

Advertising rates 2010

Vietnam

Magazin 2011

will also be published
as emagazine

Vietnam – The Magazine

Cooperative project of:



Grafenstein
experts in tourism communication

GeoMedia
Economic research services for Tourism

Market leaders in Corporate Destination Publishing

Today, Corporate Destination Publishing (CDP) is the preferred method of communication between national tourist boards and their clients. Special-interest titles represent the most important medium in this connection by providing potential holidaymakers, tour operators and travel agency staff with a comprehensive overview of any destination.

Vietnam-Magazin offers our advertising partners an attractive and reliable advertising environment. It serves as an ideal way for the travel community to help organise any trip. Adventure traveller, pleasure seeker, culture lover or package-holiday tourist – our readers are open-minded, discerning and eager for information.

For more information about CDP go to: www.grafenstein.net/CorporateDestinationPublishing

The Vietnam Magazine is a successful mixture of atmospheric images, informative texts plus essential travel information concerning the trend destination Vietnam. Vietnam tourists, tour operators and travel agency staff gain insight into this South-east-Asian gem; the magazine helps to provide them with an indispensable tool for planning their travels. There remains only one question: "When are we off"?

Published in conjunction by Geomedia and Vietnam Airlines, the magazine is effectively used by its readers during the holiday-planning stages, offering you an attractive advertising environment for your product.

Our readership:

Individual travellers, business travellers, tour operators and travel agents

Publisher:

Geomedia
Mauserstrasse 27
D-12277 Berlin

Distribution concept:

Vietnam Magazine is sent out directly to consumers by the new Vietnamese trade centre, VietHaus Berlin, and Vietnam Airlines. It is distributed at all fairs where Vietnam is represented as well as at consumer roadshows and travel agent seminars.

In addition, it may be requested via the Go Asia website (www.goasia.de).

Circulation:

20.000 copies +
will also be published as emagazine

Size:

48 pages + 4 cover pages

Trim:

210 mm wide x 297 mm high

Printing method:

4-colour offset



Terms and Conditions

The client is responsible for supplying digitized printing materials on time and is liable for the accuracy of their contents. The client guarantees that he/she holds all rights necessary for the processing of the files provided, their textual contents, picture elements, photos and fonts. The client exempts Grafenstein Freizeit- und Tourismuswerbung GmbH from all claims (including legal fees) by third parties in respect of any violation of copyrights or other rights. The advertisement must always be placed in writing. Place of jurisdiction is Berlin. German law is applicable for this contract.

Contact:

Katharina Petersen
k.petersen@grafenstein.net
Tel: +49.30.80 58 59 270
Fax: +49.30.80 58 59 210

Important dates

Publication date: **ITB 2011 (march)**
Closing date for ads: **17.12.2010**
Closing date for artwork: **23.12.2010**

1. Order

Please fill in the annexed order form and send it via fax or by post to Grafenstein Freizeit- und Tourismuswerbung GmbH.

2. Artwork

If you would like us to create your ad or an advertorial on your behalf, we require the following data:

Type	Format
Images/Logos:	TIFF/JPEG/EPS maximum quality
Text Files:	MS Word/TXT/RTF

For layout work we charge the following prices according to the format used:

Format	Price
1/1 page	500,- €
1/2 page	400,- €
1/4 page	300,- €
1/8 page	200,- €

Please note that your adverts / advertorials should be written in German, we will gladly assist you with translation if necessary. There is a fixed charge for any changes made to copy or layouts of 25,- €/half hour. This also applies to changes to advertisements of previous years.

3. Approval

Before going to press, we will send you a pdf-file for approval of your advert, advertorial or editorial pages.

4. Price

Our price includes layout costs as well as costs for the insertion of the ad. Prices are exclusive of VAT. Please refer to the price-list on the order blank.

Printing is in 4-colour process only. We cannot therefore offer any reduction in price for less than 4 colours.

5. Cancellation

By placing an order, you firmly reserve a space for your advertisement in the layout. In case of cancellation before the closing date for advertisements, we will charge one third of the total price. For cancellations after that date, we will have to charge the total price. In any case, the date of receipt of your postal/faxed order is binding.








6. Mode of payment

You will be invoiced by Grafenstein Freizeit- und Tourismuswerbung GmbH. Please pay your invoice by bank transfer in Euros within 14 days of receipt of invoice. For payments within 7 days of receipt of invoice you will receive a 3% discount. We charge 7% interest plus a 5,- € fee for a reminder in case of late payment.

7. Discount for advertisement order

If you are interested in multiple advertising in Grafenstein or Terra Trends magazines you will receive a special discount:

for 2 adverts:	3 %
for 3 adverts:	5 %
for 4-6 adverts:	7 %
for 7 adverts and more:	10 %

Format	Size (width x height)	Price in €
Back cover	 210 x 297 mm (Please note bleed of 3 mm on each side!)	3,100.00
Inside cover Inside back cover	 210 x 297 mm (Please note bleed of 3 mm on each side!)	2,900.00
1/1 Page	 210 x 297 mm (Please note bleed of 3 mm on each side!)	2,800.00
1/2 Page horizontal	 187 x 132 mm (Please note bleed of 3 mm on each side!)	1,600.00
1/2 Page vertical	 91 x 268,5 mm (Please note bleed of 3 mm on each side!)	1,600.00
1/4 Page horizontal	 190 x 80 mm	900.00
1/4 Page vertical	 91 x 132 mm	900.00
1/8 Page horizontal	 91 x 63,5 mm	500.00
Design		
1/1 Page	210 x 297 mm	500.00
1/2 Page	187 x 132 mm / 91 x 268,5 mm	400.00
1/4 Page	190 x 80 mm / 91 x 132 mm	300.00
1/8 Page	91 x 63,5	200.00
Ad-Specials on request		

When supplying artwork, please note the technical requirements below:

File format:	File profile:
PDF (.pdf):	high resolution maximum quality
TIFF (.tif):	CMYK-Mode 300 dpi/original size
JPEG (.jpg):	CMYK-Mode 300 dpi/original size
EPS (.eps):	CMYK-Mode 300 dpi/original size

(please include all fonts or convert all fonts to paths)

Please supply the relevant files: on CD-Rom

Terra Trends GmbH
Kaunstraße 21
14163 Berlin, Germany
Tel.: +49. 30. 80 58 59 2-0
Fax: +49. 30. 80 58 59 210

via FTP
www.grafenstein.net/upload
(->Vietnam)
via E-Mail
anzeigen@grafenstein.net



The Dragon's Birthday -
Hanoi celebrates its 1.000 year anniversary



Island and beach paradise



Tips & Trends



Client:.....
 Address:.....

 Zip code, City:.....
 Phone:.....Fax:.....
 E-mail:.....
 Please state your VAT No:

Mail or fax to:

**Grafenstein Freizeit- und
 Tourismuswerbung GmbH**

- Adverts -
 Kaunstraße 21
 D-14163 Berlin
 Tel : 030 - 80 58 59 270
 Fax : 030 - 80 58 59 210
 E-Mail : k.petersen@grafenstein.net

CLOSING DATE: **17.12.2010**

	Format	Price in Euro
<input type="checkbox"/>	Back cover page 2	3.495,-
<input type="checkbox"/>	Inside back cover page 3	3.495,-
<input type="checkbox"/>	Back cover 4	3.950,-
<input type="checkbox"/>	1/1 Page	3.100,-
<input type="checkbox"/>	1/2 Page horizontal	1.750,-
<input type="checkbox"/>	1/2 Page vertical	1.750,-
<input type="checkbox"/>	1/4 Page horizontal	995,-
<input type="checkbox"/>	1/4 Page vertical	995,-
<input type="checkbox"/>	1/8 Page horizontal	595,-
Design		
<input type="checkbox"/>	1/1 Page	500,-
<input type="checkbox"/>	1/2 Page	400,-
<input type="checkbox"/>	1/4 Page	300,-
<input type="checkbox"/>	1/8 Page	200,-
Design price:		
Insertion price:		
TOTAL:		

We will supply the complete artwork for an advertisement in file format by **23.12.2010**. You will receive the file in the following manner:

- CD FTP E-mail

We hereby order the design of an advertisement and let you have the necessary material (images, logotypes, texts) within 15 days. We have taken note of the relevant prices for artwork.

We place a firm order for the ad in the format requested on the LEFT. We have taken note of the booking and cancellation fees in your price list as well as the general terms and conditions below.



Terms and Conditions:

Payment due within 14 days after receipt of the invoice.

We accept the general terms and conditions.

SIGNATURE AND COMPANY STAMP

Date :

Fax to: +49. 30. 80 58 59 210