website www.mps-anzeigen.de >CAVALLO > "data delivery"

AD SPECIALS

CAVALLO

LOOSE INSERTS

Loose inserts are printed material, leaflets or brochures enclosed loose in the magazine. All inserts must be suitable for mechanised processing. Please furnish 5 samples when placing order.

Specifications

Minimum print run: 20,000 copies

Minimum format: 105 x 148 mm

Maximum format: 195 x 260 mm

Prices of tipped inserts

Prices per 1,000 copies or part thereof:

WEIGHT	NON-SUBSCRIBERS	SUBSCRIBERS
up to 25 g	130.00	151.00
up to 30 g	137.00	163.00
up to 35 g	143.00	175.00
up to 40 g	149.00	187.00
up to 45 g	155.00	199.00
up to 50 g	161.00	213.00

Higher individual weights on request.

All prices in € plus VAT. No discounts.

BOUND INSERTS

Bound inserts usually have the same format as the magazine. Details on request. Bound inserts must be suitable for mechanised processing. Please furnish 5 samples when placing order.

Specifications

On request.

Prices of tipped inserts

Prices per 1,000 copies or part thereof:

PAGES/ WEIGHT	NON-SUBSCRIBERS	SUBSCRIBERS
4-page/up to 12 g	94.00	115.00
8-page/up to 26 g	130.00	151.00
12-page/up to 37 g	156.00	189.00

Other volumes on request.

All prices in € plus VAT. No discounts.

Further information

For dates/deadlines, technical details, other Ad Special options and delivery terms for products printed elsewhere, please see www.mps-anzeigen.de or call phone +49 711 182-2141.

TIPPED INSERTS

Tip-ins usually involve the use of postcards in the format and with the weight of paper prescribed by the post office is used. Tipped inserts are only possible at certain places in the magazine. They must be suitable for mechanised processing. Please furnish 5 samples when placing order. Further details on request.

Specifications

Master advertisement minimum format 1/1 page.

Prices of tipped inserts

Prices per 1,000 copies or part thereof:

PRODUCT	NON-SUBSCRIBERS	SUBSCRIBERS
Postcard	45.00	53.00
Letter/up to 20 g	51.00	72.00
CD/up to 2.4 mm height	57.00	86.00

All prices in € plus VAT. No discounts.

Agency commission

15 % agency commission for registered agencies only (incl. foreign orders).

PUBLISHING AND CLOSING DATES

ISSUE	PUBLISHING DATE	CALENDAR WEEK	ORDER AND CANCELLATION DEADLINES	COPY DATE*
01/2012	14 Dec. 2011	50	15 Nov.2011	23 Nov. 2011
02/2012	18 Jan. 2012	03	19 Dec. 2011	22 Dec. 2011
03/2012	22 Feb. 2012	08	24 Jan. 2012	01 Feb. 2012
04/2012	21 Mar. 2012	12	21 Feb. 2012	29 Feb. 2012
05/2012	18 Apr. 2012	16	15 Mar. 2012	23 Mar. 2012
06/2012	23 May 2012	21	20 Apr. 2012	30 Apr. 2012
07/2012	20 Jun. 2012	25	18 May 2012	29 May 2012
08/2012	18 Jul. 2012	29	19 Jun. 2012	27 Jun. 2012
09/2012	22 Aug. 2012	34	24 Jul. 2012	01 Aug.2012
10/2012	19 Sep. 2012	38	21 Aug. 2012	29 Aug. 2012
11/2012	24 Oct. 2012	43	24 Sep. 2012	02 Oct. 2012
12/2012	21 Nov. 2012	47	22 Oct. 2012	30 Oct. 2012
01/2013	19 Dec. 2012	51	20 Nov. 2012	28 Nov. 2012
02/2013**	23 Jan. 2013	04	17 Dec. 2012	21 Dec. 2012

* The last date on which your print-ready artwork must have arrived at the Publisher's. Five working days earlier for artwork that has to be designed and prepared by the Publisher.

** Anticipated dates for the first issue of the year 2013. Subject to alteration.



OBS: ad bookings can also be transmitted via the online booking system (OBS):
www.obs.pz-online.de.

Superbanner
(728 x 90 px)

Skyscraper
(120 x 600 px)

Medium Rectangle
(300 x 250 px)

Fullbanner (468 x 60 px)

Small Rectangle
(300 x 125 px)

Brief description

CAVALLO.de is a must for riders and horse-lovers, because it gives them all the information they need for their hobby, ranging from current trends and news to equipment and technology tests, plus portraits of horse clinics. The focus is on training tips and medical topics plus service articles on healthy horse care and diet. Unique at CAVALLO.de: tests of riding schools all across Germany, allowing users to find out about the quality of riding stables in their area. The CAVALLO community is an essential forum for users to compare notes and share experiences, because information from riders for riders plays a major role in the equestrian scene.

Page Impressions: 625.630 per month
Visits: 112.124 per month
 (Source: publisher's imprint)

Fixed rates (Prices for a period of one month)

SIZE (PIXEL)	HOMEPAGE	SUB PAGE
Superbanner (728 x 90)	1.000,00	850,00
Medium Rectangle (300 x 250)	2.000,00	1.800,00
Skyscraper (120 x 600)	1.350,00	1.200,00
Fullbanner (468 x 60)	900,00	800,00
Small Rectangle top (300 x 125)	600,00	550,00
Small Rectangle below (300 x 125)	350,00	300,00

Just ask us! We will be pleased to give you more details:

Your contact at Motor Presse Stuttgart GmbH & Co. KG: **Daniel Pfefferle**, phone: +49 711 182-2013, dpfefferle@motorpresse.de

CAVALLO

For the latest binding technical details, see www.duon-portal.de



Colour advertisements: Euro-Scale.

Special colour hues or shades that cannot be created out of the basic colour scale are by special agreement only. The Publisher reserves the right to compose special colours from the basic four-colour scale for technical reasons. Slight variations of shade may occur within the normal tolerances of the offset printing process. The omission of a colour in the composition of colour advertisements has no influence on the price. For digital data supplied without a colour scale, no guarantee can be given for the print quality.

Advertisements with spot colour:

“Spot colour” means that, beside black, your advertisement may be composed of no more than two of the other three primary colours (cyan, magenta or yellow).

Delivery of artwork:

Advertisements in the editorial section should be delivered electronically via the artwork portal www.duon-portal.de.

Support is available from: support@duon-portal.de or on phone +49 40 374117-50.

Classified advertisements should be send exclusively using the electronic despatch note via our website www.mps-anzeigen.de, English version, under CAVALLO, “electronic data transmission”.

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

Motor Presse Stuttgart GmbH & Co. KG
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mmueller2@motorpresse.de

› Deputy Advertising Manager

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› Advertising Sales

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Fax: +49 711 182-2140
cesser@motorpresse.de

› Advertising Sales Online

Daniel Pfeifferle
Phone: +49 711 182-2013
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› Order Processing

Susanne Baranjosch
Phone: +49 711 182-2144
Fax: +49 711 182-2148
sbaranjosch@motorpresse.de

› Asia (excl. Japan and Korea)

Godfrey Wu, MHI Limited
1305 C.C. Wu Building
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› Australia, New Zealand

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Fax: +61 2 99095810
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**› Belgium, Luxembourg,
Netherlands**

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Phone: +32 9 2350210
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guj.benelux@guj.de

› Canada

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Fax: +1 905 6249634
r.brown@vicbrownmedia.com

› Denmark

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Phone: +45 45469100
markhjortkilde@adbizz.dk

› Greece, Cyprus

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Fax: +30 210 6618477
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› Hungary

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› India

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Fax: +91 22 22824889
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› Italy

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Fax: +39 06 8840819
pommerschein@tin.it

› **Japan**

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Mediahouse Inc.
1-7-21, Hirakawacho, Chiyoda-ku
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mediahouse@mediahs.com

› **Portugal**

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Phone: +351 213 853545/98
Fax: +351 213 883283
pandrade@ilimitadapub.com

› **South Africa**

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› **South America**

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jpfucker@netcorpmedia.com

› **South Korea**

J. G. SEO
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› **Sweden, Finland**

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› **United Kingdom, Ireland**

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› **USA East Coast**

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› **USA West Coast**

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