

EQUESTRIAN SPORT AND BREEDING

Bulletin

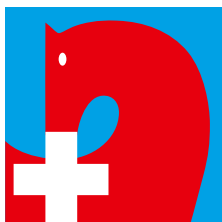
Total print run: 17,235 copies

«Bulletin» is the official publication organ of the Swiss Federation for Equestrian Sports SVPS as well as other connected equestrian sports and breeding associations. Around 20,000 riders who are active in competitive sport, amateurs and professionals, receive the «Bulletin» 8 times a year. Current topics around the horse, news from the association, background from sport and breeding, as well as reportages and reports about horse people. Organisers use «Bulletin» for calls for entries of their sports events.



For further information on our website www.fnch.ch

Publisher



The Swiss Equestrian Federation SVPS with headquarters in Bern is the national umbrella organisation of equestrian sportsmen and women and of breeders, professionals and other people interested in the equestrian sector. It counts around 30 member associations with up to 20,000 active equestrian sportsmen and women. The SVPS represents their interests and stands up for the best possible political, economic and legal framework.

Further information is available on the website
www.fnch.ch

Your contact at the SVPS
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MEDIA DATA

Technical

Edition

17,235 Copies WEMF-certified

Languages

German, French

Technical data

Format: A4

Type area: 188 × 253 mm

Paper: Matt coated

Raster: Contents 52, cover Sublima (84)

Print material

PDF/X-4 according to ISO 15930-7

300 dpi, CMYK, fonts embedded, 3 mm cut-off

Guide under pdfx-ready.ch

Print

Stämpfli Ltd. Bern

General terms and conditions

See staempfli.com/mediadaten

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Discounts/commission

Contract discount

3 times 5%, 6 times 10%, 8 times 15%, 10 times 20%

Advisory Commission

for recognised advertising agencies and intermediaries 10% of the net amount

Box number

Box number fees CHF 15.- per advertisement

special placements

additional 10% of the gross price

Data editing/design

Adjustments, creative services (image and text editing),

corrections etc. are charged separately according to expenditure.

Compensation for activity

If booked advertisements are cancelled after the closing date or changed, we charge a flat rate for administrative expenses.

Alle Preise in CHF, exkl. 7,7% MwSt.

Formats and prices

Gross prices (color or black and white)

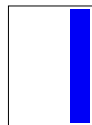
1/2 Page vertical

92 x 297 mm*	
black&white	1530.-
4-colored	1890.-



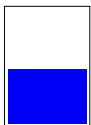
1/4 Page vertical

44 x 297 mm*	
black&white	820.-
4-colored	1090.-



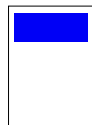
1/2 Page horizontal

188 x 124 mm*	
black&white	1530.-
4-colored	1890.-



1/4 Page horizontal

188 x 60 mm	
black&white	820.-
4-colored	1090.-



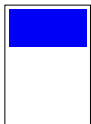
1/3 Page vertical

67 x 297 mm*	
black&white	1225.-
4-colored	1530.-



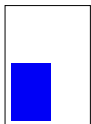
1/3 Page horizontal

210 x 97 mm*	
black&white	1225.-
4-colored	1530.-



1/4 Page vertical

92 x 124 mm	
black&white	820.-
4-colored	1090.-



* oder randabfallend mit zusätzlich 3 mm Beschnitt

Publication frequency and dates

«Bulletin» appears ten times a year.

Issue no.	Advertising deadline	Publication date
1	12.01.2021	01.02.2021
2	16.02.2021	08.03.2021
3	19.03.2021	12.04.2021
4	20.04.2021	10.05.2021
5	01.06.2021	21.06.2021
6	29.06.2021	19.07.2021
7	03.08.2021	23.08.2021
8	31.08.2021	20.09.2021
9	12.10.2021	01.11.2021
10	30.11.2021	20.12.2021

Specials

Special placements

Cover pages	Format (width×height)	black and white	4-coloured
4. Cover page	210 × 297 mm*	2960.–	3870.–
2./3. Cover page	210 × 297 mm*	2960.–	3770.–
1/1 Page vis-à-vis Editorial	210 × 297 mm*	2960.–	3670.–
1/1 Page	210 × 297 mm*	2960.–	3570.–

* or margin with additional 3 mm bleed

Marketplace (4-colour 7 black-white)

	Format (width×height)	Price
Marketplace small	92 × 30 mm	100.–
Marketplace large	92 × 60 mm	150.–

Package offers for organisers

As an organiser, you can benefit from an attractive combination offer. At If you are interested, please contact your contact person at Stampfli AG by telephone or by e-mail mediavermarktung@staempfli.com.

Beilagen

Supplements up to 15 g	Price
Advertising value (Gross)	2550.–
Insertion costs (net)*	720.–
postage (net)	650.–
Total costs	3920.–

Inserts from 16 to 25 g	Price
Advertising value (Gross)	3550.–
Insertion costs (net)*	720.–
postage (net)	650.–
Total costs	4920.–

Inserts from 26 to 50 g	Price
Advertising value (Gross)	4650.–
Insertion costs (net)*	720.–
postage (net)	650.–
Total costs	6020.–

*Special inserts on request

Online

Advertising on info.fnch.ch

info.fnch.ch is THE information hub for all aspects of equestrian sport of Switzerland. A national and international data calendar, participants-, Start and ranking lists of the official events in the disciplines Dressage, jumping, Concours Complet, driving and much more are visited by around 45,000 people interested in equestrian sports every month. Your advertising on info.fnch.ch thus reaches the Horse Sport Community of Switzerland!

Facts and figures

250 000 visits per month from 45 000 equestrian fans!

Banner*

Possible placements and prices per week or calendar month:

Category	Price per week	Price per month
Home (D+F)	260.–	979.–
Events (D+F)	230.–	890.–
Start list(D+F)	230.–	890.–
Results(D+F)	230.–	890.–

*Formate: Contentbanner für Web 635 x 180 px;

Button für Mobile 130 x 80 px

Newsletter-Banner

The SVPS newsletter is published with the print edition of the «Bulletin» to around 19 000 German-speaking and almost 6 000 French-speaking subscribers. It is published in German or French (optional).

One banner is placed per newsletter, so we present you an exclusive advertising opportunity.

Click rates (from 2019)

Opening rate averages 34.5%

Click rate averages 6.2%

Mass/File size banner

width: 540 pixels

High: maximal 300 Pixel

File size: maximum 500 KB

Closing date for advertisements

7 working days before the print edition

Closing date for advertisements

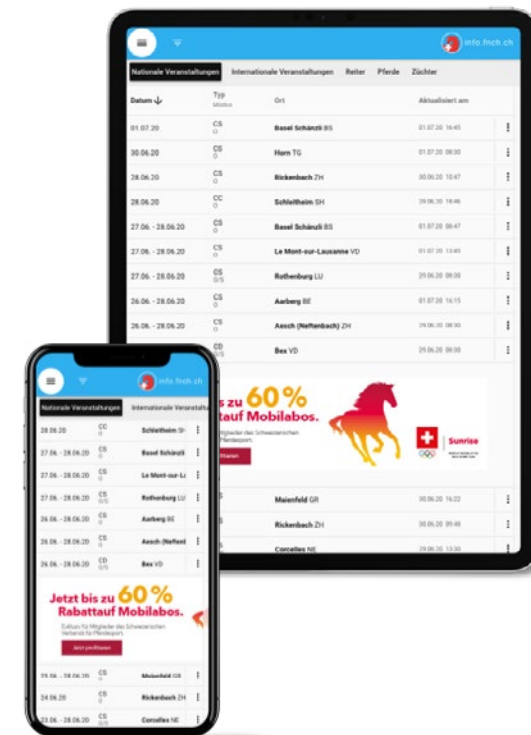
monthly

Additional costs

Banners that are not delivered in the correct format will be charged at

cost, CHF 120/Std.

Number of switching operations	Price
1 Switch	760.–
2–10 Switches	je 680.–
10–20 Switches	je 590.–



STÄMPFLI LTD.

Communication – person to person

Specialized media are our forte. We market their electronic and printed advertising space and the associated portals and channels. In doing so, we are in active contact with the publishers, the editorial offices and you, the advertising customers. Our goal is your success. We are happy to advise you throughout the whole process, from the conception until the implementation. We know the requirements and particularities of each publication, portal and advertising format. This is how we ensure that your message appears with the best design, at the right place, in the desired format, at the right time and in the right advertising medium.

Would you like an overall consultation, a cost calculation or do you have other questions about the offer? Please do not hesitate to contact us. We look forward to hearing from you.



Your contact people at Stämpfli LTD.



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