

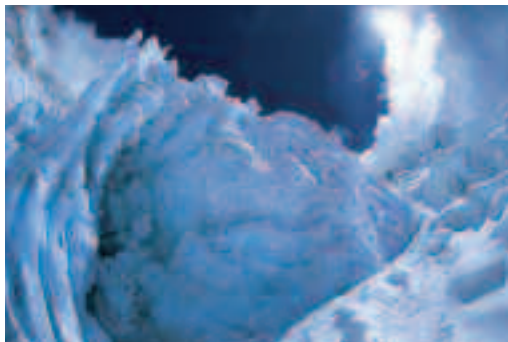
MOUNTAIN REPORT

RATES AND MEDIA INFORMATION 2007/2008

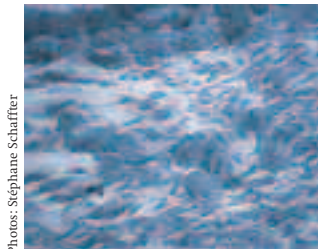
WWW.MOUNTAINREPORT.CH



SWISS MAGAZINE



NEW IN 2007
FROM 4TH DECEMBER



MOUNTAIN REPORT

100% MOUNTAIN

Big mountain consumers, the Swiss practise alpine sports all year round. As a result there are a vast number of people there who are interested in mountain activities and all the associated products!

MOUNTAIN REPORT will provide them with a good deal, a very good deal even, with a total of 132 glossy pages. Its playground: 1,000 to 8,000 metres of altitude. Switzerland will evidently be the main focus, but also some of the most stunning areas in the world will be presented to you in image format via some sublime portfolios.

You'll discover the finest tales, the greatest adventures and expeditions from both the present day and the past, as well as portraits and interviews with the top mountaineers and sherpas who have etched their names in the history of the mountains. The trends in terms of equipment, fashion and high-tech materials will be presented to you along with the resorts and remote areas where you can spend some quality time. The new and highly fashionable Wellness & SPA relaxation areas should also not be missed. With its fresh, modern layout, MOUNTAIN REPORT will be a new reference mountain magazine in Switzerland.

DISTRIBUTION

On sale at news-stands throughout Switzerland for CHF 14.- as well as the regions bordering France and Germany (stations) for 8.50€.

Also present in the top specialist sport shops and mountain resorts. A subscription offer will be proposed to the general public, to all mountain professionals and players, to various professions (doctors, lawyers, etc.) as well as during the top mountain events!

Actively supported throughout 2007 by the magazines 30° Degrés (180,000 copies) www.30degres.ch and Skippers (25,000 copies) www.skippers.ch, MOUNTAIN REPORT will also be promoted in the daily written press and radio to prepare for the arrival of this very fine first edition in December. An advertising campaign and a significant presence at the tills of all the top news-stands has already been scheduled for the first edition.

INTERNET: www.mountainreport.ch

Presence of the ON-LINE magazine all around the world, with purchasing and viewing of the magazine online on publication of the printed version and high visibility with advertisements! **Advertising on the internet is free for advertisers in the printed version of Mountain Report!** Requests are necessary for anyone else.

Swiss edition: 25,000 copies (50% French and 50% German)
Foreign edition: 5,000 copies (50% French and 50% German)
(France - Germany - Great Britain - USA - Russia - Japan)
Fr/Eng and Ger/Eng versions of this Edition

132 colour pages, news-stand selling price: CHF 14.- / 8.50€
Swiss subscription CHF 42.- Overseas 39€

PUBLICATION FREQUENCY: 4 x per year

N° 01 on 4th December 2007 (December/January/February)
N° 02 on 4th March 2008 (March/April/May)
N° 03 on 4th June 2008 (June/July/August)
N° 04 on 4th September 2008 (September/October/November)

PRICE LIST

1/1 four colour printing page	CHF 7'900.-	4'800€
1/1 summary	CHF 8'500.-	5'200€
2/1 panoramic shot	CHF 14'000.-	8'600€
4 th cover	CHF 14'000.-	8'600€
2 nd cover	CHF 11'000.-	6'800€
3 rd cover	CHF 8'500.-	5'200€
1/2 page	CHF 4'000.-	2'600€
1/4 page	CHF 2'000.-	1'300€

Purchase of the cover possible on request!

The final deadline for the delivery of advertising is 6 weeks prior to the publication date.

Free insert CHF 130.-/ 80€ for 1,000 copies

Postal delivery charges

0 – 50g CHF 0.14ct /piece 0.09€

51 – 70g CHF 0.16ct /piece 0.10€

71 – 100g CHF 0.18ct /piece 0.11€

Glued A6 card insert: CHF 85.- / 52€ for 1,000 copies + net price of a page

AGENCY COMMISSION: 10%

+ 10% REDUCTION FOR AN ANNUAL RESERVATION!

TECHNICAL DATA

Full page	210 x 297mm + 3mm bleed
Panoramic shot	420 x 297mm + 3mm bleed
Half-page	210 x 140mm ou 100 x 297mm
Quarter page	210 x 74mm ou 100 x 140mm

Advertising: CB-Communication, 20 Quai Gustave Ador, 1207 Geneva – Switzerland
(info@cbcommunication.com): 022/ 707 99 22 (fax: 022/ 707 99 21).