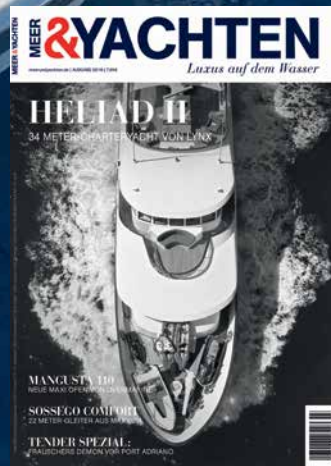


# MEER & YACHTEN

*Luxus auf dem Wasser*



**RATE CARD**

No. 26 effective 01.01.2017

## MEER & YACHTEN AT A GLANCE

- ✓ Controlled circulation: 12.478
- ✓ Copy price: 7,00 Euro (Germany)
- ✓ Frequency: 4 times a year
- ✓ more than 20 years on the market

## MEDIA INFORMATION

- ✓ Exclusive admission to Superyachts worldwide: unique views & photographs
- ✓ Readership mainly male, high household income, high spending on luxury goods
- ✓ Focus on interior design, luxury tourism, design

**QUARTO Media GmbH and SJV SEGEL JOURNAL VERLAG GmbH produces:**



### FORMAT

210 mm x 297 mm,  
2 columns of 82 mm width

### PRINT SPACE

169 mm x 247 mm

### COPY MATERIAL

Please submit material in digital form.  
digital formats / PDF 1.3  
pictures in TIFF or JPEG, 300 dpi

### BLEED DIFFERENCE

placed on all sides 3 mm for trimming

## PROFILE

M&Y, for more than 20 years on the market, has exclusive contact to this world of luxury on the water. The readers will get competent insights into latest developments in design, maritime technology and luxury tourism, combined with stunning pictures. An important part of the magazine's concept is the brokerage & charter business chapter. This part is unique for the German speaking area.

A readers' opinion poll shows that the readers of M&Y are male by 79%. The average household income is far above the German average (index 415). Readers are happy to spend their money on luxury goods, innovations and luxurious travel.



**D-A-CH-COMBINATION OF MAGAZINES**   

Boost your exposure in the German-speaking, central European area (Germany, Switzerland, Austria) and take advantage of our very attractive combination rates.



**YACHTING SWISSBOAT**  
The Swiss yachting and lifestyle magazine is published bi-monthly. This magazine has been on the market since 1946! Editorial content sailing, motorboating and the corresponding lifestyle.  
Yachting Swissboat has a very long tradition in Switzerland, but is also distributed in Germany and Austria.

**SEGEL JOURNAL**  
Yachts, adventure, nature and a very special lifestyle: a fascinating tour through the wonderful world of global yachting and a sophisticated maritime life - this is the unique lifestyle, mirrored by SEGEL JOURNAL.

Ask for our special offers to reach your target group in our magazines in Austria, Switzerland and Germany.

**Combination discounts:**  
2 Magazines: 5%  
3 Magazines: 10%

YACHTING SWISSBOAT		
Issue	On Sale	Ad Close
01/2017	04.01.17	13.12.16
02/2017	22.02.17	03.02.17
03/2017	26.04.17	07.04.17
04/2017	21.06.17	02.06.17
05/2017	23.08.17	04.08.17
06/2017	19.10.17	29.09.17

SEGEL JOURNAL		
Issue	On Sale	Ad Close
01/2017	11.01.17	14.12.16
02/2017	22.03.17	01.03.17
03/2017	31.05.17	10.05.17
04/2017	12.07.17	21.06.17
05/2017	13.09.17	23.08.17
06/2017	25.10.17	04.10.17

## AD FORMATS AND -RATES

### Ads

#### rates and sizes in Euro

1/1 page	4.900,-
1/2 page	2.850,-
1/3 page	1.750,-
1/4 page	1.450,-
2/1 page	8.500,-

### Online-Anzeigenformate und -Preise

	format / pixel	per month / Euro *	
		single	combination 3 Websites
Button	120 x 70	200,-	500,-
Medium Rectangle	300 x 250	300,-	600,-
Leaderboard	728 x 90	1750,-	2750,-
Wide Skyscraper	160 x 600	1800,-	2550,-
Skyscraper	120 x 600	1500,-	2400,-

### discount

#### volume discount

3 ads	5%
6 ads	10%

#### frequency discount

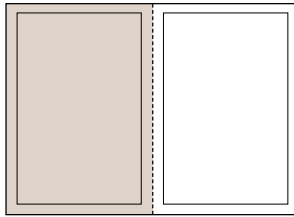
3 pages	3%
6 pages	8%
9 pages	13%
12 pages	18%
16 pages	20%

3 mm bleed

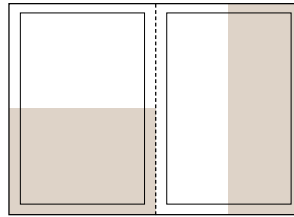
Fixed positions (e.g. editorial, content), special formats and ad specials on request.

all details in mm (width x height)

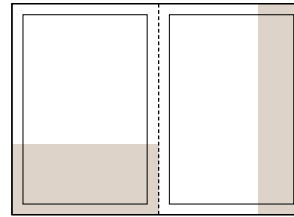
3 mm bleed



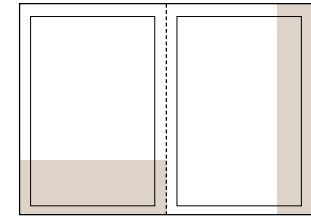
**1/1 page** 210 x 297



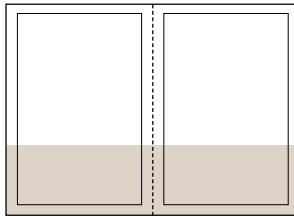
**1/2 page cross** 210 x 148,5  
**1/2 page upright** 105 x 297



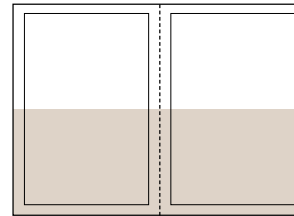
**1/3 page cross** 210 x 99  
**1/3 page upright** 70 x 297



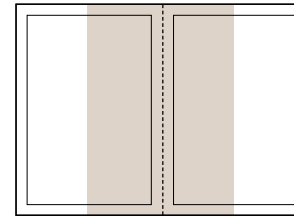
**1/4 page cross** 210 x 74,5  
**1/4 page upright** 52,5 x 297



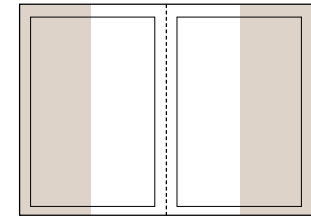
**2x 1/3 page cross** 420 x 99



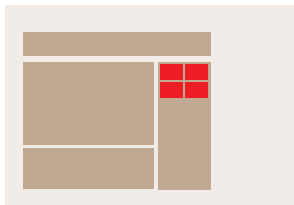
**2x 1/2 page cross** 420 x 148,5



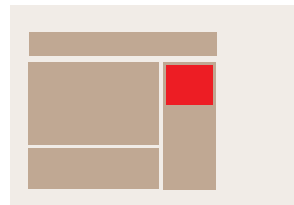
**2x 1/2 page upright** 210 x 297



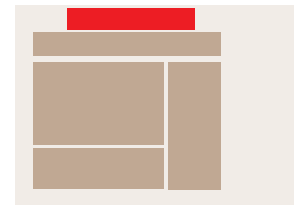
**2x 1/2 page upright outside** 105 x 297



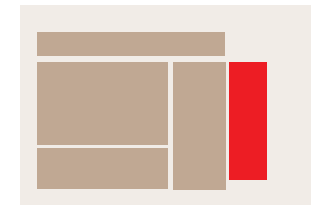
**Button**  
120 x 70 Pixel



**Medium Rectangle**  
300 x 250 Pixel



**Leaderboard**  
728 x 90 Pixel



**Wide Skyscraper**  
160 x 600 Pixel

## SCHEDULE/DEADLINES 2016\*

Issue	On Sale	Deadline for printdata Ad close
1 Spring	15. Mach 2017	24. February 2017
2 Summer	14. June 2017	26. May 2017
3 Autumn	13. September 2017	25. August 2017
4 Winter 2016/2017	13. December 2017	24. November 2017

Special formats and ad specials have different closure timings.

\***Editorial themes subject to change**

## SPECIAL SERVICES

Looking for special ads and marketing formats generating high levels of interest as an alternative to classical ads? No matter if it is print, digital or face-to-face on events, seminars: we support you with your exclusive communication with your customers and develop individual concepts how to present your brand:

- corporate publishing
- booklets
- advertorials
- editorial features
- pocket guides
- seminars
- events
- exhibitions
- developing and creation of your ads



Photo: [www.shutterstock.com / Stuart Miles](http://www.shutterstock.com/StuartMiles)



**AD-SPECIALS**

**All rates on request!**



**Gatefolder**

The page, which opens to the left, is connected to the title page. 3 or 4 sided versions possible.



**Gatefolder**

Inner folding pages  
Double page unfolding to right and left.



**Cover flap**



**Title banderole**

Printed band (width by arrangement), running round the whole magazine.



**Stitched-in inserts:**

**Postcard**

only available in combination with full page advertisement, weight up to 25 g;  
€ 59. – per thousand incl. relevant postage.



**Booklet**

only in combination with a full page advertisement, weight up to 25 g.



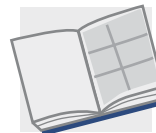
**CD**

only in combination with a full page advertisement, weight up to 25 g.



**Bound-in-postcards – (single)**

Two-part bound-in insert, printed on both sides – exclusively for one advertiser, perforated for easy removal.



**Bound-in postcards**

Multi-part bound-in insert, printed on both sides – various advertisers, perforated for easy removal.



## CONTACT

QUARTO Media GmbH  
Wiesendamm 9  
D-22305 Hamburg  
Phone +49 (0) 40/533 088 70  
Fax: +49 (0) 40/533 088 77  
www.quartomedia.com



### Publishing Director

Martina Julius-Warning  
Martina John  
Tel.: +49 (0) 40/533 088 70  
info@quartomedia.com

### Advertising-Manager/ Project Manager

Anett Hillers  
Tel.: +49 (0) 40/533 088 75  
a.hillers@quartomedia.com

### sales office Benelux

Mark Meelker  
Telderskade 53  
2321 TR Leiden  
Niederlande  
Phone +31/71 888 67 08  
segejournal@numij.nl

### sales office Austria, Southeast Europe

Ing. Thommy Woels  
Koppstr. 103/Stg. 2/Top 2702  
1160 Wien  
Phone +43/676 381 47 36  
thomas.woels@procedo.at

### BANK ACCOUNT

HASPA  
IBAN: DE32200505501238152464  
SWIFT (BIC): HASPDEHHXXX

Bank-Account No. 1238152464  
BLZ 200 505 50

### RATES AND VALUE ADDED TAX

All prices in Euro. They do not  
include statutory VAT.

**TERMS OF BUSINESS:** For order processing the "Allgemeinen Geschäftsbedingungen für Anzeigen und Fremdbeilagen in Zeitschriften" along with the additional terms of business of the publishing company are valid.

**TERMS OF PAYMENT:** Within 30 days after making out a bill without deduction. 2% discount in the case of an advance payment of the total amount of invoice until first day of publication, unless older invoices are overdue. Orders from abroad only with payment in advance.



**QUARTO Media**