

Advertising Rates 2025

Media Information:

MODELL PANORAMA is the Austrian Scale Modelling Magazine, being the official club magazine of the Austrian branch of IPMS (International Plastic Modellers Society) and is produced by committed modellers in Austria since 1970.

MODELL PANORAMA is issued quarterly (March, June, September and December) by the non-profit club IPMS Austria.

MODELL PANORAMA is sold via bookstores, news agents and model shops in Austria and Germany and is distributed to the members of IPMS Austria as well as to subscribers. The magazine is also published online at the international digital subscription service READLY (www.readly.com)

Each issue consists of 64 pages (subject to change) and is offset-printed on high quality paper.

Circulation print: 2000+ issues

Readers online (Ready): 2500 to 3500

Pricelist:

Format	Size	price in €
full page	Print space W 183 x H 252 mm	590,-
	bleed off W 210 x H 297 mm	650,-
1/2 page horizontal	Print space W 183 x H 128 mm	330,-
	bleed off W 210 x H 144 mm	410,-
1/2 page vertical	Print size W 91 x H 252 mm	330,-
	bleed off W 103 x H 297 mm	410,-
1/3 page	Print size W 58 x H 252 mm	245,-
	bleed off W 72 x H 297 mm	280,-
1/4 page	vertical W 90 x H 128 mm	200,-
	horizontal W 183 x H 61 mm	200,-
1/8 page	W 90 x H 61 mm	100,-
min. size	W 90 x H 23 mm	45,-

Surcharge for placement back cover, inside front or back cover

Color only, half or full page only + 20 %

Discount for repetitive advertisements (min. size excluded):

identical format in 4 successive issues, content variable - 10 %

IPMS Austria is a registered non-profit organization, no VAT applicable.

Payment on receipt of invoice, without deduction. Prices valid until recalled.

Data formats:

Advertisements ready for printing as PDF or EPS files (picture resolution min 300 dpi CMYK, embedded fonts, to bleed, add 3mm all around).

Optionally, design of the advertisement can be offered at cost.

Deadlines:

Issue 20xx/2 (March)	January 31 st
Issue 20xx/3 (June)	April 30 th
Issue 20xx/4 (September)	July 31 st
Issue 20yy/1 (December)	October 31 st

The editor reserves the right to refuse advertisements without giving reasons.
Date of publication is not binding.

IPMS AUSTRIA

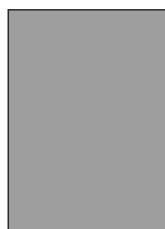
p.A. Rainer Selisko
Markfeldgasse 6/2
A-2380 Perchtoldsdorf

www.ipms.at

Advertisements:

Rainer Selisko
panorama@ipms.at
Tel. +43 (0)699 10 09 30 42

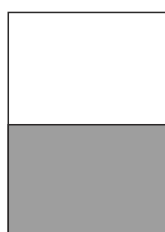
Inseratenformate Advertisement sizes



1/1 Seite abfallend
1/1 page bleed off

↔ 210 mm (+ 2x3mm)

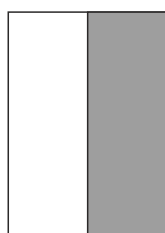
↕ 297 mm (+ 2x3mm)



1/2 Seite abfallend
1/2 page bleed off

↔ 210 mm (+ 2x3mm)

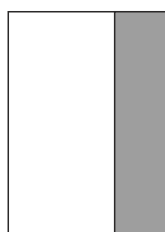
↕ 144 mm (+ 2x3mm)



1/2 Seite abfallend
1/2 page bleed off

↔ 103 mm (+ 2x3mm)

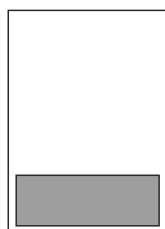
↕ 297 mm (+ 2x3mm)



1/3 Seite abfallend
1/3 page bleed off

↔ 72 mm (+ 2x3mm)

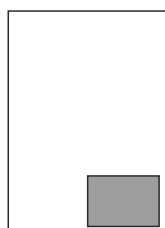
↕ 297 mm (+ 2x3mm)



1/4 Seite quer
1/4 page horizontal

↔ 183 mm

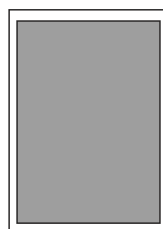
↕ 61 mm



1/8 Seite
1/8 page

↔ 90 mm

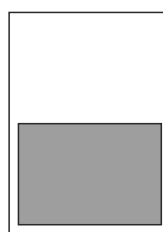
↕ 61 mm



1/1 Seite Satzspiegel
1/1 page type area

↔ 183 mm

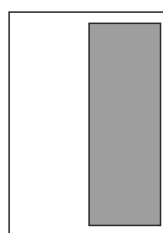
↕ 252 mm



1/2 Seite Satzspiegel
1/2 page type area

↔ 183 mm

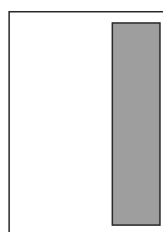
↕ 128 mm



1/2 Seite Satzspiegel
1/2 page type area

↔ 90 mm

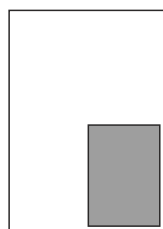
↕ 252 mm



1/3 Seite Satzspiegel
1/3 page type area

↔ 58 mm

↕ 252 mm



1/4 Seite hoch
1/4 page vertikal

↔ 90 mm

↕ 128 mm



Kleininserat
min. size

↔ 90 mm

↕ 23 mm

ADVERT ORDER

Company:

Address:

Contact person for advertisements - name:

Phone: e-mail:

We order the following advertisement(s) in the quarterly magazine "MODELL PANORAMA"

..... units ☐ full page ☐ 1/2 page vertical ☐ 1/2 page horizontal ☐ 1/3 page vertical
☐ 1/4 page vertical ☐ 1/4 page horizontal ☐ 1/8 page ☐ min. size
☐ bleed off ☐ type area price/unit €
issue(s) no. subtotal €
positioning: surcharge % €
other: €
total €

IPMS®-AUSTRIA is a registered club according to Austrian law and not submitted to VAT. All prices are gross for net.

Artwork: ☐ PDF ready for printing ☐ open file in
☐ artwork by IPMS®-AUSTRIA charged at cost

remarks:
.....

..... voucher copies

Payment net: ☐ in advance until: ☐ cash upon receipt of invoice
☐ Bank transfer upon receipt of invoice and voucher copy
Place of fulfilment and jurisdiction: Vienna, Austria

your contact:

customer
company stamp

IPMS®-AUSTRIA

p.A. Rainer Selisko
Markfeldgasse 6/2
A-2380 Perchtoldsdorf

Signature:

Place, date:

Name in capitals:

Bank account: IPMS Austria
IBAN: AT90 2011 1310 0250 3194
BIC: GIBAATWWXXX

Payment by PayPal to: paypal@ipms.at