

MARUBA B.V. SPORTS PUBLISHERS

SPORT PARTNER

SPORT PARTNER
het grootste vakblad
van de benelux



GENERAL INFORMATION

Title: Sport Partner
 Subtitle: The leading sports trade magazine of the Benelux
 Published by: Maruba b.v. Sports & Fashion Publishers
 Winthontlaan 200, 3526 KV Utrecht
 +31 (0)30 - 289 10 73
 +31 (0)30 - 288 74 15
 Email: sportpartner@maruba.com
 Internet: www.maruba.com
 Publisher: Maas H. van Drie
 Publication frequency: 10 times a year
 Subscription rate a year: € 77.50 (incl. VAT)
 Business subscription: on demand

ADVERTISING RATES SPORT PARTNER

As of January 1 2011. All rates are excluding VAT.

	1x	3x	6X	10X
 2/1 pag. FC	€ 6275,-	€ 6200,-	€ 6000,-	€ 5750,-
 1/1 pag. FC	€ 3225,-	€ 3185,-	€ 3050,-	€ 2950,-
 1/2 pag. FC	€ 1800,-	€ 1750,-	€ 1695,-	€ 1650,-
 1/4 pag. FC	€ 995,-	€ 960,-	€ 925,-	€ 900,-

COMBINATION RATE WITH:

BIKE & trekking Magazine, Business Guide, Buyer's Guide,
 Kids Magazine, Outdoor Magazine, SNOW , Snowboarder Mag,
 the right SIZE Magazine

CONTRACT PERIOD:

1 year

DELIVERY CONDITIONS

All our offers and agreements are concluded and carried out in accordance with our general conditions, as registered at the registry of the district court in Utrecht under number 369/95, of which clients will be sent a copy on first request, as far as not received in other positions.

MAGAZINE PROFILE

SPORT PARTNER is the leading trade magazine for the sports retail trade in the Benelux. SPORT PARTNER provides recent trade, branch and market information, business reports and interviews. SPORT PARTNER keeps readers informed about new products, collections, materials and concepts with regard to hardware, footwear, apparel and accessories.

TARGETTARGET GROUP

SPORT PARTNER focuses primarily on sports retailers and other professionals who are directly or indirectly related to the sports trade.

DISTRIBUTION

SPORT PARTNER has a circulation of max. 2.300 paid copies. 1.900 of these copies are distributed throughout The Netherlands and 400 copies in Belgium. SPORT PARTNER is distributed to sports specialist shops, chain stores and head offices of sports buying groups and head offices of department stores. In addition to the retail trade SPORT PARTNER is distributed to a large number of suppliers, distributors and agents in the sports business and to managers of organizations and bodies that are directly or indirectly related to the sports trade.



SURCHARGES

Positioning surcharges

Page 2 cover: 10%

Page 3 cover: 10%

Page 4 cover: 15%

RATES OF INSERTS

Bound-in inserts: on demand

Loose inserts: on demand

DELIVERY OF ADVERTISEMENTS

We prefer to receive your advertisement as a CERTIFIED PDF-file. You can send your advertisement by mail (CD-rom), e-mail or through an FTP-server. Digital advertisement has to be accompanied with a clear print at any time. Without a clear print Maruba b.v. Sports Publishers does not take any responsibility for errors in published advertisements.

SIZES Trim size

2/1 page

1/1 page



480 x 300 mm
(4 mm bleed)

240 x 300 mm
(4 mm bleed)

SIZES Type area

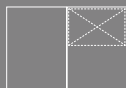
1/2 page portrait

1/2 page landscape

1/4 page portrait

1/4 page

1/8 page



100 x 120 mm

220 x 130 mm

110 x 130 mm

220 x 60 mm

100 x 60 mm

INSERTS

Sizes of both bound-in and loose inserts must be kept within the bleed size.

RELEASE DATES SPORT PARTNER 2011

Edition	Closing date	Publication date
1 (Preview winter 10/11)	December 17 2010	January 6
2 (Winter special 10/11)	January 13	February 3
3 (Winter special 10/11)	January 31	February 21
4 (Hockey special)	February 24	March 17
5 (Teamsport special)	April 7	April 28
6 (Summer special 10/11)	June 16	July 7
7 (Outdoor special)	July 7	July 28
8 (Tennis special)	July 21	August 11
9 (Underwear/socks special)	October 6	October 27
10 (Football special)	November 3	November 24

Terms of cancellation: 3 weeks before closing date.

All publication dates are with reserve.

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OTHER PUBLICATIONS OF MARUBA B.V. SPORTS PUBLISHERS:

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