

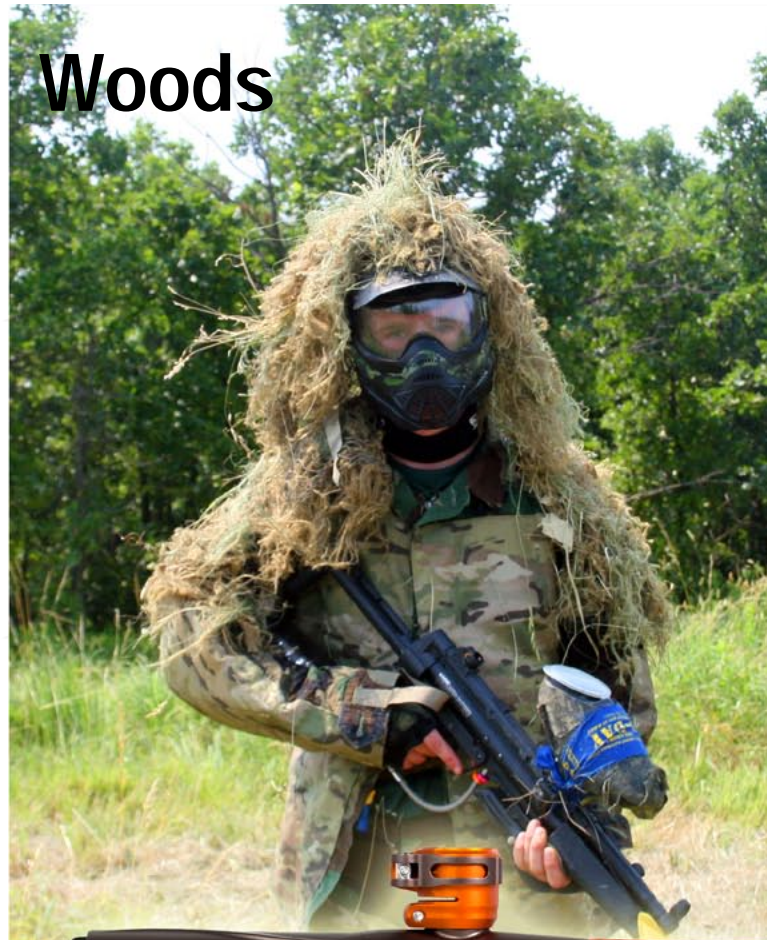
Introducing  
Paintball  
X3 Europe!

100%  
European  
Coverage

# Paintball X3 & Paintball X3 Europe 2011 Media Kit



## Woods



## Competition



## Gear





# paintball X3

GEAR | WOODS | COMPETITION

## ADVERTISING RATES



AD / FEATURE	Paintball X3	Paintball X3 Europe
FULL SINGLE PAGE (DIGITAL)	\$500.00	\$350.00 (per issue)
VIDEO ADD-ON	\$150.00	\$150.00
1-4 HYPERLINKS	\$100.00	\$100.00
WEBSITE BANNERS	\$250.00 - \$500.00/mo	\$200.00-\$300.00
<b>COMBO ADVERTISING</b>		
	<b>Both Magazines</b>	<b>Discount</b>
Full page ad in both digi magazines	\$600.00	\$850.00 value
Full page ad & banner ads in both	\$1000.00	\$1650.00 value

**Ask us about 3, 6, 9, and 12 month prepaid discounts. Save as much as 60%!**

**PAYMENT:** For your convenience we accept check payments as well as Paypal and wire transfers.

**INSERTION ORDER:** A signed insertion order is required prior to placement of any ad.

**AD PLACEMENT / POSITION:** Ad placement in the magazine is at the discretion of the publisher.

**PREFERRED POSITION PLACEMENT:** Advertisers have the option to purchase space by position such as a specific page number, a right or left facing page or placement within a specific span of pages. The additional cost for preferred position is \$200.00 per page.

**AD PLACEMENT:** Advertisers will be furnished with the publishing schedule which includes CLOSING DATE, ART DUE DATES and ON-SALE DATES. The number of ads you wish to place in an issue should be supplied to the publisher by the CLOSING DATE. The ON-SALE DATE is the approximate date the magazine will be on the newsstands. It is solely the responsibility of the advertiser to provide any new artwork or changes in the appropriate format by the ART DUE DATE. Failure to do so may result in the previous ad running.

**EDITORIAL CONTENT:** It is understood that the placement of advertising does not entitle the advertiser to any editorial consideration. Choice regarding articles, reviews, profiles and opinions are at the sole discretion

of the editor, regardless of past, present or future advertising.

**DISCOUNTS:** We offer a variety of advertising packages and discounts. Please call John Amodea (PaintballX3) at 703-338-5583 or Ami Helge (Europe at (46) 470-511623 or email [ami@paintballx3.com](mailto:ami@paintballx3.com))

**PRODUCTION OF ADS:** You may supply artwork created by yourself or by an agency, as long as the artwork is supplied as specified per the ad specs. Paintball X3 Magazine can be contracted to create your advertisement. Ad design fees are as follows: \$300 for one ad design. This includes one design consultation, ad production and one follow up redesign or change. All graphics and illustrations are the responsibility of the advertiser. Additional revisions or artwork changes can be provided at the rate of \$85 per hour.

Custom Logo design work is also available for \$150. Please call for more details.

**CHANGES TO PREPARED ADS:** If you supply an ad that is not to spec and needs to be changed, you may request that we make the changes for you. You will be billed at a rate of \$85.00 per hour plus any additional charges we incur.



## ADVERTISING SPECIFICATIONS

**IMPORTANT:** ALL files should ALWAYS have the following details:

1. CMYK (Or RGB)
2. 300 DPI (If it's a raster image i.e. Photoshop jpeg)
3. INCLUDE BLEED (1/8" bleed always on all four sides, unless there is a deliberate border)
4. NO PRINTER MARKS. It is NOT necessary to include crop marks, registration marks, color bars, page information, etc. These details only get cropped off in the end.
5. INCLUDE ALL FONTS (unless it's a flattened Photoshop file)
6. MARGINS We strongly recommend you keep text & photos 1/8"-1/4" in from the **TRIM** margins (so nothing gets trimmed off)

\*\*\*\*ACCEPTABLE FILES INCLUDE PHOTOSHOP, ILLUSTRATOR, COLLECTED INDESIGN OR ACROBAT PDF.\*\*\*\*

**WEB WARNING:** IF YOU GRAB YOUR LOGO, IMAGES OR TEXT DIRECTLY FROM A WEBSITE THE QUALITY WILL BE POOR AND THE RESOLUTION LOW. THIS IS NOT A DESIRED ROUTE IF YOU WANT YOUR AD TO PRINT/DISPLAY CLEAN & HI-RES.

### AD SIZE INFO

(WIDTH INDICATED FIRST, UNITS IN INCHES)

AD CHOICES	ACTUAL SIZE	FINAL SIZE (WITH BLEED INCLUDED)
FULL SINGLE PAGE	8" X 10.5"	8.25" X 10.75"
2-PAGE SPREAD	16" X 10.5"	16.25" X 10.75"
WEB BANNER HORIZONTAL	675 X 90 (pixels)	675 X 90 (pixels)
WEB BANNER VERTICAL	160 X 600 (pixels)	160 X 600 (pixels)

**HOW / WHERE TO SEND ARWORK:** ALL files should be emailed or uploaded. If uploading, a low-res copy of the ad should be emailed as well. This represents proof of what the ad should look like. Paintball X3 Magazine is not held responsible for errors associated with your ad or artwork. The ad will print/display EXACTLY as it appears in the email. Hard proofs (printouts) do not need to be sent but can be arranged if need be.

**IF YOU'RE UPLOADING TO OUR FTP SITE:** You will need a username/password. Please contact John for that info: [editor@paintballx3.com](mailto:editor@paintballx3.com) or at 703-338-5583.

**IF YOU'RE EMAILING ARWORK:** The file should be under 10 Mb. You can email it to John at: [editor@paintballx3.com](mailto:editor@paintballx3.com).

### ADVERTISING SCHEDULE

ISSUE	Paintball X3	Paintball X3 Europe
JUNE 2011	MAY 31	
JULY 2011	JUNE 30	
AUG. 2011	JULY 31	
SEPT. 2011	AUGUST 31	
OCT. 2011	SEPTEMBER 30	
NOV. 2011	OCTOBER 31	OCTOBER 14
DEC. 2011	NOVEMBER 30	NOVEMBER 15
JAN. 2012	DECEMBER 30	DECEMBER 15
FEB. 2012	JANUARY 30	JANUARY 15
MAR. 2012	FEBRUARY 28	FEBRUARY 15
APRIL 2012	MARCH 29	MARCH 15
MAY 2012	APRIL 30	APRIL 15

**IF YOU WOULD LIKE US TO DESIGN YOUR AD:** Our Senior Designer can design your ad for you. If you would like to see samples of his work and/or our in-house design policies & fees, email John at: [editor@paintballx3.com](mailto:editor@paintballx3.com).

**PLEASE NOTE:** Additional fees will apply if your artwork is either: A.) Submitted after the due date or B.) If changes are made to your artwork after the due date.



Of these ten top paintball media outlets, only [PaintballX3.com](http://PaintballX3.com) is trending up the past 3 months.

**paintballx3.com**  
Paintball X3 Magazine

**pbnation.com**  
PB Nation

**68caliber.com**  
68caliber.com

**propaintball.com**  
ProPaintball.com

**thefordreport.com**  
Thefordreport.com

**warpig.com**  
World and Regional Paintball

**catshackreports.com**  
Catshackreports.com

**techpb.com**  
Techpb.com

**mcarterbrown.com**  
mcarterbrown.com - MCB Paintball

**paintballtimes.com**  
The Paintball Times



[PaintballX3.com](http://PaintballX3.com) is trending up and not by just a little. Take a look at our numbers for 3 months

Alexa traffic rank for paintballx3.com:

	Traffic Rank	Change
<b>Yesterday</b>	-	-
<b>7 day</b>	-	-
<b>1 month</b>	208,719	-63,296
<b>3 month</b>	237,001	-53,434

Percent of global Internet users who visit paintballx3.com:

	Reach	Change
<b>Yesterday</b>	-	-
<b>7 day</b>	-	-
<b>1 month</b>	0.00048	+4%
<b>3 month</b>	0.00046	+32%

Percent of global pageviews on paintballx3.com:

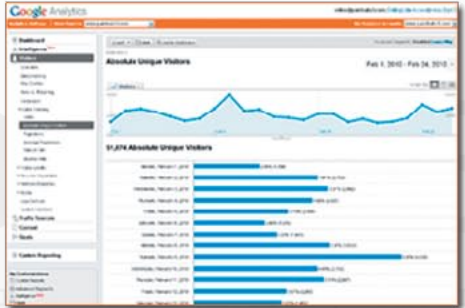
	Pageviews	Change
<b>Yesterday</b>	-	-
<b>7 day</b>	-	-
<b>1 month</b>	0.0001	+293%
<b>3 month</b>	5E-05	+159%

Daily pageviews per user for paintballx3.com:

	Pageviews/User	Change
<b>Yesterday</b>	-	-
<b>7 day</b>	-	-
<b>1 month</b>	22	+280%
<b>3 month</b>	11.2	+100%



**51,874 ABSOLUTE UNIQUE** visitors in the first 23 days of February



**True Global Readership (23 Day Sample)**

- 46,607 English readers
- 2,275 Russian readers
- 1,300 German readers
- 1,285 French readers
- 919 Spanish readers

Language	Visits	Percentage	Visits in 24h	Percentage	Visits in 7d
English	46,607	90.0%	46,607	90.0%	46,607
Russian	2,275	4.4%	2,275	4.4%	2,275
German	1,300	2.5%	1,300	2.5%	1,300
French	1,285	2.5%	1,285	2.5%	1,285
Spanish	919	1.8%	919	1.8%	919

# Paintball X3 Europe Introductory Rates (must be prepaid by October 5, 2011)

## Paintball X3 Euro Magazine Ad Intro Special

Prepay 3 Months of Full Page Ads in X3 Europe	\$800	(Save \$250)
Prepay 6 Months of Full Page Ads in X3 Europe	\$1400	(Save \$700)
Prepay 12 Months of Full Page Ads in X3 Europe	\$2400	(Save \$1800)

## Digi Ad/Banner Combo Package Specials

Prepay Full Page Ad PLUS a Banner Ad (1 month)	\$450	(Save \$200)
Prepay 3 Full Page Ads PLUS 3 Banner Ads	\$1400	(Save \$550)
Prepay 6 Full Page Ads PLUS 6 Banner Ads	\$2500	(Save \$1400)

## Digital Ad Combo Package Specials

Prepay 1 Month of Full Page Ads in Both Magazines	\$550	(Save \$250)
Prepay 3 Months of Full Page Ads in Both Magazines	\$1500	(Save \$900)
Prepay 6 Months of Full Page Ads in Both Magazines	\$2400	(Save \$2400)

To take advantage of these specials payment must be received by October 5, 2011.  
Payment must be for the full term of the agreement to receive the discount.