

SPEEDWEEK



At last, **SPEEDWEEK!**

Cars and motorbikes in action.

Our slogan:

MOTORSPORTS FOR READING.

MODERN. COMPETENT. SUBTLE.

Amidst the fascination in the international world of high speed -

51 times a year, since 2009 new every Tuesday.

Colourful, detailed and exclusive - in the most multifaceted motor sport magazine in the world.

We are unique - on high-gloss paper of course.

- Formula 1, MotoGP and Superbike World Championship
- Men, motors, technology and tension
- Extreme creativity, presented with photos, analyses and comments
- Rallye World Championship, Off-road race and Motocross
- Exoticism from all over the world, infinite power, experienced first hand and portrayed by the best journalists of the German-speaking motorsport scene
- Sports cars and touring cars, series for talents and brand trophy series
- Exceptional background news comprehensively researched and professionally presented

We cover the entire world of

car and motorbike

racing. If anyone

has something to

say, they say it in

SPEEDWEEK.

Our readers

Men and women, dynamic, open, interested in every sport with motors - all fans, whose hearts beat faster at the sound of car motors, racing motorbikes or at the noise made by aeroplane engines.

Performance-oriented, above average success and with individual inclinations - to which lifestyle and economic topics belong - they form an attractive potential for success and are open towards considerable, wide-ranging purchasing impulses. Besides, decision-makers and participants, sponsors and team bosses, both female and male - they all read **SPEEDWEEK.**

Interested? More information

Red Bulletin Schweiz AG

Industriepark 11, CH-8610 Uster

Head of Advertising:

Eduard Pfeffer, Tel. +49 (0) 8171 92 55 47

E-Mail: eduard.pfeffer@speedweek.ch

Advertising Manager:

Heike Poensgen, Tel. +41 (0) 43 366 41 00

E-Mail: heike.poensgen@speedweek.ch



SPEED WEEK



Ausgabe	Formel 1	DTM	Motorrad-GP	Superbike-WM	EVT	AS/DU
01/12					20.12.11	12.12.11
02/12					03.01.12	22.12.11
03/12					10.01.12	03.01.12
04/12					17.01.12	09.01.12
05/12					24.01.12	16.01.12
06/12					31.01.12	23.01.12
07/12					07.02.12	30.01.12
08/12					14.02.12	06.02.12
09/12					21.02.12	13.02.12
10/12				Phillip Island (AUS)	28.02.12	20.02.12
11/12				Sepang (MAL)	06.03.12	27.02.12
12/12					13.03.12	05.03.12
13/12	Melbourne (AUS)				20.03.12	12.03.12
14/12	Sepang (MAL)				27.03.12	19.03.12
15/12				Imola (I)	03.04.12	26.03.12
16/12					11.04.12	02.04.12
17/12	Shanghai (RC)		Doha (Q)		17.04.12	10.04.12
18/12	Sakhir (BH)			Assen (NL)	24.04.12	16.04.12
19/12		Hockenheim (D)	Jerez (E)		02.05.12	23.04.12
20/12		Lausitzring (D)	Estoril (P)	Monza (I)	08.05.12	30.04.12
21/12	Barcelona (E)			Donington (GB)	15.05.12	07.05.12
22/12		Brands Hatch (GB)	Le Mans (F)		22.05.12	14.05.12
23/12	Monte Carlo (MC)			Salt Lake City (USA)	30.05.12	21.05.12
24/12		Red Bull Ring (A)	Barcelona (E)		05.06.12	29.05.12
25/12	Montreal (CDN)			Misano (RSM)	12.06.12	04.06.12
26/12			Silverstone (GB)		19.06.12	11.06.12
27/12	Valencia (E)				26.06.12	18.06.12
28/12		Nürsring, Nürnberg (D)	Assen (NL)	Aragón (E)	03.07.12	25.06.12
29/12	Silverstone (GB)		(D)		10.07.12	02.07.12
30/12			Mugello (I)		17.07.12	09.07.12
31/12	Hockenheim (D)			Brünn (CZ)	24.07.12	16.07.12
32/12	Budapest (H)		Laguna Seca (USA)		31.07.12	23.07.12
33/12				Silverstone (GB)	07.08.12	30.07.12
34/12					14.08.12	06.08.12
35/12		Nürburgring (D)	Indianapolis (USA)		21.08.12	13.08.12
36/12		Zandvoort (NL)	Brünn (CZ)	Moskau (RU)	28.08.12	20.08.12
37/12	Francorchamps (B)				04.09.12	27.08.12
38/12	Monza (I)			Nürburgring (D)	11.09.12	03.09.12
39/12		Öschersleben (D)	Misano (RSM)		18.09.12	10.09.12
40/12	Singapur (SGP)				25.09.12	17.09.12
41/12		Valencia (E)	Aragón (E)		02.10.12	24.09.12
42/12	Suzuka (J)			Magny-Cours (F)	09.10.12	01.10.12
43/12	Yeongam (ROK)		Motegi (J)		16.10.12	08.10.12
44/12		Hockenheim (D)	Sepang (MAL)	Portimão (P)	23.10.12	15.10.12
45/12	Greater Noida (IND)		Phillip Island (AUS)		30.10.12	22.10.12
46/12	Abu Dhabi (UAE)				06.11.12	29.10.12
47/12			Valencia (E)		13.11.12	05.11.12
48/12	Austin (USA)				20.11.12	12.11.12
49/12	Interlagos (BR)				27.11.12	19.11.12
50/12					04.12.12	26.11.12
51/12					11.12.12	03.12.12
01/13					18.12.12	10.12.12
02/13					02.01.13	21.12.12

As of October 2011: Change of dates reserved

SPEED WEEK

rate card no 7, valid as from 1.1.2012

Format	Print space in mm	Bleed* in mm	Total in €	Total in SFr.	Split EU in €	Split CH in SFr.
1/1 page	200 × 280	220 × 300	5900,-	7965,-	4700,-	1850,-
1/2 page vertical	98 × 280	106 × 300	3000,-	4050,-	2410,-	850,-
1/2 page horizontal	200 × 138	220 × 148	3000,-	4050,-	2410,-	850,-
2 × 1/2 page horizontal	424 × 138	440 × 148	6100,-	8235,-	4900,-	1770,-
2/1 pages	424 × 280	440 × 300	10 600,-	14 310,-	8500,-	2990,-
1 1/2 pages vertical	322 × 280	330 × 300	8800,-	11 880,-	7020,-	2690,-
1/3 page horizontal	200 × 91	220 × 101	2000,-	2640,-	1600,-	690,-
1/3 page vertical	64 × 280	72 × 300	2000,-	2640,-	1600,-	690,-
1/4 page 2 columns	98 × 138		1550,-	2090,-	1250,-	560,-
1/4 page horizontal	200 × 67	220 × 77	1550,-	2090,-	1250,-	560,-
1/4 page vertical	47 × 280	55 × 300	1550,-	2090,-	1250,-	560,-
3/4 page horizontal	200 × 209	220 × 219	4500,-	6050,-	3600,-	1500,-
3/4 page vertical	149 × 280	157 × 300	4500,-	6050,-	3600,-	1500,-

* +3 mm bleed all round, other formats on request.

Winning Ad: With a Winning Ad, you can congratulate a driver or a team on Tuesday after the race. Information about Winning Ads is available from Heike Poensgen.

Classified advertisements; minimum height 10 mm

4c (mm/column)	€ 5,20	SFr. 7,50
b/w (mm/column)	€ 3,70	SFr. 5,20

Presenter advertisements for racing series (per issue)

2x 200 × 20 mm	€ 1500,-	SFr. 2100,-
2x 200 × 30 mm	€ 1900,-	SFr. 2650,-
2x 200 × 40 mm	€ 2300,-	SFr. 3200,-
1x 200 × 20 mm	€ 770,-	SFr. 1100,-
1x 200 × 30 mm	€ 975,-	SFr. 1400,-
1x 200 × 40 mm	€ 1180,-	SFr. 1700,-

Special formats for result charts (per issue)

1x 112 × 30 mm (2 columns)	€ 570,-	SFr. 850,-
1x 150 × 30 mm (3 columns)	€ 755,-	SFr. 1100,-
1x 200 × 30 mm (4 columns)	€ 980,-	SFr. 1390,-

Prices for seasonal assignment

eg: MotoGP € 1500,- × 18 races minus 20%

= € 21600,- / 30% early bird discount = € 15120,-

Frequency discount

as from 3 advertisements	3%	as from 3 pages	3%
as from 6 advertisements	5%	as from 6 pages	5%
as from 12 advertisements	8%	as from 9 pages	10%
as from 18 advertisements	10%	as from 12 pages	12%
as from 24 advertisements	15%	as from 18 pages	15%
as from 50 advertisements	20%	as from 24 pages	20%

Agency discount 15%

Quantity discount

Technical requirements

Profile	ISOwebcoated
Paper	LWC 65 gm ²
max. colour covering	300%
Resolution	minimum 300 dpi
PDF-Version	PDF/X-3:2003 (PDF 14)
Screen	60sr
Bleed difference	3 mm all round

Your contact partner

Head of Advertising:

Eduard Pfeffer, Tel. +49 (0) 8171 92 55 47

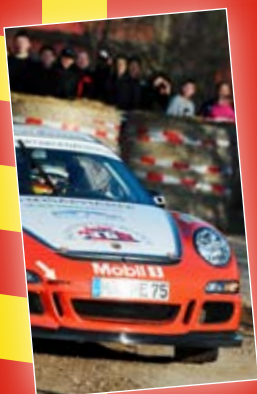
E-Mail: eduard.pfeffer@speedweek.ch

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E-Mail: heike.poensgen@speedweek.ch

Early bird discounts:
30% on all editorial advertisements
50% on all classified advertisements



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internet rate card no 7, valid as from 1.1.2012

Homepage (Landing page) + Column

1	Leaderboard	768 x 90 pixels	€ 2000,- /month	SFr. 2800.- /month
2	Skyscraper	160 x 600 pixels	€ 2000,- /month	SFr. 2800.- /month
3	Medium Rectangle	300 x 250 pixels	€ 1500,- /month	SFr. 2100.- /month

Homepage (Landing page)

3	Medium Rectangle	300 x 250 pixels	€ 800,- /month	SFr. 1100.- /month
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Column

3	Medium Rectangle	300 x 250 pixels	€ 300,- /month	SFr. 410.- /month
4	Full Banner	468 x 60 pixels	€ 400,- /month	SFr. 560.- /month
5	Rectangle	300 x 120 pixels	€ 200,- /month	SFr. 280.- /month

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Discounts:
 10% combi with print
 20% for series
 30% all year booking (12x)