

FLUGREVUE

PRINT & ONLINE

ADVERTISING RATE CARD NO. 65
EFFECTIVE JANUARY 1, 2012
www.mps-anzeigen.de



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2012

DESCRIPTION



▣ **Founded in:** 1956
Published: monthly
Cover price: Euro 4.90
Paid circulation:
IVW av. I+II/2011: 32,476



FLUGREVUE

PUBLISHER

Motor Presse Stuttgart GmbH & Co. KG

PZN: 543766

FLUG REVUE - for professionals in all areas of aviation

FLUG REVUE is Europe's best selling aerospace magazine in German. **FLUG REVUE** focuses on: current news from industry and politics, the international air transport scene including the regional airline industry and business aviation, space, and military aviation as well as aerospace technology.

Functions

FLUG REVUE intensifies the discussion on all issues concerning air transport, space and military aviation. For this reason, **FLUG REVUE** is at the same time an important forum for public discussions on high-explosive topics and of great importance regarding the formation of opinion. As a partner of the aerospace and the airline industry, **FLUG REVUE** plays a significant role in the acceptance of aerospace and aviation by the public.

Characteristics of the readers

FLUG REVUE is targeted at people who are interested in aerospace industry, but especially to those who work in the aerospace industry, to decision makers in authorities, politicians and Air Force commanders and, moreover, to the management in airline and aerospace industry.

FLUGREVUE.DE

flugrevue.de is the specialist portal for aerospace employees and everyone interested in this field. Major topics include: current issues of economy and industry politics, airlines, regional airlines and business aviation, space flight, military aviation and technics. More trademarks of flugrevue.de include show reports from the globally most important aerospace trade shows, comprehensive surveys on manufacturers, aircraft and their technology, as well as extensive information on careers in aerospace together with an appointments section.

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.

FLUGREVUE

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



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>



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>




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
	1/1 page TA: 185 x 248 mm TS: 215 x 280 mm*	9,770	7,130	5,280
	3/4 page (a) TA: 137 x 248 mm TS: 155 x 280 mm* (b) TA: 185 x 185 mm TS: 215 x 203 mm*	7,800	5,700	4,200
	1/2 page (a) TA: 90 x 248 mm TS: 109 x 280 mm* (b) TA: 185 x 122 mm TS: 215 x 140 mm*	5,200	3,800	2,800
	1/3 page (a) TA: 58 x 248 mm TS: 76 x 280 mm* (b) TA: 185 x 77 mm TS: 215 x 95 mm*	3,500	2,500	1,850
	1/4 page (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*	2,600	1,900	1,400

CLASSIFIED ADS IN FLUG REVUE-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*

19,540

14,260

10,560

**2 x 1/2 pages**TA: 392 x 122 mm
TS: 430 x 140 mm*

10,500

7,600

5,600

width x height**TA:** Type Area / **TS:** Trim Size

All prices in € plus VAT.

* Other sizes on request. For bleed advertisements, please add 5 mm on all sides for trimming.

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

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

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

aerokurier

Active pilots, aircraft owners and interested people in general aviation

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
01/2012	12 Dec. 2011	07 Nov. 2011	14 Nov. 2011	<ul style="list-style-type: none"> • German Luftwaffe Flying Squadrons: Fighter Bomber Wing JaboG 31 "Boehlke" • Engine Manufacturing Technologies • Airport Frankfurt
02/2012 HELI-EXPO Issue SINGAPORE AIR SHOW Issue	16 Jan. 2012	09 Dec. 2011	16 Dec. 2011	<ul style="list-style-type: none"> • Airbus A400 M • Police Helicopters in Germany • Aircraft Tractors
03/2012	13 Feb. 2012	09 Jan. 2012	16 Jan. 2012	<ul style="list-style-type: none"> • German Federal Armed Forces Reform: Luftwaffe Extra • Status Report: Gulfstream G650 • Military Trainers of the World
04/2012 FIDAE Issue	12 Mar. 2012	06 Feb. 2012	13 Feb. 2012	<ul style="list-style-type: none"> • Becoming a Helicopter Pilot in the German Federal Armed Forces • Status Report: Airbus A350 XWB • Wind Channels
05/2012 EBACE Issue	16 Apr. 2012	14 Mar. 2012	19 Mar. 2012	<ul style="list-style-type: none"> • Show Report: HAI 2012 • Air Berlin prepares for the Boeing 787 • Status Report: Airbus A320neo/Boeing 737 Successor • European Military Satellites
06/2012	14 May 2012	05 Apr. 2012	16 Apr. 2012	<ul style="list-style-type: none"> • German Air Traffic Control DFS • Huge Airships for Military Assignments • The Future of 1st Class
07/2012 FARNBOROUGH Issue	11 Jun. 2012	07 May 2012	14 May 2012	<ul style="list-style-type: none"> • Show Report: EBACE 2012 • Engines for UAVs • F-35 Lightning II

ISSUE	PUBLISHING DATE	ADVERTISING	COPY DATE	SCHEDULE OF SUBJECTS
		CLOSING DATE EDITORIAL SECTION	ADVERTISING CLOSING DATE CLASSIFIED SECTION	
08/2012	16 Jul. 2012	11 Jun. 2012	18 Jun. 2012	<ul style="list-style-type: none"> • Reopening of BBI • Status Report: Bombardier CSeries • Lufthansa
09/2012 ILA BERLIN AIR SHOW Issue	13 Aug. 2012	09 Jul. 2012	16 Jul. 2012	<ul style="list-style-type: none"> • EXTRA: ILA 2012 • How to Become an Airline Transport Pilot • Bombardier Global 5000 Assignments at German Air Force • Show Report: Farnborough
10/2012	17 Sep. 2012	13 Aug. 2012	20 Aug. 2012	<ul style="list-style-type: none"> • EXTRA: ENGINES • Market Overview: Large Business Jets • Sikorsky CH-53K
11/2012 NBAA Issue	15 Oct. 2012	10 Sep. 2012	17 Sep. 2012	<ul style="list-style-type: none"> • Show Report: ILA 2012 • Regional Turbo Props • Avionics in the Future
12/2012	12 Nov. 2012	08 Oct. 2012	15 Oct. 2012	<ul style="list-style-type: none"> • EXTRA: SPACE • Ejection Seats
01/2013	10 Dec. 2012	05 Nov. 2012	12 Nov. 2012	<ul style="list-style-type: none"> • Show Report: NBAA • Flying Super Private Jets

ATTENTION:

INDUSTRY FORUM:

- HELI-EXPO – February 2012
- EBACE – May 2012
- NBAA Convention – November 2012

EXTRA:

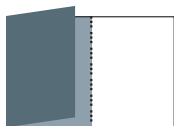
- ILA BERLIN AIR SHOW – September 2012
- ENGINES – October 2012
- SPACE – December 2012

OFFICIAL FLIGHT PROGRAMME:

- SINGAPORE AIR SHOW – February 2012
- FIDAE AIR SHOW in Santiago de Chile – March 2012
- ILA BERLIN AIR SHOW – September 2012

SPECIAL INSERTS

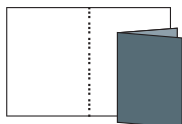
GATEFOLD



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 ADVERTISEMENT

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)

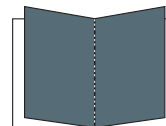
CDs / DVDs / OBJECTS

up to 20 g, up to 2.4 mm height
 Non-subscribers **€ 85.00**
 Subscribers **€ 112.00**

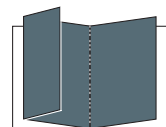
Prices (per 1,000 copies)

Poster - on request
Kalender - on request

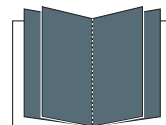
BOUND INSERTS



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. 6mm 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



GATEFOLD

The current and binding technical specifications can be found at: 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 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.

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

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



flugrevue.de – for professionals, experts and fans

flugrevue.de is the specialist portal for aerospace employees and everyone interested in this field. Major topics include: current issues of civil aviation, space flight, military aviation and technics. More trademarks of flugrevue.de include show reports from the globally most important aerospace trade shows, comprehensive surveys on manufacturers, aircraft and their technology, an active photo community, as well as extensive information on careers in aerospace together with an appointments section.

Traffic MPS Aviation Portal:

Page Impressions: 1,890,755*

Visits: 679,865*

*Source: IVW 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
- Civil Aviation
- Military Aviation
- Technics
- Space Flight
- Jobs/Training
- Photo Community

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 €
Banner	468 x 60 & 728 x 90	30
Double Superbanner	728 x 180	60
Skyscraper	120 x 600 & 160 x 600	40
Splitscreen Ad	300 x 600	40
Medium-Rectangle	300 x 250	60
Flash Layer	400 x 400 & individual	80
Banderole Ad	770 x 250	90
Interstitial	800 x 600	110
Tandem Ad (Banner+Sky)	refer to respective sizes	80
Tandem Ad (Sky+Layer)	refer to respective sizes	110
Wallpaper	refer to respective sizes	80
Expandable Banner	468 x 60 > 468 x 180 & 728 x 90 > 728 x 270	50
Expandable Skyscraper	120 x 600 > 360 x 600 & 160 x 600 > 480 x 600	60
Expandable Splitscreen Ad	300 x 600 > 900 x 600	60
Expandable Medium-Rectangle	300 x 250 > individual	90
Exp. Wallpaper	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 51306-631, 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

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
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Fax: +49 228 9565-245
rpilz@motorpresse.de

> Advertising Online

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

> Order Processing

Julia Ruprecht
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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