

SKI EXCLUSIV

Advertising Price List No. 53
valid from 1st January 2021

Copies: 70.000

III 2020

Sold: 44.883

III 2020



The great magazin for exclusive skiing pleasure!

Advertising prizes

Size	Formats (type area) width x height in mm	Formats (bleed cut) width x height in mm	sw/4c €
1/1 tall	180 x 250	210 x 285	9.993,-
1/2 tall 2 col. diagonal	87 x 250 180 x 122	102 x 285 210 x 140	5.837,-
1/3 tall diagonal	56 x 250 180 x 79	71 x 285 210 x 94	3.585,-
1/4 tall 2 col. diagonal	87 x 122 180 x 58		2.686,-

Bunddurchdruck

2/1 diagonal	390 x 250	420 x 285	18.986,-
1 1/2 diagonal	297 x 250	312 x 285	15.675,-
2/2 diagonal	390 x 122	420 x 140	11.674,-
2/3 diagonal	390 x 76	420 x 94	7.100,-

SkiEXCLUSIV - luxury resorts in the world and hotels for the discerning, the most exclusive ski, the finest restaurants, Nobel cars, luxury fashion, accessories, electronics and much more noble around skiing.

Supplements

price per thousand + postage:

up tp 20 g	85,- €
each 5 g more	7,- €
no discounts	
max format	195 x 270 mm
min format	105 x 148 mm

Supplements in part of circulation (minimum 20.000 copies)

price per thousand + postage:

up tp 20 g	96,- €
each 5 g more	8,- €

Inserts

4 p.	88,- €	12 p.	146,- €
8 p.	121,- €	16 p.	165,- €
up to 115 g/qm paper weight, no discounts.			
max format	210 x 285 mm		
min format	105 x 148 mm		
(10 mm bleed at the top, lateral and at the bottom. 10 mm fold behind flank with a saddle-stitch)			

Fixed Inserts

Minimum size for carrier ad is 1/1 page. The cost for glued postcards are **€ 39,-** per 1000 (plus postage) for machine processing. Other prices for differently fixed inserts are available on request.

Please note: When ordering inserts, bound inserts and fixed inserts, the submission of a sample of suitable quality is required for the machine processing. The order deadline is the same as the advertising deadline

Discounts

(upon purchase within one year)

staggered repeat discount	quantity scale	
	pages	quantity scale
2 pages	5 %	3 x 5 %
3 pages	7 %	6 x 10 %
4 pages	10 %	9 x 15 %
6 pages	15 %	12 x 20 %
8 pages	17,5 %	24 x 25 %
12 pages	20 %	
18 pages	25 %	

Special placement

placement instruction	+ 10 %
2. cover	+ 15 %
3. cover	+ 17 %
4. cover	+ 20 %

Combi-discounts

2 titles 7%	combinable with:
3 titles 10%	nordic sports, snow,
4 titles 12%	wanderlust, SkiMAGAZIN,
5 titles 15%	sportFACHHANDEL
6 titles 20%	

Technical data

Copy format	210 x 285 mm all-around trimm 3 mm
Printdocuments	only PDF 1.4 Profile: ISO Coated-V2 300 (Fogra 39). The supply of proof or press proof is required.
Print	Role offset
Colour	CMYK (Europe-Scale)
Sequence	

Payment Conditions

Payment in advance 1% Skonto, 20 days net

SK EXCLUSIV				
<hr/>				
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Deadlines 2021/2022				
Issue	No.	Advertisement deadline	Closing date	Deadline for print material
JAN/FEB	1/22	26.11.21	01.11.21	08.11.21

Title Structure

For more and more winter sportsmen purely skiing is no longer the only thing in focus, the entire package of sports, wellness, cuisine and shopping counts much more. **SKiEXCLUSIV** is aimed at this highly interested target group –with reports about the best travel destinations and the exclusive equipment such as chosen gastronomy and hotel tips. The multi layered editorial concept is rounded off by multilateral sections of the newest fashion trends, beauty products, luxury cars and lifestyle products. The presentation complies with the reader’s high expectations: SkieEXCLUSIV is convincing due to a rich haptic and a generous layout.

Market

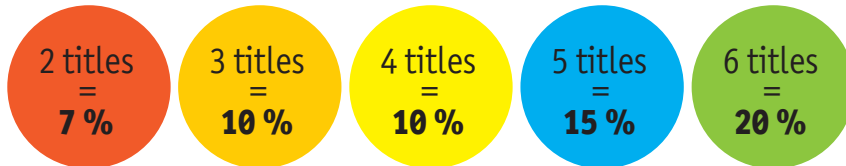
Ski and wellness areas are becoming larger, cableway installations are becoming more comfortable, the culinary offers more high-grade, hotels more elegant. The guests’ expectations today are higher than ever. Meanwhile the group of those who also pay more for the according offer has established itself.

Target Group

Luxury oriented winter sportsmen with very high discretionary income. Hotel guests of 4 and 5 star hotels. Very well earning multipliers.



Combine correctly ...



... and save up to 20 %

All depicted magazines are combinable – that way you can use up to 20% additional discount.



Your contact in Germany ...

NIELSEN I

Dirk Struwe Medien Vermarktung

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NIELSEN II

medienservice + beratung Nicole Haubner

AP: Nicole Haubner, Petra Funke-Krieg

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E-Mail info@it-mediaservice.com

Your tourism-specialists

AUSTRIA

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Further published titles from sportcombi



Ein Titel der **SportCombi**
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