


ARMBANDUHREN

Publishing House Particulars and General Information

Publishing House:	HEEL Verlag GmbH Gut Pottscheidt D-53639 Königswinter Phone: +49 (0) 2223 9230-0 Fax: +49 (0) 2223 9230-26 www.heel-verlag.de www.armbanduhren-online.de	Representative:	Nielsen 3b and 4 (Baden-Wuerttemberg and Bavaria) Christian Keller Media Bvd de la Promenade 46 F-11220 Lagrasse Mobile: +49 (0) 162 2015013 E-mail: christian@kellermedia.eu
Frequency:	Magazine issue: bimonthly Catalogue issue: once a year	Editorial concept:	ARMBANDUHREN is a magazine about high quality mechanical wristwatches. Reports about novelties, fascinating classics and portraits of wristwatch companies, manufacturers and their history are giving competent and comprehensive information for watch enthusiasts. The ARMBANDUHREN CATALOGUE is published once a year. As a reference book it gives an extensive overview of mechanical wristwatches by presenting over 1300 models of top brands. The ARMBANDUHREN Classic Catalogue – The Big Price Guide is a must-have for collectors and lovers of vintage watches. In alphabetically and chronological order the catalogue lists the most coveted classic watch models with current estimates of experts from Classic Data.
Price:	Magazine issue € 7,50 (ePaper € 5,99) Catalogue issue € 19,90	Market positioning:	The gloss appearance and modern layout of the magazine combined with its competent editorial lead to its positioning in the segment of high quality special interest magazines for top class male target groups. With ARMBANDUHREN you will reach a wealthy clientele, which is beside wristwatches also interested in other luxury items.
Circulation:	Circulation according to IVW III/16:  Total circulation: 9.422 copies Paid circulation: 8.739 copies	General terms and conditions see	www.armbanduhren-online.de
Size of the magazine:	210 mm width x 297 mm height		
Managing Director + Advertising Manager:	Sabine Blüm Phone: +49 (0) 2223 9230-27 E-mail: s.bluem@heel-verlag.de		
Advertising Consultant + Marketing Manager:	Sylvia Lühert Phone: +49 (0) 2223 9230-41 E-mail: s.luehert@heel-verlag.de		
Classified ads:	Reinhard Krabbe Phone: +49 (0) 2223 9230-29 E-mail: r.krabbe@heel-verlag.de		
Printing material:	Martina Rolfs Phone: +49 (0) 2223 9230-17 E-mail: m.rolfs@heel-verlag.de		

Editorial Calendar 2017

ISSUE	PUBLISHING DATE	COPY DEADLINE*	MATERIAL DEADLINE	MAIN TOPICS
1/2017	01.02.2017	21.12.2016	03.01.2017	S.I.H.H., Inhorgenta and Preview BASELWORLD
2/2017	24.03.2017	16.02.2017	24.02.2017	BASELWORLD, watch of the year 2017
3/2017 Catalogue 2017	31.05.2017	25.04.2017	02.05.2017	All the top brand's new wrist watches featuring comprehensive technical data and retail prices
4/2017	05.07.2017	29.05.2017	06.06.2017	All the new lines and models tested
5/2017	06.09.2017	02.08.2017	09.08.2017	Watch technology
6/2017	18.10.2017	11.09.2017	19.09.2017	Watch design
Classic Catalogue – The Big Price Guide	15.11.2017	05.10.2017	13.10.2017	Price Guide for collectors and enthusiasts of vintage watches with the most coveted classic wrist watch models with pictures, technical data and updated market values.
7/2017	29.11.2017	23.10.2017	31.10.2017	X-Mas issue

*Cancellation right until copy deadline, for the inside frontcover, inside back cover and back cover one week before copy deadline

Ad Specifications / Data Transfer

Printing Process:	Offset, European offset colour scale
Printing Profile:	Fogra 39
Binding:	Perfect bound (Hotmelt)
Printing Material:	Preferably PDF/X3 files We can't guarantee for the correct display of text elements smaller than 8 pt, and of lines thinner than 0.75 pt.
Delivery of Data:	Via e-mail to m.rolfs@heel-verlag.de . Please specify the magazine and the advertisement.
Proof:	Correctness of colour only with proof, otherwise no responsibility can be taken. Please send the proof to: HEEL Verlag GmbH, Martina Rolfs, Pottscheid 1, D-53639 Königswinter

Rate Card 2017

ARMBANDUHREN

All ads from the print version will be transferred to the smartphone or tablet version without surcharge and will be linked to the advertiser's website. Rich-media contents as picture galleries and videos can be integrated.

Format	Type area mm width x mm height	Trim size* mm width x mm height	b/w-price in Euro	4c-price in Euro	DISCOUNTS			
					Volume discount rate		Frequency discount rate	
2/1**	385 x 256	420 x 297	7.480,-	10.600,-	2 pages	5 %	from 2 ads	3 %
1/1	175 x 256	210 x 297	4.400,-	5.530,-	3 pages	6 %	from 4 ads	6 %
1/2 vertic.	85 x 256	106 x 297	2.500,-	3.130,-	4 pages	8 %	from 7 ads	10 %
1/2 horiz.	175 x 125	210 x 143			7 pages	12 %	from 10 ads	13 %
1/3 vertic.	55 x 256	74 x 297	1.680,-	2.260,-	10 pages	15 %	from 12 ads	15 %
1/3 horiz.	175 x 85	210 x 106			15 pages	20 %		
1/4 vertic.	43 x 256	60 x 297	1.240,-	1.800,-	Terms of payment:			
1/4 horiz.	175 x 60	210 x 81			Advertisement rates plus VAT			
* Plus 3 mm bleed at each side. Vital elements should be 8 mm from bleed and back margin.					Payment after receipt.			
** Plus 3 mm bleed at each side. In the middle the trim must be doubled (6 mm) for motifs that run over the inner binding edge to avoid that text or images may be cut off.					USt-ID: DE 123 372 828			
Please send the file as two single pages.					General terms and conditions of business and the supplementary terms and conditions of HEEL publishing apply to all advertising orders.			

SPECIAL PLACEMENTS	Price in Euro	ONLINE ADS
Inside front cover	6.560,-	www.armbanduhren-online.de provides an ideal environment for online advertising: Starting from € 60,- per month Price for online enabled PDFs of editorial pages for your website: € 100,- per page
Inside back cover	5.940,-	
Back cover	6.970,-	
Opening Spread	12.100,-	
Bookmark (see below)		

Bank accounts:
Deutsche Bank IBAN: DE74 3807 0059 0024 6769 00 BIC (SWIFT): DEUTDE330
Sparkasse KölnBonn IBAN: DE79 3705 0198 0000 0356 59 BIC (SWIFT): COLSDE33

CLASSIFIED ADS

Commercial and employment ads: € 2,55 per mm (1 column = 43 mm), colour surcharge 15 % on b/w-price

Ad Specials: Loose Inserts – Bound Inserts – Tip-on-Cards

GENERAL INFORMATION

Prices:	Discounts are not given for ad specials.
Basis for calculation:	The current circulation according to the standards of the IVW.
Order:	The presentation of five valid technical samples is obligatory part of the order.
Quantity delivered:	Please contact the advertising sales department.
Delivery:	Free home delivery to the delivery address in the order confirmation with the delivery note: ARMBANDUHREN, Issue No.: ...

LOOSE INSERTS

Price (up to 25 g):	€ 200,- per thousand, every further 10 g plus € 20,- per thousand
Bookmark:	€ 220,- per thousand
Placement:	Print run, split run on request
Format:	Minimum DIN A6, maximum 200 mm x 287 mm. Please send five technical samples to the advertising sales department.
Postal fee:	Current postal costs

BOUND INSERTS

Price:	2 pages	€ 180,- per thousand	6 pages	€ 260,- per thousand
	4 pages	€ 220,- per thousand	8 pages	€ 280,- per thousand
Placement:	Print run, split run on request			
Format:	Bound inserts have to be delivered fold and in untrimmed size. Please send five technical samples to the advertising sales department until the material deadline.			

TIP-ON-CARD

Price:	€ 60,- per thousand incl. postal fees
Placement:	Print run, split run on request
Advertisement page:	1/1 page b/w or 4c, charges according to the rate card
Placement:	The placement of the advertisement page and the positioning of the tip-on-card have to be coordinated with the advertising sales department.
Postal fee:	Current postal costs

SPECIAL ADS

Prices and formats on request