

Der Skiatlas

Media data

Your target group:
More than 52.000 User
Well educated
Happy spending
High income



HERBERT J. WACKERLE

The greatest Ski-eMagazin

in the german Speaking region

For free
available at
Apple App Store,
Google Play and
on the Web



- ▶ Combines the best of print and internet
- ▶ Continuous updates and new content
- ▶ Magazine look, multi-media presentation options, interactive features
- ▶ Ads can be updated during the publication period
- ▶ More than 52.000 german-speaking users – similar to magazine subscribers
- ▶ Available for free and NEW as WebApp



You are in the best of company

59 million smartphone- and 35 million german-speaking tablet user

In Germany this year 31 million people will use a tablet or iPad. In Switzerland and Austria there are about 4.6 million user of iPads and tablets. The most popular are the flat touch screen devices in the age group 30 to 49 years (34% use a tablet, in Switzerland 49%), followed by the 14 to 29 year old (30%) and those aged 50 to 64 years (26%).

Sources: BITKOM, Weissbuch

Ideal target group

The 71 million smartphone users and 45 million tablet users in the German-speaking region are a highly attractive target group: Primarily they are young, well educated, free-spending and have a high income. 76 percent describe their economic situation as “good” or “very good”. Two-thirds of tablet users read magazines and books on the tablet, on the smartphone this makes up 40 percent of the users. As the trend towards higher quality smartphones with more memory and larger displays continues, reading becomes more and more attractive.

Source: Axel Springer Media Impact, Bitcom-Study „Smartphone-Markt: Konjunktur und Trends 2017“ and Statista

Perfect advertising medium

eMagazine advertising combines the advantages of printed ads with Internet ads on the. They offer a high potential of attention, multi-media presentation options, a wide variety of interaction opportunities and the possibility to update the ad during the publication period. Those who advertise in eMagazines can increase the ROI of their campaign by an average of 40 percent and reach their customers more directly than with ads on classic websites.

Source: Study of Sapio Research on behalf of the technology company Fyber 2018.

NEW: WebApp and blog „Schneezeiten“

The ski app is now also available as a WebApp (www.deratlas.schneeundmehr.de). And the blog www.schneezeiten.de completes our information offer with personal reports. So we are represented on multiple channels and can additionally offer on the blog attractive options for placing advertorials.



Quality guaranteed

The editorial office of many years of DSV Skiing Atlas and other ski publications is behind “Schnee & mehr – Der Skiatlas”. It has transferred the contents of

that traditional standard ski guide to the interactive world of eMagazines. You can zoom into the maps of the runs; you can watch slide shows, films and web cams showing what the location looks like; at a touch the user can see the actual reports of the runs or can get information on the weather condition.

Users are like subscribers

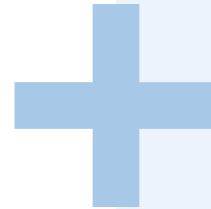
The more than 52.000 user of the current version are comparable to subscribers of a magazine, as they constantly receive new releases with updates and new content. NEW: Added to this are the users of the WebApp.

Available for free on iTunes

“Schnee und mehr – Der Skiatlas” is offered as a free eMagazine-app. Every issue/version is supported by a mix of PR activities, such as “Tell-a-friend” mails and e-marketing on facebook, xing and others.

You have two choices

Premium Plus presentation for skiing areas













Advertise with **interactive advertisements**

At least six richly illustrated pages instead of one-page standard entry.

Plus numerous interactive features, e.g.:



-  Link to weather
-  Link to condition
-  report on runs
-  Link to the homepage
-  Integrate slide show
-  Play film
-  Variable / scalable images (such as the map of runs)
-  Supplied Java scripts, htmls, integrate html5s.
-  Integrate audio files
-  Integrate Youtube



The best place for your advertisement are the teaser panels on the central landing page and the country tables of content. A fingertip and the user is on your website or on your full screen promotion inside the app.

Premium Plus presentation for your skiing areas

Optionally 6 or 10 pages Premium presentation plus interactive features

Secure an attractive presentation to about 52.000 users of the greatest Ski-eMagazine in the german speaking region, primarily young, educated and well situated people who are considered trend setters.

Large pictures, expressive panorama views of runs, a convincing and involved description as well as **attractive interactive features**: Winter sports regions which decide in favour of the Premium Plus partnership look much better on the eMagazine “Schnee & mehr – Der Skiatlas”. They will definitely not be skipped over, which is ensured by the fact that the presentation of six to ten (or more) pages is much longer than the basic presentation*.



- ▶ Premium Plus 6 pages 1.500,- €
- ▶ Premium Plus 10 pages 2.700,- €

Premium Plus services:

Premium Plus partners receive a representation with links and interactive features (see following page) and secure the respective scope of editorial presentation as agreed upon. But, according to the legal situation, you have no influence on the editorial content. The scope of the editorial work may decrease by a maximum of a quarter of a page; in case of several advertisements it may also be extended.











The Premium Plus partnership shall be binding for one year. Full releases appear every year in November

*) Basic entry: The value of a skiing atlas lies in its completeness in particular. For this reason, the user finds all important skiing areas in Europe and all over the world in this iPad e-magazine. However, the free basic entry comprises a maximum of one page, has no links or interactive features and concentrates on the basic information.

Features of the Premium Plus display

Films, slide shows, the current condition report of the runs faded in: Interactive features have that extra something in a modern eMagazine. You can offer the users of the eMagazine ski guide “Schnee & mehr – Der Skiatlas” these features and many more, if your winter sports region books the Premium Plus package. You can present yourself with maps of the runs, which can be zoomed, with 3D animations and panorama views. There are no limits to fantasy. The user is encouraged to actively deal with the region; he has fun and gets to know the locations.



-  Link to weather
-  Link to condition
-  report on runs
-  Link to the homepage
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-  Play film
-  Variable / scalable images (such as the map of runs)
-  Supplied Java scripts, htmls, integrate html5s.
-  Integrate audio files
-  Integrate Youtube



Advertising on the central landing page and the country tables of content

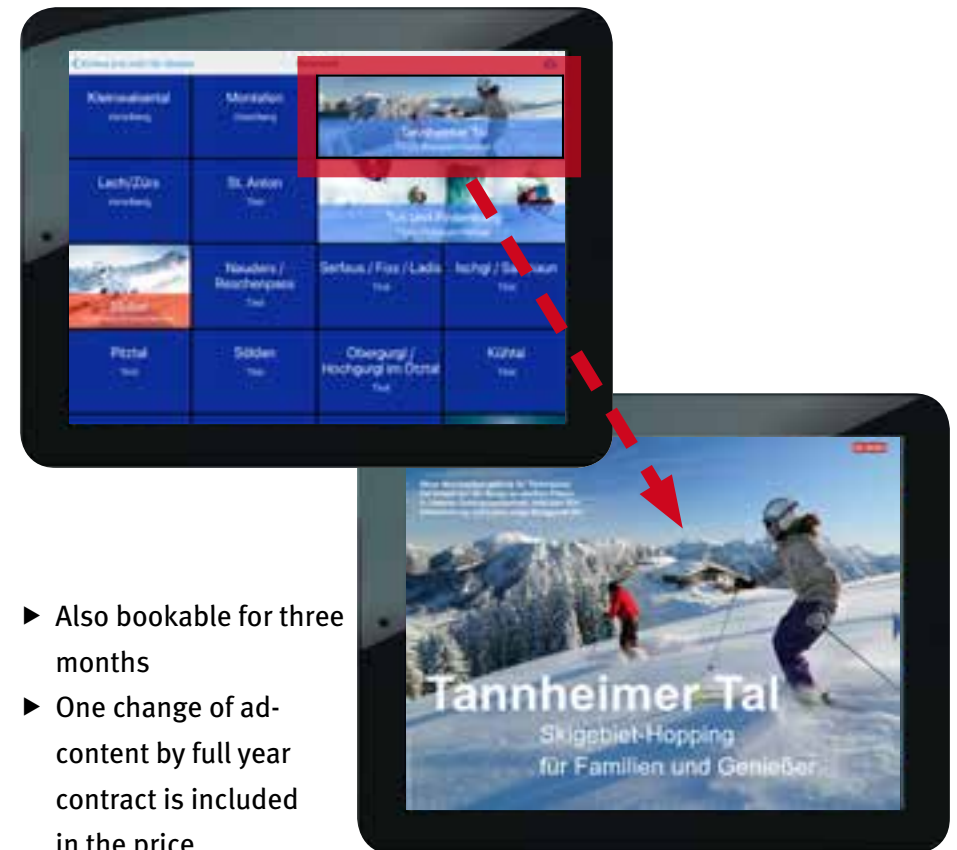
The central landing page:

Here lands every user first. Ad example: 1 teaser panel plus full screen promotion at your preferred ski station or in the News 1750,- €



The country tables of content:

Ad example: 1 teaser panel plus full screen promotion at your preferred ski station or in the News 850,- €



- ▶ Also bookable for three months
- ▶ One change of ad-content by full year contract is included in the price

Teaser Panel with Full Screen Promotion

Zentrale Startseite:

1 Teaser Panel 1750,- €

- ▶ **Jeweils mit 1 Seite (Full Screen) interaktiver Anzeige** beim gewünschten **Skigebiet** oder in den News
- ▶ inklusive **Gestaltung der Anzeigenseite** nach einem von uns vorgegebenen Layout inkl. einer Verlinkung

Central landing page:

1 teaser panel 1750,- €

- ▶ included 1 page (full screen) interactive ad at your preferred ski station or in the News
- ▶ included one link

Pre-designed ads: We have already defined an attractive design for you. Give us 2 pictures, a logo and your claim, we are doing the rest of the layout – without costs for you.

Country tables of content*/News:

1 teaser panel 850,- €

2 teaser panels 1250,- €

4 teaser panels 1750,- €

- ▶ included 1 page (full screen) interactive ad at your preferred ski station or in the News
- ▶ included one link

On request: Advertising in several country tables of content*

* Country content tables are published for Austria, Switzerland, Italy, France, Germany, East- und Westeuropa, USA/Canada.

Special formats and special features upon request

All prices are available for discounts (15 per cent) and plus legally applicable value-added tax.

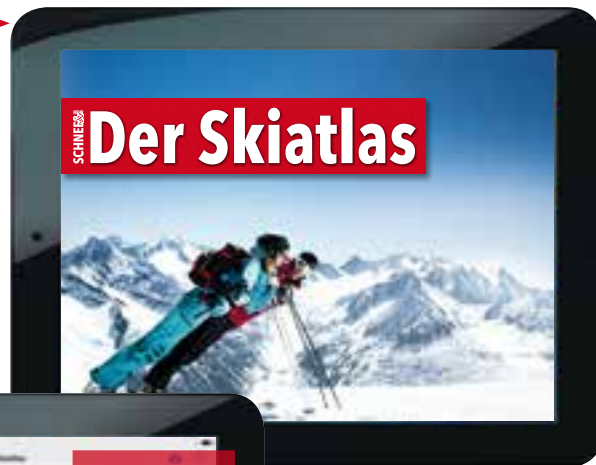
Terms of payment: Ten days after receipt of invoice net, 2 per cent discount within ten days. Withdrawal: In writing up to two weeks prior to closing date.

Term: The advertisement will be published in “Schnee & mehr – Der Skiatlas” for the time of one year until the next complete release in November.

Attractive and creative Specials of advertising

Are you looking for **attractive and unusual ad places** that guarantee you a **unique position**?

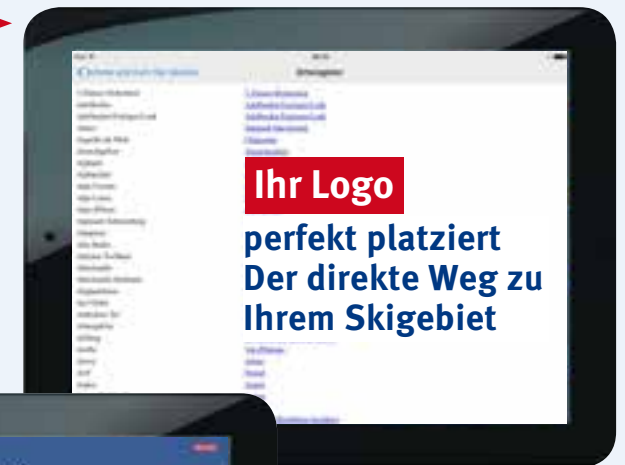
**Splash Screen/
Launch Image:**
pops up when the
app starts



← „Eckenbrüller“:
field to the right of
title on the central
start page / country
overview

Brand the **index** or the **launch image**,
introduce yourself in the **News** or set a „corner hawker“.

Index:
Your logo with each
letter with forward-
ing externally or
internally to your
content



← **Sponsored
Content in News:**
Sponsored
content in News:
Editorial content,
marked with „Pro-
motion“

Technical data

Format

The app “Snow & more - the skiatlas” is designed for tablets and phones in all popular formats. Ad-templates are best delivered as HTML. Deliver the PDFs please with 2048 px width. Please note that depending on the device, only approx. 1200 to 1500 px will be displayed, and the rest will be scrolled
One page only will be displayed in upright format.

Supply of data

(1) Advertisement (supplied as GIF or JPG / 132 DPI)

Please place the advertisement designation “Anzeige” (10 pt in Arial) at the top right.

(2) Interactive elements (supplied on DVD)

Pictures: JPG (maximum quality) in size of the bit frame, sRGB profile, resolution 132 dpi

Videos: mp4/m4v format ▶ **Audio:** mp3 format ▶ **Animation:** html5 (please request folder structure)

Important notes

- ▶ Advertisements are tested technically by us. In case of function or performance problems, the creator has to carry out the changes.
- ▶ Media which exceed a memory size of 1 mb have to be outsourced and thus can be reached only by an active Internet connection.
- ▶ Slide shows, sounds, videos and animations may be started only upon user action (such as play button).
- ▶ The use of touch API is not permitted as they interfere with the navigation of the app.
- ▶ Apple terminal devices and more and more android devices do not support flash contents. Flash applications are displayed as white surfaces.
- ▶ By using micro sites optimised for smartphones and tablets your advertisement will enjoy a maximum attention.
- ▶ Tracking of the advertisement within the app is not permitted.

Ihre Partner

Advertisement

Melanie Dittmayer,
MDC Marketing
Kagerbauerstrasse 11,
D – 82049 Pullach – Germany
Tel. +49 (89) 51 87 99 37
E-mail: md@mdcmarketing.de



Verlag

„Schnee & mehr – Der Skiatlas“
erscheint im SRT Verlag GbR
Rainer Krause, Hans-Werner Rodrian
Loisach-Ufer 26,
D – 82515 Wolfratshausen – Germany
Tel. +49 (8171) 41 86-6
Fax +49 (8171) 41 86-85
Ansprechpartner:
Rainer Krause, Hans-Werner Rodrian
info@srt-verlag.de

General terms of business for advertising in “Schnee & mehr – Der Skiatlas”

(1) Validity of the conditions

Offers and services shall be carried out according to the conditions mentioned hereinafter exclusively. Thus, they shall apply also for all future business transactions, even if they have not been agreed upon again. Deviating or conflicting conditions shall not become part of the contractual content, even if they are not contradicted explicitly. Deviations from these conditions shall have to be made in writing.

(2) Conclusion of contract and rejection of advertising orders

(2.1) The offers of the publishing house shall be subject to change. The data in the media data are determined as best as possible, but shall be only approximative and non-binding.
(2.2) An advertising contract shall be reached when the order of the customer has been received by the publishing house in writing, which has been accepted by an order acknowledgement as a rule or the services are rendered partially as well.
(2.3) The publishing house shall be permitted to reject advertising orders due to content, origin or technical form according to uniform, factual and justified principles and to withdraw from the advertising orders, if the content of the advertisement violate against laws or authority regulations or the publication of the said is not reasonable for the publishing house, such as advertisements with pornographic or extremist contents. If in such case the publishing house withdraws from the contract, a claim for damages by the customer shall be excluded, unless the publishing house can be made accountable for intent or gross negligence.

(3) Cancellation

Accepted and thus legally binding orders shall be subject to the following cancellation periods and cancellation fees: one week prior to closing date = 25 per cent of the order value one week after the closing date = 50 per cent of the order value as from the final deadline = 75 per cent of the order value

(4) Placement of advertisements

The publishing house shall publish the advertisement at a suitable position of own choice, unless the placement of the advertisement has been agreed upon at a certain position. In such a case, the publishing house shall have to receive all documents in due time so that the advertisement can be published at the contractually agreed position. If this is not the case, the publishing house shall be free in its choice of the placement of the advertisement.

(5) Participation obligation of the customer

For the correct publication of the advertisement the customer

shall have to provide the publishing house with all documents as rendered in the media data in a perfect condition and in due time, at the latest at the respective deadline. The customer shall have to provide replacement for unsuitable or damaged material. The costs for the production of fault-free material or for modifications requested by the customer or for which the customer is responsible shall have to be borne by the customer.

(6) Content of the advertisement

The customer shall be responsible for the content of the advertisement. The said shall assure that no rights of third parties will be violated by the advertisement. The customer shall release the publishing house from third-party claims which the publishing house shall be confronted with by the execution of the order, event the said has been cancelled. The publishing house shall not be obligated to check the advertisements as to whether the said violate the rights of third parties or whether the said are in keeping with the stipulations of German competition law. The customer shall mark all adverts on the top right-hand side using the word “Advertisement” in font size 10 pt and font Arial.

(7) Publication dates and delay of delivery

(7.1) Publication dates shall be binding only, if fixed dates have been agreed upon.
(7.2) The observation of the deadlines and dates requires that the customer meets his or her participation duty, in particular ensuring that the publishing house is in possession of all documents and required approvals for the execution of the order.
(7.3) If the non-observation of a deadline or a date is caused by force majeure or by an unforeseeable event (in particular difficulties in procuring materials, strike, lock-outs, operational failures, authority’s orders, et cetera, even if they occur with suppliers or sub-suppliers), for which the publishing house is not responsible for either by gross negligence or by intent, the period shall be extended correspondingly. If the publishing house has caused the delay negligently, the customer shall be permitted to withdraw from the contract after setting a reasonable grace period. Claims for damages shall be excluded, unless the publishing house is guilty of intent or gross negligence.

(8) Advertisement prices

The advertisement prices shall be rendered by the respectively valid price list. Discounts agreed upon or granted shall apply only for the advertising quantity ordered.

(9) Proofs and voucher specimen

Proofs shall be provided as PDF only, without interactive elements and without links, and upon explicit request only. As a voucher specimen, the customer can download the free app from the iTunes store. or use the WebApp. However, the WebApp does not show the phone/tablet appearance with all features.

(10) Terms of payment and advance payment

(10.1) Even without setting a date, invoices shall have to be paid within thirty calendar days after invoice date at the latest. After the deadline has run down, the customer shall default on his payment and shall have to pay interest for the invoice amount of 8 per cent above the respectively applicable basic interest rate in keeping with Section 247 of the Germany Civil Code.

(10.2) The publishing house reserves the right to place the advertisement only against immediate payment or advance payment. If the customer does not meet his or her payment obligations in keeping with the contract, if he or she defaults in his or her payment or exceeds the due dates, if he or she discontinues payments or if other circumstances arise which puts his or her creditworthiness into question, advance payment of advertisements ordered as well as immediate payment of all open as well as not yet due invoices may be requested as well as the further work on advertisement orders in progress may be discontinued, irrespective of deferment and payment-by-installment agreements.

(10.3) Even in case of other stipulations, payment shall be offset against the eldest debt first of all, hereupon on the interest first and then on the main debt.

(10.4) The customer shall be entitled to offset or retention only, when the claims are accepted by the publishing house or the claims have been established in a legally binding manner.

(11) Liability in case of material defects and deficiency in title

(11.1) The publishing house shall ensure the best possible reproduction of the advertisement corresponding to the usual technical standard within the framework of the possibilities rendered by the documents. Claims for defects shall come under the statute of limitations after twelve months. The period shall commence on the day of the publication of the advertisement. The customer shall have the onus of proof for all warranty pre-requisites. The customer shall have to check the published advertisement immediately and shall have to complain about potential deficiencies within a period of one week after the publication date. If he or she does not comply, claims for defects shall be ruled out. (11.2) If a defect has been

caused by the publishing house, the said shall be entitled to place a replacement advertisement in the next possible issue for subsequent fulfilment. If the subsequent fulfilment fails, the customer shall be permitted to withdraw from the contract or to reduce the price of the advertisement. There shall be no right of withdrawal in case of minor defects. The claims for subsequent fulfilment shall be due to the customer only and cannot be transferred.

(11.3) If the customer withdraws from the contract, he or she shall have no claim to damages. If he or she claims damages instead of withdrawing from the contract, the replacement obligation shall be limited to the difference between the price of the advertisement and the value of the defective advertisement. The said shall not apply in case of malicious intent by the publishing house.

(12) Restriction of liability

The publishing house shall be liable without restrictions only for intent and gross negligence, in case of negligent breach of duty, also for damage caused by the violation of life, body or health. In case of minor negligence, the publishing house shall be held liable for property damage including loss of profit only in case of violation of such obligation, the fulfilment of which the customer could have trusted in. In this case, the liability shall be limited in amount to the average damage not foreseeable by the customer and to the contract typical and foreseeable amounts in such cases.

(13) Venue, place of fulfilment and applicable law

The venue and the place of fulfilment shall be the seat of the publishing house in Wolfratshausen, provided the customer is a merchant, legal person under public law or special fund under public law. As an alternative, the publishing house shall be permitted to sue at the court competent for the seat of the customer. The laws of the Federal Republic of Germany shall exclusively apply excluding the UN Convention on the International Sales of Goods.

(14) Miscellaneous

If one or several stipulations of these terms of business or a stipulation within the framework of other agreements shall be or become ineffective, the efficacy of all other stipulations or agreements shall not be affected hereof. Ineffective or missing stipulations shall be replaced by effective stipulations which come as closely as possible to the intended purpose or by corresponding legal regulations alternatively.

Status: February 2019 (Subject to modifications)