

parkscout / plus

MEDIA SHEET 2017/2018

Minimum budget for a maximum advertising impact



Marketing for the target audience without any waste circulation



Marketing channelization for the whole German leisure industry



parkscout / plus



Themeparks Management



Zoos Management



Water Parks Management



Vacation Parks Management



FACTS AND FIGURES

Subject: Parkscout|plus is a trade magazine for the German leisure industry dealing with subjects about themeparks, zoos, water parks and vacation parks, focussing on background information and interviews with important industry managers about current developments and future innovations.

Target audience: The magazine's target audience are industry insiders, managers of leisure facilities and manufacturers.

Frequency: on a quarterly basis

Year: 2017/2018

Retail price: 4.90 €

Print run: 1,500, free copies for the management of themeparks, zoos, water parks and vacation parks: ca. 500

Membership: VDFU e.V.

FORMAT

Format: 210 mm x 297 mm, DIN A4

Format without bleed: 216 mm x 303 mm

Type area: 181 mm x 257 mm

Printing and binding method: offset, binding by staples

File transfer: Files via email to mike.vester@parkteam.de, Tel: +49-(0)175-1608313

File format: We advise PDF/X3 files. Please avoid open data (e.g. InDesign, Quark XPress, etc.). Pictures should be sent with a resolution of min. 300 dpi.

Colors: CMYK, ISO 12647-2 (PSO)

File storage: Files are archived, so follow-up advertisements without any change are possible. There is no file guarantee.

PUBLISHER

Parkteam AG

im Grund 22, 97348 Rödelsee
Telefon: +49-(0)9323-8777444
www.parkteam.de

Local count: Würzburg, HRB 7400
Leader of the board: Alf Brünn

BANK DETAILS

Castell-Bank
Account no.: 1004204
Bank code: 79030001

IBAN: DE 40790300010001004204
BIC: FUCEDE77

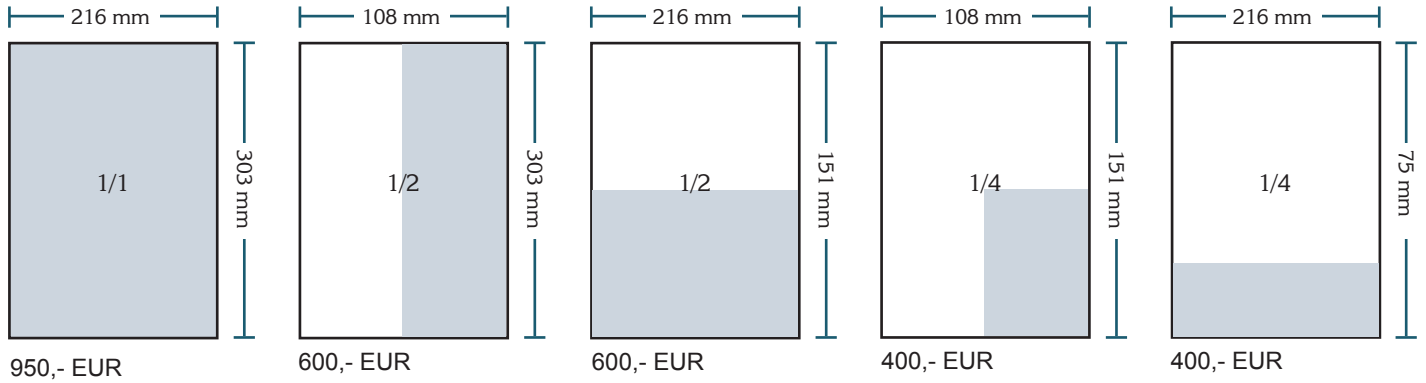
ADVERTISEMENT

Mike Vester, Sales Manager

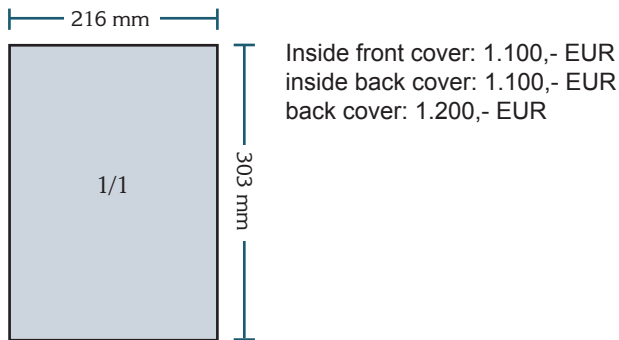
E-Mail:
mike.vester@parkteam.de

Telefon:
+49-(0)175-1608313

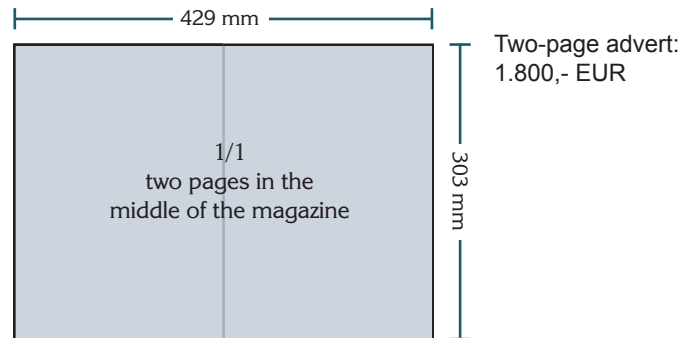
Adverts



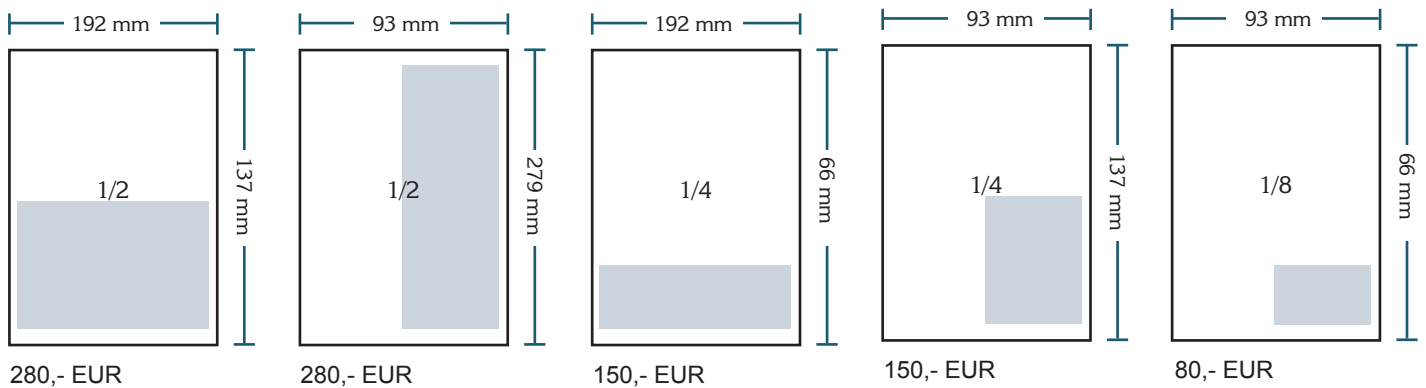
Advert inside front or back cover



Two-page advert



Insert in the category "From professionals for professionals"



SALES DISCOUNTS

Staggered repeat discount:

- 2 adverts: 2 %
- 3 adverts: 3 %
- 4 adverts: 5 %

Quantity scale:

- 2 adverts: 5 %
- 3 adverts: 7 %
- 4 adverts: 10 %