

MEDIA KIT

FANTASTIC SPORT. FANTASTIC AUDIENCE. FANTASTIC MARKET.



marathonrally.com
PRINTERACTIVE

UNIQUE&PREMIUM

marathonrally.com
PRINTERACTIVE



We never stopped playing with cars in the dirt.

Vroooooom! Remember your childhood? Playing with cars in sand and mud? We still play. Just more sophisticated.

Focused on Off-Road Motorsport and Rally-Raid. Marathonrally knows its audience and covers events ranging from national rallies to global milestones like the legendary rallies from Paris to Dakar. Since 2003 Marathonrally.com is the worldwide leading online magazine published in three languages with more than 2.5 million readers annually.

Experienced and Proven. In 2012 encouraged by enthusiastic readers, the owners of Marathonrally.com decided to publish a print magazine. A first prototype edition sold out within a few days and gave us proof that there is a place in the market. Backed by our online segment leader position we thrive where traditional untargeted paper media is struggling to survive.

We are proudly calling this a Premium Print Magazine - the first and only Rally-Raid and Off-Road Motorsport Magazine worldwide. Written in English language. Distributed and read on nearly all continents.

Why premium? Because we publish only the best stories and pictures from the best journalists and photographers in the world. Our editors love the sport they write about. The whole magazine is printed in high-end quality varnished paper. The adverts are rare and unobtrusive. The design is creative and unique. Like our readers.

With with over a Billion Euros/Dollars of annual sales, the Off-Road market is roaring with opportunity. But not only this. Especially Off-Road Motorsport is a lucrative market for high-end products, cars, technical equipment and more. It is difficult to be part of this market without marketing. But we are changing that.

Off-Road Motorsport. What a sweet, profitable place to be. And a dirty one too.



Facts and Distribution

Online-Mag established in 2003, Print-Mag in 2013
10,000 magazines distributed per issue
4 issues per year, quarterly (depends on rally dates)
Suggested retail price: 10 US\$ / 7.50 €
Distribution: Selected distribution partners, direct sale on rallies and events, subscriptions, online orders - worldwide

Technical Requirements

Email material or post a CD / DVD (attach printout of contents plus a copy of the finished ad). We prefer PDF or JPEG (must be 300 DPI, CMYK colours). No spot or RGB colours. No Corel Draw, Freehand, QuarkXpress, Word, Excel, or PowerPoint documents. No letterheads or paper pamphlets. No website images. No Mac-files - yes, we are working with Windows.

Production Contact

Marathonrally Printinteractive
Attn. Hansjoerg "Hansy" Schekahn
Gluckstrasse 74 A
22081 Hamburg / Germany
Phone: +49 152 53 54 19 38
hansy.schekahn@marathonrally.com

DESERTS ARE EVERYWHERE

SPACES & RATES 2013

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General Section Spaces



2/1 Page
left and right page



1/1 Page
right page only



3/4 Page
different spaces



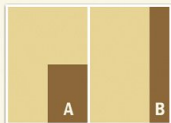
2/3 Page
different spaces



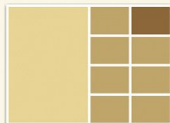
1/2 Page
different spaces



1/3 Page
different spaces



1/4 Page
different spaces



Spec RBT Events*
fixed space - less fee



Spec Selection*
fixed space - less fee

- Fixed space, special page (advertising blocks only), for events only, special fee
- Fixed space on special page (adv. blocks), parts and services only, special fee

Discounts & Commissions

Discount for multiple advertising

- 2 ads per year, same format: 05 %
- 3 ads per year, same format: 10 %
- 4 ads per year, same format: 15 %

Advertising agencies commission

Accredited advertising agencies receive a 15% commission provided invoices are paid within 30 days.

Formats

Size trim (mm), bleed 5 mm

2/1 Double page
- 420 x 297

1/1 Full page
- 210 x 297

3/4 Three Quarter page
- 155 x 297 (horizontal)
- 210 x 205 (vertical)

2/3 Two Third page
- 137 x 297 (horizontal)
- 210 x 181 (vertical)

1/2 Half page
- 105 x 297 (horizontal)
- 210 x 148 (vertical)

1/3 Third page
- 76 x 297 (horizontal)
- 210 x 100 (vertical)

1/4 Quarter page
- 60 x 297 (horizontal)
- 210 x 78 (vertical)

Spec RBT Events
- 103 x 69

Spec Selection
- 103 x 69

Rates (Reg.)

Regular Advertisers

3.500 € / 4,400 US\$

2.500 € / 3,200 US\$

1.900 € / 2,300 US\$
1.900 € / 2,300 US\$

1.750 € / 2,150 US\$
1.750 € / 2,150 US\$

1.375 € / 1,700 US\$
1.375 € / 1,700 US\$

910 € / 1,150 US\$
910 € / 1,150 US\$

750 € / 930 US\$
750 € / 930 US\$

250 € / 310 US\$

Rates (Event)

Events, Rallies etc.

1.750 € / 2,240 US\$

1.330 € / 1,610 US\$
1.330 € / 1,610 US\$

1.225 € / 1,505 US\$
1.225 € / 1,505 US\$

960 € / 1,190 US\$
960 € / 1,190 US\$

630 € / 805 US\$
630 € / 805 US\$

525 € / 650 US\$
525 € / 650 US\$

175 € / 215 US\$

Extras

Cover, Extras

Covers
- C2, C3, C4

3.500 € /
4,400 US\$

Placement
+5% fee

Inserts L

Insert costs
p. thousand
loose bound
max. 20g,
size A6-A5,
single flyer
only

1.500 € /
1.850 US\$

Inserts F

Fixed/glued
only in com-
bination with
Full Page,
size A6 max

1.100 € pT /
1.400 US\$

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TERMS&CONDS 2013

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Marathonrally Print Magazine Terms & Conditions

1. Marathonrally.com print magazine (Marathonrally), published by Marathonrally.com Hamburg / Germany (Publisher) will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in Publisher's rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser's agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser's obligations hereunder.

2. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted. If an advertisement is accepted for publication, the advertiser agrees that it will not make any promotional references to Marathonrally without the prior written permission of the Publisher.

3. Short Rates. Advertisers will be short-rated if the space upon which billings have been based is not used within the 12-month contract period.

4. Agency commission: 15% to recognized agencies provided invoices are paid within 30 days. Payment in EURO or USD currency required, payments in international currencies possible by payment via Paypal. Net due 30 days from invoice date. Interest will be charged at rate of 1.5% per month or, if less, the maximum lawful interest rate, on past-due invoices. New advertisers could be billed in advance, subject to Publisher's discretion.

5. The advertiser agrees to pay the amount of invoices rendered by Publisher within the time specified on the invoice.

6. Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space-available basis (and subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and if accepted, charged at regular rates. Such errors will be regarded as only clerical.

7. All agencies or direct advertisers must supply Publisher with a legal street address and not just a post office box.

8. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions.

9. Advertisements in other than standard sizes are subject to Publisher's approval.

10. Rates, conditions, and space units are subject to change without notice. Any discounts are applicable during the period in which they are earned. Any and all rebates from earned discount adjustments must be taken by the advertiser within six (6) months following the period in which such rebates were earned or they will be deemed expired.

11. Schedule of months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). So-called "space reservations" are not considered by Publisher as orders or binding upon it in any way.

12. Reproduction quality is at the advertiser's risk if Publisher's specifications are not met or if material is received after closing date even if on extension. All queries must be submitted to Publisher within 45 days of issue date.

13. The advertiser agrees that in the event Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible, Publisher's liability will in no event exceed the cost of the space ordered and further agree that Publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits.

14. The advertiser represents that it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use the names and/or the portraits or pictures of persons, living or dead, or of things; any trademarks, service marks, copyrighted, proprietary, or otherwise private material; and any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published by Publisher, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party's rights, or otherwise unlawful. As part of the consideration and to induce Publisher to publish such advertisement, the advertiser agrees to indemnify and save harmless Publisher against all loss, liability, damage, and expense of whatsoever nature (Losses) arising out of copying, printing, or publishing of such advertisement (Claims).

15. The advertiser agrees to and do indemnify and save harmless Publisher from all loss, damage, and liability growing out of the failure of any sweepstakes or contest inserted by them for publication to be in compliance and conformity with any and all laws, orders, ordinances, and statutes of Germany, or any of the states or subdivisions thereof.

16. All orders accepted are subject to acts of fires, strikes, accidents, or other occurrences beyond Publisher's control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing or distributing Marathonrally.

17. Words such as "advertisement" will be placed with copy that, in Publisher's opinion, resembles editorial matter.

18. Cancellations must be in writing. Cancellations for orders are not binding on Publisher unless in writing and received at least 45 days prior to the advertising closing date for inside or outside cover pages and for all inside pages, prior to the advertising closing date. Thereafter, orders may not be cancelled or changed by the advertiser without the acknowledgement and acceptance of Publisher. If orders are not timely cancelled, the advertiser agrees that it will be responsible for the cost of such cancelled advertisements.

19. A copy of any proposed insert must be submitted to Publisher prior to printing of the insert. In no event shall Publisher be responsible for any errors or omissions in, or the production quality of any furnished insert.

20. The advertiser agrees to reimburse Publisher for its attorney's costs and fees in collecting any unpaid billings.

21. The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties.

22. All issues related to advertising will be governed by the laws of Germany applicable to contracts to be performed entirely therein. Any action brought by advertiser against Publisher relating to advertising must be brought in courts in Hamburg/Germany, the parties hereby consent to the jurisdiction of such courts.

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