



Concept

KANU-SPORT is the latest and widest reaching canoe magazine in Germany. Every month, KANU-SPORT features interesting

padding areas and informs its readers on current trends and developments in canoeing. It covers the full breadth of this fascinating sport, from recreational to competitive sports. It also serves as a forum for information and discussion for the members of the German Canoe Federation.

Topics

Main topics of KANU-SPORT are illustrated tour reports and proposals for canoe trips in Germany and neighboring European countries. In addition, it provides background reports on current developments in the canoe scene and in the German Canoe Federation. KANU-

SPORT is the only magazine that reports on all types of canoeing: Classic canoe-touring, coastal kayaking, canoeing, white water, the olympic disciplines canoe sprint and canoe slalom, competition sports such as canoeing, white water racing and canoe polo, but also the modern trend sports freestyle kayaking, ocean canoe, rafting and dragon boat racing. Every month, an extensive service section informs on current events, market innovations and changes of rivers (e.g. closures, threats).

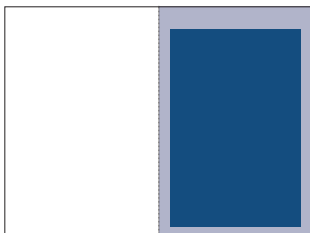
Readers

KANU SPORT reaches a target group that is physically active

and has a strong purchasing power. Readers of KANU-SPORT have a wide range of interests. They love nature and usually have other interests in the outdoors, such as camping, hiking or mountain biking. For them, KANU-SPORT provides crucial informations about new trends and products.

KANU-SPORT reaches a large part of the 115 000 organized german canoeists. The majority of readers are members of a canoe club or individual members of a regional canoe federation. Moreover, KANU-SPORT is available for inspection in about 800 boathouses of canoe clubs, where it is read by many members and guests.

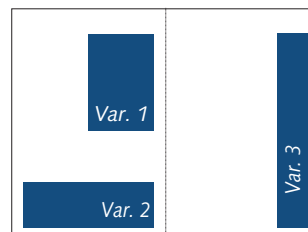
Fractional Pages (width x height) differing formats are charged by basic price



1/1 page

trim format: 178 x 251 mm
bleed format: 210 x 297 mm

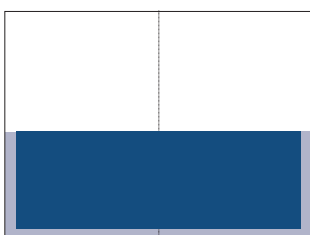
b/w € 990,00
2C € 1.280,00
4C € 1.490,00



1/4 page

variant 1 86,5 x 124 mm
variant 2 178 x 60 mm
variant 3 40,75 x 251 mm

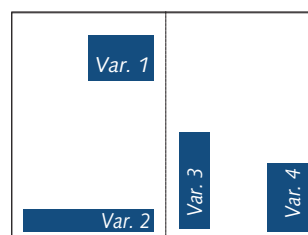
b/w € 265,00
2C € 340,00
4C € 395,00



1/2 page spread

trim format: 386 x 124 mm
bleed format: 420 x 143 mm

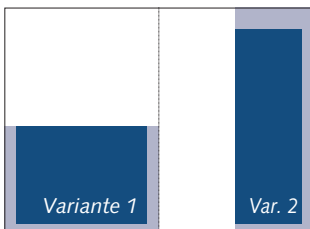
b/w € 990,00
2C € 1.280,00
4C € 1.490,00



1/8 page

variant 1 86,5 x 60 mm
variant 2 178 x 30 mm
variant 3 40,75 x 124 mm
variant 4 ° 56 x 90 mm

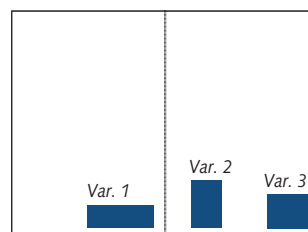
b/w € 150,00
2C € 190,00
4C € 220,00



1/2 page

Var. 1 Var. 2
trim format: 178 x 124 86,5 x 251 mm
bleed format: 210 x 143 103,5 x 297 mm

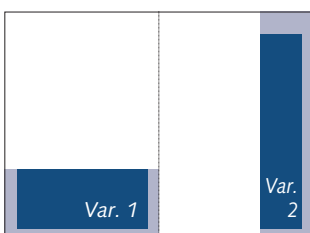
b/w € 495,00
2C € 640,00
4C € 745,00



1/16 page

variant 1 86,5 x 30 mm
variant 2 40,75 x 60 mm
variant 3 ° 56 x 45 mm

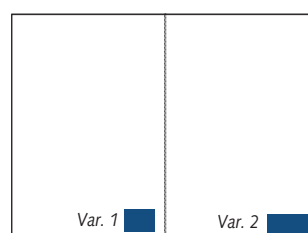
b/w € 80,00
2C € 100,00
4C € 130,00



1/3 page

Var. 1 Var. 2 °
trim format: 178 x 82 56 x 251 mm
bleed format: 210 x 101 73 x 297 mm

b/w € 340,00
2C € 445,00
4C € 495,00



1/32 page

variant 1 40,75 x 30 mm
variant 2 ° 56 x 25 mm

b/w € 45,00
2C € 55,00
4C € 70,00

All prices are net excluding VAT.



Facts

Publication frequency monthly (at 1st)
Number of Pages 48 pages
Cover Price € 3,-
Annual Subscription Rate
 Germany: € 30,- per year
 Foreign: € 36,- per year
Closing Date for Booking: 7th of previous month
Closing Date for Artwork: 15th of previous month
 (or previous working day)

Circulation
 printed circulation: 8.733
 sold circulation: 8.304
 (IV/2009, audited by IVW)

Format
 210 mm x 297 mm (DIN A4)
Type area
 178 mm width, 251 mm height
Year founded 1920
Language german

Publisher & Editorial Office

Deutscher Kanu-Verband
 Wirtschafts- und
 Verlags GmbH
 Bertaallee 8
 D-47055 Duisburg
 P.O. Box 10 03 15
 D-47003 Duisburg
 Tel. +49 203 9 97 59-0
 Fax +49 203 9 97 59-61
<http://www.kanu-verlag.de>
 e-Mail verlag@kanu.de

Ad Manager

Sabine Egermann
 (address see publisher)
 Tel. (02 03) 9 97 59-51
 Fax (02 03) 9 97 59-61
 e-Mail sabine.egermann@kanu.de

Payment

On appearance strictly net.
 2 % discount if prepaid until
 day of appearance.

Prices

Basic price for commercial ads
 column width 40,75 mm
 price per mm and column
 b/w € 1,50
 2c € 1,85
 4c € 2,35
 (Minimum height 20 mm)

Discounts

for several publications during
 one year

by No. of Ads	by No. of pages
2 x 3 %	2 pages 5 %
3 x 5 %	4 pages 10 %
6 x 10 %	8 pages 15 %
9 x 15 %	12 pages 20 %
12 x 20 %	

Surcharges

if stipulated in advance

Flipside	50 %
2. Cover page	40 %
3. Cover page	30 %
in editorial content	20 %

Inlay*

format: min. 105 x 148,5 mm
 max. 205 x 292 mm
 two samples by order required
 up to 25 g per thousand € 115,-
 each additional 5g per thousand € 5,-
 inclusive postal charges by inlay
 up to 2 mm thickness.
 (split possible, minimum 5000 copies)

Insert*

format: DIN A4 (210 x 297 mm)
 plus trim
 2 sample by order
 each 4 pages € 1.950,-

Fixed Inserts*

format: DIN A6 (105 x 148,5 mm)
 two samples by order required
 per thousand € 115,-
 (requires a bearing advertisement
 of 1/2 page or larger)
 other formats, DVDs und booklets
 on request

Agency commission

15 % of the gross

Small Ads*

commercial small advertisements
 line with 30 characters
 per line € 10,-
 charges for box
 number advertisement € 8,-

private small advertisement

(price incl. VAT)
 line with 30 character
 per line € 5,-
 charges for box
 number advertisement € 8,-

Announcements* for events within the DKV

price per mm
 column width 40,75 mm € 0,40
 column width 86,5 mm € 0,70
 column width 178 mm € 1,30
 (minimum height 30 mm, except
 collective ads)

Technical Data

Print processes: sheetfed offset
Four-Color-Printing 4c: Euroscale
 Other colors upon request.

Additional color 2c:
 black & spot colour

Artwork

PDF-X3-, JPEG-, TIFF- or EPS-files
 (images & fonts included).
 Files in original measures, including
 standard trim, bleed & center
 marks (for bleed formats)
 Image resolution min. 300 dpi,
 colour space CMYK
 1:1-Proof required, otherwise the
 publisher will take no warranty for
 the print result
 Other types documents on request.
 Creation of artwork and digitali-
 sation of hardcopies at cost price.
 Please ask for details.

Bleed: 3 mm at all sides

all *-marked prices and surcharges are not eligible for a rebate/commission.

All orders are based on our general terms and conditions that are available in the internet at
http://www.kanu-verlag.de/go/dkvgbmh/home/kanusport/anzeigen/agb_anzeigen.xhtml