



[www.euro-piano.com](http://www.euro-piano.com)

# Rate Card 2009

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## Editorial



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## Advertising



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**Advertising Scheduling**  
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dispo@euro-piano.com

## Publisher

**PPVMEDIEN**  
We communicate music

PPVMEDIEN GmbH  
Postfach 57, D-85230 Bergkirchen, Germany  
Phone: +49 (0) 8131/56 55-0  
Fax: +49 (0) 8131/56 55-10

## Internet

<http://www.ppvmedien.de>  
<http://www.euro-piano.com>

## Bank details

Dresdner Bank Munich (Germany)  
Acc. No. 38 505 1100 (Sort code: 700 800 00)  
Sparkasse Bergkirchen (Germany)  
Acc. No. 27 000 66 87 (Sort code: 700 515 40)

*Payment conditions: 14 days net*

## Thumbnail sketch

Since 1960, EURO PIANO has been the official magazin of the European Union of Piano Manufacturing Associations of Austria, Czech Republic, Denmark, Estonia, Finland, France, Germany, Great Britain, Italy, Norway, Russia, Sweden, Switzerland, Spain and the Netherlands, with readers in more than another 50 countries in Europe and overseas.

Its subscribers are piano manufacturers, piano tuners, craftsmen and piano repairers in the trade and industry. 65% of its readers run their own piano businesses with a workshop. Many of our subscribers are also in the piano retail trade.

EURO PIANO offers advertising opportunities for the manufacturer and importers of upright pianos, grand pianos and harpsichords as well as of piano parts and related accessories. EURO PIANO also publishes a valuable job market.

## Circulation

Print run:  
Frequency:

average 3,400 copies  
4 times a year

## Distribution

dpv network GmbH, Postfach 101606, 20010 Hamburg

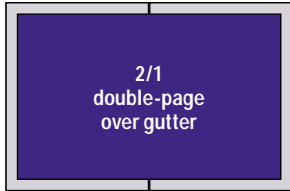
Advertisement formats

(in mm)		Type Area (W x H)	Full-bleed (W x H)	1-color	4-color
<b>2/1 Double-page</b>		on enquiry	420 x 280	€ 1.745,-	€ 2.630,-
<b>1/1 page</b>		175 x 254	210 x 280	€ 875,-	€ 1.315,-
<b>1/2 page</b>	horizontal	175 x 127	210 x 142	€ 410,-	€ 665,-
	vertical	85 x 254	105 x 280		
<b>1/3 page</b>	horizontal	175 x 84	210 x 99	€ 270,-	€ 440,-
	vertical	55 x 254	73 x 280		
<b>1/4 page</b>	horizontal	175 x 63	210 x 78	€ 220,-	€ 335,-
	vertical	85 x 127	105 x 142		
<b>1/8 page</b>	horizontal	85 x 63		€ 160,-	
	3-column	175 x 30			
<b>1/16 page</b>	horizontal	85 x 30		€ 85,-	
<b>2. Inside cover</b>		175 x 254		€ 1.050,-	€ 1.575,-
<b>3. Inside back cover</b>		175 x 254		€ 995,-	€ 1.450,-
<b>4. Back cover</b>		only 4-color	175 x 254		€ 1.510,-

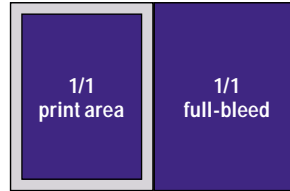
Positioning surcharge: all preferred positions + 20%

Agency commission: 15%

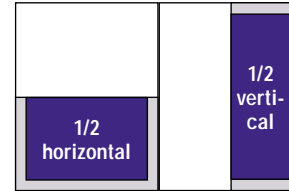
VAT at the legally applicable rate will be added to all quoted prices  
 Supplementary charge for an additional colour (2c): 25%.  
 Supplementary charge for two additional colours (3c): 50%.



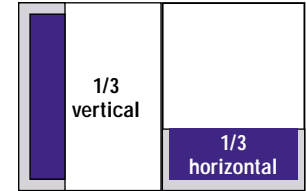
Print area: on enquiry  
Full-bleed: 420 x 280



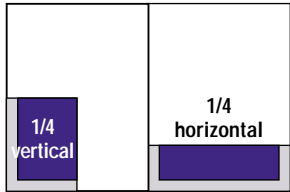
175 x 254      210 x 280



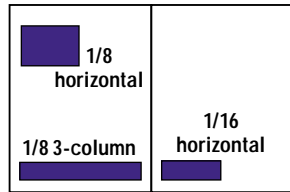
175 x 127      85 x 254  
210 x 142      105 x 280





55 x 254      175 x 84  
74 x 280      210 x 99



85 x 127      175 x 63  
105 x 140      210 x 78



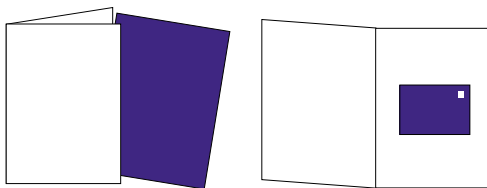
85 x 63    175 x 30      85 x 30

 Print area  
 Full-bleed format: trim allowance of 3-5mm top, bottom and sides

We would also be happy to handle the design of your advertisement. Just ask your advertising sales contact, who will explain the procedure and terms.  
Phone: +49 (0) 69/670 16 98.

**Magazine format:** 210 x 280 mm (W x H)  
**Type area:** 175 x 254 mm (W x H)

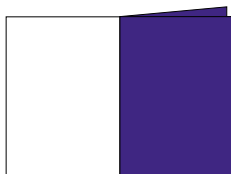
## Loose inserts and postcards:



**Format:** Max. width 200 mm, max. height 270 mm

**Weight/Price:** Price on enquiry

## Bound inserts:



**Format:** Bound inserts must be delivered folded and untrimmed. The trim is 5mm at the top, 3mm at the side and bottom. Elements threatened by trimming must be placed at least 10 mm in from the trim border.

**Weight/Price:** Price on enquiry

## Design:

The layout and content of loose and bound inserts must be such as to ensure that they are not confused with the editorial part of the magazine. Loose inserts must be amenable to machine processing. Delivery (freight paid) to the printers.

## Delivery volume:

The size of the print run fluctuates from issue to issue, so the number of loose or bound inserts required must be agreed at the time of placing the order.

## Delivery deadline:

The deadline for the delivery of all loose and bound inserts is the same as that for advertising copy and films destined for the issue in question.

## Postal charges:

**Postal or shipping and handling expenses are not included.**

**Postal charges will be passed on to the customer unchanged and are not subject to discounts.**

**Postal charges apply to loose inserts, postcards and bound inserts.**

Magazine format:	210 mm (W) x 280 mm (H)
Trim allowance for full-bleeds:	3 - 5 mm top, bottom and side
Print area:	175 mm (W) x 254 mm (H)
Printing process:	Reel-fed offset
Special colours:	Special colours are not possible in HKS or Pantone. If the colour impression is wanted, it must be remixed in CMYK mode. Variations in intensity within the tolerance limits of the rotary offset process are to be expected. In the case of colour advertisements, a colour proof is needed to ensure true colour reproduction. Please consult the table on the right for colour gain.
Printing materials:	Reproducible job files. Layout and lithos can be created for you, though we charge for this. For reproductions a line screen of 60 is required. A four-colour solid should not exceed the specification of 270% total density. The presentation copy must have a minimum coverage of D 3.50. The reproducible tone value range is 4% – 96%. The colour sequence is black, cyan, magenta, yellow. Please consult the table for dot gain. <b>Please note the detailed specifications for PDF-creating that you can download under <a href="http://md.ppvmedien.de/publishing information/download">http://md.ppvmedien.de/publishing information/download</a>.</b>
Delivery:	To the Publisher. Exceptions: loose, glued or stapled supplements etc. should be sent directly to the bookbinder (address upon enquiry). Please mark the materials to be delivered clearly with the name of the magazine and the issue.
Delivery deadlines:	For the delivery deadlines please consult the advertising scheduler.

Colour increase		
Linear	Depth	Colours
0%	0%	0%
5%	7,6%	7,4%
10%	15,2%	14,8%
15%	22,8%	22,8%
20%	30,4%	29,6%
25%	38,0%	37,0%
30%	45,3%	44,3%
35%	52,7%	51,7%
40%	60,0%	59,0%
45%	65,5%	64,5%
50%	71,0%	70,0%
55%	75,0%	74,0%
60%	79,0%	78,0%
70%	87,0%	86,0%
75%	91,0%	90,0%
80%	95,0%	94,0%
85%	96,3%	95,5%
90%	97,5%	97,0%
95%	98,8%	98,5%
100%	100,0%	100,0%

For questions relating to how the data should be sent, please consult Advertising Scheduling Tel. +49 (0) 8131/56 55-13

## 1. Data transfer

For the production to proceed without hitches, the data exchange is of paramount importance. Please observe the following guidelines when preparing your documents:

- make sure any special colours in the document are included and unused special colours deleted
- make sure the trim allowance of 3-5 mm is respected
- make sure the overfill and overprint settings are correct
- make sure black is overprinted correctly
- check the resolution of images and graphics (300 dpi)
- make sure the colours are in CMYK mode
- make sure integrated images in QuarkXPress are in TIFF or EPS format (no JPGs or RGB)
- no ICC profile should be used in the document. For a correct representation we require the CMYK color information
- do not use register marks or color control strips in your document and take care that the trim and bleed allowance marks are a sufficient distance from the edge of the page
- **Computer viruses:** Please check your data for viruses before sending it. We cannot process virus-infected data and will simply delete it.

## 2. Data storage mediums

**Transfer by DSM:** only CD-ROM or DVD-R are accepted; no rewritable mediums

**Transfer by FTP:** Please phone +49 (0) 81 31 / 56 55-13 or +49 (0) 81 31 / 56 55-691 and ask for the access codes

**Transfer by e-mail:** Send your documents to [dispo@euro-piano.com](mailto:dispo@euro-piano.com)

## 3. File formats

We prefer files in PDF format. To create a PDF file, you must first create a

Postscript file. You can download the requisite printer driver („prinergy refiner“) as well as the Job Options for Acrobat Distiller from [ppvmedien.de/download](http://ppvmedien.de/download), where you will also find a guide to the creation of PDF files. Please note that the PDF files produced must be compatible with Adobe CS2.

### Points to observe when sending open files:

We process the following documents on the Mac: QuarkXPress up to 6.5, InDesign up to CS2, Freehand up to MX, Illustrator up to CS2, Photoshop up to CS2. Please always include the high-resolution images and Postscript fonts you are using with the open files. N.B. No PDF files can be generated from Word documents created on a PC!

## 4. Scheduling procedure

Please send the Publisher an advertisement order prior to transmission of your data! Notify Advertising Scheduling by telephone on Tel. +49 (0) 8131/56 55 13 of your data transmission and send a print-out beforehand by fax to +49 (0) 8131/56 55 41. In the case of colour advertisements, a colour-binding proof must be submitted by post for inspection.

**Checking:** We check incoming data within one to two working days. In the case of incorrect or defective data or files you will be informed.

**Naming the advertisement:** assign all the files pertaining to an advertisement (including images and fonts used) to a common folder named in accordance with the following convention:

**Example:** Europiano-6/08-CustomerName (When naming your folder, please avoid using spaces and special characters such as ä, ö, ü, ß, Å, Ö or Ü)

**Cover letter:** Please enclose with the data transmitted a digital text document containing information on the sender, the name of the customer, a telephone number (in case we have any questions), the names of the files and the name and the issue of the magazine in which the advertisement is to appear. The information should include the size (width x height) of the advertisement as well as stipulations as to colour (e.g. black and white, 4-colour etc.).

Issue	Editorial	Advertisement Booking	Copy and Films	APD
01/09	20 Feb 2009	16 Feb 2009	20 Feb 2009	18 Mar 2009
02/09	29 May 2009	02 Jun 2009	05 Jun 2009	30 Jun 2009
03/09	01 Sep 2009	03 Sep 2009	08 Sep 2009	30 Sep 2009
04/09	17 Nov 2009	13 Nov 2009	19 Nov 2009	17 Dec 2009

January	February	March	April	May	June	July	August	September	October	November	December
1 Th	1 Su	1 Su	1 We	1 Fr	1 Mo	1 We	1 Sa	1 Tu	1 Th	1 Su	1 Tu
2 Fr	2 Mo	2 Mo	2 Th	2 Sa	2 Tu <b>BD 02</b>	2 Th	2 Su	2 We	2 Fr	2 Mo	2 We
3 Sa	3 Tu	3 Tu	3 Fr	3 Su	3 We	3 Fr	3 Mo	3 Th <b>BD 03</b>	3 Sa	3 Tu	3 Th
4 Su	4 We	4 We	4 Sa	4 Mo	4 Th	4 Sa	4 Tu	4 Fr	4 Su	4 We	4 Fr
5 Mo	5 Th	5 Th	5 Su	5 Tu	5 Fr <b>CF 02</b>	5 Su	5 We	5 Sa	5 Mo	5 Th	5 Sa
6 Tu	6 Fr	6 Fr	6 Mo	6 We	6 Sa	6 Mo	6 Th	6 Su	6 Tu	6 Fr	6 Su
7 We	7 Sa	7 Sa	7 Tu	7 Th	7 Su	7 Tu	7 Fr	7 Mo	7 We	7 Sa	7 Mo
8 Th	8 Su	8 Su	8 We	8 Fr	8 Mo	8 We	8 Sa	8 Tu <b>CF 03</b>	8 Th	8 Su	8 Tu
9 Fr	9 Mo	9 Mo	9 Th	9 Sa	9 Tu	9 Th	9 Su	9 We	9 Fr	9 Mo	9 We
10 Sa	10 Tu	10 Tu	10 Fr	10 Su	10 We	10 Fr	10 Mo	10 Th	10 Sa	10 Tu	10 Th
11 Su	11 We	11 We	11 Sa	11 Mo	11 Th	11 Sa	11 Tu	11 Fr	11 Su	11 We	11 Fr
12 Mo	12 Th	12 Th	12 Su	12 Tu	12 Fr	12 Su	12 We	12 Sa	12 Mo	12 Th	12 Sa
13 Tu	13 Fr	13 Fr	13 Mo	13 We	13 Sa	13 Mo	13 Th	13 Su	13 Tu	13 Fr <b>BD 04</b>	13 Su
14 We	14 Sa	14 Sa	14 Tu	14 Th	14 Su	14 Tu	14 Fr	14 Mo	14 We	14 Sa	14 Mo
15 Th	15 Su	15 Su	15 We	15 Fr	15 Mo	15 We	15 Sa	15 Tu	15 Th	15 Su	15 Tu
16 Fr	16 Mo <b>BD 01</b>	16 Mo	16 Th	16 Sa	16 Tu	16 Th	16 Su	16 We	16 Fr	16 Mo	16 We
17 Sa	17 Tu	17 Tu	17 Fr	17 Su	17 We	17 Fr	17 Mo	17 Th	17 Sa	17 Tu	17 Th <b>APD 04</b>
18 Su	18 We	18 We <b>APD 01</b>	18 Sa	18 Mo	18 Th	18 Sa	18 Tu	18 Fr	18 Su	18 We	18 Fr
19 Mo	19 Th	19 Th	19 Su	19 Tu	19 Fr	19 Su	19 We	19 Sa	19 Mo	19 Th <b>CF 04</b>	19 Sa
20 Tu	20 Fr <b>CF 01</b>	20 Fr	20 Mo	20 We	20 Sa	20 Mo	20 Th	20 Su	20 Tu	20 Fr	20 Su
21 We	21 Sa	21 Sa	21 Tu	21 Th	21 Su	21 Tu	21 Fr	21 Mo	21 We	21 Sa	21 Mo
22 Th	22 Su	22 Su	22 We	22 Fr	22 Mo	22 We	22 Sa	22 Tu	22 Th	22 Su	22 Tu
23 Fr	23 Mo	23 Mo	23 Th	23 Sa	23 Tu	23 Th	23 Su	23 We	23 Fr	23 Mo	23 We
24 Sa	24 Tu	24 Tu	24 Fr	24 Su	24 We	24 Fr	24 Mo	24 Th	24 Sa	24 Tu	24 Th
25 Su	25 We	25 We	25 Sa	25 Mo	25 Th	25 Sa	25 Tu	25 Fr	25 Su	25 We	25 Fr
26 Mo	26 Th	26 Th	26 Su	26 Tu	26 Fr	26 Su	26 We	26 Sa	26 Mo	26 Th	26 Sa
27 Tu	27 Fr	27 Fr	27 Mo	27 We	27 Sa	27 Mo	27 Th	27 Su	27 Tu	27 Fr	27 Su
28 We	28 Sa	28 Sa	28 Tu	28 Th	28 Su	28 Tu	28 Fr	28 Mo	28 We	28 Sa	28 Mo
29 Th		29 Su	29 We	29 Fr	29 Mo	29 We	29 Sa	29 Tu	29 Th	29 Su	29 Tu
30 Fr		30 Mo	30 Th	30 Sa	30 Tu <b>APD 02</b>	30 Th	30 Su	30 We <b>APD 03</b>	30 Fr	30 Mo	30 We
31 Sa		31 Tu		31 Su		31 Fr	31 Mo		31 Sa		31 Th

BD-Booking Deadline for advertisements

CF-Copy and Film deadline for advertisements

APD-Anticipated Publication Date

1. The term "advertising order" in the General Terms of Trade that follow refers to the contract for the publishing of one or several advertisements of an advertiser in a publication with the aim of dispersal.
2. In case of doubt, the delivery of advertisements for publication can be called for within a year of the conclusion of the contract. If in the context of an agreement the right to call for delivery of individual advertisements is granted, the order is to lapse within a year of the appearance of the first advertisement, in as far as delivery of the first has been called for and it has been published within the period named in the first sentence. In the case of terminations, the Customer is entitled, within the agreed limit or that stipulated in clause 2, to call for delivery of further advertisements over and above the quantity stipulated in the contract.
3. If the contract is not fulfilled as a result of circumstances for which the Publisher is not responsible, the Customer, regardless of any other legal obligations, must refund to the Publisher the difference between the discount granted and that which would correspond with the actual purchase. The refund does not apply if the non-fulfilment results from force majeure where the risk falls to the Publisher. In commercial practice, responsibility for the premeditated acts or gross negligence of simple agents for whom a party is vicariously liable is limited to foreseeable damage.
4. No guarantee is offered that advertisements and inserts will be placed in particular numbers of, particular issues of, or particular locations within, a publication, unless it has been expressly agreed that the advertisement or insert will appear in particular numbers of, particular issues of, or in particular locations within, the publication.
5. Advertisements which, due to their editorial presentation are not recognisable as advertisements, will be clearly labelled by the Publisher with the word "Anzeige" to make clear that they are in fact advertisements.
6. The Publisher reserves the right to reject orders for advertisements – even legally binding confirmed orders and individual requests for delivery within an agreement – as well as orders for inserts or supplements on account of the content, origin or technical form in accordance with uniform, objectively justifiable fundamental principles of the Publisher if their content in the considered opinion of the Publisher offends against the law, official regulations or standards of decency or it would be unreasonable to expect the Publisher to publish them. Orders for inserts or supplements only become binding upon the Publisher once a sample has been presented to, and approved by, the Publisher. Inserts or supplements whose format or presentation is such as to give readers the impression that they are part of the magazine or newspaper or which contain third-party advertisements are not accepted. The Customer will be notified immediately in such cases that the order has been rejected.
7. The Customer is responsible for the punctual delivery of the text of the advertisement as well as of faultless print documents, supplements or inserts. The Publisher has the right to demand that noticeably unsuitable or damaged print materials should be replaced immediately. If these are not delivered on time or before the agreed printing deadline, the Contractor is entitled, in as far as this is possible, to bring such materials as are unsuitable for printing into a printworthy condition at the Customer's expense (new layout, smooth films, copies of colour sets etc.). The Publisher guarantees the usual quality of printing for the relevant publication within the limitations imposed by the print materials. The colours used are according to the Euroscale, special colours will be as close to the model as it is possible to come using Euroscale colours, the charges for which depend upon the number of scale colours required. Special colours not created using scale colours will, like print perforations, only be used upon request.
8. The Customer has a claim in the case of fully or partly illegible, incorrect or incomplete printing of the advertisement to a reduction of the price or else to a faultless replacement advertisement, but only to the extent that the effectiveness of the advertisement has been impaired. If the Publisher

allows a reasonable period of grace for doing this to expire, the Customer has the right to withdraw from the contract. Claims for compensation based on impossibility of performance, delay, positive claim violation, indebtedness at the conclusion of the contract and tort are excluded, unless they are based on premeditation or gross negligence on the part of the Publisher, its legal representatives or an agent for which it is vicariously liable. Further liability of the Publisher is excluded unless damage has resulted directly as a result of the violation of warranted characteristics. Complaints must be made within four weeks of the appearance of the publication. The Publisher accepts no liabilities for deficiencies resulting from telephone, telex or faxed transmissions of any kind nor for the accuracy of translations.

9. Proofs are delivered only if expressly requested. The Customer bears the responsibility for the accuracy of the delivered proofs. If two days before printing is due to begin, the Customer has still not returned a proof that was delivered to him on time, this will be construed as approval of the proof by the Customer.

10. In the case of delays in payment, the Publisher can postpone further performance of the current contract until payment is made and demand prepayment in respect of performance of the rest of the contract. If reasonable doubts exist as to the ability of the Customer to pay, the Publisher is entitled, even during the running period of an advertising agreement to make the appearance of further advertisements conditional on prepayment of the full amount and the settlement of other invoices awaiting payment even if a credit period has been previously agreed.

11. If desired, the Publisher will deliver in return for a fee documentary proof that an advertisement has appeared: depending upon the type and extent of the advertising contract, this may take the form of a clipping, a page or an entire issue of the magazine. In cases where such evidence can no longer be obtained, the Publisher will supply instead a legally binding written confirmation that the advertisement has been published and of its circulation.

12. The insertion of advertisements proceeds continuously from the next available issues in the absence of an agreement to the contrary. The Publisher reserves the right to delay the date of publication for technical or other reasons. No responsibility is accepted for the insertion of advertisements in particular locations or particular issues. If advertising contracts do nonetheless contain stipulations as to placement, the other conditions of the contract will continue to be valid in all circumstances even if the stipulations as to placement cannot be complied with. Stipulations as to placement will be surcharged at the agreed unit rate. The exclusion of competitors is not possible.

13. Costs for the making up of ordered relief plates, stencils and drawings as well as for significant alterations requested by the Customer or for which the Customer is responsible to the performance originally agreed will be borne by the Customer.

14. In the case of digital displays, the Publisher undertakes to use the care of a proper merchant for the custody and transmission of the supplied material. Registered letters and express letters containing digital displays will be forwarded by normal post. The responsibility to forward ends eight weeks after the appearance of the digital displays.

15. Stencils will only be returned if this is expressly requested by the Customer. The duty to store them ends three months after the appearance of the last advertisement.

16. The place of performance is the head office of the Publisher. The place of jurisdiction, in so far as the law does not provide otherwise, is that of the head office of the Publisher. In the case that the head office or the usual place of residence of the Customer at the time of the institution of proceedings is unknown or else in the case where the Customer after conclusion of the contract moves his head office or usual place of residence beyond the scope of the law, it will be agreed that the place of jurisdiction is that of the head office of the Publisher.

