

Parking *trend*

international

Advertising rates

Effective from: 1 January 2010



maenken
kommunikation

2010

- 1 Brief profile:** Parking Trend International is the trade journal for parking in Europe, published every three months in more than 20 European countries. The journal provides information independently, objectively and with professional competence on all subjects concerning parking space management, multi-story car park operation, traffic policies, construction technology, attendance technology and customer marketing as well as current developments and innovative concepts – all from an international angle. Parking Trend International is published by Maenken Kommunikation GmbH in Cologne/Germany in cooperation with the European Parking Association (EPA) and thus contains all important information on the work of the EPA.
- 2 Frequency:** 4x per year
- 3 Circulation:** 3,500 copies
- 4 Magazine format:** 210 mm wide x 297 mm high (DIN A4)
- 5 Organ:** European Parking Association (EPA)
Richartzstr. 10
50667 Cologne/Germany
- 6 Publishing House:** (responsible for editorial, advertising, production and circulation)
Maenken Kommunikation GmbH
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- 11 Subscription price:** 8,50 EUR per issue plus shipment; free for members and associate members of EPA
- 12 Readers:** Parking Trend International reaches round about 3,500 parking experts in more than 20 European countries. They include members of parking associations, operators of multi-story car parks and ground car parks, building contractors, project managers, representatives of the car parks industry, suppliers and service providers as well as experts from the scientific and traffic policy fields, both at national and EU level.
- 13 Bank account:** IBAN: DE 17 3705 0198 0000 0401 70
BIC: COLSDE33
- 14 Payment conditions:** 8 days after receiving the invoice.

Five good reasons for placing your ad in Parking Trend International

1. Placing an ad in Parking Trend International puts you in touch with all relevant parking experts in Europe.
2. You reach your target group with the greatest of ease, at low cost and with no scatter losses.
3. Your ad is located in high quality journalistic and visually attractive surroundings – features guaranteed by the editorial team from the offices of the European Parking Association (EPA), by the editorial board made up of members of the national parking associations as well as the editorial office of Maenken Kommunikation, the new publishing partner.
4. Maenken Kommunikation, EPA's new publishing partner since 2010, further guarantee truly professional production, marketing and advertisement consultation coupled with specific quotations for ads that are somewhat more than just standard.
5. Advertisement clients, who are members of EPA or one of the national parking associations, receive an attractive discount. Same applies to clients simultaneously placing ads in Parking Trend International and "Parking aktuell", the parking trade journal for Germany, Austria and Switzerland.

Date schedule 2010

	Issue 1 March	Issue 2 June	Issue 3 September	Issue 4 December
Copy deadline	Mon, 18 Jan	Mon, 19 Apr	Mon, 19 July	Mon, 18 Oct
Advertising deadline	Wed, 3 Feb	Wed, 5 May	Wed, 4 Aug	Wed, 3 Nov
Advertising data deadline	Fri, 19 Feb	Fri, 21 May	Wed, 20 Aug	Wed, 19 Nov
Shipping date	Mon, 8 Mar	Mon, 7 Jun	Mon, 6 Sep	Mon, 6 Dec

Product-related main themes

Issue 1 = Intertraffic in Amsterdam - new products and solutions. **Issue 2** = New car parks and underground garages.

Issue 3 = Maintenance and repair. **Issue 4** = Trends 2011 - products and solutions.

Advertising rates and formats (all prices plus currently valid VAT)

a) Cover page

1 photo + company logo on the outside front cover + 1 PR-page inside the issue

Amount in EUR

5.500

b) Classic ads

Inside front cover (216 mm width x 303 mm height)

4.000

Inside back cover (216 mm width x 303 mm height)

3.800

Outside back cover (216 mm width x 303 mm height)

4.200

1/1 page (type area 185 mm width x 237 mm height; bleed area 216 mm width x 303 mm height)

3.500

1/2 page across (type area 185 mm width x 131 mm height; bleed area 216 mm width x 149 mm height)

2.000

1/2 page high (bleed area 108 mm width x 303 mm height)

2.000

1/3 page across (type area 185 mm width x 87 mm height; bleed area 216 mm width x 105 mm height)

1.550

1/3 page high (bleed area 76 mm width x 303 mm height)

1.550

c) Editorial designed ads

2/1 page (double page)

6.400

1/1 page

3.800

1/2 page across

2.400

Discount

Quantity scale: 2 pages 10%, 4 pages 15%. Staggered repeat discount: 2 ads 5%, 4 ads 10%. Discount for associate members of EPA or one of the national parking organizations who are full members of EPA: 7,50%. Combination discount for booking at the same time in Parking Trend International and "Parken aktuell", the parking business magazine for Austria, Germany and Switzerland: 10%. All discounts in the year of booking.

We recommend to use generally only ads with bleed. In this way the effect of your ad is much better. The bleed formats are inclusive 3 mm bleed addition all around. Printing documents in electronic form with 300 dpi resolution PDF or EPS files on CD-ROM or DVD or via mail ZIP or SIT compromised to: info@maenken.com. Continuous four-color printing, Euroscale. Preferred position: +10%. Other ad formats, enclosures, inserts, gate-folder, pocket guide, reprints: on request.

NEW!

A powerful »duo« for Europe's Parking Business

Both »Parking trend international« and »Parken aktuell« will be published from now on by Maenken Kommunikation in Cologne/Germany. »Parken aktuell« is published in collaboration with the German parking association and covers the largest parking market in Europe, comprising Germany, Austria and Switzerland. Along with »Parking trend international«, the European Parking Association's (EPA) journal, these publications give you the opportunity to reach the European parking professionals selectively, easily and cheaply.

Book your international campaigns, be it a classical ad or editorially designed, in both journals and benefit from the 10% duo discount.

Additional information:

Jörn Backhaus on tel. 00 49 (0) 22 03/35 84-1 73,
email: joern.backhaus@maenken.com

10%



1. An order for placing an advertisement pursuant to the following general terms and conditions of sale is deemed to be an order covering the publication of one or several client advertisements in the Parking Trend International journal for the purpose of circulation.
2. In case of doubt, advertisements shall be called off for publication within 12 months from the date of conclusion of the order. If, within the scope of an order, the right has been granted to call off advertisements one by one, then said order shall be completed within 12 months from the date the initial advertisement appears.
3. The buyer is entitled, upon conclusion of an order, to call off further advertisements within the agreed period stated in § 2 over and above the quantity listed in the order.
4. Should an order not be fulfilled for reasons beyond the control of the seller, the buyer, without prejudice to further legal obligations, shall refund the difference between the quantity ordered and the actual quantity purchased to the seller. Refunding shall not take place when non-fulfilment is due to force majeure within the scope of the seller' risk.
5. Orders covering advertisements and external supplements intended – as specified in the order – exclusively for publication in certain issues or at special places in Parking Trend International must be received in good time by the seller, thus enabling the buyer if the order cannot be executed in this manner to be informed prior to the publication deadline.
10. The buyer has the right to claim a reduction of the amount payable or demand perfect replacement in the event that the printed specimen copy of his advertisement is partially or completely illegible, incorrect or incomplete. This applies, however, solely to the extent that the purpose of the advertisement is impaired. Claims must be submitted by the buyer within 2 weeks from receipt of invoice and specimen.
11. A specimen copy of the advertisement for the purpose of approval to print (PDF) is only supplied upon express request. The buyer accepts responsibility for checking the contents and issuing approval. Approval is deemed to have been given should the buyer not return the PDF specimen copy by fax within the period of time set.
12. Unless otherwise agreed, the actual print size of the advertisement forms the basis for invoicing.
13. Payment: Payment shall be effected immediately upon receipt of invoice, net. The seller grants 2% cash discount on advance payments. All payments are to be remitted to:
Maenken Kommunikation GmbH
Von-der-Wettern-Strasse 25, 51149 Cologne/Germany.
14. In the case of delayed payment and justified doubt about the buyer's financial solvency, the seller is entitled to either cancel orders on hand or make the performance of orders on hand dependent on the payment of outstanding invoices, or demand advance payment of accounts on hand regardless of the due date of payment originally agreed.

6. The right to cancel the order remains in force up to 3 weeks prior to the publication of Parking Trend International.
7. Advertisements, which by reason of their editorial layout are not recognisable as being advertisements, shall be clearly marked by the seller as such by the word “advertisement” in accordance with the press law.
8. The seller reserves the right to refuse or cancel an order in connection with orders for advertisements and for individual call-offs within the scope of the contract as well as orders for supplements by reason of their content, origin or technical form in accordance with the seller’s or publisher’s uniform, justified principles. This applies in particular, but not exclusively, when the content of the advertisement or supplement breaches laws or regulations issued by the authorities, or their publication is unreasonable for the seller or the publisher. Orders for supplements only become binding when a firm specimen and its approval have been presented. Supplements containing external advertisements or which, as a result of their form or content, give the impression that they are a part of Parking Trend International are categorically refused. Any eventual refusal shall be immediately communicated to the buyer.
9. The buyer is responsible for the provision of the text of the advertisement as well as for perfect printing manuscripts (data) in the form of a PDF file, or for provision of the supplements, in good time. The seller requests the replacement of clearly unsuitable or damaged data. The seller accepts no liability for hidden faults. The seller guarantees quality of printing in line with that normally supplied for Parking Trend International and within the scope provided by the printing data. No liability is accepted for advertisements which prove to imperfect as a result of unsuitable printing data.
15. The seller shall supply, upon request, a complete specimen copy of the advertisement along with the invoice.
16. The costs of producing layouts, final artwork, drawings, reproductions, image processing and PDF files as well as any considerable modification to the originally agreed work, either requested by or caused by the buyer, shall be borne by the buyer.
17. Printing data are only returned to the buyer upon express demand. The obligation to keep such data expires 3 months after fulfilment of the contract.
18. Authorised advertising agents receive 15% agency commission on their orders. Commission is paid on the basis of the net price of the advertisement less any eventual discounts granted.
19. All orders are concluded exclusively on the basis of the aforementioned general terms and conditions of sale. Contradictory terms are not accepted, unless they have been agreed upon in writing. Verbal agreements are invalid. All agreements are required in writing. In the case of non-appearance of an advertisement as a result of force majeure the seller accepts no liability for fulfilment of contracts and payment of damages. The place of fulfilment and place of jurisdiction for both parties to the contract is Cologne/Germany.

Status: January 2010



YOUR PUBLISHING PARTNER IN GERMANY AND EUROPE