

WWW.YACHTREVUE.AT

# yacht revue

A U S T R I A ' S   B O A T I N G   M A G A Z I N E

*Rates*  
**2018**



# 41 YEARS – HEADING FOR SUCCESS

Since 41 years 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.



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## 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.



## TECHNICS & ACCESSORIES

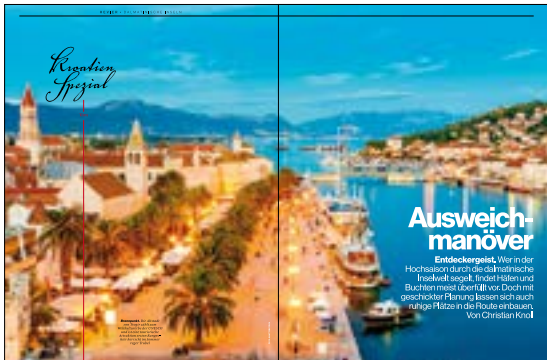
Useful tips and tricks for sailors and everything that's new in the market. A must-have for all boating fans.





## 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?



## SAILING- & 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.



### Media Owner

Verlagsgruppe News Gesellschaft m.b.H.  
Taborstraße 1–3, 1020 Wien

### Advertising Sales-Representation

Verlag N. Orac GmbH  
Schloßgasse 10–12, 1050 Wien

### Printing material contact

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E-Mail: [anzeigenproduktion@yachtrevue.at](mailto:anzeigenproduktion@yachtrevue.at)

### Editorial staff

Taborstraße 1–3, 1020 Wien

### Banking arrangements

Raiffeisenlandesbank NÖ-Wien  
IBAN-Code: AT91 3200 0000 0006 1010  
BIC/SWIFT: RLNWATWW

### Publication frequency

monthly

### Readership

72.000 readers  
1,2% penetration (CAWI-Print 2011, LPA)

### Prinrun

24.200 copies

### Subscribers

16.000\*

\* current planning, subject to change

Rates effective from 1.1.2018

(Subject to change without prior notice.)

All rates plus 5 % advertisement tax and

20 % VAT. Terms and conditions at

[www.vgn.at/agb](http://www.vgn.at/agb).

For more information please visit

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

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



## EXHIBITION JOURNAL „BOOT TULLN“

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 3/16 and as a follow-on printout.

Extra circulation: **5,000 copies\***  
 Rates in special: **all formats +15%**  
 Publication date: **1 time a year**  
**February 23, 2018**



## 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: **3,500 copies\***  
 Publication date: **1 time a year**  
**October 5, 2018**



## POWERBOAT-SPECIAL

This special issue appears 4 times a year, in February, May, July and October. Special focus on motor boat owners and people interested in power boats.

Extra circulation: **3,000 copies\***  
 Publication dates: **4 times a year**  
**February 2, 2018**  
**May 1, 2018**  
**July 6, 2018**  
**October 5, 2018**











## CHARTER-SPECIAL

This special issue appears twice a year in April and December. Each year our editorial team present a different sailing ground including proposed routes, tips and tour operators.

Publication dates: **2 times a year**  
**March 30, 2018**  
**December 3, 2018**

*\*Current planning, subject to change.*

# AD RATES – SET SAIL FOR A SUCCESSFUL ADVERTISING IMPACT IN YACHTREVUE!

Trim size	Type area (BxH)	Bleed (BxH)	Rate	
1/1	185 x 250	210 x 280	€ 4,900,-	
2/1	396 x 250	420 x 280	€ 9,800,-	
3/4 vertical	138 x 250	150 x 280	€ 3,930,-	
3/4 horizontal	185 x 185	210 x 200		
2/3 vertical	121 x 250	135 x 280	€ 3,490,-	
2/3 horizontal	185 x 167	210 x 182		
1/2 vertical	90 x 250	104 x 280	€ 2,600,-	
1/2 horizontal	185 x 125	210 x 140		
1/3 vertical	60 x 250	74 x 280	€ 1,750,-	
1/3 horizontal	185 x 80	210 x 90		
1/4 vertical	43 x 250	–	€ 1,420,-	
1/4 horizontal	185 x 60	–		
1/4 box	90 x 125	–		
1/8 vertical	43 x 125	–	€ 750,-	
1/8 horizontal	185 x 29	–		
1/8 box	90 x 60	–		

## FREQUENCY DISCOUNTS

Frequency discounts apply within one calendar year per magazine regardless of size.

from 3 insertions **5%**  
from 6 insertions **10%**

## SURCHARGES

Special formats **upon request**

Request positions **€ 470,-**

Surcharges to be discounted.

## COOPERATION INSERTIONS

10% on booked formats

## PREMIUM PLACEMENT

Coverpage 2, 3 **€ 5,630,-**  
Coverpage 2 and page 3 **€ 10,550,-**  
Coverpage 4 **€ 5,880,-**

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 5 mm from the trim margin.

**For more details on rates and formats, please visit our web site at [www.vgn.at/yachtrevue](http://www.vgn.at/yachtrevue).**

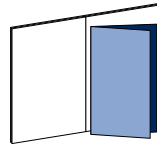
Terms and conditions at [www.vgn.at/agb](http://www.vgn.at/agb).





## SPECIAL ADS FOR **SPECIAL PRODUCTS**

Special ads ensure a high level of attention of our readers.  
Take advantage of our special offers at very attractive prices.



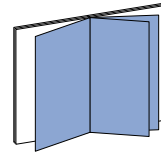
### INSERTS

Minimum format	<b>105 x 148 mm</b>
Maximum format	<b>180 x 250 mm</b>
up to 20 g	<b>€ 150,-</b>
up to 40 g	<b>€ 165,-</b>
up to 50 g	<b>€ 175,-</b>
up to 60 g	<b>€ 185,-</b>
above 60 g	<b>upon request</b>

### Regional

up to 20 g	<b>€ 160,-</b>
up to 40 g	<b>€ 175,-</b>
up to 50 g	<b>€ 185,-</b>
up to 60 g	<b>€ 195,-</b>
above 60 g	<b>upon request</b>

Prices per thousand.  
Minimum volume upon request



### BOUND INSTERTS

Minimum format	<b>110 x 110 mm</b>
Maximum format	<b>210 x 280 mm</b>
up to 20 g	<b>€ 165,-</b>
up to 40 g	<b>€ 190,-</b>
up to 50 g	<b>€ 205,-</b>
up to 60 g	<b>€ 215,-</b>
above 60 g	<b>upon request</b>

### Regional

up to 20 g	<b>€ 175,-</b>
up to 40 g	<b>€ 200,-</b>
up to 50 g	<b>€ 210,-</b>
up to 60 g	<b>€ 220,-</b>
above 60 g	<b>upon request</b>

Prices per thousand.  
Minimum volume upon request

## MEMBER OF **EYOTY- & EPY-JURY**



## SUPPLEMENT-**DISCOUNT**

from 1.000.000 copies  
from 800.000 copies  
from 600.000 copies  
from 400.000 copies  
from 300.000 copies

**33% discount**  
**25% discount**  
**20% discount**  
**15% discount**  
**10% discount**

**The discount applies to loose and bound inserts booked in the magazines published by VGN.**

The supplements or inserts can be booked in one or more magazines within one calendar year as long as the respective minimum number of copies is considered. Reach your target group at extremely competitive prices.

Bookers of classical advertisement formats qualify for a 10 % discount on loose and bound inserts:

for 4 ads or more per magazine in weekly magazines  
for 3 ads or more per magazine in bi-weekly magazines  
for 2 ads or more per magazine in monthly magazines

**The discount is applicable and valid as long as inserts and minimum volume are booked in the same magazine.**





# TERMS AND CONDITIONS

of Verlagsgruppe NEWS

## Bookings

1. All orders shall be subject to our General Terms and Conditions, the currently valid rate card for advertisements, and our confirmation of the order. Digital data submission shall be subject to the publisher's terms of digital data submission. The present General Terms and Conditions shall also be effective for future orders, even if they are not explicitly agreed upon again.
2. Advertisements shall be placed within twelve months of receiving the order, commencing, if not otherwise stipulated, with the next issue.
3. The discounts quoted in the rate card shall be applicable only for advertisements appearing within one calendar year, provided there are no time limits due to special promotional offers.
4. Liability for the content, form and legal admissibility of advertisements, in particular including the clarification of copyright, trademark and personal rights, shall rest with the client. The publisher shall not be obliged to check the content and form of advertisements. Competitions, vouchers, and tip-on-cards or add ons shall be adapted, if necessary, to comply with legal rules and regulations; the client shall indemnify and hold the publisher free from and against any claims or suits.
5. No guarantee can be given for the placement of advertisements in specific issues.
6. The client shall be responsible for acquainting him/herself with the currently valid advertising rates before placing an order.
7. Unless explicitly stipulated otherwise, any changes in advertising rates shall enter into effect immediately, and shall also apply to existing orders.
8. If an advertisement proves to be illegible, incorrect or incomplete, the client shall be entitled to be given a price reduction or an additional insertion of the advertisement on condition that the message of the advertisement has, through the publisher's error, been significantly impaired or the advertising impact considerably disturbed. The publisher's liability shall not extend beyond the scope indicated above. In cases of doubt, the publisher shall comply with the recommendations made by the Gutachterausschuss für Druckreklamationen (Complaints Commissioners for the Printing Trade, FOGR A Forschungsgesellschaft Druck e.V., Munich).
9. In cases of equipment failure or Acts of God, the publisher shall be entitled to full payment for the advertisement published if the advertisement has been run on at least 80 % of the guaranteed printed circulation. For lower percentages, payment shall be due on the basis of the price for units of one thousand copies actually circulated.
10. The publisher shall mark advertisements not recognizable as such on account of their editorial design as promotional material.
11. Verlagsgruppe News reserves the right to reject the publication of advertisements with-

out stating reasons. A rejection shall not constitute a basis for any claim for damages. In this case any claims for damages against Verlagsgruppe News are excluded.

- 11a. In particular, Verlagsgruppe News reserves the right to not carry out advertising efforts which the Austrian Advertising Council (Österreichischer Werberat) has found fault with. This also includes the immediate cancellation of an ongoing advertising campaign. For this reason Verlagsgruppe News can reject advertising contracts or withdraw from contracts that are understood as legally binding.
12. Any additional arrangements over and above our General Terms and Conditions shall be contingent on written confirmation by the management of Verlagsgruppe News Ges.m.b.H. Counterconfirmations by the client and references to the client's terms and conditions shall not be legally valid, even if not specifically contradicted by the publisher. Acceptance of client's terms and conditions on the part of the publisher by means of providing performance shall be precluded.

## Technical Data

1. The client shall provide the material required for printing within the requisite period. A colour proof must accompany each page. In case of delay on the part of the client, the publisher may use advertising material of the client that is already available at the publisher's. However, the publisher reserves the right to publish the advertisement in question in the next issue.
2. Proofs shall only be made available at the client's explicit request and against payment of costs. These costs shall be borne by the client. The client shall be deemed to have given his/her approval if s/he fails to return said proof within the specified time.
3. Unless explicitly agreed otherwise with the client in writing, the publisher shall keep printing materials until three months after insertion.
4. Costs for significant changes from the originally agreed contract shall accrue to the client.
5. At the client's request, we will, against separate payment of costs, produce the design, text, artwork and photographic material for advertisements. Should the client wish to use said material in other media, the rights for such other publication shall be acquired from the publisher.
6. Advertising rates do not include the costs of typesetting, reproduction, and lithography, which shall be billed separately.
7. The client shall be obliged to provide flawless printing material or production data in compliance with the stated guidelines. If the material contains defects that are not immediately noticeable, but become apparent only during printing, the client shall not be entitled to an additional insertion. The publisher shall not be obliged to test or check whether the printing material is complete and correct.
8. Complaints shall be made in writing within



eight days of receipt of the invoice.

9. The publisher cannot be held responsible for transmission errors.
10. The publisher shall not be bound to examine whether the client has the right to reproduce the printing material or production data in any way whatever, or to editor change it as envisaged in the contract, or otherwise to use it in the designated way. The publisher shall be entitled to presume that the client has all the relevant rights in relation to third parties necessary for the performance of the contract. Furthermore, the client shall explicitly guarantee that s/he has these rights. The client shall hold harmless and fully indemnify the publisher in all cases where such rights are claimed by third parties.
11. The production terms and conditions applicable at the given time shall apply for the order placed.
12. Please consider a tolerance range in the manufacture of ad specials due to industrial production. Divergent specimen of up to 3 % of the total circulation do not constitute a valid complaint and do not supersede the obligation to pay the manufacturing costs.

### Positioning

1. Special requirements as to the positioning of advertisements shall only be binding upon payment of a position surcharge; otherwise the publisher shall endeavour to meet the client's wishes, but shall not be obliged to do so.
2. Agreements not to publish an advertisement together with a competitor's advertisement can only be concluded for advertisements of a size of at least 1 page and shall apply only for two facing pages.

### Loose/Bound/Glued-in Inserts

1. The contents of loose, glued-in or bound inserts shall be confined to the client's own line of business and must not include advertisements of a third party.
2. A sample and text content shall be submitted 4 weeks prior to the date of publication.
3. The client shall strictly comply with the technical specifications set forth by the publishing house. Variances from these specifications may entail extra cost which will be charged to the client.

### Cancellation

1. Withdrawal of an order shall entail payment of a cancellation charge to the amount of 15 % of the value of the advertisement.
2. The cancellation of an order can only be accepted before the closing date for advertisements.
3. Ad specials have to be cancelled not later than 6 weeks prior to the publication date, or in case of special paper requirements not later than the day the paper is ordered. If cancelled later, the actual cost having accrued up to cancellation time shall be charged to the client.

4. Costs resulting from modifications of the originally agreed contract and from changes of ordered printing material shall be payable separately by the client.

### Settlement

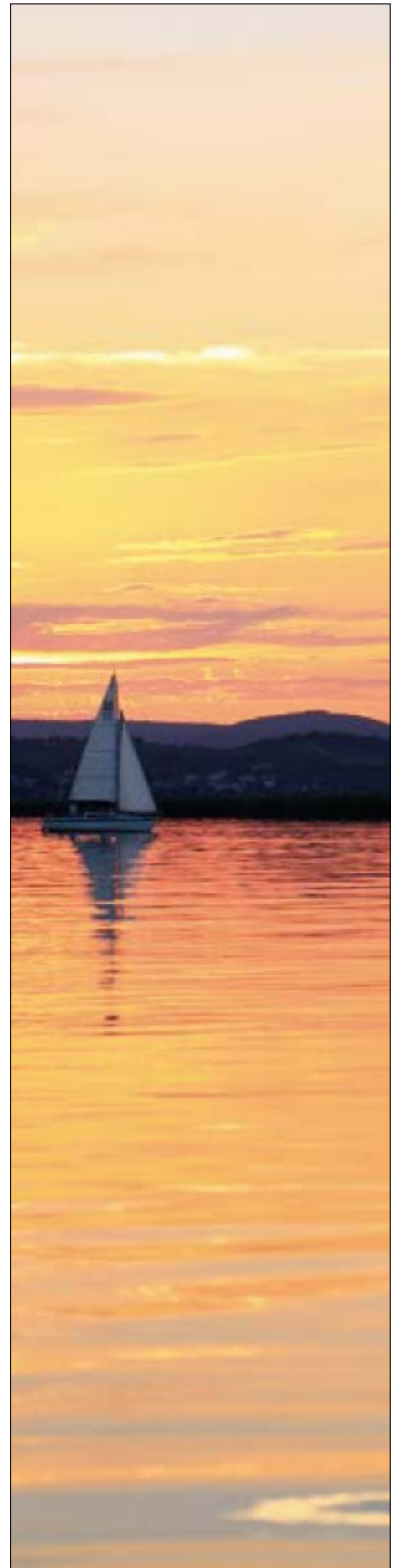
1. Complaints shall only be accepted within two weeks of the date of invoice.
2. Discount adjustments in the course of the year shall be made only upon request and quarterly.
3. Discounts granted on unfulfilled contracts will be surcharged to the client at the end of each calendar year, with 12 % interest p.
  - a. being charged on the outstanding balance.
4. Discount settlements shall be requested in writing not later than by the 31st of March of the following year.
5. Clients shall receive one free sample after publication of the advertisement.

### Mode of Payment

1. Terms of payment: Payment within 10 days of date of invoice: 2 % discount; payment up to 30 days: net.
2. For delayed payments or deferrals, 12 % interest on arrears as well as collection costs shall be charged.
3. The publisher shall be entitled, before carrying out the order and also during the term of the order, to make publication of further advertisements conditional on the advance payment of a specified amount and on the settlement of open accounts.
4. Letters of credit cannot be accepted.
5. Invoices shall be payable in Vienna (place of payment and performance: Vienna).

### Final Provisions

1. Vienna shall be the exclusive place of jurisdiction for any dispute resulting from the contractual relationship between Verlagsgruppe News and the client.
2. The only law that is applicable is Austrian Law. The application of the United Nations Convention on Contracts for the International Sale of Goods is excluded.
3. Should there be Terms and Conditions of the client, they are rejected in their entirety. They are only applicable if Verlagsgruppe News has explicitly stated in writing to accept them.
4. Should one of the clauses in these Terms and Conditions be invalid, this should not affect the validity of the remaining clauses.



WWW.YACHTREVUE.AT

# yacht revue

AUSTRIA'S WATER SPORT MAGAZINE

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For more information please visit

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

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



## PUBLICATION DATES '18

Issue	Date	Ad Closing Date	Printing Material Closing Date
02/18 <sup>1</sup>	FRI 2.2.2018	FRI 12.1.2018	FRI 19.1.2018
03/18 <sup>2</sup>	FRI 23.2.2018	FRI 2.2.2018	FRI 9.2.2018
04/18 <sup>3</sup>	FRI 30.3.2018	FRI 9.3.2018	FRI 16.3.2018
05/18 <sup>1,6</sup>	WE 2.5.2018	FRI 6.4.2018	FRI 13.4.2018
06/18	FRI 1.6.2018	FRI 11.5.2018	FRI 18.5.2018
07/18 <sup>1</sup>	FRI 6.7.2018	FRI 15.6.2018	FRI 22.6.2018
08/18	FRI 3.8.2018	FRI 13.7.2018	FRI 20.7.2018
09/18 <sup>4</sup>	FRI 7.9.2018	FRI 17.8.2018	FRI 24.8.2018
10/18 <sup>1,5</sup>	FRI 5.10.2018	FRI 14.9.2018	FRI 21.9.2018
11/18	FRI 2.11.2018	FRI 12.10.2018	FRI 19.10.2018
12/18 <sup>3</sup>	MO 3.12.2018	FRI 9.11.2018	FRI 16.11.2018
01/19	WE 2.1.2019	FRI 7.12.2019	MO 17.12.2019

<sup>1</sup> Powerboat-Special

<sup>2</sup> incl. fair catalogue „Boot Tulln“

<sup>3</sup> Charter Special

<sup>4</sup> Preview to fall fairs

<sup>5</sup> Yachtrevue de luxe

<sup>6</sup> 40 Years Yachtrevue