

# 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:** 2018/2019

**Retail price:** 5.90 €

**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](mailto: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)9324-981 2310  
[www.parkteam.de](http://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

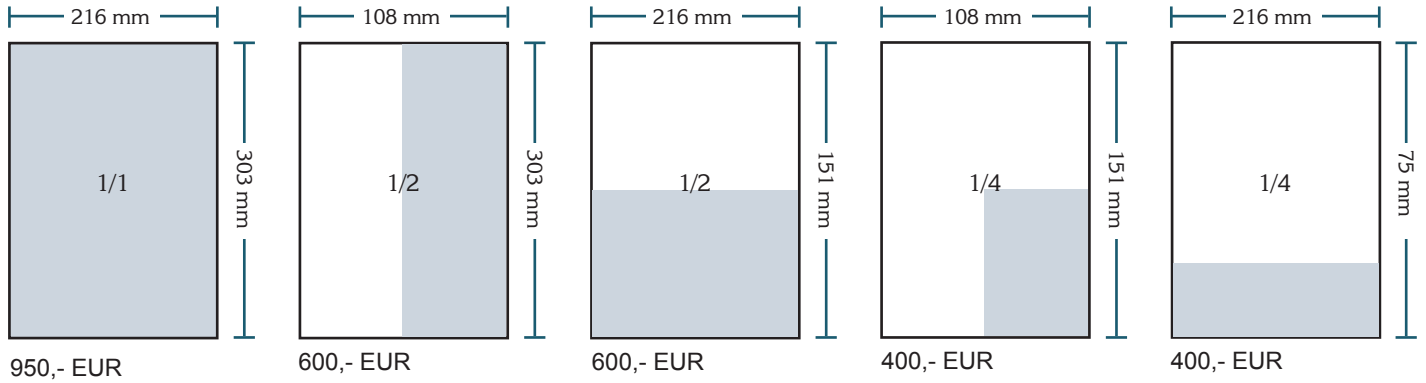
## ADVERTISEMENT

**Mike Vester**, Sales Manager

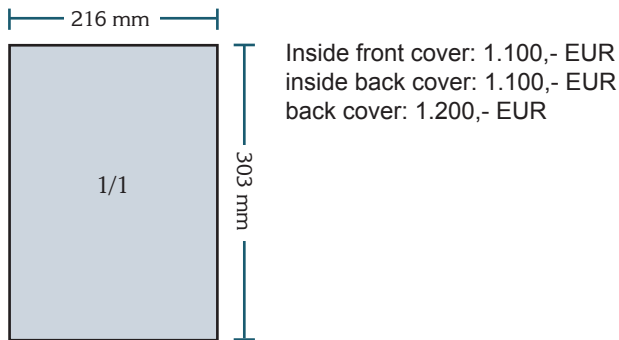
E-Mail:  
[mike.vester@parkteam.de](mailto:mike.vester@parkteam.de)

Telefon:  
+49-(0)175-1608313

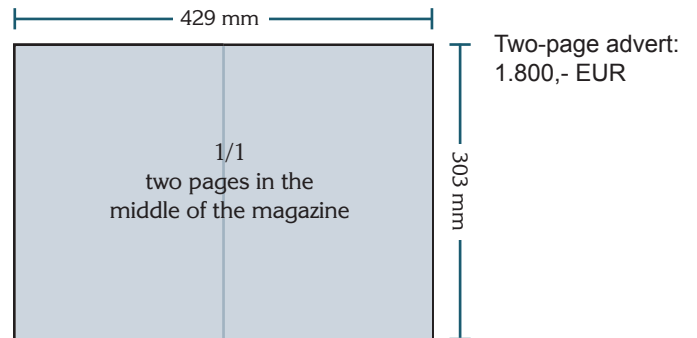
## Adverts



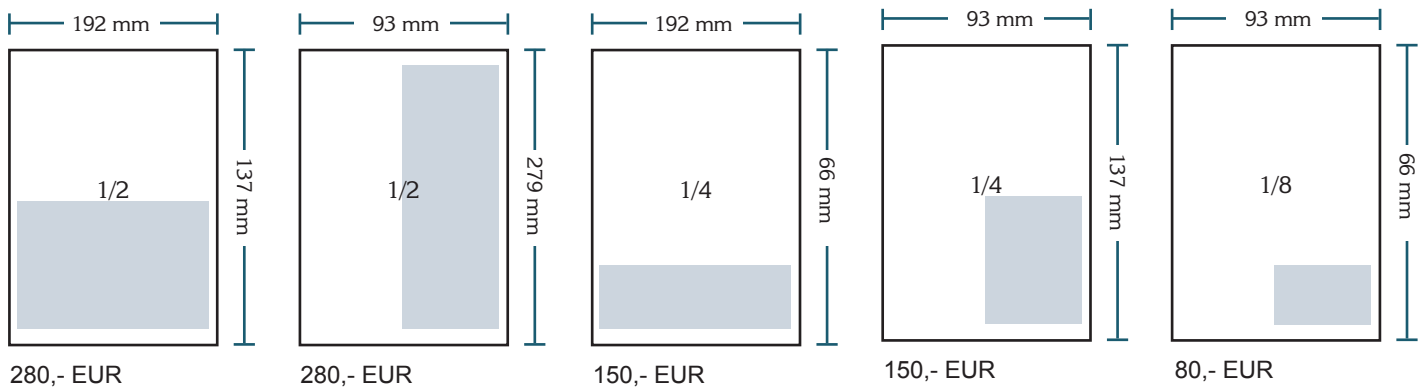
## Advert inside front or back cover



## 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 %