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MEER & YACHTEN

Luxus auf dem Wasser



RATE CARD 2018

effective 1. January 2018

MEER & YACHTEN AT A GLANCE

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



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.

SCHEDULE/DEADLINES

Issue	On Sale	Deadline printdata / Ad close
1 Spring	14. March 2018	21. February 2018
2 Summer	13. June 2018	23. May 2018
3 Autumn	12. September 2018	22. August 2018
4 Winter 2018/2019	12. December 2018	21. November 2018

Special formats and ad specials have different closure timings.

AD FORMATS AND -RATES

PRINT

Format (in mm)	Rates in Euro
1/1 page 210 x 297	4.900,-
1/2 page upright: 105 x 297, cross: 210 x 148,5	2.850,-
1/3 page upright: 70 x 297, cross: 210 x 99	1.750,-
1/4 page upright: 52,5 x 297, cross: 210 x 74,5	1.450,-
2/1 page 420 x 297	8.500,-

ONLINE

Format / Pixel	Rate 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/ADDITION

staggered repeat discount		Quantity scale	
3 Ads	5%	3 pages	3%
6 Ads	10%	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.