

# yacht revue



Member of  
EYOTY- & EPY-Jury

AUSTRIA'S WATERSPORTS MAGAZINE

[www.yachtrevue.at](http://www.yachtrevue.at)



## Rates 2012



# magazine concept

## Magazine Concept



## Lifestyle for water sports enthusiasts

12 times a year, **Yachtrevue offers its readers information** on sailing, yachts, motor boats, equipment as well as on the most pleasant travel destinations for water sports enthusiasts. With this broad range of topics covered by competent journalists and presented in an appealing layout, Yachtrevue casts a spell on all those who take to water sports like ducks to water. **Set sail and place your ad in this attractive editorial environment.**

# magazine parts

## Magazine parts

## Regatta

**Thrilling background information and reports** from the exciting world of boat racing are characteristic of this part of Yachtrevue and make it a must for water sports fans.



## Sailing yachts & motor boats

From top-notch yachts to newcomer's buys, innovative boat building technologies to interesting interiors, Yachtrevue has it all. Tests are regular items, too – a pleasure to be enjoyed not only by the editors, but by the readers as well.



## Sailing grounds

A sailor's dream come true – this is where Yachtrevue presents the most beautiful and exclusive sailing grounds across the seven seas. Who could resist this temptation?



## Equipment & accessories

Useful tips and tricks for sailors and everything that's new on the market. A must-have for all boat fans.



# yacht revue-specials

Yachtrevue-specials

## BOOT TULLN exhibition journal

The **Yachtrevue special issue** for Austria's largest trade fair for sailing and motor boat fans as well as divers – an in-depth catalogue inserted in Yachtrevue 3/10 and as a follow-on printout.



**Extra circulation:** 5,000 copies

**Rates in special:** all formats **+15 %**

**Publication dates:** **1 time a year**  
**24 February 2012**

## Yachtrevue de luxe

Exclusive sailing areas, precious watches, breathtaking motor and sailing yachts, stylish sailing clothes and luxurious cruises are the perfect high-class environment for your successful campaign.



**Extra circulation:** 4,500 copies

**Publication dates:** **1 time a year**  
**5 October 2012**

## Motorboat Special

This special issue appears **4 times a year**, in February, May, July and October. It is mailed to motor boat owners and people interested in motor boats.



**Extra circulation:** 3,000 copies

**Publication dates:** **4 times a year**  
**3 February 2012**  
**4 May 2012**  
**6 July 2012**  
**5 October 2012**

## Charter Special

This special issue appears **twice a year in April and December**. Every year, our editorial team presents another sailing ground with proposed trips, tip and tour operators.



**Publication dates:** **2 times a year**  
**6 April 2012**  
**7 December 2012**

If you have questions concerning the Yachtrevue specials, please contact our ad team.



# rates

## Yachtrevue ad rates



**Set sail** for a successful advertising impact in Yachtrevue.

**Single page:**  
Type area 185 x 250  
Bleed 210 x 280  
**€ 4.500,-**

**Double page:**  
Type area 396 x 250  
Bleed 420 x 280  
**€ 9.000,-**

**3/4 vertical:**  
Type area 138 x 250  
Bleed 150 x 280  
**€ 3.610,-**

**3/4 horizontal:**  
Type area 185 x 185  
Bleed 210 x 200  
**€ 3.610,-**

**2/3 vertical:**  
Type area 121 x 250  
Bleed 135 x 280  
**€ 3.210,-**

**2/3 horizontal:**  
Type area 185 x 167  
Bleed 210 x 182  
**€ 3.210,-**

**1/2 vertical:**  
Type area 90 x 250  
Bleed 104 x 280  
**€ 2.390,-**

**1/2 horizontal:**  
Type area 185 x 125  
Bleed 210 x 140  
**€ 2.390,-**

**1/3 vertical:**  
Type area 60 x 250  
Bleed 74 x 280  
**€ 1.610,-**

**1/3 horizontal:**  
Type area 185 x 80  
Bleed 210 x 90  
**€ 1.610,-**

**1/4 vertical:**  
Type area 43 x 250  
**€ 1.310,-**

**1/4 horizontal:**  
Type area 185 x 60  
**€ 1.310,-**

**1/4 box:**  
Type area 90 x 125  
**€ 1.310,-**

**1/8 vertical:**  
Type area 43 x 125  
**€ 685,-**

**1/8 horizontal:**  
Type area 185 x 29  
**€ 685,-**

**1/8 box:**  
Type area 90 x 60  
**€ 685,-**

Trim size: **210 x 280**  
All measurements in mm, width x height

All rates plus 5% advertising tax and 20% VAT.

Bleed ads:  
3 mm trim margin on all sides.

Please place all logos and texts susceptible to trimming in bleed ads at 3-5 mm from the trim margin.

### Frequency-based discounts

Qualifying period: 1 January 2012 to 30 June 2012 or 1 July 2012 to 31 December 2012

From **3** insertions **7 %**

Qualifying period: 1 January 2012 to 31 December 2012

From **3** insertions **5 %**

From **6** insertions **10 %**

From **9** insertions **15 %**

From **12** insertions **20 %**

### Preferred positions

Inside front cover ,  
inside back cover **€ 5.175,-**  
IFC/page 3 **€ 10.105,-**  
Outside back cover **€ 5.400,-**

### Surcharges

Request positions **€ 430,-**  
Cooperation insertions  
**10% on booked format**

### Cross-Media advertising magazine and web\*

Boost the advertising impact of your print campaign through an additional online package at very special rates!

**-50%**  
online-discount

### Yachtrevue and Golfrevue – Combination\*

With both online versions (www.yachtrevue.at and www.golfrevue.at) together you'll reach about 43,000 unique user per month!

**-30%**  
online-discount

\*Both discounts can't be combined.

## our team **Our team**

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More Information on our  
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## dates '11 **Publication dates 2012**

Issue	Date	Closing Date
2/12 <sup>1</sup>	FR. 3.2.2012	FR. 20.1.2012
3/12 <sup>2</sup>	FR. 24.2.2012	FR. 10.2.2012
4/12 <sup>3</sup>	FR. 6.4.2012	FR. 23.3.2012
5/12 <sup>1</sup>	FR. 4.5.2012	FR. 20.4.2012
6/12	FR. 1.6.2012	FR. 18.5.2012
7/12 <sup>1</sup>	FR. 6.7.2012	FR. 22.6.2012
8/12	FR. 3.8.2012	FR. 20.7.2012
9/12 <sup>4</sup>	FR. 7.9.2012	FR. 24.8.2012
10/12 <sup>1, 5</sup>	FR. 5.10.2012	FR. 21.9.2012
11/12	FR. 2.11.2012	FR. 19.10.2012
12/12 <sup>3</sup>	FR. 7.12.2012	FR. 23.11.2012
1/13 <sup>6</sup>	FR. 4.1.2013	FR. 14.12.2012

<sup>1</sup> Motorboat Special, mailed to people owning, or interested in, motor boats

<sup>2</sup> incl. fair catalogue BOOT Tulln

<sup>3</sup> Charter Special

<sup>4</sup> preview to "Interboot" in Friedrichshafen

<sup>5</sup> Special issue incl. luxury part

<sup>6</sup> preview to exhibition "boot" in Düsseldorf