

# Pferdebetrieb

PROFI-MAGAZIN

DAS PROFI MAGAZIN IS TARGETED AT ALL PROFESSIONALS RUNNING AN EQUESTRIAN YARD



**Pferdebetrieb** – Das Profi-Magazin is targeted at all professionals running an equestrian yard.

This includes professional riders, stud farms, riding clubs, agricultural livery yards ...

The professional magazine **Pferdebetrieb** is the only one to provide this particular target group with tailor-made and relevant information.

**Pferdebetrieb** provides a wealth of information for yard managers – it is packed with ideas, concepts and, above all, practical tips for the successful management of an equestrian yard.

Readers not only include horse riders, breeders and enthusiasts, but also THE decision-makers in equestrian yards, riding clubs, stud farms or agricultural livery yards. Readers of the professional magazine **Pferdebetrieb** want to be informed about what is going on in the world of horse husbandry and management. In **Pferdebetrieb**, they receive exactly the information they need for running a yard – from feeding to fencing, from pastures to profits, from trough to tractor. **Pferdebetrieb** regularly presents new and established products and capital equipment, and provides profound information about trends and chances in the horse business.

**Pferdebetrieb** is the only magazine with a readership of 100 per cent horse professionals.

Distributed circulation (2nd quarter of 2016): 5,796



# Ad formats

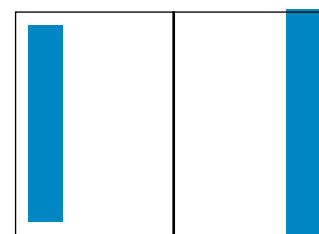


**Double page 2/1\***  
420 x 297 mm (w x h)  
4-colour € 3,204

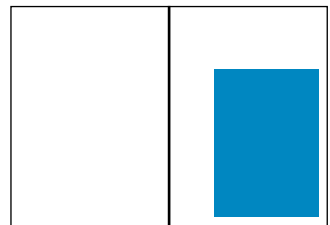
**1/1 Cover page**  
Bleed\* 210 x 297 mm (w x h)  
b/w € 1,190  
4-colour € 1,955



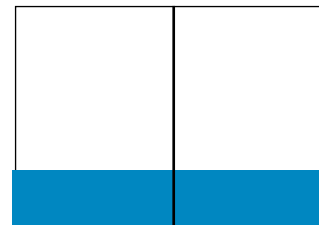
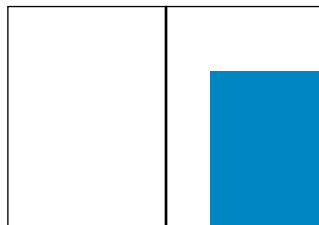
**Junior Page**  
Type area 138 x 195 mm (w x h)  
Bleed\* 153 x 210 mm (w x h)  
b/w € 950  
4-colour € 1,690



**1/4 portrait** 46 x 260 mm (w x h)  
**1/4 portrait with bleed\*** 61 x 297 mm (w x h)  
**1/4 landscape** 185 x 65 mm (w x h)  
**1/4 landscape with bleed\*** 210 x 80 mm  
b/w € 410  
4-colour € 1,180

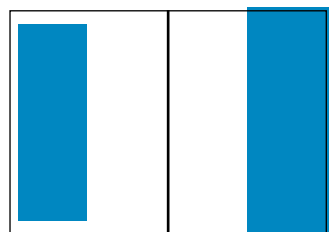
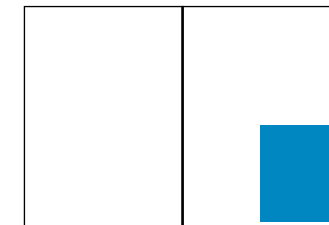


**1/2 portrait** 90.5 x 260 mm (w x h)  
**1/2 portrait with bleed\*** 105.5 x 297 mm (w x h)  
**1/2 landscape** 185 x 128 mm (w x h)  
**1/2 landscape with bleed\*** 210 x 143 mm  
b/w € 710  
4-colour € 1,470

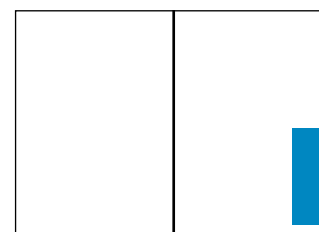
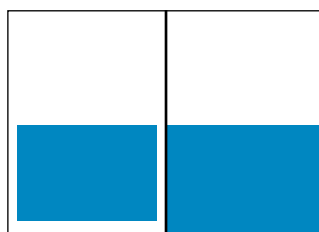


**Double page 1/4 landscape\*** 420 x 80 mm (w x h)  
4-colour € 1,890

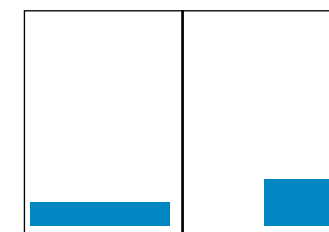
**1/4 page in corner** 90.5 x 128 mm (w x h)  
b/w € 410  
4-colour € 1,180



**1/3 portrait** 59 x 260 mm (w x h)  
**1/3 portrait with bleed\*** 74 x 297 mm (w x h)  
**1/3 landscape** 185 x 82.5 mm (w x h)  
**1/3 landscape with bleed\*** 210 x 97.5 mm  
b/w € 540  
4-colour € 1,290



**1/8 portrait** 43 x 128 mm (w x h)  
**1/8 landscape** 185 x 31 mm (w x h)  
**1/8 page in corner** 90 x 62 mm (w x h)  
b/w € 260  
4-colour € 660



1/8 pages are grouped on special pages.

**\*Bleed advertisements require 3 mm extra for trimming.**

Elements threatened by bleed trimming (logos, telephone numbers ...) need to be positioned 3 mm away from the trim. Colours: € 250 flat per additional colour (Euroscale). Special colours, e.g. Pantone/HKS, on request

**Printing material: Data only – printable PDF files**

**Images/logos:** 300 dpi minimum resolution

We reserve the right to charge **(a)** error corrections of faulty data and **(b)** the graphical design of advertisements separately.

# Specials

### PR formats (advertorial)

Convince our readers. With a PR ad/advertorial, we offer you the opportunity to present your products in our editorial layout. We will do the design in a distinct, uniform layout. The PR ad will be marked as a special ad publication. (not eligible for discount)

1/4-page	€ 498	(approx. 1,000 characters)
1/3-page	€ 698	(approx. 1,200 characters)
1/2-page	€ 898	(approx. 2,000 characters)
1/1-page	€ 1,955	(approx. 3,500 characters)

Additional costs caused, for example, by travelling or photography, will be charged according to expenditure.

<b>Job advert</b>	90.5 x 128 mm (width x height)
4-colour	€ 498

### Classified ads

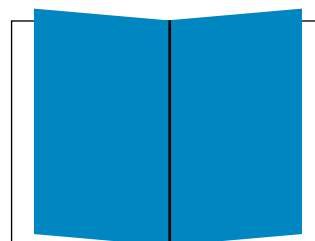
up to 125 characters	€ 25 flat
per additional 25 characters	+ € 5.20

### Insert

- Format: up to DIN A4
- Delivery: Dates and delivery address for inserts per order confirmation.

Insert (for entire print-run) up to an individual weight of 25 g incl.postage	€ 1,100
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• per additional started 5 g of individual weight	
Additional costs	€ 35



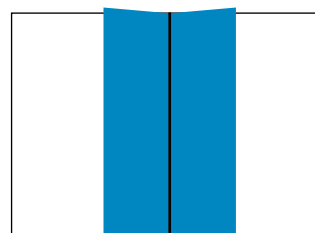
### Bound-in inserts, inserted catalogues

4-page	on request
8-page	on request



### Banderole

€ 2,300



### Slipper

€ 2,720

### Post-It

€ 830 (for 1/1 adverts only)

### Tip-ons

€ 1,090

### Terms of payment

Payment has to be effected within 10 days net cash from billing date. If you choose advance payment or automatic debit transfer system, we will grant you a 2 per cent discount, provided no bills are outstanding.

### Right of withdrawal

Ad bookings without placement requirements can be withdrawn until the closing date. Placed advertisements, inserts or bound-in inserts until the 1st of the previous month.

### Discounts

Quantity discount	
4 adverts	10 %*
8 adverts	20 %*
* if booked within 12 months, respectively	

All prices listed above are exclusive of the legal value added tax. The general terms and conditions for adverts and third-party advertising inserts in magazines apply.

# Trade directory/dates



## Trade directory

By entering your company in our trade directory, you ensure that yard managers are informed about your company, products or services and enable them to make swift purchasing decisions.

Save your customers time and offer them a quick overview of the horse industry: You can enter your company into multiple categories fitting your products or services.

**Pferdebetrieb**  
PROFI-MAGAZIN

**Small entry with company logo**  
6 lines of text  
Size 44 x 30 mm  
€ 580 per category and year

**Pferdebetrieb**  
PROFI-MAGAZIN

**Large entry with company logo**  
11 lines of text  
Size 44 x 50 mm  
€ 1,050 per category and year

**Pferdebetrieb**  
PROFI-MAGAZIN

**Double entry with company logo**  
Size 90 x 30 mm  
€ 150 per booking

Issue	Closing date	Printing material	Date of publication
<b>1-2/17</b>	17/01/17	18/01/17	06/02/17
<b>3/17</b>	15/02/17	16/02/17	06/03/17
<b>4/17</b>	21/03/17	22/03/17	06/04/17
<b>5/17</b>	13/04/17	18/04/17	05/05/17
<b>6/17</b>	15/05/17	16/05/17	06/06/17
<b>7/17</b>	14/06/17	15/06/17	06/07/17
<b>8-9/17</b>	11/08/17	14/08/17	05/09/17
<b>10/17</b>	12/09/17	13/09/17	05/10/17
<b>11/17</b>	12/10/17	13/10/17	03/11/17
<b>12/17</b>	14/11/17	15/11/17	05/12/17

The annual list of topics is provided on request.

# Online Advertising



## Banner placements at [www.pferde-betrieb.de](http://www.pferde-betrieb.de)

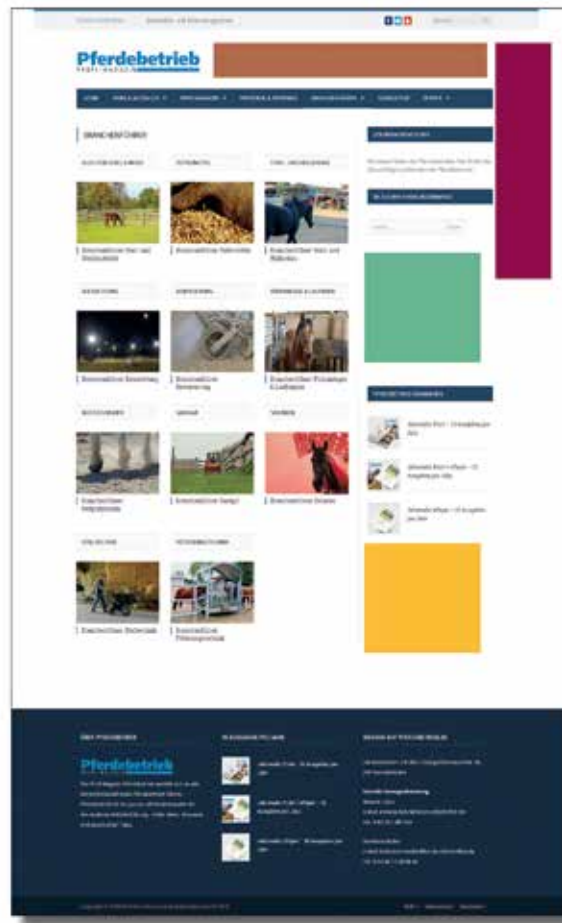
File-formats: jpg, gif, animated gif, png (animation optional; 80 KB max.)  
4 weeks flat, permanent and exclusive without rotation

■ ■ <b>Leaderboard</b> 728 x 90 px	€ 450
■ <b>Skyscraper</b> 120 x 600 px	€ 450
■ ■ ■ <b>Rectangle</b> 300 x 250 px	€ 300
<b>1/2 Rectangle</b> 300 x 125 px	€ 200

### Further formats on request possible. For example:

- **Fullsize Banner** 468 x 60 px
- **Premium Rectangle** 300 x 280 px
- **BigSize** 930 x 90 px
- **½ Skyscraper** 120 x 300 px
- **Sticky WideSky** 160 x 600 px
- **½ Sticky WideSky** 160 x 300 px
- **Tandem Ad Leaderboard + Sticky WideSky**

# Online Advertising



## Banner placements at [www.pferde-betrieb.de](http://www.pferde-betrieb.de)

### Trade Directory

File-formats: jpg, gif, animated gif, png (animation optional; 80 KB max.)  
4 weeks flat, permanent and exclusive without rotation

- Leaderboard** 728 x 90 px € 450
- Skyscraper** 120 x 600 px € 450
- Rectangle** 300 x 250 px € 300
- 1/2 Rectangle** 300 x 125 px € 200

**Banner design service:** You do not have a banner yet?  
We can design one for you!

Price (rate per hour) **€ 64**



# Online Advertising



## Content Marketing on [www.pferde-betrieb.de](http://www.pferde-betrieb.de)

### a. Company and product news

heading with 60 characters max.

1 image (gif, jpg, png; 150 KB max.)

text (1,000 characters max.)

URL

appears on the website for the **duration of 1 month**

**€ 420**

### b. Advertorial (microsite)

heading with 60 characters max.

3 images/graphics (gif, jpg, png; 150 KB max.)

text (4,000 characters max.)

videos optional

URL

appears on the website for the **duration of 1 year**

**€ 2,000**

### c. Product announcements

1 image (gif, jpg, png; 150 KB max.)

text (600 characters max.)

**€ 110**

single-line link, rotating on the sidebar of the homepage,

linked to the entry in the category/the topic booked

for the **duration of at least 3 months**, invoicing on a monthly basis

We offer the service of editing all the online content formats.

Your advantage: You will be provided with Unique Content.

**Surcharge + 50 %**



# Online Advertising



## Advertising in the e-mail newsletter of [www.pferde-betrieb.de](http://www.pferde-betrieb.de)

**Short description:** **Pferdebetrieb** newsletter

The e-mail newsletter informs over news, tests and reports, as well as events and current offers.

**Targetgroup:** around 15.000 stablemanager, breeders and professional riders

**Openrate:** 13-18 % on average

**Click-through rate:** 3,2 % on average

**Format:** HTML-format newsletter

**Publication:** once per month, in the first week of the month

**a) Top banner in the email newsletter of **Pferdebetrieb****

**Format:** Top-Banner 580 x 90 px (max. 80 KB) with link

**Price:**

**€ 400 per issue**

**b) Text/image ad in the email newsletter of **Pferdebetrieb****

**Scope:** 400 characters (including spaces, including link)

1 heading with max. 45 characters

1 image portrait format 480 x 600 px (w x h)

**Price:**

**€ 400 per issue**

# Online Advertising



## Stand-Alone-Newsletter

The stand-alone newsletter of **Pferdebetrieb** exclusively distributes your advertising message to around 15.000 stable owners.

Scope: subject line, text (800 to max. 1,000 characters), 1 – 2 images (width 500 px each), 1 to max. 2 linkings preferably in the form of buttons (button text required, e.g. "Get information here")

**Price:**

**€ 750**

High click-through and download rates are essential for the success of this online tool. You may achieve these rates by providing users with attractive and high-quality information (downloadable aids, drawings, data sheets, possibility to order samples, user examples and images).

# Online Advertising



## Content marketing per ebook

Present your company along with the major topics from **Pferdebetrieb** – thoroughly edited by our editorial team and distributed directly to more than 15,000 stable owners.

The ebook of **Pferdebetrieb** enables you to present yourself with your expert knowledge to your target group.

As an exclusive sponsor you will be given, along with the content from our magazine **Pferdebetrieb**, 4 pages for advertisements and your logo will appear on the title page of the ebook.

The ebook will be distributed via a stand-alone newsletter that carries your logo. It remains on our website for one year and will be downloadable free of charge.

**Price:**

**€ 5.990**

On request we will of course also prepare an offer for a printed version for you.

# AGB

**Paragraph 1**

Advertisement order under the following General Terms & Conditions of Business is the contract for the publication of one or more advertisements of an advertising party in a printed medium for the purpose of distribution.

**Paragraph 2**

Advertisements are deemed for publication within one year of entering into the agreement. If under the terms of the agreement the right to individually published advertisements has been granted, the order shall be carried out within one year of publication of the first advertisement, insofar as the first advertisement is called off and published within the period described in paragraph 1.

**Paragraph 3**

On conclusion of the transaction, the ordering party is entitled to recall further advertisements within the agreed period of time or as stated under Paragraph 2 on the quantity of advertisements named in the order.

**Paragraph 4**

In the event that an order is not carried out due to circumstances beyond the control of the Publishers, the Advertiser, without prejudice to any other legal obligations, shall grant to the Publisher the difference between the warranted allowance and the actual acceptance. Remuneration is void when the non-conformity is a result of force majeure in the risk area of the Publisher.

**Paragraph 5**

For the calculation of the ordered quantity, text millimetre lines are converted to advertisement millimetres in accordance with the price.

**Paragraph 6**

Advertisements and enclosures which are placed exclusively for publication in stipulated numbers, specific editions or which are to be situated in certain places in the journal shall be submitted to the Publishers with enough time for the latter to be able to inform the Advertiser before expiry of the advertising deadline in the event that the order cannot be performed in the stipulated way. Classified advertisements shall be printed under the appropriate heading, without requiring an express agreement to this effect.

**Paragraph 7**

Advertisements which by reason of their editorial-style design are not immediately recognizable as advertisements shall be clearly identified as such by the Publishers by insertion of the word „advertisement“.

**Paragraph 8**

The Publisher reserves the right to refuse advertisements – including individual call off within the framework of a transaction – and orders for enclosures for reason of the content, origin or technical form according to standard, justified principles of the Publisher if the content violates laws or official regulations or if publication of such is otherwise unacceptable to the Publisher. Orders for enclosures are then only binding for the Publisher when a sample has been submitted and approved. Enclosures are not accepted which because of their design and style give the reader the impression that they are a component of

the newspaper or journal, or which contain advertisements from other parties. The Advertiser shall be informed immediately in the event that his advertisement is refused.

**Paragraph 9**

The Advertiser is responsible for providing the text for the advertisement together with good print copy and for supplying the enclosures in good time. The Publisher shall demand substitutes immediately for any print copy which is obviously unsuitable or damaged. The Publisher guarantees the standard print quality for the titles with vouchers within the range of possibilities facilitated by the print copy and the paper quality used.

**Paragraph 10**

In the event of the advertisement appearing in full or in part illegible, incorrect or incomplete, the Advertiser is entitled to a reduction in payment or to a replacement advertisement in perfect condition, but only to the extent to which the purpose of the advertisement has been impaired. Claims for compensation on the basis of positive violation of claim, negligence on conclusion of the contract and acts of tort are – even in the case of orders placed by telephone – excluded. Claims for compensation on the basis of impossibility of performance and delay are restricted to indemnity for the foreseeable damage and to the payment for the advertisement or insert concerned. This does not apply to intent and gross negligence on the part of the Publisher, his authorized representative and employees assisting in the performance. Liability of the Publisher for damages on account of the absence of warranted characteristics remains unaffected. In the course of commercial business transactions, the Publisher is also not liable for gross negligence on the part of employees assisting in the performance; in other cases the liability for gross negligence is restricted in extent to the foreseeable damage to the amount of the payment for the advertisement concerned. Complaints - except in the case of defects which are not immediately obvious – must be enforced within four weeks after receipt of invoice and receipt.

**Paragraph 11**

Specimen proofs shall only be supplied if these are expressly requested. The Advertiser has responsibility for the correctness of the returned specimen proofs. The Publisher shall take account of all corrections of errors of which he is notified within the period of time set when sending out the specimen proof.

**Paragraph 12**

When no specific sizes are prescribed, the basis of the calculation shall be the actual copy size usual for the type of advertisement.

**Paragraph 13**

If the Advertiser does not pay in advance, the invoice shall be sent out immediately, in any case however, 14 days from publication of the advertisement. The invoice is to be paid within the times given in the price list and which begin on receipt of the invoice, insofar as in individual cases no other terms of payment have been agreed or payment made in advance. Discounts are granted for payments before the deadline, and as described in the price list.

**Paragraph 14**

In the event of default or deferment of payment, interest and collection costs will be charged. In the case of default of payment the Publisher can delay the further execution of the current order until payment has been received and can demand payment in advance for the subsequent advertisements. In the case of justifiable doubt as to the ability of the ordering party to pay at any time during the contractual period for the advertising, the Publisher is entitled to make the publication of further advertisements, without consideration of any originally agreed date for payment, dependent on the advance payment of the amount and on the settlement of outstanding invoices.

**Paragraph 15**

The Publisher shall supply on request with the invoice documentary evidence of the advertisement. Depending on the type and scope of an advertisement order, advertisement excerpts, proof pages or complete proof numbers shall be supplied. If this cannot be provided, in its place there will be a legally binding voucher from the Publisher confirming the publication and distribution of the advertisement.

**Paragraph 16**

The Advertiser is responsible for the costs of preparation of lithographs, printing copy, matrixes and drawings which he orders and for any substantial amendments which he request or which are required to the originally agreed copy.

**Paragraph 17**

In the event of a reduction in circulation, there can be an entitlement to a reduction in price where a contract has been entered into for several advertisements, if the total average is less than the average circulation stated in the price list or in another way for the year of insertion beginning with the first advertisement or if the circulation is not stated, the average circulation sold for the previous calendar year. A reduction in circulation is then only a fault which justifies a price reduction if this is to the following amount:  
 for circulation of up to 50,000 issues 20%  
 for circulation of up to 100,000 issues 15%  
 for circulation of up to 500,000 issues 10%  
 for circulation of over 500,000 issues 5%  
 In addition, claims to price reduction are excluded if the Publisher informs the ordering party in good time from the reduction in circulation figures, so that the latter can withdraw in good time from the contractual agreement before publication of the advertisement.

**Paragraph 18**

For advertisements with box numbers, the handling and forwarding of the offers in good time will be dealt with by the Publisher with the due care of normal business practice. Registered letters and express letters to box number advertisements shall be forwarded by normal post. Mail received in reply to advertisements with box numbers will be kept for four weeks. Letters which are not collected within this period will be destroyed. Valuable documents will be returned by the Publisher, without obligation to do so. The Publisher reserves the right in the interest of and for the protection of the ordering party, to open the offers received by way of inspection, in order to eliminate the possibility of misuse of the box number service. The Publisher is not obliged to forward business promotional mail and agency offers.

**Paragraph 19**

Print copy shall only be returned to the Advertiser when this is specifically requested. The obligation to hold these documents expires after three months following the end of the contractual period.

**Paragraph 20**

Place of performance is the head office of the Publisher. In business dealings with commercial business people, with legal officials of public law or in the case of separate funds under public law, the place of jurisdiction in the case of legal action is the head office of the Publisher. Insofar as claims of the Publisher are not enforced in default proceedings, the place of jurisdiction for non-business people is deemed to be their residence. If the address or the normal place of residence of the ordering party, including in the case of non-business people, is not known at the time of the legal action being taken or if after the contract has been concluded, the ordering party has relocated to a new address or to a different normal place of residence which is outside the area of validity of the law, then the place of jurisdiction is agreed to be the head office of the Publisher.

**Paragraph 21**

All present and future claims of the agency against its ordering party in respect of the insertion and possible additional costs are assigned to the Publisher. The agency has the authority to recover the assigned debts for so long until it has met the contractual obligation of payment towards the Publisher. The Publisher is in principle entitled to disclose and recover the debt on his own behalf.

**Paragraph 22**

The Advertiser has sole responsibility for the content and legal admissibility of the texts and pictures made available for the insertion. The advertiser is under obligation to release the Publisher from any third party claims which arise against the former from the performance of the order, even if this should be cancelled. The Publisher is not obliged to examine orders and advertisements to check whether these infringe on rights of third parties. In the event that cancelled advertisements are still published, the Advertiser does not have any right to claim against the Publisher.

**Paragraph 23**

In the event of payment delay or prolongation, interest and costs of collection will be charged. In the case of delayed payment, the Publisher can withhold performance of the remaining order until payment has been made or demand payment in advance for the remaining advertisements. Where reasonable doubt exists in the ability of the Advertiser to make payment, the Publisher is entitled, also during the period of running the advertisement which was contractually agreed, to make the publication of additional advertisements dependent on advance payment of the due amount and on the settlement of outstanding invoice amounts, without taking account of the originally agreed terms of payment. General Terms and Conditions of Business for Advertisements and Enclosures in Newspapers and Journals.

**Paragraph 24**

All graphic material submitted shall be free of third-party rights.

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7/2016

www.pferde-betrieb.de

ISSN 1437-3866

# Pferdebetrieb

PROFI-MAGAZIN



HALTUNG

**Moderner Boxenbau**

BETRIEB

**Effektiver Brandschutz**

PRAXISTEST

**Kompakttraktor,  
Mulcher und  
Elektroschubkarre**

8-9/2016

www.pferde-betrieb.de

ISSN 1437-3866

# Pferdebetrieb

PROFI-MAGAZIN



KNOW-HOW

**Schädlinge im Stall**

BETRIEBSREPORTAGE

**Reitanlage Schweiger**

PRAXISTEST

**Gator XUV 855D  
+ Digger 03 ST**

PHOTOVOLTAIK

**Anlagen  
sicher betreiben  
und warten**

10/2016

www.pferde-betrieb.de

ISSN 1437-3866

# Pferdebetrieb

PROFI-MAGAZIN



PRAXISTEST

**Weidemann  
1140 Basic Line**

KNOW-HOW

**Kommunikation mit Kunden**

BETRIEBSREPORTAGE

**Zweibrückenhof**

GALABAU

**Elektroantrieb auf  
dem Vormarsch**