

Strong Partners for Your Communication

Print



Online

RATECARDS 2024



We are audited!



WISSEN, WAS ZÄHLT

Geprüfte Auflage
Klare Basis für den Werbemarkt

The Berlin IVW quarterly publishes the printed, distributed and sold circulation of magazines, enabling clients to verify their ad is reaching the intended readership.

Only magazines that carry the IVW seal of approval are regularly checked to ensure that the reported figures are in accordance with the established, strict rules and regulations.

VISIER and **caliber** are the only German gun magazines to voluntarily participate in this control program.

CSST
WEBAUDITING
ANES

ASSOCIAZIONE NAZIONALE EDITORIA DI SETTORE



The CSS Web auditing of ANES is an official organisation, similar to the IVW for print media, which controls and reports the reach and the number of users of websites based on the membership of the companies.

CONTENT

Dear customer, for a better overview, we have developed a colour-coding system that assigns each magazine its distinct colour.



CO2air.de



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For all Shooters, Hunters and Gun and Blade Collectors

VISIER

Founded in 1987, VISIER reached within only a few years the number 1 position among all German language gun magazines.

It continues to expand its position as the best-selling magazine in its genre every year. This was also confirmed by the latest survey in 2017.

Over 85% of our readers are men, and with an average age of 47 years. Over 13% of our readers are working self-employed or as freelancers and belong to the high-income bracket.

Frequency of publication: 12 times a year



Print run:	16,611 copies
Circulation:	10,881 copies
Sold magazines:	10,166 copies
Subscriptions:	7,064 copies

Source: IVW Q2/2023

VISI^{ER} Standard Ads – Sizes and Rates

Ad size	non bleed size		bleed size (5 mm)		Rates in Euro			
	width mm	height mm	width mm	height mm	black/white	2 colours	3 colours	4 colours
1/1	186	253	210	280	2,560,-	2,995,-	3,130,-	3,420,-
3/4 page vertical horizontal	138	253	152	280	1,950,-	2,250,-	2,375,-	2,620,-
	186	186	210	200				
2/3	186	164	210	178	1,750,-	2,035,-	2,130,-	2,330,-
1/2 page vertical horizontal	91	253	104	280	1,320,-	1,585,-	1,645,-	1,790,-
	186	125	210	139				
2 x 1/2 page spread	392	125	420	139	2,640,-	3,170,-	3,290,-	3,590,-
1/3 page vertical horizontal	58	253	73	280	885,-	1,050,-	1,095,-	1,170,-
	186	82	210	96				
1/4 2-columns vertical horizontal	91	125			665,-	810,-	840,-	880,-
	43	253	57	280				
	186	60	210	74				
1/1 backcover			210	280				3,700,-

- Rates do not include VAT
- Cancellation: No later than the advertisement deadline, for colour-ads one week before the advertising deadline
- Minimum size: 1/4 page



MM-Rates

■ Colour	black/white	2 colours	3 colours	4 colours
rate per mm editorial part	2.75 Euro	3.40 Euro	3.50 Euro	3.65 Euro
rate per mm classified ad section	2.40 Euro	2.85 Euro	3.00 Euro	3.10 Euro

- Classified ads in VISIER are not subject to exclusivity stipulation
- mm-ads: Visier classified ads-section 4 columns/page, column width 43,5 mm, minimum size 10 mm/1-column, for online ads only, minimum size: 20 mm/1-column, one additional colour mandatory.

Inserts

■ Supplements

up to 25 gr./ea. per 1,000 copies **90,- Euro**
minimum circulation: 10,000 copies
 Increase for split edition 10%

■ Supplements tacked in center

4 pages up to 25 gr./ea. per 1,000 **95,- Euro**
 for more than 25 gr./ea. please
 contact us

■ Add-on items

(Insertion subject to booking: 1/1 page black/white minimum)

postcard per 1,000 ea.	50,- Euro
envelopes up to DIN A6 per 1,000 ea.	60,- Euro
Sample upon request	

Discounts

for reservation within 12 months

■ Frequency discount

3+ ads	3%
6+ ads	5%
9+ ads	10%
12+ ads	15%
18+ ads	20%
24+ ads	25%

■ Volume discount

3+ ads	5%
6+ ads	10%
9+ ads	15%
12+ ads	20%
18+ ads	25%

■ Agency commission: 15%

Is granted upon booking via
 advertising agency and delivery
 of ready-to-print material only.

no discounts are granted for
 supplements, supplements tacked
 in center or add-on items

Dates of publication and deadlines

Issue	date of publication	deadline	data delivery
1 January	20.12.2023	22.11.2023	22.11.2023
2 February	26.01.2024	19.12.2023	19.12.2023
3 March	23.02.2024	23.01.2024	23.01.2024
4 April	28.03.2024	27.02.2024	27.02.2024
5 May	26.04.2024	26.03.2024	26.03.2024
6 June	31.05.2024	30.04.2024	30.04.2024
7 July	28.06.2024	28.05.2024	28.05.2024
8 August	26.07.2024	25.06.2024	25.06.2024
9 September	30.08.2024	30.07.2024	30.07.2024
10 October	27.09.2024	27.08.2024	27.08.2024
11 November	25.10.2024	24.09.2024	24.09.2024
12 December	29.11.2024	29.10.2024	29.10.2024
1 January 2025	20.12.2024	19.11.2024	19.11.2024

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For Specialists

VISIER SPECIAL

VISIER SPECIAL, a quarterly magazine complementing the monthly VISIER edition, stands as a paragon of longevity and excellence in its niche, boasting an impressive catalogue of over 100 issues.

Tailored for both novices and seasoned enthusiasts, it serves as an invaluable reference book, offering plain, yet precisely articulated descriptions adorned with high-quality images – a go-to resource for hobbyists and professionals seeking both clarity and inspiration.

Appreciated for its straightforward approach and sustained quality, VISIER SPECIAL is an indispensable must-have for individuals deeply passionate about their interests, transcending the traditional realm of magazines to become an enduring companion in the pursuit of knowledge and excellence.

Frequency of publication: 4 times a year





Standard Ads – Sizes and Rates

Ad size	non bleed size		bleed size (5 mm)		Rates in Euro			
	width mm	height mm	width mm	height mm	black/white	2 colours	3 colours	4 colours
1/1	186	253	210	280	1,995,-	2,360,-	2,510,-	2,700,-
3/4 page vertical horizontal	138	253	152	280	1,550,-	1,810,-	1,920,-	2,050,-
	186	186	210	200				
2/3	186	164	210	178	1,360,-	1,605,-	1,710,-	1,800,-
1/2 page vertical horizontal	91	253	104	280	1,050,-	1,240,-	1,320,-	1,400,-
	186	125	210	139				
2 x 1/2 page spread	392	125	420	139	2,100,-	2,480,-	2,640,-	2,800,-
1/3 page vertical horizontal	58	253	73	280	710,-	835,-	890,-	950,-
	186	82	210	96				
1/4 2-columns vertical horizontal	91	125			550,-	650,-	690,-	750,-
	43	253	57	280				
	186	60	210	74				
1/1 backcover			210	280				3,000,-

- Rates do not include VAT
- Cancellation: No later than the advertisement deadline, for colour-ads one week before the advertising deadline
- Minimum size: 1/4 page

MM-Rates

■ Colour	black/white	2 colours	3 colours	4 colours
rate per mm	2.30 Euro	2.70 Euro	2.90 Euro	3.05 Euro

- Classified ads in VISIER Special are not subject to exclusivity stipulation
- Classified ads, small or classified ads section: 4 columns per page, column width: 43,5 mm/1-column, minimum size: 10 m/1-column

Inserts

■ Supplements	■ Supplements tacked in center
up to 25 gr./ea. per 1,000 copies 90,- Euro	4 pages up to 25 gr./ea. per 1,000 95,- Euro
minimum circulation: 10,000 copies	for more than 25 gr./ea. please contact us
Increase for split edition 10%	

■ Add-on items

(Insertion subject to booking: 1/1 page black/white minimum)

postcard per 1,000 ea.	50,- Euro
envelopes up to DIN A6 per 1,000 ea.	60,- Euro
Sample upon request	

Discounts

■ **Agency commission: 15%**

Is granted upon booking via advertising agency and delivery of ready-to-print material only.

no discounts are granted for supplements, supplements tacked in center or add-on items

Dates of publication and deadlines

Issue	date of publication *	deadline	data delivery
112 March	28.03.2024	05.02.2024	05.02.2024
113 June	28.06.2024	08.05.2024	08.05.2024
114 September	27.09.2024	08.08.2024	08.08.2024
115 December	20.12.2024	31.10.2024	31.10.2024

* dates of publication are subject to change

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for more POCs see page 32



For Real-Life-Shooters

caliber

– Shooting – Guns – Equipment – Technology

Established in 1987, caliber stands as the premier magazine for dynamic shooting, catering to ambitious sport shooters, law enforcement, and security officials alike.

As the go-to source for the latest developments in practical shooting, arms and ammunition technology, readers can rely on caliber for up-to-the-minute news. International Champions share their invaluable insights, offering personal tips and tricks that elevate the reader's expertise.

Rigorous and unbiased, all tests featured in caliber are conducted with a focus on practical aspects, ensuring absolute honesty in the evaluation process.

Frequency of publication: 10 times a year



Print run: 9,525 copies
Circulation: 5,411 copies
Sold magazines: 4,671 copies
Subscriptions: 2,167 copies

Source: IVW Q2/2023



Standard Ads – Sizes and Rates

Ad size	non bleed size		bleed size (5 mm)		Rates in Euro			
	width mm	height mm	width mm	height mm	black/white	2 colours	3 colours	4 colours
1/1	186	253	210	280	2,410,-	2,580,-	2,640,-	3,050,-
3/4 page vertical horizontal	138	253	152	280	1,860,-	1,990,-	2,110,-	2,330,-
	186	186	210	200				
2/3	186	164	210	178	1,660,-	1,790,-	1,910,-	2,090,-
1/2 page vertical horizontal	91	253	104	280	1,230,-	1,300,-	1,380,-	1,550,-
	186	125	210	139				
2 x 1/2 page spread	392	125	420	139	2,460,-	2,640,-	2,800,-	3,090,-
1/3 page vertical horizontal	58	253	73	280	820,-	880,-	940,-	1,040,-
	186	82	210	96				
1/4 2-columns vertical horizontal	91	125			630,-	680,-	710,-	790,-
	43	253	57	280				
	186	60	210	74				
1/1 backcover			210	280				3,350,-

- Rates do not include VAT
- Cancellation: No later than the advertisement deadline, for colour-ads one week before the advertising deadline
- Minimum size: 1/4 page

MM-Rates

■ Colour	black/white	2 colours	3 colours	4 colours
rate per mm editorial part	2.55 Euro	2.80 Euro	2.95 Euro	3.35 Euro
rate per mm classified ad section	2.10 Euro	2.50 Euro	2.65 Euro	2.80 Euro

- Classified ads in caliber are not subject to exclusivity stipulation
- mm-ads: caliber classified ads-section 4 columns/page, column width 43,5 mm, minimum size 10 mm/1-column, for online ads only, minimum size: 20 mm/1-column, one additional colour mandatory.

Inserts

■ Supplements

up to 25 gr./ea. per 1,000 copies	90,- Euro
minimum circulation: 10,000 copies	
Increase for split edition 10%	

■ Supplements tacked in center

4 pages up to 25 gr./ea. per 1,000	95,- Euro
for more than 25 gr./ea. please contact us	

■ Add-on items

(Insertion subject to booking: 1/1 page black/white minimum)

postcard per 1,000 ea.	50,- Euro
envelopes up to DIN A6 per 1,000 ea.	60,- Euro
Sample upon request	

Discounts

for reservation within 12 months

■ Frequency discount

3+ ads	5%
6+ ads	10%
10+ ads	15%

■ Agency commission: 15%

Is granted upon booking via advertising agency and delivery of ready-to-print material only.

no discounts are granted for supplements, supplements tacked in center or add-on items

Dates of publication and deadlines

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4	April	28.03.2024	27.02.2024	27.02.2024
5	May	26.04.2024	26.03.2024	26.03.2024
6	June	31.05.2024	30.04.2024	30.04.2024
7/8	July/August	28.06.2024	28.05.2024	28.05.2024
9	September	30.08.2024	30.07.2024	30.07.2024
10	October	27.09.2024	27.08.2024	27.08.2024
11/12	Nov./Dec.	25.10.2024	24.09.2024	24.09.2024
1	January 2025	20.12.2024	19.11.2024	19.11.2024

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for more POCs see page 32



For Swiss Shooters

Schweizer Waffen-Magazin

The specialist journal for sport shooters, law enforcement and security officials and gun and blade collectors in Switzerland

SWM delivers a comprehensive and diversified array of insider reports, offering a professional lens into the dynamic Swiss arms scene. Stay updated with the latest developments in the Swiss shooter community through our timely news coverage, delve into captivating historical reports, and explore in-depth features on military arms. For an unparalleled understanding of the multifaceted world of Swiss weaponry, trust SWM to provide you with insightful and expertly crafted content.

Frequency of publication: 12 times a year



Print run:

9,000 copies



Standard Ads – Sizes and Rates

Ad sizes

	non bleed size		bleed size (5 mm)		Rates in CHF			
	width mm	height mm	width mm	height mm	black/white	2 colours	3 colours	4 colours
1/1 page	186	253	202	270	1,475,-	1,583,-	1,692,-	1,800,-
1/2 page vertical	91	253	100	270	811,-	871,-	931,-	990,-
	horizontal	186	125	202				
2x 1/2 page spread	392	125	404	134	1,623,-	1,741,-	1,861,-	1,980,-
1/3 page vertical	58	253	70	270	536,-	575,-	615,-	654,-
	horizontal	186	82	202				
1/4 p. 2-columns	91	125			446,-	479,-	512,-	545,-
	vertical	43	53	270				
	horizontal	186	202	72				
1/6 p. 2-columns	91	82			295,-	316,-	338,-	360,-
	horizontal	125						
1/8 p. 2-columns	91	60			245,-	263,-	282,-	299,-
	vertical	43						
	horizontal	186						
1/16 horizontal	43	60			135,-	145,-	155,-	165,-

- Rates do not include VAT
- Cancellation: No later than the advertisement deadline, for colour-ads one week before the advertising deadline
- minimum size: 1/16 page

Collective Page ads

■ Size	Size 1	Size 2	Size 3
60 mm x 60 mm	150,- CHF		
60 mm x 125 mm		300,- CHF	
125 mm x 60 mm			300,- CHF
Bottom of Page			
186 mm x 35 mm	445,- CHF		

- Classified ads in SWM are not subject to exclusivity stipulation

Inserts

■ Supplements

up to 25 gr./ea. per 1,000 copies **150,- CHF**
Increase for split edition 10%
minimum circulation: 10,000 copies

■ Add-on items

(Insertion subject to booking: 1/1 page black/white minimum)

postcard per 1,000 ea. **65,- CHF**

envelopes up to DIN A6 per 1,000 ea. **80,- CHF**

Sample upon request

■ Supplements tacked in center

4 pages up to 25 gr./ea. per 1,000 **150,- CHF**
for more than 25 gr./ea. please contact use

Discounts

for reservation within 12 months

■ Frequency discount

3+ ads	5%
6+ ads	10%
12+ ads	15%

■ Discount on transactions of

5.000,- CHF	5%
10.000,- CHF	10%
15.000,- CHF	15%

■ Agency commission: 15%

Is granted upon booking via advertising agency and delivery of ready-to-print material only.

no discounts are granted for supplements, supplements tacked in center or add-on items

Dates of publication and deadlines

Issue	date of publication	deadline	data delivery
1 January	20.12.2023	22.11.2023	22.11.2023
2 February	26.01.2024	19.12.2023	19.12.2023
3 March	23.02.2024	23.01.2024	23.01.2024
4 April	28.03.2024	27.02.2024	27.02.2024
5 May	26.04.2024	26.03.2024	26.03.2024
6 June	31.05.2024	30.04.2024	30.04.2024
7 July	28.06.2024	28.05.2024	28.05.2024
8 August	26.07.2024	25.06.2024	25.06.2024
9 September	30.08.2024	30.07.2024	30.07.2024
10 October	27.09.2024	27.08.2024	27.08.2024
11 November	25.10.2024	24.09.2024	24.09.2024
12 December	29.11.2024	29.10.2024	29.10.2024
1 January 2025	20.12.2024	19.11.2024	19.11.2024

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for more POCs see page 32

OUR MEDIA TOOLS

International: Our website in 5 languages: German – Italian – English – French – Russian

High-quality contents with daily news, articles, tests, images, videos

7 Facebook sites for all individual languages to reach more younger people

8 YouTube channels for whole all4shooters.com / all4hunters.com video contents

All4hunters.com additional Facebook sites for hunters in Italy + Germany + English

Cross-Promotions from Facebook to our website to YOUR contents

CO2AIR Forum integrated in all4shooters.com in the German market (since 2016)

Well-balanced mix of shooting and hunting both market-segments are covered in the right way

Media Partnerships with media from print and online segment as well as with bloggers

SEO that's the core competence of our website: Highly search engine optimized contents



The combination of these 5 elements guarantees the success of our partnership.

We present you an exclusive portfolio of communication elements designed to assist in realizing your marketing objectives and securing a competitive edge over your next competitor.

Simplified: 3 Main Elements for your Success

- **Content** produced and published by us
- **Social Media Posts** in our shooting and hunting channels
- **Banners** = Display ads on our websites



- **News**
 - **Articles and Videos**
 - **Tests**
 - **Image Galleries**
 - **Contents also on Social Media**
- Editorial coverage of your brand / product at a defined time (when you need it)
 - International support for your product–launches
 - International support for your sales activities
 - Different product tests with detailed technical information
 - High quality and expertise provided by a neutral editorial platform with high trust for your brand and products
 - Excellent Google rankings for your published or tested products (high level of SEO optimization is granted)
 - Product images in our Image Gallery
 - Clear and transparent distinction between hunting and sport shooting



- **Surveys**
 - **Rating for contents**
 - **Ratings for image galleries**
 - **Feedback in our different Social Media Channels**
- Market feedback provided by electronic, banner based surveys
 - Multiple rating functions (also displayed in google hits)
 - Feedback on Facebook and Instagram
 - Collaboration with Influencers
 - Content sharing with partners

5 ELEMENTS FOR YOUR SUCCESS **SOCIAL MEDIA**



- **Facebook**
(all4shooters/
all4hunters)
- **Instagram**
- **Youtube**

Reach on Social Media:
up to 14,000,000 impressions
monthly worldwide

- Strong Social Media support for your messages with high reach in all channels
- Excellent targeting of younger, active people
- International Social Media Channels (7 Facebook pages), maintained by native speakers
- Clear and transparent distinction between hunting and sport shooting
- Strategic collaboration with Influencers, Industry Partners (Events) and Trade Shows like IWA, Enforce Tac, EOS, Jagd & Schützentage Schloss Grünau, Jagd & Hund (biggest European hunting fare)



- **Editorial Videos**
- **Catalogue news on request**
- **Image Galleries**
- **Company Reports**
- **Links to your homepage or E-Commerce**
- **Weekly Newsletters in all supported languages (fully automated system)**

- Publishing your catalogues in news
- Publishing image galleries of your products/ events
- Publishing also your product videos in our video and YouTube-channel (besides all the editorial material produced by us)
- Several links to your web-activities or social channels
- Link to your eCommerce store
- Special eCommerce links in our editorial contents to your offer

5 ELEMENTS FOR YOUR SUCCESS **PROMOTION/ADVERTISING**



- **Banners (high reach, high display rates)**
- **Videos**
- **Promotions (especially on Social Media)**
- **Reports**

- Banner advertisement and promo support
- Different banners in different sizes
- Controlled display areas
- High display- and click-rates
- Detailed reports (ad-impressions, click-rates)
- Your Marketing/Brand-Videos can also be published in our all4shooters/all4hunters YouTube-Channels
- Videos can be provided by you or produced by our video team (at additional cost for you)

NOTE: Our videos are editorial videos or social videos. These contents can be freely used for your web page or social media, for sharing and linking.

WEBSITES + Facebook + Instagram + Youtube channels = MAXIMUM REACH



5 Languages on the Website



Traffic per Language:

1. German	435,000 + 224,000
2. Italian	220,000
3. English	281,000
4. French	from November 2023
5. Russian	from November 2023

Content Mix:

Shooting: 50 %	Hunting: 50 %
Shooting: 50 %	Hunting: 50 %
Shooting: 60 %	Hunting: 40 %
Shooting: 70 %	Hunting: 30 %
Shooting: 50 %	Hunting: 50 %

Visits, Website: 936,000* + 224,000 Visits on CO₂air Forum = 1,160,000*

facebook



Instagram

**MONTHLY REACH on
Social Media, October 2023:**

> 14,000,000 Visits



Languages and segments on:

facebook



Instagram



Planned for 2024:

facebook



Instagram

TOTAL monthly REACH (Website + Social Media)

facebook

YouTube



Instagram

> 15,300,000 Visits

WE OFFER **PARTNERSHIP PACKS** AT AFFORDABLE PRICES

If you are interested in banner advertisement only (without special service, SEO, social media etc.) this is only possible in German C02 Forum!

For Germany only:
Kindly inquire about banner prices for our Co2air.de forum – Europe's premier platform.

700,- €

PER MONTH / LANGUAGE

Partnership Concept

EDITORIAL CONTENT
PRODUCED BY ALL4SHOOTERS.COM
IN **ALL SECTIONS** OF THE SITE
PLUS BANNERS AND PROMOTIONS

6 CONTENTS ARE INCLUDED (per year)

Videos on request and depending on topics

CONTENT (SEO optimized)

NEWS about your product
ARTICLES / TESTS / IMAGE GALLERIES
VIDEOS + SALES PROMOTIONS

SOCIAL MEDIA PRESENCE

All contents appear on Social Media
Link-Posts, Image-Posts, Video-Posts,
Additional Social Videos, Sharing of Social Contents

ADVERTISEMENTS (with high reach)

Up to 4 Ad-banners possible:

- 4 different sizes
- 2 targetings: Hunting + Shooting
- Promotional Banners

**THE MINIMUM PRESENCE IS
A 12-MONTHS PERIODE!**

**Campaigning =
more Success**
Update your topics & banners
every two months, please!

Users

With over 1,200,000 visits* per month, published in multiple language versions, all4shooters.com / all4hunters.com is Europe's most successful online platform for guns, ammunition, optics, and equipment. The website is supported by high-reach international social media activities with very individual targeting of the users for their hobby (shooting/hunting) with the appropriate terms. All language versions follow the principle "all business is local". With this concept, we can offer international campaigns taking care of individual market needs.

In 2017, together with our print magazines caliber and VISIER, we did a big survey. Especially for all4shooters/ all4hunters we've received over 2,000 answers. Nearly 96% of our users are male with an average age of 43 years, they are significantly younger than the ave-

rage of the German society. Only 7% of the users are already retired and only 5% are still in education. All data of this survey applies to the German market only.

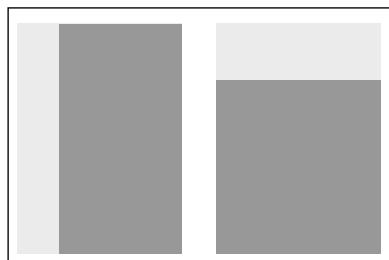
With 7 hours per week, our users are spending more time than average on their passion, shooting or hunting. They are also spending nearly 170€ per month on their hobby, which is a comparatively high amount. The interests of our users are wide-spread. Tests of guns, ammunition, optics, and equipment are in high demand. Politics, gun-law, and security topics also receive high interest, as reports about shooting events as well. Nearly 80% of the users are members of a shooting association. They appreciate most the technical quality of our content as well as careful selection of topics and latest models.

* trackable with the limits of DSGVO (Source: Google Analytics)

- CO2air.de is the largest forum for Airsoft and Blank Cartridge Guns, serving more than **45,000** registered German speaking users as well as users worldwide.
- CO2air.de reports about all Airsoft- and Blank Cartridge Guns as well as all edged weapons.
- Since there are no restrictions for this kind of weapons, the community in this area is growing above average.
- Our readers conduct tests and publish them in the forum, so the user may choose from thousands of test reports.
- More than 200,000 visits per month.
- Banner size: 300 x 250 px.
- 4 sections to choose from.

Price per month: 300,- € + VAT

Advertisement sizes / Samples



3/4 Page vertical: 138 x 253

3/4 Page horizontal: 186 x 186



2/3 Page: 186 x 164

1/2 Page vertical: 91 x 253



1/2 Page horizontal: 186 x 125

1/3 Page vertical: 58 x 253



1/3 Page horizontal: 186 x 82

1/4 Page 2-column: 91 x 125



1/4 Page vertical: 43 x 253

1/4 Page horizontal: 186 x 60



1/8 Page 2-column: 91 x 60

1/8 Page horizontal: 186 x 30

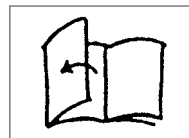
Special advertisement pages

New ideas for successful advertising



Attachments:

a double cardboard page, which is firmly attached in the center, or from the front to the rear part of the magazine.



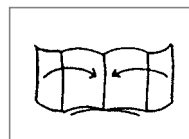
Gatefold cover:

fold out page to the left side as part of the front cover.



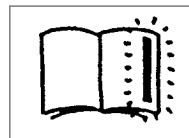
Gatefold:

advertisements that fold out either to the left or to the right.



Special grooving:

double page with an additional fold-out page to each side.



Scented colours:




Additionally to the colours, scent is sprayed or printed onto the ad.

Information on Printing Technology

■ Frequency of publication:	(as indicated per publication)	■ Supplements:	Minimum 10,000 ea.
■ Publication date:	Last wednesday of the month	■ Technical specifications:	Minimum size: 105 mm x 148 mm Maximum size: 205 mm x 276 mm
■ Printing material:	Print PDF, 300 dpi, CMYK (including 1:1 Proof/Printout)	■ Inserts:	See special advertisement pages Please request a dummy
■ Print:	Offset, 54 – 60er Screen	■ Stickers:	DIN-Postcard, Envelopes up to size DIN C6 Samples upon request
■ Color-Scale:	Euroscale DIN 16539	■ Delivery:	upon request
■ Process of Colors:	black, cyan, magenta, yellow	■ Mailing address:	ADV Mediendienste GmbH Aindlinger Straße 17 86167 Augsburg/Germany
■ Magazine Size:	280 mm height x 210 mm width (SWM: 270 mm height x 202,5 mm width)		
■ Printing space:	253 mm high x 186 mm wide		Updated information available via phone at the publishing house.
■ Bleed:	5 mm circular		
■ Images and text:	4 mm off advertisement edge		General terms and conditions: The handling of advertisement orders is ruled by the "General terms and conditions for advertisements and supplements in magazines" as well as the publishing houses terms and conditions.
■ Color advertisement:	Shades must be producible by Euroscale, for different colors please request a rate estimate		Terms of Payment for commercial advertisements: 30 days net after date of invoice 2% cash discount within 14 days after date of invoice

Your Points of Contact




For our English-speaking customers, we recommend reaching out to **Mr. Peter Hoffmann** for any inquiries related to our diverse portfolio of magazines.

 Advertising sales director
VISIER, caliber, VISIER-SPECIAL
and Online:
 **Peter Hoffmann**
Phone +49 (0)221 / 941988-92
 Mail peter.hoffmann@vsmedien.de

 **VS Medien GmbH**
Burgbergweg 1
56377 Nassau
Germany



Peter Hoffmann
Advertising sales director,
VISIER, VISIER-SPECIAL,
caliber and Online

 Advertising manager
VISIER, VISIER-SPECIAL, caliber
and Schweizer-Waffen-Magazin:
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VISIER, VISIER-SPECIAL,
caliber and Schweizer-Waffen-Magazin

 Advertising sales director
Schweizer-Waffen-Magazin:
marcom solutions
Sandra Wehrli
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CH-5037 Muhen
Phone (+41) (0)62 823 05 42
Mail sandra.wehrli@marcom-solutions.ch



Sandra Wehrli Burri
Advertising sales director,
Schweizer-Waffen-Magazin

Digital Print Data

All orders must be submitted in writing

■ Data Formats and Programs

Optimal submission for your Print Data is a Print-PDF (Version 1.3 and newer), colour mode CMYK (to grant the colours of your file are printed true to original).

Please note that all data, photos, logos, transparencies, and drop shadows must be set to 300 DPI when in the PDF output mode.

However, a PDF is locked and allows limited revision only.

Optionally, you may submit your unlocked file as a complete DTP record with all links, linked photos and anchored fonts as enclosures. This way we will be able to conduct adjustments or revisions.

We can process most of the latest program files in PC and Mac format.

To ensure flawless reproduction, regardless of the submitted data, it is imperative to provide a proof or printout to the publishing house.

Terms and Conditions of VS Medien GmbH for Advertising Services in Print Media and Online (Advertising T&C)

1. Scope and validity

1.1 These Advertising T&C govern the conclusion, content, and fulfilment of advertising contracts for advertisements or similar products in print media as well as the placement of advertisements or other presentations online on the "all4shooters.com" website and subdomains or other uses of the media services.

1.2 These Advertising T&C shall be considered accepted if the contractual partner registers with VS Medien GmbH (VS Medien) or on the all4shooters.com website and places an order. They are also considered accepted without registration if reference is made to them in the order, offer, or order confirmation. The contractual partner's terms and conditions are explicitly excluded.

2. Offer and order

2.1 Offers by VS Medien, whether online or in writing, are non-binding and are only confirmed as binding by VS Medien in writing or electronically on the basis of a specific order. If the contractual partner places an order that deviates from the VS Medien offer or order confirmation, the offer or order confirmation shall apply respectively if the contractual partner does not raise an objection immediately after receipt.

2.2 VS Medien may reject orders at any time for technical reasons or reasons of content after receipt of the specific documents, in particular in the event that they are potentially unlawful. It shall apply uniform and objective principles in this regard.

3. Remuneration

3.1 The remuneration compensates for the agreed services. Unless explicitly agreed otherwise, it is due net and without deductions, but exclusive of taxes and duties (value added tax etc.). It does not include any printing documents that may have to be produced and which are not provided by the contractual partner.

3.2 VS Medien is entitled to adjust its price lists at any time. The remuneration quoted in the order confirmation shall be authoritative.

3.3 An intermediary fee is charged for advertising intermediaries and advertising agencies; it does not apply to online contracts.

3.4 An entitlement to agreed volume rebates shall

only arise after the end of the calendar year in question. The net sales volume is used to calculate the corresponding bonus.

4. Terms of payment

4.1 Unless otherwise agreed, payments are due at once, payable to VS Medien within 30 calendar days from the invoice date without any deduction.

4.2 The payment dates must also be complied with if performances are delayed for reasons for which VS Medien is not responsible, if insignificant parts are missing or if slight corrections are necessary. This shall apply in particular if the customer does not deliver inputs for the Online Partnership Packs.

4.3 Justified objections to the invoice must be explained and declared within a reasonable period, but no later than two weeks from receipt of the invoice. The original date of payment shall otherwise remain valid.

4.4 The contractual partner may authorise VS Medien to debit its bank account for the invoice amount. Payment by direct debit is only possible from a current account in a country that participates in the SEPA procedure. Moreover, the invoice amount will not be debited earlier than five working days after receipt of the invoice.

5. Deadlines and delays

5.1 If VS Medien is unable to comply with a deadline for reasons for which it is not responsible (e.g. due to unfulfilled obligation to cooperate of the contractual partner or the fault of third parties), the deadline shall be extended appropriately. In the case of print media, this may lead to placement in a later print edition.

5.2 The statutory interest and collection costs will be charged in the event of default or deferment of payment. VS Medien reserves the right to cancel or withdraw from current orders and is authorised to demand advance payment. This also applies if there are justified doubts concerning the customer's liquidity.

6. Advertisements and third-party supplements in print media

6.1 The contracting partner may request the printing of one or more advertisements or the inclusion of third-party supplements in a specific print medium.

Classified advertisements are printed in the respective category unless otherwise agreed.

6.2 Advertorials are bordered by text on three sides and not by other advertisements. Orders of this kind are not recognisable as advertisements, but are marked with the word "advertising".

6.3 Third-party supplements that create the impression of being an integral part of the newspaper or magazine will not be accepted.

6.4 The contractual partner shall ensure that the print documents are delivered in good time. Unless explicitly agreed otherwise, VS Medien may place an advertisement in a later issue if it is received at too short notice. VS Medien will request replacements of documents that are obviously unsuitable or damaged.

6.5 Proofs will only be delivered by explicit arrangement. The contractual partner is responsible for the accuracy of returned proofs. VS Medien shall take into account all corrections communicated within the period specified when the proofs are returned.

6.6 If dimensional specifications have not been explicitly agreed, the calculation shall be based on the actual print height that is customary for this type of advertisement.

6.7 VS Medien will enclose with the invoice a suitable reference copy of the advertisement on request.

Alternatively, it will provide confirmation from the publishing company that the advertisement was printed.

6.8 Print documents will only be returned to the contractual partner by special arrangement. VS Medien is not obliged to store matrices. Print documents/print data must be kept for one year following fulfilment of the contract.

7. Online advertisements and presentations

7.1 Registration is necessary for some of the services offered by VS Medien. Registration is carried out according to the valid guidelines of the all4shooters.com website, which may be amended at any time. The contractual partner must provide truthful and complete information in order to use these areas. The contractual partner must disclose any changes before continuing their use of these areas. There is no entitlement to registration.

7.2 The contractual partner may withdraw their registration at any time without statement of reasons by notifying VS Medien in a suitable way. VS Medien undertakes to erase the personal data in this case, insofar as this is permitted by law.

7.3 The contractual partner may book the PartnerShip Packs for online advertising as defined in the media data.

7.4 In regard to transmitted content, the contractual partner undertakes to comply with the principles set out in the Press Code as issued by the German Press Council. Moreover, its content must not violate applicable law, contravene legal or official prohibitions or offend common decency. This applies in particular to pornographic, offensive, threatening, harassing, vulgar, racist or otherwise discriminatory or objectionable content. The contractual partner undertakes furthermore to ensure that its documents do not infringe any personal rights of third parties, such as naming rights or the right to one's own image.

8. Place of performance

The place of performance is the registered office of VS Medien.

9. Warranty

9.1 VS Medien warrants the print or reproduction quality that is customary for the booked title, based on the templates with which it was provided.

9.2 VS Medien cannot warrant the uninterrupted accessibility of its web pages.

9.3 Where links are placed to third-party websites, VS Medien shall accept no responsibility for the content or quality of these pages.

9.4 VS Medien is not contractually obliged to review the content of contracted services and in particular does not warrant their accuracy, completeness, currency, quality, or the absence of errors. Statutory review obligations remain reserved.

9.5 In the case of box number advertisements, VS Medien shall apply the diligence of a prudent businessperson to the safekeeping and forwarding of offers. Registered mail and express deliveries responding to box number advertisements will be forwarded by ordinary mail. VS Medien is not obliged to forward busi-

ness proposals and agency offers. Where a suspicion of misuse exists, VS Medien reserves the right to conduct an appropriate review of the offers.

9.6 In the event of justified complaints which impair the purpose of the advertisement or other advertising, the contractual partner shall be entitled to an appropriate reduction in the remuneration or the placement of a replacement. Further claims of the contractual partner are explicitly excluded.

9.7 The contractual partner must exercise claims for defects immediately after becoming aware of them, but at the latest within four weeks after receipt of the invoice. If the defects recur in later advertisements, they shall only be deemed a defect if the contractual partner has drawn attention to them in good time before going to press.

9.8 If an edition or sales quantity has been agreed, it shall be deemed to be a defect if it is present in

up to	50,000	copies	20%
up to	100,000	copies	15%
up to	500,000	copies	10%
more than	500,000	copies	5%

and the contracting partner was not offered the opportunity to withdraw from the contract in good time.

10. Liability

10.1 VS Medien is only liable for violations of contract caused by gross negligence or intent. VS Medien is not liable for gross negligence on the part of its vicarious agents, except when it concerns material contractual obligations.

10.2 The liability of VS Medien for damages that are typical of the respective contract caused by gross negligence on the part of VS Medien, its bodies, employees or auxiliary persons and for damage caused by breaches of material contractual obligations shall be limited to the foreseeable damage.

10.3 The contractual partner is responsible for the use of its password and for keeping it secret. In particular, the contractual partner undertakes to keep the password with special care and to protect it from access by third parties. The contractual partner shall otherwise indemnify VS Medien against any liability arising from the unauthorised use of the password by third parties.

The contractual partner is obliged to notify VS Medien without delay if it has reason to believe that the password has been used without authorisation.

10.4 The contracting partner shall indemnify VS Medien against any liability for incorrect information or information it has not updated concerning a person or the company, in particular concerning the use of protected professional titles.

11. Force majeure

11.1 The parties shall not be held liable for failure to perform or delay in performing if such failure or delay is due to unforeseeable events beyond their reasonable control, whether arising from natural causes or human agency ("force majeure"), including but not limited to acts of God, war, insurrection, epidemics, sabotage, labour disputes, strikes, lock-outs, short-ages of labour, interruption or delays in transportation, fire, explosion, equipment or machinery breakdown, failure or delay of VS Medien sources of supply, shortage in material or energy, acts, orders or priorities of authorities (e.g. non-issuance, refusal or revocation of authorisations in the area of exports or security services) and embargo.

11.2 The party affected by force majeure shall notify the other party in writing within two weeks following the occurrence of any event of force majeure, citing this Article in said notice, and shall supply all relevant information about its effects on performance of the contractual obligations.

11.3 Unless otherwise agreed in writing, the party unable to perform because of force majeure is temporarily excused from performance while the incident of force majeure is occurring and obligated to perform once the incident ends. It shall not be subject to damage claims.

11.4 In case the duration of force majeure exceeds six months, the parties will enter into dialogue with each other and each party will have the right to terminate the contract with immediate effect. Contractual obligations performed shall be remunerated. Remuneration already paid shall be refunded, however reduced, by the accrued costs and expenses of the contractual obligations performed thus far.

12. Emerging intellectual property rights

12.1 Intellectual property rights (copyrights, design etc.) that are created during the performance of the contract, particularly on the works and documentation created by VS Medien in a written or machine-readable form, are assigned exclusively to VS Medien.

12.2 VS Medien has the temporally and geographically unlimited, non-exclusive right to use the emerging intellectual property rights within the purpose of the contract, in particular for printing, dispatch or online placement, if necessary with the assistance of suitable service providers.

13. Pre-existing intellectual property rights

13.1 Pre-existing intellectual property rights (copyrights, design etc.) remain with the respective party or third party. Insofar as the contracting partner provides VS Medien with intellectual property rights, it guarantees that no intellectual property rights of third parties are infringed.

13.2 The parties obtain a non-exclusive and non-transferable right to use the pre-existing property rights for the agreed purpose. Any additional use (reproduction, distribution, linking, etc.) requires the consent of VS Medien or third parties. Where written consent is obtained, such use shall only be permitted within the agreed scope and with reference to the source.

14. Infringement of intellectual property rights or other rights of third parties

14.1 The contractual partner contests at its own cost and risk any third-party claims arising from infringement of intellectual property rights, personal rights or other rights of third parties directly linked to the services provided by VS Medien under this contract. VS Medien informs the contractual partner immediately in writing about claims of third parties due to infringement of intellectual property rights. It shall leave the pursuit of any litigation and measures and instructions for the judicial or extrajudicial settlement of the dispute to the contractual partner. VS Medien shall consult the contractual partner in any litigation without delay. VS Medien shall first undertake measures to mitigate losses if necessary.

14.2 The contractual partner shall, under these conditions, assume the costs accruing to and damages paid by VS Medien. Where the dispute is resolved by extrajudicial settlement, VS Medien shall make the agreed payment to third parties only if it has approved it beforehand.

15. Data protection

Each party may obtain access to personal data (e.g. names, functions, business units, contractual details and communication data) relating to the other party's employees, representatives, consultants, agents, contractors and other personnel ("personnel"; "personal data") in connection with the contract that is subject to these T&C EN. The parties agree that they act as independent controllers in regard to these personal data, unless explicitly agreed otherwise. Personal data may be processed only in accordance with applicable law, applying appropriate security measures (e.g. technical and organisational measures etc.), and only in order to enter into and perform the contract and compatible purposes including but not limited to orders, payment processing, customs duties, taxes, import/export management, customer relationship management, company accounting and general administrative purposes. Each party undertakes to inform its own personnel about the processing of personal data by the other party, in accordance with applicable law.

16. Severability clause

16.1 Should individual provisions of the contract contain omissions, be legally invalid or unenforceable for legal reasons, the validity of the remainder of the contract will not be affected thereby. In such a situation, the parties will agree to an arrangement that replaces the relevant provision with an effective one that comes as close as possible to the commercial intent of such an ineffective provision.

17. Assignment and pledging

17.1 The contractual relationship or rights and duties arising therefrom can only be assigned with the prior and written approval of the other party. Apart from that, VS Medien may assign rights and duties from the contract to another group company at any time.

17.2 The claims arising to the contractual partner from the contractual relationship may be neither assigned nor pledged without the prior written approval of VS Medien.

18. Set-off

The contractual partner shall not be entitled to set-off without explicit written consent from VS Medien.

19. Applicable law and jurisdiction

19.1 This contract and all claims and rights arising from it are subject to material German law, to the exclusion of its provisions on conflicts of legal systems. The United Nations Convention on Contracts for the International Sale of Goods shall be explicitly excluded.

19.2 The ordinary courts at the location of VS Medien's registered office are exclusively competent for any disputes arising from the contractual relationship or in connection with it.