

LEON*

Magazine for Artistic Gymnastics, Rhythmic Gymnastics,
Trampoline and Acrobatic

Media Facts 2017

advertising rates 21/2017

Size of advertisements	Price (Euro)	Format
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cover pages (colour)

4 th page (back cover)	950,- €	DIN A 4 (210 x 297 mm)
3 th page	850,- €	DIN A 4

inside the magazine (colour)

1/1	790,- €	170X250 mm (width x height) or full size
1/2	450,- €	170 x 120 mm or 85 x 250
1/3	350,- €	170 x 80
1/4	250,- €	80 x 120 or 170 x 55
1/8	150,- €	80 x 60 or 55 x 85
supplement	550,- € (till 20 g)	A-4-Format, till 20g (others on demand)
Business link on homepage	half year: 300,- € one year: 500,- €	www.LEON-magazin.de

discounts: booking one year (6 issues): 10 %
booking half year (3 issues) 5 %

15 % additional costs if you send non-digitalised advertisements (for instance prints) and for laying out your advertisements.

Technical facts:

format of magazine: DIN A 4 (210 x 297 mm), face: 170 x 250 mm
width of column: 55 mm (outside) and 80 mm (inside)
print: Offset, screen till 60th
file transfer: by PDF print files
language: German
edition: 2100 copies (ca. 8.000 readers)
subscribers: 1700, especially in Germany, but also some readers in Switzerland, Austria, Japan and USA.
readers: Sportsmen in Artistic Gymnastics, Rhythmic Gymnastics, Trampoline and Acrobatic; coaches, judges, the managers in sportclubs, the German Gymnastics Federation (DTB) and the 20 national federations of Germany.

issue come out deadline for ads main subjects / events

01	15. February	28. January	preview highlights 2017
02	05. April	17. March	World Cup Stuttgart, National Team Cup
03	21. June	01. June	ECh Artistic Gymnastics, ECh RG
04	23. August	01. August	World Games, Berlin Masters RG
05	26. October	04. October	WCh Artistic Gym. and Rhythmic Gym.
06	20. December	01. December	WCh Trampoline, World Cup Cottbus, ECh Acrobatic, Final German League