

Airbrush Step by Step / Aerografía

is the magazine for all airbrush artists from the beginner to advanced level. It appeals to classical airbrusher and plastic scale modellers, to the body or custom painter as well as professional illustrators. Airbrush Step by Step aims at providing practical airbrush advice and helping readers to improve their skills through creative user tips and basic information.

With **Airbrush Step by Step** magazine readers benefit from detailed how to descriptions of all kinds of airbrush illustrations, custom painting, bodypainting and further airbrush use, for any skill level. Read about events and news from the airbrush scene, tips from experts as well as reports on airbrush jobs and projects. The magazine also provides basic information, making-ofs, artist interviews and portfolios and product reviews.

The **Airbrush Step by Step** website contains a download center which offers extra templates, hi-res photos and videos corresponding to the magazine content. The online service is free of charge.

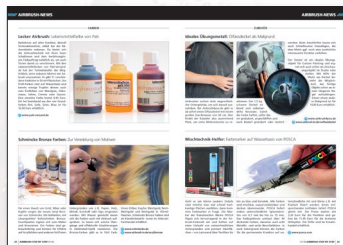
Airbrush Step by Step magazine has been published since 2006 and is available at press agents, bookstores, airbrush and art supply stores, through subscriptions and at the corporate web shop at airbrush-books.com. The German version is distributed and read throughout all Germanspeaking countries. Since 2010 the English version has been available as printed edition which is supplied by subscription as well as press agents and airbrush stores worldwide. Both language editions of Airbrush Step by Step magazine are also available in a mobile app as well as in epaper format on several national and international platforms.

Since 2023, a Spanish edition has also been publishing under the name "**Aerografía**", which is distributed primarily as an epaper via the ZINIO platform and in small print runs via airbrush retailers.



Detailed How-To's

Large pictures and many details help to work on the artworks.



Editorial product news

The news section offers a survey of the latest products from the field of airbrushing, art supplies and books – informative and independent.



www.airbrush-magazin.net

Information about the magazine, download center with drawings and further references for free downloading, online shop and e-papers.



www.airbrush-video.de

Video platform all about the airbrush technique: tutorials, events, interviews.

valid from Nov. 01, 2023

YODA GUITAR

MERMAID ILLUSTRATION

Advertising in Airbrush Step by Step magazine

The printed edition of Airbrush Step by Step magazine provides a creative and high-value environment for all kinds of advertising purposes: airbrush and art supplies, paints and varnishes, creative accessories, seminars, events as well as specialty products from related fields such as motor bike and car tuning, scale modeling and make-up.

Placing is made by the publishing house. Placement preferences are considered if available (without guarantee). Advertising in the German resp. English language version are published independently and have to be ordered separately, while ads from the English edition are also transferred to the Spanish edition free of charge.

German Edition

DATE	Issue 02/24 (89)	Issue 03/24 (90)	Issue 04/24 (91)	Issue 05/24 (92)	Issue 06/24 (93)	Issue 01/25 (94)
Confirm by	Dec 15, 2023	Feb 20, 2024	Apr 22, 2024	Jun 18, 2024	Aug 21, 2024	Oct 22, 2024
Material due	Dec 22, 2023	Feb 27, 2024	Apr 29, 2024	Jun 25, 2024	Aug 28, 2024	Oct 29, 2024
Due on sale	Jan 26, 2024	Mar 28, 2024	May 31, 2024	Jul 26, 2024	Sep 27, 2024	Nov 29, 2024

English / Spanish Edition

DATE	Issue 01/24	Issue 02/24	Issue 03/24	Issue 04/24	Issue 01/25
Confirm by	Nov 07, 2023	Feb 20, 2024	May 22, 2024	Aug 21, 2024	Nov 13, 2024
Material due	Nov 14, 2023	Feb 27, 2024	May 29, 2024	Aug 28, 2024	Nov 20, 2024
Due on sale English edition	Dec 14, 2023	Mar 28, 2024	Jun 28, 2024	Sep 27, 2024	Dec 20, 2024
Due on sale Spanish edition	Feb 15, 2024	May 15, 2024	Aug 15, 2024	Nov 15, 2024	Feb 15, 2025

Ad sizes and prices / German and English Edition

Bleed ad size

Size in page portions	Bleed ad size plus 5 mm bleed		Net price (Euro)	
	Width (mm)	Height (mm)	German Edition	English/Spanish Edition
2/1	420	297	2300	1000
1/1	210	297	1300	600
1/2 portrait landscape	105 210	297 148	660	315
1/3 portrait landscape	78 210	297 99	450	215

Discount

Series discount German issue

2 issues = 5 %, 4 issues = 7 %, 6 issues = 10 %

Series discount English / Spanish issue

2 issues = 5 %, 4 issues = 10 %

Combi discount German / English issue: 10 %

Ad size in type

Size in page portions	Ad size in type		Net price (Euro)	
	Width (mm)	Height (mm)	German Edition	English/Spanish Edition
1/4 portrait landscape	90 185	120 60	335	160
1/6 portrait landscape	58 90	120 80	225	110
1/8 portrait landscape	58 90	100 60	170	82
1/10 portrait landscape	58 90	80 50	135	66
1/12 portrait landscape	58 90	60 40	115	56

All prices are plus statutory value added tax.

Discounts can be combined. Discounts will be granted on the cheapest booking.

Exceptions: buyers guide entries, supplements, online and multimedia ads.

Ad information

Bleed:

For bleed ads, 5 mm of bleed have to be added for printing matters. Please submit artworks without crop and fiducial marks. Type area: 185 x 246 mm

File requirements:

Images: CMYK, 300 dpi;

Please include fonts, logos, images. Pantone & HKS Colors will be printed in CMYK.

File formats:

- PDF, JPEG, TIF
- InDesign CC
- Adobe Illustrator CC, Adobe Photoshop CC

Printing material:

Delivery via e-mail to anzeigen@airbrush-magazin.de

Colors:

All adverts will be printed in CMYK format. Adverts containing less than 4 colors will not receive discount. Small color graduations are caused by tolerances of the offset printing process and varying paper grade.

Advertisement or banner design by newart medien & design (optional):

35 € flat-rate (use only for Airbrush Step by Step)

Proof / reference copy:

Proofs will only be delivered on request. You will get a reference copy automatically after release.

Shopping Guide

The shopping guide is located in the back part of the magazine and is also represented on the Airbrush Step by Step website. It offers the reader a fast survey on the industry, dealers and services. The listings are arranged by postal code and show the following categories:

- producers, wholesaler
- retailers
- schools & courses
- artists & services

Format:

Classified advertisement, 42 x 42 mm
German 120 EUR / English 40 EUR

Design options:

Black/White, either designed ad artwork or text and logo
max. 9 rows (with ca. 30 characters each)

Conditions: Order will be continued for another year, if it won't be cancelled at least 2 weeks after release of the last booked issue.

Shopping Guide online at:

www.airbrush-magazine.net/shopping

1 YEAR
FLAT RATE

medien & design

Airbrush-Kurse, Digital Painting- und Photoshop-Seminare für Künstler, Inhouse-Schulungen, Lehrer- und Dozentenausbildung
Hamburger Str. 26
21493 Schwarzenbek
Tel. +49 (0) 4151 8960920
roger.hassler@newart.de
www.airbrush-kurse.de

Supplements

Supplements will be added loose to the magazine.

Format:

max. 200 x 280 mm,
min. 105 x 148 mm,
max. 30 g
(higher weight on demand)

Place:

supplement will be added at undefined position.

Delivery:

free shipping to print shop at least 4 weeks before release, consultation required. 3 samples required by reservation.

Price: 80 Euro / 110 \$ per 1000, surcharge for particular circulation (subscription, press agents, art stores etc.): 20 %

Design and print on request.

Attachments and Samples on request.



Editorial Articles

Airbrush Step by Step is a magazine from airbrush artists for airbrush artists. It can't survive without the cooperation of artists, experts, hobbyists and readers, but also needs the support of airbrush and art supply producers, retailers, event managers etc. Our editorial staff is always looking for new artworks, how-to's, tips, events, products and news in the field of airbrushing.

Any suggestions, offers, press releases or ideas are welcome at any time. We are happy to help shaping your ideas. Choice and design of editorial articles is up to the publisher. Publication is not obliged.

Please do not hesitate to contact our editorial staff at editor@airbrush-magazin.net or Tel. +49 (0) 4155 8162929.

Digital advertising offers

XXL-advertising in the epaper

Whether in the ASBS app, on Ready or as a single download - epapers can be supplemented with an unlimited number of additional advertising pages without incurring additional printing costs or restricting editorial content. In addition, the advertisement can be linked directly to your websites and offers.

Web banners

The websites airbrush-magazin.de (German) and airbrush-magazine.net (English) are the central online platforms of Airbrush Step by Step with daily news, additional material in the members area and access to the publisher's own online store. With a web banner you can turn our customers into your customers.

Video spots

As addition to the Airbrush step by step magazine the video platform airbrush-video.de (with costs) as well as the free Youtube video series

Airbrush TV offer airbrush tips, interviews, product tests and reports in film format. You too can show your products and services „live“ in moving pictures – and let people know what a printed advertisement cannot say!

Forum advertising

Airbrush-Forum.de is the interactive online forum of Airbrush Step by Step. As a sponsor, you can support the exchange of experiences of artists, hobby airbrushers and professionals and make your information accessible to a broad user audience on clearly defined advertising spaces and threads.

The possibilities of digital advertising are unlimited. Therefore we would be pleased to make you an individual offer tailored to your needs. Please contact us!

Adress of publisher	Calculation		
Roger Hassler (V.i.s.d.P) Katja Hassler newart medien & design, Freiherr-vom-Stein-Str. 33, 21514 Büchen, Germany info@airbrush-magazin.de anzeigen@airbrush-magazin.de Phone +49 (0) 4155 8162929 VAT nr.: 27/280/44900, UST-ID DE252040164	All prices in Euro and US Dollar. VAT is to be added. Billing after release. Billing in US Dollar on request.		
	Bank account		
	Deutsche Bank PGK Hamburg IBAN: DE34 2007 0024 0434 8660 00 BIC: DEUTDEDBHAM	PayPal: roger.hassler@newart.de	
Websites	Copy prices (Incl. VAT)		
www.airbrush-magazin.de (German issue) www.airbrush-magazine.net (English issue)			
Distribution	Copy	German	English (UVP)
Subscription, direct/online sales, airbrush and art supply stores, news / press agents, bookstores	Germany	7,50 Euro	Germany 7,50 Euro
	Austria	8,40 Euro	International 6,99 £
	Subscription (German)		Subscription (English)
	Germany	42,00 Euro	
	International	54,00 Euro	International 39,90 Euro

Standard Terms and Conditions for Advertisements and Loose Inserts in Newspapers and Magazines

1. An 'advertisement order' according to the following standard terms and conditions is a contract for the publication of one or more advertisements of an advertising party or other advertisers in a publication for the purpose of advertising.

2. In the event of doubt, advertisements can be called for within a year of the conclusion of the contract. If the client is granted the right to call individual advertisements within the framework of the order, the order shall be completed within a year of the appearance of the first advertisement provided the first advertisement is called for and published within the period specified in the first sentence.

3. In the case of contracts and in the agreed upon period or the period specified in paragraph 2, the client is entitled to call on further advertisement space in addition to the amount specified in the order.

4. If an order cannot be fulfilled for reasons beyond the control of the publisher, the client shall, notwithstanding any legal obligations which might exist, reimburse to the publisher the difference between the discount originally granted and the discount due on the basis of the volume actually taken. This refund shall not apply if the nonfulfilment is due vis major within the standard risks of the publishing house.

5. Orders for advertisements and loose inserts which are expressly for publication in specific editions or parts of the publication must be sent so well in advance that the publishing house may inform the advertising party of the impossibility to execute the order according to the agreement prior to the closing date. Classified advertisements shall be printed under the respective heading without the need for any specific agreement in this respect.

6. Advertisements which – because of their editorial form – are not recognisable as advertisements will be clearly designated as such by the publisher by the addition of the word 'advertisement'.

7. The publisher reserves the right to reject orders for advertisements – including individual call – up for advertisements made pursuant to a master contract – where, in view of the circumstances, it deems appropriate. This shall apply in particular to advertisements with contents which infringe laws or official regulations or advertisements which have been the subject of complaint by the German Advertising Board in a complaints procedure. It shall also apply to advertisements which, by virtue of their content, origin or technical form, make it unconscionable for the publisher to publish the same. The publisher may also reject loose inserts which, by virtue of their format or layout, would convey to the reader the impression that they formed an integral part of newspaper, and may also reject loose inserts which contain advertisements of third parties. The publisher shall inform the client of the rejection immediately after becoming aware of the relevant contents.

8. The client is responsible for punctual delivery of the advertisement text and unobjectionable copy or supplement. The publisher shall request immediate replacement of any obviously unsuitable or damaged artwork. The publisher guarantees the printing quality which is customary for the publication concerned for all advertising orders as allowed by the copy provided.

9. If the advertisement is printed in a manner which is completely or partially illegible, incorrect or incomplete, the client shall be entitled to claim a reduction in price or a perfect substitute advertisement, though only to the extent to which the purpose of the advertisement has been impaired. If the publisher fails to comply within a reasonable period allotted for him to do so, or if the substitute advertisement is once again imperfect, the client shall either be entitled to claim a reduction in price or have the right to rescind the contract. Claims for damages resulting from positive violation of contractual duty, culpa in contrahendo and tort – including orders placed by telephone or via electronic data processing – are excluded; claims for damages due to impossibility or delay of performance shall be limited to the replacement of the foreseeable damage and the refunding of the fee to be paid for the respective advertisement or loose insert. This shall not apply to intentional or gross negligence on behalf of the publishing house or its legal and vicarious agents. A liability of the publishing house for the damages owing to the absence of guaranteed qualities remains unaffected. In business transactions the publishing house shall, in addition, also not be liable for gross negligence on the part of its vicarious agents; in other cases the scope of liability for gross negligence in dealings with businessmen shall be restricted to the foreseeable damage up to the value of the charge of the advertisement. Except in the case of non-obvious defects, complaints on the part of the client must be lodged within four weeks of receipt of the invoice and the voucher copy.

10. Proof sheets will only be supplied when expressly requested. The client is responsible for the correctness of returned proofs. The publisher shall take account of all corrections of which he is notified within the deadline set on dispatch of the proof.

11. When no special details are provided with regard to size, the amount charged shall be based on the actual height of the advertisement which is customary for the type of advertisement concerned.

12. If the client does not pay in advance, the invoice shall be sent immediately, or, wherever possible, no later than 14 days following publication of the advertisement. The invoice shall be paid within the time limit set out in the rate card, which begins to run upon receipt of the invoice, provided no other time limit or advanced payment arrangement has been agreed on in a specific case. Any discounts for early payments shall be granted in accordance with the rate card.

13. Interest and collection fees shall be charged for deferment or default of payment. In the event of delayed payment, the publisher may postpone further publication of the advertisements covered by the current order until payment has been effected, and may demand advance payment for the remaining advertisements. In the event of justified doubt concerning the client's ability to pay, the publisher shall be entitled – even during the currency of an advertising contract – to make the publication of further ad-

vertisements dependent on advance payment of the given sum and payment of any outstanding invoices, notwithstanding any period originally allowed for payment.

14. On request, the publisher shall send a voucher copy of the advertisement with the invoice. Depending on the type and size of the advertisement, advertisement clippings, full pages, or complete issues of the publication shall be supplied. If it is not possible to provide a voucher copy, the publisher shall submit a legally binding certificate of publication and dissemination of the advertisement.

15. The client shall bear the cost of preparing any copy and drawings ordered, as well as any substantial alterations to the arrangements originally agreed on which are desired or caused by the client.

16. In the case of a contract for a number of advertisements, a drop in circulation can form the basis to an entitlement of a price reduction if, on average for the whole of the advertising year beginning with the first advertisement, the average circulation stated in the rate card or elsewhere is not achieved, or – if no circulation figures are stated – if the previous calendar year's average net paid circulation is not matched. A reduction in circulation shall only justify a decrease in price if it is 20% for a circulation of up to 50,000 copies, 15% for a circulation of up to 100,000 copies, 10% for a circulation of up to 500,000 copies and 5% for a circulation of over 500,000 copies. Furthermore, claims to a reduction in price shall be excluded if the publishers notify the client of the drop in circulation in such a way that the latter has time to withdraw from the contract before the advertisement appears.

17. Copies will only be returned to the client on special request. The publisher shall only be obliged to retain the copy for three months following expiry of the order.

18. The place of jurisdiction for legal proceedings shall be the registered offices of the publisher. For legal proceedings arising from transactions with merchants, public law entities, or public corporations, the place of jurisdictions shall be the registered offices of the publisher. Where the publisher's claims are not enforced by way of summary proceedings for an order for the payment of debts, the place of jurisdictions for non-merchants shall be the place of the residence of the latter. If the client's place of residence or habitual abode is unknown at the time when legal proceedings are instituted, even in the case of non-merchants, or if, after the conclusion of the contract, the client has moved his place of residence or habitual abode beyond the jurisdiction of the law, it is agreed that the place of jurisdiction shall be the domicile of the publisher.

Publisher's Supplementary Terms and Conditions

a. New conditions shall come into force immediately once the advertisement prices change, unless another agreement is expressly made.

b. Supplement orders must be handled with the usual care. The publisher, however, does not guarantee that the supplement will appear on specific days and is not liable for losses of single supplements that occur along distribution channels. Requests for special placing of the supplements cannot be considered.

c. Requests for changes (text, date, cancellation) are not binding. Typesetting costs may be charged for cancelled orders.

d. If and insofar as the magazine does not appear at times when the advertisement or advertisements would normally, or according to the agreement, have been run, the advertiser and the publisher shall be released from their obligations unless the advertiser wishes to have the advertisement appear on a later date. The same applies for the non-appearance of sections of the paper that were planned for publication. If the publishing house is responsible for the non-appearance or improper or delayed appearance of the advertisement without intentional or gross negligence on its part or on the part of its vicarious agents, a damages claim for lost profits is excluded, in other respects a claim for replacement, if any, shall be restricted to the amount of the advertising fee including value added tax. Claims for reduced payment or replacement shall not be recognised if the same mistake repeatedly occurs without the client's correcting this as soon as it comes to his notice. No liability shall be accepted for mistakes resulting from telephone communications or via electronic data processing of any kind.

e. With regard to inserts and loose supplements the client shall be liable for unpleasant consequences and damages – in particular on account of press law or legal provisions and regulations – arising for the publisher from the publication or taking of the client's advertisement(s). In placing the advertisement order the client obliges himself to bear the costs of the publication of a counter-statement which refers to the actual claims made in the published advertisement, and this according to the respectively valid rate for advertisements. The client carries sole responsibility for the content and legal admissibility of the text and pictures made available for publication. The ordering party shall be obliged to release the publisher from any claims of third parties which arise against it from the execution of the order, even if this order has been suspended. The publisher shall not be obliged to check orders and advertisements for infringement of thirdparty rights. If suspended advertisements are published, the client shall also not be entitled to make any claims from this against the publishing house.

f. The publishing house is entitled to also publish advertising orders in an online service within its operative and technical facilities.

g. Standard terms and conditions as well as the pricelist of newart medien & design are also valid for promotion orders, that are related to online media or other media. They are main part of the contract. A 'promotion order' according to the following standard terms and conditions is a contract for the publication of one or more means of promotion in an information or communication service, especially the internet, for the purpose of advertising.

newart medien & design GbR, Freiherr-vom-Stein-Str. 33, 21514 Büchen
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