

# MARUBA B.V. SPORTS PUBLISHERS

## SNOWBOARDER MAGAZINE

# SNOW BOARDER MAG



### GENERAL INFORMATION

**Title:** [Snowboarder Mag](#)  
**Subtitle:** The # 1 snowboard magazine of the Benelux  
**Published by:** Maruba b.v. Sports & Fashion Publishers  
 Winthontlaan 200, 3526 KV Utrecht  
**Phone:** +31 (0)30 - 289 10 73  
**Fax:** +31 (0)30 - 288 74 15  
**Email:** [snowboardermagazine@maruba.com](mailto:snowboardermagazine@maruba.com)  
**Internet:** [www.maruba.com](http://www.maruba.com)  
**Publisher:** Maas H. van Drie  
**Publication:** frequency: 4 times a year  
**Subscription rate a year:** € 14.50 (incl. VAT)  
**Retail price:** € 3.95 (incl. VAT)

### ADVERTISING RATES SNOWBOARDER

As of January 1, 2011. All rates are excluding VAT.

	1x	2x	4x
 2/1 pag. FC:	€ 7800,-	€ 7425,-	€ 7050,-
 1/1 pag. FC:	€ 4000,-	€ 3800,-	€ 3600,-
 1/2 Page FC:	€ 2200,-	€ 2100,-	€ 1900,-

**COMBINATION RATE WITH:** BIKE & trekking Magazine, Business Guide, Buyer's Guide, Kids Magazine, Outdoor Magazine, SNOW the winter holiday magazine, Sport Partner, the right SIZE Magazine

**CONTRACT PERIOD:** 1 year

### DELIVERY CONDITIONS

All our offers and agreements are concluded and carried out in accordance with our general conditions, as registered at the registry of the district court in Utrecht under number 369/95, of which clients will be sent a copy on first request, as far as not received in other positions.

### MAGAZINE PROFILE

Snowboarder Magazine has been the biggest snowboard magazine of the Benelux for 20 years. Snowboarder Magazine aims at a wide snowboard audience. In descriptive and informative articles a mixture of lifestyle and sports, adventure and recreation both at home and abroad is presented. Much attention is given to spectacular images. Furthermore the reader will be informed about new trends, comparative tests of boards and bindings, practical tips, national and international snowboard events and snowboard locations.

### TARGET GROUP

Snowboarder Magazine focuses on all active snowboarders in the Benelux.

### DISTRIBUTION

Snowboarder Magazine has a circulation of max. 27.500 copies. This circulation is to be divided into retail and subscription. The retail distribution takes place through bookstores, kiosks, magazine departments of department stores and supermarkets and through well-known surf, snowboard and trend sports shops. The retail distribution is taken care of by Aldipress.



SNOWBOARDER MAGAZINE

## SURCHARGES

### Positioning surcharges

Page 2 cover:	10%
Page 3 cover:	10%
Page 4 cover:	15%

## RATES OF INSERTS



Bound-in inserts: on demand

Loose inserts: on demand


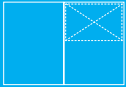



## DELIVERY OF ADVERTISEMENT

We prefer to receive your advertisement as a CERTIFIED PDF-file. You can send your advertisement by mail (CD-rom), e-mail or through an FTP-server. Digital advertisement has to be accompanied with a clear print at any time. Without a clear print Maruba b.v. Sports Publishers does not take any responsibility for errors in published advertisements.

## SIZES Trim size

2/1 page	1/1 page
	
420 x 260 mm (4 mm bleed)	210 x 260 mm (4 mm bleed)

## Sizes Type area

1/2 pagina staand	1/2 pagina liggend	1/4 pagina staand	1/4 pagina liggend	1/8 pagina
				
85 x 240 mm	190 x 110 mm	85 x 110 mm	190 x 50 mm	85 x 50 mm

## INSERTS

Sizes of both bound-in and loose inserts must be kept within the bleed size.

## RELEASE DATES SNOWBOARDER 2011

Edition	Closing date	Publication date
3 2010/2011	January 4	January 28
1	September 22	October 20
2	November 10	December 8
3	January 5, 2012	January 26, 2012

Term of cancellation: 3 weeks before closing date.

All publication dates are under reserve.

## MARUBA B.V. SPORTS PUBLISHERS SNOWBOARDER MAGAZINE

### OTHER PUBLICATIONS OF MARUBA B.V. SPORTS PUBLISHERS:

BIKE & trekking Magazine, Business Guide, Buyer's Guide, Kids Magazine, Outdoor Magazine, SNOW the winter holiday magazine, Sport Partner, Sport Partner E-News, the right SIZE Magazine

