

**interstellarum**  
*Die Zeitschrift für praktische Astronomie*

**advertisementinfo**  
**2010**

## MAGAZINE

**interstellarum** is published bi-monthly with two special issues every year, so there are eight issues annually. One special is on telescopes and optical equipment exclusively.

### Content/USP

- information on latest science news
- instructions on own practical observations with maps and data
- preview on celestial events
- neutral tests of astronomical equipment and software
- tips for amateur telescope makers

### Publisher

Oculum-Verlag GmbH,  
Westliche Stadtmauerstr. 30a,  
D-91054 Erlangen, Germany  
[www.oculum.de](http://www.oculum.de), [info@oculum.de](mailto:info@oculum.de)  
Tel. +49 (0)9131-970694  
Fax. +49 (0)9131-978596

### Distribution

Verlagsunion KG, Am Klingenweg 10,  
D-65396 Walluf, Germany

### Editorial board

Ronald Stoyan, editor in chief  
Dr. Frank Gasparini, Daniel Fischer,  
Dr. Susanne Friedrich, editors  
[www.interstellarum.de](http://www.interstellarum.de),  
[redaktion@interstellarum.de](mailto:redaktion@interstellarum.de)

### Rates

Subscription: € 54.90 Germany /  
€ 59.90 elsewhere  
Single issue: € 7.50 Germany, Austria /  
CHF 14.50 Switzerland

### Issuance

Regular magazine: bi-monthly for  
February/March, April/May, June/July,  
August/September, October/November,  
December/January  
Telescope Special: October 15<sup>th</sup>, 2010

## ONLINE

### **interstellarum Astronomy Newsletter**

The largest online service on astronomy in German language:

- information on celestial events
- observation tips for amateur astronomers
- recent science news
- new products
- events and people
- information for interstellarum readers

...completely for free

### **interstellarum.de**

The online resource site on astronomy

- recent information from the astronomical world
- preview of celestial events with sky map
- help sites for beginners
- feature articles from interstellarum
- service for subscribers

new design in January 2010

### **Publisher**

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### **Editorial board**

Ronald Stoyan, Daniel Fischer,  
Frank Gasparini, Manfred Holl,  
André Knöfel, Wolfgang Vollman  
redaktion@interstellarum.de

### **Rate**

free

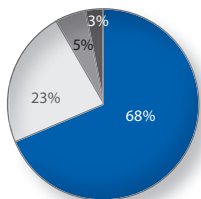
### **Issuance**

every 2 weeks  
special issues in case of  
unpredictable astronomical events

## READERS

**Perfect mixture** – interstellarum readers are 1/3 newcomers, 2/3 experienced amateur astronomers.

- 68% are experienced amateurs
- 23% are consider themselves as newcomers
- 5% are experts in their field
- 3% are only interested in theoretical astronomy



### Readers

**Our readers are experienced amateur astronomers and newcomers alike, love sophisticated equipment and do spend a lot on it annually.**

*Data: interstellarum reader's survey 2007, 2008*

**Well equipped** – interstellarum readers use modern equipment

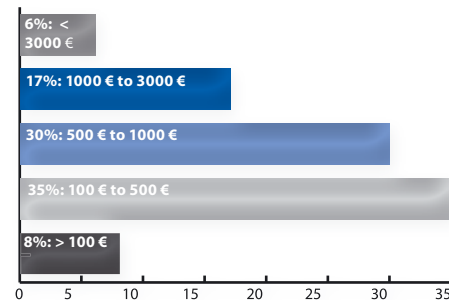
- 59% use a laptop computer
- 57% use a PC
- 42% use a webcam
- 40% use a DSLR
- 23% use a compact digital camera
- 21% use a CCD camera

**Optics first** – interstellarum readers use more than 13,000 telescopes

- 33% use a Meade telescope
- 27% use a Celestron telescope
- 23% use a Skywatcher telescope
- 18% use a GSO telescope
- 18% use a Vixen telescope
- 6% use a Takahashi telescope
- 5% use a William Optics telescope
- 2% use an Astro-Physics telescope
- 2% use a Televue telescope

**Ready-to-buy** – interstellarum readers spend € 4.5 million annually on astro-equipment

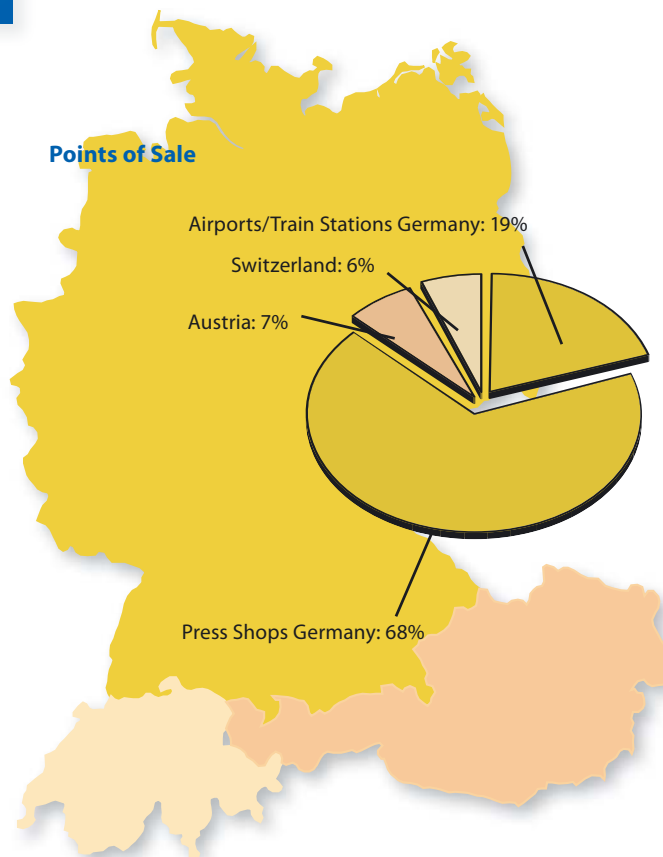
- 6% spend more than 3000 Euros annually
- 17% spend 1000 to 3000 Euros annually
- 30% spend 500 to 1000 Euros annually
- 35% spend 100 to 500 Euros annually
- 8% spend less than 100 Euros annually



## DIFFUSION PRINT



### Points of Sale



### Circulation

print run: **10000**  
subscribers: **3000**  
retail sales: **3500**  
promotional copies: **800**

### Points of Sale

Retailers: **2500**

- 50%** Press Shops
- 27%** Book Stores
- 8%** Supermarkets
- 4%** Filling stations
- 11%** others

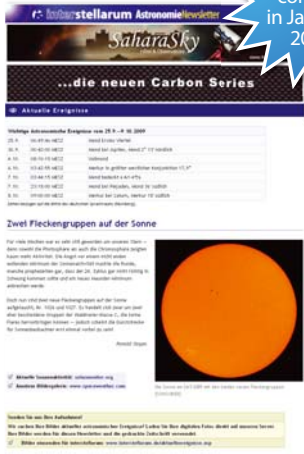
Airports / Train Stations: **300**  
Telescope retailers: **15**

## DIFFUSION ONLINE

### interstellarium Astronomy Newsletter

7000 subscribers  
+ 1500 in 2009 (+28%)  
175000 visits/year

new design  
coming  
in January  
2010



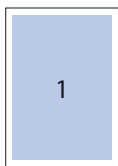
### interstellarium.de

Visits: 50000/month  
Page Impressions: 120000/month

new design  
coming  
in January  
2010



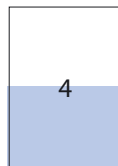
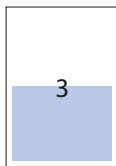
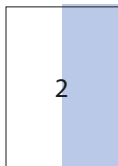
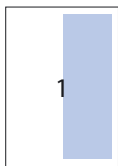
## FORMATS PRINT



bleed format for cover pages only

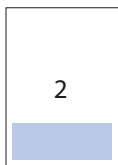
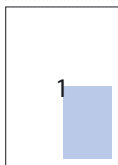
### 1/1 page (full page)

1.	type area:	261mm × 181mm	3083px × 2138px
2.	bleed:	303mm × 216mm	3579px × 2551px



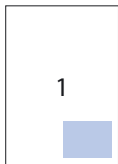
### 1/2 page (half page)

1.	type area (vertical):	261mm × 88mm	3083px × 1039px
2.	bleed (vertical):	303mm × 108mm	3579px × 1276px
3.	type area (horizontal):	131mm × 181mm	1547px × 2138px
4.	bleed (horizontal):	151mm × 216mm	1783px × 2551px



### 1/4 page (quarter page)

1.	type area (vertical):	131mm × 88mm	1547px × 1039px
2.	type area (horizontal):	65mm × 181mm	768px × 2138px



all ads are four-color only!

compact ads are placed  
in the service part  
of the magazine.

### Compact ad (normal or mini)

1.	type area (normal):	88mm × 63mm	1039px × 744px
2.	type area (mini):	88mm × 30mm	1039px × 354px

## FORMATS ONLINE



**1. Super-Banner**  
728px × 90px

**2. Wide Skyscraper**  
160px × 600px



**3. Wallpaper**  
on request

## RATES & DATES PRINT

### Prices

Format	Price
Cover page 4	1680,- €
Cover page 2 or 3	1200,- €
3/1 pages	1780,- €
2/1 pages	1390,- €
1/1 page	790,- €
½ page	450,- €
¼ page	280,- €
Compact ad (normal)	100,- €
Compact ad (mini)	60,- €

### Inserts

up to 25g	<b>100,- €</b> per 1000 exemplars
up to 50g	<b>150,- €</b> per 1000 exemplars
over 50g	on request
special formats	on request

### Rebates

ads in all issues 2010	<b>-18%</b>
ads in 4 issues 2010 at least	<b>-9%</b>
<b>plus</b>	
pre-payment for year 2010	<b>-5%</b>

Annual contracts can not be cancelled prior to end of duration.

### Dates

Issue	On sale	Ad closure	Material due
68 (Feb./Mar.)	Jan. 22 <sup>nd</sup>	Dec. 8 <sup>th</sup>	Dec. 16 <sup>th</sup>
69 (Apr./May)	Mar. 12 <sup>th</sup>	Feb. 2 <sup>nd</sup>	Feb. 9 <sup>th</sup>
Astro-Travelling Special	Apr. 16 <sup>th</sup>	Mar. 2 <sup>nd</sup>	Mar. 9 <sup>th</sup>
70 (Jun./Jul.)	May 14 <sup>th</sup>	Mar. 30 <sup>th</sup>	Apr. 6 <sup>th</sup>
71 (Aug./Sep.)	Jul. 16 <sup>th</sup>	Jun. 1 <sup>st</sup>	Jun. 8 <sup>th</sup>
72 (Oct./Nov.)	Sep. 17 <sup>th</sup>	Aug. 3 <sup>rd</sup>	Aug. 10 <sup>th</sup>
Telescopes/Binoculars Special	Oct. 15 <sup>th</sup>	Aug. 31 <sup>st</sup>	Sep. 7 <sup>th</sup>
73 (Dec./Jan.)	Nov. 19 <sup>th</sup>	Oct. 5 <sup>th</sup>	Oct. 12 <sup>th</sup>

## RATES & DATES ONLINE

### interstellarum Astronomy Newsletter

#### Prices

Format	Price
Super-Banner	40,- € per 1000 flashes, onset arbitrary
Wide Skyscraper	50,- € per 1000 flashes, onset arbitrary
Wallpaper	on request

**booking per newsletter issue,**  
accounting per flashes

**booking per flashes,**  
choose between 5000, 10000, 25000 und 50000 flashes

#### Dates

every 2 weeks  
special issues in case of unpredictable astronomical events

#### Rebates

coeval print ads in all issues 2010 **-18%**  
coeval print ads in 4 issues 2010 at least **-9%**

#### Newsletter & Print Combination Offer

8x 1/1 page print ad  
+ 50000 flashes Super-Banner  
**was 6822.40€, now 6500.00€!**

8x ½ page print ad  
+ 25000 flashes Super-Banner  
**was 3772.00€, now 3500.00€!**

8x compact ad (normal) print ad  
+ 10000 flashes Super-Banner  
**was 984.00€, now 890.00€!**

Annual contracts can not be cancelled prior to end of duration.

## RATES & DATES ONLINE interstellarum.de

### Prices

Format	Price
Super-Banner	40,- € per 1000 flashes, onset arbitrary
Wide Skyscraper	50,- € per 1000 flashes, onset arbitrary
Wallpaper	on request

**Booking per month,**  
accounting per flashes

**Booking per flashes,**  
choose between 5000, 10000, 25000 und  
50000 flashes

### Rebates

coeval print ads in all issues 2010	-18%
coeval print ads in 4 issues 2010 at least	-9%

### interstellarum.de & Print Combination Offer

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## DATA & REGULATIONS

### Print

- we only accept EPS, PDF, TIF files
- please use CYMK colors
- please convert fonts into paths
- resolution 300dpi

### Online

- we only accept JPEG, GIF, PNG files
- please use RGB colors
- resolution 72dpi or 96dpi

### Data transferral

only via [www.interstellarum.de/anzeigen\\_en.asp](http://www.interstellarum.de/anzeigen_en.asp)

### Terms and conditions

- Ad contracts are fixed to the period of one year. Annual contracts cannot be cancelled prior to end of duration.
- The advertiser is responsible to transmit ad data in accordance to the time schedule. If no new data is provided, the previously printed ad will be repeated without notice.
- Rebates can only be accounted for advance bookings. Rebates will not be granted backdated.
- If the ad is printed unreadable or imperfect and if this is not due to defective data from the advertiser, the publisher will provide a free compensation ad in the next issue. Indemnity is excluded.
- In the case of delay of payment, the publisher can cancel the contract without notice.
- Place of jurisdiction is Erlangen, German law applies.

**Ad Sales**

Britta Friedsam

**Tel.:** +49 (0)9131-970694

**Fax:** +49 (0)9131-978596

**Email:** friedsam@oculum.de

**Print Files**

Diana Hoh

**Tel.:** +49 (0)9131-9231305

**Fax:** +49 (0)9131-978596

**Email:** hoh@oculum.de

**Data Upload**

Frank Haller

**Tel.:** +49 (0)9131-9231305

**Fax:** +49 (0)9131-978596

**Email:** haller@oculum.de

**advertisementinfo**  
**contact**