



MAIRDUMONT  
MEDIA

# Rate Card 2008

## HB Bildatlas



**HB Bildatlas**  
Travel Magazine  
Alps Special  
Ski-Special

**MAIRDUMONT stands for innovative products, historical brands and quality. Our motto: "We provide everyone on the road with reliable information so they can enjoy their travels." We set high standards that are reflected and conveyed by our brand portfolio.**

**Extensive research, content that is always up to date and new innovative concepts make our brands the leaders in their sector.**

**MAIRDUMONT – Innovation, tradition, quality.**

**F**or the past 30 years, travel magazine HB Bildatlas has been introducing its readers to travel destinations all over the world with dazzling photographs and stimulating narratives. In 2007, HB Bildatlas was given a new look: high-class photo spreads of even more outstanding quality cause a yearning for far-off places and heighten the holiday mood.

Our new, stylish and distinctive layout and maximised text/image language provide the perfect framework for this. New areas of interest have been added, offering the reader more information and entertainment: such as the "savoir vivre" section on culinary specialities of a certain region, or an interview with a striking local resident.



HB Bildatlas with inside front cover and 1/3 page in introduction page

Two annual special editions will complement the regular monthly editions: HB Alps Special and HB Ski-Special.

### **USP**

The travel magazine HB Bildatlas is published monthly. Each issue is dedicated to a particular destination, reaching 7% of the total population. (Source: Enigma GfK, 2006). HB Bildatlas is the travel magazine with the widest range of titles: Each year, twelve special issues are published, dedicated to the world's metropolises and particular regions in Germany, from New York to the Bavarian Forest. HB Bildatlas travel magazine is a premium, glossy magazine with a distinctive and individual profile. With its effective visual and emotional approach, it conveys a particularly powerful advertising message.

### **Target audience**

Our readers are active travellers, nature-loving, are interested in culture and also show an interest in technology trends. They belong

to the premium target audience "the active over 50s".\*

### **Publication frequency**

Monthly

### **Planned circulation**

10,000 to 30,000 copies depending on issue\*\*

### **Copy price**

€ 8.50

### **Distribution channels**

Retail Bookshops, Department Stores, Newsagents, Petrol Stations, Special Sales

### **Closing date**








For further details about current advertising closing and materials deadlines please contact the team at MAIRDUMONT MEDIA.

\* Detailed socio-demographic data is available from your MAIRDUMONT MEDIA contact.

\*\* As of: Print run 2007.



## Formats and prices

Format	size, width x height (mm)	price in €
4th cover page 	220 x 300	7,900
3rd cover page 	220 x 300	5,600
2nd cover page 	220 x 300	6,500
2/1 pages 	440 x 300	9,800
1/1 page 	220 x 300	4,900
1/3 page, horizontal, introduction page 	70 x 300	3,000
1/2 page horizontal in editorial section 	220 x 135	2,900

small ads, special formats, sponsorship and inserts on request.

All prices exclusive of VAT.

For further details about format + trim/bleed see "Technical Specifications" section.

## Discounts

Repeat/series discount		Volume discount [Annual volume/customer]	
3 advertisements	3 % discount	from € 10,000	3 % discount
6 advertisements	5 % discount	from € 25,000	5 % discount
9 advertisements	7.5 % discount	from € 75,000	10 % discount
12 advertisements	10 % discount	from € 150,000	12.5 % discount
18 advertisements	15 % discount	from € 250,000	15 % discount
24 advertisements	20 % discount	from € 500,000	20 % discount

(except small ads)

## Technical specifications

See brochure "Technical specifications/General Terms and Conditions".

## General Terms and Conditions

See brochure "Technical Specifications/General Terms and Conditions".

# Your direct line.

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MARCO  POLO

DUMONT REISE  
VERLAG

*Baedeker*

 KOMPASS

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MAIRDUMONT  
MEDIA

Without detours.