



ISSF NEWS

MEDIA SCHEDULE 16/12 - valid as of 1st January 2012

BRIEF DESCRIPTION:

ISSF NEWS is the official magazine of the international parent organization, "International Shooting Sport Federation – ISSF", and is published in four languages (English, German, French, Spanish). It is distributed to all 157 shooting federations of the world. **ISSF NEWS** has a much larger readership through its public exposure at the shooting sport centers of the national federations. Moreover, this unique international shooting sport magazine is obtained world-wide by private subscribers because of its current coverage of top events in the shooting sport world and its regular

documentation of topics pertaining to sports medicine and sports psychology as well as to the latest innovations in shooting sport equipment and technology. Since there are no shooting sport magazines in most of the countries outside of Europe, **ISSF NEWS** is the only informative bulletin of its kind in the entire shooting sport world. The majority of readers are among the opinion-forming leaders in the shooting sport world. **ISSF NEWS** therefore guarantees very successful advertising with no coverage loss within the optimal target area: the international shooting sport.

PUBLISHER:

International Shooting Sport Federation

ISSF NEWS

Bavariaring 21
80336 München
Germany

Phone: 089-5443550

Fax: 089-54435544

E-mail: wmschreiber@issf-sports.org

Internet: www.issf-sports.org

PRINTING PROCEDURE:

Off-set, Euro-scale sheet; The **ISSF NEWS** will be printed by means of an ecologically mild and energy saving computer-to-plate process which means that off-set films will no longer be needed, and the individual pages will be exposed directly onto the printing plate.

PRINTING DETAILS:

Transfer from digital data only in the following form:

1. EPS files from Adobe InDesign, fMacromedia Freehand or Adobe Illustrator. All pictures must be integrated and fonts transformed into paths. 4c colors only in Euro-scale. No transparency setting in InDesign-Data. 3mm circular bleed for ads towards the margin.
2. EPS or Tiff files from Adobe Photoshop reduced on background plane without additional channels or paths. Ads with 3mm circular bleed . 356 dpi resolution (80 grid pattern).
3. PDF-files must be arranged in 356dpi for off-set Euro-scale printing. Text must be integrated. Integrated pictures, which only have a low monitor screen resolution, can not be computer projected afterwards.

BANKERS:

HypoVereinsbank München

National bank code: 70020270

Account for Euro: 2719320

SWIFT: HYVEDEMMXXX

IBAN Code: DE12 7002 0270 0002 7193 20

TERMS OF PAYMENT:

Thirty days after the date of invoice, purely net

TERMS OF TRADE:

For the settlement of orders, the general terms of trade are applicable to advertising.

DATA MEDIUM CARRIER:

Please deliver data via Email or on CD ROM:

Email: wmschreiber@issf-sports.org

ISSF NEWS, Bavariaring 21; D-80336 München, Germany

PROCESSING:

Stitched, wire-stitched back
Copy format /Type area: 210x297mm / 194x278mm

DISCOUNTS:

5% per year for three or more advertisements
10% per year for six or more advertisements

CANCELLATION:

Written notice four weeks prior to the advertisement deadline

PUBLICATION DATES:

Six times per year
(February, April, June, August, October und December)

CALCULATED CIRCULATION:

4,000

EDITORIAL ORIENTATION:

Official federation communications coupled with objective shooting sport journalism and supplemented with reports on shooting sport medicine and psychology as well as training theory. Everything about the shooting sport – everything of interest to sport shooters.

TYPE OF MAILING:

Within Europe: printed materials at a reduced rate
Outside Europe: air-mail

CONCEPT:

Goal is to offer comprehensive, competent and gripping information to all who are interested in the shooting sport. Journalistic interest focuses just as much on federation events as on top, international sporting events.

INTERNET ADVERTISING:

You can also find us in internet under www.issf-sports.org.
Get the latest information on world-wide shooting sport events online. You can also use this modern platform for your advertising banners.

ADVERTISEMENT FORMATS AND PRICES:

PAGE SIZES	TYPE AREA FORMAT WIDTH X HEIGHT	CUTTING FACE FORMATZ WIDTH X HEIGHT *	PRICES**	
			BLACK/WHITE - 1C EUR	COLOUR - 4C EUR
1/1	194 X 278MM	210 X 297MM	650,-	1300,-
1/2 HIGH/ CROSSWISE	95 X 278MM 194 X 139MM	102 X 297MM 210 X 153MM	360,-	720,-
1/3 HIGH/ CROSSWISE	62 X 278MM 194 X 93MM	69 X 297MM	285,-	570,-
1/4 HIGH/ CROSSWISE	95 X 139MM 194 X 70MM		205,-	410,-

Special placements: Prices on request

* plus a cutting allowance of 3mm on all outside pages

** All rates are in EURO plus legal value-added tax (vat) which is added to the net invoice amount

2012 SCHEDULE:

ISSUE NO	MONTH	PUBLICATION DEADLINE	ADVERTISEMENTS DEADLINE	PRINTING MATERIAL
1/2012	JANUARY/ FEBRUARY	14.02.12	20.01.12	27.01.12
2/2012	MARCH/APRIL	10.04.12	16.03.12	23.03.12
3/2012	MAY/JUNE	12.06.12	18.05.12	25.05.12
4/2012	JULY/AUGUST	14.08.12	20.07.12	27.07.12
5/2012	SEPTEMBER/ OCTOBER	09.10.12	14.09.12	21.09.12
6/2012	NOVEMBER/ DECEMBER	11.12.12	16.11.12	23.11.12

GENERAL TERMS FOR ADVERTISING:

- 1.** An advertising order, as defined by the general trade conditions, is the contract for the publication of one or more advertisements, inserts or supplements of an advertiser.
- 2.** In case publication of advertisements has not been confirmed, these must be cancelled within one year after conclusion of the contract.
- 3.** The orderer is responsible for the punctual submittance of appropriate and perfect print material or supplements. For discernibly unsuitable or damaged printing materials, the advertising management demands immediate replacement. For advertisement orders or changes made by telephone and for mistakes due to illegible writing, the advertising management will not be held liable for the correct reproduction. If any defects in the materials are not immediately recognized but only come to light when printed, the orderer has no claims for incorrect or inadequate printing. This also applies to the incorrect repetition of advertisements, if the orderer does not indicate the mistake in time before the printing of the next advertisement.
- 4.** The advertising department reserves the right to refuse - according to factually justified principles of the editorial office - orders for advertisements and supplements by reason of the contents, origin or technical form, if the content violates laws or official regulations or if its publication is unacceptable. The orderer will immediately be informed of the rejection of an order.
- 5.** Orders for advertisements and additional supplements, which should only be published in certain editions or in certain places of the journal, have to be sent to the advertising department as early as possible in order to inform the orderer before the deadline for advertisements, if the order cannot be executed.
- 6.** Advertisements, which cannot be recognized as advertisements due to their editorial layout, will be clearly marked with the word "Advertisement" by the advertising department.
- 7.** Proofs will only be submitted on special request. The orderer is responsible for the correctness of the returned proof. All corrections indicated within the time limit set when sending the proof will be considered by the advertising department.
- 8.** The advertising department guarantees the perfect typographic reproduction of the advertisement. In case of a completely or partially illegible or incorrect or incomplete print of the advertisement, the orderer has the right to ask for a price reduction or a perfect compensation advertisement, but only to such an extent as the intention of the advertisement was impaired. The advertising office does not assume any further responsibilities. The orderer cannot assert a claim, in case of incorrectly printed control indications.
- 9.** The orderer is retroactively entitled to receive the corresponding discount on the actual number of his advertisements published within one year's time, if he placed an order prior to this term which, by virtue of the price list, grants him a discount from the outset.
- 10.** The discounts indicated in the price list are only granted for the advertisements published during one year. The set term starts with the publication of the first advertisement. Possible discounts for prepayment will be granted according to the price list.
- 11.** The invoice is to be paid within 30 days of the invoice date, unless other terms of payment or prepayment in the individual case have been agreed upon. In case of default or deferment of payment, interests in the amount of 2% over the discount rate of the "Deutsche Bank" as well as collection costs will be charged; the advertising department can defer the further execution of the order until receipt of payment.
- 12.** On request, the advertising departments send a voucher together with the invoice. In case a voucher is no longer available, the advertising department will replace it by a legally binding certificate.
- 13.** The orderer assumes all costs for subsequently requested and justifiably important changes to the originally agreed execution.
- 14.** A decrease in the circulation has only then an influence on the contract, if a fixed circulation figure has been guaranteed and decreased by 20 %.
Furthermore, the orderer cannot submit a claim for a price reduction or damages, if the advertising department informed him in time of a decrease of the circulation, thus, enabling him to cancel the contract prior to the publication of the advertisement.
- 15.** In case an order is not executed due to reasons which are beyond the responsibility of the advertising department, the orderer, irrespectively of any further legal obligations, has to reimburse the advertising department the difference between the granted discount and the discount corresponding to the actual number of advertisements published.
- 16.** In case of modification of the price list, the new terms become immediately effective also for running orders, unless a different agreement expressly has been concluded.
- 17.** Place of performance for both parties is Munich.
Any disputes arising hereunder will be settled before a competent Munich court.

Additional Terms of the Editorial Office and the Advertising Department:

- a)** For all orders, the editorial office reserves the right of rejection, also during the period of validity without indication of reasons.
- b)** When entering into new business relations, the advertising department reserves the right to ask for prepayment at the deadline for advertisements.
- c)** With orders for publications of supplements, the punctual submittance of samples for the examination and approval of the contents, size and weight is in any case essential.
- d)** In case of force majeure, no responsibility will be assumed for the fulfillment of orders and payments of damages. Furthermore, no payment for damages will be made for unpublished advertisements or for those published too late.
- e)** Verbal agreements also during the execution of the order are subject to written confirmation. Letters are to be sent exclusively to ISSF NEWS, Bavariaring 21, 80336 Munich.
- f)** The advertising department reserves the right to charge additional costs incurred by higher postage expenses (supplements, leaflets).
- g)** The print material will be returned to the orderer only upon special request. The obligation to preserve the print material terminates 3 months upon expiration of the order, unless a special agreement has been reached.

ISSF NEWS, Munich October 2011