

MEDIA DATA 2018

# RUTE & ROLLE





# Print? Online? Social? Mobile? Rute & Rolle!

Fishing is undoubtedly a hobby where talking about success and failure, unforgettable fishing trips and indescribable experiences is crucial. Over 3 million anglers pursue their hobby every year in Germany. They travel, buy online and offline, are mobile and are well-connected. However, typical anglers are not the target group, but rather anglers from many different areas of interest: These include deep sea fishermen, predatory fish anglers, fly fishermen and carp anglers to name just a few. Each of these groups has its own preferences and responds to different messages. And each group finds its information about the best bait, the thickest fish and the next vacation destination in different ways. It's all fine and well if you have all of the necessary marketing channels available to you and can use them.

Even if print media is still very much in use, especially among anglers, the greatest potential

for us as a media company and for you as the customer is tapped into through consistently expanding digital media: We have set decisive courses in our publishing house to offer digital platforms through which anglers can find information on the one hand and through which completely new types of marketing concepts can be implemented on the other. Customers become more informed and responsible, or in short: Advertising becomes a dialog. It is about concepts, stories and almost without fail about relevance and high-quality content.

With the completely redesigned publishing website coming in 2018 [www.ruteundrolle.de](http://www.ruteundrolle.de), we are also offering you an interesting advertising platform.

You will find information, forms of advertising and prices as media data at [www.ruteundrolle.de](http://www.ruteundrolle.de). Since we are convinced that print will continue to exist as a strong special interest medium and even has potential for expansion, we have also invested in our magazine: Absolutely contemporary when it comes to the content and look, Rute & Rolle is clearly moving in the direction of an experience magazine with the same high quality of practicality. In addition, we also periodically produce one-off special issues for attractive target groups. Both in print as well as online, we are moving in a very unique direction: Further towards the reader, the user, the angler.

**Join us!**

## Price list 29

Effective as from January 1, 2018

YOUR FISHING MAGAZINE

# RUTE & ROLLE



Emotional, adventurous, entertaining, practical – all packaged extremely attractively in a refreshing modern layout: that's how beautiful print can be! The right mix and having the right counterpoint to the often hectic uncontrollable working life matters more than ever for magazines. Rute & Rolle is like fishing itself: A medium full of undivided attention, an adventure already on the next page and always full of surprises. You can tell by the magazine that the editors burn for their hobby, spend every free minute they have on the water and are ideally suited to translate these impressions and messages into print.

Despite all the deceleration and conversation that characterizes print in many ways these days, Rute & Rolle is still living off of the high level of practicality appreciated by many readers and customers and the obligation to not only keep track of the trends, but to set the trends themselves.



# Price list 29

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YOUR FISHING MAGAZINE

# RUTE & ROLLE

## PRICES

...for ads based on size		
Formats	Prices in EUR	
	b/w and with additional color	Four colors
1/1 page	3,200	5,360
3/4 page	2,400	4,020
1/2 page	1,600	2,680
1/3 page	1,070	1,790
1/4 page	800	1,350
1/8 page	—	675

Special formats and special placements by request.  
All prices exclude the statutory VAT.

...for ads in the fishing market			
Fishing market classified ads	Prices in EUR		
	b/w	+ additional color	Four colors
Various real estate, tourism, Job market	1.70	2.20	3.30
Deep sea fishing stocking, boats, Danish trout lakes	1.60	2.00	3.00
Sports shops Format H 40 x W 63 mm	41.00	62.00	82.00

Prices: per mm height 1-column (43 mm wide), minimum size: 20 mm 1-column

Discounts			
Volume discount		Frequency discount	
Pages	Discount	Ads	Discount
1 or more	5%	3 or more	5%
3 or more	10%	6 or more	10%
6 or more	15%	9 or more	15%
9 or more	20%	24 or more	20%
13 or more	freely negotiable		

**Combination discount:**  
We grant a 15% discount in the event of a joint booking of RUTE&ROLLE and FISCH&FLIEGE with an ad in the same format within the reporting year.

### Prices for special listings

Enclosures: Prices per started mille to 25 g are EUR 87, for each additional 5 grams an additional EUR 5.20.

Inserts: Prices in the entire edition of 2 pages EUR 3,750, up to 4 pages EUR 6,650, up to 8 pages EUR 9,310, up to 16 pages EUR 13,920.

Adhered inserts: Prices available by request, it may be necessary to book a carrier page.

No discount for special listing orders. Technical information, stipulations, etc. by request.

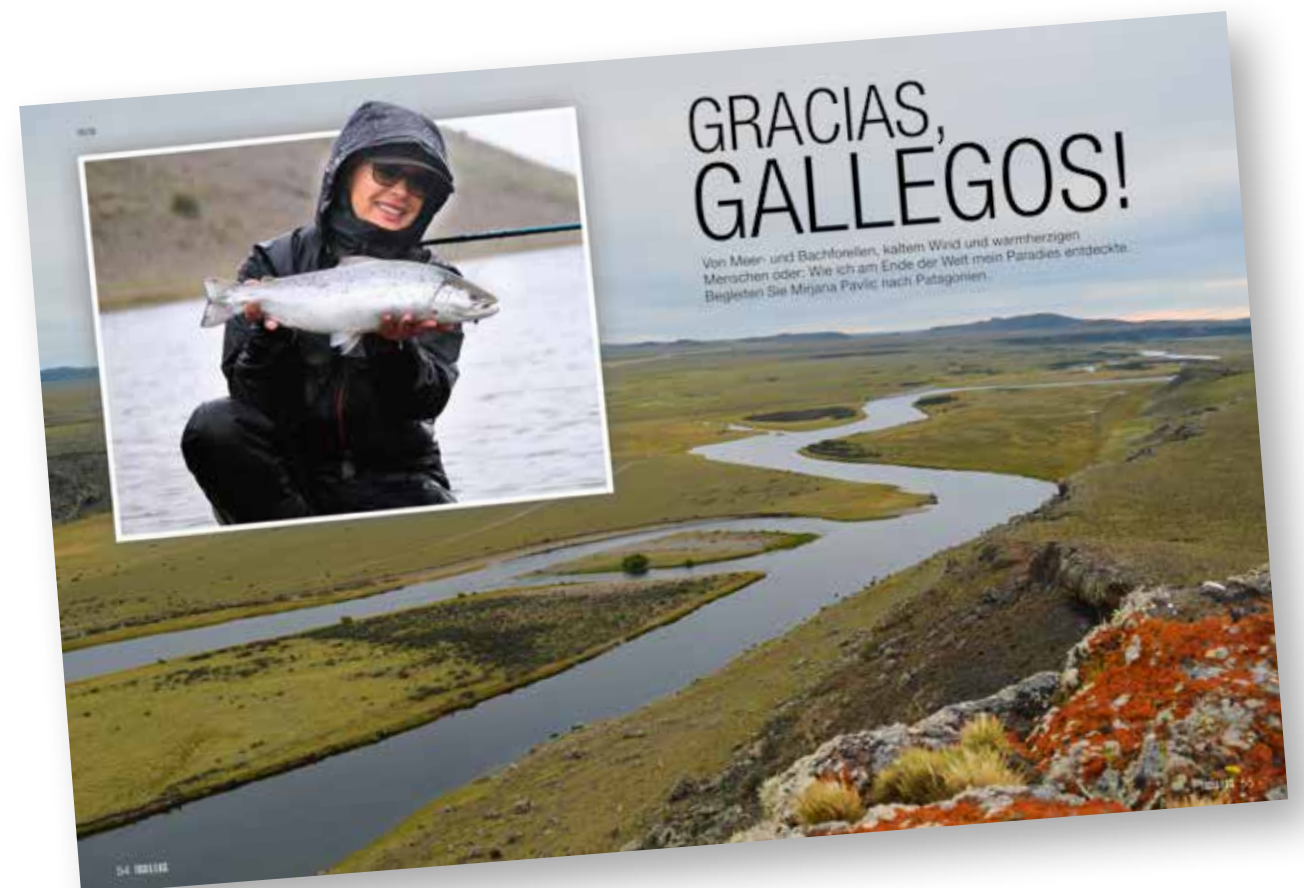
### Terms of payment:

For advance payment of the entire amount up to the first day of publication 2% discount (if no older invoices are due) or net cash (30 days) after receipt of invoice. In the case of a payment default or deferral, interest will be charged at the rate of the usual bank interest for overdraft credit. The execution of advertisement orders is subject to our general terms and conditions for advertisements in newspapers and magazines and the additional terms and conditions of the publisher.





Fly fishing as the ultimate form of fishing deserves a magazine that meets this requirement in every respect. With a modern layout, aesthetic pictures and creative articles, FISCH & FLIEGE has been a set fixture in the world of fly fishermen for years. This exclusive magazine appears four times per year. FISCH&FLIEGE draws on trends and news, offers many tips and helps to form opinions in the constantly growing fly fishing scene, which is characterized by its purchasing power and travel enthusiasm.



# Price list 29

Effective as from January 1, 2018

## PRICES

...for ads based on size		
Formats	Prices in EUR	
	b/w and with additional color	Four colors
1/1 page	2,840	3,630
1/2 page	1,430	1,840
1/3 page	970	1,230
1/4 page	720	930

Special formats and special placements by request.  
All prices exclude the statutory VAT.

### ...for special listings

#### Enclosures:

Price per started mille to 25 g is EUR 107, each additional 5 g is an additional EUR 5.20.

#### Inserts:

Prices in the entire edition of 2 pages EUR 1,950, up to 4 pages EUR 2,410, up to 8 pages EUR 3,550, up to 16 pages EUR 5,037.

#### Adhered inserts:

Prices available by request, it may be necessary to book a carrier page.

No discount for special listing orders.

Technical information, stipulations, etc. by request.

### ...for classified ads

*Prices in EUR*

...for travel, current offers, job market, events, fly fishing courses, taxidermy..... 1.95

#### ...for specialty shops

Standard size in a category in the format 50 mm height x 90 mm width ..... 150.00

Prices: per mm height 1-column (43 mm wide),

minimum size: 20 mm 1-column

All prices exclude the statutory VAT.

#### Discounts

for 2 or more ads..... 5 %

for 3 or more ads..... 10 %

for 4 or more ads..... 15 %

#### Combination discount:

We grant a 15% discount in the event of a joint booking of RUTE&ROLLE and FISCH&FLIEGE with an ad in the same format within the reporting year.

### Terms of payment:

For advance payment of the entire amount up to the first day of publication 2% discount (if no older invoices are due) or net cash (30 days) after receipt of invoice. In the case of a payment default or deferral, interest will be charged at the rate of the usual bank interest for overdraft credit. The execution of advertisement orders is subject to our general terms and conditions for advertisements in newspapers and magazines and the additional terms and conditions of the publisher.

## ...the concept

Fische & Fjorde is the first regularly published fishing magazine that is dedicated exclusively to fishing in Norway. Fische & Fjorde appears as a 21-page special in every second edition of Rute & Rolle. These special editions that appear six times per year are combined to form a special Norway edition and appear in retail and specialty trade at the end of the year. For advertising customers, there are three ways to benefit from the Fische & Fjorde concept and to place their advertising:

1. Ads in the editorial environment within the Fische & Fjorde specials

appearing six times per year

**Prices:** Price list page 4 (prices for Rute & Rolle size-based ads)

2. Classified ads under the category of "Travel in Norway" in the Rute & Rolle editions, in which the Fische & Fjorde special is published.

**Prices:** Price list page 4 (prices for Rute & Rolle size-based ads)

3. Classified ads in the ad part of the FISCHE & FJORDE annual edition

**Advantage:** Your ad appears at a great price in the annual edition at the best booking time for Norway travelers, which is available for sale for several months.

### Prices for classified ads in the special edition

Prices in EUR	
b/w	Four colors
1.20	1.50

Prices: per mm height 1-column (43 mm wide), minimum size: 20 mm 1-column.  
All prices exclude the statutory VAT.

#### Special listings

Enclosures, adhered inserts and inserts.  
Prices available by request.

## Price list 29

Effective as from January 1, 2018



# ...the concept

Predatory fishing is in! In addition to carp fishing, there has been a trend that has sustainably changed fishing as much as modern fishing for pike, zander, etc. It's time for a regularly published magazine that comes in a fresh cool layout and is in particular aimed at a young financially strong readership. Jib & Jerk appears as a 16-page special in every second edition of Rute & Rolle. These special editions that appear six times per year are combined in the summer to form a predatory fish annual edition and appear in retail and specialty trade.

This concept offers interesting ways for advertising customers to place their ads and to benefit from our idea:

1. Ads in the editorial environment within the Jig & Jerk specials appearing six times per year

**Prices:** Price list page 4 (prices for Rute & Rolle size-based ads).

2. Classified ads in the ads portion of the Jig & Jerk annual edition.

### Prices for classified ads in the special edition

Prices in EUR	
b/w	Four colors
1.20	1.50

Prices: per mm height 1-column (43 mm wide), minimum size: 20 mm 1-column.  
All prices exclude the statutory VAT.

#### Special listings

Enclosures, adhered inserts and inserts.  
Prices available by request.



# Price list 29

Effective as from January 1, 2018

## RUTE & ROLLE

## FISCH & FLIEGE



RUTE & ROLLE	First day of publication	Publisher's deadline / cancellation deadline	Print documents deadline
01/18 **	12.13.2017	<b>11.24.2017</b>	11.30.2017
02/18 *	01.17.2018	<b>12.29.2017</b>	01.04.2018
03/18 **	02.14.2018	<b>01.26.2018</b>	02.01.2017
04/18 *	03.14.2018	<b>02.23.2018</b>	03.01.2018
05/18 **	04.11.2018	<b>03.23.2018</b>	03.29.2018
06/18 *	05.16.2018	<b>04.27.2018</b>	05.03.2018
07/18 **	06.13.2018	<b>05.25.2018</b>	05.31.2018
08/18 *	07.11.2018	<b>06.22.2018</b>	06.28.2018
09/18 **	08.14.2018	<b>07.27.2018</b>	08.02.2018
10/18 *	09.12.2018	<b>08.24.2018</b>	08.30.2018
11/18 **	10.17.2018	<b>09.28.2018</b>	10.04.2018
12/18 *	11.14.2018	<b>10.26.2018</b>	11.01.2018
01/19 **	12.12.2018	<b>11.23.2018</b>	11.29.2018

FISCH & FLIEGE	First day of publication	Publisher's deadline / cancellation deadline	Print documents deadline
53/18	02.08.2018	<b>01.22.2018</b>	01.26.2018
54/18	11.05.2018	<b>04.23.2018</b>	04.27.2018
55/18	08.09.2018	<b>07.23.2018</b>	07.27.2018
56/18	11.08.2018	<b>10.22.2018</b>	10.26.2018

JIG & JERK annual edition	First day of publication	Publisher's deadline / cancellation deadline	Print documents deadline
	03.05.2018	<b>04.16.2018</b>	04.20.2018

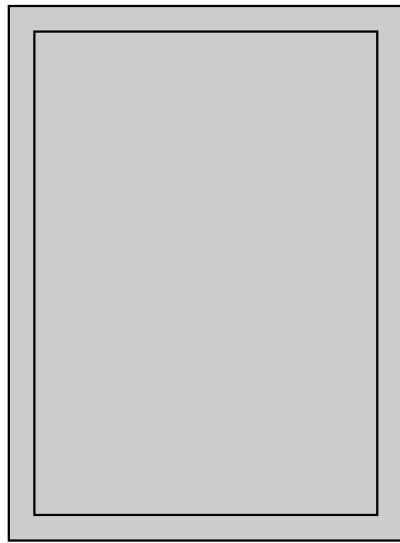
FISCHE & FJORDE annual edition	First day of publication	Publisher's deadline / cancellation deadline	Print documents deadline
	06.12.2018	<b>11.19.2018</b>	11.23.2018

\* with special part: FISCH & FJORDE / \*\* with special part: Jig & Jerk

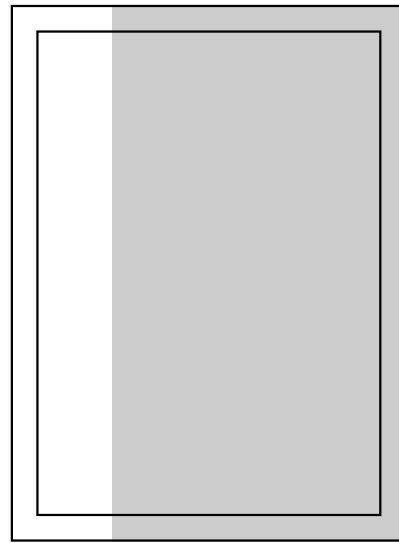
# Price list 29

Effective as from January 1, 2018

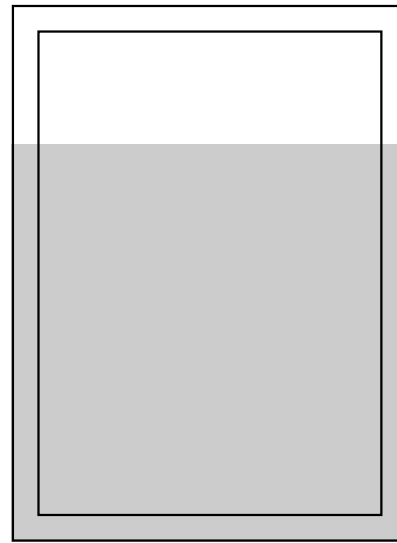
## Ad Formats



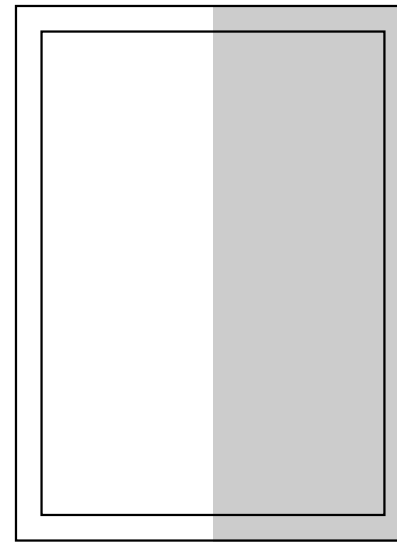
1/1 page  
Type area 185 x 248 mm  
in the section 215 x 280 mm



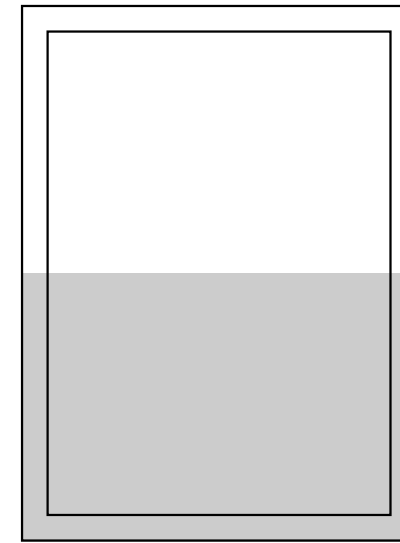
3/4 page portrait  
Type area 138 x 248 mm  
in the section 155 x 280 mm



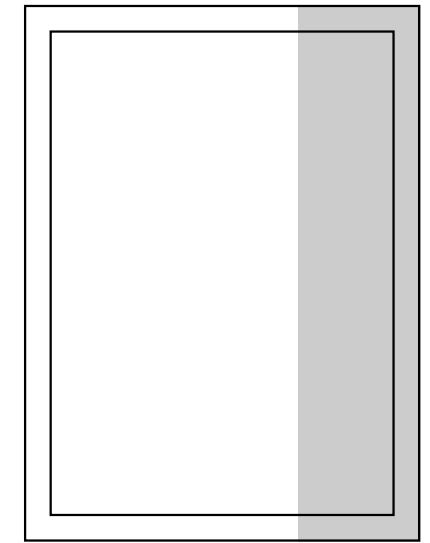
3/4 page landscape  
Type area 185 x 182 mm  
in the section 215 x 200 mm



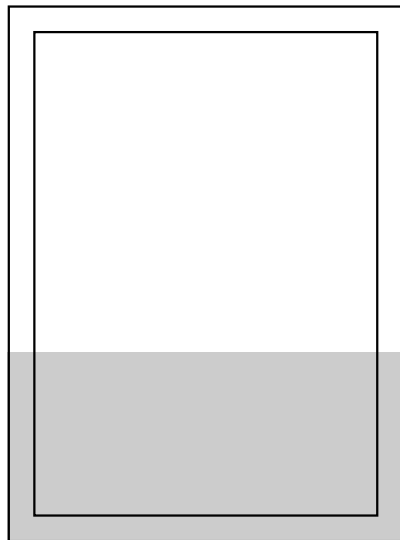
1/2 page portrait  
Type area 90 x 248 mm  
in the section 107 x 280 mm



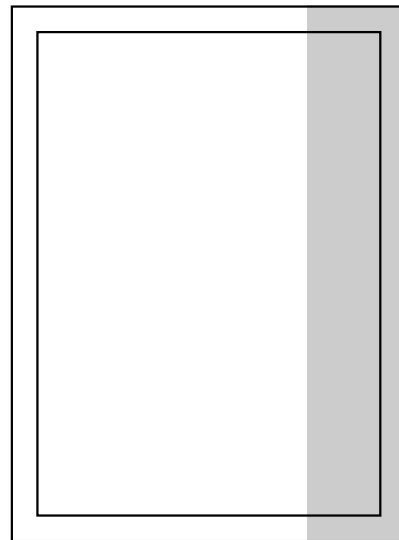
1/2 page landscape  
Type area 185 x 124 mm  
in the section 215 x 142 mm



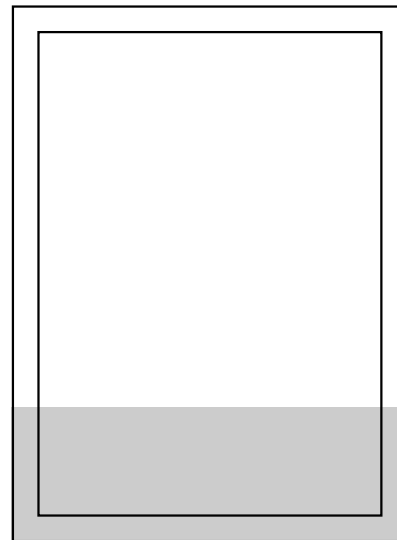
1/3 page portrait  
Type area 58 x 248 mm  
in the section 70 x 280 mm



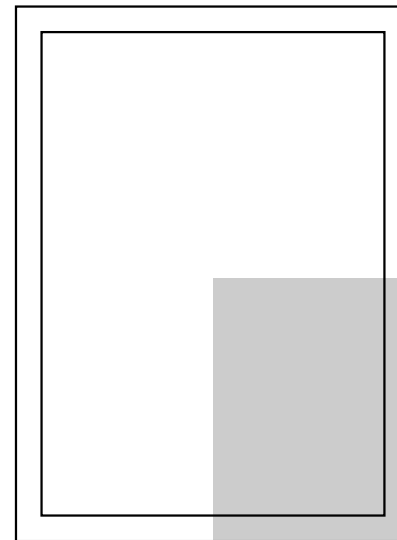
1/3 page landscape  
Type area 185 x 82 mm  
in the section 215 x 100 mm



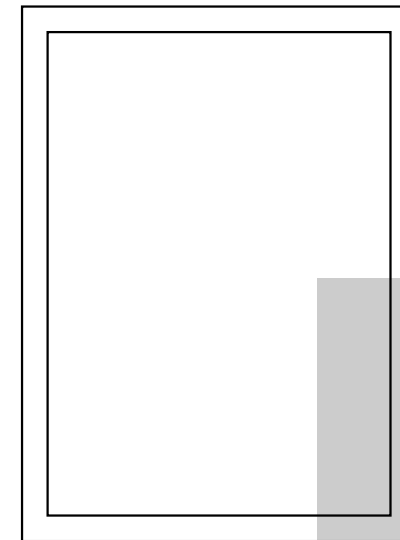
1/4 page portrait  
Type area 43 x 248 mm  
in the section 55 x 280 mm



1/4 page landscape  
Type area 185 x 62 mm  
in the section 215 x 80 mm



1/4 page 2-column  
Type area 90 x 124 mm  
in the section 107 x 140 mm



1/8 page portrait  
Type area 43 x 124 mm



Can't find a format  
that coincides  
your ideas?  
**Just give  
us a call!**

**A 3 mm bleed margin is required on all sides for ads in the bleed.**

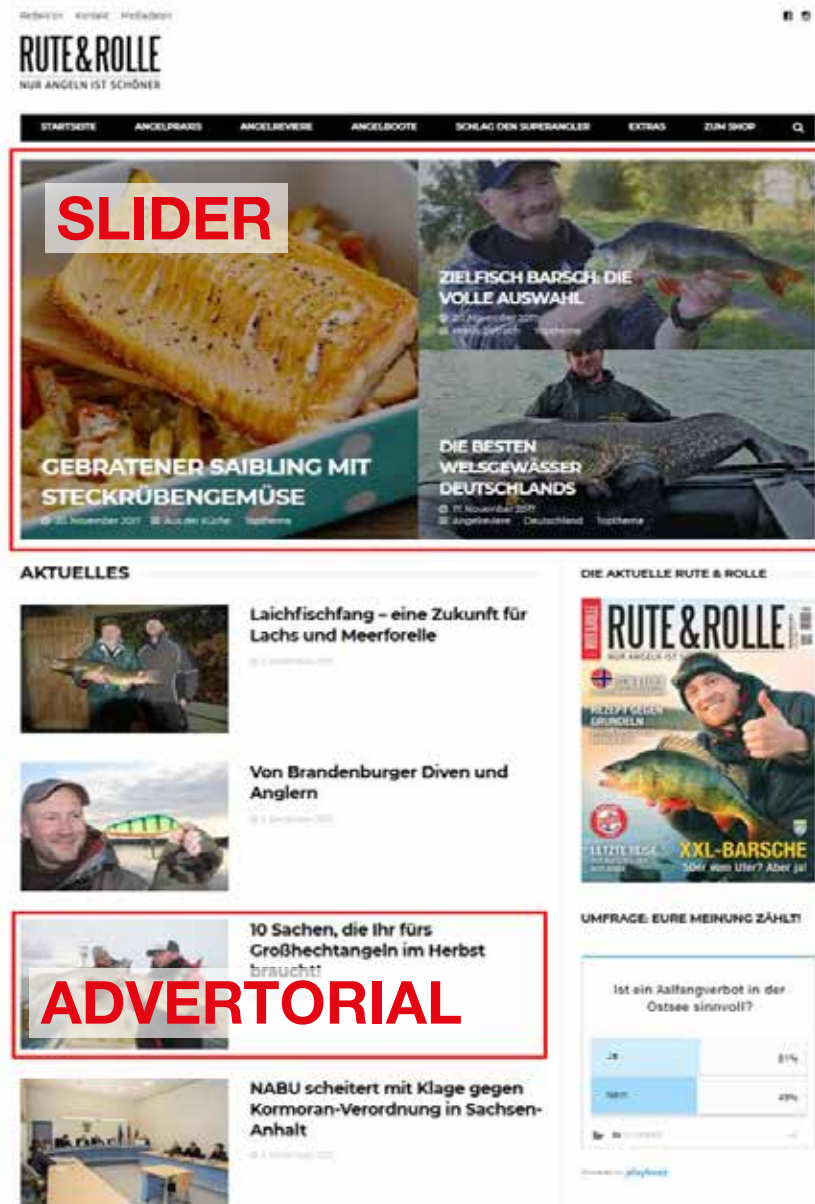
**Special formats available by request, such as gate folders and title boundaries.**



## Price list 29

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# www.ruteundrolle.de and Social Media



The website **www.ruteundrolle.de** is a key element in the cross-media strategy for Rute & Rolle products and, together with the social media channels, offers an interesting platform for the targeted marketing of our partners.

In addition to exclusive spaces for banner advertising, we offer wide-ranging possibilities for exciting, practical advertorials, space to incorporate full videos, reach via social media, product presentations, reader campaigns, tests, news, etc.

### Advertorial with text and image

#### 2 weeks presence on the home page

(up to 3,000 characters including spaces and up to 5 pictures)

**Slider position:** 100% attention

After 2-4 weeks: Advertorial is still in appropriate editorial environment present

(Image size 1800 x 1200 pixels)

**EUR 1.000 per Advertorial**

Embedding an advertising film from an external server (e.g. YouTube film; guaranteed minimum run time of 4 weeks): EUR 300

Advertorial, including Facebook post: EUR 250 week (from 10 weeks to 1 year: EUR 2,500)

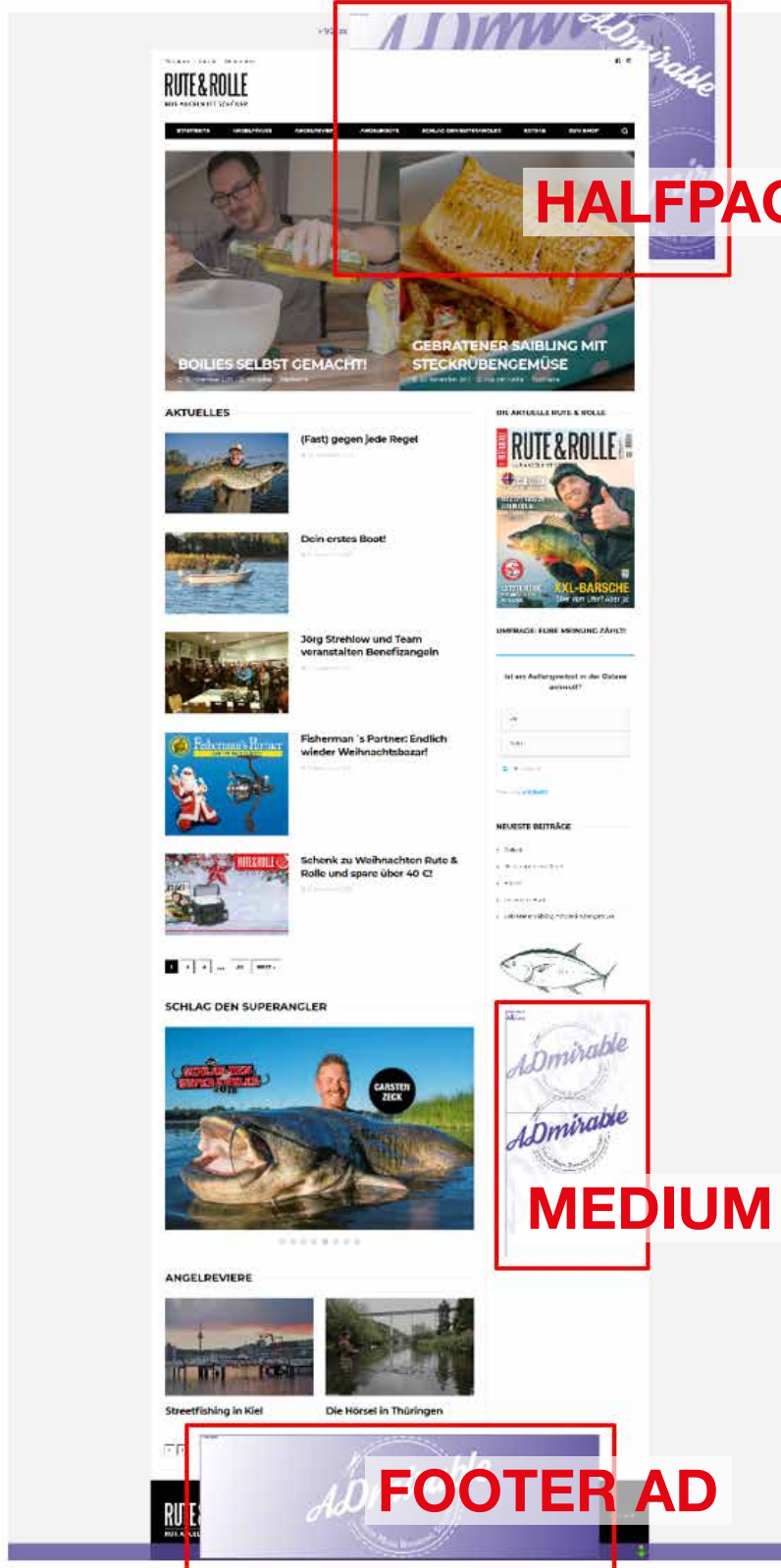
Drawing/raffle promotion on

**www.ruteundrolle.de**

including Facebook post: EUR 550

Drawing/raffle promotion Facebook: EUR 300

Publication of the results of the bait test, long-term test, reader test online in addition to publication in the magazine (guaranteed minimum run time: 8 weeks): € 500



**Online Advertising**

Halfpage Ad (300 x 600 Pixel)

**CPT: € 32,-**

Medium Rectangle (300 x 250 Pixel)

**CPT: € 32,-**

Footer Ad (800 x 250 Pixel)

**CPT: € 48,-**

**Newsletter**

Banner (600 x 213 Pixel) and text with up to 400 characters, a picture, links to your website or advertorial on [www.ruteundrolle.de](http://www.ruteundrolle.de)

**EUR 100,-**

Additional forms of advertising, technical details, prices and delivery dates by arrangement / upon request.



## Price list 29

Effective as from January 1, 2018

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# Contact

### **Ads Sales**

#### **Tobias Aistleithner**

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### **Ads Scheduling**

#### **Anita Patschkowski**

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### **MuP Verlag GmbH**

Nymphenburger Str. 20b

80335 Munich

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Fax +49 89 139 28 42 28

www.ruteundrolle.de

Managing director: Christoph Mattes

### **Bank details**

IBAN: DE16 7013 0800 0000 0168 53

BIC: GENODEF1M06

1. „Advertisement“ or „advertisement order“ in accordance with the following General Business Terms and Conditions is the contract regarding the publication of one or several advertisements, inserts and/or bound inserts of a promoter for the purpose of distribution in printed matter of MuP Verlag GmbH.
2. Advertising orders shall be executed within one year after conclusion of the contract. Should the right to recall individual advertisements be extended to the client, the order shall be executed within one year of the appearance of the first advertisement.
3. The publisher shall be entitled to decline advertisements and orders for insertion even after the conclusion of the contract by reason of their content, on the grounds of origin or technical form in accordance with the uniformly applicable regulations of the publisher, if such content conflicts with the law, with legal provisions, or with common moral standards, or if the publisher deems their publication unreasonable. This shall also apply to inserts and supplement contracts. They may also be declined if they would tend, through their format or layout, to create in the reader the impression that they form an integral part of the magazine or journal.
4. The publishing company shall only be bound to include advertisements in certain editions or at certain positions in case of corresponding written agreement.
5. Advertising orders are binding, if they are given in person, by telephone, in writing, or by telecopier. The information contained in the publishing company's confirmation of order is the information the publishing company uses to carry out the order.
6. The customer shall ensure the timely delivery of impeccable, suitable print documents. As a rule we receive these as data ready for print in accordance with our respective actual technical information, such as are printed, for example, in our „media data“. Print documents which deviate from this must be coordinated with the advertisement department of the publishing company in advance. A proof with binding colours and contents must be made available to the print office stated by the publishing company with the data delivery for purposes of quality control. The publishing company assumes no guarantee for colour rendition and contents in the absence of a proof.
7. Any costs for changes to originally agreed executions and for producing or data processing of necessary print documents and drawings and other print preliminary stage costs, also for cancelled advertisements, shall be borne by the customer. The print files (print documents) shall be deleted one month after publication of the magazine concerned. Other print documents shall only be returned to the customer upon special request. The duty for storage shall also end after one month.
8. Proofs shall only be supplied at the express request of the customer. The customer assumes the responsibility for the accuracy of returned proofs or contact pressures and if applicable corrections which may have been made. If the customer does not return the proof sent to him within the set deadline, the authorization to print is deemed as granted.
9. The customer shall be entitled to a reduction in payment or a substitute advertisement in case of whole or partially illegible, incorrect or incomplete printing of the advertisement, however only to the extent, in which the purpose of the advertisement was impaired. Further claims against the publishing company are excluded. Complaints must be asserted within the exclusion period of one month after receipt of invoice and voucher. A right of cancellation is granted under the condition that the cancellation is announced at least three weeks before the respective closing date.
10. In the case of box number advertisements the publisher shall bear only such liability as is customary in the publishing business for the safekeeping and timely forwarding of mail. Liability for indirect damages is excluded. Registered and express mail shall be forwarded by normal mail. Storage time for incoming mail shall be four weeks after receipt. After that time, mail received shall be destroyed.
11. No claim under the warranty or for compensation for damages shall be admitted that has not been made within four weeks after publication of the advertisement through a written notification of errors.
12. If an order is not carried out for circumstances which are beyond the control of the publishing company the customer must reimburse the publishing company the difference between the granted discount and the discount which corresponds with the actual acceptance irrespective of possible other legal obligations. In the event that the publishing company is responsible for the circumstances which prevented the performance, the obligation for reimbursement shall cease to apply.
13. Invoices are to be paid in full within 14 days from the publishing date of the relevant advertisement or within 8 days minus 2 % cash discount. Cash expenditures (such as Postages for extras) are not to be discounted. All prices exclude the legal VAT. Special agreements are only valid if written down.
14. All contracts shall be subject to the laws of Germany. For contracts between independent foreign subsidiaries and their clients, the law of the country in which the subsidiary is registered is binding. Place of performance and jurisdiction is the headquarters of the subsidiary.
15. Place of performance and judicia venue is the city of Munich.
16. In accordance with §§ 26 and 34 of the Bundesdatenschutzgesetz of 01.01.1978 we herewith give notice that we shall be employing electronical data processing for administration and invoicing of the contract. For this purpose we or a third party shall be storing personally applicable data insofar as it is of significance for the performance of the contract.
17. Where not otherwise stipulated in these »General Business Terms and Conditions Governing Advertising Orders«, our »Allgemeine Lieferbedingungen« (»General Terms and Conditions of Supply«) shall apply.
18. Any oral agreements not in keeping with the conditions for delivery and payment must be in writing.
19. If the client's billing address differs from his mailing address, the client must inform the publishing company accordingly and provide the appropriate address.
20. If one of the above conditions violates any law or regulation, the validity of none of the other conditions is affected. In such a case, the void condition should be interpreted in a manner that permits the achievement of the aim the void condition was intended to achieve.