

GETTING AROUND

GETTING AROUND IN EUROPE - FACT SHEET

The *Getting Around* guide is the most comprehensive and useful available to the U.S. Military in Europe. It is a digest-size (A5) manual printed in full color on durable glossy paper, containing dozens of pages

of essential, up-to-date and valuable information. It is handy, comprehensive, easy to use, and widely circulated through carefully selected distribution points.

GETTING AROUND IN EUROPE



Army, Air Force & Navy in Europe • Circulation: 30,000 • Issue Date: Fall 2012

A complete guide to all the US Army, Air Force and Navy installations and services in USAFE (U.S. Air Forces in Europe). The most effective way to deliver your message to the service members, family members and civilian personnel in Europe. A no-nonsense guide that will be a valuable source of information for those currently assigned to or awaiting orders for duty in Europe.

EDITORIAL

General Information:

- Maps – Country maps with installations, bases and other locations prominently marked
- Mileage Charts – showing travel distance and time between facilities
- AFN – Television service summary of programming and channels available and how to receive them. Radio services with frequencies for both AM and FM reception.
- AFRC – List of facilities and services
- AAFES/NEX – Information on retail outlets and locations
- DeCA – Summary of services and benefits
- DoDDS – Description of school system
- SatoTravel – List of offices and services
- Higher Education – Opportunities available and how to take advantage of them
- Credit Unions & Banks – Locations, services, information
- Tricare – All the important information on health care
- Internet Addresses – Important cyberspace links and the most useful website addresses

Base and Installation Information

- Descriptions of the areas and towns in which the bases are located
- A comprehensive list of services available at each base, including APOs; auto craft shops; banks; bowling alleys; car rental; chapels; child development centers; clubs; commissaries; education centers; exchanges; Family Support Centers; golf courses; guest houses; housing offices; hospitals and clinics; music and theater centers; outdoor recreation centers; elementary, middle and high schools; sports centers and offices; youth centers
- Phone numbers for the above-listed services on all of the installations
- Telephone conversion tables

READERSHIP

The magazine will reach over 50,000 members of the European military community. Readers will include single service members, married servicemen/servicewomen and DoD civilians, as well as spouses and other family members.

DISTRIBUTION

Primary distribution will be through various family support centers. (Many of these copies will be sent in welcoming and orientation packages.) Copies will also be sent to public affairs offices, recruiting commands, Army & Air Force Exchange (AAFES) centers, on-base lodging and other command organizations for redistribution.

ADVERTISING RATES

| Size | B&W | 2-Color | 4-Color |
|-----------|---------|---------|---------|
| Full Page | € 2,225 | 2,510 | 2,785 |
| Half Page | 1,345 | 1,515 | 1,680 |
| ¼ page | 675 | 760 | a 840 |

Cover Positions:

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| Cover II | € 3,480 |
| Cover III | 3,610 |
| Cover IV | 4,365 |

Deadlines:

Contact publisher for order dates and ad material due dates