



ADVERTISING RATES 2012

No. 23 · 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

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das neue – celebrities + puzzles + service

The weekly entertaining women's magazine das neue combines three popular magazine concepts:

1. Celebrities magazine

das neue offers the most thrilling brand new stories of the week on about 30 pages and put in a nutshell: exciting investigative journalism, strong in opinion and emotionalizing reports on celebrities mixed with up-to-date background information and exclusive interviews of the glamorous world of celebrities! Highlights are in no particular order issued series which examine backgrounds and latest trends.



2. Puzzle magazine

das neue offers in each issue a recently revised absolute highlight for all friends of puzzles, the big puzzle journal on Saturday: 17 pages for beginners, for people who occasionally do a puzzle and for absolute professionals. A pleasant and modern layout and many valuable prizes tie the readers up to the magazine!

3. Service magazine

das neue offers its readers the tips of the week. In a young and modern service section they find helpful tips on fashion and cosmetics, fantastic holiday and travel ideas, competent health information as well as many delicious recipes!

2 Publishers and General Information

Publishers

Bauer Media KG

Address of the Advertising Department

das neue

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.): 596195

Frequency: weekly

On sale: Saturday

Guaranteed paid circulation: 190.000 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 das neue the following rebate combinations are available:

CC FREIZEIT

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

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:

12,8 %

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: € 4.999,-

Rate zone 2: € 5.369,-

Rate zone 3: € 4.649,-

Average rate 1/1 page: € 5.126,-

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 CC FREIZEIT, BAUER BEST AGE BASIC or BAUER BEST AGE KOMBI during the same contract year shall be taken into consideration for the discount of a single ad in das neue.

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/das neue
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	196	261	210	280	5.126,-	4.999,-	5.369,-	4.649,-
3/4 vertical	146	261	153	280				
horizontal	196	195	210	205	3.998,-	3.899,-	4.188,-	3.626,-
1/2 vertical	96	261	103	280				
horizontal	196	129	210	139	2.666,-	2.599,-	2.791,-	2.417,-
3/8 vertical	96	195	103	205				
horizontal	196	96	210	106	1.961,-	1.912,-	2.053,-	1.778,-
1/3 vertical	63	261	70	280				
horizontal	196	84	210	94	1.794,-	1.750,-	1.880,-	1.628,-
1/4 vertical	46	261	53	280				
2 columns	96	129	103	139				
horizontal	196	63	210	73	1.384,-	1.350,-	1.450,-	1.256,-
1/8 vertical	46	129						
2 columns	96	63						
horizontal	196	30			823,-	803,-	862,-	747,-

Spread formats

2/1	406	261	420	280	10.252,-	9.998,-	10.738,-	9.298,-
1/1 (2 × 1/2 S. p. horizontal)	406	129	420	139	5.126,-	4.999,-	5.369,-	4.649,-

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 × 280 mm



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6 Deadlines/Rate ZonesRate Card No. 23
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No.	On sale* Saturday:	Calendar week	Rate zone	Ad closing dates	Delivery dates digital data
2	07.01.12	1	3	30.11.11	06.12.11
3	14.01.12	2	3	07.12.11	13.12.11
4	21.01.12	3	3	14.12.11	20.12.11
5	28.01.12	4	3	21.12.11	28.12.11
6	04.02.12	5	1	29.12.11	04.01.12
7	11.02.12	6	1	05.01.12	11.01.12
8	18.02.12	7	1	12.01.12	18.01.12
9	25.02.12	8	1	18.01.12	24.01.12
10	03.03.12	9	2	25.01.12	31.01.12
11	10.03.12	10	2	01.02.12	07.02.12
12	17.03.12	11	2	08.02.12	14.02.12
13	24.03.12	12	2	15.02.12	22.02.12
14	31.03.12	13	2	23.02.12	29.02.12
15	07.04.12	14	2	29.02.12	06.03.12
16	14.04.12	15	2	06.03.12	12.03.12
17	21.04.12	16	2	13.03.12	19.03.12
18	28.04.12	17	2	20.03.12	26.03.12
19	05.05.12	18	2	26.03.12	30.03.12
20	12.05.12	19	2	02.04.12	10.04.12
21	19.05.12	20	2	10.04.12	16.04.12
22	26.05.12	21	2	17.04.12	23.04.12
23	02.06.12	22	1	23.04.12	27.04.12
24	09.06.12	23	1	27.04.12	04.05.12
25	16.06.12	24	1	07.05.12	11.05.12
26	23.06.12	25	1	14.05.12	21.05.12
27	30.06.12	26	1	22.05.12	29.05.12
28	07.07.12	27	1	30.05.12	05.06.12
29	14.07.12	28	1	06.06.12	13.06.12
30	21.07.12	29	1	14.06.12	20.06.12
31	28.07.12	30	1	21.06.12	27.06.12
32	04.08.12	31	3	28.06.12	04.07.12
33	11.08.12	32	3	05.07.12	11.07.12
34	18.08.12	33	3	12.07.12	18.07.12
35	25.08.12	34	3	19.07.12	25.07.12
36	01.09.12	35	2	26.07.12	01.08.12
37	08.09.12	36	2	02.08.12	08.08.12
38	15.09.12	37	2	09.08.12	14.08.12
39	22.09.12	38	2	16.08.12	22.08.12
40	29.09.12	39	2	23.08.12	29.08.12
41	06.10.12	40	2	29.08.12	04.09.12
42	13.10.12	41	2	05.09.12	11.09.12
43	20.10.12	42	2	12.09.12	18.09.12
44	27.10.12	43	2	19.09.12	25.09.12
45	03.11.12	44	2	25.09.12	01.10.12
46	10.11.12	45	2	02.10.12	09.10.12
47	17.11.12	46	2	10.10.12	16.10.12
48	24.11.12	47	2	17.10.12	23.10.12
49	01.12.12	48	1	24.10.12	30.10.12
50	08.12.12	49	1	30.10.12	07.11.12
51	15.12.12	50	1	08.11.12	14.11.12
52	21.12.12	51	1	14.11.12	20.11.12
1	29.12.12	52	1	19.11.12	23.11.12
2	05.01.13	1	3	22.11.12	28.11.12
3	12.01.13	2	3	29.11.12	05.12.12

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

Cancellation: until resp. ad closing date

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		Rates in € per thousand copies			
		Average	Rate zone 1	Rate zone 2	Rate zone 3
Loose inserts:	up to 20 g	55,-	54,-	58,-	50,-
Bound inserts:	up to 8 pages	52,-	50,-	54,-	47,-
Tip-ins:	postcards	36,-	35,-	38,-	33,-
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)

8 Cross Media

das neue online at das-neue.wunderweib.de

DAS NEUE 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.

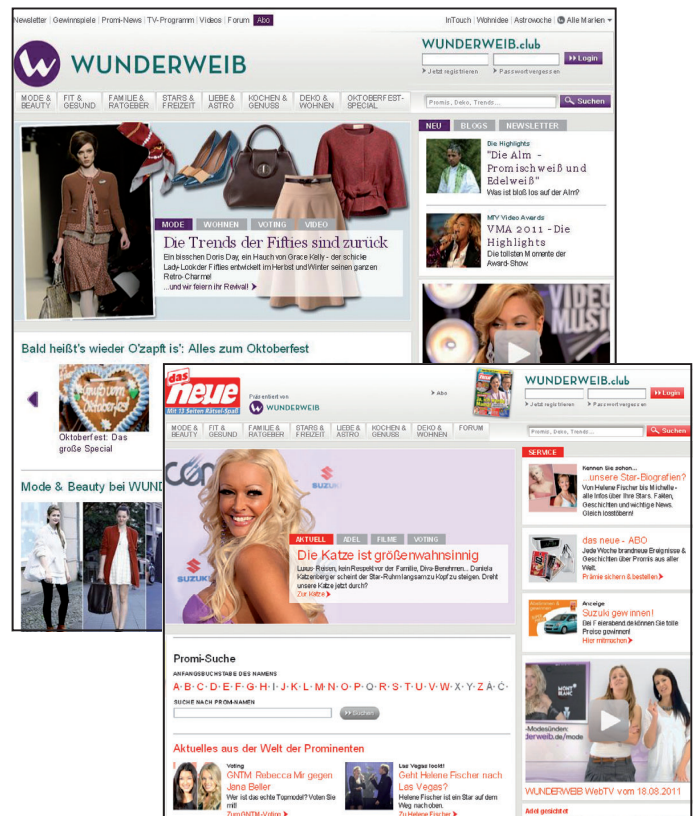
WUNDERWEIB – the women's internet site

Cross Media with das neue 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

INTERNATIONAL SALES MANAGEMENT

Bauer Media KG
Brieffach 3967
Burchardstrasse 11
20077 Hamburg
Germany

Central Coordination

Tel. +49-40-30 19-30 02
Fax +49-40-30 19-30 98
Stefanie.Allgeier@bauermedia.com

REPRESENTATIVES

Austria

Verlagsbüro Dolleisch
Renate Dolleisch GmbH
Bahndlee 26
2120 Wolkersdorf
Austria
Tel. +43-2245-8 20 32
Fax +43-2245-82 03 29
verlagsbuero@dolleisch.at

France

Bauer Media France
Anja Eberlein
30-32 rue Chabrol
75010 Paris
France
Tel. +33-1-47 70 90 72
Fax +33-1-47 70 89 90
aeberlein@bauermedia.fr

Great Britain

Oliver Smith & Partner
Sandrine Marchal
18 Abbeville Mews
88 Clapham Park Road
London SW4 7BX
United Kingdom
Tel. +44-(0)20-79 78 14 40
Fax +44-(0)20-79 78 15 50
David@osp-uk.com

Italy

K.media srl
Bernard Kedzierski
Via Bonaventura Cavalieri, 1
20121 Milano
Italy
Tel. +39-02-29 06 10 94
Fax +39-02-29 06 23 41
info@Kmedianet.com

Belgium/Netherlands

IMS
Gjalt Dijkstra
Dwarslaan 51
1261 BB Blaricum
The Netherlands
Tel. +31-35-6 85 90 15
Fax +31-35-5 42 15 93
info@imsales.nl

Switzerland

ADNATIVE S.A.
Martina Lügstenmann
Chemin De Maisonneuve 7
1219 Châtelaine-Genève
Switzerland
Tel. +41-22-7 96 46 26
Fax +41-22-7 97 02 70
geneva@adnative.net