FIND A CONTACT PERSON NEARBY

NIELSEN I
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Stefanie Reeschlager
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c/o sellmedia group
Kiefer Straße 46a - 470
22525 Hamburg
Tel.: (040) 548 876 787
Fax: (040) 548 876 670
E-Mail: nadoly@mm-medien.de

NIELSEN II
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Pallmann MedienPartner GmbH
Graf-Recke-Straße 18
40239 Düsseldorf
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Fax: (0211) 5421 81-70
E-Mail: andreas.paffmann@medienpartner.net
Internet: www.medienpartner.net

NIELSEN IIIa
Alfred Gerczikow
Hans-Georg Schulz
Verlagsbüro Krimmer
Am Lindenbaum 24
60433 Frankfurt
Tel.: (069) 53 0908-0
Fax: (069) 53 0908-30
E-Mail: frankfurt@krimmer.com
Internet: www.krimmer.com

NIELSEN IIIb
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Marc Meier
Markus Pfeindl
Schaible MedienPartner GmbH
Pasinger Straße 2
82152 Pasing
Tel.: (089) 17 80 07-0
Fax: (089) 17 30 07-90
E-Mail: bayern@medienpartner.net
Internet: www.medienpartner.net

NIELSEN IV
Ralf Hünninghaus
Verlagssuche Krimmer
Bulowstraße 66
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Tel.: (030) 89 38 27-0
Fax: (030) 89 38 27-30
E-Mail: berlin@krimmer.com
Internet: www.krimmer.com

NIELSEN V/VII
Ralf Hünninghaus
Verlagssuche Krimmer
Bulowstraße 66
10383 Berlin
Tel.: (030) 89 38 27-0
Fax: (030) 89 38 27-30
E-Mail: berlin@krimmer.com
Internet: www.krimmer.com

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Patrizia Giacconi
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Rausch Promotion S.a.s.
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Fax: +39 0464-55 22 44
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Internet: www.rpritaly.com

ÖSTERREICH
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Klosterweg 6
D-83454 Anger
Tel.: (0 86 56) 10 20
Fax: (0 86 56) 16 41
E-Mail: office@ebekom.net
Internet: www.ebekom.net

ÖSTERREICH/SÜDTIROL
IGL-Werbedienst GmbH
Postfach 222
Innsbrucker Bundesstraße 47
5021 Salzburg, Österreich
Tel.: +43 (0) 662-45 36 15-0
Fax: +43 (0) 662-45 20 38
Für Südtirol:
Tel.: +39 0471-05 22 44
E-Mail: office@igl.at
Internet: www.igl.at

UNBEKANNT

NIELSEN I

NIELSEN II

NIELSEN IIa

NIELSEN IIIa

NIELSEN IIIb

NIELSEN IV

NIELSEN V/VII

TURISTIKANZEIGEN

ÖSTERREICH/SÜDTIROL

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Tel.: +43 (0) 662-45 36 15-0
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UNBEKANNT

NIELSEN I

NIELSEN II

NIELSEN IIa

NIELSEN IIIa

NIELSEN IIIb

NIELSEN IV

NIELSEN V/VII

TURISTIKANZEIGEN

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Tel.: +39 0471-05 22 44
E-Mail: office@igl.at
Internet: www.igl.at

UNBEKANNT
CONCEPT

The mountains are at home in ALPIN, for the whole range of mountain sports: for hikers, mountaineers, climbers, skiers and mountain bikers. The pioneering monthly magazine has been on the market since 1963 and presents itself as a modern, campaign-ready media brand that combines print, online and social media in an exemplary way to show the beauty of the mountains on all channels.

ALPIN's reports convey joie de vivre in the mountains, and the service pages present expert know-how in an easily understandable way. Plus in every issue an unrivaled 16(!) tour maps to collect for active mountain fans.

Millions of people in Germany, Austria, South Tyrol and Switzerland have succumbed to the fascination of the mountains. A unique target group with an above-average education and an above-average income - who can be inspired red time and again by looking into the world of ALPIN.

The magazine is of course published monthly as an ePaper. The ALPIN.de website provides daily news, weather, avalanche and travel information, photo galleries, competitions, tests and tours.

We regularly reach 200,000 visitors per month. Our social media activities on Instagram, Facebook and Twitter appeal to around 55,000 active followers.

ALPIN – a unique magazine for unique people!

Dr. Bene Benedikt, Editor in Chief

PUBLISHER INFORMATION

Anschrift: Olympia-Verlag GmbH, Vermarktung ALPIN Badstraße 4–6
90402 Nürnberg
Germany
Phone: Sales-Team (0911) 2 16-24 95
Printing-Material (0911) 2 16-22 55
Fax: (0911) 2 16-27 39
E-Mail: anzeigen@alpin.de
Internet: www.olympia-verlag.de
PZN: 513874

TERMS & CONDITIONS:

The "General Terms and Conditions for Advertisements and External Inserts in Newspapers and Magazines" with the publisher's additional terms and conditions shall also apply to the processing of advertising orders.

We will be happy to send you our current GTCs/ATCs as well as editions and market data on request, and you can also find them online at www.olympia-verlag.de in the media data section.

TERMS OF PAYMENT

Payments are due on the date on which the issue containing your ad is published. A 2 % discount will be granted if the full amount is received by the publisher before the date of issue and if there are no outstanding payments. Payments can be made by direct debit.

Sales tax: Net prices are plus VAT due on the same date as the payment.

VAT ID.: DE 811186870

BANK ACCOUNTS

bank Postbank Nuremberg
routing no. 76010085
account no. 61000-858 5221452
IBAN DE42 7601 0085 0061 0008 58
BIC PBNKDEFF

bank Commerzbank AG Nuremberg
routing no. 76040061
account no. 5221452
IBAN DE21 7604 0061 0522 1452 00
BIC COBADEFF

See www.duon-portal.de for the current and binding technical specifications, also available as downloadable PDF-file.
# Advertising Sizes and Rates

## Advertisements in Type Area (width x height in mm)

### Advertising Sizes

<table>
<thead>
<tr>
<th>Sizes</th>
<th>Type Area</th>
<th>Bleed Ads*</th>
<th>Multicolor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1</td>
<td>194 x 260</td>
<td>210 x 280</td>
<td>5 350,–</td>
</tr>
<tr>
<td>3/4</td>
<td>145 x 260</td>
<td>153 x 280</td>
<td>4 170,–</td>
</tr>
<tr>
<td>2/3</td>
<td>127 x 260</td>
<td>135 x 280</td>
<td>3 750,–</td>
</tr>
<tr>
<td>1/2</td>
<td>94 x 260</td>
<td>102 x 280</td>
<td>2 890,–</td>
</tr>
<tr>
<td>1/3</td>
<td>61 x 260</td>
<td>69 x 280</td>
<td>1 960,–</td>
</tr>
<tr>
<td>1/4</td>
<td>45 x 260</td>
<td>53 x 280</td>
<td>1 500,–</td>
</tr>
<tr>
<td>1/8</td>
<td>45 x 127</td>
<td></td>
<td>770,–</td>
</tr>
</tbody>
</table>

### Special Ads

<table>
<thead>
<tr>
<th>Sizes</th>
<th>Type Area</th>
<th>Bleed Ads*</th>
<th>Multicolor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/3</td>
<td>2nd cover page + p. 3</td>
<td>210 x 280</td>
<td>12 240,–</td>
</tr>
<tr>
<td>1/1</td>
<td>2nd/4th cover page</td>
<td>194 x 260</td>
<td>5 890,–</td>
</tr>
<tr>
<td>1/3</td>
<td>Ad next to content or editorial</td>
<td>61 x 260</td>
<td>2 060,–</td>
</tr>
</tbody>
</table>

*Trimming allowance 3 mm on each side must be added*

---

**NOTE:** Important parts of the text and motif must be at least 5 mm away from the bleed. Text running over the gutter needs additional 3 mm space per page.
ALPIN SUPPLEMENTS

ALPIN-EXTRA
About 30-40 tours (hiking, mountaineering, climbing routes) are presented over 16, 24 or 32 pages in ALPIN’s mega-insert. Detailed service pages provide information about accommodation, events, mountain and ski schools and give all information addresses.

ALPIN-BOOKLET
Compact guides full of tour tips and know-how.

ALPIN-SUPER-PANORAMA
Panorama folders show the mountains in an inspiring format: as a dramatic view of the most popular peaks or as a panoramic view from the most beautiful vantage points. Location addresses lead potential visitors to the area.

Advertising possibilities, prices and formats on request!

More informations:
www.alpin.de/tarife

DISCOUNTS

<table>
<thead>
<tr>
<th>Volume</th>
<th>Series</th>
</tr>
</thead>
<tbody>
<tr>
<td>from 3 pages 5%</td>
<td>from 3 insertions 3%</td>
</tr>
<tr>
<td>from 6 pages 10%</td>
<td>from 6 insertions 5%</td>
</tr>
<tr>
<td>from 9 pages 15%</td>
<td>from 9 insertions 10%</td>
</tr>
<tr>
<td>from 12 pages 20%</td>
<td>from 12 insertions 15%</td>
</tr>
</tbody>
</table>

Advertising agencies receive a third-party premium of 15% of the customer net price (gross price minus the discount).

Advertisements in the editorial section can not be grouped in the advertisement section.

SPECIAL DISCOUNT
Mountain schools receive a 20% discount on orders placed directly.

CLASSIFIED ADVERTISING

<table>
<thead>
<tr>
<th>Min.-height 10 mm</th>
<th>4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>price per mm height</td>
<td>€</td>
</tr>
<tr>
<td>45 mm width (1-column)</td>
<td>4,10</td>
</tr>
<tr>
<td>95 mm width (2-column)</td>
<td>8,20</td>
</tr>
<tr>
<td>145 mm width (3-column)</td>
<td>12,30</td>
</tr>
<tr>
<td>195 mm width (4-column)</td>
<td>16,40</td>
</tr>
</tbody>
</table>

VAT will be charged as applicable.
## TECHNICAL DATA

**Frequency:** Monthly  
**Magazine Size:** 210 mm wide by 280 mm high (bleedoff pages)  
**Type Area:** 194 mm wide by 260 mm high  
**Printing Process:** Web offset  
**Binding Method:** Perfect-Bound  
**Image Resolution:** actual image size at least 120 l/cm (300 dpi)  
**Mode:** CMYK  
**Dot Area:** should not exceed 300 %  
**Bleed Advertisements:** Bleed allowance 3 mm on each side must be added. Important parts of the text and motif must be at least 5 mm away from the bleed. Text running over the gutter needs additional 3 mm space per page.  
**Open Documents:** InDesign, Illustrator, others on request.  
**Data Formats:** PDF-X/3 (CMYK)

## PRINTING MATERIAL

**Data delivery:** Printable PDF (PDF-X3, CMYK)  
For open documents: Delivery includes all associated fine data (logos used, images used in CMYK with a resolution of 300dpi, fonts used; no PC True Type fonts).  
**The following programs can be processed:** InDesign, Illustrator, Photoshop  
All deliveries must be marked with subject, product and issue number/publication date.  
**Delivery address for print documents:** Olympia-Verlag GmbH, ALPIN marketing, Badstrasse 4-6, 90402 Nuremberg, Phone 0911/216-2255 or 0911-216-2495.  
**Technical data:** Current and binding technical data can be found at www.duon-portal.de  
Also available for download as PDF.  
**Sending the printing documents:** Print documents are digitally accepted centrally via the VDZ publishers’ DUON portal at: www.duon-portal.de

User support is available at: support@duon-portal.de or directly by phone (040)374117-50  
**General legal information:** The warranty claims stated in the publishers’ general terms and conditions presuppose compliance with the certified technical requirements and standards laid out on the DUON portal. This also applies to data delivery without proof.

---

### PUBLICATION SCHEDULE 2019

<table>
<thead>
<tr>
<th>Issue</th>
<th>No</th>
<th>On Sale (Day/Month/Year)</th>
<th>Closing Date (Day/Month/Year)</th>
<th>Material Deadline (Day/Month/Year)</th>
<th>Delivery Deadline for loose, bound-in &amp; glued-on inserts (Day/Month/Year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>1</td>
<td>08.12.2018</td>
<td>05.11.2018</td>
<td>12.11.2018</td>
<td>16.11.2018</td>
</tr>
<tr>
<td>March</td>
<td>3</td>
<td>09.02.2019</td>
<td>07.01.2019</td>
<td>14.01.2019</td>
<td>18.01.2019</td>
</tr>
<tr>
<td>April</td>
<td>4</td>
<td>09.03.2019</td>
<td>04.02.2019</td>
<td>11.02.2019</td>
<td>15.02.2019</td>
</tr>
<tr>
<td>May</td>
<td>5</td>
<td>13.04.2019</td>
<td>11.03.2019</td>
<td>18.03.2019</td>
<td>22.03.2019</td>
</tr>
<tr>
<td>July</td>
<td>7</td>
<td>08.06.2019</td>
<td>03.05.2019</td>
<td>10.05.2019</td>
<td>16.05.2019</td>
</tr>
<tr>
<td>August</td>
<td>8</td>
<td>13.07.2019</td>
<td>06.06.2019</td>
<td>14.06.2019</td>
<td>21.06.2019</td>
</tr>
<tr>
<td>October</td>
<td>10</td>
<td>14.09.2019</td>
<td>09.08.2019</td>
<td>19.08.2019</td>
<td>23.08.2019</td>
</tr>
</tbody>
</table>
INSERTS

Inserts are loose publications that are included in the ALPIN Magazine.

Orders for inserts can only be processed on request. The order is not considered accepted by the publishing house - reserving the right to postponement - until an original sample (5 copies) of the insert has been submitted and there are no objections to the content and fast and trouble-free processing is ensured. Technical additional charges arising from the properties of the insert are invoiced.

Insert size: Smallest size: 105 x 148 mm, Largest size: 200 x 270 mm

<table>
<thead>
<tr>
<th>Price per 1,000 inserts</th>
<th>up to 25 g</th>
<th>€ 92,–</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 30 g</td>
<td>€ 97,–</td>
<td></td>
</tr>
<tr>
<td>up to 35 g</td>
<td>€ 102,–</td>
<td></td>
</tr>
<tr>
<td>up to 40 g</td>
<td>€ 107,–</td>
<td></td>
</tr>
<tr>
<td>up to 45 g</td>
<td>€ 112,–</td>
<td></td>
</tr>
<tr>
<td>up to 50 g</td>
<td>€ 117,–</td>
<td></td>
</tr>
</tbody>
</table>

All prices are subject to value added tax.

Processing grant: 2 – 3%

Discount: No discounts apply to orders for inserts

Agency commission: 15%

Insert release date: Please coordinate with us to set the release date for the insert before you placing your order.

BOUND-IN INSERTS

A delivered brochure will be published together with the editorial flyer.

The order shall only then be deemed to have been accepted by the publisher-subject to the right to postpone the delivery date - if original samples (5-fold) are available and no objections are raised against their content or one trouble-free further processing is ensured. The inserts may not be folded in the package. Additional technical costs resulting from the nature of the insert will be charged.

Bound-in format: at least 1/2 page up or across, 3.5mm milling edge, 15mm heads trimming, 5mm on the other pages required for booklet format.

Scope: up to 8 pages. Larger sizes on request.

<table>
<thead>
<tr>
<th>Price per 1,000 bound</th>
<th>up to 25 g</th>
<th>€ 92,–</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 30 g</td>
<td>€ 97,–</td>
<td></td>
</tr>
<tr>
<td>up to 35 g</td>
<td>€ 102,–</td>
<td></td>
</tr>
<tr>
<td>up to 40 g</td>
<td>€ 107,–</td>
<td></td>
</tr>
<tr>
<td>up to 45 g</td>
<td>€ 112,–</td>
<td></td>
</tr>
<tr>
<td>up to 50 g</td>
<td>€ 117,–</td>
<td></td>
</tr>
</tbody>
</table>

All prices plus VAT.

Processing subsidy: 2 – 3%

Composite inserts: are binders that are shared by several advertisers and are possible by special agreement. Editions, prices and dates on request.

DELIVERY ADDRESS FOR INSERTS: Oberndorfer Druckerei GmbH, Mittergöming 12, A-5110 Oberndorf, Herstellung ALPIN.

GLUED-IN INSERTS

Glued-in inserts are glued onto a full-page carrier page in the gravure printing section of ALPIN in such a way, that the sticker can be removed by the reader. A glued-insert order thus requires the additional purchase of a full-page gravure printing ad.

<table>
<thead>
<tr>
<th>Price per 1,000 glued-in inserts</th>
<th>up to 25 g</th>
<th>€ 92,–</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 30 g</td>
<td>€ 97,–</td>
<td></td>
</tr>
<tr>
<td>up to 35 g</td>
<td>€ 102,–</td>
<td></td>
</tr>
<tr>
<td>up to 40 g</td>
<td>€ 107,–</td>
<td></td>
</tr>
<tr>
<td>up to 45 g</td>
<td>€ 112,–</td>
<td></td>
</tr>
<tr>
<td>up to 50 g</td>
<td>€ 117,–</td>
<td></td>
</tr>
</tbody>
</table>

All prices are subject to value added tax.

Processing subsidy: 2 – 3%

Texture of a postage sticker: It is recommended to use an offset carton of at least 150g/m2. The postcards must be exact be cut an may not be entangled in the package. For information on discounts, mediators, booking deadline, right to withdrawal, delivery deadline, see “Supplements”. Printed matter other than a postcard, as well as envelopes containing content, leaflets and samples, may also be attached (samples required).
READERSHIP PROFILE

<table>
<thead>
<tr>
<th>Total</th>
<th>ALPIN</th>
<th>Total affinity = 100</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>%</td>
<td></td>
</tr>
</tbody>
</table>

"I do it a lot/once in a while"
- Mountaineering: 12.5% (ALPIN: 61.9%) and 495
- Hiking: 56.4% (ALPIN: 87.7%) and 155
- Downhill skiing: 12.5% (ALPIN: 48.5%) and 387
- Cross-country skiing: 10.0% (ALPIN: 43.8%) and 439
- Snowboarding: 6.0% (ALPIN: 13.9%) and 231
- Mountain biking: 21.2% (ALPIN: 57.5%) and 271

Purchase plan (next 1-2 years)
- Mountainbike: 2.8% (ALPIN: 5.0%) and 179
- Outdoorbekleidung für Sport/Alltag: 6.0% (ALPIN: 17.5%) and 290

"I’m particularly interested in"
- Vacation and travel: 43.1% (ALPIN: 62.4%) and 145
- Photography: 12.2% (ALPIN: 17.1%) and 140
- Results of product tests: 12.4% (ALPIN: 24.9%) and 201
- I enjoy spending the night in top hotels: 11.2% (ALPIN: 28.4%) and 254

Vacation trips in the last 12 months
- One vacation/Recreation trip: 35.8% (ALPIN: 24.0%) and 67
- Several vacation/recreation trips: 27.3% (ALPIN: 60.5%) and 220

Source: AWA 2018 – Basis: Total German-speaking population aged 14 years and over (70.45 million) - 282 thousand ALPIN readers.
The detailed readership profile is available for download on our website www.alpin.de/Tarife

ALPIN.de

- Offers hundreds of elaborate, researched tour tips for mountaineers
- Every month presents the photo competition "ALPIN-Pics", in which users submit their best mountain pictures
- Accompanies ALPIN events with extensive reporting and large photo galleries
- Shows richly illustrated reports of particularly recommendable mountain tours
- Regularly has draws for high-quality prizes in attractive competitions
- Finds out how to travel safely in the mountains in articles on alpine know-how, medicine or equipment issues
- Video answers to users’ mountain questions
- Regularly shows exciting videos from top mountaineers
- Through its responsive web design offers optimized display for all end devices
- Reaches over 55,000 fans per month via its social media channels
ONLINE WEB FORMS AND PRICES

Mobile placement format, pixel TKP* €
Mobile Ad 6:1 Run of Site 640 x 100 50,–
Mobile Medium Rectangle Run of Site 300 x 250 95,–
Sticky Ad Run of Site 640 x 100 65,–

Multiscreen TKP* €
Medium Rectangle + Mobile Medium Rectangle ** 70,–
AdBundle + Mobile Content Ad 6:1 ** 45,–

** For details see respective advertising material.

VIDEO

form of advertising TKP* €
Video Pre Roll Ad – 20 Sec. 130,–
Video Pre Roll Ad – 30 Sec. 140,–

Beispielvideo unter: www.alpin.de/videos

DATA DELIVERY

Data size: All advertising media up to max. 40 KB
Data formats: .gif / .jpg / .png / HTML5 als Iframe-Redirect
Delivery: At least 5 working days before the start of publication

CONTACT

Advertising Sales Cross-Media
Alexander Herrmann
Phone: (0911) 216-24 95
Fax: (0911) 216-27 39
E-Mail: a.herrmann@alpin.de

Advertising Sales digital Media
Marco Lutz
Phone: (0911) 216-21 40
Fax: (0911) 216-27 39
E-Mail: m.lutz@alpin.de

*TKP = Thousands Contact Price
Price for 1,000 copies (AdImpressions) in rotation. The banner appears exactly as often as agreed during the booked period.

MEDIA PERFORMANCE

WEB MOBILE

<table>
<thead>
<tr>
<th>WEB</th>
<th>Page Impressions</th>
<th>Visits</th>
<th>MOBILE</th>
<th>Page Impressions</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/2017</td>
<td>429.882</td>
<td>85.265</td>
<td>11/2017</td>
<td>501.270</td>
<td>97.554</td>
</tr>
<tr>
<td>12/2017</td>
<td>1.262.098</td>
<td>192.861</td>
<td>01/2018</td>
<td>672.183</td>
<td>116.190</td>
</tr>
<tr>
<td>02/2018</td>
<td>625.596</td>
<td>105.277</td>
<td>03/2018</td>
<td>668.313</td>
<td>105.390</td>
</tr>
<tr>
<td>04/2018</td>
<td>444.671</td>
<td>82.639</td>
<td>05/2018</td>
<td>492.011</td>
<td>91.910</td>
</tr>
<tr>
<td>06/2018</td>
<td>465.197</td>
<td>92.827</td>
<td>07/2018</td>
<td>541.765</td>
<td>102.125</td>
</tr>
<tr>
<td>08/2018</td>
<td>543.695</td>
<td>98.645</td>
<td>09/2018</td>
<td>523.345</td>
<td>95.084</td>
</tr>
</tbody>
</table>

| Source: IVW |

CROSS-MEDIA

Individual cross-media-offers on request!