

RC revue

RC CARS

ADVERTISEMENT PRICE LIST

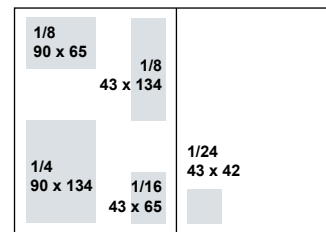
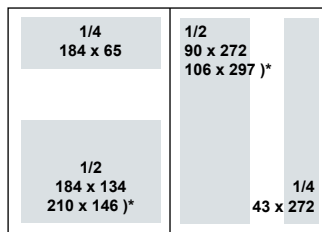
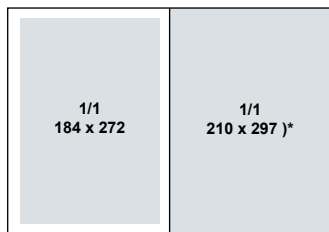
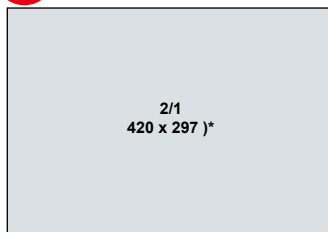
RCR PUBLISHING
from the 1st Sept. 2014



maketa Viper Jet MK I
ia L-60 Brigadýr • ME 2014 lodních maket NS v Kalining

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PRICES OF ADVERTISEMENT



RC revue	Advertisement inside the issue			Advertisement on the cover		
	Size (pages)	Dimensions in mm	Base price	4 th page	3 rd page	2 nd page
	2/1	420x297	49 000 CZK	-	-	-
	1/1	184x272 210x297)*	28 000 CZK	42 000 CZK	35 000 CZK	38 000 CZK
	1/2	184x134 210x146)* 90x272 106x297)*	15 000 CZK	-	18 000 CZK	20 000 CZK
	1/4	90x134 43x272 184x65	8 000 CZK	-	-	-
	1/8	90x65 43x134	4 000 CZK	-	-	-
	1/16	43x65	2 000 CZK	-	-	-
	1/24	42x42	1 400 CZK	-	-	-
	1/24 b/w only**	43x42	600 CZK	-	-	-

RC CARS	Advertisement inside the issue			Advertisement on the cover		
	Size (pages)	Dimensions in mm	Base price	4 th page	3 rd page	2 nd page
	front page photo	210x190	30 000 CZK	by agreement; without possibility of repeating and discounts		
	2/1	420x297	30 000 CZK	-	-	-
	1/1	184x272 210x297)*	16 000 CZK	25 000 CZK	20 000 CZK	22 000 CZK
	1/2	184x134 210x146)* 90x272 106x297)*	9 000 CZK	-	11 000 CZK	12 000 CZK
	1/4	90x134 43x272 184x65	5 000 CZK	-	6 000 CZK	6 500 CZK
	1/8	90x65 43x134	2 500 CZK	-	-	-
	1/16	43x65	1 250 CZK	-	-	-
	1/24	43x42	1 000 CZK	-	-	-
	1/24 b/w only**	43x42	500 CZK	-	-	-

)* add 3 mm of bleed to each side to be trimmed

)** Only b/w advertisements for the shops selling RC Revue or RC cars
To all prices the 21 % VAT is added.

The advertisements are in colour (CMYK), only the 1/24th of a page advertisement is in black and white.

If you are advertising in RC revue and order same area in RC cars, you have claim for next discount in RC cars – 15 % of price calculated here.

PRICE REDUCTION FOR REPEATED PUBLISHING AND FOR THE ADVANCE PAYMENT

Number of repeat	Discount for repeated printing (normal payment)	Discount for repeated printing (payment in advance)
1x	0 %	7 %
3x	3 %	25 %
6x	5 %	30 %
9x	7 %	40 %
12x	12 %	50 %

• As the „payment in advance“ the payment before the first printing of the advertisement is understood.

• The discounts could be combined.

• The discount is provided to pre-ordered advertisements only.

DISCOUNT – PRESENTATION OF MANUFACTURERS

1/1 or 1/2 page only

50 %

We introduce your company or product by editorial article. Insertion to issue, photographs and reading of text only after agreement with editors.

SURCHARGES

For special requirements (e.g. specific placement)	25 %
For supply of advertisement after the editorial deadline	15 %
Colourfulness of 1/24 page	+ one colour 50 % full-colour 100 %

INLAID AND SEWN-IN ADVERTISEMENTS

Prices shall be agreed upon according to the technical requirements
Prices to be negotiated.

The publisher reserves the right not to provide the discounts offered, or to back-charge the already provided discounts in the following cases:

- If the advertiser is in a breach with the agreement, i.e. the advertiser steps back from the order before its complete fulfilment, and/or if the publisher steps back from the order because of advertiser's failing to fulfil the payment conditions of the agreement, and/or
- if the advertiser does not fulfil the payment conditions of the fully realised order.

The advertising agencies and agents have a commission.

PROFILES OF MAGAZINES



According to statistics, one copy of the magazine is read by three modellers. Due to that fact and the readers poll can be drawn that readers of RC revue magazine spent to their hobby approx. 800 mio Kč p/a, and readers of RC cars magazine approx. 300 mio. Kč p/a.



RC revue is the most popular R/C magazine in the Czech and Slovak republic. The main theme is R/C models of airplanes and ships, marginally also the free flight airplanes. RC revue is mapping model events at home and abroad, watching the development of model hobby, market and regularly acquaints readers with reviews of interesting models or products.

RC cars is the only specialized magazine for car models in the Czech and Slovak republic. Deals with radio control models of cars and other vehicles, including military. This magazine provides interesting informations about car model events at home and worldwide, inform about the new technologies and the situation on the market of products for automotive modeler.

REGULAR COLUMNS:

- Introducing of the new products
- Calendar of modellers events
- Free Flight and historical models
- Modeller electronics
- Models and computers
- RC gliders and aircraft models of all types
- RC helicopters
- Technology and theory for modellers
- For scale model builders - documentation for builders of scale models
- Ship models in all categories

REGULAR COLUMNS:

- Introducing of the new products
- Calendar of car modellers events
- Electronics
- Electric powered model of cars
- IC engine - model cars with internal combustion (gas) engine
- Trucks and construction equipment
- Motorcycles
- Military equipment
- Ground vehicles - monograph of real vehicles
- Technology for car modellers

PROFILE OF READERS:

- Target group: men at age 20–60 years
- Education: high school or university, technical specialization
- Social level: middle class
- Investments to their hobbies: average 25000Kč p/a
- Residence: evenly distributed from small villages to cities

PROFILE OF READERS:

- Target group: men at age 20–60 years
- Education: high school or university, technical specialization
- Social level: middle class
- Investments to their hobbies: average 30000Kč p/a
- Residence: Mainly bigger towns with more than 2000 citizens

Periodicity: monthly

Number of pages: 80+cover

Size: A4

Average amount published: over 11000 pcs.

Binding: V1

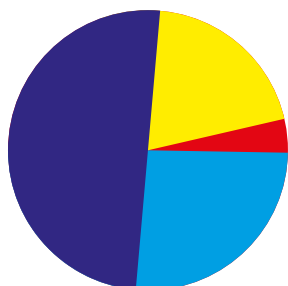
Periodicity: monthly

Number of pages: 64+cover

Size: A4

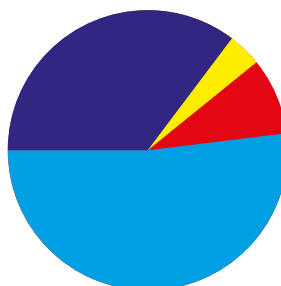
Amount published: over 3000 pcs.

Binding: V1



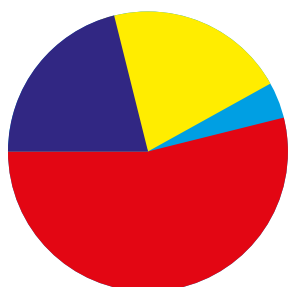
AGE

- below 20 years (4 %)
- 20–40 years (26 %)
- 40–60 years (50 %)
- 60 years and over (4 %)



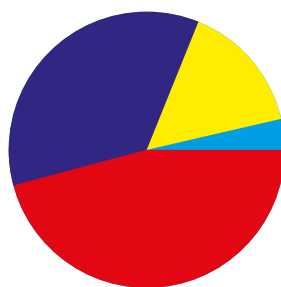
AGE

- below 20 years (4 %)
- 20–40 years (52 %)
- 40–60 years (35 %)
- 60 years and over (4 %)



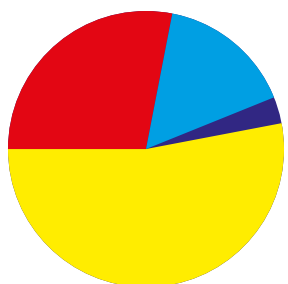
ACTIVITY

- recreational modellers, kit builders (54 %)
- active competitors (23 %)
- recreational modellers, buyers of the finished models (20 %)
- passive modelers (3 %)



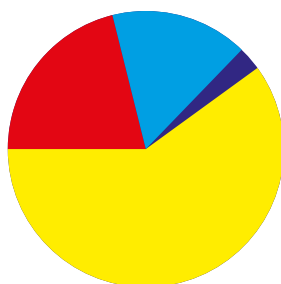
ACTIVITY

- recreational modellers, kit builders (45 %)
- recreational modellers, buyers of the finished models (36 %)
- scratch builders (15 %)
- passive modellers (3 %)



SHOPPING HABITS

- according to the offer (53 %)
- domestic store (28 %)
- domestic internet shop (14 %)
- foreign countries (5 %)



SHOPPING HABITS

- according to the offer (60 %)
- domestic store (21 %)
- domestic internet shop (16 %)
- foreign countries (3 %)

The data presented above were obtained in internet polls of both magazines in March and April 2013. RC revue poll was attended by 1286 respondents, RC cars poll was attended by 473 respondents.

PREPARATION OF MATERIALS FOR ADVERTISING

The RC revue and RC cars monthly are offset printed. The inside pages use the quality gloss stock art paper of 80 grams/sq.m, the cover is on a gloss stock art paper of 200 grams /sq.m, UV lacquer varnished.

BASIC RULES FOR ADVERTISEMENT PREPARATION:

- All colours must be in CMYK scale.
- Document format must be the same as the advertisement size (if advertisement is on bleed – 1/2 page and bigger – on trimming side add 3 mm to basic size).
- Keep formats of advertisements introduced in price list.
- Magazines are prepared on PC platform, in case using MAC platform is necessary use compatible file types.

THE DATA COULD BE SUPPLIED IN THE FOLLOWING FORMATS:

CDR format (Corel Draw!): File must be saved in version X4 or lower, all types must be converted to shapes.

AI or EPS format (Adobe Illustrator): File must be saved in version CS5.5 or lower, all types must be converted to shapes.

TIFF, PSD (Adobe Photoshop) or JPEG format: Choose resolution at least 300 dpi, if you are using small fonts, choose up to 600 dpi. In case of using JPEG format it is necessary to save the file in the best quality – smallest compression.

PDF format (Adobe Acrobat): PostScript file for follow-up PDF creation generate preferably by Adobe PS Driver, must be composite CMYK.

QUALIFY ADVERTISEMENT FROM RCR PUBLISHING

BASICS

receiving our enquiry and developing a standart commercing agreement between RCR and interested party. This contract can only be changed (or altered) with consent of both parties.

SUBMISSION OF ADVERTISEMENT

Orders received by RCR, to publish changes or cancel ant. RCR advertisement must be given in proof-writing. The deadlines put forward by RCR refer to any changes, cancellations or proofreading of the advertisement.

PUBLISHING AN ADVERTISEMENT

The publisher does not accept responsibility for they content which the given submit. The publisher has the authority not to accept the advertisement for technical reasons, or if the content of the advertisement falls outsidethe validity of the law, or with the concerns of the publisher. Everything in connection with the publishers, judgement or reason affecting the content of the advertisement will be communicated to the client. The location of the advertisement and the qualify is attached by the price list, the client will pay. Any changes to this will mean addicional charge which is reflected in the price list.

DATA-RETURNING AND CORRECTION

Our advertising department will archive all advertisements three months after last publish. Advertisement correction is possible only on demand of the formal wish of the client, confirmed by advertising department. In this cause is client undertaking eventual additional charges.

PAYMENT FOR AN ADVERTISEMENT

If not specified differently in the contract, advertisement is invoiced right after its publishing, with payment due 14 days after invoicing. In case the invoice is not paid on time, publisher will require interest in the value of 0,05% from due amount for each day payment is late till the payment is settled in full. Also, fine in the same amount of 0,05% for each day will be charged. If the payment is received 14 days after the payment was due, customer is not entitled to any discounts or provisions on the order. In this case, customer has to pay full price of the advertisement.

PRICES

Changes in prices are valid from the day the are announced and are applicable to all existing and new orders, if not specified differently in the contract. All discounts described on pricelist are valid for one year only on all individual orders.

OBJECTIONS AND RETURNS

All objections must be send in writing directly to the publisher and no later than 21 days from the date advertisement is published. If no objection is received in this time frame, publisher assumes that the advertisement was published correctly. Publisher reserves a right for reasonable color variance. Publisher accepts full responsibility only for publishing data that fully meet technical requirements of the publisher. Customer has a right for a price discount or compensation in accordance with the damage caused by technical imperfections of the published advertisement. General advertising rules are compliment to the price list. Any exemptions from the general advertising rules can be only agreed in writing and must be signed by both parties.

CANCELLATIONS

In case of cancellations, publisher will charge following fines:
- order cancellation more than 35 days from publishing date -10 %
- order cancellations less than 25 days from publishing date -40 %
- order cancellations less than 17 days from publishing date -80 %

It is not possible to cancel order less than 17 days from publishing date. Order cancellations must be send in writing. Fine is calculated from day when the written cancellation is received.

Deadline for the ordering of advertisements: By the 10th day of the month, deadline for the submission of advertisements in digital form: Between the 12th and 14th day of the month preceding the month of publication.