

Media Data Stubenhocker

Stubenhocker is the magazine for educational stays abroad. It addresses teenagers and young adults, interested in spending some weeks or months far away from home. The magazine consists of the following eight subject categories: High School, Language Courses, Au Pair, Voluntary Services, Jobs & Internships, University Studies, Work & Travel and Querweltein. Returnees write articles about their personal impressions and experiences abroad. Advertorials, company presentations, and the section “Figures – Facts – Advice” at the beginning of each subject category provide the reader with vital information for the preparation of their time abroad.

Publisher: weltweiser – Der unabhängige Bildungsberatungsdienst & Verlag
Schloss Cappenberg
59379 Selm-Cappenberg, Germany

Circulation: 35.000
Online: Download from www.stubenhocker-zeitung.de
Frequency of Publication: once a year, January
Format: 235 x 315 mm
Volume: 72 pages
Print: 4/4-coloured
Material: 60 g/m² newspaper print, Kriebcoat

Contact Person: Anna Coogan, weltweiser – Office Bonn
Prinz-Albert-Straße 31, 53113 Bonn, Germany
E-Mail: stubenhocker@weltweiser.de
Phone: 0049-228-39 184 785
Fax: 0049-228-391 84 786

Distribution Key

Distribution in Germany

Educational youth fairs (JuBi)	8.500
Secondary schools	15.500
School representatives (students, teachers, parents)	800
German information centres (such as BIZ and EIZ)	2.000
German agencies, language schools, educational services	1.800
Educational intermediaries, youth information centres	1.400
Reorders and further fairs	3.000

Distribution in other European Countries

Youth Education & Travel Fair	700
Secondary schools	1.300

35.000

Closing Date and Deadline for the Delivery of Artwork

October 5th, 2018 (for the 2019 issue)










Adverts

All adverts will be printed in 4/4-colour in the chosen subject category. Apart from that further requests regarding the placement of your advert cannot be provided for. Please hand in your advert in the indicated size, do not add bleed and do not create a crop mark. Advertising customers will also appear on weltweiser.de.



Print Space: 220 x 315 mm

Delivery of Artwork: PDF-File saved in CMYK-mode via e-mail to stubenhocker@weltweiser.de

Formats and Prices

Format	Panel Format	Landscape Format	Price
 U2	220 x 315 mm	220 x 315 mm	2.999 Euro
 U3	220 x 315 mm	220 x 315 mm	2.499 Euro
 1/1	220 x 315 mm	220 x 315 mm	1.599 Euro
  1/2	107,5 x 287 mm	220 x 141 mm	899 Euro
  1/3	70 x 287 mm	220 x 96 mm	699 Euro
  1/4	107,5 x 147,5 mm	145 x 105,5 mm	499 Euro

Special Placement

Size	Description	Format	Price
 1/3	on the page "Figures – Facts – Advice" of the preferred subject category	220 x 96 mm	899 Euro
 1/1	page 2, opposite the preface	220 x 315 mm	1.999 Euro

Due to a change in format, adverts may be depicted up to 5% smaller than the original.

Please note that a VAT of 19% (current rate of VAT in Germany) will be added to all prices if your company is located in a member country of the European Union.

Advertorial

An advertorial offers the opportunity to write about a topic that is of relevance to students and young adults who are interested in an international education. You may, for example, choose to focus on the advantages of a program in general, the educational system of a country, or the benefits of a stay abroad. Within this context, you can mention the name of your institution once or twice, but you may not advertise your programs and services. It is important that your text clearly relates to one of the subject categories of *Stubenhocker*. Please remember to entitle your article with a title as well as a subtitle. You can add one or two pictures to your article (see below). Please remember to list your full contact details – in the way you wish them to be displayed below your text (contact person, company's name, phone number, email address, website). All advertorials will also be featured in the "Kompass" on weltweiser.de. On request advertorials may be uploaded prior to the publication of the new issue.

Format	maximum number of characters (space characters included)	Price
1 page	4.000 (+ 1 picture) / 3.500 (+2 pictures)	899 Euro
2 pages	8.000 (+ 1 picture) / 7.500 (+2 pictures)	1.350 Euro

Delivery of Text: Word-File
 Delivery of Photos: PDF, EPS or Tiff;
 minimum size 10 x 15 cm, minimum resolution of 300 dpi;

Company Presentation

A company presentation offers you the opportunity to present your company, programs and services. It is your choice to decide if you wish to hand in a running text or, for example, an interview or quotes from your students or clients. It is important that your text about international education clearly relates to one of the subject categories of *Stubenhocker*. Please remember to entitle your article with a title as well as a subtitle; your company's name may be mentioned. Our graphic designer will arrange the layout of your company presentation and place your company's logo next to the title of your text. Feel free to make layout suggestions. You can add one or two pictures to your article (see below). Please remember to list your full contact details – in the way you wish them to be displayed below your text (contact person, company's name, phone number, email address, website). All company presentations will also be featured in the "Kompass" on weltweiser.de. On request company presentations may be uploaded prior to the publication of the new issue.

Format	maximum number of characters (space characters included)	Price
1 page	4.000 (+ 1 picture) / 3.500 (+2 pictures)	1.350 Euro

Delivery of Text: Word-File
 Delivery of Photos and Logo: PDF, EPS or Tiff;
 minimum size 10 x 15 cm, minimum resolution of 300 dpi;

Discounts for Adverts, Advertorials and Company Presentations

Regular customers are guaranteed the following discounts:

- adverts, advertorials or company presentations in two consecutive issues: 5%
- adverts, advertorials or company presentations in three or more consecutive issues: 10%