

CONTACT

JOHN WARNING

CORPORATE COMMUNICATIONS

John Warning
Corporate Communications GmbH
Wiesendamm 9
22305 Hamburg
www.johnwarning.de
Tel. +49 (0) 40/533 088 80
Fax: +49 (0) 40/533 088 88

Publishing Director
Martina Julius-Warning,
Martina John
Tel. +49 (0) 40/533 088 80

Chief Editor
Matt Müncheberg

Ad Disposal
Anett Hillers
Tel. +49 (0) 40/533 088 75
a.hillers@johnwarning.de

www.meerundyachten.de

Advertising Manager Germany
Martina Julius-Warning
Tel.: +49 (0) 40/533 088 80
info@johnwarning.de

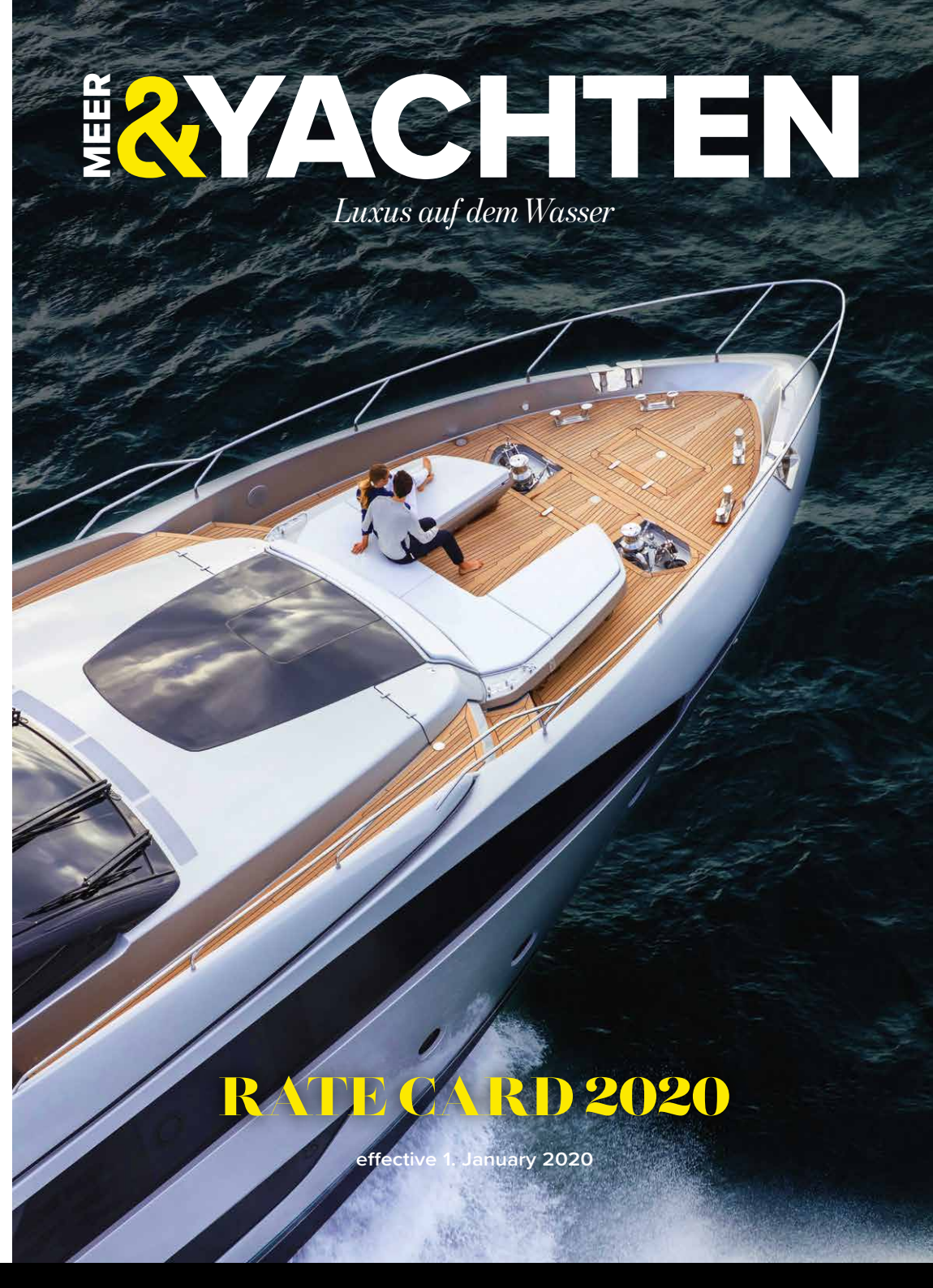
Sales Office Benelux
Mark Meelker
Telderskade 53
2321 TR Leiden
Netherlands
Tel.: +31/71 888 67 08
segeljournal@numij.nl

*Sales Office Austria,
South East Europe*
Ing. Thommy Woels
Koppstr. 103/Stg. 2/Top 2702
1160 Vienna
Tel.: +43/676 381 47 36
thomas.woels@procedo.at

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MEER & YACHTEN

Luxus auf dem Wasser



RATE CARD 2020

effective 1. January 2020

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



PROFIL

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	11. March 2020	21. February 2020
2 Summer	10. June 2020	22. May 2020
3 Autumn	09. September 2020	21. August 2020
4 Winter 2020/2021	09. December 2020	20. November 2020

Special formats and ad specials have different closure timings.

AD FORMATS AND -RATES

Format (in mm)		Rates in Euro	
1/1 page	220 x 280	4.900,-	
1/2 page	upright: 102 x 280, cross: 220 x 140	2.850,-	
1/3 page	upright: 74 x 280, cross: 220 x 94	1.750,-	
1/4 page	upright: 55 x 280, cross: 220 x 70	1.450,-	
2/1 page	440 x 280	8.500,-	

3mm bleed

Format / Pixel		Rate per month/Euro *	
Button	120 x 70	Single	200,-
		Combination 3 Websites	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%

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