



# 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.

**VISI**ER 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:  
Circulation:

22.310 issues  
15.683 issues

Source: IVW 1/2021



# VISI<sup>ER</sup> 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

<b>Colour</b>	<b>black/white</b>	<b>2colours</b>	<b>3colours</b>	<b>4colours</b>
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

<b>Supplements</b>	<b>Supplements tacked in center</b>
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%	

<b>Add on items</b>	
(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

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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
7/8 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

Advertising sales director

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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
<b>Bottom of Page</b>			
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



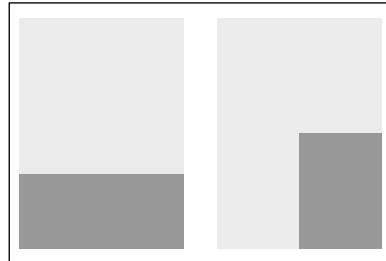
3/4 Page vertical: 138 x 253    3/4 Page horizontal: 186 x 186



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



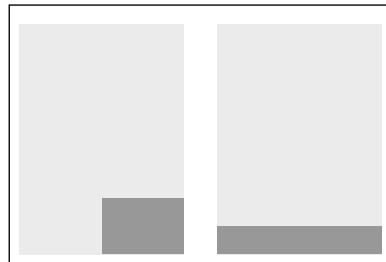
1/2 Page horizontal: 186 x 125    1/3 Page vertical: 58 x 253



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



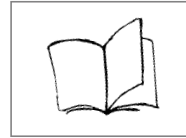
1/4 Page vertical: 43 x 253    1/4 Page horizontal: 186 x 60



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

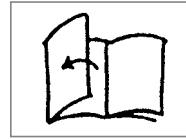
## Special advertisement pages

### 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.



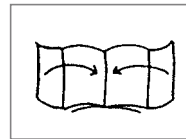
#### Gatefold cover:

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



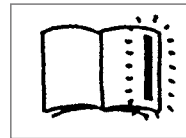
#### Gatefold:

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:	<b>ADV Mediendienste GmbH</b> <b>Aindlinger Straße 17</b> <b>86167 Augsburg/Germany</b>  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.

 Advertising sales director  
VISIER, caliber, VISIER-SPECIAL, Online:  
**Peter Hoffmann**  
 Phone +49 (0)221 / 941988-92  
 Fax +49 (0) 2603 / 5060-107  
Mail [peter.hoffmann@vsmedien.de](mailto:peter.hoffmann@vsmedien.de)  
**VS Medien GmbH**  
 Römerstraße 58  
56130 Bad Ems-Germany



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

 Advertising sales director  
Schweizer-Waffen-Magazin:  
marcom solutions  
**Sandra Wehrli**  
Fohliweidweg 5  
CH-5037 Muhen  
Phone (+41) (0)62 823 05 42  
[sandra.wehrli@marcom-solutions.ch](mailto: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 (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.

# 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, of-fer 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 de-viates 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 objec-tive 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 advertis-ing 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 questi-on. The net sales volume is used to calculate the cor-responding 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 de-layed 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 in-puts for the Online Partner-ship Packs.

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

4.4 The contractual partner may authorise VS Medi-en to debit its bank ac-count for the invoice amount. Payment by direct debit is only possible from a current account in a country that participates in the SEPA proce-dure. 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 con-tractual partner or the fault of third parties), the deadline shall be extend-ed 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 pay-ment. VS Medien reserves the right to cancel or with-draw from current orders and is authorised to demand advance payment. This also applies if there are just-ified doubts concerning the cus-tomer's liquidity.

## 6. Advertisements and third-party supplements in print media

6.1 The contracting partner may request the printing of one or more adver-tisements 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 Advertisements are bordered by text on three sides and not by other adver-tisements. Orders of this kind are not recognisable as advertisements, but are marked with the word "advertising".

6.3 Third-party supplements that create the impres-sion of being an integral part of the newspaper or ma-gazine will not be accepted.

6.4 The contractual partner shall ensure that the print documents are deliv-ered 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 un-suitable or damaged.

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

6.6 If dimensional specifications have not been ex-plicitly agreed, the calcula-tion 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 pub-lishing company that the advertisement was printed.

6.8 Print documents will only be returned to the con-tractual partner by special arrangement. VS Medien is not obliged to store matrices. Print docu-ments/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 accord-ing to the valid guidelines of the all4shooters.com website, which may be amended at any time. The con-tractual partner must provide truthful and complete information in order to use these areas. The contrac-tual partner must disclose any changes be-fore contin-uing their use of these areas. There is no entitlement to regis-tration.

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

business 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 contractual 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, shortages of labour, interruption or delays in transportation, fire, explosion, equipment or machinery breakdown, failure or delay of RUAG's 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 geographical-ly 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 (copy-rights, 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 (re-production, distribution, linking, etc.) requires the consent of VS Me-dien or third parties. Where written consent is obtained, such use shall on-ly 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 in-fringement of intellectual property rights. It shall leave the pursuit of any litigation and measures and instructions for the judicial or extrajudicial set-tlement 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 re-solved by extra-judicial settlement, VS Medien shall make the agreed pay-ment 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 per-form the contract and compatible purposes including but not limited to orders, payment processing, customs duties, taxes, import/export man-agement, 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 ac-cordance 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 an arrangement that replaces the relevant provision with an ef-fective 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 relation-ship may be neither assigned nor pledged without the prior written ap-proval of VS Medien.

### **18. Set-off**

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

### **19. Applicable law and jurisdiction**

19.1 This contract and all claims and rights arising from it are subject to materi-al German law, to the exclusion of its provisions on conflicts of legal sys-tems. 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 rela-tionship or in connection with it.