



**reitsport**  
MAGAZIN



THE  
**HANOVERIAN**



HANOVERIAN  
AUCTIONS

# MEDIA-INFORMATION 2010

PARAGON Verlagsgesellschaft mbH & Co. KG

■ Lower-Saxony is **the** horse riding region of Germany. Here you will find a large potential of riders an horse riding friends. About 142.000 members are representing the horse riding associations of Lower-Saxony an Bremen. They are organized in more than 1.000 riding clubs, which are arranging about 700 competitions p. a.

■ The **reitsport** MAGAZIN is the official magazine of the horse riding associations of **Weser-Ems, Hannover** and **Bremen** The magazine is regularly publishing all events an competitions which take place in Lower-Saxony.

■ Realizing three readers per copy, the magazine reaches nearly 35.000 readers every month.

Place of publication: Hanover  
Frequency of publication: monthly  
Distribution area: Lower-Saxony and Bremen

■ The Hanoverian is the official magazine of: the Hanoverian Verband Verden e.V., Hannoverische Reit- und Fahrshule e.V., Verband der Pony- und Kleinpferdzüchter e.V., Stammbuch für Kaltblutpferde Niedersachsen e.V. an of the Lower Saxonian National State Stud Celle.

■ The readers of the Hanoverian are spread all over the world. The magazine is a „must read“ lecture for all Hanoverian breeders, in order to be well informed about all events around the scene.

Place of publication: Verden  
Frequency of publication: monthly  
Distribution area national and international

■ Annually the Niedersachsenhalle in Verden counts nearly 100.000 riders an breeders from all over the world visiting the auctions. Eight times a year the whole riding an breeding society vitits Verden, which is the centre of the worlds flourishing breeding association. The auction catalogues are in great demand. They are definitely invaluable reference books and should be part of every bookshelf.

Place of publication: Verden  
Frequency of publication: 8 publication p. a. to every auction  
Distribution area: national an international



Mitglied der  
Arbeitsgemeinschaft  
regionaler Fachzeit-  
schriften für Pferdesport



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## Publishing Compagny

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### **Publishing Compagny:**

**PARAGON Verlagsgesellschaft mbH & Co. KG**

Misburger Straße 119,

D 30625 Hannover

P.O. Box 61 04 06

Phone: 00 49 / 511 / 560 599 30

Fax: 00 49 / 511 / 560 599 39

E-Mail: [info@paragon.de](mailto:info@paragon.de)

Internet: [www.reitsport-magazin.de](http://www.reitsport-magazin.de)

### **Management:**

**Alexander Wanke** (Publisher)

**Michael Papsdorf** (CEO)

**Alexandra Duesmann** (CEO)

### **Contact Advertisement:**

**Alexandra Duesmann**

Phone: 00 49 / 511 / 560 599 30

E-Mail: [alexandra.duesmann@paragon.de](mailto:alexandra.duesmann@paragon.de)

**Susanne Voß**

Phone: 00 49 / 511 / 560 599 41

### **Internet:**

[www.reitsport-magazin.de](http://www.reitsport-magazin.de)

## Technical information

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### **Advertising material / Art works:**

Please send all objects in current programs of MAC or PC.

### **Colours:**

According to DIN 16539 European scale.

### **Data transfer:**

by E-Mail.

## Circulation

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### **Suscription:**

11.690 copies (1. Quartal 2009)

The circulation is controlled by IWW, the German auditing organ, which guarantees the the declared circulation in correct.



## Technical dates

**Format:** 215 mm width x 280 mm height  
**Type area:** 190 mm width x 255 mm height  
**Column width:** 4 column, per 45 mm / 3 column, per 60 mm

## Advertising rates an sizes

Size	Width x Height	black-white	2 colours	4 colours
<b>1/1 page</b>	190 x 255	1.808,-	2.256,-	3.072,-
<b>2/3 page</b>	124 x 255 / 190 x 168	1.205,-	1.504,-	2.048,-
<b>1/2 page</b>	92 x 255 / 190 x 127	904,-	1.128,-	1.536,-
<b>1/3 page</b>	60 x 255 / 190 x 84	602,-	752,-	1.024,-
<b>1/4 page</b>	45 x 255 / 190 x 62 / 92 x 125	452,-	564,-	768,-
<b>1/8 page</b>	45 x 127 / 90 x 62	226,-	282,-	384,-
<b>1/16 page</b>	45 x 64 / 90 x 31	113,-	141,-	192,-
<b>Basic price per mm in Euro</b>		<b>1,77</b>	<b>2,20</b>	<b>2,95</b>

## Loose inserts / supplements

Price per 1000 copies

**Up to 25g**      **Above 25g**  
129 Euro      on request

## Dates 2010

Issue	Deadline	Publishing date
01/10	30.11.2009	30.12.2009
02/10	30.12.2009	27.01.2010
03/10	29.01.2010	24.02.2010
04/10	01.03.2010	31.03.2010
05/10	30.03.2010	28.04.2010
06/10	30.04.2010	26.05.2010
07/10	28.05.2010	30.06.2010
08/10	30.06.2010	28.07.2010
09/10	30.07.2010	25.08.2010
10/10	30.08.2010	29.09.2010
11/10	30.09.2010	27.10.2010
12/10	29.10.2010	24.11.2010
01/11	30.11.2010	29.12.2010



## Technical dates

**Format:** DIN A4, 210 mm width x 297 mm height  
**Type area:** 186 mm width x 257 mm height  
**Column width:** 4 column, per 45 mm

## Advertising rates an sizes

Size	Width x Height	black-white	2 colours	4 colours
1/1 page	186 x 257	1.700,-	2.060,-	2.880,-
2/3 page	120 x 257 / 186 x 172	1.133,-	1.374,-	1.920,-
1/2 page	92 x 257** / 186 x 128	850,-	1.030,-	1.440,-
1/3 page	60 x 257* / 186 x 82	567,-	687,-	960,-
1/4 page	45 x 257** / 186 x 64 / 90 x 128**	425,-	515,-	720,-
1/8 page	45 x 127 / 92 x 64	213,-	258,-	360,-
1/16 page	45 x 64 / 92 x 32	107,-	129,-	180,-
<b>Basic price per mm in Euro</b>		<b>1,68</b>	<b>2,10</b>	<b>2,90</b>

## Loose inserts / supplements

Price per 1000 copies

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 129 Euro      on request

## Dates 2010

Issue	Deadline	Publishing date
01/10	30.11.2009	21.12.2009
02/10	30.12.2009	20.01.2010
03/10	29.01.2010	22.02.2010
04/10	01.03.2010	22.03.2010
05/10	30.03.2010	20.04.2010
06/10	30.04.2010	20.05.2010
07/10	28.05.2010	21.06.2010
08/10	30.06.2010	20.07.2010
09/10	30.07.2010	20.08.2010
10/10	30.08.2010	20.09.2010
11/10	30.09.2010	20.10.2010
12/10	30.10.2010	22.11.2010
01/11	30.11.2010	20.12.2010

**COMBINATION INCLUDING  
COMBINATION REBATE OF 10%**

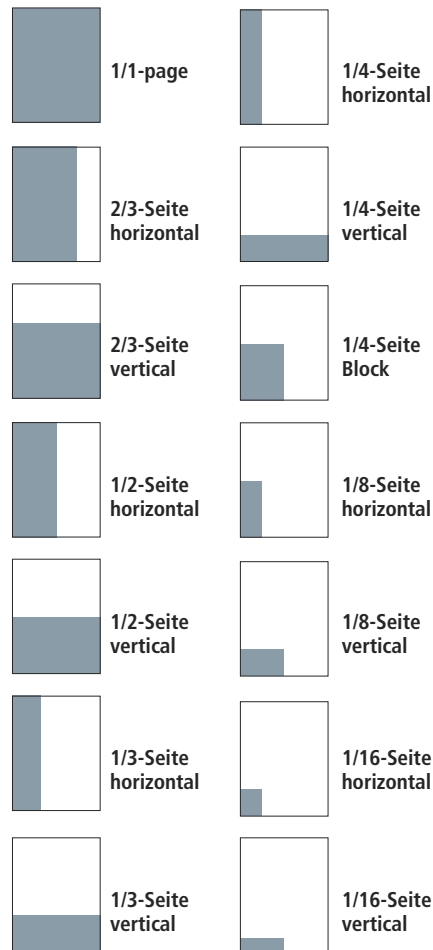
## Advertising rates and sizes

Size	Width x Height	black-white	2 colours	4 colours
1/1 page		3.157,-	3.884,-	5.357,-
2/3 page	REITSPORT MAGAZIN: Page 4	2.104,-	2.590,-	3.571,-
1/2 page		1.579,-	1.942,-	2.678,-
1/3 page	THE HANOVERIAN: Page 5	1052,-	1.295,-	1.786,-
1/4 page		789,-	971,-	1.339,-
1/8 page		395,-	486,-	670,-
1/16 page		198,-	243,-	335,-
Basic price per mm in Euro		3,11	3,87	5,27

## Loose inserts / supplements

per 1000 copies  
on request

## Examples of size



Advertisements in the auctions catalogues which includes advices of selling or marketing of horses, or stallions that are nonlicensed for the Hanoverian breeding, will not be published.

Publishing frequency: 8 issues p. a.  
Circulation: 5.500 copies

## Rates Format A

Format 220 mm width / 225 mm height  
Type area 195 mm width / 211 mm height

	back-white	4 colours
<b>1/1 page</b>	<b>301,-</b>	<b>512,-</b>
TA 195 x 211 mm · F 220 x 225 mm		
<b>2/3 page</b>	<b>256,-</b>	<b>409,-</b>
TA 128 x 211 mm · F 133 x 225 mm		
<b>1/3 page, horizontal</b>	<b>154,-</b>	<b>310,-</b>
TA 61 x 211 mm · F 70 x 225 mm		
<b>1/3 page, vertical</b>	<b>154,-</b>	<b>310,-</b>
TA 195 x 60 mm · F 220 x 73 mm		
<b>1/3 page, Block</b>	<b>154,-</b>	<b>310,-</b>
TA 128 x 100 mm · F 133 x 110 mm		

## Rates Format B

Format 147 mm width / 210 mm height (A5)  
Type area 130 mm width / 190 mm height

	black-white	4 colours
<b>1/1 page</b>	<b>154,-</b>	<b>229,-</b>
TA 130 x 190 mm · F 147 x 210 mm		
<b>1/2 page</b>	<b>103,-</b>	<b>178,-</b>
TA 130 x 92 mm · F 147 x 97 mm		

All ads are placed on a left page.  
Quantity rebate: 2 Ads 5%      4 Ads 10%  
                          6 Ads 15%      8 Ads 20%

## Dates 2010

Deadline	Deadline	Publishing Date	Format
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### Winter-Auktion 29.–30. Januar

07.12.2009	14.12.2009	04.01.2010	B
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### 122. Elite-Auktion 9.–10. April

22.02.2010	04.03.2010	18.03.2010	A
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### Mai-Auktion 07.–08. Mai

22.03.2010	29.03.2010	10.04.2010	B
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### Sommer-Auktion 23.–24. Juli

07.06.2010	14.06.2010	01.07.2010	B
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### 36. Elite-Fohlen- und Zuchtstuten-Auktion 20.–22. August

18.06.2010	28.06.2010	26.07.2010	A
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### 123. Elite-Auktion 08.–09. Oktober

20.08.2010	03.09.2010	16.09.2009	A
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### Hengstkörung und Auktion 21.–23. Oktober

08.09.2010	21.09.2010	08.10.2010	A
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### November-Auktion 05.–06. November

20.09.2010	27.09.2010	12.10.2010	B
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