

SPORT+MODE

DAS MAGAZIN DER SPORTBRANCHE



Mediakit 2011

www.spomo.de



sport + mode is the leading specialist magazine for decision-makers in sports retail and in the sports article industry. The publication informs German-language specialist sports retailers, both in print and online (www.spomo.de) about relevant innovations and developments in the sector. sport + mode magazine has existed for 60 years and is the official publication of the German Sports Retailers' Association (Verbandes Deutscher Sportfachhandel e.V. - VDS).

Frequency of publication: 16 issues per year, inc. 1 double issue

Circulation control:



Circulation analysis: Copies per issue in the 3rd quarter of 2010

Print run: 7.920 copies

Internet: Published as e-paper on www.spomo.de

Actual distributed circulation: 7.683 copies

Advertised price: Domestic subscription price: € 98,- (inc. postage and VAT)
International subscription price: € 117,70 (inc. postage and VAT)

Publisher: Individual price: € 7,- plus postage
Verlag Chmielorz GmbH
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www.chmielorz.de

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Conditions of payment:

Payable after receipt, without deductions, 3% discount with direct debit

VAT Identification no.:

DE 113885161

Bank details:

Nassauische Sparkasse Wiesbaden
BLZ 510 500 15, Konto-Nr.: 111 103 011
BIC-Code: NASSDE55XXX
IBAN-Code: DE 48510500150111103011

Form of advertising	Format (Pixel)	Price for 4 weeks
Full size banner	468 x 60	400,-
Big skyscraper	120 x 600	450,-
Large button	130 x 80	160,-
Job advertisement	frei	240,-
Newsletter banner	468 x 60	320,-

Sport Online

The Season Showroom

Your product presentation (PP) with a clear structure:
(Only possible in addition to booked product presentation in the print edition)

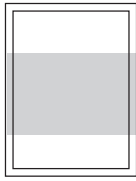
Runtime	Prices
3 months	Free with booked product presentation in the print edition
Every further month	€ 100,-

Web address (URL):	www.spomo.de
Newsletter:	approx. 3,800 subscribers
Short description:	Up-to-date online supplement to the print edition of sport + mode
Target group:	Decision-makers in specialist sport retail and industry
Page impressions:	135.000/ month
Visits:	33.000/month
Contact:	Christian Augsburg Telefon +49 6 11/3 60 98-34 christian.augsburger@spomo.de



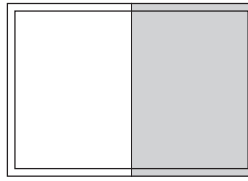
No.	Date of publication	DU	RS/AS	Main Theme
Jan 01/10	26.01.11	17.01.11	12.01.11	Ispo advance edition
Feb 02/10	06.02.11	25.01.11	21.01.11	Ispo 1st day of trade fair
 #1-2010	06.02.11	25.01.11	21.01.11	Ispo English-language trade fair edition
Feb 03/10	07.02.11	26.01.11	22.01.11	Ispo 2nd day of trade fair
Mar 04/10	10.03.11	28.02.11	24.02.11	Ispo – Conclusions
Mar 05/10	10.03.11	28.02.11	24.02.11	Store construction (software; shop construction; POS – materials, till systems; shop in shop)
Apr 06/10	29.04.11	20.04.11	15.04.11	Special edition Ecological and sustainable
May 07/10	30.05.11	20.05.11	16.05.11	Fit and urban
Jun 08/10	06.07.11	27.06.11	22.06.11	Advance edition – OutDoor
Jul 09/10	14.07.11	04.07.11	30.06.11	OutDoor 1st day
 #2-2010	14.07.11	04.07.11	30.06.11	OutDoor English-language trade fair edition
Jul 10/10	15.07.11	05.07.11	01.07.11	OutDoor 2nd day
Aug 11/10	10.08.11	01.08.11	27.07.11	OutDoor conclusions
Aug 12/10	31.08.11	20.08.11	17.08.11	Eurobike
Sep 13/10	23.09.11	13.09.11	09.09.11	Technical and innovative
Oct 14/10	26.10.11	17.10.11	12.10.11	Functional wear
Dec 15/10 16/10	09.12.11	29.11.11	25.11.11	Looking back and ahead

Format:
Title Page



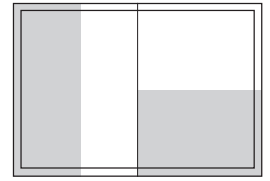
Picture format*: B 235 mm x H 180 mm

Format:
1/1 Page

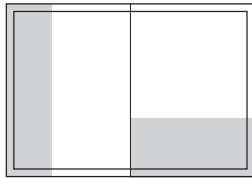


Trim*: B 235 mm x H 310 mm

Format:
1/2 Page

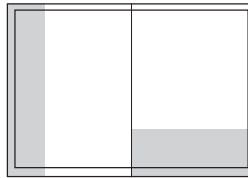


Format:
1/3 Page



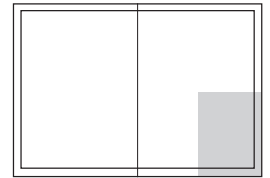
Vertical Print space: B 60 mm x H 275 mm
Trim*: B 85 mm x H 310 mm
Horizontal Print space: B 190 mm x H 88 mm
Trim*: B 235 mm x H 100 mm

Format:
1/4 Page



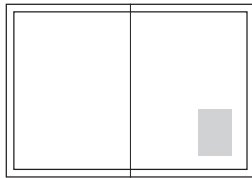
Vertical Print space: B 46 mm x H 275 mm
Trim*: B 63 mm x H 310 mm
Horizontal Print space: B 190 mm x H 65 mm
Trim*: B 235 mm x H 74 mm

Format:
1/4 Page Block



Print Space: B 92 mm x H 135 mm
Trim*: B 115 mm x H 150 mm

Format:
1/9 Page Block



Satzspiegel: B 60 mm x H 86 mm

*** 3 mm trim difference on all four sides**

Special advertisement shapes on request

Christian Augsburger
Tel. +49 611/36098 - 34
E-Mail: christian.augsburger@spomo.de

Advertisement Formats and Prices:
VAT must be added to all prices as applicable.

Format	4c
Title Page	6.790,-
4th and 2nd Cover Page	5.600,-
1/1 Page	4.730,-
1/2 Page	2.400,-
1/3 Page	1.860,-
1/4 Page	1.250,-
1/9 Page	855,-
PP-Seiten 1/1	1.900,-
PP-Seiten 1/2	1.100,-

Agency commission: 15%

Classified ads:

Job advertisements: 1/2 Page 4c or sw 750,- € *
1/4 Page 4c or sw 450,- € *
* Free: Internet publication

Situations vacant € 1.45 per mm (single column, 96 mm wide)

Situations wanted € 0.95 per mm (single column, 96 mm wide)

Special advertisements € 2.10 per mm (single column, 96 mm wide)

Box no. fee € 10,-

Discounts: Within a year of insertion
(starting with appearance of first advertisement)

Frequency scale

Volume scale

3 appearances	5%	2 pages	5%
5 appearances	10%	4 pages	10%
10 appearances	15%	6 pages	15%
15 appearances	20%	10 pages	20%
From 20 appearances	25%	From 15 pages	25%

Inserts: On request
Supplements: maximum size: 232 mm x 307 mm
Price per 1,000 units
Up to 25 g..... € 249,-
With machine processing Up to 50 g..... € 315,-
Up to 70 g..... € 389,-
Up to 80 g..... € 439,-
Up to 90 g..... € 509,-
Up to 95 g..... € 559,-
Up to 100 g..... € 609,-

Competitors are not excluded from placing inserts or supplements in the same edition. Prices for supplements and inserts cannot be discounted.

Adhesive advertising material: On request
Bookbinder's delivery address: Rhein Main Buchbinderei
Ostring 13, D-65205 Wiesbaden
„sport+mode“ und Nr. der Ausgabe angeben.
Magazine format: 235 x 310 mm
Print space: 190 x 275 mm
Printing process: Sheet-fed offset
Programs: Adobe Creative Suite CS3
(InDesign, Illustrator, Photoshop)
File formats: Logos, pictures and graphics: EPS, JPEG oder PDF (CMYK-Modus)
Resolution: Colour and b/w images: 300 dpi
Strips: 1200 dpi
Half-tone motifs with text: 500 dpi
Documents: PDF-X3, EPS or JPEG
(print-optimised, images and text integrated)

Data transfer
Data medium: CD
FTP server: Request access data by telephone
E-Mail: layout@chmielorz.de
Tech. services: Tel.: +49 611/36098 -86

Short description:

A guide to leading English-speaking business people through the massive range of products at Ispo and OutDoor. We present selected collections in a purely English-language publication. Items that are in fashion show international commerce which items are set to be successful. Practical tips for trade fair visits and a handy format make the edition the perfect companion on the way through the halls of Ispo and OutDoor. You can reach your international customers without scatter losses, which are a danger with multi-language publications.

Technical information:

Print run: 7.000 copies
Format: 210 mm x 277 mm
Frequency: 2 x annually for Ispo and OutDoor

If you do not have any English advertising text, let us translate the product pages for you – using one of the most respected translation institutes in Germany.



The English-language edition for Ispo and OutDoor

Price list:

Product presentations:

Format	4c
1/1 Page Product Presentation	1.900,-
1/2 Page Product Presentation	1.100,-

Combined offer for simultaneous booking in one of the German trade fair editions:

Format	4c
1/1 Page Product Presentation	300,-
1/2 Page Product Presentation	150,-


Advertisement prices:

Title page	5.300,-	Format: 210 x 170 mm
4th and 2nd Cover Page	4.900,-	Format: 210 x 277 mm
1/1 Page	4.600,-	Format: 210 x 277 mm
1/2 Page	2.340,-	Format: 210 x 138 mm

Die 1/2 bzw. 1/1 Seiten werden auf Wunsch – rechts (über) bei den eigenen Produktseiten platziert.

*** 3 mm trim difference on all four sides**

Contacts:



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COMING SOON ON
SPOMO.DE

- sport + mode as an e-paper
- The sport + mode season showroom
- The sport + mode events schedule
- And much more

General Terms and Conditions of Business

- 1 In cases of doubt, advertisement orders must be settled within a year of the order transaction.
- 2 The discounts stated in the advertisement price lists are granted only for a client's advertisements published in a magazine within an insertion year. The period begins on publication of the first advertisement.
- 3 The client is retroactively entitled to the discount corresponding to its actual purchase of advertisements within the one-year period if, at the start of that period, it placed an order qualifying it for a discount based on the price list from the outset; such claims must be asserted within one month after the expiry of the insertion year.
- 4 If the order is not processed through the fault of the client, the client must refund the difference between the discount granted and the discount corresponding to the actual purchase, notwithstanding any further legal obligations.
- 5 The costs of any modifications to the versions originally agreed are payable by the client.
- 6 In the event of price increases, the right to extend such increases to unfinished orders remains reserved.
- 7 No guarantee is given that advertisements will be placed in specific issues or on specific pages in a magazine, unless this is expressly confirmed to the client in writing.
- 8 The client is responsible for timely delivery of the printed information. The obligation to keep the data carriers ends six months after expiry of the order.
- 9 Sample proofs will be supplied only when explicitly requested. The client is responsible for the accuracy of the returned sample proofs. If the client fails to return punctually the sample proof sent to it on time, approval for printing will be deemed to have been given.
- 10 Technically perfect printed reproduction of advertisements is only possible if perfect printed material is supplied. In the event of fully or partially illegible, incorrect or incomplete printing of the advertisement, the client will be entitled to a reduction in payment or a replacement advertisement, but only to the extent to which the purpose of the advertisement has been impaired. The publishers shall bear no further liability. Complaints must be enforced within four weeks after receipt of invoices and supporting documentation. The publishers accept no liability for errors of any kind arising from transmissions by telephone.
- 11 The publishers automatically take every precaution to ensure as far as possible that competing advertisements are not placed on pages opposite one another. However, in principle there is no entitlement to exclusion of competition. If exclusion of competition is agreed between the client and the publishers, this will apply only to two pages opposite one another and to advertisements which are at least 1/2 page in size. If an order is tied to a specific issue or page, exclusion of competitors cannot be agreed.
- 12 Advertisements which are not identifiable as such based on their editorial layout will be clearly identified as such by the publishers with the word "Advertisement". The publishers reserve the right to refuse advertisement orders – including individual requests in the context of a contract – and insert orders on the basis of their content, origin or technical format in accordance with the standard principles of the publishers. This also applies to orders which are placed with agents. Insert orders are only binding on the publishers following submission and approval of a sample of the insert. The client will be informed immediately when an order is refused.
- 13 A decline in circulation will affect the contractual relationship only if an increase in circulation has been promised and circulation falls by more than 20%.
- 14 If a magazine discontinues or breaks off publication, the client may not assert claims of any kind for money spent on text, graphics, production of printed data, etc. that is thereby made redundant.
- 15 On request a checking copy will be supplied to the client free of charge following publication of the advertisement, provided this is justified by the size and scope of the order. If a complete checking copy can no longer be provided, a page proof will be provided instead.
- 16 The relevant price lists of the magazines valid at the time of publication of the advertisements are applicable when billing the advertisements. The right to any subsequent billing or credits remains reserved. Fractions of mm-lines will be billed as full lines.
- 17 If no particular size specifications are given, billing will be based on the actual advertisement height.
- 18 All prices apply to domestic orders plus turnover tax and are payable immediately on receipt of invoice without discount. In case of any payment default, e.g. including in the event of judicial assistance in connection with contracts, institution of composition proceedings, bankruptcy or similar, any discount granted will be void and will be re-billed; default interest and reminder and collection costs will also be billed. Execution of orders may be postponed until full payment of all arrears. Interruptions in the processing of unfinished orders as a result of payment default do not entitle the client to an extension of the order period or to make any claim for damages.
- 19 The place of performance is the registered office of the publishers. The place of jurisdiction, unless the law stipulates otherwise, is the registered office of the publishers, also in the case of default actions; in cases where the domicile or normal place of residence of the client is unknown at the time the action is brought or the party claimed against in the action moves its domicile or normal place of residence beyond the scope of application of this law after conclusion of the contract, the registered office of the publishers is also the agreed place of jurisdiction.

Note: This is a translation that has been provided for your information. Only the German original has any legal validity.

Magazines and Online Portals of ACM – Chmielorz Publishing Group



www.schuhmarkt-news.de



www.spomo.com



www.pbs-business.de



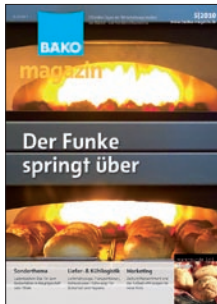
www.cebra.biz



www.vdv-online.de



www.filmecho.de



www.baeko-magazin.de



www.staatsanzeiger-hessen.de



www.ujs.info



www.fub-online.info



www.vergabe24.de



www.solarserver.de