

media data 2012

Advertising Price List No. 16
(valid from 01/01/2012)



RUNNING
DAS LAUFMAGAZIN

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Millions of people run regularly in the area common with the German language. Running is booming, and this is also demonstrated by the sales figures and interest of the sporting goods industry. Month-for-month, **RUNNING** reaches precisely these people, interested in an active way of life. Our readers use the sport as a counterbalance to a demanding job, know it improves their health and well-being, or concentrate on performance running. **RUNNING** is the special interest magazine for these target groups. Its detailed advice section provides counsel and practical help, and deals with all running-relevant topics. Amateur runners and elite athletes will find the most important information on preventing and treating injuries here, the best nutrition information and tips on optimum clothing for endurance sports as well as on training matters. **RUNNING** serves its readers with the latest news, exciting reporting, and interesting interviews. If you want to reach runners **RUNNING** is the perfect medium for this purpose.

RUNNING reports monthly on everything that active people in Germany, the Benelux countries, Austria, Italy, and Switzerland need to know. **RUNNING** has the most up-to-date inside view on the running scene, as well as the latest information in the areas of training, medicine, psychology, and nutrition. The editors of **RUNNING** are always in attendance and provide exciting, informative and competent reports on the international world of running, as well as on important and fascinating endurance sports events within the German-speaking area. In addition, the comprehensive advice section provides fundamental and background information as well as tips and tricks covering the entire range of running.



ARWIN SCHRIMMEL

► Be, where the action is



► Get inside with RUNNING

Six issues are scheduled for 2012. These include two special issues, one focusing on marathon events, and one on running shoes. These special issues appear in the trade with an enlarged number of pages and a longer issue period.

The January issue, the Marathon Special, offers a comprehensive overview on the most important Marathon events in Germany, Europe and overseas in 2012. Important aspects, concerning the planning of dates, travel and training, as well as a review of the last marathon season, round out the subjects covered by this issue.

The **RUNNING**-Special of April devotes its title-story to the topic of running shoes. Running shoe tests and information on all aspects of purchasing, maintenance, and using such shoes form the centre of this issue.

Other special aspects, such as women-specific topics and trail running, are also regularly presented.

RUNNING has a regular presence as the official media partner at various large running events in Germany. From 2007 onwards, **RUNNING** exclusively reaches round about 70,000 participants at the J.P. Morgan Corporate Challenge in Frankfurt. At various marathon events, **RUNNING** provides the official folding plans of the route. Our presence at the marathon-fairs of the most important running-events throughout Germany and the adjacent countries is an inherent part of our work, for many years. It increases the variety of **RUNNING** and broadens its trading area.

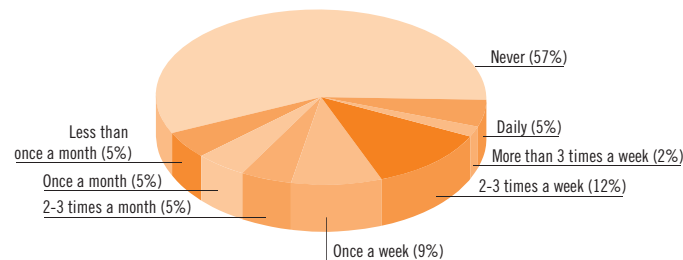
Appearance:	6 issues per year
Copy price:	€ 3.50 monthly magazine
Print run:	35,000 units
Maximum print run:	112,000 units (RUNNING June 2012)
Publisher:	Sportagentur WAG's

Our readers

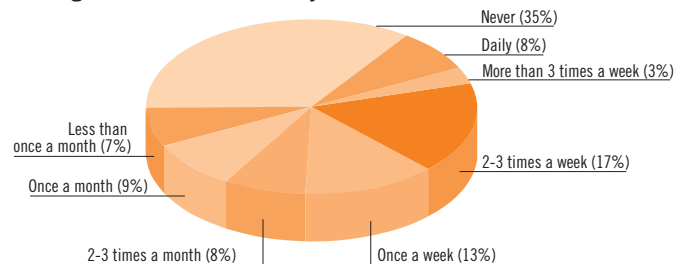
RUNNING is sold throughout the German-speaking area, whereby the focus is on Germany. Most readers are recreational and amateur runners. While the magazine is also read by top athletes, these represent only a relatively small percentage of the total readership. An analysis by Forsa (a German research institute) in 2006, commissioned by the sporting goods company Nike, came up with the following data: almost 3 in 10 Germans (28%) put on their running shoes regularly, every twentieth German even runs daily. This sport is particularly attractive for the younger age groups: almost two-thirds of 14- to 29-year-olds run, and 41% at least once a week. The health aspect is of prime significance for the running activities of a large section of those surveyed. The large number of fitness and health runners, who run two or three times a week (12%), confirms this trend.

RUNNING serves precisely this clientele with articles offering advice from the areas of medicine, nutrition, and training. Reports on the athletics scene and from running events meet the reader's requirements.

Running behaviour – total population



Running behaviour – 14- to 29-year-olds



Source: Forsa-Institute 2006 / Nike

Advertisement prices:

The prices quoted here do not include value added tax – which is currently 19%. Organisers of running events receive a 50% discount for pure event advertisements without any product promotion. Additional discount, as displayed below, is in this case not possible.

Magazine format:

210 mm (width) x 297 mm (height), + 3 mm for trimmed adverts. The dimensions quoted refer to the type area (see below).

Print materials:

Digital data as QuarkXPress or PDF (other formats on agreement)

Distribution key:

Sales in newsagents and in specialist sport shops, as well as distribution during the largest marathon and running events.

Appearance: 9 times in 2011

Discounts – Frequency table:

from 3 advertisements per year	3%
from 6 advertisements per year	5%
from 12 advertisements per year	10%

Discounts – Quantity table:

from 2 pages:	5%
from 3 pages:	10%

Pages	Formats		June 2012*
	1/1 page a: 190 x 277 mm Trim dimensions a: 210 x 297 mm	€ 4,320.–	€ 9,504.–*
	1/2 page b: 190 x 133 mm c: 92 x 277 mm Trim dimensions b: 210 x 146 mm c: 105 x 297 mm	€ 2,160.–	€ 4,752.–*
	1/3 page d: 190 x 92 mm e: 60 x 277 mm Trim dimensions d: 210 mm x 97 mm e: 70 mm x 297 mm	€ 1,540.–	€ 3,168.–*
	1/4 page f: 190 x 66 mm g: 45 x 277 mm h: 92 x 133 mm	€ 1,080.–	€ 2,376.–*

*(All prices quoted in Euro without value-added tax)

Terms of payment:

Net payment within 10 days of invoice date. 2% discount for payments received by publisher by first day of sales (if no older unsettled invoices exist). Interest amounting to 5% above the currently valid base interest rate of the Deutsche Bundesbank (German Central Bank), and the collection costs, will be added in the case of delays in payment or deferments.

Customers from abroad must pay 50% in advance on placing the order and 50% after going to press (then payable within 10 days without deduction).

Customers from abroad are exempted from payment of value added tax if they:

1. are not based in the EU, or
2. provide their VAT identification number with their booking.

Bank account:

Sparkasse Freiburg

Account number: 101 215 39

Bank code number: 680 501 01

IBAN: DE 90 6805 0101 0010 1215 39

BIC: FRSPDE 66

- = Type area
- = In trimmed area

	<p>1/6 page i: 190 x 46 mm k: 95 x 92 mm l: 60 x 138 mm</p>	€ 770.–	€ 1,584.–*
	<p>1/8 page m: 190 x 33 mm o: 95 x 66 mm n: 45 x 138 mm</p>	€ 540.–	€ 1,188.–*
	<p>2/1 page r: 400 x 277 mm</p> <p>Trim dimensions r: 420 x 297 mm</p>	€ 8,640.–	€ 19,008.–*
	<p>2 x 1/2 page s: 400 x 133 mm</p> <p>Trim dimensions s: 420 x 144 mm</p>	€ 4,320.–	€ 9,504.–*
	<p>2 x 1/3 page t: 386 x 92 mm</p> <p>Trim dimensions t: 420 x 97 mm</p>	€ 3,080.–	€ 6,336.–*

* (All prices quoted in Euro without value-added tax)

Cover page

Fold-out second cover page

Minimum purchase: 3 pages

Title altar fold

Minimum purchase: 2 pages

Supplementary technical fee: individual, on request

Inserts

Loosely inserted printed matter

€ 90.- (per 1,000 copies, or portion thereof) up to 25g, additional

€ 5.- for each further 5g (or portion thereof) plus postage charge for subscription copies. Other inserts on request.

Potential quantities

All copies or some copies. The subscription copies can be excluded.

Details on request. Minimum amount: 10,000 copies

Format of inserts

Maximum dimensions: 205 x 293 mm.

Weight of paper: min. 120g/m² for 2-page inserts

Min. 90g/m² for 4-page inserts,

Min. 60g/m² for larger inserts.

Glued inserts

Glued inserts are attached to a basis advertisement. They are easily removed by interested readers for use:

Glued postcard

and other unfolded printed matter

€ 45.- (per 1,000 copies)

Glued CD

€ 90.- (per 1,000 copies)

Envelope with content

and glued samples of goods made of flexible, airtight material, brochures

From € 49.- (per 1,000 copies)

Glued booklets

From € 52.- (per 1,000 copies)

Insertion alternatives

Basic advertisement in all copies according to advertising price list.

Glued insert on title page possible, on request.

Formats of glued inserts

Minimum dimensions: 75 x 75 mm; maximum dimensions:

190 x 277 mm

Samples of goods must meet special technical prerequisites. Details on request. Advertisement purchase: 1/1 page, b/w or coloured. See price list for fee.

Supplements

Supplements can only be offered in all copies of an issue.

4-page supplement € 105.-*

6-page supplement € 115.-*

8-page supplement € 135.-*

12-page supplement € 155.-*

16-page supplement € 185.-*

All prices for each 1,000 copies, or portion thereof

* (plus any special technical fee required)

Formats of supplements

Trimmed format: 210 (width) x 297 mm (height)

Details of trim:

3 mm in gutter, head 5 mm, bottom 3–5 mm, right 3–5 mm

Delivery is to be carried out in untrimmed format.

Weight of paper:

4 pages: min. 100 g/m² 8 pages: min. 80 g/m²

12 pages: min. 70 g/m² 16 pages: min. 65 g/m²

Order and cancellation deadlines

Loose inserts, glued inserts and supplements have the same deadlines as advertisements. Provision as early as possible. Please send five samples with order.

Delivery

Plus 3% extra quantity. No later than 2 weeks before first day of sales.

Capable of mechanical processing, perfectly packed and processed, with information on the magazine and issue, only on Europallets, carriage free to our printer. Address and contact available on request.

Further information on the special insertions, deadlines and technology is available at:

+49 (0)761 – 2 11 72 -0 or -13

Further advertising formats, advertising sections, advertorials and special designs are available on request.

Print process:

Rotary or sheet-fed offset

Processing:

Glued binding

Advertisement formats:

Only the formats listed in the price list can be published. Further formats on request.

Colour advertisements:

Euroscale

Special colours or colour tones that are not Euroscale colours – due to colours being printed together – require special agreement with the publishers. For technical reasons, special colours are constructed from the Euroscale. Ornamental colours may only be composed of a maximum of two Euroscale colours in addition to black. Cutting out the basic colour black in the design of colour advertisements has no effect on the fee charged.

Trimmed advertisements, cross-gutter printing:

No extra charge. In the case of trimmed advertisements, promotional text and picture elements must have a sufficient distance to the net format (min. 10 mm). Double-page adverts over the gutter: add 3 mm per page within the net format and save as single pages.

Delivery of data:

Data sets for CtP illumination as unseparated PDF file. Script, logos and pictures are contained or open QuarkXPress files, Tiff files or EPS files.

Resolution:

Picture constituents

300 dpi

Addition for trim:

All-round: 5 mm

Trim symbol centred

Gross format (Mediabox) = advertisement net format

+ 10 mm all round

Data carrier:

CD-ROM

Control documentation:

In the case of colour advertisements, a 1:1 proof (binding in terms of the colours used) is to be included with the delivered data. Among the data provided it is necessary to note whether it is to be adapted to the printing process or the copy paper. The data carrier is to be labelled with the file name, which contains an object abbreviation, issue, customer name and the format to be used. The index is to be printed. On delivery of other print materials that have not been expressly requested, e.g. films or other forms of data sets, we retain the right to charge for producing the PDF or PS files at cost price.

Appearance dates

No.	Issue	Subjects	Print Material Deadline	First purchase day
148	2/2012	Well prepared for the running year 2012	January 2nd, 2012	February, 24th, 2012
149	3/2012	The Running Shoe (large scale test, latest models, inside news)	February 1st, 2012	April 2nd, 2012
150	4/2012	JPMCC: 16 special pages on the world's largest business-run	April 2nd, 2012	June 1st, 2012
151	5/2012	Trail-Running, Women-Running	June 1st, 2012	August 1st, 2012
152	6/2012	Health & Nutrition	August 1st, 2012	October 1st, 2012
153	1/2013	The Marathon Yearbook (timetable, statistics, review, outlook)	October 1st, 2012	December 3rd, 2012

subject to change

1. The General Terms of Trade and Delivery apply exclusively. Client's conditions that deviate from these Terms of Trade have no validity.
2. "Order" in the sense of the following General Terms of Trade is the contract for the appearance of one or more of the client's advertisements in the magazine "Running" for the purpose of circulation.
3. If an order is not met due to conditions for which the publisher is not responsible, the client, without compromising any other legal rights, is to receive from the publisher the sum corresponding to the difference between the intended service and the actual service carried out. This repayment will not take place if non-fulfilment is due to an Act of God.
4. No liability is accepted for placing advertisements and client's inserts in certain numbers, certain issues or certain positions in the magazine. This does not apply if the client has expressly made the validity of the contract dependent upon a specific position. In the case of advertisements in special sections, the publisher guarantees printing in the particular section, without this requiring express agreement.
5. Advertisements that are unrecognisable as advertisements as a result of their editorial structure will be clearly labelled as such by the publisher with the word "Anzeige" ("Advertisement").
6. The publisher reserves the right to refuse to print orders or individual advertisements (even after their insertion has been confirmed with legal effect) as a result of the content, origin or technical form – in line with the publisher's consistent justifiable principles – if their content does not comply with legislation or official regulations, or their publication is unacceptable for the publisher. This also applies for orders that have been handed in to representatives. Orders regarding supplements for insertion are only binding for the publisher after a sample of the supplement has been received and approved. Supplements that, due to their format or presentation, give readers the impression that they are a constituent of the magazine, or which contain third-party advertisements, will not be accepted. The client will be informed about such refusal without delay.
7. The client bears sole responsibility for the content and legal permissibility of the text and pictures provided for insertion. The client releases the publisher of any claims made by third parties resulting from implementation of the client's order, even if it has been cancelled. The publisher is not responsible for checking orders or advertisements to ensure that they do not affect the rights of third parties. If cancelled advertisements nevertheless appear, the client has all the rights included in Section 8 of the General Terms of Trade.
8. In the case of partially or completely illegible, incorrect or incomplete printing of the advertisement, the client has the right to claim a reduction in price or a perfect replacement advertisement, but only to the extent to which the advertisement has been damaged. If the publisher misses a reasonable deadline for this, or if the replacement advertisement is again imperfect, the client has a right to cancel the order. Claims for compensation based on an actual failure to meet demands, debts on completion of the contract, or impermissible actions are ruled out, also for orders placed by phone. Claims for compensation based on the impossibility of the performance, and delay, are limited to replacement of the foreseeable damage and reimbursement to be paid for the advertisement, insert, or supplement in question. This does not apply for malice or gross negligence on the part of the publisher, the publisher's legal representatives and the publisher's vicarious agents. The publisher's liability for damage due to a lack of promised properties remains unaffected. In commercial business, the publisher is moreover also not liable for the gross negligence of vicarious agents who are not employees in management positions. In other cases, the liability for gross negligence by sales clerks is limited to the foreseeable damage up to the total amount of the cost of the advertisement in question. Complaints must, except for defects that are not obvious, be made within four weeks of receipt of the invoice and confirmation of inclusion of the advertisement.

9. Price rises can only be made on the basis of increased operating, wage, print, and/or paper costs. A price increase is no justification for an exceptional cancellation of the order. All prices quoted do not include the legally required value added tax and only apply for orders from within Germany.
10. The client is responsible for delivery, in good time, of the advertisement text and perfect print materials, inserts or supplements. In the case of evidently unsuitable or damaged print materials, the publisher will demand replacement without delay. The publisher guarantees the usual print quality within the framework of the possibilities offered by the print materials.
11. Sample prints will only be delivered if expressly requested. The publisher takes into account all error corrections that are received by the publisher within the deadline set when the sample print was sent.
12. If no special advertisement size has been agreed, the actual print height usual for the type of advertisement will be adopted for calculation of the cost.
13. Payment is due within 14 days of the invoice date. The invoice is generally created on the first day of sale and sent with the sample copies.
14. In the case of delayed payment, interest amounting to 10% will be added. The client, however, has the right to prove that no damage has occurred, or that the damage suffered is considerably lower than the extra lump sum demanded.
15. If the print materials (data sets) provided by the client require editing, the extra costs accrued by the publisher are to be borne by the client. The publisher will inform the client about the amount of extra costs involved in advance.
16. The publisher retains print materials and data sets for three months after appearance of the particular advertisements. The publisher is entitled to destroy the materials and data sets unless express agreement has been reached to the contrary.
17. The agreed prices are based on a minimum quantity of 35,000 copies. If this amount of copies is not achieved, the publisher will inform the client in good time so that the client can withdraw from the contract before appearance of the advertisement. Withdrawal is to be made in writing. Advertisements that have already appeared will be charged proportionately.
18. The customer agrees to the automated processing of their data and is to be informed about storage of the data. The WAGis agency stores customer data exclusively for contractual purposes.
19. The place of performance, and the place of jurisdiction, is Freiburg-im-Breisgau in Germany.
20. The General Terms of Trade also apply analogously for orders for glued inserts, supplements or other special technical designs.

In the case of delayed payment, the publisher can halt the further implementation of a running order until the complete sum has been paid, and demand payment in advance for any remaining advertisements. If the publisher can provide well-grounded doubts about the liquidity of the client, the publisher has the right (also during the running time of the order) to make inclusion of the subsequent advertisements dependent on payment in advance and the payment of all outstanding invoice amounts.



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TRI TIME
DAS TRIATHLON-MAGAZIN