

Pferdebetrieb

PROFI-MAGAZIN

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



Pferdebetrieb

PROFI-MAGAZIN

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 2018): 5,792



Ad formats

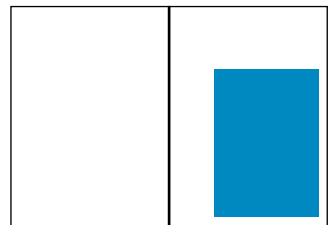


Double page 2/1*
420 x 297 mm (w x h)
4-colour € 3,349

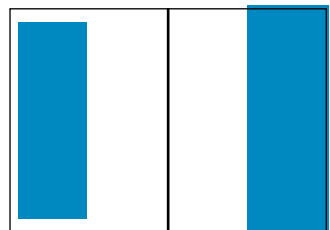
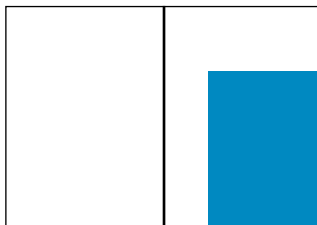
1/1 Cover page
Bleed* 210 x 297 mm (w x h)
b/w € 1,269
4-colour € 2,099



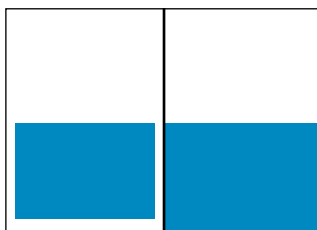
Junior Page
Type area 138 x 195 mm (w x h)
Bleed* 153 x 210 mm (w x h)
b/w € 999
4-colour € 1,779



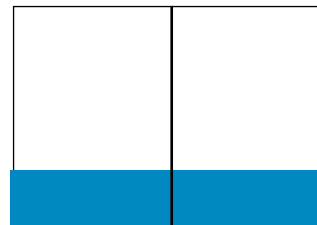
1/2 portrait 90.5 x 260 mm (w x h)
1/2 portrait with bleed* 105.5 x 297 mm (w x h)
1/2 landscape 185 x 128 mm (w x h)
1/2 landscape with bleed* 210 x 143 mm
b/w € 759
4-colour € 1,569



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 € 579
4-colour € 1,369

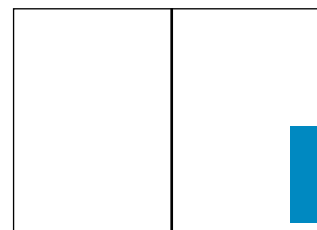
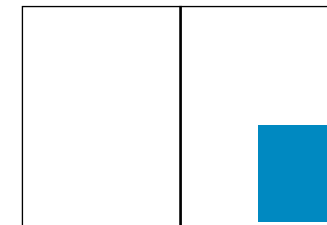


1/4 portrait 46 x 260 mm (w x h)
1/4 portrait with bleed* 61 x 297 mm (w x h)
1/4 landscape 185 x 65 mm (w x h)
1/4 landscape with bleed* 210 x 80 mm
b/w € 439
4-colour € 1,259

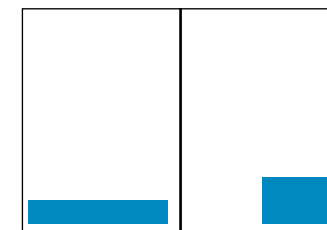


Double page 1/4 landscape*
420 x 80 mm (w x h)
4-colour € 1,999

1/4 page in corner
90.5 x 128 mm (w x h)
b/w € 439
4-colour € 1,259



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 € 279
4-colour € 699



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	€ 1,199	(approx. 1,000 characters)
1/3-page	€ 1,499	(approx. 1,200 characters)
1/2-page	€ 1,699	(approx. 2,000 characters)
1/1-page	€ 1,999	(approx. 3,500 characters)

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

Job advert	90.5 x 128 mm (width x height)
4-colour	€ 520

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	€ 1,169
---	---------

- per additional started 5 g of individual weight
- | | |
|------------------|------|
| Additional costs | € 39 |
|------------------|------|



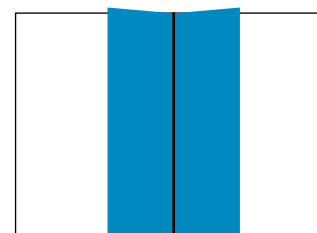
Bound-in inserts, inserted catalogues

4-page	on request
8-page	on request



Banderole

€ 2,410



Slipper

€ 2,850

Post-It

€ 870 (for 1/1 adverts only)

Tip-ons

€ 1,140

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
 5 adverts 10 %*
 10 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
€ 600 per category and year

Pferdebetrieb
PROFI-MAGAZIN

Large entry with company logo
11 lines of text
Size 44 x 50 mm
€ 1,100 per category and year



Pferdebetrieb
PROFI-MAGAZIN

Double entry with company logo
Size 90 x 30 mm
€ 160 per booking

Issue	Deadline	Data due	Publishing date
01-02/19	16/01/19	17/01/19	05/02/19
03/19	18/02/19	19/02/19	04/03/19
04/19	22/03/19	25/03/19	15/04/19
05/19	15/04/19	16/04/19	09/05/19
06/19	16/05/19	17/05/19	07/06/19
07/19	14/06/19	17/06/19	09/07/19
08-09/19	12/08/19	13/08/19	28/08/19
10/19	16/09/19	17/09/19	07/10/19
11/19	16/10/19	17/10/19	06/11/19
12/19	14/11/19	15/11/19	03/12/19
special edition 01/19 Automatisierung & Wirtschaftlichkeit	20/03/19	21/03/19	15/04/19
special edition 02/19 Weide & Grünland	07/10/19	08/10/19	06/11/19

The annual list of topics is provided on request/

Online Advertising



Content Marketing via eBook

Present your brand with our key topics in **Pferdebetrieb** – thoroughly edited by our editorial staff and directly published to more than 15.000 stables, professional riders and breeders.

With our **Pferdebetrieb** eBook you can take a stand as competent player of this field.

As an exklusive sponsor you will be given, along with the content from our magazine **Pferdebetrieb**, ad spaces and your logo will appear on the cover of the eBook.

The distribution of the eBook as a free download is via our monthly newsletter and via facebook. Your eBook is on our website for at least one year.

Price:

€ 3,990

If you want to, we will gladly make you an offer for a printed issue in DIN-A5.

You want an eBook with individual content? No problem. Use the brand **Pferdebetrieb** and its distribution in order to present your information in an eBook. We will gladly make an individual offer for you.

Arbeitskreis **Pferdebetrieb**

Pferdebetrieb
PROFI-MAGAZIN

Arbeitskreis Pferdebetrieb is a independent working group targeting all professions that work with horses.

The aim is to present a plattform for all these professionals in order to exchange knowlege and experience. What makes **Arbeitskreis Pferdebetrieb** special is its members: It adresses not only stable owners and managers, but also professional riders, experts, lawyer, producers, vets and universitys.

The basis of this membership are three events per year. Each event lasts for two days and offers visits of big stables, workshops and speaches. In addition, there are many possibilities to exchange with other members and experts.



Become a partner of

Gold-Partner (max. 6), Price: 2.900,- €/1 year (3 events)

- logo und company profile (500 characters) on **www.ak-pferdebetrieb.de**

- speach or presentation at one event
- display of information or flyers
- one membership (worth 490.- €)
- magazine **Pferdebetrieb**

Silver Partner (max. 10), Price: € 1.500.- €/1 year (3 events)

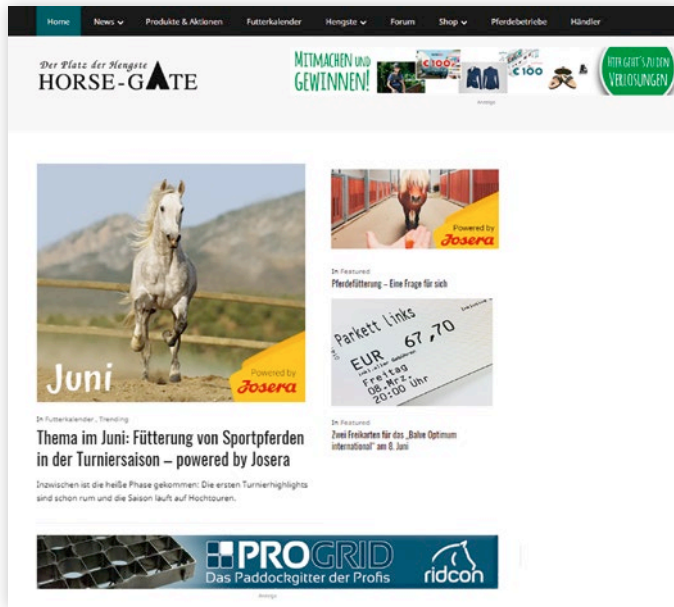
- logo und company profile (500 characters) on **www.ak-pferdebetrieb.de**
- display of information or flyers
- one membership (worth 490.- €)
- magazine **Pferdebetrieb**

cooperation partner, Price: 490.- €/1 year (3 events)

- logo on **www.ak-pferdebetrieb.de**
- as a cooperation partner you offer special purchase conditions to members, for example, discounts.
- you are automatically member (worth 490.- €)
- magazine **Pferdebetrieb**

As Gold Partner or Silver Partner you can offer special purchase conditions to the members, as well.

Online Advertising



HORSE-GATE

DIE ONLINE-WELT FÜR ZÜCHTER, REITER, BETRIEBSLEITER, REITSPORTHÄNDLER

Horse-Gate is the biggest portal there is for different target groups in the horse sector. With these brand FORUM Zeitschriften und Spezialmedien brings all its horse publications together:

Horse-Gate.com
Pferde-Betrieb.de
equitrends.de

Please ask your personal media consultant for our online media data or download them at **www.pferde-betrieb.de/mediadaten**.

There you will find information on banner advertisement, content marketing, newsletter, videos and many more.

Reach 140.000 visitors of the horse industry.

You can expand your scope with our dog brands (+150.000 visitors per month).

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.

Contact persons

Editor-in-chief

Kai Schwarz, Phone +49 (0)8233/381-164
kai.schwarz@forum-zeitschriften.de

Deputy editor-in-chief

Jana Riemann, Phone +49 (0)8233/381-362
jana.rieman@forum-zeitschriften.de

Editorial team

Lisa Freudlsperger, Phone +49 (0)8233/381-311
lisa.freudlsperger@forum-zeitschriften.de

Kenneth Knabe, Phone +49 (0)8233/381-516
kenneth.knabe@forum-zeitschriften.de

Media consultants

Melanie Hahn, Phone +49 (0)8233/381-524
melanie.hahn@forum-zeitschriften.de

Burkhard Müller, Phone +49 (0)5436/9689800
burkhard.mueller@forum-zeitschriften.de

Advertising service

Sabine Konhäuser, Phone +49 (0)8233/381-515
sabine.konhaeuser@forum-zeitschriften.de

Reader service

Phone +49 (0)8233/381-333
service@forum-zeitschriften.de

