

AIRBRUSH STEP BY STEP

ADVERTISING RATES 2010

English Language Edition

Valid from April 15, 2010



ABOUT AIRBRUSH STEP BY STEP MAGAZINE

Great news for airbrushers all around the world: For the first time the magazine AIRBRUSH STEP BY STEP is now available in a printed and English language version!

The German version of AIRBRUSH STEP BY STEP has been published since October 2006 and has yet received great feedback even from beyond German borders. This is why an English PDF version has been available on the website www.airbrush-magazine.net since 2007. Now, the English print version is released by popular request of our international readers.

AIRBRUSH STEP BY STEP is a magazine for all airbrush artists from the beginner to advanced level. It appeals to both classical airbrusher and plastic scale modellers, the body or custom painter as well as creative computer graphics artists and professional illustrators.

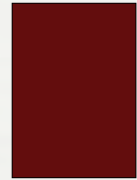
With AIRBRUSH STEP BY STEP magazine readers benefit from detailed how to descriptions of all kinds of airbrush illustrations, custom painting, bodypainting and further airbrush use. Read about events and news from the European airbrush scene, tips from experts as well as reports on airbrush jobs and projects.

AIRBRUSH STEP BY STEP readers may also use our members section on the magazine's website by using secret log-in details from inside the magazine. It offers exclusively preparatory drawings, high-resolution photos, extra pictures and texts as well as videos for free.

RELEASE DATES 2010

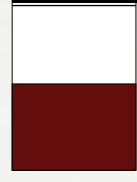
ISSUE	CONFIRM BY	MATERIAL DUE	DUE ON SALE
03/10	May 31, 2010	June 07, 2010	July 2010
04/10	August 31, 2010	September 07, 2010	October 2010

ADVERTISING RATES



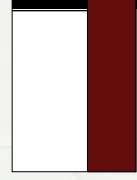
FULL PAGE
550 €

Print format:
210 mm x 297 mm
Fileformat with bleed:
220 x 307 mm



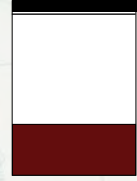
1/2 PAGE LANDSCAPE FORMAT
225 €

Print format:
210 mm x 148.5 mm
Fileformat with bleed:
220 x 158.5 mm



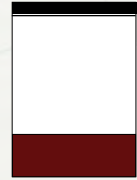
1/3 PAGEplus PORTRAIT FORMAT
200 €

Print format:
85 mm x 297 mm
Fileformat with bleed:
95 x 307 mm



1/3 PAGE LANDSCAPE FORMAT
184 €

Print format:
210 mm x 99 mm
Fileformat with bleed:
220 x 109 mm



1/4 PAGE LANDSCAPE FORMAT
138 €

Print format:
210 mm x 75 mm
Fileformat with bleed:
220 x 85 mm

TECHNICAL INFORMATION

Bleed:
5 mm of bleed have to be added for printing matters. Type area is 185 mm x 246 mm.

File requirements:
Images: CMYK, 300 dpi;
Please include fonts, logos, images.
Pantone & HKS Colors will be printed in CMYK

File formats / PDF by PC-Source-Programs:
• Freehand 9 - MX, • Adobe InDesign 2 - CS4,
• Adobe Illustrator, • Adobe Photoshop 7 - CS4

Printing material:
delivery via e-mail to anzeigen@airbrush-magazin.de or by mail on CD/DVD. Server upload on request.

Colors: All adverts will be printed in CMYK format. Adverts containing less than 4 colors will not receive discount. Small color graduations are caused by tolerances of the offset printing process and varying paper grade.

Advertisement design:
advertisement design can be offered on request by the publisher.

Proof/reference copy: Proofs will only be delivered on request. You will get a reference copy automatically after release.

EDITORIAL ARTICLES

How-to articles from artists are welcome at any time. More information on how to prepare your pictures and articles are available as information leaflet „guideline for step by step authors“ from the publisher on request.

Further editorial articles or suggestions concerning product information, event dates, event reports or similar as well as press releases can be submitted at any time. Choice and design of editorial articles is up to the publisher. Publication is not obliged.

GENERAL INFORMATION

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WEBSITES

www.airbrush-magazin.de (German issue)
www.airbrush-magazine.net (English issue)

CALCULATION

All prices in Euro. Statutory VAT is to be added. Billing after release.

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