

# RATECARDS 2012



For Allrounders



For Specialists



For Real-Life-Shooters



For Swiss Shooters



Four Top Sellers - For Your Success

# We belong to it !

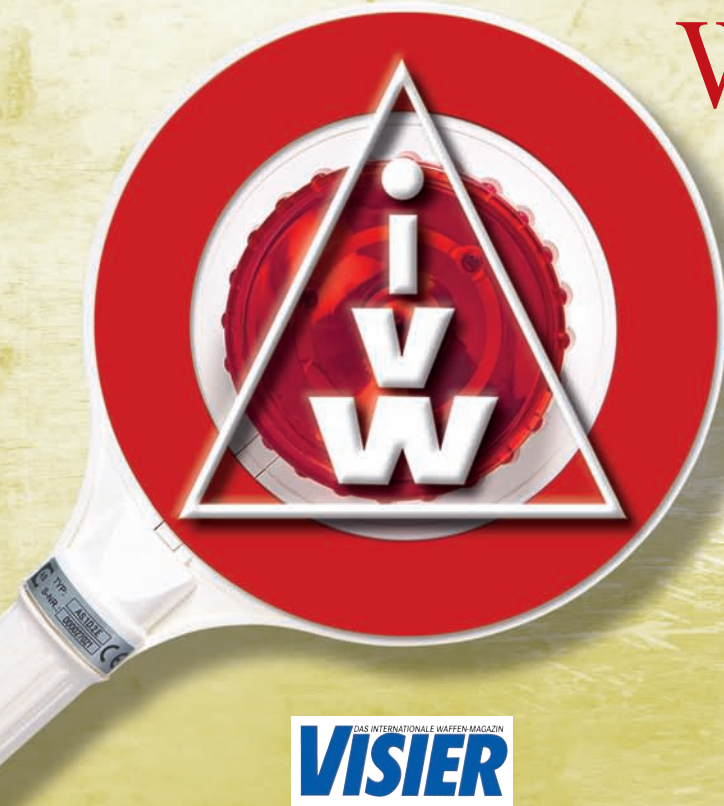
## **Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.**

(German Audit Bureau of Printed Media Circulations), headquartered in Berlin.

The Berlin IVW quarterly publishes the printed, distributed and paid circulation of magazines, so the customer can verify his ad is reaching the proposed readership.




Only magazines that carry the IWV approval mark are checked on a regular basis to ensure the figures reported are in accordance with the established strict rules and regulations.




**VISIER and caliber are the only German arms magazines that voluntarily participate in this control program.**









# Content

Dear customer, to provide a better overview we have developed a colour-guide-system which assigns a distinct colour to each magazine.

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	<b>caliber</b>
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# For all Shooters, Hunters and Gun and Blade Collectors

## VISIER – the international arms magazine

Founded in 1987, VISIER reached within only a few years the number 1 position amongst all German speaking arms magazines and, as the best selling magazine of this genre is extending its position every year.

VISIER's editorial idea is widespread and diverse – however, it never loses sight of its main subject: guns and their unique fascination. This particular fascination is realised by high class photographs and meanwhile there has developed a picture language that formed an entire magazine segment. VISIER's content is a mixture of critical but fair tests of the most recent gun models, reports on shooting events, military and security topics, historical reports and collector's items as well as market surveys for readers orientation and shopping tips - and this variety makes VISIER the leading advertising medium.

Frequency of publication: 12 x year

What are you mainly interested in?

Sportshooting	83,1%
Ammo/Reloading	53,9%
Collecting Guns	41,6%
Knives	38,1%
Blackpowder/VI	37,2%
Hunting	31,2%
Western-Hobby	24,2%



Matthias Recktenwald and Ulrich Eichstädt  
Editors-in-Chief, VISIER

**Every month VISIER presents its readers – your customers – an attractive mixture of detailed tests, thrilling reports, clever tips and tricks and easy to understand facts.**

<b>Print run:</b>	<b>39.122 issues</b>
<b>Circulation:</b>	<b>23.946 issues</b>
<b>Source:</b>	<b>IVW 2/2011</b>

# VISI<sup>ER</sup> – Standard Ads - Sizes and Rates

Ad size	non bleed size		bleed size (5mm)		Rates in Euro			
	width mm	height mm	width mm	height mm	black/white	2colours	3colours	4colours
1/1 page	186	253	210	280	2.460,-	2.995,-	3.130,-	3.275,-
3/4 page vertical	138	253	152	280	1.865,-	2.250,-	2.375,-	2.510,-
horizontal	186	186	210	200				
2/3 page	186	164	210	178	1.675,-	2.035,-	2.130,-	2.235,-
1/2 page vertical	91	253	104	280	1.265,-	1.585,-	1.645,-	1.720,-
horizontal	186	125	210	139				
2x 1/2 page spread	392	125	420	139	2.530,-	3.170,-	3.290,-	3.440,-
1/3 page vertical	58	253	73	280	860,-	1.050,-	1.095,-	1.155,-
horizontal	186	82	210	96				
1/4 p. 2-columned	91	125			655,-	810,-	840,-	875,-
vertical	43	253	57	280				
horizontal	186	60	210	74				
4. backcover			210	280				3.460,-

- Rates do not include VAT
- Cancellation: No later than advertisement deadline, for colour-ads one week prior to advertisement deadline
- minimum size: 1/4 page

# MM-Rates

■ Colour	black/white	2colours	3colours	4colours
rate per mm editorial part	2,75 Euro	3,40 Euro	3,50 Euro	3,65 Euro
rate per mm classified ad section	2,30 Euro	2,75 Euro	2,90 Euro	3,05 Euro

■ Classified ads in VISIER are not subject to exclusivity stipulation

■ mm-ads: Visier classified ads-section 4 columns/page, column width 43mm, minimum size 10mm 1-column, for online ads only (www.visier.de) minimum size 20mm, 1-column, one additional colour mandatory.

## Inserts

### ■ Supplements

up to 25 gr./ea. per 1.000 copies **85,- Euro**  
**minimum circulation: 10.000 copies**

Increase for split edition 10%

### ■ Supplements tacked in center

4 pages up to 25 gr./ea. per 1.000 **85,- Euro**  
for more than 25 gr./ea. please contact us

### ■ Add on items

(Insertion subject to booking: 1/1 page black/white minimum)

postcard per 1.000 ea. **38,- Euro**

envelopes up to DIN A6 per 1.000 ea. **48,50 Euro**

Sample upon request

## Discounts

for reservation within 12 months

### ■ Frequency discount

3+ ads	3%
6+ ads	5%
9+ ads	10%
12+ ads	15%
18+ ads	20%
24+ ads	25%

### ■ Volume discount

3+ ads	5%
6+ ads	10%
9+ ads	15%
12+ ads	20%
18+ ads	25%

### ■ Agency commission: 15%

Is granted upon booking via advertising agency and delivery of ready-to-print material only.

no discounts are granted for supplements, supplements tacked in center or add on items

# Dates of publication and deadlines

Issue	date of publication	deadline standard ads	deadline classified ads	data delivery
1 January	Fr. 16.12.2011	Th. 17.11.2011	Tu. 22.11.2011	Th. 24.11.2011
2 February	Fr. 20.01.2012	Tu. 20.12.2011	Tu. 20.12.2011	Th. 22.12.2011
3 March	Fr. 17.02.2012	Th. 19.01.2012	Tu. 24.01.2012	Th. 26.01.2012
4 April	Fr. 23.03.2012	Th. 23.02.2012	Tu. 28.02.2012	Th. 01.03.2012
5 May	Fr. 20.04.2012	Th. 22.03.2012	Tu. 27.03.2012	Th. 29.03.2012
6 June	Fr. 18.05.2012	Th. 19.04.2012	Tu. 24.04.2012	Th. 26.04.2012
7 July	Fr. 22.06.2012	Th. 24.05.2012	Tu. 29.05.2012	Th. 31.05.2012
8 August	Fr. 20.07.2012	Th. 21.06.2012	Tu. 26.06.2012	Th. 28.06.2012
9 September	Fr. 24.08.2012	Th. 26.07.2012	Tu. 31.07.2012	Th. 02.08.2012
10 October	Fr. 21.09.2012	Th. 23.08.2012	Tu. 28.08.2012	Th. 30.08.2012
11 November	Fr. 19.10.2012	Th. 20.09.2012	Tu. 25.09.2012	Th. 27.09.2012
12 December	Fr. 23.11.2012	Th. 25.10.2012	Mo. 29.10.2012	Th. 31.10.2012

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# For Specialists



## VISIERSPECIAL

The VISIER SPECIAL edition covers one specific topic only and supplements the monthly VISIER issue. It is published quarterly and with nearly 60 issues the most persistent magazine of its kind. Interested newcomers as well as ambitious pros will find just about any information on their hobby. Plain but precise descriptions make VISIER SPECIAL a favoured reference book that is known to be collected and in long term use.



Frequency of publication:  
4 x year



Matthias S. Recktenwald  
Editor-in-Chief, VISIER

**“An entire magazine covering one topic – the VISIER SPECIAL series gives gun testers and editors the opportunity to cover details that they cannot respond to in the monthly issue.”**

Print run:

28.500 issues

# **SPECIAL** – Standard Ads - Sizes and Rates

Ad size	non bleed size		bleed size (5mm)		Rates in Euro			
	width mm	height mm	width mm	height mm	black/white	2colours	3colours	4colours
1/1 page	186	253	210	280	1.970,-	2.360,-	2.510,-	2.625,-
3/4 page vertical	138	253	152	280	1.510,-	1.810,-	1.920,-	2.010,-
horizontal	186	186	210	200				
2/3 page	186	164	210	178	1.340,-	1.605,-	1.710,-	1.785,-
1/2 page vertical	91	253	104	280	1.035,-	1.240,-	1.320,-	1.380,-
horizontal	186	125	210	139				
2x 1/2 page spread	392	125	420	139	2.070,-	2.480,-	2.640,-	2.760,-
1/3 page vertical	58	253	73	280	700,-	835,-	890,-	930,-
horizontal	186	82	210	96				
1/4 p. 2-columned	91	125			540,-	650,-	690,-	725,-
vertical	43	253	57	280				
horizontal	186	60	210	74				
4. backcover			210	280				2.890,-

■ Rates do not include VAT

■ Cancellation: No later than advertisement deadline, for colour-ads one week prior to advertisement deadline

# MM-Rates

<b>Colour</b>	<b>black/white</b>	<b>2colours</b>	<b>3colours</b>	<b>4colours</b>
rate per mm	2,30 Euro	2,70 Euro	2,90 Euro	3,05 Euro

- Classified ads in VISIER Special are not subject to exclusivity stipulation
- classified ads, small or classified ads section: 4 columns per page, column width 43 mm/1-column, minimum size 10 mm 1-column.

## Inserts

### ■ Supplements

up to 25 gr./ea. per 1.000 copies **85,- Euro**  
**minimum circulation: 10.000 copies**

Increase for split edition 10%

### ■ Supplements tacked in center

4 pages up to 25 gr./ea. per 1.000 **85,- Euro**  
for more than 25 gr./ea. please contact us

### ■ Add on items

(Insertion subject to booking: 1/1 page black/white minimum)

postcard per 1.000 ea. **38,- Euro**

envelopes up to DIN A6 per 1.000 ea. **48,50 Euro**

Sample upon request

## Discounts

### ■ Agency commission: 15%

Is granted upon booking via advertising agency and delivery of ready-to-print material only.

no discounts are granted for supplements, supplements tacked in center or add on items

# Dates of publication and deadlines

issue	date of publication	deadline	data delivery
64 February	Fr. 17.02.2012	We. 11.01.2012	Mo. 16.01.2012
65 May	Fr. 18.05.2012	We. 11.04.2012	Mo. 16.04.2012
66 August	Fr. 24.08.2012	We. 18.07.2012	Mo. 23.07.2012
67 November	Fr. 23.11.2012	We. 17.10.2012	Mo. 22.10.2012

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for more POCs see page 24



# For Real-Life-Shooters

## caliber – Shooting – Guns – Equipment – Technology

caliber is the 1987 founded leading magazine for dynamic shooting. Ambitious sport shooters as well as law enforcement and security officials always find the most recent news related to practical shooting and arms technology. International Champions phoned about their very personal tips

and tricks. All tests performed are conducted under practical aspects, unsparing and absolutely honest.

Frequency of publication:  
10 x year

What are you mainly interested in?

Sportshooting	86,48%
Big Bore Handguns	83,65%
Big Bore Rifles	72,64%
Reloading	54,40%
Small-Bore Guns	31,45%



Stefan Perey  
Editor-in-Chief, caliber

**“Our tests always are related to real life - and that is what makes caliber mandatory and essential for the ambitious sport shooter as well as for all law enforcement and security officials.”**

Print run:	19.231 issues
Circulation:	8.463 issues
Source:	IVW 2/2011

# caliber — Standard Ads - Sizes and Rates

Ad size	non bleed size		bleed size (5mm)		Rates in Euro			
	width mm	height mm	width mm	height mm	black/white	2colours	3colours	4colours
1/1 page	186	253	210	280	2.300,-	2.480,-	2.640,-	2.900,-
3/4 page vertical	138	253	152	280	1.775,-	1.910,-	2.030,-	2.225,-
horizontal	186	186	210	200				
2/3 page	186	164	210	178	1.580,-	1.710,-	1.810,-	1.990,-
1/2 page vertical	91	253	104	280	1.175,-	1.265,-	1.345,-	1.475,-
horizontal	186	125	210	139				
2x 1/2 page spread	392	125	420	139	2.350,-	2.530,-	2.690,-	2.950,-
1/3 page vertical	58	253	73	280	790,-	855,-	905,-	995,-
horizontal	186	82	210	96				
1/4 p. 2-columned	91	125			600,-	645,-	685,-	750,-
vertical	43	253	57	280				
horizontal	186	60	210	74				
4. backcover			210	280				3.190,-

■ Rates do not include VAT

■ Cancellation: No later than advertisement deadline, for colour-ads one week prior to advertisement deadline

■ minimum size: 1/4 page

# MM-Rates

■ Colour	black/white	2colours	3colours	4colours
rate per mm editorial part	2,55 Euro	2,80 Euro	2,95 Euro	3,35 Euro
rate per mm classified ad section	2,10 Euro	2,50 Euro	2,65 Euro	2,80 Euro

■ Classified ads in caliber are not subject to exclusivity stipulation

■ mm-ads: Visier classified ads-section 4 columns/page, column width 43mm, minimum size 10mm 1-column, for online ads only (www.visier.de) minimum size 20mm, 1-column, one additional colour mandatory.

## Inserts

### ■ Supplements

up to 25 gr./ea. per 1.000 copies **85,- Euro**  
minimum circulation: 10.000 copies  
Increase for split edition 10%

### ■ Add on items

(Insertion subject to booking: 1/1 page black/white minimum)

postcard per 1.000 ea. **38,- Euro**

envelopes up to DIN A6 per 1.000 ea. **48,50 Euro**

Sample upon request

### ■ Supplements tacked in center

4 pages up to 25 gr./ea. per 1.000 **85,- Euro**  
for more than 25 gr./ea. please contact us

## Discounts

for reservation within 12 months

### ■ Frequency discount

3+ ads	5%
6+ ads	10%
10+ ads	15%

### ■ Agency commission: 15%

Is granted upon booking via advertising agency and delivery of ready-to-print material only.

no discounts are granted for supplements, supplements tacked in center or add on items

# Dates of publication and deadlines

Issue	date of publication	deadline standard ads	deadline classified ads	data delivery
1 January	Fr. 16.12.2011	Th. 17.11.2011	Tu. 22.11.2011	Th. 24.11.2011
2 February	Fr. 20.01.2012	Tu. 20.12.2011	Tu. 20.12.2011	Th. 22.12.2011
3 March	Fr. 17.02.2012	Th. 19.01.2012	Tu. 24.01.2012	Th. 26.01.2012
4 April	Fr. 23.03.2012	Th. 23.02.2012	Tu. 28.02.2012	Th. 01.03.2012
5 May	Fr. 20.04.2012	Th. 22.03.2012	Tu. 27.03.2012	Th. 29.03.2012
6 June	Fr. 18.05.2012	Th. 19.04.2012	Tu. 24.04.2012	Th. 26.04.2012
7/8 July/August	Fr. 22.06.2012	Th. 24.05.2012	Tu. 29.05.2012	Th. 31.05.2012
9 September	Fr. 24.08.2012	Th. 26.07.2012	Tu. 31.07.2012	Th. 02.08.2012
10 October	Fr. 21.09.2012	Th. 23.08.2012	Tu. 28.08.2012	Th. 30.08.2012
11/12 November/December	Fr. 19.10.2012	Th. 20.09.2012	Tu. 25.09.2012	Th. 27.09.2012

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for more POCs see page 24



# For Swiss Shooters

**Schweizer Waffen-Magazin: The specialist journal for sport shooters, law enforcement and security officials and gun and blade collectors in Switzerland**

SWM provides professional and diversified insider reports about the Swiss arms scene. Recent news about the Swiss shooter scene, historical reports as well

as reports on military arms.

Since January 2008 SWM is a firm part of VISIER and exclusively subscribers receive it.

Additionally, VISIER issues including the SWM are available at selected Swiss retailers. This way your SWM advertisement does not only reach the Swiss readership but all VISIER subscribers.

“Every month an individual magazine, inserted in VISIER, that covers all topics on Swiss arms matters. A worthwhile investment for every enthusiast!”



László Tolvaj  
Editor-in-Chief, SWM

**“Each month 24 pages that cover all the very special arms-topics in Switzerland - a worthwhile investment for every arms enthusiast”**

Print run:

21.000 issues

# SWM – Standard Ads - Sizes and Rates

Ad sizes	non bleed size		bleed size (5mm)		Rates in SFr.			
	width mm	height mm	width mm	height mm	black/white	2colours	3colours	4colours
1/1 page	186	253	202	270	1.475,-	1.583,-	1.692,-	1.800,-
1/2 page vertical	91	253	100	270	811,-	871,-	931,-	990,-
horizontal	186	125	202	134				
2x 1/2 page spread	392	125	404	134	1.623,-	1.741,-	1.861,-	1.980,-
1/3 page vertical	58	253	70	270	536,-	575,-	615,-	654,-
vertical	186	82	202	94				
1/4 p. 2-columned	91	125			446,-	479,-	512,-	545,-
vertical	43	253	53	270				
horizontal	186	60	202	72				
1/6 p.2-columned	91	82			295,-	316,-	338,-	360,-
horizontal	125	60						
1/8 p.2-columned	91	60			245,-	263,-	282,-	299,-
vertical	43	125						
horizontal	186	30						
1/16 horizontal	43	60			135,-	145,-	155,-	165,-

- Rates do not include VAT
- Cancellation: No later than advertisement deadline, for colour-ads one week prior to advertisement deadline
- minimum size: 1/16 page.

## Collective Page ads

Size	Size 1	Size 2	Size 3
60 mm x 60 mm	150,- Sfr.		
60 mm x 125 mm		300,- Sfr.	
125 mm x 60 mm			300,- Sfr.
<b>Bottom of Page</b>			
186 mm x 35 mm	445,- Sfr.		

■ Classified ads in SWM are not subject to exclusivity stipulation.

## Inserts

### ■ Supplements

up to 25 gr./ea. per 1.000 copies **150,-Sfr.**  
Increase for split edition 10%  
**minimum circulation: 10.000 copies**

### ■ Add on items

(Insertion subject to booking: 1/1 page black/white minimum)

postcard per 1.000 ea. **65,- Sfr.**

envelopes up to DIN A6 per 1.000 ea. **80,- Sfr.**

Sample upon request

### ■ Supplements tacked in center

4 pages up to 25 gr./ea. per 1.000 **150,- Sfr.**  
for more than 25 gr./ea. please contact use

## Discounts

for reservation within 12 months

### ■ Frequency discount

3+ ads **5%**

6+ ads **10%**

12+ ads **15%**

### ■ Discount on transactions of

5.000,- SFr. **5%**

10.000,- SFr. **10%**

15.000,- SFr. **15%**

### ■ Agency commission: 15%

Is granted upon booking via advertising agency and delivery of ready-to-print material only.

no discounts are granted for supplements, supplements tacked in center or add on items

# Dates of publication and deadlines

<b>Issue</b>	<b>date of publication</b>	<b>deadline</b>	<b>data delivery</b>
<b>1 January</b>	Fr. 16.12.2011	Th. 17.11.2011	Th. 24.11.2011
<b>2 February</b>	Fr. 20.01.2012	Tu. 20.12.2011	Th. 22.12.2011
<b>3 March</b>	Fr. 17.02.2012	Th. 19.01.2012	Th. 26.01.2012
<b>4 April</b>	Fr. 23.03.2012	Th. 23.02.2012	Th. 01.03.2012
<b>5 May</b>	Fr. 20.04.2012	Th. 22.03.2012	Th. 29.03.2012
<b>6 June</b>	Fr. 18.05.2012	Th. 19.04.2012	Th. 26.04.2012
<b>7 July</b>	Fr. 22.06.2012	Th. 24.05.2012	Th. 31.05.2012
<b>8 August</b>	Fr. 20.07.2012	Th. 21.06.2012	Th. 28.06.2012
<b>9 September</b>	Fr. 24.08.2012	Th. 26.07.2012	Th. 02.08.2012
<b>10 October</b>	Fr. 21.09.2012	Th. 23.08.2012	Th. 30.08.2012
<b>11 November</b>	Fr. 19.10.2012	Th. 20.09.2012	Th. 27.09.2012
<b>12 December</b>	Fr. 23.11.2012	Th. 25.10.2012	We. 31.10.2012

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for more POCs see page 24

# Advertising in the WWW

Our customers get to choose between various means of advertising. Additionally to the internet portals of VISIER, caliber and Schweizer Waffen-Magazin we operate CO2air.de, one of the most visited discussion forums in the airgun field (more than 35.000 registered users) . Please give us a call, we will be glad to assist in your internet advertising.



www.CO2air.de



www.visier.de



Ulrich Eichstädt  
Internet Manager



www.vsmedien.de



www.caliber.de



www.waffenmagazin.ch

These websites perfectly supplement the print issues, especially in regards to the latest news – additionally, on CO2air.de you reach the largest on-line community for soft- and airguns, blankfireguns and knives.

# ONLINE - Banner Rates

sektion	banner-format 234 x 60 Pixel	banner-format 468 x 60 Pixel
<b>VISIER: www.visier.de</b>		
welcome page	89,-*	149,-*
section "Foren"	89,-*	149,-*
section "Where do I find"	89,-*	149,-*
all other sections	59,-*	119,-*

for example: test criteria, rankings, dictionary, reloading, arms technology, sport shooting, addresses, subscriptions, games, classified ads (seek, for sale, advertising rates / general terms and conditions), what's new? calendar of events, shop, etc. (subject to change without prior notice).

<b>caliber: www.caliber.de</b>		
welcome page	59,-*	119,-*

<b>Schweizer Waffen-Magazin: www.waffenmagazin.ch</b>		
welcome page (summary)	59,-*	119,-*

<b>Forum CO2air: www.co2air.de</b>		
welcome page (incl. summary)	89,-*	149,-*
all other sections	59,-*	119,-*

combined subjects and linked columns such as Compressed Air / CO<sub>2</sub>, Softair / Paintball, Field Target, sights, test overview, listing of links, dictionary, alarm and gas shot guns, bow / crossbow, edged weapons, gun law; more upon request.

## All Rates in Euro

\* Prices apply to 1 month publication

## Advertise online at a fair monthly rate

maximum banner size 30 kb

animated banners must freeze after triple operational sequence

Rates do not include VAT

Upon combinations of Ads we grant a 10% discount off

the lump sum price

additional 5% discount are granted upon a one year contract (incl. annual voucher)

Advertising Manager

Online

Peter Hoffmann

Phone +49 221 / 91 28 76-25

Fax +49 221 / 91 28 76-6

Mail peter.hoffmann@vsmedien.de

General online terms and conditions  
please find on [www.visier.de](http://www.visier.de)

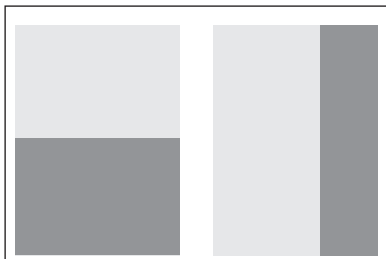
# Advertisement sizes / Samples



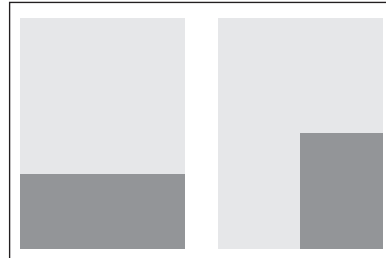
3/4 Page vertical: 138 x 253    3/4 Page horizontal: 186 x 186



2/3 Page: 186 x 164    1/2 Page vertical: 91 x 253



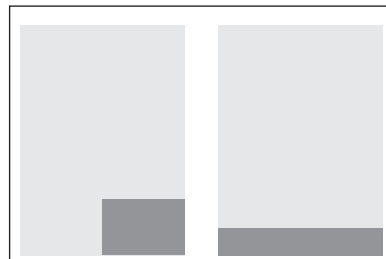
1/2 Page horizontal: 186 x 125    1/3 Page vertical: 58 x 253



1/3 Page horizontal: 186 x 82    1/4 Page 2-column: 91 x 125



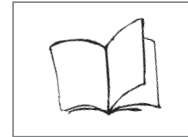
1/4 Page vertical: 43 x 253    1/4 Page horizontal: 186 x 60



1/8 Page 2-column: 91 x 60    1/8 Page horizontal: 186 x 30

## Special advertisement pages

### New ideas for successful advertising



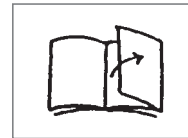
#### Attachments:

a double cardboard page, which is firmly attached in the center, or from the front to the rear part of the magazine.



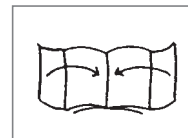
#### Gatefold cover:

fold out page to the left side as part of the front cover.



#### Gatefold:

advertisements that fold out either to the left or to the right.



#### Special grooving:

double page with an additional fold-out page to each side.



#### Scented colours:

Additionally to the colours, scent is sprayed or printed onto the ad.

# Typographic Specifications

■ Frequency of publication: (as indicated per publication)		■ Supplements:	Minimum 10.000 ea.
■ Publication date:	Penultimate Friday of previous month (see time schedule for respective publication)	■ Technical specifications:	Minimum size 105mm x 148mm Maximum size 205mm x 276mm
■ Printing material:	Print PDF, 300dpi, CMYK (including 1:1 Proof/Printout)	■ Inserts:	See special advertisement pages Please request a dummy
■ Print:	Offset, 54 – 60er Screen	■ Stickers:	DIN-Postcard, Envelopes up to size DIN C6 Samples upon request
■ Color-Scale:	Euroscale DIN 16539	■ Delivery:	upon request
■ Process of Colors:	black, cyan, magenta, yellow	■ Mailing address:	<b>ADV Schoder</b> <b>Augsburger Druck und Verlagshaus GmbH</b> <b>Aindlinger Straße 17</b> <b>86167 Augsburg/Deutschland</b>
■ Magazine Size:	280mm high x 210mm wide (SWM: 270mm high x 202,5mm wide)		Updated information available phonephonically at the publishing house.
■ Printing space:	253mm high x 186mm wide		
■ Bleed:	5mm circular		
■ Images and text:	4mm off advertisement edge		General terms and conditions: The handling of advertisement orders is ruled by the “General terms and conditions for advertisements and supplements in magazines” as well as the publishing houses terms and conditions.
■ Color advertisement:	Shades must be producible by Euroscale, for different colors please request a rate estimate)		Terms of Payment for commercial advertisements: 30 days net after date of invoice 2% cash discount within 14 days after date of invoice

# Your Points of Contact

**To our english speaking customers:  
For all of our magazines, please contact Peter Hoffmann in Cologne.**

**Advertising sales director**  
VISIER, caliber, VISIER-SPECIAL, Online:  
**Peter Hoffmann**  
Phone +49 221 / 9128 76-25  
Fax +49 221 / 9128 76-6  
Mail peter.hoffmann@vsmedien.de  
**VS Medien GmbH / Köln (Cologne)**  
Sachsenring 73  
50677 Köln-Germany

**Advertising sales director**  
VISIER, VISIER-SPECIAL:  
**Karola Göth**  
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Fax +49 2603 / 5060-107  
Mail karola.goeth@vsmedien.de  
**VS Medien GmbH**  
Wipsch 1  
56130 Bad Ems-Germany

**Advertising sales director**  
Schweizer-Waffen-Magazin:  
**Dirk Schönfeld**  
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Mail dirk.schoenfeld@vsmedien.de  
**VS Medien GmbH**  
Wipsch 1  
56130 Bad Ems-Germany

**Advertising manager**  
VISIER, VISIER-SPECIAL, caliber  
and Schweizer-Waffen-Magazin:  
**Hildburg Wagener-Schipp**  
Phone +49 2603 / 5060-105  
Fax +49 2603 / 5060-107  
Mail h.wagener-schipp@vsmedien.de  
**VS Medien GmbH**  
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Karola Göth  
Advertising sales director,  
VISIER,  
VISIER-SPECIAL



Hildburg Wagener-Schipp  
Advertising manager,  
VISIER, VISIER-SPECIAL,  
caliber, and  
Schweizer-Waffen-Magazin



Peter Hoffmann  
Advertising sales director,  
VISIER, VISIER-  
SPECIAL, caliber,  
and Online



Dirk Schönfeld  
Advertising sales director,  
Schweizer-Waffen-Magazin

# Digital Print Data

All orders must be submitted in writing

## ■ Data Formats and Programs

**Optimal submission for your Print Data is a Print-PDF (starting Version 1.3), color mode CMYK (to grant the colors of your file are printed true to original).**

Please note that all data, photos, logos, transparencies and drop shadows must be set to 300 DPI when in the PDF output mode.

However, a PDF is locked and allows limited revision only.

Optionally you may submit your unlocked file (s. programs) as a complete DTP-record with all links, linked photos and anchored fonts as enclosures. This way we will be able to conduct adjustments or revisions.

We can process most of the actual programs in PC- and Mac  
Format: Quark-Xpress, InDesign, Illustrator, Photoshop, Freehand, Coral-Draw, etc.

### Important information for the subsequent treatment

To master the enormous amount of data we receive, each file submitted must be accompanied by a fax/printout stating the name of the file, type of program used and the size of the advertisement. Please send those faxes to the following number:

**+49 6439 / 91 61 34 (SAPRO)**

Please note that the advertisement cannot be published unless a distinct fax is available.

#### MAC-Leonardo:

VISIER: ISDN-Nr. +49 6439 / 90 96 35  
caliber: ISDN-Nr. +49 6439 / 90 90 145

**PC-Fritz!Card:** ISDN-Nr.+49 6439 / 90 00 87

Benutzer: vsv Password: \*  
cal Password: \*

**E-Mail:** VISIER: anzeigen@vsmedien.de,  
caliber: caliber@vsmedien.de

**FTP:** As an alternative, data can be stored on a server.

\* Entry Code available upon request at:  
Karola Göth, Phone +49 2603 / 50 60-106

**In order to grant a faultless reproduction, independently from the data submitted, it is absolutely necessary that a proof or printout is available at the publishing house.**

# For Your Success - Four Top Sellers



**VISIER – das internationale Waffen-Magazin** is by far the best-selling German-speaking arms magazine.

Fascinating reports, detailed tests that offer the reader much needed help in his buying agenda and the presentation of arms in high quality, aesthetical photographs are the VISIER trademarks. Not only sport shooters and gun and blade collectors, but also hunters and law enforcement and security officials represent the VISIER readership.

**Print run:**  
39.122 issues  
**Distribution:**  
23,946 issues

**Source:** IVW 2/2011



**VISIER Special** Four times a year VISIER Special offers detailed information on one specific arms-topic.

Easy to read and understand, yet very precise in detail. The newcomer as well as the ambitious pro finds everything connected to his hobby. Every little detail is shown on high quality photographs. As a reference book VISIER SPECIAL is known to be in long term use.

**Print run:**  
28.500 issues



**caliber – Shooting – Guns – Equipment – Technics**

The sub-title stands for the editorial idea. Shooting pros as well as law enforcement and security officials phone all about their tips and tricks. The gun testing team consists of internationally renowned experts. caliber is known for its unsparing and honest tests.

**Print run:**  
19.231 issues  
**Distribution:**  
8463 issues

**Source:** IVW 2/2011



**Schweizer Waffen-Magazin**  
The magazine for sport shooters, law enforcement and security officials and gun and blade collectors in Switzerland.

Professional and diversified insider reports about the Swiss arms scene. Recent news about the Swiss shooters' scene, historical reports as well as reports on military arms. In Germany the Schweizer Waffen-Magazin is a firm part of VISIER and exclusively subscribers receive it.

**Print run:**  
21.000 issues

