



# Smoothness

FREESTYLE MX UNDILUTED | SEQUENCE MAGAZINE



**MEDIA-  
INFORMATION**

## APPETITE FOR SOMETHING NEW?

- 1. SAVING COSTS** - formats are adaptable from your DIN A4 or US-letter print-adverts!
- 2. EYECATCHER GUARANTEE** - finally you can make prominent advertising in the internet using the 2/1 page!
- 3. MOTION** - your advertisement can be animated in different ways!
- 4. INTERACTIVITY** - moving elements, links and direct contact to you is realizable!
- 5. AMPLITUDE** - a lot of different formats are possible (see advertisements)
- 6. Long-living** - the adverts are available in perpetuity in the internet, because the Smoothness issues will be archived!
- 7. SERVICE** - we offer you to modify and animate your print adverts to use them in the Smoothness Sequence Magazine!

## WHAT IS SMOOTHNESS?

The Freestyle Motocross sport had a really big trick progression the last years. Especially the combination of different tricks is getting more popular these days. If you have visited a show or a contest, you know that some of the backflip combination tricks are pretty quick. The rider is already landed before you have recognized what kind of trick he did. If you only take one picture of a trick, you can't see, if the rider made a combination of different tricks or not.

With [www.smoothness.de](http://www.smoothness.de) we want to effect new innovative energy into the scene. For this reason we open up a new online market segment in the extreme sport market.

We have decided to create an internet sequence magazine, which appears quarterly with a bunch of great sequences. Certainly the older issues will be available through our archive.

Sequence photographers can upload their FMX sequences using our upload tool. We pick out the best sequences and maybe your sequence will be in the next issue of Smoothness and receives a prize.

Naturally there will be a lot of possibilities for the industry to arrest attention with interactive advertisements. With Smoothness your advertisement will be an eyecatcher - warranted!

## SCREENSHOTS



Issue June/2007 with index of contents



PRESENTING THE NEW 2008 MODELS



2/1 page - KTM advertisement with interactive links to detail websites of KTM



Example of a sequence page with information about the trick, rider, location and photographer etc.



Users are able to upload their sequences using our upload tool

## ADVERTISEMENT

### Formats

2/1 Page .....	980 x 650 Pixel
1/1 Page .....	490 x 650 Pixel
1/2 Page horizontal .....	490 x 325 Pixel
1/2 Page cross .....	245 x 650 Pixel
1/4 Seite horizontal .....	490 x 165 Pixel
1/4 Page cross .....	125 x 650 Pixel

### 2/1 Page

1 Issue .....	250,- Euro
3 Issues .....	700,- Euro
6 Issues .....	1200,- Euro
12 Issues .....	2000,- Euro

### 1/1 Page

1 Issue .....	130,- Euro
3 Issues .....	350,- Euro
6 Issues .....	650,- Euro
12 Issues .....	1100,- Euro

### 1/2 Page

1 Issue .....	70,- Euro
3 Issues .....	180,- Euro
6 Issues .....	350,- Euro
12 Issues .....	600,- Euro

### 1/4 Page

1 Issues .....	40,- Euro
3 Issues .....	100,- Euro
6 Issues .....	180,- Euro
12 Issues .....	320,- Euro

(exclusive of VAT)

The Smoothness Sequence Magazine appears quarterly.  
The actual issue is 3 months prominent online.  
After this period the issue will be available in the  
archive.

## **GET CONNECTED**

**Success is really important for us.**

To guarantee this success, we are available on call for you.

We also can offer you the option to book your advertisements in a nice price combination package on [www.smoothness.de](http://www.smoothness.de) and our online partner [www.forty8.de](http://www.forty8.de).

Smoothness | Freestyle MX undiluted  
c/o Tobias Hannig  
Schulstr. 42/3  
70771 Leinfelden-Echterdingen  
Germany

### **Your contact person:**

Tobias Hannig

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Email: [advertising@smoothness.de](mailto:advertising@smoothness.de)

Web: [www.smoothness.de](http://www.smoothness.de)

USt.-Id-Nr.: DE214595375

## REQUEST/BOOKING OF ADVERTS

Please fill out the form and send it per mail or fax to the following fax number: +49 7946/943 485

Request	Booking
<b>2/1 page</b>	<b>1/2 page</b>
1 Issue ..... 250,- €	1 Issue ..... 70,- €
3 Issues ..... 700,- €	3 Issues ... 180,- €
6 Issues ..... 1200,- €	6 Issues ... 350,- €
12 Issues .... 2000,- €	12 Issues .. 600,- €
<b>1/1 page</b>	<b>1/4 page</b>
1 Issue ..... 130,- €	1 Issue ..... 40,- €
3 Issues ..... 350,- €	3 Issues ... 100,- €
6 Issues ..... 650,- €	6 Issues ... 180,- €
12 Issues .... 1100,- €	12 Issues .. 320,- €

**Flyer, advertisements, pictures, Text etc. will follow:**

by Email to [advertising@smoothness.de](mailto:advertising@smoothness.de)

by mail to Ludwigstr. 51, D-70771 Leinfelden/Germany

Please contact us for a counseling interview

Company: \_\_\_\_\_

Contact person: \_\_\_\_\_

Street: \_\_\_\_\_ No: \_\_\_\_\_

ZIP: \_\_\_\_\_ City: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Web: \_\_\_\_\_

\_\_\_\_\_  
City, Date

\_\_\_\_\_  
Signature, Company stamp