Price List No. 10
valid from 1st January 2019

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www.kanumagazin.de

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Find up-dated facts and services at www.atlas-verlag.de; marketing.kanumagazin.de or www.pz-online.de

Price List No. 10, valid from 1st January 2019
Over 20 years KANU MAGAZIN

Also in 2019 KANU MAGAZIN is the paddle magazine with the highest circulation in the German language area, remains the must-read for all paddlers and the defining medium for the sector.

Whether it is the salty water of the sea, the domestic waterways of Central Europe or white-water of all degrees – KANU is dipping its paddle into all of them. Our editorial team is covering the whole range of contents, from one-day excursions for free time paddlers to expeditions overseas which last several weeks.

With regard to terrain, German destinations and destinations in its neighbouring countries, all within easy reach, are and will remain our focus.

With its specific and practical suggestions for tours, KANU makes it easy for you to plan your next excursion out on the water and whets your appetite for your next adventure right in your local region with its exciting reports.

The second pillar of our editorial concept consists of competent and honest product presentations and test which provide you with an insight into the canoe market. Workshops which accompany this „technical part“ explain the A to Z of paddling and ensure that safety on the water remains no mystery.

KANU is rounded off by a „sports section“ with reports about excellent paddling performances, be it in extreme whitewater, over long distances or in remote regions. This section also features subtle VIP portraits of prominent personalities of the paddle sport.

www.facebook.com/kanumagazin
www.twitter.com/kanumagazin
Publisher Informations

Publisher/ Publishing House: atlas Spezial GmbH
Flößergasse 4
81369 Munich/Germany

Managing Director: Philip-A. Artopé

Advertising Marketing: atlas Spezial GmbH

Phone: +49 89 55241-0
Fax: +49 89 55241-271

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sandra.wilderer@atlas-verlag.de

Advertising brand products: Claudia Scharfenberger -224
claudia.scharfenberger@atlas-verlag.de

Advertising Placement: Ines Ladwig -245
ines.ladwig@atlas-verlag.de

E-mail: anzeigen@atlas-verlag.de

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alexander.kassler@kanumagazin.de

Internet: www.kanumagazin.de
www.atlas-verlag.de
marketing.kanumagazin.de

Banking Details: atlas Spezial GmbH
Deutsche Bank AG (700 700 10)
Konto-Nr. 2 457 018
BIC: DEUTDEMMXXX
IBAN: DE967007 0010 0245 701800

Frequency of Publication: 6 issues / year

First Day of Sale: Friday

Price: 6.90 Euro

Terms of Payment: Immediately on receipt of invoice without
deduction. 2% discount, if payment in full is
made in advance and before the publishing
date, provided all previous invoices have been
paid. Bank debit is possible.

General Terms: Regarding orders/contracts the General Terms
and Conditions of the Publisher apply. For
currently applicable General Terms and
Conditions please refer to
Due to legal requerments regarding tax, we ask
you to submit your Tax No. and/or VAT ID No.
when ordering.
## Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication Date</th>
<th>Closing Date for Ads</th>
<th>Closing Date for Printing Material</th>
<th>Delivery Date for Inserts</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/2019</td>
<td>15.02.2019</td>
<td>11.01.2019</td>
<td>18.01.2019</td>
<td>25.01.2019</td>
</tr>
<tr>
<td>02/2019</td>
<td>12.04.2019</td>
<td>15.03.2019</td>
<td>22.03.2019</td>
<td>29.03.2019</td>
</tr>
<tr>
<td>03/2019</td>
<td>14.06.2019</td>
<td>10.05.2019</td>
<td>17.05.2019</td>
<td>24.05.2019</td>
</tr>
</tbody>
</table>

**Topics 2019**  
on request by E-mail:  
sandra.wilderer@atlas-verlag.de
4 Basic Rates and Discounts

4-colour advertisements: 1/1 page € 3,800.-

Discounts:
by frequency by volume
2 ads 5 % 2 pages 5 %
4 ads 10 % 4 pages 10 %
6 ads 15 % 6 pages 15 %
Further frequency and volume rates on request.

Combination:
10% follow-up discount

Debits and credits are calculated (at the end of the planning year) corresponding to the volume actually purchased.
Discounts for advertisement series on request. Change between mm-ads and page fraction ads on request.

Agency Commission: 15 %

Colour Advertisements:
There is a separate charge for colours which cannot be achieved using the standard Euro scale.
Rates are not affected if no use is made of the basic colour black in colour ads.
If formats across gutter use additional colours differently on both pages of the magazine, each page will be calculated separately at the rate applying for fractions of page.
Minor variations in colour tones can arise due to the tolerance range of the offset printing process.

Trimmed ads or ads which exceed the print area:
There is no extra charge.
### Basic Formats and Ad Specials

For trimmed format: add 3 mm on all sides

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 page</td>
<td>B: 450 x 297</td>
</tr>
<tr>
<td>1/1 page</td>
<td>B: 225 x 297</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>B: 225 x 148</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>B: 112 x 297</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>B: 225 x 99</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>B: 75 x 297</td>
</tr>
<tr>
<td>1/4 page, 2-columns</td>
<td>B: 112 x 148</td>
</tr>
<tr>
<td>1/4 page, 4-columns, 1-column</td>
<td>B: 225 x 75, B: 57 x 297</td>
</tr>
<tr>
<td>2 x 1/2 page horizontal across gutter</td>
<td>B: 450 x 148</td>
</tr>
<tr>
<td>2 x 1/2 page vertical across gutter</td>
<td>B: 224 x 297</td>
</tr>
<tr>
<td>2 x 1/2 page vertical outside margin</td>
<td>B: 112 x 297</td>
</tr>
</tbody>
</table>

**Gatefold Advertisements:**
- **Front Cover Gatefold (Double Gatefold)**
  - Cover page with 1/2 pages opening to left and right
- **Inside Gatefold**
  - Advertisements with pages opening towards the left or right
- **Cover Gatefold**
  - The page opening to the left is connected with the cover page 3- and 4-page version available
- **Double Gatefold**
  - Double page with pages opening towards the left and right

**Glued-on Inserts:**
- **Post card (Tip-on-Card)**
  - Only available in combination with 1/1 (full page) advertisement. Price on request!
- **Booklet**
  - Only in combination with 1/1 (full page) advertisement. Price on request!

**B: Bleed format; width x height in mm**
Trim-sensitive texts or pictures should have a margin of at least 3 mm above and below text or pictures regarding the finial trimmed format (225 x 297) for possible tolerance in trimming and least 10 mm margin at the sides regarding the final trimmed format (225 x 297), due to the narrowing of the pages towards the middle of the magazine. Formats across gutter are intended including 3-5 mm allowance for binding. Motive must provide for overlapping in the gutter.
### Advertisement Sizes and Rates

<table>
<thead>
<tr>
<th>Size in page fractions</th>
<th>Print area size</th>
<th>Trimmed ads allow 5 mm on all sides for trimming</th>
<th>Prices for ads</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>on request</td>
<td>width</td>
<td>height</td>
</tr>
<tr>
<td>1/1</td>
<td>225 mm</td>
<td>297</td>
<td></td>
</tr>
<tr>
<td>1/2 vertical</td>
<td>112 mm</td>
<td>297</td>
<td></td>
</tr>
<tr>
<td>1/2 horizontal</td>
<td>225 mm</td>
<td>148</td>
<td></td>
</tr>
<tr>
<td>1/3 vertical</td>
<td>75 mm</td>
<td>297</td>
<td></td>
</tr>
<tr>
<td>1/3 horizontal</td>
<td>225 mm</td>
<td>99</td>
<td></td>
</tr>
<tr>
<td>1/4 vertical (1column)</td>
<td>57 mm</td>
<td>297</td>
<td></td>
</tr>
<tr>
<td>1/4 norm (2column)</td>
<td>112 mm</td>
<td>148</td>
<td></td>
</tr>
<tr>
<td>1/4 horizontal (4column)</td>
<td>225 mm</td>
<td>75</td>
<td></td>
</tr>
</tbody>
</table>

### Double page formats

<table>
<thead>
<tr>
<th></th>
<th>width</th>
<th>height</th>
<th>Euro</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 across gutter</td>
<td>450</td>
<td>297</td>
<td>7,280.-</td>
</tr>
</tbody>
</table>

| 2nd, 3rd cover page    | 3,950.-| 4th cover page | 4,200.-|

Special formats, advertisement series on request.

Price List No. 10, valid from 1st January 2019
**Advertisement Sizes and Rates**

**Advertising package prices**

<table>
<thead>
<tr>
<th></th>
<th>Annual subscription:</th>
<th>Semi-annual subscription:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Print</td>
<td>Print + Online (+ 50,000 AI's*)</td>
</tr>
<tr>
<td>6 x 1/1 page = € 15,600.-</td>
<td>6 x 1/1 page + online = € 16,100.-</td>
<td></td>
</tr>
<tr>
<td>6 x 1/2 page = € 8,850.-</td>
<td>6 x 1/2 page + online = € 9,350.-</td>
<td></td>
</tr>
<tr>
<td>6 x 1/3 page = € 6,600.-</td>
<td>6 x 1/3 page + online = € 7,150.-</td>
<td></td>
</tr>
<tr>
<td>6 x 1/4 page = € 5,100.-</td>
<td>6 x 1/4 page + online = € 5,650.-</td>
<td></td>
</tr>
</tbody>
</table>

**Market Prices** Millimeter prices per mm height at a column width of 45 mm

**This is how you calculate the price**

\[
\text{Price} = \text{number of columns} \times \text{height of the ad} \times \text{price per mm}
\]

**Width of columns**

- 1 column: 45 mm
- 2 columns: 95 mm
- 3 columns: 145 mm
- 4 columns: 195 mm

**Box number charge** € 10.–

1) Minimum format: 20 mm

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**Price List No. 10, valid from 1st January 2019**
Tourism – Promotion – Packages

Your destination edited in professional way – depending on the extend, our editors will visit and research your locations. Content and design will be carried out upon consultation. You can have further prints on request.

Tourism rates:

<table>
<thead>
<tr>
<th>Pages</th>
<th>Price (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>4,500.00</td>
</tr>
<tr>
<td>5</td>
<td>5,900.00</td>
</tr>
<tr>
<td>7</td>
<td>7,500.00</td>
</tr>
<tr>
<td>9</td>
<td>9,900.00</td>
</tr>
<tr>
<td>16</td>
<td>20,500.00</td>
</tr>
<tr>
<td>32</td>
<td>29,500.00</td>
</tr>
</tbody>
</table>

Also on www.kanumagazin.de as editorially conceived promotion company with its own URL „www.kanumagazin.de/firmenname“ available – further information on request!
Loose Inserts are printed matter loosely inserted in the magazine.

Minimum print run: 10,000 copies
Minimum format: 105 x 148 mm (DIN A6)
Maximum format: 210 x 280 mm

Price per 1,000 or any part of 1,000 copies:
- up to 25 g  € 90.–
- up to 30 g  € 95.–
- up to 35 g  € 100.–
- up to 40 g  € 105.–
- up to 45 g  € 110.–
- up to 50 g  € 115.–

Any further 5 g are calculated at additional € 5.–.
Rates for 1,000 copies include postage. No discounts.

Bound inserts are printed matter / prospectuses of an advertiser which are bound into the magazine.

Prices for saddle-stiched inserts per 1,000 or any part of 1,000 copies:
- 4 pages  € 95.–/1,000 copies
- 8 pages  € 110.–/1,000 copies
- 12 pages  € 125.–/1,000 copies
- 16 pages  € 140.–/1,000 copies

Glued-on Inserts:
- Minimum format 1/1 page (full page advertisement, discountable).
- Glued-on booklet: up to 25 g: € 42.– per thousand (retail circulation), € 48.– per thousand (subscription circulation). No discount.

Other glued-on inserts: Prices on request, no discounts.

Loose inserts, bound and glued-on inserts which are jointly used by several advertisers: extra charge of 50%

Please note regarding loose inserts, bound inserts and glued-on inserts:
When orders are placed, the publisher will require 5 samples suitable for mechanical handling. For loose inserts and glued-on inserts, 5 additional samples are required for presentation at the post office. Trimming and folding is charged separately. Bound inserts and loose inserts with products of two economically independent companies: extra charge on request. Deadline for orders as per ad closing date.

Further technical information regarding the Ad Specials online at www.adspecial-portal.de

Delivery Adress: Delivery three weeks before the first day of sale free domicile/delivery paid on Euro-pallets to:
pva Druck und Medien-Dienstleistungen GmbH; Industriestraße 15, D-76829 Landau in der Pfalz
Technical Data

Magazine format: 225 mm width x 297 mm height

Binding overlap/bleed: 3 mm on all sides

Printing process: CTP (Computer to plate), rotary offset

Binding: saddle-stiching


Photoshop-EPS, Photoshop-TIF, Illustrator- and Freehand-EPS only with embedded fonts, converted to paths.

If digital data requires processing / changes, the arising cost will be invoiced.

Please note: Without colour-consistent proof there is no guarantee regarding the colour reproduction.

Colour profile:

cover: ISO_Coated_v2_300.icc(39L)
content: PSO_LWC_Improved.icc(45L)

For questions regarding the production or transfer of digital printing copies, please do not hesitate to contact our production service:
Ines Ladwig, phone +49 89 55241-245, E-mail: ines.ladwig@atlas-verlag.de

Technical requirements:

Elements of the ad which should not be trimmed, must have a distance of at least 3 mm from the sides of the format.

Advertisements across gutter:

Advertisements across gutter must allow for 4-6 mm overlap on both sides of the gutter. This especially applies when a text runs over the next page.

Printer:
pva
Druck und Mediendienstleistungen GmbH Industriestraße 15 D-76829 Landau in der Pfalz

OBS: Bookings of advertisements can also be effected through our Online-Booking-System (OBS). www.obs-portal.de

Ad-Special Portal: For technical details refer to: www.adspecial-portal.de

Technical Details: Please refer to: www.duon-portal.de for the currently applicable and binding details

Any complaints due to incorrect advertising copies cannot be accepted.
www.kanumagazin.de —
A perfect companion for the magazine

In close cooperation with **KANU MAGAZIN**, which is published sixth times a year, we are supplying the growing number of online fans at www.kanumagazin.de with current information on a daily basis. There you can access different sections of the magazine, like the equipment tests of the past few years, extended descriptions of the terrain at different destinations and extra-long interviews, as well as topical news from the canoeing scene, competitions, coverage of events and tours, photo galleries and videos. Last but not least the service section, currently updated by our editorial staff; in the canoe second hand market you can find almost anything that still floats in a half-decent way.

The paddling and travel companion section helps you find like-minded people as well as information regarding lost and found pieces of equipment, accompanied by hazard alerts and job offers.

**KANU MAGAZIN** also informs on the latest news in regular intervals via the social networks of facebook (www.facebook.com/KANUMAGAZIN) and twitter (www.twitter.com/kanumagazin).
# Classic advertising formats on www.kanumagazin.de

<table>
<thead>
<tr>
<th>Advertisement Sizes</th>
<th>Sizes in Pixel</th>
<th>Rates* (TKP) in Euro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fullscreen Interstitial</td>
<td>1600 x 900</td>
<td>22.-</td>
</tr>
<tr>
<td>Billboard XXL</td>
<td>1120 x 300</td>
<td>22.-</td>
</tr>
<tr>
<td>Gallery Ad</td>
<td>1600 x 900</td>
<td></td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>18.-</td>
</tr>
<tr>
<td>Halfpage Ad</td>
<td>300 x 600</td>
<td>18.-</td>
</tr>
<tr>
<td>Sponsor Ad</td>
<td>160 x 60</td>
<td>18.-</td>
</tr>
<tr>
<td>Sponsor-Logo</td>
<td>300 x 250</td>
<td>20.-</td>
</tr>
</tbody>
</table>

* Prices per thousand contacts (TKP), measured in ad impressions
Ad Impressions = display of an advertisement
Minimum booking 10,000 ad impressions per month

Example:
Booking of 10,000 ad impressions of the advertising format Medium Rectangle:
10 x 18.00 € = 180.– €

Further information: [marketing.kanumagazin.de](mailto:marketing.kanumagazin.de)
Excursion Planning made easy:
The Canoe Rental Database

With our Canoe Rental Database you are only a few mouse clicks away from the best provider for your next paddling adventure. A big map helps online users to look for canoe rental stations in their area or to locate them with the help of a filter or keyword-search. Whether it is a „dragon boat“, „several day trip“, canoeing holiday“ or just a „two-seater canadian canoe“ for a relaxed individual tour you are looking for - our database instantly filters the suitable hits and offers a comprehensive overview in case of broader search requests.

The profiles of the individual rental stations offer precise details regarding available canoes and prices as well as a lot of detailed information regarding the service offered. An interactive map helps you making your travel arrangements and a schedule informs you about any offers regarding tours, courses and events. The database can be accessed via the start page of www.kanumagazin.de od directly at www.kanumagazin.de/kanu-vermieter.

Annual fee for an entry in the rental guide: € 99.–
unterwasser –
Each issue of unterwasser is prepared by a team of renowned photographers and journalists who are all intimately familiar with the international diving scene.
Each story or report contains:
1. Pictorial Sections: superb photographic portfolios with strikingly unusual layouts present a subjective approach to the topic in question.

www.unterwasser.de

KANU MAGAZIN –
The beauty of paddling
Three years ago KANU MAGAZIN celebrated its 100th issue and now the editorial team is aiming for its 150th. Also in 2018 our paddling magazine which has been on the market for over 20 years now with the highest circulation in the German language area, remains the must-read for all paddlers and the defining medium for the sector.

www.kanumagazin.de

GOLF JOURNAL –
ALL IN THE GREEN
With coverage form all over the world, appealing picture sprads and many useful topics, GOLF JOURNAL presents the whole fascination of the sport and is a good companion and competent advisor. The journalistic quality is documented by its high proportion of own productions, carefully researched background coverage and columns by renowned authors.

www.golfjournal.de

Bayerisches Ärzteblatt
Bavarian Medical Journal
The „Bayerisches Ärzteblatt“ is the Magazine for members of the „Bayerische Landesärztekammer (BLÄK)“ Bavarian Chamber of Physicians and the No. 1 information medium for doctors in Bavaria. Each issue features articles by renowne authors on the importance of prevention in their specialty.

www.blaek.de

Schleswig-Holsteinisches Ärzteblatt
With eleven issues a year, the Schleswig-Holsteinische Ärzteblatt (Medical Journal Schleswig-Holstein) covers key subjects from the healthcare sector of the region between North and Baltic Sea. In addition to a main topic, each issue informs its readers about the most important news regarding health care policies and medical issues in the state of Schleswig-Holstein.

www.aeksh.de
Advertising Team

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