

# Advertising Rates 2015



RELEASED IN SPRING, SUMMER, AUTUMN AND WINTER



**inRide** is the up-to-date magazine for active riders and horsemen. Conceptionally written, freshly prepared, professionally experienced. The human in the rider is core issue as well as everything that is crucial for joy with horses. Pro horse, pro nature.

Focused on conventional specific themes, presented in a new and eligible manner. Equipment, feeding, care, psychology, medicine, practice, handling, breeding as well as humans, horses, emotions, fashion, fitness, food, beauty, bio, business, riding stars and romance, proms, talks and trends.

## inRide

price list no. 7, valid from 1st January 2015



Irina Ludewig,  
Chief editor **inRide**

## inRide FROM RIDERS FOR RIDERS

**inRide** chief editor Irina Ludewig stands for responsible and professional journalism. **inRide** is made by active riders that are professional journalists at the same time.

This is why the magazine is characterized by sound research and high quality. The outcome is a modern, reader-friendly journal with well-balanced mixture of topics, exclusive reports and exceptional pictures.

This conception faces up to any comparison, both editorially as well as an advertising medium.

## inRide

### A MOST CONVINCING CONCEPTION

**CONTENTS:** highly professional, popularly prepared topics raise acceptance, high awareness level and great popularity. In exclusive **inRide** stories, the branche's best, the tops of the sports reveal their lifestyle, their kind of riding and their thinking. That's highly interesting read, fascinating and sustainable, including many practical tips of celebs to reflect, discuss, imitate and collect.

**AUDIENCE:** ambitious hobby-riders and pros as well as active horse owners. Mostly female, aged between 16 and 60 – very family-friendly, exceptionally well-to-do, quality-conscious and environmentally aware.

**RUN:** With more than 60.000 distributed copies all over Germany and great international acceptance (complete magazine download over the internet), **inRide** is the must-have of the riding scene.

**DISTRIBUTION:** nationwide by selected riding stables, tack shops, riders hotels, national studs, vet clinics, academies and universities – directly to the active rider, horse owner, trainer and breeder. **inRide** is for free, and it is media partner of first-class hosts.

**inRide** is addressed to the human in the rider, it provides lots of practical tips that help to make you happy with your horse. In addition, it gives eligible riding tips of stars and international trainers, elaborate test campaigns to participate, effective fitness trends for riders, new equipment, and news from veterinary and medicine.



**MUCKIS MACHEN MIT GALOPP  
KNOW HOW**



**Ställe strukturieren um  
BACKGROUND**



**PILATES für Pferd & Reiter  
FITNESS**



**Das BESTE aus zwei WELTEN  
SPORT-NEWS**



**PRODUKT-SCOUT**

# Advertising Rates and Formats



**inRide**  
The up-to-date magazine for active riders. Topical, professional, sustainable.



The booklet inside the book: Riding knowledge to collect.

<b>1/1 Page</b> 5,900 €	<b>Bleed</b> 216 x 303 mm including 3 mm bleed on all margins <b>Type Area</b> 183 x 272 mm	<b>1/2 Page</b> 2,950 €	<b>Bleed</b> 106 x 303 mm including 3 mm bleed on all margins <b>Type Area</b> 85 x 272 mm	<b>1/2 Page</b> 2,950 €	<b>Bleed</b> 148 x 216 mm including 3 mm bleed on all margins <b>Type Area</b> 127 x 183 mm
<b>1/3 Page</b> 1,970 €	<b>Bleed</b> 74,5 x 303 mm including 3 mm bleed on all margins <b>Type Area</b> 53,5 x 272 mm	<b>1/3 Page</b> 1,970 €	<b>Bleed</b> 102 x 216 mm including 3 mm bleed on all margins <b>Type Area</b> 81 x 183 mm	<b>1/4 Page</b> 1,475 €	<b>Bleed</b> 59,5 x 303 mm including 3 mm bleed on all margins <b>Type Area</b> 38,5 x 272 mm
<b>1/4 Page</b> 1,475 €	<b>Bleed</b> 84,5 x 216 mm including 3 mm bleed on all margins <b>Type Area</b> 64 x 183 mm	<b>1/4 Page in two columns</b> 1,475 €	<b>Type Area</b> 85 x 131 mm	<b>1/8 Page</b> 737 €	<b>Type Area</b> 31 x 183 mm

**Further formats on request.**  
We allow 30 per cent discount for studs, breeding federations and hosts.

## Deadlines, discounts, run

**Dates of publication in 2015**

**Issue 1:** March, **Issue 2:** June, **Issue 3:** September, **Issue 4:** December

**Frequency quarterly – Circulation: more than 60.000 copies**

**Closing dates:** March issue beginning of February, June issue beginning of May, September issue beginning of August, December issue beginning of November

**Printing documents:** 2 weeks before release (later hand-over according to agreement)

**Quantity discount:** 2 adverts 3 %, 3 adverts 5 %, 4 adverts 7 %

**Agency commission:** 15 %

**Format of the magazine:** 210 x 297 mm • **Type Area** 183 x 272 mm

**Artwork** as pdf-file with media frame via email to [ILLU-medien@web.de](mailto:ILLU-medien@web.de)

**Printing:** offset print, color mode CMYK

General terms and conditions for advertisements and other means of promotion and magazines apply

# Special kinds of advertisements

**Extras with high attention value**

- Inserts** leaflets, postcards, flyers, mailings, posters etc. provided by you and undefinedly inserted
  - Bound-ins in inRide** seamed brochures etc., provided by you, stitched in with at least 8 mm post-seam
- just 98 Euro per 1.000 copies.** Split edition according to zip code areas possible as of 10.000 copies.

Fixed inserts (postcards, CD/DVD or samples) on request.

You have further questions? Call us! Tel. 0049/2058-79773

## Product Promotion

Promotion pages are ideal for new products or products that are in need of explanation, events or jubilees. The items made of in the inRide layout style are always placed in the editorial part. Our service: draft, layout, text, final correction, pdf-file for approval. (Picture copyrights are excluded from price).

1/4 Page 450 Euro,  
1/2 Page 900 Euro,  
1/1 Page 1,700 Euro,  
2/1 Page 3,200 Euro.



## Season Specials



**You provide pictures and text. We design your promotion.**

Whatever the season, turnover doesn't fall out of the sky. Season specials are effective against spring fever, summer slump, autumn depression and Christmas stress. With inRide you have access to the medium that your customers use. At particularly low prices: 1/4 page (80 x 125 mm) 450 Euro, 1/2 page (80 x 264 mm) 900 Euro, 1/1 page (183 x 263 mm) 1,700 Euro (each advertisement in an own frame in exclusive setting).