



Also as e-mag  
and app for tab-  
lets and smart-  
phones

Singapur Magazine 2013  
**ADVERTISING RATES**



# Dear partners,

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Singapore and its fascinating diversity cast a spell on all who visit.

Colourful temples encounter cutting-edge skyscrapers; luscious, scenic parks contrast with hip shopping centres.

A stroll around the city unveils this country's most varied facets: trekking through a centuries-old rainforest during the day and some late-night bar-hopping into the early hours afterwards are nothing out of the ordinary, but an expression of the complexity and fascination of Singapore.

We'll be sharing the beauty and diversity of this country with you as well in our new Singapore Magazine. Take advantage of this effective medium to address your target group and place your offer and product now!

Cordially yours,

Ihre Brigitte U. Fleischauer  
Area Director Central & Southern Europe



# 1. Singapur Magazine

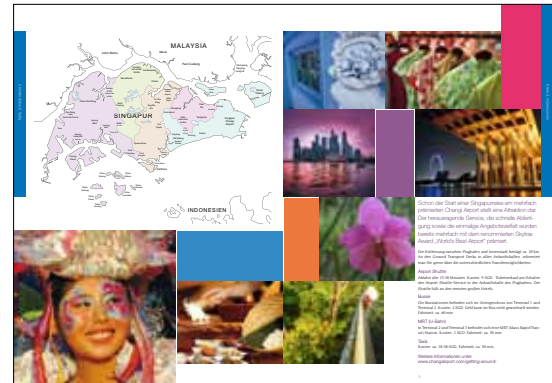
The new Singapore Magazine informs its reader of the country's highlights. Be it cultural activities or shopping, a stroll through the ethnic districts of the city or an extensive discovery trip through the various Asian cuisines – the Singapore Magazine presents its reader with all aspects of this fascinating destination.

## Distribution concept

The magazines will be sent directly from the tourist office to customers. The customers actively request these magazines as they are renowned for their credibility. Hence their synergy is immense.

Besides the magazines will be distributed at countless trade fairs, as part of consumer roadshows, and additionally at travel industry seminars in Germany, Austria and Switzerland.

E-Marketing and digital availability are other important means of communication and will further increase their influence. For this reason they will appear additionally in digital format as an e-magazine application compatible with all current tablets and smart phones. Advertisements in the e-mag can be linked with the advertiser's homepage.



## Our readers

Individual travellers, business travellers, tour operators and travel agents.

## Publisher

Geomedia Consulting, Mohriner Allee 70, D-12347 Berlin

## Circulation

25.000 copies + e-mag and app for tablets and smartphones

## Size

48 pages + 4 cover pages

## Trim

210 mm wide x 297 mm high

## Printing method

4-colour offset



## 2. Deadlines

### Publishing date:

March 2013

### Closing date for ads:

08.01.2013

### Closing date for artwork:

15.01.2013

## 3. Delivery of datas

### Delivery of datas:

#### on CD-Rom

Grafenstein Freizeit- und  
Tourismuswerbung GmbH  
Kaunstraße 21

14163 Berlin, Germany

Tel: +49.30.80 58 59 2-0

Fax: +49.30.80 58 59 2-10

#### via FTP:

[www.grafenstein.net/upload](http://www.grafenstein.net/upload)  
(->Singapur)

#### via E-Mail:

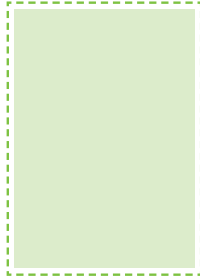
[anzeigen@grafenstein.net](mailto:anzeigen@grafenstein.net)

## 4. Advertising sizes & prices

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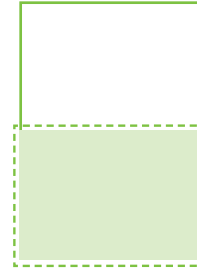
**U4**  
210 x 297 mm  
(bleed of 3 mm on each side)  
**Price: 4.000,- Euro**



**U2/U3**  
210 x 297 mm  
(bleed of 3 mm on each side)  
**Price: 3.895,- Euro**



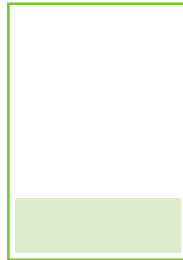
**1/1**  
210 x 297 mm  
(bleed of 3 mm on each side)  
**Price: 3.400,- Euro**



**1/2 page horizontal**  
210 x 145 mm  
(bleed of 3 mm on each side)  
**Price: 1.700,- Euro**



**1/2 Page vertical**  
100 x 297 mm  
(bleed of 3 mm on each side)  
**Price: 1.700,- Euro**



**1/4 page horizontal**  
186 x 66 mm  
**Price: 1.150,- Euro**



**1/4 Page vertical**  
91 x 132 mm  
**Price: 1.150,- Euro**

## 5. Booking details

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### Order

Please fill in the annexed order form and send it via fax or by post to  
Grafenstein Freizeit- und Tourismuswerbung GmbH

### Price

Prices are exclusive of VAT. Please refer to the price-list on the order blank. Printing is in 4-colour process only. We cannot therefore offer any reduction in price for less than 4 colours.

### Discount for advertisement order

If you are interested in multiple advertising in Grafenstein or Geomedia magazines you will receive a special discount:

for 2 adverts:	3%
for 3 adverts:	5%
for 4-6 adverts:	7%
for 7 adverts and more:	10%

### Cancellation

By placing an order you firmly reserve a space for your advertisement in the magazine. In case of cancellation before the closing date for advertisements we will charge one third of the total price.

For cancellations after that date we will have to charge the total price. In any case the date of receipt of your postal/faxed order is binding.

# Booking details

## Mode of payment

You will be invoiced by Grafenstein Freizeit- und Tourismuswerbung GmbH. Please pay your invoice by bank transfer in Euros within 14 days of receipt of invoice.

## Artwork

If you would like us to create your ad on your behalf we require the following data:

## Images and Logo Files

TIFF/JPEG/EPS (max. quality)

## Textfiles

MS Word/TXT/RTF

## For layout work we charge the following prices according to the format used

1/1 page 500,- Euro

1/2 page 400,- Euro

1/4 page 300,- Euro

Please note that your adverts should be written in German, we are delighted to assist you with translation if necessary. There is a fixed charge for any changes made to copy or layouts of 25,- Euro / half hour. This also applies to changes to advertisements of previous years.

## Approval

Before going to press we will send you a pdf-file for approval of your advert.

# 6. Contact



Charles Pattipeilohy  
Sales Manager  
Tel.: +49.30.80 58 59 2-71  
Fax: +49.30.80 58 59 2-10  
c.pattipeilohy@grafenstein.net



# 7. Terms & Conditions

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The General Terms and Conditions of this contract apply to all print and/or digital advertisements that have been commissioned by you to be produced by

Grafenstein Freizeit- und Tourismuswerbung GmbH,  
represented by the managing directors Frank Grafenstein and Daniel Sebastian Menzel,  
Kaunstr. 21, 14163 Berlin

## § 1 Conclusion of Contract

Orders placed by you, the customer, require no particular form. However, your order will not be considered legally binding, if the contract has not been validated by Grafenstein in the appropriate form. An order can be considered valid if customary business practices have been followed, such as the consignment of proofs, rough copy or drafts for approval.

Once you have placed the order you are contractually obliged to clearly state your relationship with the agency or contractor of first instance. With regard to business partnerships or corporate enterprises you are legally obliged to state the complete and exact name of the corporation (including its legal form) as well as complete address and the individual responsible and legally permitted to represent the enterprise. All errors in the job identification will be borne at the expense of the natural person or persons issuing the order.

## § 2 Invoicing and Payment

1. Unless otherwise agreed or clearly stated on our invoice, payment is due immediately in accordance with the law.
2. Further, any delay, dues payable on delayed payment and compensation for damages caused due to non-payment or delayed payment are also subject to the law. If you are in default of payment and a merchant as defined by German Commercial Law (HGB), we are legally entitled to charge you from the due date a maturity interest rate of 5 percentage points above the current base rate of the European Central Bank from the time of default.
3. All reminder notices shall be invoiced at 15 euros for every written and/or electronic reminder. Any continuing and existing claims for compensation shall be unaffected by such reminders.

## § 3 Our Services and Your Acceptance thereof

1. You are legally obliged to carefully examine all our order confirmations. Any deviation from your original order will not affect the agreed payment, if it could have been discovered without additional effort on your part and has not resulted from grossly negligent or intentionally damaging behaviour on ours.
2. We will usually provide a draft or proof of the final product for approval. Approval is limited to the contents of the aforesaid draft or proof, regardless of previous agreements.
3. If not expressly agreed between both legally bound parties that a service can only be agreed to with regard to a specific date (so-called short selling), you are not entitled to claim your statutory rights, as stated in § 376 of the German Commercial Code (HGB) even if these are referred to. Therefore a 'short sale' can only be expressly agreed and does not arise from incidental circumstances.

# Terms & Conditions

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## § 4 Liability

1. In principal, our liability is limited by the rules of the service contract.
2. However, where compensation is demanded, our liability is limited to a maximum of three times the amount (excluding VAT) of the basic value of the relationship (i.e. the contractually agreed fee between both parties) as defined in the liability clauses of the contractually agreed relationship. Damages to life, health and physical injuries are not covered by this restriction.
3. In addition, we cannot be held liable for damages arising from simple negligence on our part. This restriction does not cover damages to life, health and physical injuries.
4. Should you not have received a draft or proof for final approval for whatever reason, you have the right to demand it. Should you fail to do so, in any dispute the onus is upon you to prove that our production does not correspond to the original commission or that it has led to a faulty product.
5. Should you have supplied us with materials for advertising that are subject to, may be, or are protected by intellectual property laws (copyright, trademark, utility model or design patent protection) you are bound without limitation to prove that you possess all necessary rights of use. Should we be accused of infringement or violation of these principles, you will be held liable without limitation of liability for the costs of our legal defence, as well as for the repair of damages suffered by the involvement of a legally entitled third party. We are obliged to inform you fully and in good time of any relevant legal process.

## § 5 Conflicting Terms and Conditions

The use or intention to use your own terms and conditions are and will be of no relevance to the conclusion of the contract. No contract that is not based entirely on these terms and conditions.

## § 6 Choice of Law and Jurisdiction

1. In all cases, this agreement is subject to the laws of the Federal Republic of Germany, even if the legal headquarters of your company are located outside Germany.
2. The place of jurisdiction for all disputes arising from contracts subject to these General Terms and Conditions, including their fundamental principles, contents and determination, is Berlin and, in case of jurisdiction by the local courts, the competent local court where we have our place of business when legal proceedings are initiated.

**This translation has been provided for information only. The original German version is legally binding.**

In cooperation with:



**Grafenstein**  
*experts in tourism communication*

*geo***media**  
CONSULTING



Grafenstein Freizeit- und Tourismuswerbung GmbH  
Kaunstr. 21, 14163 Berlin, Tel: +49.30.80 58 59 2-0, Fax: +49.30.80 58 59 2-10  
[www.grafenstein.net](http://www.grafenstein.net)