



# ADVERTISING RATES 2012

No. 59 · Valid from 1st January 2012

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**Current data and more service also at**

[www.bauermedia.de](http://www.bauermedia.de)

[www.pz-online.de](http://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.



## 1 Editorial Concept

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**Neue Post** has been the great entertaining women's magazine of the German speaking areas for six decades addressing the target group of the so called "best ages". Women over the age of 50 find an extensive content in **Neue Post**: from reportage and stories about celebrities to service subjects.

**Neue Post** stresses on carefully investigated stories of show business, interviews with popular German stars and extensive reporting on celebrities of German and international high society. Especially when journalistically accompanying the aristocrats **Neue Post** has established an excellent name as an expert with its claim to be "the number one in aristocracy".

In the section "real life" subjects which touch all of us are described in an emotional way and close to the reader: the worries and the happiness of 'people living next door' – in short: the stories of **Neue Post** are written by life itself. **Neue Post** gives special attention to series. Whether touching stories about war and destinies of expellees and refugees, the en-



ergetic years of reconstruction or the adventures of our stars during post-war times – **Neue Post** takes it all up in a gripping way. Whether reporting about interesting people or introducing not well-known German regions – the whole magazine focuses on our beautiful homeland.

Further highlights of **Neue Post** are the beautifully illustrated pages of travel, recipes and decoration, competent features on medicine, fashion and cosmetics and expert tips for all situations in life. In this comprehensive service section the utility value is clearly the concept: for example, in **Neue Post** fashion is wearable and the recipes are easy to follow yet refined.

The concept of **Neue Post** rounds off with entertaining novels and a puzzle section which readers really enjoy.

**Neue Post is top-class entertainment!**

## 2 Publishers and General Information

### Publishers

Bauer Media KG

### Address of the Advertising Department

#### Neue Post

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.verkauf@bauermedia.com

**PZN (Magazine Code No.):** 505624

**Frequency:** weekly

**On sale:** Wednesday

**Guaranteed paid circulation:** 700.000 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](http://www.bauermedia.de/agb.pdf) (in German).

**For Neue Post the following rebate combinations are available:**

#### CONSUMER COMBINATION

(Neue Post, DAS NEUE BLATT)

#### CC FREIZEIT

(Neue Post, DAS NEUE BLATT, das neue, FREIZEITWOCHE)

#### BAUER BEST AGE KOMBI

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

#### Combination benefit:

5,1 %



12,8 %



17,8 %



Further details see combination rate card.



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### 3 Basic Rates/Discounts

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#### Basic Rates 1/1 page all colours

**Rate zone 1:** € 15.340,-

**Rate zone 2:** € 16.475,-

**Rate zone 3:** € 14.266,-

**Average rate 1/1 page:** € 15.729,-

Time periods of rates zones see **5** and **6**

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 CONSUMER COMBINATION, CC FREIZEIT or BAUER BEST AGE KOMBI shall be taken into consideration for the discount of a single ad in Neue Post.

#### 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.



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## 4 Technical Specifications

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### 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/Neue Post  
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](http://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](http://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.



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## 5 Ad Formats/Advertising Rates

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Advertisement Formats	Type page		Trim size <sup>1)</sup>		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	206	258	225	285	15.729,-	15.340,-	16.475,-	14.266,-
3/4 vertical	153	258	163	285	12.269,-	11.965,-	12.850,-	11.127,-
horizontal	206	192	225	205				
1/2 vertical	101	258	111	285	8.179,-	7.977,-	8.567,-	7.419,-
horizontal	206	128	225	141				
3/8 vertical	101	192	111	205	6.016,-	5.868,-	6.302,-	5.457,-
horizontal	206	94	225	107				
1/3 vertical	66	258	76	285	5.505,-	5.369,-	5.766,-	4.993,-
horizontal	206	83	225	96				
1/4 vertical	48	258	58	285	4.247,-	4.142,-	4.449,-	3.852,-
2 columns	101	128	111	141				
horizontal	206	62	225	75				
1/8 vertical	48	128			2.359,-	2.301,-	2.471,-	2.140,-
2 columns	101	62						
horizontal	206	29						
<b>Special positions<sup>2)</sup></b> Back cover page					16.515,-	16.107,-	17.299,-	14.979,-

### Spread formats

2/1	432	258	450	285	31.458,-	30.680,-	32.950,-	28.532,-
1/1 (2 × 1/2 p. horizontal)	432	128	450	141	15.729,-	15.340,-	16.475,-	14.266,-

<sup>1)</sup> bleed plus 4 mm top and bottom, 5 mm either side

<sup>2)</sup> Surcharges are subject to discounts and commission

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: 225 × 285 mm**



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## 6 Deadlines/Rate Zones

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No.	On sale* Wednesday:	Calendar week	Rate zone	Ad closing dates	Delivery dates digital data
2	04.01.12	1	3	06.12.11	16.12.11
3	11.01.12	2	3	13.12.11	22.12.11
4	18.01.12	3	3	20.12.11	02.01.12
5	25.01.12	4	3	28.12.11	09.01.12
6	01.02.12	5	1	04.01.12	16.01.12
7	08.02.12	6	1	11.01.12	23.01.12
8	15.02.12	7	1	18.01.12	30.01.12
9	22.02.12	8	1	24.01.12	03.02.12
10	29.02.12	9	1	31.01.12	10.02.12
11	07.03.12	10	2	07.02.12	17.02.12
12	14.03.12	11	2	14.02.12	27.02.12
13	21.03.12	12	2	23.02.12	05.03.12
14	28.03.12	13	2	29.02.12	12.03.12
15	03.04.12	14	2	06.03.12	16.03.12
16	11.04.12	15	2	12.03.12	22.03.12
17	18.04.12	16	2	19.03.12	29.03.12
18	25.04.12	17	2	26.03.12	03.04.12
19	02.05.12	18	2	30.03.12	13.04.12
20	09.05.12	19	2	10.04.12	20.04.12
21	16.05.12	20	2	17.04.12	27.04.12
22	23.05.12	21	2	23.04.12	04.05.12
23	30.05.12	22	2	27.04.12	10.05.12
24	06.06.12	23	1	07.05.12	18.05.12
25	13.06.12	24	1	11.05.12	24.05.12
26	20.06.12	25	1	21.05.12	01.06.12
27	27.06.12	26	1	29.05.12	11.06.12
28	04.07.12	27	1	05.06.12	18.06.12
29	11.07.12	28	1	13.06.12	25.06.12
30	18.07.12	29	1	20.06.12	02.07.12
31	25.07.12	30	1	27.06.12	09.07.12
32	01.08.12	31	3	04.07.12	16.07.12
33	08.08.12	32	3	11.07.12	23.07.12
34	15.08.12	33	3	18.07.12	30.07.12
35	22.08.12	34	3	25.07.12	06.08.12
36	29.08.12	35	3	01.08.12	13.08.12
37	05.09.12	36	2	08.08.12	20.08.12
38	12.09.12	37	2	15.08.12	27.08.12
39	19.09.12	38	2	22.08.12	03.09.12
40	26.09.12	39	2	29.08.12	10.09.12
41	02.10.12	40	2	04.09.12	14.09.12
42	10.10.12	41	2	11.09.12	21.09.12
43	17.10.12	42	2	18.09.12	28.09.12
44	24.10.12	43	2	25.09.12	08.10.12
45	31.10.12	44	2	01.10.12	15.10.12
46	07.11.12	45	2	09.10.12	19.10.12
47	14.11.12	46	2	16.10.12	26.10.12
48	21.11.12	47	2	23.10.12	05.11.12
49	28.11.12	48	2	30.10.12	12.11.12
50	05.12.12	49	1	07.11.12	19.11.12
51	12.12.12	50	1	14.11.12	26.11.12
52	18.12.12	51	1	20.11.12	30.11.12
1	22.12.12	51	1	26.11.12	06.12.12
2	02.01.13	1	3	28.11.12	10.12.12
3	09.01.13	2	3	05.12.12	17.12.12

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

**Cancellation: until resp. ad closing date**

**Just-in-time-Ads:** see **7**



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## 7 Just-in-time-Ads

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Order your advertisement just before the magazine is printed!

Ad size: 1/1 page black/white or colour

Booking: total circulation

Deadline: 5 working days before first selling day without the right of cancellation

Digital data: 4 working days before first selling day by 12:00 noon  
Technical specifications see **4**

Number of ads: in each issue the number of just-in-time ads is limited

Ad placing: in the topical section without prior confirmation or agreement

Extras: complaints will not be accepted for any variations in tones and colours

## 8 Bauer Media Extras

		Rates in € per thousand copies			
		Average	Rate zone 1	Rate zone 2	Rate zone 3
<b>Loose inserts:</b>	up to 20 g	58,-	57,-	61,-	53,-
<b>Bound inserts:</b>	up to 8 pages	47,-	46,-	49,-	43,-
<b>Tip-ins:</b>	postcards	37,-	36,-	39,-	33,-
<b>Product samples:</b>	up to 20 g	43,-	42,-	45,-	39,-

Average rates cannot be booked

Time periods for rate zones see **6**

For bookings of postal circulation please see BAUER MEDIA EXTRA rate card. Price calculation is based on print run. Quantity to be delivered = print run + 1 % excess for processing (product samples + 2 %).

For more information please refer to the current BAUER EXTRAS rate card or contact the BAUER EXTRAS team:  
Tel.: +49 40 3019-3172, Fax: +49 40 3019-3170

All details are also available at [www.bauer-extras.de](http://www.bauer-extras.de) (in German)

## 9 Cross Media

### Neue Post online at [neue-post.wunderweib.de](http://neue-post.wunderweib.de)

Neue Post 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. With a "Best of" of the print topics as well as its own online content – as for example a versatile video offer – WUNDERWEIB offers a unique combination of depth and broadness in its content.

The topics range from fashion, beauty, health, cooking, living and decoration to stars, leisure time, travel and astrology.

The female user finds practical advice within all subjects and can offer advice herself; she can share her knowledge and chat with like-minded women in the WUNDERWEIB.club. The diverse contents are well researched to a high quality standard and constantly supported by reliable experts.

WUNDERWEIB – the women's internet site

### Cross Media with Neue Post and WUNDERWEIB

WUNDERWEIB is closely linked with women's-, people- and interior magazines of the Bauer Media Group 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 available at [www.bauermedia.de](http://www.bauermedia.de)



MEDIA KG



MEDIA KG

**INTERNATIONAL SALES MANAGEMENT**

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