

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

**advertisementinfo**  
**2012**

## 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,  
Spardorfer Straße 67,  
D-91054 Erlangen, Germany  
[www.oculum.de](http://www.oculum.de), [info@oculum.de](mailto:info@oculum.de)  
Tel. +49 (0)9131-970694  
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### Distribution

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

### Editorial board

Ronald Stoyan, editor in chief  
Dr. Frank Gasparini, Daniel Fischer,  
Dr. Susanne Friedrich, Dr. Hans-Georg Purucker,  
editors  
[www.interstellarum.de](http://www.interstellarum.de),  
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### Rates

Subscription: € 59.90 Germany /  
€ 64.90 elsewhere  
Single issue: € 7.90 Germany, Austria /  
CHF 13.50 Switzerland

### Issuance

Regular magazine: bi-monthly for  
February/March, April/May, June/July,  
August/September, October/November,  
December/January  
Eclipses & Transits Special: April 13<sup>th</sup>, 2012  
Telescope Special: October 19<sup>th</sup>, 2012

## 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
- service for subscribers

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redaktion@interstellarum.de

#### **Rate**

free

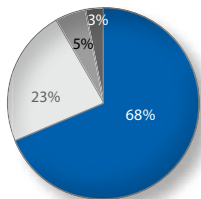
#### **Issuance**

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

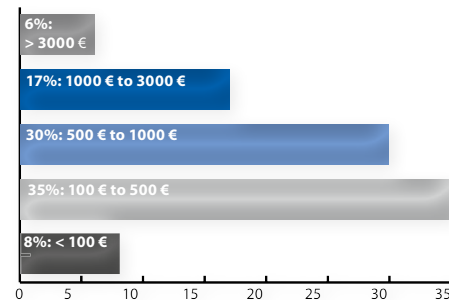
- 59% use a laptop computer
- 57% use a PC
- 42% use a webcam
- 40% use a DSLR
- 23% use a compact digital camera
- 21% use a CCD camera

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

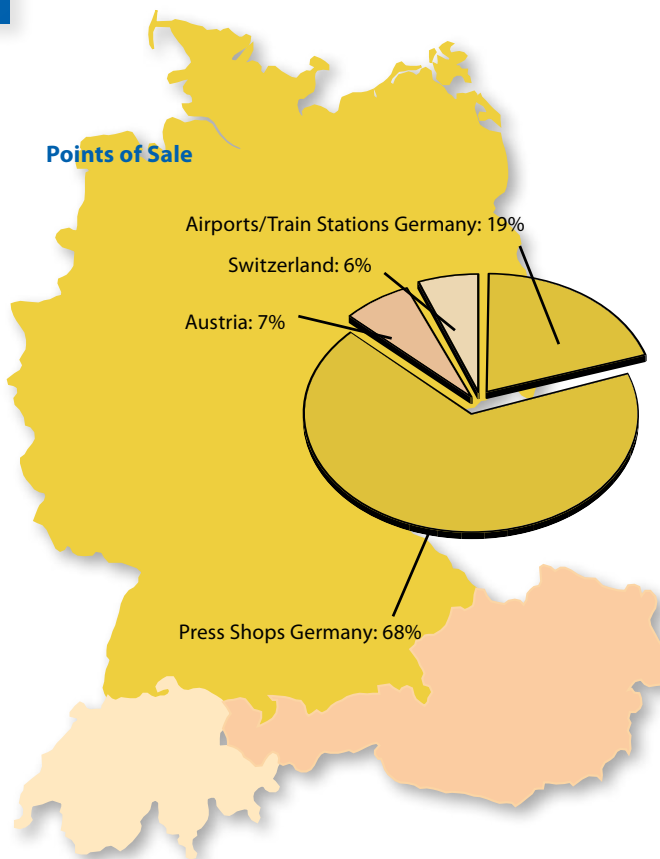
- 33% use a Meade telescope
- 27% use a Celestron telescope
- 23% use a Skywatcher telescope
- 18% use a GSO telescope
- 18% use a Vixen telescope
- 6% use a Takahashi telescope
- 5% use a William Optics telescope
- 2% use an Astro-Physics telescope
- 2% use a Televue telescope

**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



### 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

175000 visits/year



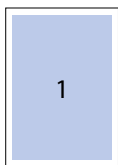
### interstellarium.de

Visits: 50000/month

Page Impressions: 120000/month



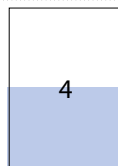
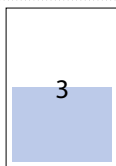
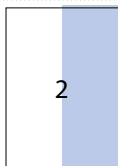
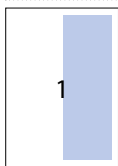
## FORMATS PRINT



bleed format for cover pages only

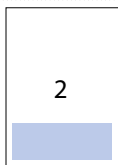
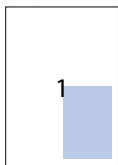
### 1/1 page (full page)

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



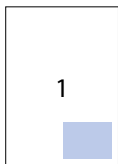
### 1/2 page (half page)

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



### 1/4 page (quarter page)

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

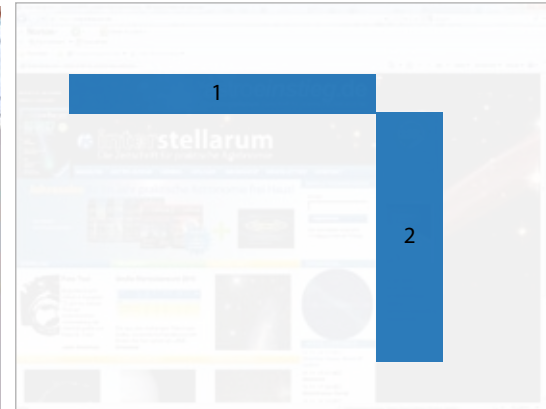


compact ads are placed  
in the service part  
of the magazine.

### Compact ad

1.	type area:	63mm × 88mm	744px × 1039px
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## FORMATS ONLINE



**1. Super-Banner**  
728px × 90px

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

**Please note:**

**booking one time** = 1x PRINT + 1 month ONLINE

**booking half year** = 4x PRINT + 6 months ONLINE + 9% discount

**booking full year** = 8x PRINT + 12 months ONLINE + 18 % discount

**RATES PRINT & ONLINE**

**Every booking = PRINT + ONLINE**

**Prices**

Format Print* + Format Online Newsletter	+ Format Online interstellarum.de	Price booking 1–3 issue Print + 1–3 months Online	Price booking 4–7 issue Print + 6–9 months Online (9% rebate)	Price booking 8 issue Print + 12 months Online (18% rebate)	
Cover page 4	1x Superbanner + 1x Skyscraper	1x Superbanner + 1x Skyscraper	1800,- €	1638,- €	1476,- €
Cover page 2/3	1x Superbanner + 1x Skyscraper	1x Superbanner + 1x Skyscraper	1300,- €	1183,- €	1066,- €
3/1 page	1x Superbanner + 1x Skyscraper	1x Superbanner + 1x Skyscraper	1900,- €	1729,- €	1558,- €
2/1 page	1x Superbanner + 1x Skyscraper	1x Superbanner + 1x Skyscraper	1500,- €	1365,- €	1230,- €
1/1 page	1x Superbanner + 1x Skyscraper	1x Superbanner + 1x Skyscraper	850,- €	773,50 €	697,- €
1/2 page	1x Superbanner	1x Superbanner	500,- €	455,- €	410,- €
1/4 page	-	1x Superbanner	320,- €	291.20 €	262.40 €
Compact ad	-	-	120,- €	109.20 €	98.40 €

**Rebates**

pre-payment for year 2012  
-5%

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

**online extra**

1x Skyscraper	120,- €/month
1x Superbanner	100,- €/month

**inserts**

up to 25g  
**100,- €** per 1000 copies  
up to 50g  
**150,- €** per 1000 copies

No price difference between black/white and colour ads.

No price difference between type area/bleed ads.

## DATES PRINT & ONLINE

### Print

Issue	On sale	Ad closure	Material due
80	Jan. 20 <sup>th</sup>	Dec. 1 <sup>st</sup>	Dec. 8 <sup>th</sup>
81	Mar. 16 <sup>th</sup>	Jan. 31 <sup>st</sup>	Feb. 7 <sup>th</sup>
Eclipses & Transits	Apr. 13 <sup>th</sup>	Feb. 28 <sup>th</sup>	Mar. 6 <sup>th</sup>
82	May 18 <sup>th</sup>	Apr. 3 <sup>th</sup>	Apr. 10 <sup>th</sup>
83	Jul. 20 <sup>th</sup>	Jun. 5 <sup>th</sup>	Jun. 12 <sup>th</sup>
84	Sep. 14 <sup>th</sup>	Jul. 31 <sup>th</sup>	Aug. 7 <sup>th</sup>
Telescope Special	Oct. 19 <sup>th</sup>	Sep. 4 <sup>th</sup>	Sep. 11 <sup>th</sup>
85	Apr. 16 <sup>th</sup>	Oct. 2 <sup>th</sup>	Oct. 9 <sup>th</sup>

### interstellarum Newsletter

Issue	On sale	Material due	Issue	On sale	Material due
153	Jan. 5 <sup>th</sup>	Jan. 3 <sup>rd</sup>	166	Jul. 6 <sup>th</sup>	Jul. 4 <sup>th</sup>
154	Jan. 20 <sup>th</sup>	Jan. 18 <sup>th</sup>	167	Jul. 20 <sup>th</sup>	Jul. 18 <sup>th</sup>
155	Feb. 3 <sup>rd</sup>	Feb. 1 <sup>st</sup>	168	Aug. 3 <sup>rd</sup>	Aug. 1 <sup>st</sup>
156	Feb. 17 <sup>th</sup>	Feb. 15 <sup>th</sup>	169	Aug. 17 <sup>th</sup>	Aug. 15 <sup>th</sup>
157	Mar. 2 <sup>nd</sup>	Feb. 29 <sup>th</sup>	170	Aug. 31 <sup>st</sup>	Aug. 29 <sup>th</sup>
158	Mar. 16 <sup>th</sup>	Mar. 14 <sup>th</sup>	171	Sep. 14 <sup>th</sup>	Sep. 12 <sup>th</sup>
159	Mar. 30 <sup>th</sup>	Mar. 28 <sup>th</sup>	172	Sep. 28 <sup>th</sup>	Sep. 26 <sup>th</sup>
160	Apr. 13 <sup>th</sup>	Apr. 11 <sup>th</sup>	173	Oct. 12 <sup>th</sup>	Oct. 10 <sup>th</sup>
161	Apr. 27 <sup>th</sup>	Apr. 25 <sup>th</sup>	174	Oct. 26 <sup>th</sup>	Oct. 24 <sup>th</sup>
162	May 11 <sup>th</sup>	May 9 <sup>th</sup>	175	Nov. 9 <sup>th</sup>	Nov. 7 <sup>th</sup>
163	May 25 <sup>th</sup>	May 23 <sup>rd</sup>	176	Nov. 23 <sup>rd</sup>	Nov. 21 <sup>st</sup>
164	Jun. 8 <sup>th</sup>	Jun. 6 <sup>th</sup>	177	Dec. 7 <sup>th</sup>	Dec. 5 <sup>th</sup>
165	Jun. 22 <sup>nd</sup>	Jun. 20 <sup>th</sup>	178	Dec. 26 <sup>th</sup>	Dec. 19 <sup>th</sup>

## 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.

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**advertisementinfo**  
contact