

Rate card no. 17

Effective January 1, 2012

mare
Die Zeitschrift der Meere



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4 Title profile

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mare

mare brings to public consciousness how important the oceans are to mankind – in terms of life, the economy and culture.

Every 2 months **mare** provides new input to topics of economic, political, cultural, ecological and scientific relevance, to do with the oceans. Out-of-the-ordinary photography and a multi prize-winning layout provide an appropriate setting for the contents.

With this concept **mare** reaches decision-makers with above-average education, high income and a clear consumer orientation. **mare** readers are also characterised by an acute interest in culture and travel, as well as strong feelings about quality and the environment.

The high percentage of subscribers (over 60 %) reflects the close bond between **mare** and its readers. Back issues of the magazine that has been on the market since 1997 are meanwhile coveted collector's items.



Publishing House Address:

mareverlag GmbH & Co. oHG
 Pickhuben 2
 20457 Hamburg

Advertising:

iq media marketing gmbh
 P.O. Box 10 26 63
 40017 Düsseldorf

Head of marketing: Patrick Priesmann**Team Manager:** Gerda Gavric-Hollender**International Sales:**

Phone (+49) 211 887-2343
 Fax (+49) 211 887-972343
 E-mail gerda.gavric@iqm.de

Order processing: dispo.mare@iqm.de**Internet:** www.iqm.de/mare**Frequency:** bi monthly**Copy price:** € 8.50 (€ 7.80 for subscribers)**Distribution area:** Germany, Switzerland, Austria**Distribution channels:** Newsagents, book stores and subscription**Circulation:**¹

Print circulation	42,723
Distributed circulation	27,181
Total sales	26,081
Of which subscription	16,840

Bank account:

Dresdner Bank AG
 Account no. 470 025 900
 Banking code 300 800 00

Payment terms: Invoices are payable in full upon receipt. 2 % cash discount can be deducted if the payment is credited to our account before the publication date; cash discount will only be accepted if all previous invoices are settled.

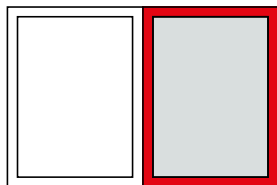
Rate quotation: All rates are in Euro and exclusive of VAT which may apply.

Cancellation deadline: Cancellations are only accepted in writing. The booking deadline is identical with the cancellation deadline.

Terms of business Orders: Are carried out according to the publisher's general terms and conditions as stated in the German rate card no. 17.

Booking and copydeadline: please refer to page 6

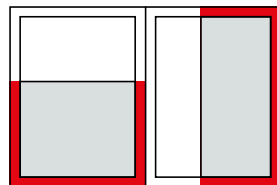
1) IVW I – IV/2010



1/1 page

180 x 250 (210 x 280)

Rate 7,750 €



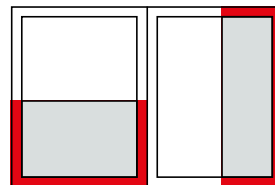
2/3 page, horizontal

180 x 150 (210 x 185)

2/3 page, vertical

110 x 250 (150 x 280)

Rate 6,230 €



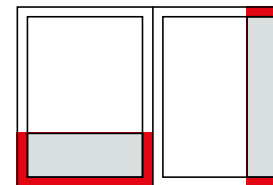
1/2 page, horizontal

180 x 120 (210 x 140)

1/2 page, vertical

80 x 250 (95 x 280)

Rate 4,650 €



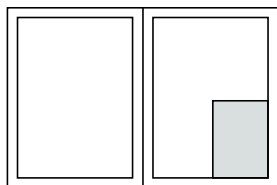
1/3 page, horizontal

180 x 70 (210 x 93)

1/3 page, vertical

50 x 250 (68 x 280)

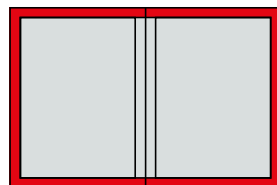
Rate 3,200 €



1/4 page

87.5 x 121.5 —

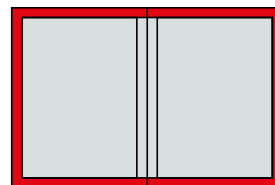
Rate 2,680 €



2/1 page

390 x 250 (420 x 280)

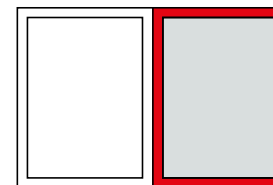
Rate 15,500 €



C2 + P3

390 x 250 (420 x 280)

Rate 17,800 €



C2, C3 or C4

180 x 250 (210 x 280)

Rate 8,900 €

Basic sizes:

Basic sizes	Type area		Bleed ¹		Rates
	Width	Height	Width	Height	b/w and 4c
1/1	180	250	210	280	7,750 €
C2, C3 or C4	180	250	210	280	7,750 €
2/3 hoch	110	250	150	280	6,230 €
2/3 quer	180	150	210	185	6,230 €
1/2 hoch	80	250	95	280	4,650 €
1/2 quer	180	120	210	140	4,650 €
1/3 hoch	50	250	68	280	3,200 €
1/3 quer	180	70	210	93	3,200 €
1/4	87.5	121.5	—	—	2,680 €

Discounts: Volume discounts

3 pages	4 %
6 pages	6 %
9 pages	11 %
12 pages	14 %

Special discount: 20 % for cultural events and book publishers.³

Sizes listed in mm (width x height), bleed sizes in **colour**. The rates are exclusive VAT, which may apply.

Reservation for special positions will be released automatically 4 weeks prior to the booking deadline if there is no insertion order available.

1) Bleed formats with 3 mm trim all around

2) Ads across the gutter should be laid out as 2 separate pages with 3mm trim on all sides. Print via gutter requires 5 mm allowance on each side; special sizes on request.

3) Not eligible to special ad sizes and loose inserts.

Formats across the gutter:²

Basic sizes	Type area		Bleed ¹		Rates
	Width	Height	Width	Height	b/w and 4c
2/1	390	250	420	280	15,500 €
C 2 + page 3	390	250	420	280	17,800 €
first 2/1 page	390	250	420	280	16,300 €
1/3 next to editorial	50	250	68	280	3,300 €

8 Publishing and closing deadlines

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The logo for 'mare' is displayed in a bold, red, lowercase sans-serif font.

Issue	Publication date	Booking deadline	Copy deadline	Delivery deadline for inserts
No. 90	Feb. 07, 2012	Jan. 02, 2012	Jan. 09, 2012	Jan. 12, 2012
No. 91	April 03, 2012	March 05, 2012	March 12, 2012	March 15, 2012
Special issue Hamburg	May 22, 2012	April 23, 2012	April 30, 2012	May 03, 2012
No. 92	June 05, 2012	April 30, 2012	May 07, 2012	May 18, 2012
No. 93	Aug. 07, 2012	July 02, 2012	July 10, 2012	July 12, 2012
No. 94	Oct. 02, 2012	Sept. 03, 2012	Sept. 10, 2012	Sept. 13, 2012
No. 95	Nov. 27, 2012	Oct. 29, 2012	Nov. 05, 2012	Nov. 08, 2012

Subject to alterations.

Magazine size: 210mm (width), 280mm (height)

Type area: 180mm (width), 250mm (height)

Trim: 3 mm on all sides

Gutter bleed: Ads across the gutter should be laid out as 2 separate pages with 3 mm trim on all sides.

Printing process:

- Cover: Offset
- Inside: Rotogravure

Binding: adhesive binding

Colour ads: print acc. to ISO 12647-2/bvdm standard offset print (PSO)

Printing material: only digital, including a proof for colour ads

Programmes:

- Preferred: InDesign
- also possible: QuarkXPress

Data format:

- Preferred: PDF-X1a files
- also possible: open files (imported emblems and pictures either in TIFF or EPS; not in JPEG or DCS), files are not to be compressed

Proof/colour profile:

- Preferred: PSO Coated 300 % NPscreen ISO12647 (ECI)
- also possible: ISO Coated v2 (ECI)

Minimum resolution: 300 dpi

Type area: Apple Macintosh with font including

Identification: Abbreviation for **mare** = "ma" + abbreviation of the publication date = "MMYY" + client's name e.g.: "ma0509 client" for May 2011.

In case of queries please create a different folder with EPS/TIFF, script folder as well as an information file (Telephone, Fax, info on ad, contact person).

Data medium: CD (ISO 9660)

Send data medium to:

Andrea Best
MDetail Digital- und Printproduktion
Leibnizstraße 65
10629 Berlin
Phone (+49) 30 590054-204
Fax (+49) 30 590054-113
E-mail abest@mdetail.de

Contact iq media marketing gmbh:

Jochen Kukley
Kasernenstraße 67
40213 Düsseldorf
Phone (+49) 211 887-2479
Fax (+49) 211 887-972479
E-mail jochen.kukley@iqm.de

The colour binding proofs have to be delivered to the printing plant in time. The publisher will not take any responsibility for the printing quality if the proof is not delivered or not delivered in time.

10 Loose, glued and bound-in inserts

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Inserts are loose printed products inside the magazine.

Rates: per 1,000 copies	Total run	Subscription
up to 20 g	100 €	120 €

Plus postal cost. Heavy inserts on request.

Size:	Width	Height
Minimum	105	148
Maximum	190	250

Paper weight:

Maximum	115 g/m ²
Minimum	70 g/m ²

Bound inserts are printed products bound into the magazine.

Rates: per 1,000 copies	
2 pages	100 €
4 pages	120 €
per 2 further pages	25 €

Size:	Width	Height
Minimum	210	105
Maximum	210	280

Trim at top 15 mm, at bottom 5 mm, outside 3 mm, gutter 3 mm. Due to adhesive binding approx 5 mm at the gutter will be covered. Print via gutter therefore requires 5 mm gutter allowance on each side.

Sizes listed in mm. The rates are exclusive VAT, which may apply.

Tip-On-Cards are glued onto an ad (minimum format 1/1 page, rate card (please refer to page 6) tip-on-cards are post cards, empty envelopes or other rectangular, unfolded printed products.

Rates: per 1,000 copies

53 €

Positioning: The tip-on-card on the ad distance from top and bottom margin at least 30 mm distance from centre at least 30 mm and maximum 60 mm adhesion tolerances horizontal 2 mm, vertical 3 mm. Other stipulations are only possible after previous agreement/sampling.

Delivery address:

Druckhaus Kaufmann	Phone	(+49) 7821 945-116
z.Hd. Herrn Thiem	Fax	(+49) 7821 945-168
Raiffeisenstraße 29	E-mail	thiem@
77933 Lahr		Druckhaus-Kaufmann.de

Delivery reference: mare NR. XX

Samples: Along with the order we need 5 valid samples, tip-on-cards should have a final layout of the advertisement. The order becomes binding for the publisher after approval of the sample.

Dates: The order and withdrawal deadline are identical with the closing date for ads. Delivery dates please refer to page 6.

Rates: no discounts

Minimum circulation: Equal to subscription circulation. Please ask for necessary number of inserts when ordering.

Australia**Hogan Media**

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 Unit 1 – 48 Kishorn Rd.
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 Canning Bridge, WA 6153
 Phone (+61)8 93 15 92 23
 Fax (+61)8 93 15 92 24
 E-mail john@hoganmedia.com.au

**Austria/Czech Republic/Croatia/
Hungary/Slovenia/Slovakia****proxymedia e.U**

Internationale Medienvertretung & Service
 Michael Schachinger-Brauner
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 Mobil (+43)676/9701517
 Fax (+43)1/25330333989
 E-mail michael.schachinger@proxymedia.at

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 Fax (+32)2343 4376
 E-mail j.mineur@mediacontact.net

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 Fax (+55)11 38 73 18 43
 E-mail six@midiainternacional.com.br

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 E-mail anke@intelligence.com

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 Fax (+7)495 423 21 47
 E-mail olegn@online.ru

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 E-mail f.lahalle@affinity-media.fr

Greece**A & O Media Worldwide**

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 Halandri 152 31
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 Fax (+30)210 677 14 31
 E-mail info@a-omedia.com

Hong Kong**Asian In-flight Media Ltd.**

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 Fax (+852)2850 40 97
 E-mail peterjeffery@asianimedia.com



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Fax (+39)02 29 06 23 41
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bernard.kedzierski
@kmedianet.com

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New Delhi 110048, India
Phone (+91) 11-41 63 80 77
Fax (+91) 11-29 21 09 93
E-mail vimal@gmnindia.net

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Chuo-ku, Tokyo 103-0026
Phone (+81)03 36 61-61 38
Fax (+81)03 36 61-61 39
E-mail pbi2010@gol.com

Korea**DOOBEE Inc.**

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Seoul 100-120
Phone (+82)02 37 02-17 40
Fax (+82)02 75 55-98 60
E-mail dbi@doobee.com

Middle East**Integrated Advertising services**

Ali Asgar Mir
1105 Grosvenor Business Tower
Tecom Site C
Near Media Rotana Hotel
P.O. Box 27671
Dubai, UAE
Phone (+ 97) 14 447 57 60
Fax (+ 97) 14 447 57 61
E-mail alimir@iasmedia.com

North America**Iconic International
Communications, Inc.**

Guy Holroyd
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Yorktown Heights, NY 10598-0314
USA
Phone (+1)914-205-2355
Fax (+1)914-734-9617
E-Mail contact@iconicinternational.com

Pakistan**INS MEDIA SALES (Pvt) Ltd.**

Asif Salahuddin
120/121 Muslim Colony
Sharae Faisal
Karachi 74400
Phone (+92)021 452 97 37
Fax (+92)021 452 97 39
E-mail ins@cyber.net.pk

Portugal**ILIMITADA – Marketing,**

Publicidade e Serviços, Lda
Paulo Andrade
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Torre 2 – Piso 5 – Sala 1
1070-102 Lisbon
Phone (+351) 121 385 35 98-45
Fax (+351) 121 388 32 83
E-mail pandrade@ilimitadapub.com

Spain**About International Media**

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España/Spain
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E-mail olga.martinez@aboutim.es

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 @topmediasales.ch

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 (886-2)23 7824 71
 Fax (886-2)27 3628 76
 E-mail epoch.ye@msa.hinet.net
 epoch.paula@msa.hinet.net

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 E-mail ard@go2tr.de

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