

Large Popmerchandising advertisement info 2009

Circulation Autumn edition 220.000 copies

Deadlines *Autumn* catalogue 2009

* Subject to change. Updated info available at www.large.nl & large.be

Reservation deadline:

June 12

Winter Catalog: September 10

Delivery deadline:

July 09

Winter Catalog: October 01

Release date*:

August 04

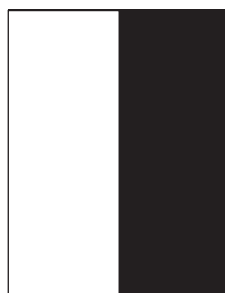
Winter Catalog: November 03

Advertisement rates (see discounts)

*First slice format plus 3mm. **Textarea



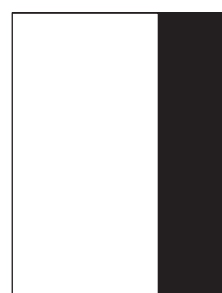
1/1 page
210 x 297 mm*
187 x 277 mm**
b/w 3950,- €
fc 5000,- €



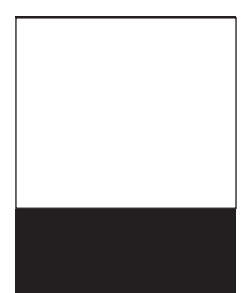
1/2 page vertical
105 x 297 mm*
95 x 277 mm**
b/w 2450,- €
fc 3000,- €



1/2 page horizontal
210 x 148 mm*
190 x 138 mm**
b/w 2450,- €
fc 3000,- €



1/3 page vertical
70 x 297 mm*
60 x 277 mm**
b/w 1800,- €
fc 2250,- €



1/3 page horizontal
210 x 99 mm*
200 x 89 mm**
b/w 1800,- €
fc 2250,- €



1/4 page vertical
52,5 x 297 mm*
52,5 x 277 mm**
b/w 1500,- €
fc 1850,- €



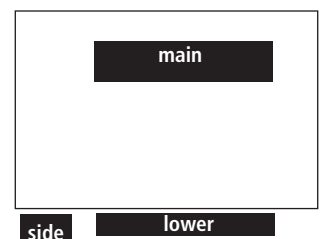
1/4 page horizontal
210 x 74 mm*
190 x 64 mm**
b/w 1500,- €
fc 1850,- €

Banner specifications & rates

*Adapted deadlines. Average of 62.000 views a week

You have the opportunity to make use of an *eye-catching* banner on our Large website (www.large.nl & large.be). Linked to your own website you can boost your traffic. Our website has an average of 248.000 unique views a month! The banners are shown as soon as our website is visited or refreshed. There are three available 'hotspots'.

Mainbanner (655 x 200 pixels) (In rotation, shown immediately)	1.000,- €
Lowerbanner (665 x 150 pixels) (In rotation, shown after scrolling)	800,- €
Sidebanner (180 x 80 pixels) (Fixed, shown after scrolling, shown in webshop)	1.000,- €
Newsletterbanner (600 x 180 pixels) (17.500 receivers each, no Flash!)	500,- €



Additional information:

Prices are for the period of 4 weeks and are without V.A.T.
Adapted rates available for shorter exposure.

Subject to availability: book early!

Newsletters are sent once a week

Additional costs for banners not supplied but made by Large are possible.

*Delivery date for actual advertisements: 5 working days before the end of the month prior to the month of relevance.

Large has the right to refuse advertisements at all time, or can ask the advertiser to make adjustments!

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Discounts

*Calculated over the standard rate discount, provided that it's applicable!

Extra discount print advertisements*

5% on 2 advertisements a year 5 % on 2 pages a year

10% on 4 advertisements a year 10% on 4 pages a year

ATTENTION: Discounts are not applicable over special offers & special deals!!

General details

Large Popmerchandising is the leading mail-order company in the Benelux for official merchandise like: cd's, dvd's, books, posters, jewellery & clothing. Featuring brands like: Vans, Overzeas, Element, West Coast Choppers, Hooligan, DC Shoes, Globe and bands like AC/DC, Iron Maiden & Bullet For My Valentine. Besides that we have a wide range of fun, gothic, magic and mystery, smokers, street and skate related items. Throughout the 22 years of service, quality, experience and knowledge we gained an impressive database.

Large database : 700.000 customers
Circulation per edition : 220.000/270.000 copies
Views per edition : 1.320.000/1.620.000 views

Active customers : 275.000 customers
Total circulation in 2008 : 980.000 copies

Points of interest:

- Attractive rates en motivating discounts.
- High circulation compared to other magazines in our branch.
- Possibility to offer your products through Large in the heart of the market.
- Frequent exposure of your advertisement/product because of the approx. 3 months running time of our catalogue.
- You have access to a selective, eager to buy and loyal group of customers, that otherwise are hard to reach.
- The Large catalogue will be send to all important relations and business partners in our region.
- Several advertisement possibilities (e.g. bargain advertisements) available at your will. Call for further information/suggestions: +3110 2862077.

Address: Large Popmerchandising B.V., Haltewachter 18-20, 3034 KE Rotterdam, The Netherlands.

Phone: +3110 2862077, Fax: +3110 2862050. Internetsite: www.large.nl/.be, www.large-mp3.nl/.be

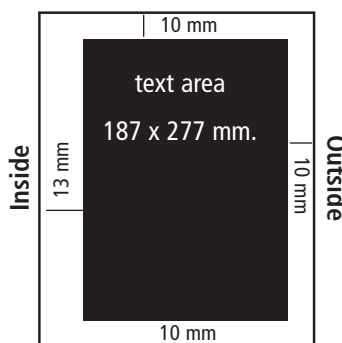
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Technical details

Magazine size : 210 x 297 mm.

Text area : 187 x 277 mm.

ATTENTION: Advertisements (in first slice format) have to be 3 mm larger all around !!! We do not guarantee the correct representation of information (put) outside the text field or inside the cut area!



Delivery details

Principly deliver your adverts digitally (data media, ISDN or e-mail)

Advertisements

Open data

:Made by the means of (for Mac) QuarkXPress up to 6.5, InDesign up to 1.5, Illustrator up to 11.0, FreeHand up to 8.0, Photoshop up to 9.0. Image data in eps- or tiff-format fc and unseperated. Every used document must be added!

Closed data

:eps, tiff, jpeg (300 dpi), accompanied by a full colour **CMYK** example.

Data media

:CD-R, Zip, accompanied by a full colour **CMYK** example.

Data transfer

:By FTP. Call for info +3110 2862077.

By e-Mail

:rob.willemse@large.nl (max. 8 MB).

Deadline

:**Very important! Don't miss it.**

ATTENTION: For orders being cancelled after the closing date of entires we charge 60% of the advert price without considering any discounts! For missing the delivery deadline (without notifying Large in advance) we charge 100% of the applicable advert price. All prices are without tax!