



JAHR MEDIA

Rate Card WM-Intern

No. 43 | Effective 01.01.2022



In WM-Intern our readers receive relevant information they need for a successful orientation in the market for hunting, knives, shooting sports & security.

Claudia Jahn
Editor in Chief



WM-Intern is your B2B-access to the German-speaking market (D-A-CH).

For over 40 years, specialist dealers and manufacturers receive the relevant information needed for a successful orientation on the market for hunting, knives, shooting sports & security. With WM-Intern our readers always are at the pulse of the industry because WM-Intern is the official organ for the members of the German Association of gunsmiths and specialist gun dealers (VDB).



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Newsletter
Subscribers: 3.500












Web
www.wm-intern.de



Print
Paid Circulation
10.000 copies (Publisher Statement)
Copy-Price
€ 6,50
Frequency | 11 times a year

Advertising rates and formats

Figure	Size	Size in mm (WxH) + 5mm bleed	Rate in Euro
	2/1	420 x 280 mm / 396 x 253 mm	6.798,-
	1/1	210 x 280 mm / 186 x 253 mm	3.399,-
	1/2 horizontal	104 x 280 mm / 91 x 253 mm	1.689,-
	1/2 vertical	210 x 139 mm / 186 x 125 mm	1.689,-
	1/3 horizontal	73 x 280 mm / 58 x 253 mm	1.170,-
	1/3 vertical	210 x 96 mm / 186 x 82 mm	1.170,-
	1/4 horizontal	57 x 280 mm / 43 x 253 mm	815,-
	1/4 vertical	210 x 74 mm / 186 x 60 mm	815,-
	1/4 2-columns	104 x 139 mm / 91 x 125 mm	815,-

Fixed positioning (i.e. editorial, content), special formats and ad specials on request.
No discounts on loose inserts, tip-ons and bound-in inserts. .

Special Advertising formats

	Formates (WxH)	Rate in Euro incl. Print
Panorama I	420 mm x 139 mm	4.200,-
Panorama II	420 mm x 80 mm	2.200,-
Triangel	210 mm x 147 mm	1.500,-

Special Formats

	Formates (WxH)	Rate in Euro incl. Print
Banderole around the magazine	565 mm x 100 mm + 3 mm bleed 4/0 color, 300 g paper	950,-
Flap	200 mm x 280 mm + 3 mm bleed 4/4 color, 170 g paper	1.670,-

Loose inserts

Maximum size: 200 mm wide x 300 mm high, Inserts with more than 200 g on request
Price per 1.000 copies

Weight	Newsstand circ.
up to 20 g	500,-
up to 30 g	600,-
up to 40 g	700,-
up to 50 g	800,-
each further 10 g	50,-

PRINTING MATERIAL

druckunterlagen@jahr-media.de



ALSO ONLINE AVAILABLE

THE YELLOW PAGES OF THE INDUSTRY PRINT AND ONLINE

Your address in the supplier lexicon – print.

The overview "Where can I get what?" offers everything at a glance. The industry network is your address - also with your company logo for the sustainability of your marketing. The categories are freely selectable, usable in an economical year-round occupancy.

Rates and Sizes

	Price in Euro
Per line/per month* (*only possible with an annual subscription)	6,-
+ Company logo per annual subscription* (*not discountable)	60,-
58 x 58 mm/per month	85,-
120 mm x 58 mm/per month	170,-

*Duration

The entry is charged once a year for the next 11 issues and runs automatically if not cancelled three months before expiry.

ANNUAL PLANNER 2022

The WM-Intern annual planner offers attractive advertising space for the whole year. Its high utility value comes from plenty of space for your own entries in the calendar. The wall calendar offers an overview of the year at a glance and all important industry dates.

Print run: 20,000 copies + additional online download version

Publication date: October

Distribution: Supplement in the WM-Intern October issue
VDB New Members / Partner of Nürnberg Messe GmbH

Rates and Sizes

	Price in Euro
Calendar-entry/per day	50,-
90 mm x 75 mm	750,-
180 mm x 75 mm	1.000,-



ALSO
ONLINE
AVAILABLE

TRADE FAIR PLANNER FOR THE IWA OUTDOORCLASSICS 2022

With large hall plans in which our customers are marked in colour. With all events and contacts from the trade fair and trade press. As a free supplement in the IWA- Preview February issue for IWA visitors time planning in the run-up to the show.

Circulation: 15,000 copies

Distribution: In February of the WM-Intern magazine and free distribution at the IWA OutdoorClassics to the visitors.

	Size (WxH)	Price in Euro
2/1	double page in the middle 420 mm x 200 mm	6.660,-
1/1	210 mm x 200 mm	3.330,-
1/2	103 mm x 200 mm / 210 mm x 100 mm	1.665,-
1/4	103 mm x 92 mm	795,-



ALSO
ONLINE
AVAILABLE

TRADE FAIR MAGAZINE "HOHE JAGD & FISCHEREI" 2022

The official trade fair magazine - "Hohe Jagd & Fischerei in Salzburg" with large hall plans in which our customers are marked in colour. With all events and contact persons from the trade fair and trade press. With hotel and restaurant recommendations for the sustainability of the fair magazine - even after the fair.

Circulation: 25,000 copies

Distribution: Free of charge with the admission ticket at the entrances and at the fair with daily circulation. As a supplement to the subscription editions of the JÄGER Magazine in Baden-Württemberg, Bavaria, Austria.

	Size (WxH)	Price in Euro
2/1	double page in the middle 420 mm x 200 mm	6.660,-
1/1	210 mm x 200 mm	3.330,-
1/2	103 mm x 200 mm / 210 mm x 100 mm	1.665,-
1/4	103 mm x 92 mm / 50 mm x 200 mm	795,-
1/8	48 mm x 90 mm	450,-

Issue	On Sale	Ad close	Materiel due	Date for inserts	Main Topic
01/2022	10.01.22	13.12.21	16.12.21	20.12.21	January - Handicraft
02/2022	07.02.22	12.01.22	17.01.22	19.01.22	February - IWA Preview (Shot Show) + Trade Fair Planner IWA
03/2022	01.03.22	07.02.22	10.02.22	10.02.22	March - IWA News/Hunting Outlook
04/2022	11.04.22	16.03.22	21.03.22	23.03.22	April - Trade fair season Review/Trade Topics & Events
05/2022	09.05.22	11.04.22	14.04.22	20.04.22	May - Knives/Free Weapons
06/2022	07.06.22	10.05.22	13.05.22	17.05.22	June - Optics (Aiming & Observing/Thermal Imaging & Night Vision/Digiscoping)
07-08/2022	11.07.22	15.06.22	20.06.22	22.06.22	July/August - Hunting (Equipment/Training/Outlook Autumn)
09/2022	05.09.22	10.08.22	15.08.22	17.08.22	September - Security/Self-protection/Tactical
10/2022	04.10.22	07.09.22	12.09.22	14.09.22	October - Christmas assortment/Annual planner
11/2022	07.11.22	11.10.22	14.10.22	18.10.22	November - Shooting sports/Bow/Paintball/Airsoft
12/2022	05.12.22	09.11.22	14.11.22	16.11.22	December - End of the year & Outlook trade fair season

Additional Services

You are searching for high visibility advertising and marketing strategies as an alternative to classic advertising? No matter if you are looking for print, digital or face to face contact via seminars and events: We support you in your endeavor to communicate with your customer and develop individual concepts for the presentation of your business.

- Corporate Publishing
- Booklets/Pocket Guides
- Advertorials
- Editorial Features
- Events
- Film Production
- App/emag
- Market Research
- Newsletters

Online ads

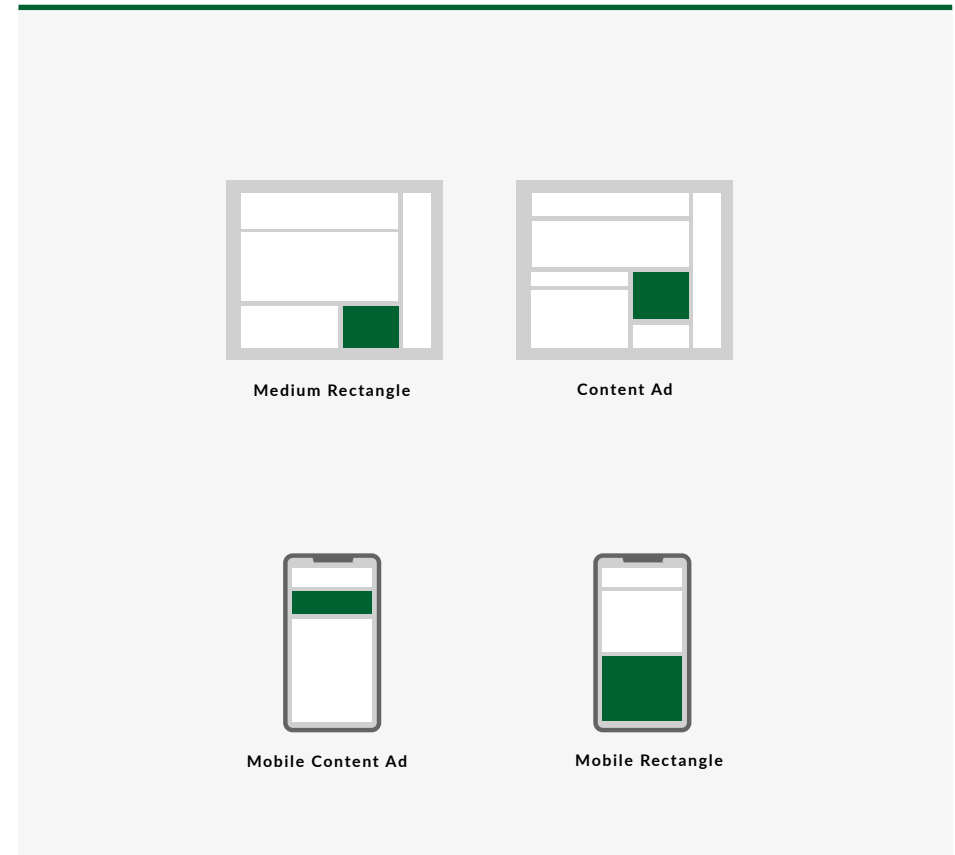
Online ads	Size (in pixel) HxW	Price in Euro/per month
Medium Rectangle	300 x 250	170,-
Content Ad	max. 120 characters + image	240,-
Content Ad in article	max. 120 characters + image	360,-

Mobile ads

Mobile Rectangle	300 x 250	170,-
Mobile Content Ad	max. 120 characters + image	240,-
Mobile Content Ad in article	max. 120 characters + image	360,-

Special digital ads

Online Advertorial	1 week on the starting page	2.000,-
Social-Media-Post	Facebook & Instagram Bundle	800,-
Unboxing product-video		1.500,-
Webinar (Sponsoring)		ab 3.000,-
Video-Production on site		ab 6.000,-



A reliable companion

What's up? Opinion, markets, monthly guide - our newsletter offers orientation. Our subscribers appreciate this regular editorial service. Every month anew. Your chance to give your product or the message of your advertorial additional reach with images, text and links.

Newsletter-Dates 2022

January	01.01.22
February	01.02.22
March	01.03.22
April	01.04.22
May	01.05.22
June	01.06.22
July/August	01.07.22
September	01.09.22
October	01.10.22
November	01.11.22
December	01.12.22

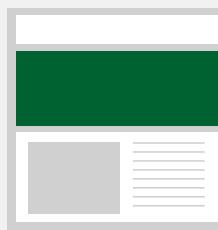
Further dates on request, or book our Stand-Alone-Newsletter und reach 100% of your readership.



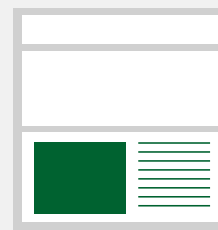
Newsletter/ Special digital ads

Online ads	Size WxH (in pixel)	Price in Euro
Newsletter Banner	600 x 74-300 Pixel	350,-
Newsletter Advertorial	350 characters + image	400,-
Stand-Alone-Newsletter	0,30 Euro per recipient (3.500 subscribers (1.11.21))	1.050,-

Newsletter



Banner



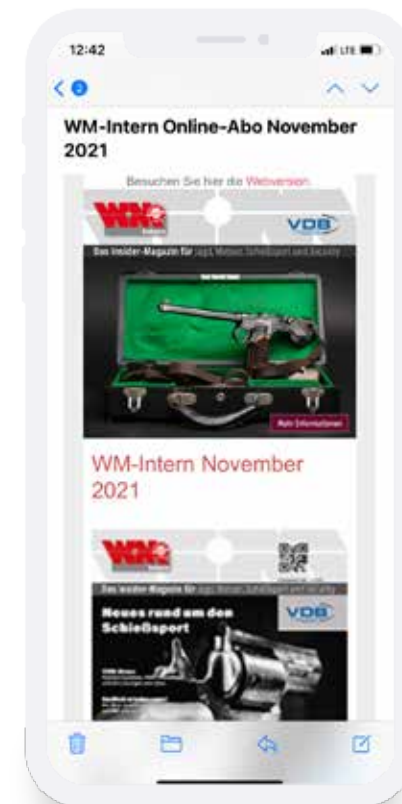
Advertorial

Stand-Alone-Newsletter

Benefit directly from the reach and image of WM-Intern. Advertisers have the opportunity to send the newsletter exclusively to the subscribers of WM-Intern with their own content. (This is sent max. once a month).

Practical in everyday life

Despite all the enthusiasm for "the big, wide world" - those who read our newsletter will be pleased to receive tips from and for practice.



	Advertorial Basis	Advertorial Komfort	Advertorial Premium	Sponsored Article
Content Publishing	Microsite with text/Image Standard		Microsite with text/Image Standard	
Editorial Optimization	Text provided by client		Text content optimized by editors taylorred to client's target group	
Correction Loops	1	1	2	2
Placement native Teaser	Startseite + Run of Site	Startseite + Run of Site	Startseite + Run of Site	Startseite + Run of Site
Social Media Post		1 Post	1 Post	4 Posts
Newsletter Ad			1 text-image banner in 1 Newsletter	1 text-image banner in 4 Newsletter
Search engine optimization				✓
Search engine findability				✓
Duration	1 Monat	1 Monat	1 Monat	1 Jahr
Rate	2.000,00 €	2.750,00 €	3.350,00 €	8.950,00 €



**TECHNISCHE
SPEZIFIKATIONEN**

www.jahr-media.de/techspecs

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BIC Code: HASPDEHHXXX

Zahlungsbedingungen | Term of payment
Innerhalb von 10 Tagen nach Rechnungslegung ohne Abzug.
Payment within 10 days after receipt of invoice without deductions.

Geschäftsbedingungen | Terms & Conditions
Für die Abwicklung von Anzeigenaufträgen gelten im Übrigen die „Allgemeinen Geschäftsbedingungen für Anzeigen und Fremdbeilagen in Zeitschriften“ mit den zusätzlichen Geschäftsbedingungen des Verlages. Unsere aktuellen AGB/ZGB sowie Auflagen und Marktdaten finden Sie im Internet unter www.jahr-media.de.
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