



GLOBETROTTER

MAGAZIN



**GERMANY'S
BIGGEST
OUTDOOR AND
TRAVEL
MAGAZINE**

No. 22, valid from 1st of January 2020

MEDIA DATA & ADVERT RATES



GLOBETROTTER

MAGAZIN

VALUABLE CONTENT, WIDE CIRCULATION

Globetrotter Magazin is the customer magazine of Globetrotter Ausrüstung – one of Europe’s leading outdoor retailers.

It has a circulation of **330,000 – 400,000** copies, and appears 4 x a year – and it is Germany’s outdoor and travel magazine with the widest circulation.

Globetrotter Magazin comes out in XXL size with a minimum of 148 pages – with premium travel reports, photo stories, interviews, service stories and highlights from the Globetrotter product range. The magazine is very popular amongst the **Globetrotter Community** and has a high collector’s value.



On www.globetrotter.de (two million visitors per month), the magazine is also available online and 100 % accessible for free. Magazine content is shared on social media channels like Facebook and Instagram.



IVW verified circulation
1st quarter 2019: 357,001 copies
2nd quarter 2019: 395,051 copies

OPTIMAL DISTRIBUTION: EACH MAGAZINE REACHES AN ACTIVE CUSTOMER

More than 300,000 copies are sent via direct mailing for free to regular costumers with a loyalty card. The list of regular Globetrotter customers is continuously verified; inactive customers are excluded.

The remaining circulation reaches further active customers: the magazine is included in parcel deliveries, available at customer events and at the Globetrotter stores in Germany.

Therefore, the **total circulation** always reaches active customers.

UNIQUE COST-BENEFIT RATIO

Each issue of Globetrotter Magazin has a **wider circulation** than the **six most important German outdoor and travel magazines** in total.






The **advertisement basic price** comes to **less than a fifth** of the compared totals.

(Chart true to scale of real numbers.)



Distribution: IVW verified numbers for the quarters 4/2018, 1/2019, 2/2019 and 3/2019. Advert rate: basic price 1/1 prior discounts, effective 2019.

FORMATS & RATES FOR PRINT ADVERTS

FORMAT	SIZE	BASIC PRICE <small>without discount</small>
Format 460 × 300 mm	2/1 PAGE 	24,800 EUR
Format 230 × 300 mm	1/1 PAGE 	12,500 EUR
vertical, bleed 103 × 300 mm horizontal, bleed 230 × 147 mm	1/2 PAGE 	7,000 EUR
vertical, bleed 70 × 300 mm horizontal, bleed 230 × 97 mm	1/3 PAGE 	4,900 EUR
vertical, bleed 54 × 300 mm horizontal, bleed 230 × 74 mm	1/4 PAGE 	3,800 EUR

Placement surcharges: Inside front (2) and back (3) cover: 5%. outside back cover (4): 10%. **Other formats:** on request.

All rates are net prices exclusive of VAT.

SCHEDULE 2020

ISSUE	PUBLICA- TION DATE	ADVERT BOOK- ING DEADLINE	MATERIAL DEADLINE
Issue 17 / Spring 2020	11.03.2020	22.01.2020	29.01.2020
Issue 18 / Summer 2020	06.05.2020	10.03.2020	18.03.2020
Issue 19 / Autumn 2020	09.09.2020	15.07.2020	22.07.2020
Issue 20 / Winter 2020	11.11.2020	16.09.2020	22.09.2020

Schedule for 2021 will be available from autumn 2020.

TECHNICAL DETAILS

Format	230 x 300 mm
Bleed	3 mm
Binding	Perfect binding
Printing process	Inside: web offset; Cover: sheetfed offset
Material requirements	152,4 lpi; 340 dpi
Material proofs	PDF X1a, PDF X4
Colour profiles	Inside: PSO LWC Improved (Fogra 45L) Cover: PSO uncoated v3 (Fogra 52L)

No claims will be accepted if the files given do not answer the technical requirements.

Please note: Make sure to set your bleed margins to a minimum of 5 mm for important elements like logos, texts etc. Adverts merging into the fold should have a minimum of 10 mm of no text.

Delivery of Adverts

Wiebke Mörig
Email: grafik@red-gun.com

Marketing Adverts

Sarah Jentsch
Email: marketing@red-gun.com

DISCOUNTS

4 × GLOBETROTTER MAGAZIN = 25 % SPECIAL DISCOUNT

4 × 4 discount: Book 4 and pay for 3

When you book four advertisement formats for four consecutive issues, a special discount of 25 % will be applied.

10 % COMBINED DISCOUNT +

Cover the Swiss and German market. 4-Seasons, the customer magazine of Transa Backpacking (one of the leading outdoor retailers of Switzerland) is published in Switzerland. A 10 % combined discount is available for the same advertising formats that appear within one calendar year in Globetrotter Magazin and 4-Seasons.

The combined discount is also available for brands with differing distribution channels and/or invoice addresses in Germany and Switzerland.

5 % RECYCLING DISCOUNT FOR INSERTS AND TIP ONS

A 5 % recycling discount is available for loose and bound inserts and tip ons printed on recycling paper. Inserts and tip ons are excluded from further discounts.

Marking Supplements which might not be recognized as advertisements due to their design, have to be marked with the word »ANZEIGE« (advert), minimum 8 point capital letters, on each page.



ADDITIONAL PRINT OFFERS

LOOSE INSERTS

Inserts are loosely enclosed printed matters.

Rates per thousand or part thereof, up to 25 g weight: **138 EURO**
per additional 5 g: **10 EURO**

Split circulation (only direct mailing circulation, Nielsen district etc.) is possible, additional costs will be invoiced.

TIP ON

Tip ons are printed matters glued into the magazine. There are additional costs for the page it is glued on (1/1 page).

Rates per thousand or part thereof, up to 25 g weight: **138 EURO**
Costs for additional weight on request.

INFORMATION ABOUT INSERTS & TIP ONS:

Minimum coverage: 150,000 copies. Rates are not eligible for discounts, apart from FSC discount. Plus technical, undiscountable costs. Free of charge delivery on euro pallets.

Maximum format: 210 x 280 mm (vertical format)

All rates are net prices exclusive of VAT.

Print subvention for inserts and tip ons: 4% additional delivery to booked quantity. In case of processing problems, the magazine's completion takes precedence over additional products.

Delivery of loose and bound inserts: Must be delivered up to four to six weeks prior publication to the printer. The exact delivery dates and address will be specified at due date.

Adverts by third parties in bound inserts and tip ons are generally not possible. Adverts by third parties in loose inserts might be possible upon request (usually 50 % surcharge).

Other formats on request.



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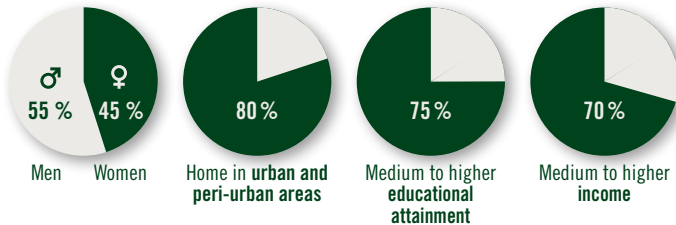
GLOBETROTTER CUSTOMER STRUCTURE: WHO READS GLOBETROTTER MAGAZIN?

Globetrotter serves an audience of millions, the customer magazine reaches customers that are most active and generate the highest revenue: **the core target group of the outdoor and travel market.**

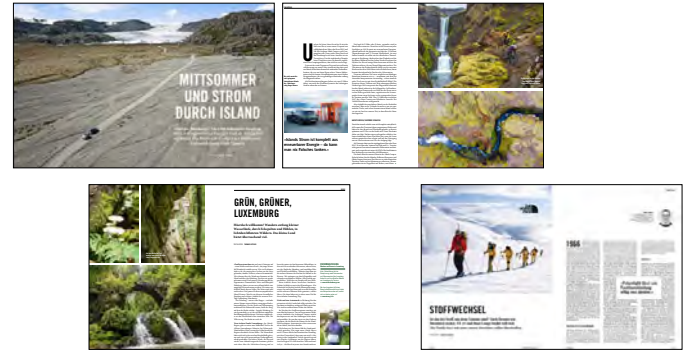
Globetrotter customers are conscious customers with a high educational level and clear ideals. They are environmentally aware and close with nature, have their own opinions and are interested in foreign cultures. Globetrotter customers are sociable: They like to spend their free time with their family and friends. They life and value a sustainable lifestyle, a respectful and harmonious contact with other people and the environment.

GLOBETROTTER CUSTOMERS IN NUMBERS

- More than **950,000** people own a Globetrotter loyalty card.
- More than **420,000** subscribers receive the weekly newsletter.
- More than **2,000,000** people visit the online shop every month.
- **Age** of the core target group: 35–54 years.



EDITORIAL COOPERATION WITH GLOBETROTTER PARTNERS



Are you looking for a wanderlust target group with itchy feet? Then this is your place. Other **touristic premium destinations** have already taken advantage of Globetrotter Magazin's wide circulation to reach their customers.

We create coherent campaigns that will meet with our customers' high approval and reliability. Travel tips on double pages, long reports or contests: There are many possibilities to present your destination in a compelling way in our print magazine.

We have already realised successful cooperations with other brands (automotive, environment, photography).
Get in touch with us!

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GLOBETROTTER

Terms and Conditions

General and additional terms and conditions apply (see www.globetrotter.de).

DOWNLOAD

MEDIA DATA
GERMAN & ENGLISH
[globetrotter.de/
magazin/mediadaten](http://globetrotter.de/magazin/mediadaten)

Protect Nature

Globetrotter Magazin's print and paper are certified with the Blue Angel eco-label.