




Media information 2025



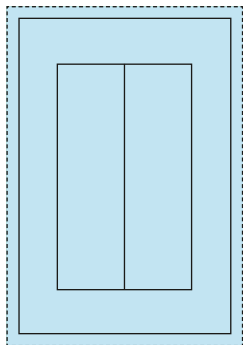
Umschau Zeitschriftenverlag GmbH
Ein Unternehmen der
ACM-Unternehmensgruppe 

1 Brief description

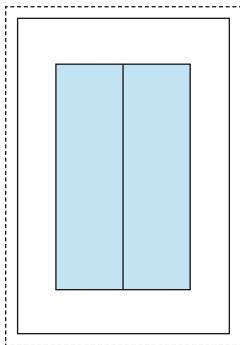
The fully digital magazine “Faszination Bogen” made several advances in 2024. The most significant innovation is that, starting with issue 3/2024, which previews the Olympic Games in Paris, it is published in both English and German. This required a corresponding editorial adjustment. The second step concerns its publishing frequency. Since its digital launch in 2022 with four regular issues, “Faszination Bogen” or “Fascination Archery” has grown to six issues and will maintain this frequency. Additionally, the number of users redeeming the activation code to read the free magazine continues to grow. In 2024, it is almost certain that the 6,000 mark will be surpassed due to its steady growth. “Faszination Bogen” and the English equivalent will continue in 2025, reporting on national and international competitions, offering timeless stories from the world of archery, and regularly focusing on service topics in areas such as health, sports psychology, archery holidays, equipment, and training.

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|-----------------------------|---|---|---|
| 2 Publisher: | UMSCHAU ZEITSCHRIFTENVERLAG GmbH, Wiesbaden | | |
| 3 Editor: | Harald Strier | Usinger Straße 69
Phone +49 (0)6172/8 55 69 97 | 61440 Oberursel
email: strier@dszhome.de |
| Editorial assistant: | Susanne Paulini | Phone: +49 (0)611/360 98-351 | email: s.paulini@uzv.de |
| 4 Director: | Frank Wolfförster | Phone: +49 (0)611/360 98-0 | email: frank.wolffoerster@chmielorz.de |
| 5 Ad scheduling: | Barbara Görlach | Phone: +49(0)611/360 98-331 | email: b.goerlach@uzv.de |

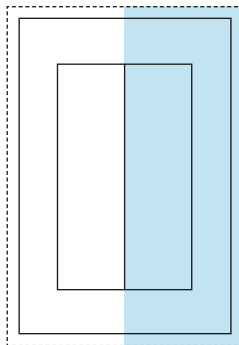
- 6 Sales:** Karin Irmischer Tel: +49(0) 6 11/360 98-259 email: karin.irmscher@chmielorz.de
Albrecht König Tel: +49(0) 6 11/360 98-362 email: a.koenig@uzv.de
- 7 Marketing management:** Tanja Kilbert Tel: +49(0) 6 11/360 98-301 email: t.kilbert@uzv.de
- 8 Publication frequency:** 6 editions a year
- 9 Publishing house:** UMSCHAU ZEITSCHRIFTENVERLAG GmbH, Wiesbaden
- 10 Address:** Marktplatz 13 · 65183 Wiesbaden
PO Box 57 09 · 65047 Wiesbaden
- 11 Phone:** + 49(0) 6 11/360 98-331
Fax: + 49(0) 6 11/360 98-113
- 12 Internet:** www.uzv.de
email: uzv@uzv.de
- 13 Publishing/
topic schedule:** see section 3
- 14 Price:** free
- 15 Circulation and
distribution:** Page Impressions: 145.432
Visits: 7.314
Unique User: 5.907
Period: 1. 1.–13. 9. 2024



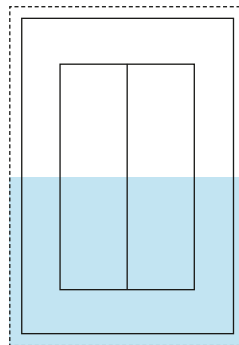
1/4 page 210 x 297 mm⁺



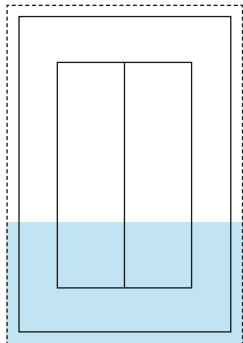
1/4 page 150 x 242 mm^{*}



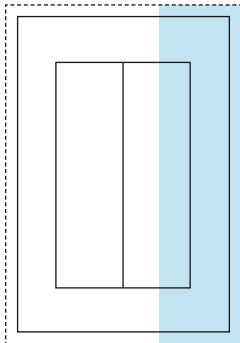
1/2 page 72 x 210 mm^{*}
102 x 297 mm⁺



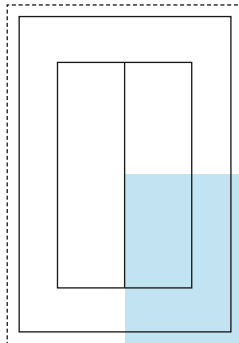
1/2 page 150 x 120 mm^{*}
210 x 148 mm⁺



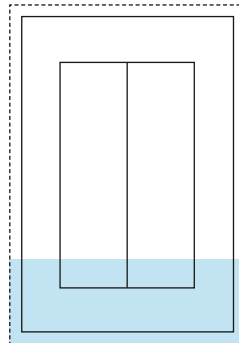
1/3 page 150 x 80 mm^{*}
210 x 99 mm⁺



1/3 page 50 x 242 mm^{*}
70 x 297 mm⁺



1/4 Block page 72 x 120 mm^{*}
102 x 148 mm⁺



1/4 page 150 x 60 mm^{*}
210 x 75 mm⁺

* = text area

+ = trim plus 3 mm
bleed along all borders

1. ePaper format:

210 mm wide, 297 mm high

2. Text area:

150 mm wide, 242 mm high
Number of columns: 2 columns, column width: 72.5 mm

3. Printing and binding technique, printing material:

Offset printing, wire spine binding and press proofing.

4. Dates:

Publication frequency: 6 times a year
Date of publication: see Publishing and topic schedule
Advertising deadline: see Publishing and topic schedule

5. Publishing house:

UMSCHAU ZEITSCHRIFTENVERLAG GmbH
Marktplatz 13 · 65183 Wiesbaden
PO Box 5709 · 65047 Wiesbaden

Tel: + 49 (0) 6 11/3 60 98-331
Fax: + 49 (0) 6 11/3 60 98-113
email: b.goerlach@uzv.de

6. Payment terms:

15% agency commission
Net payment within 14 days of invoice date
VAT ID no.: DE 153 707 690

Bank details:

Postbank Frankfurt
BIC: PBNKDEFFXXX
IBAN: DE45 5001 0060 0345 4056 04

Issue no.	Date of publication	Advertising and printing documentation closing date	Key topics
01/2025	26.02.2025	05.02.2025	„Bundesliga“ National League Finale Wiesbaden, National and International Indoor Season
02/2025	14.05.2025	23.04.2025	World Cup Haines City/USA, German Indoor Championships
03/2025	30.07.2025	09.07.2025	“Universiade Rhein-Ruhr” World University Games, World Cups Shanghai/China, Antalya/Turkey, and Madrid/Spain
04/2025	27.08.2025	06.08.2025	World Games Chengdu/China, Junior World Championships Winnipeg/Canada, “The Finals” multisport event in Dresden
05/2025	17.09.2025	27.08.2025	World Championships Gwangju/Korea, German Championships Wiesbaden
06/2025	29.10.2025	08.10.2025	“Bundesliga” National League Start of the New Season with Profiles and Teams, Para World Championships Gwangju/Korea, European Field Archery Championship in Walbrzych – Ksiaz/Poland

7. Advertising formats and prices

The respectively applicable statutory VAT shall be added to all prices.

Size in page fractions	Number of columns	Formats in text area Width x height in mm	Formats in bleed Width x height in mm*	Advertisement prices in EURO 4-coloured Euroscale
2/1 page	4-column	2 x 150 x 242	2 x 210 x 297	2,100
1/1 page	2-column	150 x 242	210 x 297	1,092
1/2 page	landscape	150 x 120	210 x 148	588
	portrait	72 x 210	102 x 297	
1/3 page	landscape	150 x 80	210 x 99	378
	portrait	50 x 242	70 x 297	
1/4 page	landscape	150 x 60	210 x 75	294
	portrait	–	52 x 297	
	block	72 x 120	102 x 148	

The publisher will charge according to expenditure for subsequent changes to advertisement templates already delivered.

*plus 3 mm bleed along all borders.

Add-ons Media information FaBo E-Paper	Prices in Euro
Product of the month (editorial product presentation plus link)	350.00
Link shop	150.00
Link catalogue	150.00
Link price list	150.00
Link product video/You Tube	200.00
Link podcast	100.00
Link location Google Maps	50.00
Advertorial Push News with link	250.00 per news
Banner over title page	250.00 every issue
Banner over other page	150.00 every issue
Banner over all pages	600.00 every issue

8. Preferential positioning:

2nd and 3rd cover page:	€ 1,300
4th cover page:	€ 1,400

9. Special format advertisements:

on request

10. Prices for commercial classifieds:

Commercial classifieds (smaller than 1/4 page) per mm (column width 72 mm)	€ 1.50
Box number charge	€ 10.00

11. Discounts:

Frequency scale		Quantity scale	
2 advertisements	3%	2 pages	5%
3 advertisements	5%	3 pages	8%
4 advertisements	8%	4 pages	10%
5 advertisements	10%	5 pages	15%
6 advertisements	15%	6 pages	20%

Acceptance of digital advertisements

In order for us to be able to accept digital advertisements/print material and process these further without any issues, certain requirements must be kept in mind: If the data is delivered with a proof, correct print reproduction cannot be guaranteed.

1 Data transfer:

email: daten@uzv.de

2 Requirement profile for digital advertisements:

File format: Logo, images and graphics:

EPS or TIFF (uncompressed, CMYK-mode)

Resolution: Colour or black/white images 300 dpi, mark or line 1200 dpi, screened motives with typeface 500 dpi (min.)

Documents: PDF Adobe 1.4, EPS (optimized print, images and typeface embedded), TIFF

We would happy to provide you with the default settings for Adobe Distiller on request.

3 Contact:

Please call

+49 (0) 6 11/36098-331 (Barbara Görlach).

4 Data storage media:

CD-ROM, DVD

As well as the data storage media we will require all information relating to:

- Magazine/title
- Sender/company
- Operating system
- Program versions used
- File name
- Number and names of inks in use

5 Fonts:

No modified fonts may be used in program files or attached font imports. All fonts and type styles used, especially those contained in EPS files, must be individually listed in the order.

6 Colour advertisements/records/proofs:

A colour proof of each page to be exposed is required. For colour advertisements with special colours (Pantone, HKS) colour-separated hard copies with the exact colour designations are required. A colour proof is required for printing advertisements in Euro scale (CMYK). Colour prints from a colour printer or copier are not of contract-proof quality.

7 Prices:

Uptake of digital advertisements is charged on the basis of time expenditure. Errors in exposure as a result of incomplete or flawed files, incorrect settings or incomplete details shall be charged. This applies equally to the creation of missing proofs. Files in Work, Excel and Powerpoint may only be used at an additional cost.

8 Guarantees:

The publisher cannot be held responsible for any deviations in texts, images and colours in particular. No guarantee is accepted for colour advertisements that are produced without a contract-quality proof.

General terms and Conditions

- Advertising contracts are in cases of doubt to be completed within a year of conclusion of contract.
- The discounts stated in the advertising price lists will be honoured only for the ads from a principal that will appear in print material within an insertion year. The period begins with the publication of the first advertisement.
- The principal has a retroactive claim to the discount applicable to its actual acceptance of advertisements within one year's time, if, at the start of the period, it concluded a contract based on which the discount is already specified in the price list. The claim must be asserted within a month after the expiration of the insertion year.
- If the contract is not executed for reasons for which the principal is responsible, it must, without prejudice to any other legal obligations, refund the difference between the discount granted contractually and the discount applicable to its actual ad purchase.
- Costs for changes to originally agreed upon designs will be borne by the principal.
- In the event of price increases, an extension to contracts already in place is reserved.
- No guarantee is given for the placement of advertisements in certain issues or specific places in a printed medium, unless the principal has expressly confirmed this wish in writing.
- The principal is responsible for the timely delivery of print data. The obligation to retain the data storage devices ends six months after the expiration of the contract.
- Proofs will only be provided on expressed request. The principal bears the responsibility for the accuracy of the returned proofs. If the principal does not return proofs that we sent to it on time in a timely fashion itself, approval to print is deemed granted.
- It is only possible to print advertisements free of typographical mistakes if print documents are delivered that are themselves free of mistakes. The principal does have a claim to reduction of payment or a replacement ad in the event that the advertisement as printed is wholly or partly illegible, incorrect or incomplete, but only to the degree to which the purpose of the advertisement is adversely affected. Additional liability on the part of the publisher is excluded. Complaints must be asserted within four weeks of receipt of billing statements and receipts. The publisher accepts no liability of any kind for errors of any kind resulting from telephone communications.
- The publisher will show as much consideration as possible for avoiding the placement of competing advertisement on facing pages, placing them on different, non-facing pages as far as this is possible. There is strictly speaking no right to the exclusion of competitors. If the principal and the publisher do agree on an exclusion of competitors, this only applies for two facing pages and for advertisements that are at least 1/2 page in size. If a contract specifies a location, the exclusion of competitors cannot be agreed to.
Advertisements that cannot be recognised as advertisements because of their editorial design will be made recognizable as such by the publisher using the word "advertisement". The publisher reserves the right to reject advertising contracts – including those for individual calls in the framework of a contract – and orders for insets due to their content, origin or technical form according to the uniform principles of the publisher. This also applies to orders which are submitted with representatives. Insert orders are only binding for the publisher after submission of a template for the insert and its approval. The principal will be notified immediately when an order is rejected.
- A decline in circulation only has an influence on the contractual relationship if a circulation number is promised and it drops by more than 20%.
- The advertising client gives assurance that it is the holder of the copyrights and/or use rights to the content shown in the motifs in the advertisement. The advertising client indemnifies the publisher to this extent against all third-party claims, which this third party brings in connection with the publication of an advertisement – printed or digital – against the publisher.
- If a periodical ceases or interrupts its publication, the principal cannot assert any claims of any kind whatsoever for the expenses for texts, graphics, generation of print data, etc. which are thereby rendered invalid.
- On request, the principal will be given a file copy free of charge after the advertisement appears, to the extent that the type and scope of the order justifies this. If a complete file copy can no longer be provided, a page proof will be provided instead.
- The current price lists of the various publications apply for billing the advertisements, as they apply at the time the advertisements appear. Possible subsequent billing or credit to account remains reserved. Fractions of mmlines will be counted as full lines.
- If not size specifications are given, the actual printed size will be the basis on which the price is calculated.
- All prices for domestic orders apply plus the sales tax. They are due and payable on receipt of billing statement immediately and without discount. In the event of any default on payment, e.g. even in the case of judicial assistance to debtors, initiation of insolvency proceedings, bankruptcy, etc., any discount that has been granted is revoked and will be billed retroactively. Furthermore, default interest as well as dunning and collection costs will be billed. The execution of contracts can be suspended until all outstanding payments are paid in full. Interruptions in the execution of ongoing contracts due to default of payment do not entitle the client to extension of acceptance deadlines and do not establish any claim to compensation for damages on the part of the principal.
- German law applies under exclusion of international private law and the UN Convention on the International Sale of Goods. This also applies to orders from Austria and Switzerland. In business transactions with merchants and legal persons under public law, Wiesbaden is agreed on as the sole court of jurisdiction for all legal disputes concerning these terms and conditions and individual contracts concluded based on them including complaints concerning bills of exchange and cheques. The place of fulfilment is the headquarters of the publisher. Court of jurisdiction is, to the extent that the law does not mandate anything else, the publisher's headquarters, even for dunning procedures as well as in the event that the residence or habitual domicile of the principal is unknown at the time that the action is brought or the party to be subject to the action relocates its residence or habitual domicile outside of the jurisdiction of this law after the contract is concluded, the headquarters of the publisher is agreed on as the court of jurisdiction.

Special interest magazines and portal sites of the UMSCHAU ZEITSCHRIFTENVERLAG

Nutrition / Medicine / Pharmacy

ERNÄHRUNGS UMSCHAU

DGEwissen (Herausgeber: DGE)

DIE PTA IN DER APOTHEKE

MT-PORTAL

Technology / Special Interest

FASCINATION ARCHERY – FABO

Deutsche Schützenzeitung

