

## International Sales Management

Bauer Media KG  
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## 2009 ADVERTISING RATES effective January 1, 2009 Rate Card No. 5



MEDIA KG



LECKER Lecken & genießen

## Editorial concept

### Position

#### **LECKER – easy but special!**

LECKER is an innovative magazine which presents classic dishes and trends of modern cooking in a modern style – always uncomplicated and with an aesthetically pleasing photography.

Cooking is lifestyle! LECKER is cooking enjoyment. On every page the trends of uncomplicated recipes are presented with pleasure and passion.

The innovative horizontal format, the removable shopping list and the clear recipes' illustrations are clever and practical.

LECKER stands for cooking and drinks, it always presents the “right tool” as well as stylish decoration trends.

### Target group

LECKER readers are active women and men between 29 and 49 who enjoy experimenting in their kitchen although they never learned classic cooking.

Yet, LECKER readers know what they want! The basic ingredients they use are fresh and of good quality. Therefore “convenience products of high quality” does not mean a contradiction in terms but only saving of time.

LECKER readers are young, creative, they love life and like to invite friends for a meal.

## Data and facts

<b>Launch date</b>	2004
<b>Frequency</b>	10 x yearly
<b>Day on sale</b>	Tuesday
<b>Issue format</b>	233 x 190 mm
<b>Printing procedure</b>	rotogravure
<b>Printing material</b>	digital data
<b>Guaranteed paid circulation*</b>	100.000 copies *according to §16a and 16b of our General Terms of Business
<b>Bank</b>	HypoVereinsbank München Acc.-No. 66 58 97 443 BLZ 700 202 70
<b>Iban-No.:</b>	DE72 7002 0270 0665 8974 43
<b>Swift Code</b>	HYVEDEMMXXX
<b>Sales Tax ID-No.:</b>	DE 118 90 81 49

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.



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## Advertisement rates 2009

Size in page fractions	Average All colours in €	Rates period 1 All colours in €	Rates period 2 All colours in €	Rates period 3 All colours in €
1/1	10.924	10.607	11.233	10.024
2/3	8.667	8.415	8.911	7.952
1/2	8.357	8.114	8.593	7.668
1/3	6.500	6.311	6.683	5.964
<b>Spread formats:</b>				
2/1	21.848	21.214	22.466	20.047
<b>Special positions:</b>				
Back cover page	11.470	11.137	11.795	10.525
2nd cover page	11.470	11.137	11.795	10.525

Average rates cannot be booked

### Seasonal Rates:

Rates period 1: 01.02. – 28.02.09 01.06. – 30.06.09 01.12. – 31.12.09  
 Rates period 2: 01.03. – 31.05.09 01.09. – 30.11.09  
 Rates period 3: 01.08. – 31.08.09

## Advertisement sizes (width x height)

	Type page	Trim size*
1/1 page	214 x 176 mm	233 x 190 mm
2/3 page	142 x 176 mm	149 x 190 mm
1/2 page	105 x 176 mm	112 x 190 mm
1/3 vertical	68 x 176 mm	75 x 190 mm
1/3 horizontal	214 x 56 mm	233 x 63 mm

### Spread formats:

2/1 page	452 x 176 mm	466 x 190 mm
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\* Bleed plus 4 mm top and bottom, 5 mm either side

## Basic rates

### Basic rate 1/1 page all colours

Rates period 1: € 10.607,-

Rates period 2: € 11.233,-

Rates period 3: € 10.024,-

Average rate 1/1 page: € 10.924,-

Rates periods see under "Advertisement rate 2009/Seasonal rates"

The average rates are based on the calendar months 2009, rounded up or down in order to show the average rate for the whole year.

They cannot be booked.



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## Discounts

### Volume discounts

3+ pages	5%
6+ pages	8%
9+ pages	13%
12+ pages	15%

**Only one of the two discount schemes is applicable.**

Ads in BAUER FOOD KOMBINATION PLUS during the same contract year will be taken into consideration for the discount of a single ad in LECKER.



**20% combination discount**

**for advertisements in BAUER FOOD KOMBINATION PLUS (kochen & genießen, tina KOCH & BACK-IDEEN, REZEPTE pur, LECKER) during the same contract year.**

**Further details see Combination Rate Card.**

## THE GROSS VOLUME DISCOUNT\*

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

\*The total gross turnover placed into BAUER MEDIA KG magazines during the contract year will be taken into consideration for purpose of calculating the special VOLUME DISCOUNT. Wertpapier, Freizeitwoche, Mini, Avanti, Schöne Woche, Happy Day, Superfreizeit und Woche Heute will also be considered for rebate purposes but not any internet-offers.



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## Issue and closing dates 2009

No.	On sale* Tuesday	Rates period	Deadline for orders	Closing dates for digital data
3	03.02.09	1	18.12.08	18.12.08
4	10.03.09	2	28.01.09	28.01.09
5	14.04.09	2	03.03.09	03.03.09
6	19.05.09	2	06.04.09	06.04.09
7/8	16.06.09	1	04.05.09	04.05.09
9	04.08.09	3	25.06.09	25.06.09
10	08.09.09	2	30.07.09	30.07.09
11	05.10.09	2	26.08.09	26.08.09
12	10.11.09	2	01.10.09	01.10.09
1/2	15.12.09	1	05.11.09	05.11.09

\*Date for payment if cash discount according rate card

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



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### Promotions

**LECKER**-promotions may be designed either by the advertiser or by the Bauer Media Promotion (BMP) department and will be produced by **LECKER**.

**LECKER**-promotions will be charged according to the current rate card and are subject to discount. Additional production costs (based on processing procedures) will be invoiced separately.

### Production costs

1/2 page 4c	approx. € 1.600,-
1/1 page 4c	approx. € 2.000,-
2/1 pages 4c	approx. € 3.600,-

Production costs will be calculated on processing procedures and the kind of material available. They are neither subject to commission nor discount.

### Bauer Extras

#### Rates in € per thousand copies

		Average	Rates period 1	Rates period 2	Rates period 3
<b>Loose inserts:</b>	up to 20g	72,-	70,-	74,-	66,-
<b>Bound inserts:</b>	up to 8 pages	74,-	72,-	76,-	68,-
<b>Tip-ins:</b>	postcards	57,-	55,-	58,-	52,-
<b>Product samples:</b>		59,-	57,-	60,-	54,-

Average rates cannot be booked

Price calculation is based on print run.

Quantity to be delivered = print run + 1% overs for processing (product samples + 2%).

For more information please refer to the current BAUER EXTRAS rate card or contact the

BAUER EXTRAS team:

Tel. +49-40-30193172, Fax +49-40-30193170

All details can also be found on the Internet:

[www.bauer-extras.de](http://www.bauer-extras.de)

(in German)

### Seasonal Rates:

Rates period 1: 01.02. - 28.02.09	01.06.- 30.06.09	01.12. - 31.12.09
Rates period 2: 01.03. - 31.05.09	01.09.- 30.11.09	
Rates period 3: 01.08. - 31.08.09		







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## Further requirements/specifications

For more detailed information please contact us or have a look at our home page: [www.bauermedia.com/service/technischdaten](http://www.bauermedia.com/service/technischdaten)

Some of the specifications are the following:

### Data formats

Please send us **data files** only. In regard to quality films can not 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 rang
- 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 Color Initiative homepage on <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.

## General Terms and Conditions for Advertisements and other Forms of Advertising in Magazines

1. For the purposes of these Terms and Conditions, 'Advertisement Order' means the agreement between Publisher and Customer on the publication of one or several advertisements or other forms of advertising (hereinafter collectively referred to as 'Advertisements') by advertisers or others placing Advertisements (hereinafter collectively referred to as 'Advertisers') in a magazine for the purpose of dissemination.
2. A 'Contract' refers to an agreement on the publication of several Advertisements taking into consideration the discounts to be granted to the Advertiser in accordance with the price list, with the respective publications being carried out at the request (*Abruf*) of the Customer. Discounts will not be granted to companies whose business objectives include the placing of Advertisement Orders for various Advertisers in order to claim a joint discount. If in the context of a Contract, the right to request individual Advertisements is granted, the Order is to be processed within one year of appearance of the first Advertisement, provided the first Advertisement is requested and published within one year of conclusion of the Contract.
3. If one or more requests of a Contract are not fulfilled for reasons for which the Publisher is not responsible, the Customer shall, without prejudice to any other legal obligations, refund to the Publisher the difference between the discount granted and the discount corresponding to the actual purchase. Unless agreed otherwise, the Customer shall be entitled retrospectively to the discount corresponding to his actual purchases of Advertisements within one year.
4. For the calculation of purchase quantities, text millimetre lines will be converted into Advertising millimetres according to the price.
5. Orders for advertisements which are supposed only to appear in specific volumes, specific editions or at specific places in the publication must be submitted to the Publisher in good time so that the Customer can be informed prior to the submission deadline whether the Order can be implemented in the manner requested. Advertisements belonging to a specific section will be printed in the corresponding section without this requiring an express agreement.
6. 'Text Advertisements' are Advertisements which are surrounded by at least three pages of text and are not bordering on other Advertisements. Advertisements which are not recognisable as such will be clearly designated by the Publisher using the word 'Advertisement'. (*Anzeige*)
7. The Publisher reserves the right to reject Advertisements – including individual requests within the framework of a Contract – if • their content is in breach of laws or official regulations, or • the German advertising standards authority (*Deutscher Werberat*) has objected to their content in complaint proceedings or • if the Publisher cannot reasonably be expected to publish them due to their content, design, origin or technical form. This also applies to Advertisements containing advertising of or for third parties.

Orders for other forms of advertising shall be binding for the Publisher only after a sample has been submitted and approved. Advertisements containing advertising of or for third parties (co-op advertising) require the prior written acceptance of the Publisher in any individual case. The Publisher is entitled to impose a co-op surcharge.

The Customer shall be notified immediately if an Advertisement or another form of advertising is rejected.

8. The Customer shall have sole responsibility for the delivery of flawless and suitable printing material or other advertising means. If documents for printing are to be delivered in digital form, the Customer is obliged to deliver in good time prior to initial publication the final copy of the Advertisement notably conforming to the Publisher's format and his technical standards. The Customer shall bear any costs incurred by the Publisher as a result of changes requested by the Customer to the final print document or changes to such final print document for which the Customer is responsible. The customary characteristics of the Advertisement or other form of advertising for the publication in question in line with the information in the price list as well as in the order confirmation are deemed to have been agreed, within the bounds of possibility given by the printing material. This is conditional on the Customer's adherence to the Publisher's instructions on the creation and sending of printing material.
9. Print documents shall be returned to the Customer only on specific request. The Publisher's duty to keep the print documents ends three months after the first publication of the Advertisement.
10. Should the Advertisement not correspond to the condition/performance owed, the Customer shall be entitled to a reduction in payment or a flawless re-print of the Advertisement or re- publication of another form of advertising, but only to the extent that the purpose of the Advertisement or other form of advertising is impaired. The Publisher has the right to refuse a re-print of the Advertisement or re-publication if • taking into consideration the content of the contract and the principle of good faith, this requires time/effort markedly out of proportion to the Customer's interest in performance or • this would be possible for the Publisher only at a disproportionately high cost. Should the Publisher fail to meet a reasonable deadline set for the re-print of the Advertisement or re-publication of another form of advertising or if the re-print/re-publication is also unsatisfactory, the Customer shall be entitled to a reduction in price or the rescission of the order. In the event of non defects in the Advertisement or the substantial publication of the other form of advertising, the rescission of the Order is excluded. Complaints in the event of defects which are not immediately visible must be made within one year of the beginning of the statutory period of limitations. The Publisher shall be liable for all damages, regardless of whether these result from a breach of contractual obligations or tort in accordance with the following provisions: In the event of gross negligence the liability in commercial business shall be limited to compensation for typically foreseeable damages; this restriction shall not apply if the damage was caused by legal representatives or executive employees of the Publisher.  
In the event of simple negligence, the Publisher shall be liable only if a material contractual obligation has been breached. In these cases liability shall be limited to the typically foreseeable damage.



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## General Terms and Conditions for Advertisements and other Forms of Advertising in Magazines - Continuation -

In the event of claims under the Product Liability Act [Produkthaftungsgesetz] or injury to life, body, and health, the Publisher shall be liable in accordance with statutory provisions. Complaints must – except in the case of defects which are not immediately visible – be made within four weeks of receipt of invoice and voucher copy.

All claims directed against the Publisher for breach of contractual obligations shall become statute-barred one year after the commencement of the statutory period of limitations, provided they are not based on wilful misconduct.

11. Proofs will be delivered only on specific request. The Customer shall bear responsibility for the correctness of the returned proofs. The Publisher shall consider all corrections which are reported to it by the submission deadline or within the period set when the proof is sent to customer.
12. Re.: Calculation based on printing height. Not applicable.
13. If the Customer does not pay in advance, the invoice shall be sent without undue delay, if possible no later than fourteen days after publication of the Advertisement. The invoice shall be payable within the period indicated in the price list, which starts from receipt of invoice, provided that no other payment deadline or advance payment has been agreed in an individual case. Any discounts for premature payment will be granted according to the price list.
14. In the event of default in payment or deferral of payment, both interest at customary banking rates and costs of collection shall be charged. In the event of default in payment, the Publisher may postpone the further performance of the current Order until payment has been received, and may demand advance payment for the remaining Advertisements. Should the Publisher have any justified reason to doubt the Customer's ability to pay, he shall be entitled, even during the term of an Advertisement Contract, to make the publication of further Advertisements conditional upon the advance payment of the amount by the submission deadline, and the payment of outstanding invoices, regardless of any payment term originally agreed upon.
15. On request, the Publisher shall provide a proof copy of the Advertisement. Depending on the type and the scope of the Advertisement Order, the proof copies shall be provided in the form of individual Advertisements, full pages, or entire issues of the publication. If it is no longer possible to provide a proof copy, the Publisher shall instead furnish a legally binding certification, confirming the publication and dissemination of the Advertisement.
- 16a. Where a Contract is concluded for several Advertisements, a right to a price reduction can – subject to the provisions of clause 16b – result from a decrease in circulation pursuant to sentence 2 if the total average circulation (falls below the guaranteed circulation) of the year following the publication of the first publication of the Advertisement.

A decrease in circulation shall be deemed a defect justifying a price reduction only if and to the extent it amounts to  
at least 20%  
in case of a guaranteed circulation of up to 50,000 copies,  
at least 15%  
for a guaranteed circulation of up to 100,000 copies,  
at least 10%  
for a guaranteed circulation of up to 500,000 copies,  
at least 5%  
for a guaranteed circulation of over 500,000 copies.

A reduction in circulation for the reasons stipulated in clause 23 shall not be taken into account. The guaranteed circulation shall be the average circulation indicated in the price list or otherwise named or, if no circulation is indicated, the average circulation sold (or, in case of specialist publications ("Fachzeitschriften") which are not being sold the average circulation actually disseminated) in the previous calendar year. Claims to a reduction in price are moreover excluded if the Publisher informed the Customer of the circulation decrease in time for the latter to rescind the Contract prior to publication of the Advertisement.

- 16b. (Special provisions for decreases in circulation for titles which publish circulation data relating to each issue)

In derogation of clause 16a, a decrease in circulation for titles which publish circulation data relating to each issue shall entitle the Customer to a price reduction only if and to the extent it exceeds 10 % for a circulation (guaranteed circulation) of up to 500,000 copies and 5 % for a circulation (guaranteed circulation) of over 500,000 copies (fluctuation margin). A decrease in circulation for the reasons stipulated in clause 23 shall not be taken into account.

The circulation on which the guarantee is based is the total number of sold copies as defined by the Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. (IVW). It is calculated for the year in which the Advertisement is published as the average circulation of the four quarters prior to the year of circulation, unless the Publisher has indicated an absolute figure for circulation as guaranteed in the respective price list. Any claim to a reduction in price requires a Contract being eligible for discount in accordance with the volume-based scale of prices (Mengenstaffel) and for at least three editions.

The price reduction will be calculated on the basis of the Order per company, unless the parties agreed the reduction would be invoiced by brand name to be defined upon placement of the Order.

The potential decrease in circulation shall be calculated as the balance of the number of copies in which the Advertisement is published exceeding the target circulation and those falling short of it within the year of publication, less the admissible fluctuation margin as stipulated.

The refund will be paid at the end of the campaign on the basis of the net customer price after discount (Kundennetto) taking into account the agency remuneration already paid as a credit in kind or, if this is no longer possible, as remuneration. A claim to reimbursement shall exist only if the sum to be refunded totals at least € 2,500.



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## General Terms and Conditions for Advertisements and other Forms of Advertising in Magazines - Continuation -



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17. Re.: Box number advertisements. Not applicable.
18. Place of performance is the Publisher's registered office.  
In commercial business with merchants, legal entities under public law, or public-law special funds, the place of jurisdiction for any legal action shall be the Publisher's registered office. In the case of claims against non-merchants, the place of jurisdiction is determined on the basis of the party's domicile, unless the Publisher's claims are raised by way of summary proceedings (*Mahnverfahren*). If the domicile or habitual residence of the Customer, including non-merchant Customers, is unknown at the time of filing of a complaint, or if after conclusion of a Contract the Customer relocates its legal residence or domicile outside of the jurisdiction of the law, the parties agree that the place of jurisdiction shall be the Publisher's registered office.
19. Advertising brokers and agencies are obliged to adhere to the Publisher's price lists in their quotations, contracts, and settlements with Advertisers.
20. Any changes in prices for Advertisement Orders issued shall be valid vis-à-vis entrepreneurs if the Publisher notifies the latter of such at least one month prior to publication of the Advertisement or other form of advertising. In the event of price increases the Customer shall have a right of rescission. The right to rescission must be exercised in writing within fourteen days of receipt of the notification of the price increase.
21. If a company belonging to a corporate group claims a joint discount, the Advertiser is required to submit written confirmation of its status as a member of the group. For the purposes of this provision, 'corporate group companies' means companies between which there is a capital-participating interest of at least 50%. Corporations (*Kapitalgesellschaften*) must provide evidence of their status as group member in the form of confirmation by a certified auditor or submission of the last annual report; partnerships (*Personengesellschaften*) must submit an extract from the commercial register.  
Evidence must be provided by the end of the year of publication at the latest. Any evidence furnished at a later date will not be acknowledged with retroactive effect. Discounts for corporate groups require the written confirmation by the Publisher in all cases. Such discounts will only be granted for the duration of membership in the group. Termination of membership in the group is to be reported to the Publisher without undue delay. Once the company in question has left the corporate group, it shall no longer be entitled to the group discount.
22. The customer warrants that he has all the rights required for placing the Advertisement. The customer shall bear sole responsibility for the content and legal admissibility of the text and image documents provided, as well as the advertising means supplied. He shall release the Publisher from all third-party claims relating to the Advertisement Order which may arise due to breach of statutory provisions. The Publisher will also be released from the costs of any requisite legal defence. The customer is under obligation to support the Publisher in good faith by providing information and documentation for the legal defence against third parties.  
The customer assigns to the Publisher all rights to use, copyrights and other rights necessary for the use of the advertising in print and online media of any type, including the Internet, notably the right to reproduction, dissemination, transmission, broadcasting, making available to the public, withdrawal from a database and retrieval, and does so for the length of time and with regard to the scope of content necessary for the execution of the Order. In all cases, the assignment of the above rights shall be unrestricted as to territory.
23. In the event of disruptions in operations or *force majeure*, unlawful industrial action, illegal seizure, traffic disturbances, general shortages of raw materials or energy or similar – both in the Publisher's facilities or in third-party facilities of which the Publisher makes use to fulfil its obligations – the Publisher shall be entitled to full payment for the published Advertisements if the delivery of the publication reaches 80 % of the average circulation sold over the past 4 quarters or of the circulation otherwise guaranteed by the Publisher. In the event of lower deliveries, the invoice amount shall be reduced at the ratio of the guaranteed sold or otherwise guaranteed circulation to the actual circulation delivered.
24. For Customers/advertising agencies entering into business relations with the Publisher for the first time, the Publisher reserves the right to demand advance payment on the submission deadline. Discounts will be granted in accordance with the discount schedule after the publication of the Advertisement when the individual discount levels are reached.
25. Supplementary condition  
Data generation for the purpose of subscriber advertising  
The client hereby undertakes vis-à-vis Bauer Media KG not to use and/or allow to be used any data relating to persons (e.g. addresses) derived from using the advertising media for the purpose of acquiring subscribers to print products. For each individual case of infringement of Paragraph 1, a penalty amounting to € 50,000 (fifty thousand euro) shall be payable to Bauer Media KG.

**This English-language document is published only as a courtesy to our overseas customers. In all cases, the acceptance and publication of advertising is governed by the terms and conditions of our German-language ratecards.**

LECKER Lecker & Partner