

»» MEHR SEITEN  
»» MEHR THEMEN  
»» MEHR BOOTE

»» Das Beste  
aus 2 Magazinen  
in einem Heft!





## NEW! SKIPPER Bootshandel

With the acquisition of the renowned magazine, "Bootshandel" (Boat Sales), MuP has added another water sports title to its portfolio: Both magazine brands will continue to be sold and optimally complement each other. MuP is expanding its publishing activities in the field of special-interest magazines and considerably strengthening its market position in the water sports sector.

Christoph Mattes, managing director of MuP Verlag: "The two strong brands 'Bootshandel' and SKIPPER as well as their marketing and editorial teams complement each other perfectly and offer great potential together. We will continue to expand our offers for readers and advertisers: More themes, more pages, more service and even more fun with water sports."

The leading practical magazine for dedicated water sports enthusiasts takes a monthly look at the maritime feeling and the topics of sailboats and motorboats. Comprehensive test reports are a main focus for beginners and pros. In addition to news from the scene, SKIPPER Bootshandel, as an important link between the industry and consumers, also offers interesting facts about technology and useful, practical tips and tricks. Expert reports, among other things about attractive regions for boating and domestic and international destinations as well as lifestyle and accessories provide real additional value. The loyal target audience includes water sports enthusiasts, 30 years and older with a higher net household income.

SKIPPER Bootshandel is sold in Germany, Austria, Switzerland and the BeNeLux countries.

## Your benefits at a glance

- A unique magazine with a focus on boats, cruises and technology is the result of the cooperation between the editors of Bootshandel and SKIPPER.
- From the north to the south: We cover the fascinating world of water sports throughout the German-speaking region.
- Advertisers from the boating industry, branded companies and lifestyle companies are provided an optimum environment for their brands, products and services.
- Starting immediately, all motorboat and sailboat fans will get their money's worth with SKIPPER Bootshandel.
- Bootshandel readers can look forward to new topics such as charter boats and travel reports.
- In SKIPPER Bootshandel, we offer our readers one of the largest used boat markets in the German-speaking region.
- The new eZine and app solutions guarantee plenty of reading enjoyment, anywhere, anytime.

Motorboats • Sailboats • Tests • Cruises • Technology • Scene • Classic boats  
Charters • Portraits • Areas • Boat market • Office Life & Style • Accessories & Service



## Publisher

MuP Verlag GmbH  
Nymphenburger Straße 20b, 80335 München  
Tel.: +49 (0) 89 1 39 28 42-0  
Fax: +49 (0) 89 1 39 28 42-28  
E-Mail: skipper@mup-verlag.de  
SKIPPER-ONLINE.de / Bootshandel-Magazin.de

## Advertisement Sales / Administration

Germany North, West and South  
(Nielsen-Gebiete 1-4)  
Tobias Aistleithner  
Tel.: +49 (0) 89 1 39 28 42-34  
E-Mail: tobias.aistleithner@mup-verlag.de

Berlin, Brandenburg, Mecklenburg-Vorpommern,  
Sachsen-Anhalt, Sachsen, Thüringen  
(Nielsen-Gebiete 5-7)  
Greet van der Heide  
Tel.: +49 (0) 89 1 39 28 42-43  
E-Mail: greet.heide@mup-verlag.de

## Representative BeNeLux

B.A.A.S., Boating Advertising Advice & Service  
Rede 42, 3891 AS Zeewolde, The Netherlands  
Tel.: +31 (0) 36-52 27 446  
E-Mail: baas@boatingadvertising.eu

## Circulation

12 issues a year

## Copyprice

4,50 €

## Terms of payment

Invoices are to be paid in full within 14 days from the publishing date of the relevant advertisement or within 8 days minus 2 % cash discount. All prices exclude the legal VAT.

## Bank information

Merkur Bank  
IBAN: DE16 7013 0800 0000 0168 53  
BIC: GENODEF1M06  
MuP Verlag GmbH

With order placement you agree our terms and conditions.



# SCHEDULE

Issue	First day of sale	Fairs & Actions	Advertisement deadline	Delivery date for printing data
Jan 2018	21.12.	BOOT Düsseldorf	04.12.	08.12.
Feb 2018	25.01.	BOOT Düsseldorf Boot Holland	08.01	12.01.
Mar 2018	22.02.	HISWA Amsterdam Boat Show	05.02.	09.02.
Apr 2018	29.03.		12.03.	16.03.
May 2018	26.04.		09.04.	13.04.
Jun 2018	31.05.		14.05.	18.05.
Jul 2018	28.06.		11.06.	15.06.
Aug 2018	26.07.		09.07.	13.07.
Sept 2018	30.08.	HISWA te water / Interboot Friedrichshafen	13.08.	17.08.
Okt 2018	27.09	HAMBURG BOAT SHOW	10.09.	14.09.
Nov 2018	25.10.	BOOT & FUN Berlin	08.10.	12.10.
Dec 2018	29.11.	Bootelektronik	12.11.	16.11.
Jan 2019	20.12.	BOOT Düsseldorf	03.12.	07.12.

and other national and international fairs

# DATES & FACTS

## Total page size

210 x 280 mm

## Type area

186 x 250 mm

## Columns

4 columns at 250 mm height, see list

## Added trim size

5 mm each

## Supplements – Loose inserts

see Media data list no. 39A – valid from 11/1/2017

## Material requestet

see technical informations

## Reprography costs

If we only receive a script and pictures for an advertisement, we have to pass on the typesetting and reprography costs to the client. First correction proof is free of charge, each more will be calculated (see GBT point 8).

## Type of printing

offset

## Volume rebate

3 pages 5 % | 5 pages 10 % | 7 pages 12 % | 9 pages 15 %  
11 pages 20 %

## Frequency rebate

3x 5 % | 5x 8 % | 9x 10 % | 11x 15 %

## Agency commission

15 % at sight of a copy of the certificate of registration in commercial register

## Cancellation (see GBT point 3 and 12)

In case of special conditions the order can't be canceled



IVW-tested

# TECHNICAL DETAILS

## Technical details for the delivery of printing data via Post, FTP or e-mail

### Formatting of data

PDF/X3 data, optionally PDF according to our specifications.  
Download from: [www.maymiesbach.de](http://www.maymiesbach.de)

### Paper category

For advertisements on the cover paper category 1 (isocoated v2), for advertisements on contents pages paper category 3 (LCW improved).

### Proof

Data-congruent 1:1 colour-consistent proof with Ugra/FOGRA media key CMYK Version 3.0, according to ISO 12647-2 process standard offset printing (PSO), For advertisements on the cover paper category 1 (isocoated v2), for advertisements on contents pages paper category 3 (LCW improved). If no colour-consistent proof will be delivered, colour calibration will be done by us according to PSO.

### Obligatory additional specifications

Title and issue number of the journal, date of publication, dimensions of advertisement(s) and contact person with phone number for further queries. If we receive an online transfer without the required aforementioned information and prior notice by fax, we will delete the file. If your files are delivered too late or are faulty, we will have to charge you the extra costs.

## Delivery of data



data media via Post  
MuP Verlag GmbH  
Nymphenburger Str. 20b  
80335 München

via e-mail [skipper@mup-verlag.de](mailto:skipper@mup-verlag.de)

Delivered data media are neither archived by the printer nor returned to clients.

# RATES AND SIZES

## Editorial Part

Size	Type area		Full bleed ads		Rates in € (b/w), 2c, 3c, 4c
	Width	Height	Width	Height	
2/1 Page	396 mm	250 mm	420 mm	280 mm	11,408.00
1/1 Page	186 mm	250 mm	210 mm	280 mm	5,704.00
1/2 Page vertical	91 mm	250 mm	103 mm	280 mm	2,852.00
1/2 Page horizontal	186 mm	125 mm	210 mm	140 mm	
1/3 Page vertical	58 mm	250 mm	70 mm	280 mm	1,904.00
1/3 Page horizontal	186 mm	80 mm	210 mm	90 mm	
1/4 Page vertical	43,5 mm	250 mm	55,5 mm	280 mm	1,426.00
1/4 Page horizontal	186 mm	60 mm	210 mm	70 mm	
1/4 Page, 2-column	91 mm	125 mm	—	—	
1/8 Page vertical	43,5 mm	125 mm	Full bleed ads 		713.00
1/8 Page horizontal	186 mm	30 mm			
1/8 Page, 2-column	91 mm	62 mm			
1/16 Page vertical	43,5 mm	62 mm			357.00
1/16 Page horizontal	91 mm	30 mm			
1/32 Page vertical	43,5 mm	32 mm	5 mm to each side of trim area		179.00

One price group  
s/w, 2c, 3c, 4c  
(scale colors)

15% agency commission\*

\*at sight of a copy of the certificate of registration in commercial register



# SIZES



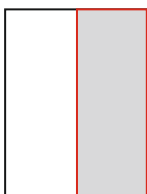
Double page, bleed-off with gutter spread  
420 x 280 mm



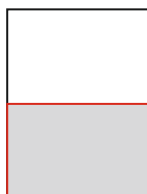
Double page type area with gutter spread  
396 x 250 mm



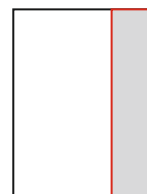
1/1 Page  
210 x 280 mm



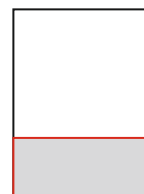
1/2 page vertical  
103 x 280 mm



1/2 page horizontal  
210 x 140 mm



1/3 page vertical  
70 x 280 mm



1/3 page horizontal  
210 x 90 mm

## Bled-off advertisements:

Bleed margin on all outer edges 5mm.

3mm minimum distance from important text and image elements to the bleed edge as well as 10mm to the binding.

# RATES AND SIZES

## Boot market

Format	Width	Height	Prices in€ plus VAT s / w / 4c
1/1 page with bleed 1/1 page in type area	210 mm 189 mm	280 mm 227 mm	1,600.00 1,550.00
1/2 page vertical with bleed 1/2 page vertical in type area 1/2 page horizontal with bleed 1/2 page horizontal in type area	103 mm 93 mm 210 mm 189 mm	280 mm 227 mm 140 mm 135 mm	850.00 800.00 850.00 800.00
1/3 page horizontal	189 mm	89 mm	550.00
1/4 page, 1 column 1/4 page, 2 column	45 mm 93 mm	227 mm 135 mm	450.00 450.00
1/5 page, 2 column 1/5 page, 4 column	93 mm 189 mm	89 mm 43 mm	325.00 325.00
1/10 page vertical 1/10 page horizontal	45 mm 93 mm	89 mm 43 mm	175.00 175.00
1/20 Page	45 mm	43 mm	90.00

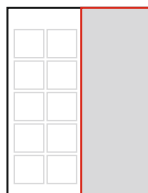
One price group  
s/w, 2c, 3c, 4c  
(scale colors)

Discounts  
from 3 activations 5%  
from 6 activations 10 %  
from 12 activations 20 %

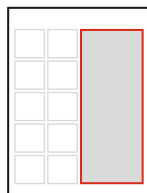
# SIZES



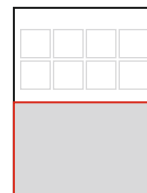
1/1 page  
with bleed  
210 x 280 mm



1/2 page vertical  
with bleed  
103 x 280 mm



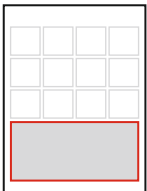
1/2 page vertical  
in type area  
93 x 227 mm



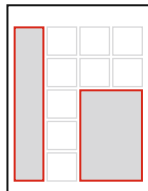
1/2 page horizontal  
with bleed  
210 x 140 mm



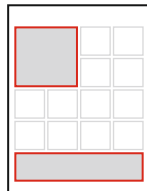
1/2 page horizontal  
in type area  
189 x 135 mm



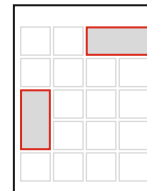
1/3 page horizontal  
189 x 89 mm



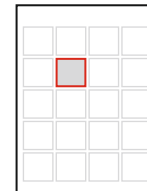
1/4 page  
1 column 45 x 227 mm  
2 column 93 x 135 mm



1/5 page  
2 column 93 x 89 mm  
4 column 189 x 43 mm



1/10 page  
vertical 45 x 89 mm  
horizontal 93 x 43 mm



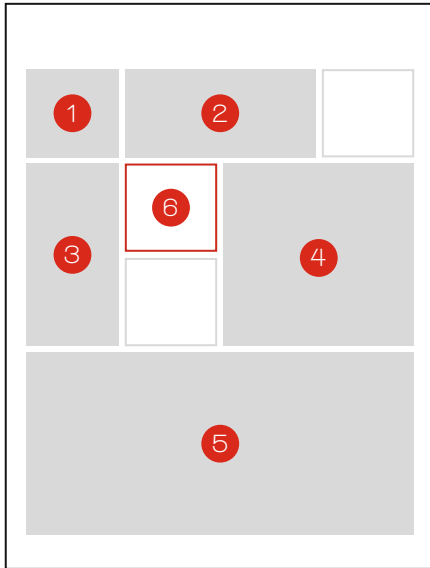
1/20 page  
45 x 43 mm

## Bled off advertisements:

Bleed margin on all outer edges 5mm.

3mm minimum distance from important text and image elements to the bleed edge as well as 10mm to the binding.

# RATES AND SIZES



The prices have already been discounted.  
Unmodified design for multiple activations.

## Commercial photo advertisements

Format	Prices in € plus VAT			
	1 x	3 x	1/2 year	1 year
1 Standard photo 45 x 43 mm incl. max. 150 characters	40.00	100.00	180.00	320.00
2 Landscape photo 93 x 43 mm incl. max. 200 characters	70.00	180.00	300.00	550.00
3 Portrait photo 45 x 89 mm incl. max. 200 characters	70.00	180.00	300.00	550.00
4 Maxi photo 93 x 89 mm incl. max. 300 characters	120.00	280.00	500.00	920.00
5 1/3 page photo 189 x 89 mm incl. max. 350 characters	200.00	500.00	900.00	1,600.00
6 Red frame (per issue)	+10.00			

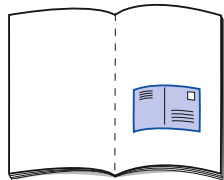
# SPECIAL ADVERTISING

## Supplements

Price per 1,000 copies up to 20g = 90 €  
Every further 5g will be calculated with 6 €  
Postal charges upon request  
Minimum circulation: 5,000 copies  
Minimum size: 105 x 148 mm (DIN A6)  
Maximum size: 198 x 280 mm  
No discount

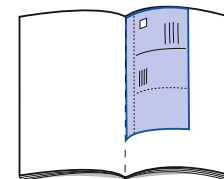
## Glued Insert

Postcard: 49 € per thousand  
Envelope: 49 € per thousand  
Sample: 69 € per thousand



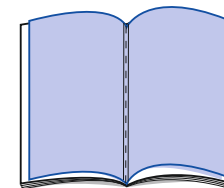
## Postcard insert

1,395 € per postcard  
+ printing upon request  
Minimum size :  
Height: 160 mm, Width: 95 mm  
Bleed: 3 mm  
Lithographie: grid pattern of 60



## Insert

2 pages 4,960 €  
4 pages 9,920 €  
Size per sheet:  
Width: 210 mm, Height: 280 mm  
Bleed difference 5-10 mm



When placing the order, an example will be necessary. Delivery of inserts etc. 2 weeks before first day on sale to:  
Mayr Miesbach GmbH, Warenannahme, Am Windfeld 15, 83714 Miesbach, Germany

## Online-Advertising

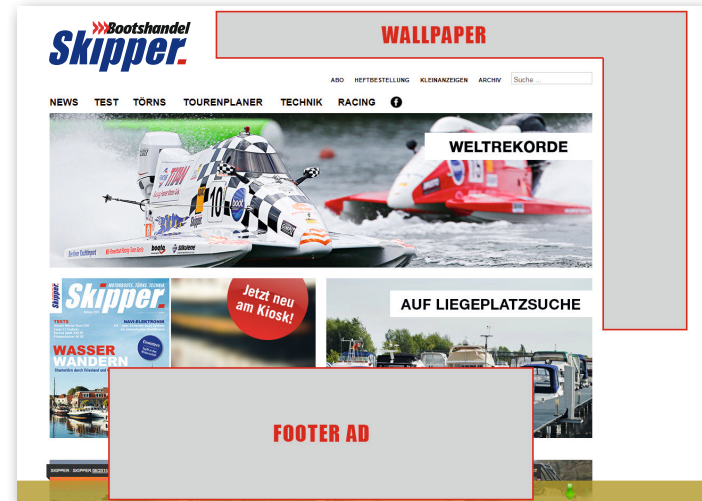
[www.SKIPPER-ONLINE.de](http://www.SKIPPER-ONLINE.de)

[www.SKIPPER-ONLINE.de](http://www.SKIPPER-ONLINE.de) provides an ideal platform for online advertising.

The content of each issue will be online before published in the print magazine. Particularly attractive is our archive. It contains articles over the last 20 years.

## Advertising possibilities

	size in pixel	price per month
Wallpaper (Leaderboard and Skyscraper)	all over: 888 x 600 Leaderboard: 728 x 90 Skyscraper: 160 x 600	190 €
Footer Ad	800 x 250	250 €



Data format: JPEG, GIF or PNG

Rebates: 3 month = 5 %, 6 month = 8 %, 9 month = 10 %, 12 month = 15 %

1. „Advertisement“ or „advertisement order“ in accordance with the following General Business Terms and Conditions is the contract regarding the publication of one or several advertisements, inserts and/or bound inserts of a promoter for the purpose of distribution in printed matter of MuP Verlag GmbH.
2. Advertising orders shall be executed within one year after conclusion of the contract. Should the right to recall individual advertisements be extended to the client, the order shall be executed within one year of the appearance of the first advertisement.
3. The publisher shall be entitled to decline advertisements and orders for insertion even after the conclusion of the contract by reason of their content, on the grounds of origin or technical form in accordance with the uniformly applicable regulations of the publisher, if such content conflicts with the law, with legal provisions, or with common moral standards, or if the publisher deems their publication unreasonable. This shall also apply to inserts and supplement contracts. They may also be declined if they would tend, through their format or layout, to create in the reader the impression that they form an integral part of the magazine or journal.
4. The publishing company shall only be bound to include advertisements in certain editions or at certain positions in case of corresponding written agreement.
5. Advertising orders are binding, if they are given in person, by telephone, in writing, or by telecopier. The information contained in the publishing company's confirmation of order is the information the publishing company uses to carry out the order.
6. The customer shall ensure the timely delivery of impeccable, suitable print documents. As a rule we receive these as data ready for print in accordance with our respective actual technical information, such as are printed, for example, in our „media data“. Print documents which deviate from this must be coordinated with the advertisement department of the publishing company in advance. A proof with binding colours and contents must be made available to the print office stated by the publishing company with the data delivery for purposes of quality control. The publishing company assumes no guarantee for colour rendition and contents in the absence of a proof.
7. Any costs for changes to originally agreed executions and for producing or data processing of necessary print documents and drawings and other print preliminary stage costs, also for cancelled advertisements, shall be borne by the customer. The print files (print documents) shall be deleted one month after publication of the magazine concerned. Other print documents shall only be returned to the customer upon special request. The duty for storage shall also end after one month.
8. Proofs shall only be supplied at the express request of the customer. The customer assumes the responsibility for the accuracy of returned proofs or contact pressures and if applicable corrections which may have been made. If the customer does not return the proof sent to him within the set deadline, the authorization to print is deemed as granted.
9. The customer shall be entitled to a reduction in payment or a substitute advertisement in case of whole or partially illegible, incorrect or incomplete printing of the advertisement, however only to the extent, in which the purpose of the advertisement was impaired. Further claims against the publishing company are excluded. Complaints must be asserted within the

exclusion period of one month after receipt of invoice and voucher. A right of cancellation is granted under the condition that the cancellation is announced at least three weeks before the respective closing date.

10. In the case of box number advertisements the publisher shall bear only such liability as is customary in the publishing business for the safekeeping and timely forwarding of mail. Liability for indirect damages is excluded. Registered and express mail shall be forwarded by normal mail. Storage time for incoming mail shall be four weeks after receipt. After that time, mail received shall be destroyed.
11. No claim under the warranty or for compensation for damages shall be admitted that has not been made within four weeks after publication of the advertisement through a written notification of errors.
12. If an order is not carried out for circumstances which are beyond the control of the publishing company the customer must reimburse the publishing company the difference between the granted discount and the discount which corresponds with the actual acceptance irrespective of possible other legal obligations. In the event that the publishing company is responsible for the circumstances which prevented the performance, the obligation for reimbursement shall cease to apply.
13. Invoices are to be paid in full within 14 days from the publishing date of the relevant advertisement or within 8 days minus 2 % cash discount. Cash expenditures (such as Postages for extras) are not to be discounted. All prices exclude the legal VAT. Special agreements are only valid if written down.
14. All contracts shall be subject to the laws of Germany. For contracts between independent foreign subsidiaries and their clients, the law of the country in which the subsidiary is registered is binding. Place of performance and jurisdiction is the headquarters of the subsidiary.
15. Place of performance and judica venue is the city of Munich.
16. In accordance with §§ 26 and 34 of the Bundesdatenschutzgesetz of 01.01.1978 we herewith give notice that we shall be employing electronic data processing for administration and invoicing of the contract. For this purpose we or a third party shall be storing personally applicable data insofar as it is of significance for the performance of the contract.
17. Where not otherwise stipulated in these »General Business Terms and Conditions Governing Advertising Orders«, our »Allgemeine Lieferbedingungen« (»General Terms and Conditions of Supply«) shall apply.
18. Any oral agreements not in keeping with the conditions for delivery and payment must be in writing.
19. If the client's billing address differs from his mailing address, the client must inform the publishing company accordingly and provide the appropriate address.
20. If one of the above conditions violates any law or regulation, the validity of none of the other conditions is affected. In such a case, the void condition should be interpreted in a manner that permits the achievement of the aim the void condition was intended to achieve.

Munich, November 2016