



Strong Partners for Your Communication

PRINT & ONLINE



RATECARDS 2022



We belong to it !



WISSEN, WAS ZÄHLT

Geprüfte Auflage

Klare Basis für den Werbemarkt

The Berlin IVW quarterly publishes the printed, distributed and paid circulation of magazines, so the customer can verify his ad is reaching the proposed readership.

Only magazines that carry the IVW approval mark are checked on a regular basis to ensure the figures reported are in accordance with the established strict rules and regulations.

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

CSST
WEBAUDITING
ANES

ASSOCIAZIONE NAZIONALE EDITORIA DI SETTORE



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

Content

Dear customer, to provide a better overview we have developed a colour-guide-system which assigns a distinct colour to each magazine.



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For all Shooters, Hunters and Gun and Blade Collectors

VISI ER

Founded in 1987, VISIER reached within only a few years the number 1 position amongst all German speaking arms magazines and, as the best selling magazine of this genre is extending it's position every year. This was also approved in the latest survey of 2017.

Over 85% are men and with an average age of 47 years they are best-agers. Over 13% of our readers are working self-employed or as freelancers and are part of the high income population.

Frequency of publication: 12 x a year



Print run: 22.310 issues
Circulation: 15.683 issues
Source: IVW 1/2021

VISI^{ER} Standard Ads - Sizes and Rates

Ad size	non bleed size		bleed size (5mm)		Rates in Euro				
	width mm	height mm	width mm	height mm	black/white	2colours	3colours	4colours	
1/1	186	253	210	280	2.560,-	2.995,-	3.130,-	3.430,-	
3/4 page vertical	138	253	152	280	1.950,-	2.250,-	2.375,-	2.620,-	
	horizontal	186	186	210					200
2/3	186	164	210	178	1.750,-	2.035,-	2.130,-	2.330,-	
1/2 page vertical	91	253	104	280	1.320,-	1.585,-	1.645,-	1.790,-	
	horizontal	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	58	253	73	280	885,-	1.050,-	1.095,-	1.170,-	
	horizontal	186	82	210					96
1/4 2-columned	91	125			665,-	810,-	840,-	880,-	
	vertical	43	253	57					280
	horizontal	186	60	210					74
4. backcover			210	280				3.700,-	

- Rates do not include VAT
- Cancellation: No later than advertisement deadline, for colour-ads one week prior to advertisement deadline
- minimum size: 1/4 page

MM-Rates

■ Colour	black/white	2colours	3colours	4colours
rate per mm editorial part	2,75 Euro	3,40 Euro	3,50 Euro	3,65 Euro
rate per mm classified ad section	2,30 Euro	2,75 Euro	2,90 Euro	3,05 Euro

■ Classified ads in VISIER are not subject to exclusivity stipulation

■ mm-ads: Visier classified ads-section 4 columns/page, column width 43mm, minimum size 10mm 1-column, for online ads only minimum size 20mm, 1-column, one additional colour mandatory.

Inserts‰

■ Supplements

up to 25 gr./ea. per 1.000 copies **85,- 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 **85,- 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. **38,- Euro**

envelopes up to DIN A6 per 1.000 ea. **48,50 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	22.12.2021	29.11.2021	29.11.2021
2 February	26.01.2022	21.12.2021	21.12.2021
3 March	23.02.2022	25.01.2022	25.01.2022
4 April	30.03.2022	01.03.2022	01.03.2022
5 May	27.04.2022	29.03.2022	29.03.2022
6 June	25.05.2022	26.04.2022	26.04.2022
7 July	29.06.2022	31.05.2022	31.05.2022
8 August	27.07.2022	28.06.2022	28.06.2022
9 September	31.08.2022	02.08.2022	02.08.2022
10 October	28.09.2022	30.08.2022	30.08.2022
11 November	26.10.2022	27.09.2022	27.09.2022
12 December	30.11.2022	02.11.2022	02.11.2022
1 January 2023	21.12.2022	23.11.2022	23.11.2022

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For Specialists

VISIER SPECIAL

The VISIER cific topic only and supplements the monthly VISIER issue. It is published quarterly and with over 100 issues the most persistent magazine of its kind. Interested newcomers as well as ambitious pros will find just about any information on their hobby.

Plain but precise descriptions make VISIER SPECIAL a favored reference book that is known to be collected and in long term use.

Easy to read and understand, yet very precise in detail. The newcomer as well as the ambitious pro finds everything connected to his hobby. Every little detail is shown on high quality photographs. As a reference book VISIER SPECIAL is known to be in long term use.

Frequency of publication: 4 x a year



Print run: 15.000 issues



Standard Ads - Sizes and Rates

Ad size	non bleed size		bleed size (5mm)		Rates in Euro			
	width mm	height mm	width mm	height mm	black/white	2colours	3colours	4colours
1/1	186	253	210	280	1.995,-	2.360,-	2.510,-	2.700,-
3/4 page vertical	138	253	152	280	1.550,-	1.810,-	1.920,-	2.050,-
horizontal	186	186	210	200				
2/3	186	164	210	178	1.360,-	1.605,-	1.710,-	1.800,-
1/2 page vertical	91	253	104	280	1.050,-	1.240,-	1.320,-	1.400,-
horizontal	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	58	253	73	280	710,-	835,-	890,-	950,-
horizontal	186	82	210	96				
1/4 2-columned	91	125			550,-	650,-	690,-	750,-
vertical	43	253	57	280				
horizontal	186	60	210	74				
4. backcover			210	280				3000,-

- Rates do not include VAT
- Cancellation: No later than advertisement deadline, for colour-ads one week prior to advertisement deadline
- minimum size: 1/4 page

MM-Rates

Colour	black/white	2colours	3colours	4colours
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 mm/1-column, minimum size 10 mm 1-column.

Inserts

Supplements	Supplements tacked in center
up to 25 gr./ea. per 1.000 copies minimum circulation: 10.000 copies	85,- Euro 4 pages up to 25 gr./ea. per 1.000 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.	38,- Euro
envelopes up to DIN A6 per 1.000 ea.	48,50 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
104 March	30.03.2022	01.03.2022	01.03.2022
105 June	29.06.2022	31.05.2022	31.05.2022
106 September	28.09.2022	30.08.2022	30.08.2022
107 December	21.12.2022	23.11.2022	23.11.2022

* date of publication can be changed

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For Real-Life-Shooters

caliber

- Shooting
- Guns
- Equipment
- Technology

caliber is the 1987 founded leading magazine for dynamic shooting. Ambitious sport shooters as well as law enforcement and security officials always find the most recent news related to practical shooting and arms technology. International Champions report on their very personal tips and tricks. All tests performed are conducted under practical aspects, unsparing and absolutely honest.

Frequency of publication: 10 x a year



Printrun: 13795 issues
 Circulation: 7.862 Issues
 Source: IVW 1/2021



Standard Ads - Sizes and Rates

Ad size	non bleed size		bleed size (5mm)		Rates in Euro			
	width mm	height mm	width mm	height mm	black/white	2colours	3colours	4colours
1/1	186	253	210	280	2.410,-	2.580,-	2.640,-	3.050,-
3/4 page vertical	138	253	152	280	1.860,-	1.990,-	2.110,-	2.330,-
horizontal	186	186	210	200				
2/3	186	164	210	178	1.660,-	1.790,-	1.910,-	2.090,-
1/2 page vertical	91	253	104	280	1.230,-	1.300,-	1.380,-	1.550,-
horizontal	186	125	210	139				
2 x 1/2 page spread	392	125	420	139	2.460,-	2.460,-	2.800,-	3.090,-
1/3 page vertical	58	253	73	280	820,-	880,-	940,-	1.040,-
horizontal	186	82	210	96				
1/4 2-columned	91	125			630,-	680,-	710,-	790,-
vertical	43	253	57	280				
horizontal	186	60	210	74				
4. backcover			210	280				3.350,-

■ Rates do not include VAT

■ Cancellation: No later than advertisement deadline, for colour-ads one week prior to advertisement deadline

■ minimum size: 1/4 page

MM-Rates

■ Colour	black/white	2colours	3colours	4colours
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 43mm, minimum size 10mm 1-column, for online ads only minimum size 20mm, 1-column, one additional colour mandatory.

Inserts

■ Supplements

up to 25 gr./ea. per 1.000 copies **85,- 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 **85,- 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. **38,- Euro**

envelopes up to DIN A6 per 1.000 ea. **48,50 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

Issue	date of publication	deadline	data delivery
1 January	22.12.2021	29.11.2021	29.11.2021
2 February	26.01.2022	21.12.2021	21.12.2021
3 March	23.02.2022	25.01.2022	25.01.2022
4 April	30.03.2022	01.03.2022	01.03.2022
5 May	27.04.2022	29.03.2022	29.03.2022
6 June	25.05.2022	26.04.2022	26.04.2022
7/8 July/August	29.06.2022	31.05.2022	31.05.2022
9 September	31.08.2022	02.08.2022	02.08.2022
10 October	28.09.2022	30.08.2022	30.08.2022
11/12 Nov./Dec.	26.10.2022	27.09.2022	27.09.2022
1 January 2023	21.12.2022	23.11.2022	23.11.2022

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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 provides professional and diversified insider reports about the Swiss arms scene. Recent news about the Swiss shooter scene, historical reports as well as reports on military arms.

Frequency of publication: 12 x a year



Printrun:

10.000 issues



Standard Ads - Sizes and Rates

Ad sizes	non bleed size		bleed size (5mm)		Rates in CHF				
	width mm	height mm	width mm	height mm	black/white	2colours	3colours	4colours	
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					134
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,-	
	vertical	186	82	202					94
1/4 p. 2-columned	91	125			446,-	479,-	512,-	545,-	
	vertical	43	253	53					270
	horizontal	186	60	202					72
1/6 p.2-columned	91	82			295,-	316,-	338,-	360,-	
	horizontal	125	60						
1/8 p.2-columned	91	60			245,-	263,-	282,-	299,-	
	vertical	43	125						
	horizontal	186	30						
1/16 horizontal	43	60			135,-	145,-	155,-	165,-	

■ Rates do not include VAT

■ Cancellation: No later than advertisement deadline, for colour-ads one week prior to advertisement deadline

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	22.12.2021	29.11.2021	29.11.2021
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3 March	23.02.2022	25.01.2022	25.01.2022
4 April	30.03.2022	01.03.2022	01.03.2022
5 May	27.04.2022	29.03.2022	29.03.2022
6 June	25.05.2022	26.04.2022	26.04.2022
7 July	29.06.2022	31.05.2022	31.05.2022
8 August	27.07.2022	28.06.2022	28.06.2022
9 September	31.08.2022	02.08.2022	02.08.2022
10 October	28.09.2022	30.08.2022	30.08.2022
11 November	26.10.2022	27.09.2022	27.09.2022
12 December	30.11.2022	02.11.2022	02.11.2022
1 January 2023	21.12.2022	23.11.2022	23.11.2022

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for more POCs see page 32

OUR MEDIA TOOLS

International: Our website in 4 languages: ENG – GER – ITA – RUS

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

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

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

Cross-Promotions from Facebook to our website to YOUR contents

CO2AIR Forum integrated in all4shooters.com in the German market

Focus on additional Hunting contents in 2015 visible separation of these two segments



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

We can offer you a unique portfolio of communication-elements, that will help you to achieve your marketing-goals and to gain advantage to your next competitor.



- **News**
- **Articles**
- **Tests**
- **Image Galleries**

- Editorial coverage of your brand / product
- At a defined time (when you need it)
- International support for your product-launch
- International support for your sales activities
- Excellent google rankings for your published or tested products
- 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
 - Different rating functions (also displayed in google hits)
 - Feedback on Facebook, Instagram



- Facebook
- Twitter
- Pinterest
- Instagram
- Youtube



Reach:

10.000.000

people monthly all over the world!

- Strong Social Media Support for your messages with high reach in all channels
- Excellent targeting of younger, active people
- International Social Media Channels (8 Facebook-pages)
- Clear and transparent distinction between hunting and sport shooting



- **Videos**
- **Image Galleries**
- **Links to your homepage**
- **Newsletters**

- Publishing image galleries of your products/events
- Publishing your product videos in our video and YouTube-channel
- Several links to your homepage
- Weekly newsletters in all languages



- **Banner**

- **Videos**

- **Promotions**

- Banner advertisement and promo support
- Different banners in different sizes
- Controlled display areas
- High display- and click-rates
- Detailed reports (ad-impressions, click-rates)
- Videos in our own YouTube channels, on the website and on Social Media
- Either produced by us or publishing your videos in our channels

WE OFFER Monthly based opportunities OF PARTICIPATION

600,- €

PER MONTH / LANGUAGE

Possible
 Bannersizes
 300 x 250 Pixel
 300 x 600 Pixel
 728 x 90 Pixel

Partnership Concept

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

Ad-Banners
 Promotional Banners

SOCIAL MEDIA PRESENCE



Please ask for special
 discounts for shorter
 campaigns

OUR RECOMMENDATION:
12-MONTHS PRESENCE FOR YOUR SUCCESS!

The User

With up to 800.000 visits* per month, published in all 4 language versions, all4shooters.com /all4hunters.com is Europe's most successful online platform for guns, ammunition, optics and equipment. The website is flanked by high-reach international social media activities with very individual targeting of the user regarding their hobby (shooting / hunting). All language versions follow the principle „all business is local“. With this concept we can offer international campaigns taking care about individual market needs.

In 2017, together with our print magazines caliber and VISIER we did a big survey. Especially for all4shooters / all4hunters we've got 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. So only 7% of the users are already retired and only 5 % are still in education. All data of this survey are from the German market only.

With 7 hours per week our users are spending more time to average on their passion shooting or hunting. They are also spending nearly € 170 per month for their hobby which is also a high rank. The interests of our users are wide-spread. Tests of guns, ammunition, optics and equipment are highly demanded. Politics, gun-law, security are also of high interest, as reports on shooting events as well.

Nearly 80% of the users are member of a shooting association, they appreciate most the technical quality of our contents as well as the selection of topics and latest models. *trackable with the limits of DSGVO

- CO2air 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 250.000 visits per month.
- Banner size 300 x 250 px (data volume: max. 50 kb).
- 4 sections to choose.

Price per month 300,- € + VAT

Advertisement sizes / Samples



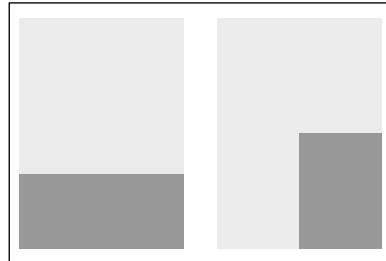
3/4 Page vertical: 138 x 253 3/4 Page horizontal: 186 x 186



2/3 Page: 186 x 164 1/2 Page vertical: 91 x 253



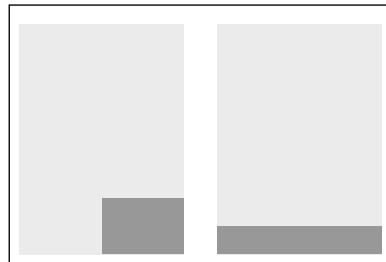
1/2 Page horizontal: 186 x 125 1/3 Page vertical: 58 x 253



1/3 Page horizontal: 186 x 82 1/4 Page 2-column: 91 x 125



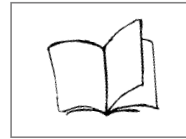
1/4 Page vertical: 43 x 253 1/4 Page horizontal: 186 x 60



1/8 Page 2-column: 91 x 60 1/8 Page horizontal: 186 x 30

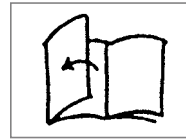
Special advertisement pages

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.



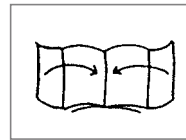
Gatefold cover:

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



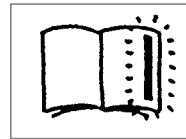
Gatefold:

advertisements that fold out either to the left or to the right.1



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.

Typographic Specifications

■ Frequency of publication:	(as indicated per publication)	■ Supplements:	Minimum 10.000 ea.
■ Publication date:	Last wednesday of the month	■ Technical specifications:	Minimum size 105mm x 148mm Maximum size 205mm x 276mm
■ Printing material:	Print PDF, 300dpi, 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 Updated information available phonephonically at the publishing house.
■ Magazine Size:	280mm high x 210mm wide (SWM: 270mm high x 202,5mm wide)		
■ Printing space:	253mm high x 186mm wide		
■ Bleed:	5mm circular		
■ Images and text:	4mm off advertisement edge		
■ Color advertisement:	Shades must be producible by Euroscale, for different colors please re quest a rate estimate)		

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.

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

To our english speaking customers:
For all of our magazines, please contact Peter Hoffmann.

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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 (starting Version 1.3), color mode CMYK (to grant the colors 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 (s. programs) 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 actual programs in PC- and Mac Format.

Important information for the subsequent treatment

To master the enormous amount of data we receive, each file submitted must be accompanied by a fax/printout stating the name of the file, type of program used and the size of the advertisement.

Please send those faxes to the following number:

+49 (0) 26 03 / 50 60 107

Please note that the advertisement cannot be published unless a distinct fax is available.

E-Mail: VISIER: anzeigen@vsmedien.de,
caliber: caliber@vsmedien.de

In order to grant a faultless reproduction, independently from the data submitted, it is absolutely necessary that a proof or printout is available at the publishing house.