



ADVERTISING RATES 2012

No. 28 · Valid from 1st January 2012

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Current data and more service also at

www.bauermedia.de

www.pz-online.de

(in German)

Note: numbers in text and tables are presented in the form common to Germany and other European countries, with a decimal comma denoting the decimal point and a point instead of a comma denoting the thousand position.



MEDIA KG

1 Editorial Concept

Rate Card No. 28
Valid from 1st January 2012

Mini

Women of today are personalities in the midst of life. They know how to coordinate family, household and job. Therefore they need a magazine which is very useful but also entertaining and relaxing during short breaks. That is Mini!

A lot of up-to-date reading fun, tips and information, a big recipe section, a big puzzle and travel journal.

Mini is worth it

Women appreciate Mini because the editorial team keeps its promise every week: more fun, more tips, more puzzles which helps to make their lives a little bit easier, happier and healthier.

Our reader is in the middle of life ...

... and Mini is up-to-date: with its emotional reports about people and touching events and always completed by helpful tips and experts who give advice – because Mini stands by its reader's side.

Our reader manages the everyday life of the whole family ...

... and Mini helps in a competent way: with the latest information about health, financial and legal matters, job and household – with sound journalism, commented by experts.



Our reader likes to cook ...

... and Mini lays the table: from fast meals for people who have little time to complicated menus with all refinements, from easy pastries to excellent cakes. Plus: information about price, preparation time and nutrients help with the budgetary planning.

Our reader has his finger on the pulse ...

... and Mini shows the trends: flower arrangements, tips for furnishing and handicraft, the latest fashion, beautiful hairstyles and new cosmetics. And if there is time to go on holiday Mini likes to give tips: whether it is about a long-distance journey or a trip within Germany – in the big travel journal Mini shows where it is worth going and has the addresses and prices ready.

Our reader wants entertainment ...

... and Mini is fun: with great puzzles and fantastic prizes. From easy to complicated and of course with Sudoku – Mini has got it all. That is fun and keeps fit. And the best: every week the reader can win fantastic prizes: money, nice things, dream holidays – something for everybody.

In a nutshell: Mini is worth it because it offers a lot. I look forward to it, I buy it.

2 Publishers and General Information

Publishers

Pabel Moewig Verlag GmbH, Karlsruher Straße 31, 76437 Rastatt

Address of the Advertising Department

Mini

Brieffach 3905, Burchardstrasse 11, 20077 Hamburg, Germany

Tel.: +49 40 3019-0
+49 40 3019-3160 Advertising Management
+49 40 3019-3101 Management Back Office Sales
Fax: +49 40 3019-3039 Advertising Management
+49 40 3019-3124 Management Back Office Sales

Email: Advertising Management:
Thomas.Schmidt@bauermedia.com
Management Back Office Sales:
anzeigen.verkaufindienst@bauermedia.com

PZN (Magazine Code No.): 569461

Frequency: weekly

On sale: Wednesday

Guaranteed paid circulation: 90.000 copies
(according to § 16a and 16b of our General Terms of Business)



Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern e.V.
(German Audit Bureau of Circulation)

Bank

HypoVereinsbank München, BLZ: 700 202 70, Account No. 66 58 97 443,
BIC/Swift Code: HYVEDEMMXXX, IBAN: DE72 7002 0270 0665 8974 43

Sales Tax ID-No.

DE 118 90 81 49

Terms of Payment

Invoices are issued at the on sale date of the respective magazine. Payment is due within 30 days from the invoice date without any deduction. 2 % cash discount shall be granted for prepayment received by the publisher prior to the respective on sale date, provided no other amounts are outstanding. In case of default in payment or deferment, interest on arrears - based on current bank interest rates for running account credits - shall be charged.

Terms of Business

For the handling of advertising orders apply the "General Terms and Conditions for advertisements and other forms of advertising in magazines" – see last pages of this rate card or visit www.bauermedia.de/agb.pdf (in German).

For Mini the following rebate combination is available:

BAUER BEST AGE KOMBI

(Neue Post, DAS NEUE BLATT, FREIZEITWOCHE, das neue, mach mal Pause, Mini, Avanti, Schöne Woche, WOCHE HEUTE)



17,8 % combination benefit

Further details see combination rate card.



BAUER
MEDIA KG

3 Basic Rates/Discounts

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Basic Rates 1/1 page all colours

Rate zone 1:	€ 3.755,-
Rate zone 2:	€ 4.033,-
Rate zone 3:	€ 3.492,-
Average rate 1/1 page:	€ 3.850,-

Time periods of rates zones see **6** and **8**

The average annual rates are based on weighted calendar months 2012 – possibly rounded for greater clarity – and show the average rates for the whole year.

These rates cannot be booked.

Frequency discount

6 pages+	3 %	18 pages+	7 %
12 pages+	5 %		

Volume discount

3 pages+	3 %	12 pages+	15 %
6 pages+	5 %	15 pages+	18 %
9 pages+	10 %		

Only one of the three discount schemes is applicable.

Ads in BAUER BEST AGE KOMBI shall be taken into consideration for the discount of a single ad in Mini.

The Gross Volume Discount*

Gross Turnover	Discount	Gross Turnover	Discount
€	%	€	%
1.600.000+	18,00	5.100.000+	21,50
1.850.000+	18,25	5.350.000+	21,75
2.100.000+	18,50	5.600.000+	22,00
2.350.000+	18,75	5.850.000+	22,25
2.600.000+	19,00	6.100.000+	22,50
2.850.000+	19,25	6.350.000+	22,75
3.100.000+	19,50	6.600.000+	23,00
3.350.000+	19,75	6.850.000+	23,25
3.600.000+	20,00	7.100.000+	23,50
3.850.000+	20,25	7.350.000+	23,75
4.100.000+	20,50	7.600.000+	24,00
4.350.000+	20,75	7.850.000+	24,25
4.600.000+	21,00	8.100.000+	24,50
4.850.000+	21,25		

* The total gross turnover placed into BAUER MEDIA KG magazines during the same contract year will be taken into consideration for the purpose of calculating the special 'VOLUME DISCOUNT'. Freizeitwoche, mach mal Pause, Mini, Avanti, Schöne Woche and Woche Heute will also be considered for rebate purposes but not any internet offers.

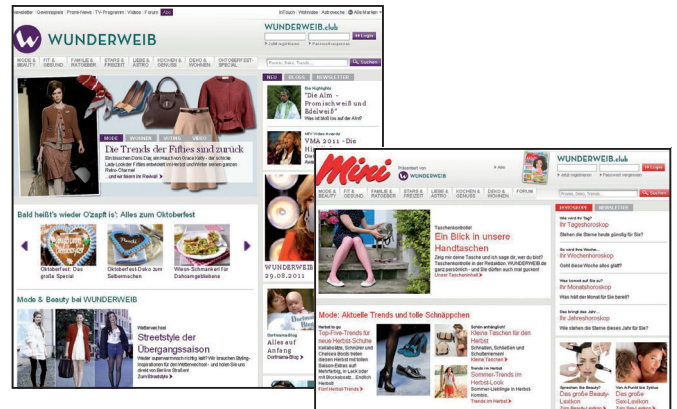
4 Cross Media

Mini online at mini.wunderweib.de

Mini is part of WUNDERWEIB the big women's internet site of the Bauer Media Group. Behind the site stands the accumulated expertise of 30 women's-, people- and interior magazines of the publishing house which have been united to a strong and powerful online performance.

WUNDERWEIB is closely linked with the editors for print so that besides classical banner advertising many possibilities for cross medial cooperation are offered.

We would be pleased to generate an individual offer for you. All prices and further information are also available at www.bauermedia.de.



MEDIA KG

5 Technical Specifications

Rate Card No. 28
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Mini

Multicolour advertisements:

Colour tones that cannot be reproduced using the colours in the colour scale are subject to an extra charge. Slight deviations in tone are due to tolerance limits in the intaglio and offset printing techniques.

Printing process:

rotogravure

Printing material:

Digital data in one of the standard desktop publishing formats (i.e. on CD ROM). **Please do not send films!** Due to our digital data process films always mean a loss of quality.

Delivery address:

Bauer Media KG
Verkauf Innendienst/Mini
Brieffach 3905
20077 Hamburg
Germany

Direct delivery
Burchardstrasse 11
20095 Hamburg
Germany

Delivery by ISDN

For **urgent** deliveries which we have to process without colour control the following lines are available:

2 canal Leonardo: +49 40 3019-1512
or +49 40 419150111
Tel.: +49 40 3019-5612
Fax: +49 40 3019-5678

Please announce your delivery in advance by telephone.

Please send all data of an advertisement in one file, which shows the name of the ad (ad subject) as well as the name of the magazine and issue number (resp. date of first selling day) for which the ad has been ordered.

Please attach a text file (read me) where we can find the name and address of the sender, contact person, telephone number as well as (again) name of ad subject and order details.

At the same time we do need a copy of the advertisement by fax for control. Please mention all necessary details of the order also on this fax.

Technical information, ICC profiles etc.:

Heinrich Bauer Produktions KG
Publishing Support Center
Advertising Production Management
Elke Kähler
Brieffach 6265, Burchardstrasse 11, 20077 Hamburg, Germany
Tel.: +49 40 3019-5612
Fax: +49 40 3019-5678
Email: Elke.Kaehler@bauermedia.com

Further requirements/specifications:

For more detailed information please contact us or consult our website: www.bauermedia.de/technischdaten.html (in German).

Some of the specifications are the following:

Data formats

Please send us **data files** only. In regard to quality films cannot be accepted. We process all common data formats and data carriers. CDs are particularly recommended as they are not expensive and easy to process.

Distiller settings for Acrobat PDF 1.3 / 1.4

A PDF file is a ready to print end page format.

This means that all relevant printing parameters must be fulfilled.

- 1.) The page size should conform to the gross magazine ad format (including trim)
- 2.) The included CMYK images must be in accordance with the print profile of the respective magazine
- 3.) The reference proof (original) is to be made with the respective magazine's print simulation
- 4.) Fonts size to equal 100 %
- 5.) Objects and elements must not be spaced
- 6.) If these conditions cannot be fulfilled please continue sending open files since PDF files can only be minimally edited.

Colour range specifications

For the best possible quality in processing your data we recommend – in order of priority – to keep delivered data either neutral of media, i.e. without restriction to a specific print colour range options 1 and 3, or to adjust the data using ICC profiles option 2.

Data delivery

- 1.) RGB data in ECI-RGB colour range (covers all printable colour ranges)
- 2.) Files adjusted using our print profiles
- 3.) For intaglio objects: intaglio reference colour range
- 4.) For unspecified CMYK or RGB data profiles should be attached.

In general, the appropriate production profiles should be attached. For the mentioned ICC profiles and colour range descriptions see the European Colour Initiative website at www.eci.org.

Reference proofs:

To guarantee perfect print results the reference proofs must be supplied in the appropriate colour range. Intaglio proofs can also be produced in the intaglio reference colour range.

Special for gravure objects:

First printing tone: 5 %
Cut out background tone: 8 %
Image make-up: CMY 5 % - 100 % with skeleton black 5 % - 60 %, no UCR/GCR

Special for offset objects and offset cover pages:

Separate files for graphics and text

General requirements:

Two text versions are required when the text runs through the gutter in 2/1 page advertisements:

- normal text flow for centre pages
- appropriately indented from the gutter for other double pages.

Bleed advertisements: important parts of motif or text must be at least 10 mm from the bleed margins and gutter.



MEDIA KG

6 Ad Formats/Advertising Rates

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Advertisement Formats	Type page		Trim size ¹⁾		Average All colours €	Rate zone 1 All colours €	Rate zone 2 All colours €	Rate zone 3 All colours €
	Width mm	Height mm	Width mm	Height mm				
1/1	196	261	210	280	3.850,-	3.755,-	4.033,-	3.492,-
3/4 vertical	146	261	153	280				
horizontal	196	195	210	205	3.003,-	2.929,-	3.146,-	2.724,-
1/2 vertical	96	261	103	280				
horizontal	196	129	210	139	2.002,-	1.953,-	2.098,-	1.816,-
3/8 vertical	96	195	103	205				
horizontal	196	96	210	106	1.473,-	1.436,-	1.542,-	1.335,-
1/3 vertical	63	261	70	280				
horizontal	196	84	210	94	1.348,-	1.314,-	1.411,-	1.222,-
1/4 vertical	46	261	53	280				
2 columns	96	129	103	139				
horizontal	196	63	210	73	1.040,-	1.014,-	1.089,-	943,-
1/8 vertical	46	129						
2 columns	96	63						
horizontal	196	30			619,-	604,-	649,-	562,-

Spread formats

2/1	406	261	420	280	7.700,-	7.510,-	8.066,-	6.984,-
1/1 (2 x 1/2 p. horizontal)	406	129	420	139	3.850,-	3.755,-	4.033,-	3.492,-

¹⁾ bleed plus 4 mm top and bottom, 5 mm either side

Average rates
cannot be booked

Further formats on request

Rate zones	Time period		
Rate zone 1:	01.02. – 29.02.12	01.06. – 31.07.12	01.12. – 31.12.12
Rate zone 2:	01.03. – 31.05.12	01.09. – 30.11.12	
Rate zone 3:	01.01. – 31.01.12	01.08. – 31.08.12	

Magazine format: 210 x 280 mm

7 Bauer Media Extras

		Rates in € per thousand copies			
		Average	Rate zone 1	Rate zone 2	Rate zone 3
Loose inserts:	up to 20 g	52,-	50,-	54,-	47,-
Bound inserts:	up to 8 pages	52,-	50,-	54,-	47,-
Tip-ins:	postcards	35,-	34,-	37,-	32,-
Product samples:	up to 20 g	43,-	42,-	45,-	39,-

Average rates cannot be booked

Time periods for rate zones see **8** For bookings of postal circulation please see BAUER MEDIA EXTRA rate card.

All details are also available at www.bauer-extras.de (in German)



MEDIA KG

8 Deadlines/Rate ZonesRate Card No. 28
Valid from 1st January 2012

No.	On sale* Wednesday:	Calendar week	Rate zone	Ad closing dates	Delivery dates digital data
2	04.01.12	1	3	30.11.11	09.12.11
3	11.01.12	2	3	07.12.11	16.12.11
4	18.01.12	3	3	14.12.11	21.12.11
5	25.01.12	4	3	21.12.11	28.12.12
6	01.02.12	5	1	27.12.11	09.01.12
7	08.02.12	6	1	05.01.12	16.01.12
8	15.02.12	7	1	12.01.12	23.01.12
9	22.02.12	8	1	18.01.12	27.01.12
10	29.02.12	9	1	25.01.12	03.02.12
11	07.03.12	10	2	01.02.12	10.02.12
12	14.03.12	11	2	08.02.12	17.02.12
13	21.03.12	12	2	15.02.12	27.02.12
14	28.03.12	13	2	23.02.12	05.03.12
15	03.04.12	14	2	29.02.12	09.03.12
16	11.04.12	15	2	06.03.12	15.03.12
17	18.04.12	16	2	13.03.12	22.03.12
18	25.04.12	17	2	20.03.12	29.03.12
19	02.05.12	18	2	26.03.12	02.04.12
20	09.05.12	19	2	02.04.12	13.04.12
21	16.05.12	20	2	11.04.12	20.04.12
22	23.05.12	21	2	17.04.12	26.04.12
23	30.05.12	22	2	23.04.12	03.05.12
24	06.06.12	23	1	30.04.12	10.05.12
25	13.06.12	24	1	07.05.12	16.05.12
26	20.06.12	25	1	14.05.12	24.05.12
27	27.06.12	26	1	22.05.12	01.06.12
28	04.07.12	27	1	30.05.12	11.06.12
29	11.07.12	28	1	05.06.12	18.06.12
30	18.07.12	29	1	14.06.12	25.06.12
31	25.07.12	30	1	21.06.12	02.07.12
32	01.08.12	31	3	28.06.12	09.07.12
33	08.08.12	32	3	05.07.12	16.07.12
34	15.08.12	33	3	12.07.12	23.07.12
35	22.08.12	34	3	19.07.12	30.07.12
36	29.08.12	35	3	26.07.12	06.08.12
37	05.09.12	36	2	02.08.12	13.08.12
38	12.09.12	37	2	09.08.12	20.08.12
39	19.09.12	38	2	16.08.12	27.08.12
40	26.09.12	39	2	23.08.12	03.09.12
41	02.10.12	40	2	29.08.12	07.09.12
42	10.10.12	41	2	05.09.12	14.09.12
43	17.10.12	42	2	12.09.12	21.09.12
44	24.10.12	43	2	19.09.12	28.09.12
45	31.10.12	44	2	26.09.12	08.10.12
46	07.11.12	45	2	01.10.12	12.10.12
47	14.11.12	46	2	10.10.12	19.10.12
48	21.11.12	47	2	17.10.12	26.10.12
49	28.11.12	48	2	24.10.12	05.11.12
50	05.12.12	49	1	30.10.12	12.11.12
51	12.12.12	50	1	08.11.12	19.11.12
52	18.12.12	51	1	14.11.12	23.11.12
1	24.12.12	52	1	20.11.12	29.11.12
2	02.01.13	1	3	22.11.12	03.12.12
3	09.01.13	2	3	29.11.12	10.12.12

* Deadline for payment if claiming cash discount according to rate card.

Cancellation: until resp. ad closing date

MEDIA KG

9 Mini Extra

Rate Card No. 28
Valid from 1st January 2012

Mini

Mini Extra Backen (baking) is an extra of the weekly women's magazine Mini and offers delicious but most of all recipes with success guarantee –this makes baking easy! The special issues address all baking enthusiasts who love to impress their family and guests with culinary delicacies. The 4 times yearly published magazines provide a varied subject mix from favourite recipes of Grandma's baking book up to very special coffee shop creations. Special recipes, for example light cakes for those who watch their figures or cakes for diabetics are especially marked for easy orientation.

Baking with love, the subtitle is the program! Hospitality plays an important part as there is nothing



better than sitting with family and friends at the table and enjoying fine cakes or gateaux.

Mini Extra Backen stands for modern and high-quality special issues which offer a variety of new delicious recipes. No matter whether cakes, biscuits or gateaux everything is easy to prepare also for those who have not much experience which is guaranteed by the experts of our test kitchen.

And: **Mini Extra Backen** offers not only a variety of well chosen seasonal recipes but also an extra plus of many step-by-step photos, baking tricks, hospitalities and baking schools.

Ad Formats/Advertising Rates

Advertisement Formats	Type page		Trim size ¹⁾		Rate zone 1
	Width mm	Height mm	Width mm	Height mm	All colours €
1/1	196	261	210	280	4.500,-
2/1	406	261	420	280	9.100,-

¹⁾ bleed plus 4 mm top and bottom, 5 mm either side.

Deadlines Mini Extra Backen

Issue	On sale* Wednesday:		Calendar week	Ad closing dates	Delivery dates digital data
1	08.02.12	Frühling & Ostern (Spring & Easter)	5	08.12.11	20.12.11
2	25.04.12	Die besten Sommerkuchen (The best summer cakes)	15	22.02.12	05.03.12
3	25.07.12	Backen im Herbst (Baking in autumn)	28	23.05.12	05.06.12
4	24.10.12	Weihnachtsbacken (Baking for Christmas)	38	23.08.12	04.09.12

* Deadline for payment if claiming cash discount according to rate card.

Cancellation: until resp. ad closing date

PZN (Magazine Code No.): 565876

Frequency: 4 x yearly

On sale: Wednesday

Calculated print run: 130.000 copies (publishers' statement)

Bank, Terms of Payment, Terms of Business see **2**

Discounts: see **3**

Rebates for ads in Mini can be added to ads in Mini Extra.

Printing process: rotary offset

Technical specifications see **5**



MEDIA KG



MEDIA KG

INTERNATIONAL SALES MANAGEMENT

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