

ADVERTISING RATES 2012

No. 5 · 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.

1 Editorial Concept

Rate Card No. 5
Valid from 1st January 2012

**WOCHE
HEUTE**

WOCHE HEUTE • up-to-date • entertaining • modern

The female readers get entertainment and competent service in **WOCHE HEUTE** each week – all about the world of celebrities, travel reportage, tasteful recipes and opulent service pages.

On 22 well-filled pages celebrities of TV, cinema, national and international pop music meet as well as royalties from all over the world. Two big serial subjects ("women who made history" and "a journey through time") give the magazine a significant value. One of the core segments of **WOCHE HEUTE** is the comprehensive health section – besides almost 40 entertaining pages with 15 puzzle pages, travel tips, advice and recipes.



The health journal with information and address boxes as well as lavish illustrations is 9 pages strong. Thereof 2 pages report in detail on the 'subject of the week', for example 'stop the pain', 'flee the stress' or 'menopause'. The best cure and latest trends in alternative medicine are introduced in the section of the same name.

The editorial team is supported by well-known experts. Nevertheless the medical section is written in an easy to understand way because the **WOCHE HEUTE** magazine's priority is to inform with clear, sensitive and competent features.

WOCHE HEUTE – here you simply find everything. Just read it first!

2 Publishers and General Information

Publishers

Bauer Media KG

Address of the Advertising Department

WOCHE HEUTE

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.): 531019

Frequency: weekly

On sale: Wednesday

Guaranteed paid circulation: 200.000 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 WOCHE HEUTE the following rebate combinations are available:

BAUER BEST AGE BASIC

(das neue, mach mal Pause, Schöne Woche, WOCHE HEUTE)

BAUER BEST AGE KOMBI

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

Combination benefit:

10,66 %

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: € 4.823,-

Rate zone 2: € 5.180,-

Rate zone 3: € 4.485,-

Average rate 1/1 page: € 4.945,-

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 BAUER BEST AGE BASIC or BAUER BEST AGE KOMBI shall be taken into consideration for the discount of a single ad in WOCHE HEUTE.

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/WOCHE HEUTE
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.



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5 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	207	265	225	285	4.945,-	4.823,-	5.180,-	4.485,-
3/4 vertical	155	265	164	285				
horizontal	207	198	225	208	4.451,-	4.341,-	4.662,-	4.037,-
1/2 vertical	102	265	111	285				
horizontal	207	131	225	141	2.967,-	2.894,-	3.108,-	2.691,-
3/8 vertical	101	192	111	205				
horizontal	207	97	225	107	2.225,-	2.170,-	2.331,-	2.018,-
1/3 vertical	66	265	76	285				
horizontal	207	86	225	96	1.978,-	1.929,-	2.072,-	1.794,-
1/4 vertical	49	265	58	285				
2 columns	102	131	111	141				
horizontal	207	64	225	74	1.484,-	1.447,-	1.554,-	1.346,-
1/8 vertical	49	131	58	141				
2 columns	102	64	111	74				
horizontal	207	30	225	40	742,-	723,-	777,-	672,-

Spread formats

2/1	430	265	450	285	9.890,-	9.646,-	10.360,-	8.971,-
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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: 225 x 285 mm



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6 Deadlines/Rate ZonesRate Card No. 5
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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	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	28.12.11
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**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: 6 working days before first selling day without the right of cancellation
Digital data: 5 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
Loose inserts:	up to 20 g	52,-	50,-	54,-	47,-
Bound inserts:	up to 8 pages	50,-	48,-	52,-	45,-
Tip-ins:	postcards	33,-	32,-	34,-	30,-
Product samples:	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 (in German)

9 Cross Media

WOCHE HEUTE online at woche-heute.wunderweib.de

WOCHE HEUTE 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.

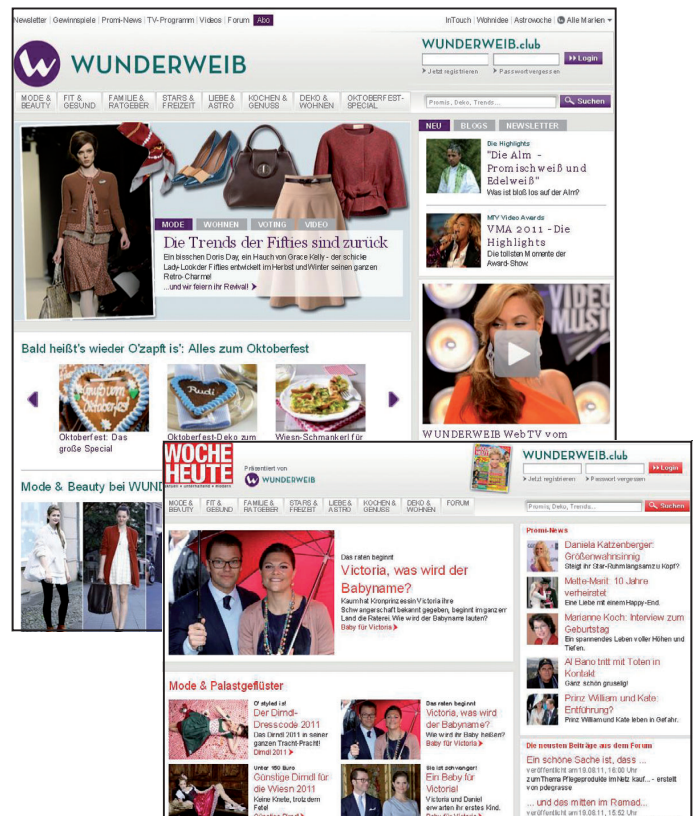
WUNDERWEIB – the women's internet site

Cross Media with WOCHE HEUTE 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



MEDIA KG



MEDIA KG

INTERNATIONAL SALES MANAGEMENT

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