

RHEINLANDS Reiter+Pferde



Circulation

15,000 copies

Distribution Area

Nordrhein-Westfalen, Rheinland-Pfalz, german-speaking Belgium and Netherlands

Final Size

210 x 297 mm

Print space: 185 x 264 mm

Column width: 4 columns, 44 mm

Font

Inner part: Fira Sans, Minion

Advertisement section: Helvetica

Print and paper

Cover: 170 g/qm, wood-free, white, photoprint glossy

Inner part: 70 g/qm, wood-free, white, photoprint glossy

Binding: Adhesive binding

Printing Method: Offset

Frequency of publication

monthly

Price list

No. 21

Payment conditions

within 14 days, 2% early payment discount

USt.-ID: DE122266118

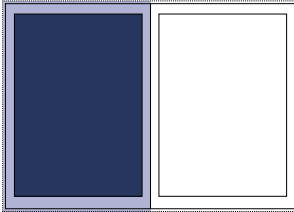
Bank account: Volksbank Köln Bonn eG
IBAN: DE94 3806 0186 1003 9000 17
BIC/SWIFT: GENODED1BRS

Time schedule

Issue	Month	Publication date	Publisher's deadline
01/2020	January	19.12.2019	05.12.2019
02/2020	February	30.01.2020	15.01.2020
03/2020	March	27.02.2020	14.02.2020
04/2020	April	26.03.2020	13.03.2020
05/2020	May	30.04.2020	15.04.2020
06/2020	June	28.05.2020	15.05.2020
07/2020	July	25.06.2020	15.06.2020
08/2020	August	30.07.2020	15.07.2020
09/2020	September	27.08.2020	14.08.2020
10/2020	October	30.09.2020	15.09.2020
11/2020	November	29.10.2020	15.10.2020
12/2020	December	26.11.2020	13.11.2020
01/2021	January 2021	23.12.2020	09.12.2020

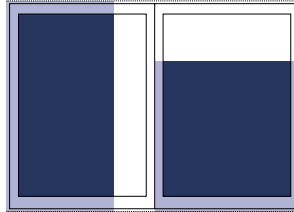
Advertisement formats

1/1



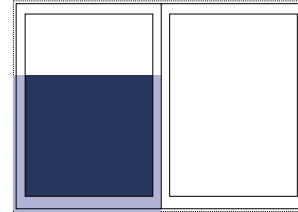
■ 185 x 264 mm
■ 210 x 297 mm

3/4



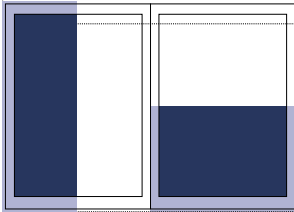
■ 138 x 264 mm ■ 185 x 196 mm
■ 151 x 297 mm ■ 210 x 205 mm

2/3



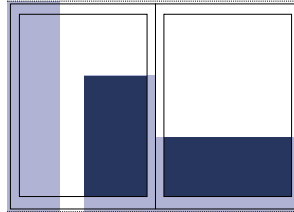
■ 185 x 175 mm
■ 210 x 187 mm

1/2



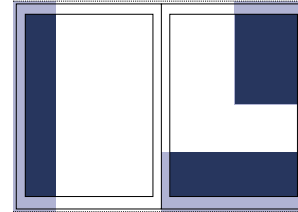
■ 91 x 264 mm ■ 185 x 131 mm
■ 104 x 297 mm ■ 210 x 143 mm

1/3



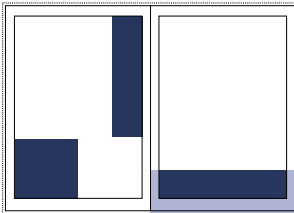
■ 72 x 297 mm ■ 185 x 86 mm
■ 91 x 175 mm ■ 210 x 98 mm
■ 104 x 187 mm

1/4



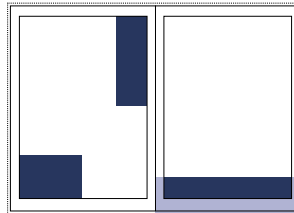
■ 44 x 264 mm ■ 91 x 130 mm
■ 57 x 297 mm ■ 104 x 142 mm
■ 185 x 64 mm ■ 210 x 76 mm

1/6



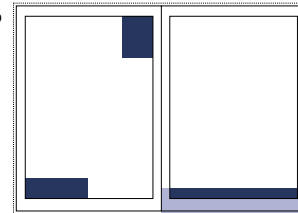
■ 44 x 175 mm ■ 185 x 41 mm
■ 91 x 86 mm ■ 210 x 53 mm

1/8



■ 44 x 130 mm ■ 185 x 31 mm
■ 91 x 63 mm ■ 210 x 43 mm

1/16



■ 44 x 60 mm ■ 185 x 15 mm
■ 91 x 30 mm ■ 210 x 27 mm

■ Print space, ■ Crop formats + 3 mm image bleed

Advertising rate list No. 21

Size	Format	Purchase price (in € plus VAT)				
		Print space width x height	Crop width x height	b/w	2c/3c	4c
1/1		185 x 264	210 x 297	1,703.–	1,980.–	2,512.–
3/4	portrait	138 x 264	151 x 297	1,278.–	1,485.–	1,884.–
	landscape	185 x 196	210 x 205			
2/3		185 x 175	210 x 187	1,336.–	1,321.–	1,675.–
1/2	portrait	91 x 264	104 x 297	852.–	990.–	1,256.–
	landscape	185 x 131	210 x 143			
1/3	portrait	- x -	72 x 297	567.–	660.–	838.–
	2-sp. landscape	91 x 175 185 x 86	104 x 187 210 x 98			
1/4	portrait	44 x 264	57 x 297	426.–	496.–	628.–
	2-sp.	91 x 130	104 x 142			
	landscape	185 x 64	210 x 76			
1/6	portrait	44 x 175	- x -	285.–	331.–	418.–
	2-sp.	91 x 86	- x -			
	landscape	185 x 41	210 x 53			
1/8	portrait	44 x 130	- x -	213.–	249.–	314.–
	2-sp.	91 x 63	- x -			
	landscape	185 x 31	210 x 43			
1/16	portrait	44 x 60	- x -	107.–	123.–	158.–
	2-sp.	91 x 30	- x -			
	landscape	185 x 15	210 x 27			

Cipher fee: 12.– €

Special placement:
10% markup

Scale of discount*:

3 adverts 3%
6 adverts 6%
9 adverts 10%
12 adverts 15%

*we do not grant retroactive discounts

Withdrawal deadline:
publisher's deadline

Classified ads:

Column width 44 mm, 2.20 €/mm advertisement section, 2.75 €/mm editorial part
colour markup 2c/3c 11.– €, colour markup 4c 31.– €

January

- Harness training for everyone
- Digital breeding management
- Time to say goodbye: Portrait

February

- Cavaletti training with Ingrid Klimke
- Reportage: equestrian sport despite cardiac disease?
- How to best prepare your mare expecting to foal?
- Mobile salt chamber for your horses

March

- Dressage for jumping horses
- Which horseshoe to use in which circumstances
- Fire safety exercise 2.0 – video – report
- Foal vaccination and worming

April

- Dressage paces: nice tread
- Parcour jumping A level
- Ecological pasture maintenance and usage
- EOHRC – with examples
- Inbreeding: aimed, valuable, dangerous or unavoidable?

May

- Dressage paces: Trot
- Parcour jumping L level
- Sensory organs: Hearing, smacking, smelling...
- Tips for new breeder
- Photography competition: Cover photo
- Preview CHIO Aachen
- Preview Equitana Open Air

June

- Dressage paces: Gallop
- Parcour jumping M level
- Communicating with you horses in the right way
- Hydro- and cryotherapy
- Equitana Open Air

July

- Dressage in terrain riding
- Dental fillings
- Swimming with your horse
- Stable renovation, ecological and horse-friendly
- Preis der Besten, Warendorf
- CHIO Aachen
- Preview Olympic Games
- Preview Rheinische Meisterschaften

August

- Stem cell therapy
- Preventing accidents and danger zones in equestrian centers
- Elitestutenschau from a participants view
- Eintragsreise
- Rheinische Meisterschaften: Dressage and jumping

September

- How to come off the right way
- Trailer horse transportation
- Review Olympic Games
- Herwarth von der Decken Schau
- Elitestutenschau riding ponies

October

- First aid for small injuries and diseases
- Balance pads
- Practical exercises for a better riding seat
- Foal auction Wickrath
- Bundeschampionat Warendorf from a participants view
- DM sulkies
- Rheinland Championships
- Reducing bedding material with stable matting

November

- DM Pony versatility
- Jumping in riding arenas
- Working equitation
- Suspensor apparatus
- Hardy riding surface in riding arenas and riding ground

December

- 8er Team finals
- Easy resolving
- OCD – Problem or price cutter
- Riding horse voting from an exhibitors view

Banner rotation system. Placements may be allocated several times. Without rotation 220.- € markup.

Leaderboard	Position	Dimensions	Data volume	Price/month (€)
Mini Button	page head	120 x 60	70 kB max	125.-
Half Banner	page head	234 x 60	70 kB max	225.-
Full Banner	page head	468 x 60	70 kB max	325.-
Superbanner/Leaderboard	page head	728 x 60	70 kB max	525.-
Banner XL	page head	940 x 60	70 kB max	625.-

Skyscraper	Position	Dimensions	Data volume	Price/month (€)
Skyscraper	far right	120 x 300	70 kB max	275.-
Skyscraper XL	far right	120 x 600	70 kB max	475.-

Feel free to enquire alternative ad formats.

Video commercial

30 days	635.- €
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All prices in € plus VAT

Advertising director

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We will be at your disposal with our support and advice.