

# EUROProfessional

AMUSEMENT Trade Magazine

## MEDIA KIT 2025

The Premium Source  
in Europe's  
Attractions Industry

Rate card No. 8 — effective from January 2025



# About EAP Magazine

**EuroAmusement Professional** (EAP) is the Trade Magazine, which is periodically, bilingually reporting about the latest developments in the **European Leisure Industry**.

The Magazine ensures up-to-date trend analysis and covers the most interesting news of the industry by a specialized and competent editorial team.



**EURO**Professional  
AMUSEMENT Trade Magazine

Partner of



# Quick Facts

6 magazine issues  
per year

bilingual  
(English & German)

- Theme Parks & Attractions
- Indoor Parks
- Water Parks & SPAs
- Technology
- Entertainment
- Play & Edutainment
- Operations & Management
- ...



6 issues  
per year



circulation: 5,000  
all issues also  
available as ePaper



bonus distribution  
at trade shows



magazine format:  
DIN A4 (210 x 297 mm)  
type area:  
179 x 260 mm



↑  
**print & digital**



- ▶ latest industry-news
- ▶ eReader
- ▶ Online Buyer's Guide
- ▶ ProfessionalJobs
- ▶ EAP News Weekly



205,500 monthly  
page visits



45,900 different  
monthly users



average monthly  
page view  
number: 1.2 million



Contact our  
Advertising Sales Team:  
[advertisement@eap-magazin.de](mailto:advertisement@eap-magazin.de)

**EUROProfessional**  
AMUSEMENT Trade Magazine

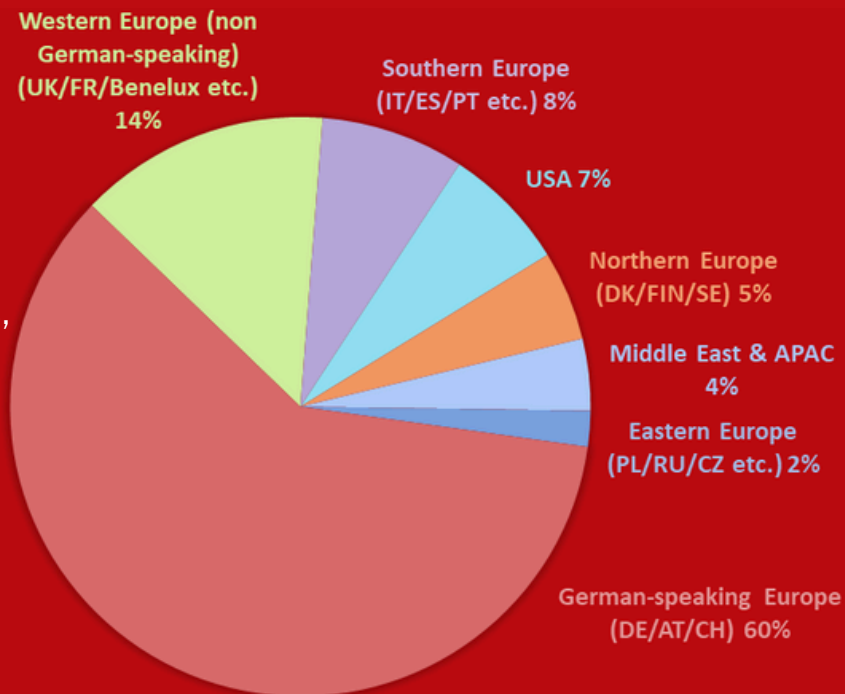
*Online*



# Our Readers

EAP is a **bilingual** communication platform and a must for Owners & Operators of

- Leisure-, Amusement- & Water Parks,
- Executives & Specialized Staff of all Leisure Attractions,
- Investors, Consultants & Planners,
- Architects & Designers,
- Manufacturers of Amusement- & Water Rides, Leisure Equipment & Service Providers.



# General Info



## Publishing House:

**G.P. Probst Verlag GmbH**

In den Rauten 3, 33165 Lichtenau – Germany

[verlag@eap-magazin.de](mailto:verlag@eap-magazin.de)

Managing Director: Gottfried Probst  
Amtsgericht Paderborn – HRB 7938

## Advertising:

**EAP Sales Team – Sarah Hannig**

[advertisement@eap-magazin.de](mailto:advertisement@eap-magazin.de)  
+49 (0)5295 99 57 81

## Editorial Office:

**Redaktionsbüro Petra Probst**

Lippsche Str. 26, 33165 Lichtenau – Germany

[redaktion@eap-magazin.de](mailto:redaktion@eap-magazin.de)

## Editor-in-Chief & Project Director:

**Petra Probst**

[p.probst@eap-magazin.de](mailto:p.probst@eap-magazin.de)  
+49 (0)173 27 01 007

Partner Organisations:



German Association  
of Amusement Parks  
& Attractions

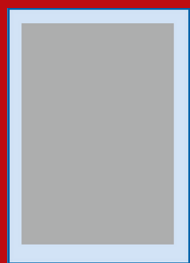


European Waterpark  
Association



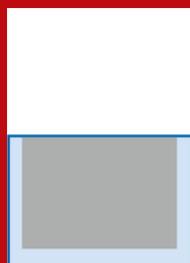
German Association  
of the Amusement  
Suppliers Industry

# Ad Sizes (size specs mm)



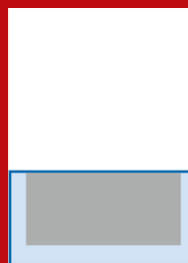
**1/1 page**

179 x 260 regular  
210 x 297 bleed \*



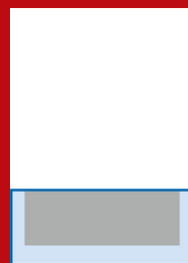
**1/2 page horizontal**

179 x 128 regular  
210 x 149 bleed \*



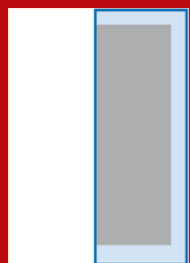
**1/3 page horizontal**

179 x 84 regular  
210 x 105 bleed \*



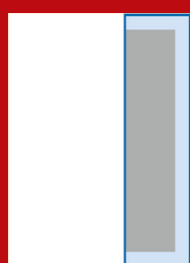
**1/4 page horizontal**

179 x 63 regular  
210 x 84 bleed \*



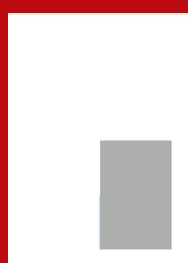
**1/2 page vertical**

88 x 260 regular  
105 x 297 bleed \*



**1/3 page vertical**

57 x 260 regular  
74 x 297 bleed \*



**1/4 page vertical**

88 x 128 regular  
bleed not available

**\* Please add  
4 mm of  
bleed allowance  
beyond trim  
on all sides.**

Please do not place important  
text/figures/information of your  
layout in the bleed area!

## Special Cover Placements (4c):

2<sup>nd</sup> cover page € 2,700.00

3<sup>rd</sup> cover page € 2,450.00

Back cover € 2,900.00

Page 4 € 2,400.00

Page 5 € 2,600.00

Page 8 € 2,500.00

## Front Cover Presentation:

Top-level-presentation (TLP)  
possible by agreement.

# Ad Prices

*all print ads are  
also included in  
every digital full  
version of EAP*

Ad Sizes	Dimensions width x height in mm	Rates b/w	4c
<b>1/1 page regular bleed *</b>	179 x 260 210 x 297	€ 1,400.00 € 1,543.00	€ 2,300.00
<b>1/2 page horizontal bleed *</b>	179 x 128 210 x 149	€ 776.00 € 884.00	€ 1,380.00 € 1,520.00
<b>1/2 page vertical bleed *</b>	88 x 260 105 x 297	€ 776.00 € 884.00	€ 1,380.00 € 1,520.00
<b>1/3 page horizontal bleed *</b>	179 x 84 210 x 105	€ 540.50 € 594.50	€ 980.00 € 1,080.00
<b>1/3 page vertical bleed *</b>	57 x 260 74 x 297	€ 540.50 € 594.50	€ 980.00 € 1,080.00
<b>1/4 page horizontal bleed *</b>	179 x 63 210 x 84	€ 443.00 € 487.00	€ 870.00 € 975.00
<b>1/4 page vertical bleed not available</b>	88 x 128	€ 443.00	€ 870.00

\* bleed must always have 4 mm addition in every direction beyond trim

## Discounts & Extras

### Periodical ad (order per year)

3 ads 3 % less

4 ads 4 % less

6 ads 10 % less

### Multiple ad \*\* (ads in same issue)

2 ads 3 % less

4 ads 8 % less

6 ads 10 % less

\*\* only available for full, half or third page ads

### Special colours extra

€ 280.00 per every special colour  
(not discountable)

### Placement by customer demands

20 % in addition



# Ad Specials

## Advertorials / PR Commercials

(your text & pics)

2/1 pages	on demand
1/1 pages	€ 2,500.00
1/2 pages	€ 1,700.00

## Loose or Bound Insert:

on demand

Please ask for a precise price performance offer.

## ProfessionalJobs

Your ultimate marketplace for job vacancies & staff recruitment in EAP Magazine.

Publish your vacancies on our website and/or in EAP Magazine.

## Do you want something special?

We have a lot of ideas for **eye-catching advertisements** – like flap ads, “double spread ads” or “remember me” ads – which will bring you to the top of our industry... Please ask for more information!

## Ad material requirements:

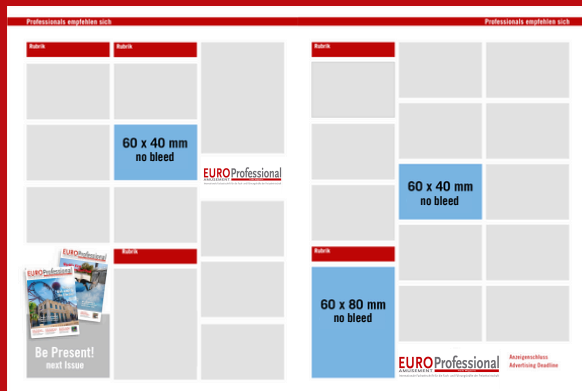
Please make your digital ad available as

- high resolution **PDF/x-file** with a minimum of 300 dpi  
(please embed all used fonts)
- TFI-, Jpg- or EPS-file with preview
- open files must be agreed
- ideally CMYK colour profile (RGB ads will be converted)

# Categorized Ads

## Recommendation by Business Card – Buyer's Guide

The Buyer's Guide is also **completely** included in every digital magazine version!



Please do not use any crop marks or trim for this kind of ad.

### Dimension

single size 60 x 40 mm

double size 60 x 80 mm

### several categories booking

single initial entry

every further single entry

double initial entry

every further double entry

### discount possibilities

6 times per year

DTP-layout-rate \*

### Rate

€ 90.00

€ 145.00

€ 90.00

€ 65.00

€ 145.00

€ 115.00

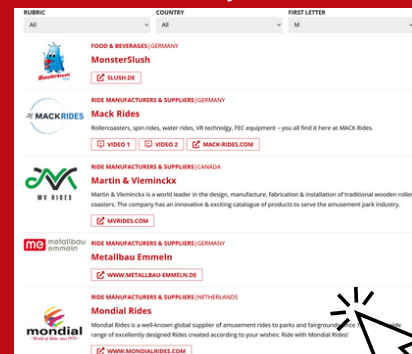
10 % less

€ 50.00

### Frequency

one-time entry

one-time entry



complementary listing in intercative Online Buyer's Guide included with year-round booking

\* If you wish a basic layout made by EAP, we need to charge a non-discountable layout rate.

# Online Ads on [www.eap-magazin.de](http://www.eap-magazin.de)

## Banner Ads on [www.eap-magazin.de](http://www.eap-magazin.de)

Banner files can be included as static or animated file (e.g. jpeg, png, gif).

pixel dimensions  
for ratio only –  
higher image  
resolution possible

### Placed right-hand, switching positions

single size                      200 x 80 px                      € 200.00/month

double size                      200 x 160 px                      € 350.00/month

### Special size & placed left-hand

“rectangle”                      200 x 400 px                      € 600.00/month

Further formats available on request.



# Online Ads on [www.eap-magazin.de](http://www.eap-magazin.de)

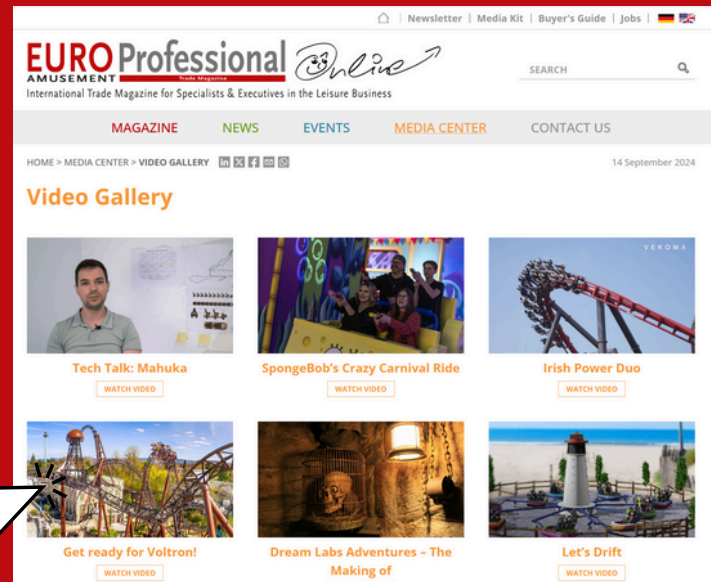
## Video Feature

**Video placement** on [www.eap-magazin.de](http://www.eap-magazin.de) for one month; afterwards permanent availability in [EAP Video Gallery](#).

In addition, the video placement includes a spot in a selected digital magazine issue of EAP.

- 640 x 360 px or up to a maximum file size of 720 x 480 px
- max. length of 4 minutes
- must be submitted as mp4 file with H.264 codec

€ 400.00 (single fee)





# Online Ads

## Banner Ads in EAP News Weekly

The newsletter is sent out 1x per week.

A banner can be booked for a run-time of at least 1 month.

Banner files must be static (e.g. jpeg, png).

one size

1,240 x 170 px

€ 200.00/month



## Banner Ads in EAP eReader

Banner files must be static (e.g. jpeg, png).

one size

1,240 x 170 px

€ 150.00/month

# Why Advertisements?

“The man who stops advertising to save money is like the man who stops the clock to save time.” – *Henry Ford*

“Sales is a marathon, not a sprint.” – *Alfred G. Lämmle*

“Advertising costs money.  
No advertising costs  
customers.” – *David Ogilvy*

Is print advertising dead? – Quite the opposite!

Thanks to its **targeted approach**, **halo effect** and **long-term impact**, print **stands out** more than ever. It remains something **special**, is pleasantly **unobtrusive** in the flood of social media and pop-ups and is perceived with appropriate **attention**.

# Reader's Voices

*"I never miss an issue of EAP, as one of the absolute best publications in our industry"* – Andreas Veilstrup Andersen

*"I read EAP because it is Professional"* – Miikka Seppälä

*"The perfect source of timely factual information for European and all executives in our industry"* – Chip Cleary

*"It's the editorial staff's experience that, for me, guarantees the high quality of their coverage"* – Roland Mack

*"EAP is the best source of information in the leisure industry! Especially in times when a lot of information spreads quickly & uncontrolled"* – Wieland Schwarzkopf

[www.eap-magazin.de](http://www.eap-magazin.de)

Follow us on Social Media



# General Terms & Conditions

August 2013

to have been accepted by the advertiser as binding for any current business transactions.

1. Orders for advertisements or supplements will not be deemed to have been accepted until we have confirmed them in writing, subject to the appearance of the print publication.

2. If the content or technical form of the advertisement or supplement is not known to us at the time of acceptance of the order, we reserve the right to withdraw from the contract without compensation if such content or technical form is not suitable.

3. Orders that are accepted by representatives or other acceptance points are subject to written confirmation by us.

4. We accept no liability for advertisements, changes or cancellations which are not issued in writing.

5. In case of doubt, advertising orders must be carried out within one year of conclusion of the contract.

6. The advertiser is responsible for the timely and correct delivery of the advertising copy and other print documents as well as supplements.

7. The publisher accepts no liability for any artwork and films that are submitted.

8. No guarantee is given for the inclusion of advertisements or supplements in specific numbers or in specific locations of the print publication or for the appearance of the print publication at a specific time. Under no circumstances is any guarantee provided for incorrect insertion or mix-ups.

9. The publisher guarantees the technically correct reproduction of the advertisement. Unsuitable or damaged printing material will be adapted if possible (surcharge).

10. If the advertisement is printed illegibly, incorrectly or incompletely, the advertiser may require the advertisement to be repeated. This right is excluded if the purpose of the advertisement is only insignificantly impaired by the defects. Incorrectly printed reference numbers only impair the purpose of the advertisement to an insignificant extent. In

such cases any claim for damages or a claim for a reduction in payment is excluded.

11. If any defects in the printing material are not immediately recognisable, but only become apparent during the printing process, the advertiser will have no claims if the printed advertisement is not satisfactory.

12. Correction proofs will only be supplied for large advertisements on express request. The advertiser will be responsible for the correctness of the returned proofs. If a proof is not returned on time, authorisation to print will be deemed to have been granted nevertheless.

13. Complaints of any kind will only be considered within 30 days of publication of the advertisement or supplement, and in the case of complaints about invoices, within 30 days from receipt of the invoice.

14. Costs for changes to originally agreed designs and for the provision of any required films, drawings etc. will be borne by the advertiser.

15. On request we will supply a specimen copy free of charge immediately after publication of the advertisement. Complete issues will be supplied if the nature and scope of the order justify this. If a copy can no longer be obtained, it will be replaced by a legally binding certificate from the publisher.

16. In the event of changes to advertising rates, the new rates and other conditions for current orders will come into force immediately.

17. Special prices may be set by the publisher for special supplements.

18. The discounts specified in the price list are only granted for the advertisements of an advertiser which appear within one year. The period begins with the publication of the first advertisement.

19. In the event of late payment or deferment of payment, interest will be charged at the usual rate together with debt collection costs. The publisher may postpone the execution of the order until full payment has been received. In the event of bankruptcy, compulsory settlements or legal disputes, any discount will be cancelled.

20. If the customer does not specify any particular size requirements for the advertisement, the actual print size will be used as the basis for

calculating the price.

21. Payment without deduction, for customers with a current account 30 days after invoicing. We grant a 2% cash discount for advance payments before the first day of sale. Occasional adverts or inserts only against payment in advance. If the deadline for payment is exceeded or in the event of deferred payment, the usual default interest and debt collection costs will be charged.

22. If there is good cause for doing so, the publisher will be entitled, even during the course of an order, to make the publication of further advertisements or inserts dependent on advance payment of the price and on the settlement of outstanding invoice amounts, regardless of any previously agreed payment terms, without this giving rise to any claims against the publisher on the part of the advertiser.

23. If an order is not fulfilled in whole or in part due to circumstances for which the publisher is not responsible, the publisher's obligation to fulfil the order will no longer apply. The publisher will not be obliged to compensate the client for damages. In the event of partial non-fulfilment, the customer must — without prejudice to any other obligations — reimburse the publisher for the difference between the discount granted and the discount corresponding to the actual fulfilment of the order.

24. The place of fulfilment and exclusive place of jurisdiction is Paderborn.

25. Any conflicting terms and conditions applied by the advertiser will not be binding on us.

26. In the event of force majeure, any obligation on the part of the publisher to fulfil orders or pay compensation will no longer apply. In particular, no compensation will be paid for advertisements that are not published or not published on time.