

MEDIAKIT 2024



HEUTE BERICHTE

- HOME
- BIKES
- LIFESTYLE
- MARKT
- STUFF, G



Harley-Davidson Street Glide ST: luxuriöser Powerglider

Die Harley-Davidson Street Glide ST gehört zur Königsklasse der Harley-Palette. Wer sich eine Street Glide leistet, gönnt sich nebst unvergleichlichem Freiheitsgefühl ein hohes Mass an Luxus und Extra-Komfort. Es handelt sich hier um ein echt fettes...

ROLF FLECKENSTEIN
Oktober 12, 2023



PUBLISHING HOUSE

Address	Rolf Fleckenstein Media Switzerland
Phone	+41-(0)44-720 99 55
Email	info@sportguide.ch
Publisher/ Editor-in-chief	Rolf Fleckenstein
Previous staff of journalists	Henning Heilmann, Stefan Baumgartner, Marco Keller, David Bernold, Urs Berger, Sandro Mühlebach, Bärte Bucher, Mac Huber, Stefan Breitenmoser, Bruno Fleckenstein und viele weitere

TRANSFORMATION

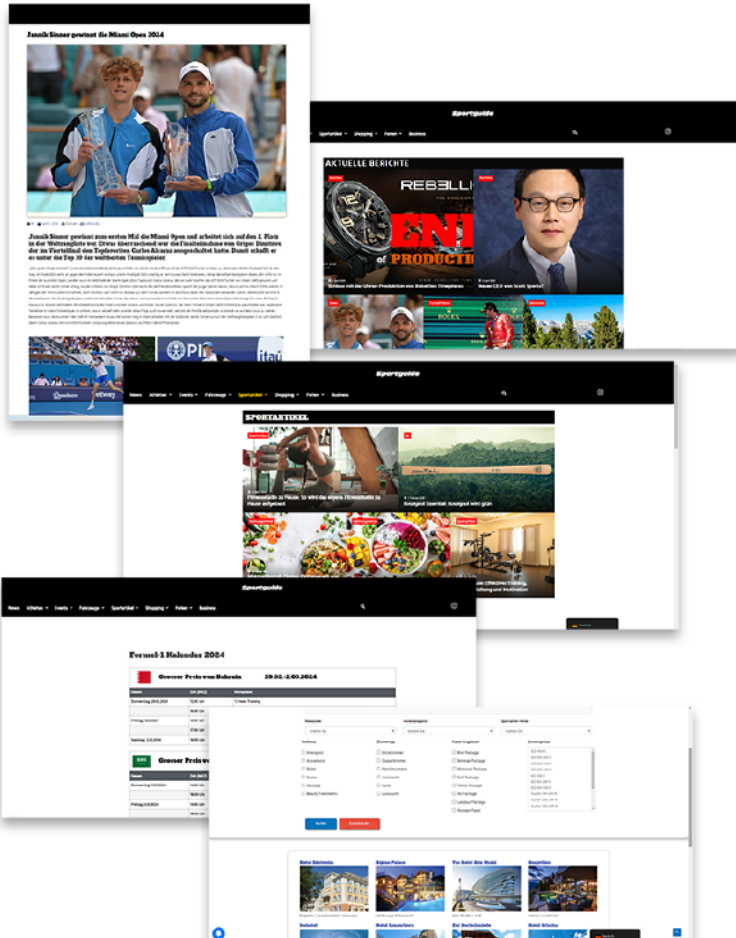
For over 20 years, our publishing house published various high-quality and specialized print media for a select target group, which were distributed via direct sales and kiosks in Switzerland, Germany and Austria.

Increasing digitalization and the emergence of the internet and numerous social media channels made the print business increasingly difficult. The coronavirus pandemic wiped out entire media budgets from 2020 onwards and led to a complete collapse in advertising revenue.

The war in Ukraine made printing and transportation more expensive, which is why many publishers began to discontinue their print media. We also decided against publishing print media in the course of 2023.

Today, our media are available to our readers and users in the form of internet platforms. Social media channels are being developed or planned. New customer groups have been added on the advertising side. We are also developing new digital concepts for interested advertising customers who want to reach our users and are working on new concepts for existing and new users and followers.

Sportguide



TITLE

www.sportguide.ch

The Sportguide represents a holistic understanding of people with an affinity for sport: They are fans, active athletes, spectators and consumers at the same time. All areas of sporting life and its lifestyle are analyzed with regard to the topic of sport and information on this is prepared. This includes information and stories about events, athletes, teams, sporting goods, sports stores, vacations, regions, hotels, business and much more.

KEY FIGURES

User	548'000 / year
Visits	820'000 / year
Requests	22.8 mio. / year
Sex	35% women 65 % men
Age	18-24 y: 15% 25-34 y: 24% 35-44 y: 22% 45-54 y: 20 % rest: 19%

BANNER

FORMATS

Rectangle	300 x 250 px
Skyscraper	160 x 600 px
Maxi Banner	728 x 90 px
individual format	by arrangement

PRICES (CHF/EUR)

Format	1 mt / 3 mt / 6 mt / 12 mt
Rectangle	750 / 1550 / 2850 / 5400
Skyscraper	900 / 1850 / 3450 / 6480
Maxi Banner	1080 / 2280 / 4280 / 7780

GUEST POST

Article	Text + min. 1 image à 1200x800 px delivered by the customer
Links	customer link
Price	CHF/EUR 350.00
Surcharge	CHF/EUR 100.00 for gray areas such as casinos, cannabis, etc.

HOTEL-PORTRAIT

Rubric	Hotel-Finder
Portrait	Text, til 10 images + Logo, delivered by the customer, realization by us
Link to	Booking page Social media channels Website
Price	CHF/EUR 890.00/year
1000 Price	CHF/EUR 1.62/1000 contacts

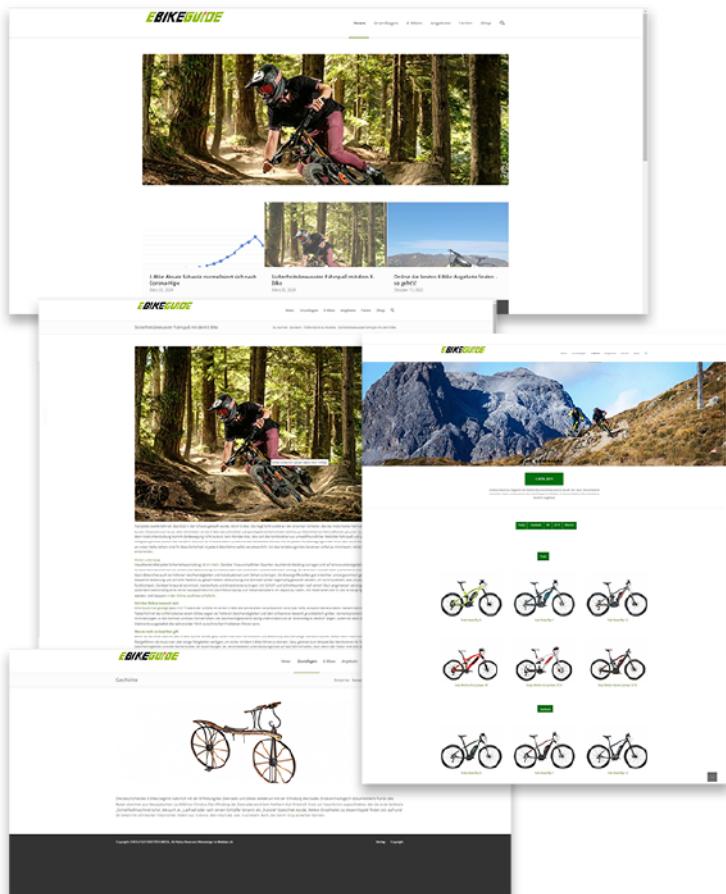
SPORTS STORE

Rubric	Shop-Finder
Portrait	Text, 5-20 images, Logo, Links, Map, opening hours delivered by the customer, realization by us
Price	CHF/EUR 890.00/year

DISCOUNTS

5-9 guestposts	10 %
til 15 Articles	15%
> 15 Articles	20%
Others	on request

All prices excl. VAT (applies to Swiss customers only)



TITLE

www.ebikeguide.ch

The E-Bike Guide was originally conceived as a book and published in 2011 and 2012. It offered the reader a comprehensive overview of the e-bike market. The guide was moved online in 2014 and has been available at www.ebikeguide.ch ever since. Interested users can find up-to-date and timeless information on e-bikes, the market, the products on offer and the odd interesting story about e-bikes.

KEY FIGURES

User	88'000 / year
Visits	120'000 / year
Requests	3.6 mio. / year
Sex	25% women 75 % men
Age	18-24 y: 16% 25-34 y: 18% 35-44 y: 21% 45-54 y: 24 % rest: 21%

BANNER

FORMATS

Rectangle	300 x 250 px
Skyscraper	160 x 600 px
Maxi Banner	728 x 90 px
individual format	by arrangement

PRICES (CHF/EUR)

Format	1 mt / 3 mt / 6 mt / 12 mt
Rectangle	350 / 850 / 1550 / 2700
Skyscraper	450 / 1050 / 2050 / 3450
Maxi Banner	480 / 1080 / 2080 / 3680

GUEST POST

Article	Text + min. 1 image à 1200x800 px delivered by the customer
Links	customer link
Price	CHF/EUR 150.00
Surcharge	CHF/EUR 100.00 for gray areas such as casinos, cannabis, etc.

HOTEL-PORTRAIT

Rubrik	Hotel/Ferien
Portrait	Text, til 10 images + Logo, delivered by the customer, realization by us
Link to	Booking page Social media channels Website
Price	CHF/EUR 490.00/year
1000 Price	CHF/EUR 5.50/1000 contacts

BIKE STORE

Rubrik	Shops/-
Portrait	Text, 5-20 images, Logo, Links, Map, opening hours delivered by the customer, realization by us
Price	CHF 490.00/year

DISCOUNTS

5-9 guestposts	10 %
til 15 Articles	15%
> 15 Articles	20%
Others	on request

All prices excl. VAT (applies to Swiss customers only)



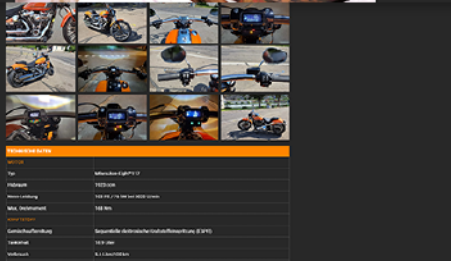
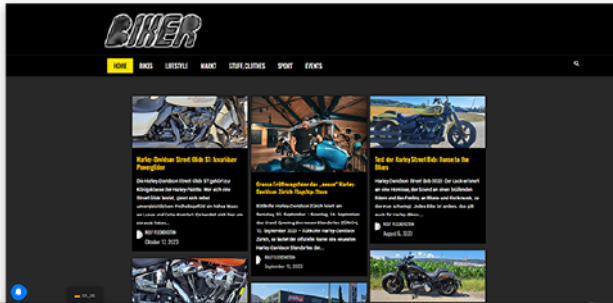
TITLE

www.biker-mag.com

Der Biker was originally published as a high-quality print magazine with great stories, strong photo spreads and in-depth reports on motorcycles, the lifestyle of bikers, their fashion and much more. For some time now, the platform www.biker-mag.com has been in existence, which welcomes numerous bikers who read the reports intensively and persistently.

KEY FIGURES

User	144'000 / year
Visits	198'000 / year
Requests	5.4 Mio. / year
Sex	20% women 80 % men
Age	18-24 y: 18% 25-34 y: 22% 35-44 y: 24% 45-54 y: 26 % rest: 10%



BANNER

FORMATS

Rectangle	300 x 250 px
Skyscraper	160 x 600 px
Maxi Banner	728 x 90 px
individual format	by arrangement

PRICES (CHF/EUR)

Format	1 mt / 3 mt / 6 mt / 12 mt
Rectangle	480 / 1080 / 2080 / 3680
Skyscraper	480 / 1080 / 2080 / 3680
Maxi Banner	560 / 1280 / 2480 / 4480

GUEST POST

Article	Text + min. 1 image à 1200x800 px delivered by the customer
Links	customer link
Price	CHF/EUR 150.00
Surcharge	CHF/EUR 100.00 for gray areas such as casinos, cannabis, etc.

HOTEL-PORTRAIT

Rubrik	-
Portrait	Text, bis 10 Bilder + Logo vom Kunden geliefert, Realisation von uns
Links to	Booking page Social media channels Website
Price	CHF/EUR 690.00/year
1000 Price	CHF/EUR 4.80/1000 contacts

BIKER STORE

Rubrik	-
Portrait	Text, 5-20 images, Logo, Links, Map, opening hours delivered by the customer, realization by us
Price	CHF/EUR 690.00/year

DISCOUNTS

5-9 guestposts	10 %
til 15 Articles	15%
> 15 Articles	20%
Others	on request

All prices excl. VAT (applies to Swiss customers only)

COMBINATIONS

For different customer groups, it can be advantageous to put together various cost-effective advertising packages. This can be done individually on request or you can choose one of the following advertising packages.

GUEST POST



Article	1 Article on 2 titles
Links	customer link on 2 titles
Price	CHF/EUR 250.00 instead CHF/EUR 300.00
Surcharge	CHF/EUR 100.00 for casinos, cannabis, etc.



Article	1 Article on 3 titles
Links	customer link on 3 titles
Price	CHF/EUR 500.00 instead CHF/EUR 650.00
Surcharge	CHF/EUR 100.00 for casinos, cannabis, etc.

HOTEL-PORTRAIT



Rubric	Hotel-Finder/Hotels/Holidays
Portrait	jText, til 10 images + Logo, delivered by the customer, realization by us
Link to	Booking page Social media channels Website
Preis	CHF/EUR 880.00 instead 1380.00

STORE



Rubric	Shop-Finder/ -
Portrait	Text, 5-20 images, Logo, Links, Map, opening hours delivered by the customer, realization by us
Price	CHF/EUR 880.00 instead 1380.00

GENERAL TERMS AND CONDITIONS

1. Basis of contract

The following provisions regulate the legal relationship between the advertiser, also known as the customer, and Rolf FleckensteinMedia also called publisher. The following is the understanding of the advertising business. The term "advertisement" also includes all other advertising materials such as public reports, PR articles, inserts, bound inserts, loose inserts, etc. Unless otherwise agreed, the provisions of Article 363ff (contract for work) of the Swiss Code of Obligations apply.

2. Insertion order

The order becomes legally binding upon delivery of the customer's written and signed insertion order to the publisher or the publisher's written order confirmation to the customer. An order via email is legally valid. The provisions contained therein are legally binding for both parties. Objections must be made in writing no later than 5 days after delivery of the order. The customer hereby expressly acknowledges transmission by fax or email for contractual agreements. A signature is not absolutely necessary; it is sufficient to submit the order from the customer or the order confirmation from the publisher.

3. Amendment rights publisher

The publisher is not obliged to publish a work. If the publisher refrains from producing a work for any reason, the customer will not be entitled to compensation. If the title or the booked edition does not appear, the customer is released from the associated contractual obligations. The publisher reserves the right at any time and without restriction to make suitable adjustments to the product or edition in the market. The customer grants the publisher the unrestricted right to make adjustments as the publisher

sees fit. The information in the media data is therefore not binding. Prices can also be changed at any time. In the event of changes, the customer has no right to withdraw from the contract or claim compensation.

4. Customer Liability

The customer is liable for ensuring that all advertising materials delivered to the publisher comply with current legal regulations. The customer remains liable for all damage caused by him, such as failure to deliver the necessary printing documents, etc., to the extent of the damage caused. In any case, the customer is liable to pay 100% of the agreed price for advertisements and advertising materials that were booked but not delivered, incomplete or defective.

5. Contractual commitment package contracts

The customer acknowledges that, particularly in the case of contracts for several issues, years or other package contracts, the contract cannot be canceled and is explicitly tied to the customer's company. In the event that the person signing the contract leaves the company during the term of the contract or gives up responsibility or similar, the company is not released from the contract. In any case, the contract remains legally valid in the agreed form. The contract signatory is obliged to inform his legal successor about this contract. If problems arise with compliance with the contract due to the reasons mentioned above and the publisher suffers damage as a result, the person signing the contract will be personally liable with a penalty of CHF 10,000.00 in the event of damage.

6. Public reports

After receiving the order, the publisher creates a publication report for the customer. To do this, the customer

provides the publisher with flawless, high-quality photos in digital form in accordance with the publisher's specifications immediately after placing the order. In addition, the customer provides the publisher with precise information for the creation of the editorial area (text, facts, etc.). The publisher is responsible for the artistic direction of the creation of the work. He is the author of the work and enjoys full protection of his copyrights in this work. The text of the portrait is created by the publisher and accepted by the customer. Text changes are not included in the price, unless there are obvious typographical errors or incorrect information. Requested changes or customized PR texts will be invoiced at CHF 180.00 per hour. All other expenses such as image retouching, etc., which the customer causes by supplying incorrect or missing data, can be carried out by the publisher without prior consultation with the customer and also invoiced to the customer at CHF 180.00 / hour.

7. Pricing policy

The publisher's prices and discount rates apply, based on the price information in the media data. The contract regulates the price in a binding manner.

8. Payment conditions

Invoices are due 14 days after invoicing, net without deductions. If the customer defaults on payment, the publisher can charge CHF 30.00 for each reminder. In addition, the customer owes default interest of 5% from the first payment reminder. Any additional effort that the publisher undertakes to collect the claim will be charged at CHF 180.00/hour, charged, which the customer hereby expressly acknowledges.

Payment for publication reports is made in half: for the first time 10 days after the publication report has been delivered to the customer, 50% of the invoice amount as a down payment and for the last time 14 days after publication of the work 50% of the invoice amount. For contracts lasting several years, 50% of the invoice amount is to be paid in subsequent years by June 30th of the year in question and the remaining 50% payment is to be paid net 14 days after the work is published.

9. Placement request, rejection of advertisements

The publisher reserves the right to reject advertisements without giving reasons or to request changes to the advertisement content. Placement requests can only be accepted without obligation; no legal claim arises due to placement requests not being fulfilled.

10. Place of Jurisdiction

The ordinary courts at the publisher's headquarters are responsible for all disputes between the parties.



ROLF FLECKENSTEIN MEDIA