

RUNNER'S WORLD

PRINT & ONLINE

ADVERTISING RATE CARD NO. 20
EFFECTIVE JANUARY 1, 2012
www.mps-anzeigen.de



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2012

DESCRIPTION



- ▣ **Founded in:** 1993
- Published:** monthly
- Cover price:** Euro 4.20
- Paid circulation:** IVW av. I-II/2011: 57,546



RUNNER'S
WORLD

PUBLISHER

Rodale-Motor-Presse GmbH & Co. KG

PZN: 540487

RUNNER'S WORLD –
the largest running magazine in the world.

RUNNER'S WORLD is the German edition of the largest running magazine in the world written by runners for runners. RUNNER'S WORLD provides practical training programs for leisure time joggers and marathon runners, advice on the appropriate gear as well as tests of sport accessories. In addition, RUNNER'S WORLD presents valuable advice on fitness, nutrition and health in every issue and reports on all the important events in the marathon and running scene, including a detailed calendar of events and competition results.

RUNNER'S WORLD is for running enthusiasts of all levels. In line with a greater consciousness for fitness and health in general, running has taken on more significance.

RUNNER'S WORLD is for all those who not only focus on the performance aspect of this leisure time sport, but who have also developed a health consciousness in which running plays an important role as one of the easiest forms of training. That is why RUNNER'S WORLD reaches both ambitious runners as well as beginners and has become the indispensable spokesmen for the German running scene.

RUNNER'S WORLD reaches 220,000 readers (Survey: AWA 2011). On topics like running, running shoes and running gear RUNNER'S WORLD readers belong to the prime target group and are opinion leaders who are very quality- and brandconscious.

THE INTERNATIONAL EDITIONS OF RUNNER'S WORLD

RUNNER'S WORLD



RUNNER'S WORLD in the US

RUNNER'S WORLD was invented by Rodale Press/USA in 1965. 2.8 million readers make it one of the greatest magazine-success-stories in recent years and the world-wide market leader in running magazines.

RUNNER'S WORLD in Europe

RUNNER'S WORLD entered the European market with the German edition in 1993. Only 3 months later Britain followed. Since then RUNNER'S WORLD has conquered the entire European market with currently 8 national editions.

RUNNER'S WORLD Worldwide

Its universal editorial concept appealing to runners of different cultures allowed RUNNER'S WORLD to spread all over the world. Today there are 15 separate editions in 18 countries worldwide. Such as Sweden, Australia, New Zealand, South Africa, France, Poland ... By this RUNNER'S WORLD is the world's largest running magazine.

RUNNER'S WORLD Test Expertise

The test lab of RUNNER'S WORLD USA feeds all editions with test results on all new running shoes with a panel of 3,000 runners testing all kinds of running shoes.

THE 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 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.

RODALE-MOTOR-PRESSE GMBH & CO. KG

P.O. Box:	Bank account:
70162 Stuttgart	Baden-Württembergische
Leuschnerstraße 1	Bank AG, Stuttgart
70174 Stuttgart	a/c no. 78 715 10 894
Germany	Routing code 600 501 01

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

ADVERTISING SIZES AND RATES

PAGE FRACTIONS	SIZES*	4C / B/W
	1/1 page TA: 185 x 248 mm TS: 215 x 280 mm	7,700
	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	6,700
	2/3 page (a) TA: 122 x 248 mm TS: 137 x 280 mm (b) TA: 185 x 162 mm TS: 215 x 183 mm	6,000
	1/2 page (a) TA: 90 x 248 mm TS: 105 x 280 mm (b) TA: 185 x 122 mm TS: 215 x 137 mm	4,400
	1/3page (a) TA: 58 x 248 mm TS: 70 x 280 mm (b) TA: 185 x 80 mm TS: 215 x 90 mm	2,900

ADS IN THE "STARTPLATZ" SECTION

Standard format

57 mm wide

75 mm high

b/w € 210.00

4c € 330.00

Other formats and prices on request.

ADS IN THE "LAUFKALENDER" SECTION

We offer special rates for races and race organizers.

Please contact us for more details:

Michael Bauer, Phone +49 40 853303-84,

Mail to: mbauer@motorpresse.de

DISCOUNTS

by number of ads

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

by number of pages

3+ pages	5 %	6+ pages	10 %
9+ pages	15 %		

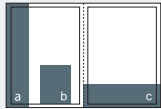
Combination discounts on request.

Payment Terms

Payment in full within 30 days of the date of invoice. For payments received by publication date 2% discount is applicable (if customer has no other unpaid invoices). If payment is not received by the above date interest in the amount of 5% above the current discount rate of the German Bundesbank will be charged in addition to debt collection fees.

Payment can be made by International Money Order/ Bankers Draft in Euro to:

Baden-Württembergische Bank,
Königstr. 3-5, 70173 Stuttgart, Germany
account no. 78 715 10 894, bank code 600 501 01,
IBAN no. DE74 6005 0101 7871 5108 94,
Swift-Code SOLA DE ST



1/4 page

- (a) TA: 43 x 248 mm
TS: 52 x 280 mm
- (b) TA: 90 x 122 mm
- (c) TA: 185 x 60 mm
TS: 215 x 75 mm

2,300



2/1 pages

- TA: 392 x 248 mm
- TS: 430 x 280 mm

15,400



2 x 1/2 pages

- TA: 392 x 122 mm
- TS: 430 x 137 mm

9,100

width x height

TA: Type Area / TS: Trim Size

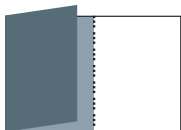
All prices in € plus VAT.

*For bleed advertisements please add additional 5 mm on all sides for trimming. Other formats and inserts on request.

AD SPECIALS

For detailed, up-to date information on "Ad Specials", please refer to www.mps-anzeigen.de

GATEFOLD



Gatefolder without opening spread:
€ 26,000

Gatefolder with opening spread:
€ 33,000



French cover:
€ 21,500

LOOSE INSERTS

Printed material not bound into the magazine.

WEIGHT	NON-SUBSCRIBERS	SUBSCRIBERS
up to 10 g	€ 89.00	€ 106.00
up to 20 g	€ 89.00	€ 119.00
up to 25 g	€ 89.00	€ 132.00
up to 30 g	€ 95.00	€ 138.00
up to 35 g	€ 100.00	€ 156.00

Prices per 1000 copies, minimum 10,000.
Other weights and sizes on request.

BOUND INSERTS

A bound insert is printed material bound into the magazine.

WEIGHT	NON-SUBSCRIBERS	SUBSCRIBERS
2-page/up to 7 g	€ 109.00	€ 123.00
4-page/up to 13 g	€ 124.00	€ 151.00
6-page/up to 20 g	€ 135.00	€ 162.00
8-page/up to 26 g	€ 155.00	€ 195.00
12-page/up to 37 g	€ 175.00	€ 228.00

Prices for bound inserts in combination with tip-ins or other glued-in inserts on request.

Prices per 1000 copies or part thereof.
Other weights and sizes on request.

TIPPED INSERTS

Tipped inserts are glued to a master advertisement in such a way as to allow the reader to detach and use them easily. The following tip-ins are possible:

STUCK-ON POSTCARDS

(+ other rectangular, unfolded printed matter)

Non-subscribers **from € 45.00**
Subscribers **from € 53.00**

Prices per 1000 copies or part thereof.

Other weights and sizes on request.

PRODUCT SAMPLE

Non-subscribers **from € 52.00**
Subscribers, up to 10 g **from € 69.00**
Subscribers, up to 20 g **from € 81.00**

Prices per 1000 copies or part thereof.

Other weights and sizes on request.

BOOKLET

WEIGHT	NON-SUBSCRIBERS	SUBSCRIBERS
up to 20 g	€ 64.00	€ 91.00
up to 30 g	€ 69.00	€ 109.00
up to 40 g	€ 74.00	€ 127.00
up to 50 g	€ 79.00	€ 145.00

Prices per 1000 copies or part thereof.

Other weights and sizes on request.

What you can book:

Entire circulation or parts thereof (Nielsen regions).
Subscriber circulation may be excluded. Further details
on request. Minimum: 10,000 copies.

Insert sizes:

minimum size: 105 x 148 mm (DIN A6)

maximum size: 195 x 260 mm

Minimum paper weight:

2 -page inserts: 100 g/sqm

4-page inserts: 70 g/sqm

larger inserts: 60 g/sqm

Discounts

No discounts for Ad Specials, but by booking the entire
circulation, they are added to the discount volume as
a full page.

Order and cancellation deadlines

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

What you can book:

Only possible for entire circulation.

Bind-in sizes:

Untrimmed size: 221 x 288 mm,

(incl. 5mm head trim and 3 mm routing margin).

Trimmed size: 215 x 280 mm.

Live matter must be at least 5 mm from the trimming
edge. Inserts must be supplied in untrimmed form.
Formats and special requirements for French door on
request.

Minimum paper weight:

4 pages: 100 g/sqm

8 pages: 80 g/sqm

12 pages: 70 g/sqm

16 pages: 65 g/sqm

Delivery

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

What you can book:

Background advertising page in the total circulation
according to rate card. For glued-in inserts parts of
the circulation (e.g. postal circulation for product
samples, international circulation) can be exclu-
ded. Size of tipped insert: min. 75 x 75 mm, max.
175 x 210 mm. Product samples must fulfil certain
technical requirements. Details on request. Advertise-
ment requirements: 1/1 page, b/w or color, for prices
see rate card.

Further information

about special inserts, dates and technical specifi-
cations available on www.mps-anzeigen.de or by
phone: **+49 711 182-1011**.

**Technical specifications:**

The current and binding technical specifications can be found at: www.duon-portal.de. Also available as PDF download.

Printing:

Web offset, FOGRA ISO 12647-2

Print finishing:

Perfect binding

Advertisement sizes:

Formats only as described in the price list. Other formats on request.

Colour advertisements:

Colour scale: European Trichromatic System.

A special agreement must be made for special colors or shades which cannot be created out of the basic color range. Special colors will be put together from the European Trichromatic System for technical reasons. Slight variations in shade may occur within normal tolerances of the offset printing process. Additional colors can be put together from a maximum of two colors from the European scale (in addition to black). If the primary color black is not used in color ads, this does not affect calculation of the cost of the advertisement.

Bleed advertisements, ads printed across the gutter:

There is no surcharge for bleed advertisement; please keep all live matter within a security range of at least 5 mm from trimming edge. For bleed advertisements add 5 mm on all sides for trimming.

Double-page: Save as double-page. Please pay attention RUNNER'S WORLD is perfect binding in the middle (binding margin) 3 mm will disappear.

Data Delivery:

Please send ads in the editorial section via www.duon-portal.de. For support please e-mail support@duon-portal.de or call Phone +49 40 37411750

For ads in the editorial section the publisher needs legally binding 1:1 proof. Classified ads, Startplatz section or the Running Calendar deliver via our electronic data transmission („Data Ticket“) on our internet page www.mps-anzeigen.de.

PUBLISHING AND CLOSING DATES

ISSUE	PUBLISHING DATE	CALENDAR WEEK	ADVERTISING AND CLOSING DATE	COPY DATE
02/2012	13 Jan. 2012	02	12 Dec. 2011	14 Dec. 2011
03/2012 Special: Equipment	10 Feb. 2012	06	11 Jan. 2012	13 Jan. 2012
04/2012 Special: Running shoes Special: Triathlon	16 Mar. 2012	11	15 Feb. 2012	17 Feb. 2012
05/2012 Special: Women and Running	13 Apr. 2012	15	12 Mar. 2012	14 Mar. 2012
06/2012	11 May 2012	19	10 Apr. 2012	12 Apr. 2012
07/2012	15 Jun. 2012	24	11 May 2012	15 May 2012
08/2012 Special: Triathlon	13 Jul. 2012	28	13 Jun. 2012	15 Jun. 2012
09/2012 Special: Equipment	10 Aug. 2012	32	11 Jul. 2012	13 Jul. 2012
10/2012 Special: Running shoes	14 Sep. 2012	37	15 Aug. 2012	17 Aug. 2012
11/2012	12 Oct. 2012	41	11 Sep. 2012	13 Sep. 2012
12/2012	16 Nov. 2012	46	16 Oct. 2012	18 Oct. 2012
01/2013	14 Dec. 2012	50	14 Nov. 2012	16 Nov. 2012

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

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markhjortkilde@adbizz.dk

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All advertising orders are processed exclusively in accordance with our General Terms and Conditions. For the current General Terms and Conditions, please see www.mps-anzeigen.de

www.runnersworld.de
www.mps-anzeigen.de
www.motorpresse-advertising.com
www.pz-online.de

› **Italy**

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› **USA East Coast**

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› **USA West Coast**

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