

## CONTACT

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# MEER & YACHTEN

*Luxus auf dem Wasser*



## RATE CARD 2022

effective 1. January 2022

## MEER & YACHTEN AT A GLANCE

- ✓ Frequency: 4 times a year
- ✓ Controlled : 12.478
- ✓ Copy price: 9,00 Euro (Germany)
- ✓ more than 30 years on the market



## PROFIL

MEER & YACHTEN has been in the market for more than 30 years and exclusively presents the world of luxury on the water and in waterside places.

Our editors report from international yacht shows on trends in yacht design, innovative drives and technology as well as selected yachts and projects combined with stunning pictures.

Further topics of the magazine are extraordinary cars (column MEER & STRASSE), luxury tourism, exclusive destinations and hotels (column TRAVEL) as well as current offers in the field of civil / business aviation (column AVIATION).

MEER & YACHTEN considers itself as a trendsetter in future-oriented projects, environmentally friendly materials and production, conscious travel and participation in the fascinating world of yachting including brokerage and charter.

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). Our readers are ready to spend their money on yachts, luxury goods, innovations and luxurious travel.

## SCHEDULE/DEADLINES

Issue	On Sale	Deadline printdata / Ad close
01-22	18. March 2022	25. February 2022
02-22	17. June 2022	27. May 2022
03-22	16. September 2022	26. August 2022
04-22	16. December 2022	25. November 2022

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%	2 pages	5%
6 Ads	10%	3 pages	10%
4 Ads	12%	4 pages	15%

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