TV DIGITAL – Rate card No. 10
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axel springer
media impact

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TV DIGITAL: Short Portrait

Category
Up-market TV guide magazine
Including free TV as well as
Pay TV and Digital TV

Frequency
biweekly

Contents
244 pages (first issue)

Format
290 mm H x 230 mm W

Copy price
€ 1.75

Launch year
2004

Circulation Figures (IVW IV/2011)

Print Run	2,268,141
Net Paid Circulation	1,895,709
Subscriptions	1,294,986

Core Readers

Gender	male
Age	average 38.5
Profile	interested in technology, high purchasing power
HHNI	EUR 2,500+

Reach (MA I/2012)

	in 1 Mill.	in %	average price 1/1 4c.	Cost per 1,000 contacts
Overall	4.36	6.0	€ 52,117	€ 11.94
Men	2.75	8.0		€ 18.95

TV DIGITAL: Short Portrait

Portrait

TV DIGITAL is the biweekly TV magazine which includes free TV as well as Pay TV and Digital TV.

TV DIGITAL is a navigator, giving the reader orientation in the new world of television.

The big “Entertainment Guide” informs about cinema, DVD, games, internet and all kind of entertainment electronics providing competent advice on several topics.

Fixed Sections

- current TV-topics
- entertainment guide
- technical trends
- TV programme

Unique Characteristics

- First real innovation in the TV magazine market
- TV DIGITAL was created especially for the uprising market of digital television
- There are specific issues for several Pay-TV providers in Germany and in each case an issue in Austria and Switzerland
- TV DIGITAL readers have in average a high purchasing power

Publication	Publisher	Copy price in €	Frequency	Net paid circulation IVW IV/2011	Reach MA I/2012			Rates 2012 1/1 Page 4c in €	Cost per 1000 contacts in Euro
					Total in Mill.	Men in %	Women in %		
TV Digital	**Axel Springer**	**1.75**	**biweekly**	**1,895,709**	**4.36**	**63**	**37**	**52,117**	**11.94**
TV Movie	Bauer Media KG	1.60	biweekly	1,365,308	5.91	53	47	56,591	**9.57**
TV Spielfilm plus	TV Spielfilm Verlag GmbH	1.60	biweekly	1,600,183	7.67	54	46	61,431	**8.00**

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2. Rates 2012

Format		Type page		Bleed*		Price (€)		
Black/white + full colour ads		width (mm)	height (mm)	width (mm)	height (mm)	Average-price (not bookable)	**Price-zone 1** EVT: Dec.-Feb., July-Aug.	**Price-zone 2** EVT:March-Jun., Sept.-Nov.
1/1		202	265	225	285	52.117	50.600	53.200
3/4	upright across	151 202	265 197	164 225	285 209	41.679	40.390	42.600
2/3	upright across	130 202	265 171	147 225	285 186	38.034	36.850	38.880
1/2	upright across	98 202	265 131	112 225	285 142	30.223	29.290	30.890
1/3	upright across	63 202	265 83	70 225	285 89	20.842	20.200	21.300
Formats across the gutter								
2/1		426	265	450	285	104.234	101.200	106.400
1 1/2	1/1 + 1/2 upright 2 x 3/4 across 2 x 3/4 upright	325 426 325	265 197 265	337 450 337	285 209 285	82.340	79.890	84.090
1 1/3	1/1 + 1/3 upright	287	265	294	285	72.959	70.800	74.500
2 x 1/2 cross		426	131	450	142	60.447	58.580	61.780
Special formats								
inside front cover, inside back cover						54.723	53.130	55.860
outside back cover						57.328	55.660	58.520
First ad in issue	1/1					54.723	53.130	55.860
	2/1					109.445	106.260	111.720
1/3 at index of contents						26.052	25.250	26.625
Opening spread						113.614	110.308	115.976

*Plus 5mm trimming on each side. Please allow a distance of at least 8 mm from the trim for design features that must remain in tact. Special formats upon request.

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3. Discounts

Volume	
as of 3 pages	3%
as of 6 pages	5%
as of 12 pages	10%

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4. Ad Specials (I)

	Loose Inserts		Bound Inserts		Tip ins			
Price per 1,000 copies					Postcards/2-Page Printed Matter	Brochures	Product Samples	CD / DVD
Average-price (not bookable) a) for normal circulation without subscriptions	up to 20 g up to 30 g up to 40 g up to 50 g higher weights upon request	EUR 65.- EUR 70.- EUR 75.- EUR 80,-	up to 4 pages up to 8 pages up to 12 pages up to 16 pages up to 20 pages	EUR 65.- EUR 74.- EUR 79.- EUR 84.- EUR 92,-	EUR 30.- double postcard EUR 33.-	EUR 35.-	EUR 41.-	EUR 67.-
b) Subscription circulation (including postal requirements)	up to 20 g up to 30 g up to 40 g up to 50 g higher weights upon request	EUR 77.- EUR 88.- EUR 98.- EUR 109.-	up to 4 pages up to 8 pages up to 12 pages up to 16 pages up to 20 pages	EUR 86.- EUR 89.- EUR 99.- EUR 110.- EUR 120.-	EUR 34.- double postcard EUR 44.-	EUR 46.-	EUR 52.-	EUR 76.-

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4. Ad Specials (II)

	Loose Inserts		Bound Inserts		Tip ins			
Price per 1,000 copies					Postcards/2-Page Printed Matter	Brochures	Product Samples	CD / DVD
Price zone 1 EVT: Dec.-Feb., Jul.- a) for normal circulation without subscriptions	up to 20 g up to 30 g up to 40 g up to 50 g higher weights	EUR 64.- EUR 69.- EUR 74.- EUR 79.- upon request	up to 4 pages up to 8 pages up to 12 pages up to 16 pages up to 20 pages	EUR 64.- EUR 73.- EUR 78.- EUR 83.- EUR 88.-	EUR 30.- double postcard EUR 33.-	EUR 35.-	EUR 41.-	EUR 67.-
b) Subscription circulation (including postal requirements)	up to 20 g up to 30 g up to 40 g up to 50 g higher weights	EUR 76.- EUR 86.- EUR 97.- EUR 108.- upon request	up to 4 pages up to 8 pages up to 12 pages up to 16 pages up to 20 pages	EUR 85.- EUR 87.- EUR 98.- EUR 109.- EUR 119.-	EUR 34.- double postcard EUR 44.-	EUR 46.-	EUR 52.-	EUR 76.-

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4. Ad Specials (III)

	Loose Inserts		Bound Inserts		Tip ins			
Price per 1,000 copies					Postcards/2-Page Printed Matter	Brochures	Product Samples	CD / DVD
Price zone 2 EVT: March-June, Sept.-Nov. a) for normal circulation without subscriptions	up to 20 g	EUR 66.-	up to 4 pages	EUR 66.-	EUR 30.-	EUR 35.-	EUR 41.-	EUR 67.-
	up to 30 g	EUR 71.-	up to 8 pages	EUR 75.-				
	up to 40 g	EUR 76,-	up to 12 pages	EUR 80.-				
	up to 50 g	EUR 81,-	up to 16 pages	EUR 85.-	double postcard			
			up to 20 pages	EUR 95.-	EUR 33.-			
	higher weights upon request							
b) Subscription circulation (including postal requirements)	up to 20 g	EUR 78.-	up to 4 pages	EUR 87.-	EUR 34.-	EUR 46.-	EUR 52.-	EUR 76.-
	up to 30 g	EUR 89.-	up to 12 pages	EUR 90.-				
	up to 40 g	EUR 99.-	up to 16 pages	EUR 100.-				
	up to 50 g	EUR 110.-	up to 16 pages	EUR 111.-	double postcard			
	higher weights upon request		up to 20 pages	EUR 121.-	EUR 44,-			
	Rates might increase if the quality of the insert impedes processing, thus causing additional cost							

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4. Ad Specials (IV)

	Loose Inserts	Bound Inserts	Tip ins			
			Post cards/2-Page Printed Matter	Brochures	Product Samples	CD/CD-ROM
Discounts	2.0 Mill. copies = 3.0 % 4.0 Mill. copies = 5.0 % 5.0 Mill. copies = 7.0 %					
Insertion possibilities	Up to 2 inserts per copy Split runs according to agreement Minimun circulation: 50,000 copies	Total circulation Split runs according to agreement Minimun circulation: 50,000 copies	Total circulation Split runs according to agreement Minimun circulation: 50,000			
	The planned print run must be clarified prior to delivery					
Size						
Minimum	105 mm wide x 148 mm high		60 mm x 80 mm		depending on quality	-
Maximum	205 mm wide x 265 mm high Inserts featuring zigzag and 6 page window folds cannot be processed	As Magazine size (225 x 285mm). The inserts are to be delivered untrimmed - 229/238 x 219 mm - as this size provides for 9 mm refold and cropping allowance. Please allow a distance of at least 8 mm from the trim for design features that must remain in tact. Other formats upon request.	205 x 210 mm	180 x 210 mm		-
Identification	-	Bounds inserts that might not be recongnized as advertising matter due to their special design will have to be identified as such by adding the word "advertisement". Final arrangements upon sample presentation.	-	-	-	-

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4. Ad Specials (V)

	Loose Inserts	Bound Inserts	Tip ins			
			Post cards/2-Page Printed Matter	Brochures	Product Samples	DVD/CD-ROM
Samples	10 final copies should be sent to the publishers 6 weeks prior to first day of sale. Insert orders become binding only after viewed a sample coy and given its approval.		As far as brochures and product samples are concerned acceptance of the order depends on the successful execution of a trial run. For this purpose, it will be necessary that the client supplies approximately 500 actual samples in their original packaging, indicating the required postioning. Extra thick brochures and product samples must be positioned on the advertising page in such fashion that crosswise packing of the magazines is ensured. In case of extreme difficulties with brochure tip ins the rates for product samples will aply. In any event, it will be necessary that 10 samples are supplied at least 6 weeks prior to first day of sale, with indication of preferred positioning.			
Paper Weight	-	4 page bound insert min: 80 g/m^2 as of 8 pages min: 60g/m^2	min: 115 g/m2	-	-	-
Positioning of the Advertisement	-	-				
Distance from the gutter	-	-	laterally variable 12-134 mm	laterally variable 12-52 mm	laterally variable 12-52 mm	laterally variable 12-52 mm
Distance from upper trim			At least 100 mm from the lower margin of the tip in			
Distance from entire trim			At least 20 mm			
Minimum Size of the Master Advertisement			1/1 page			
Right of postponement	When the date of publication is established, the publisher reserves the right of postponing split run orders in favour of insertions covering total circulation or larger split run units.		no right of postponement			

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5. Schedule

Price zone 1

Price zone 2

No.	First day of sale	Ad closing, copy and cancellation deadline
2	06.01.2012	08.12.2011
3	20.01.2012	23.12.2011
4	03.02.2012	10.01.2012
5	17.02.2012	24.01.2012
6	02.03.2012	07.02.2012
7	16.03.2012	21.02.2012
8	30.03.2012	06.03.2012
9	13.04.2012	16.03.2012
10	27.04.2012	30.03.2012
11	11.05.2012	16.04.2012
12	25.05.2012	27.04.2012
13	08.06.2012	11.05.2012
14	22.06.2012	29.05.2012

No.	First day of sale	Ad closing, copy and cancellation deadline
15	06.07.2012	12.06.2012
16	20.07.2012	26.06.2012
17	03.08.2012	10.07.2012
18	17.08.2012	24.07.2012
19	31.08.2012	07.08.2012
20	14.09.2012	21.08.2012
21	28.09.2012	04.09.2012
22	12.10.2012	17.09.2012
23	26.10.2012	01.10.2012
24	09.11.2012	16.10.2012
25	23.11.2012	30.10.2012
26	07.12.2012	13.11.2012
1	21.12.2012	27.11.2012

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6. Details

Technical specifications:
The current and binding technical specifications can be found at: www.duon-portal.de

Delivery of advertisements:
The reception of digital advertisements occurs via the DUON-Portal by the VDZ-publishers at: www.duon-portal.de
Support is available at: support@duon-portal.de or directly by phone: ++49 40 37 41 17-50

Conditions of payment:
We kindly ask for prepayment and grant a 2% cash discount

For Hamburg and Berlin titles:

Axel Springer AG
Deutsche Bank AG, Hamburg
Account Number: 070 26 13
Sort Code: 200 700 00

Swiftcode/BIC: Deut DE HH
IBAN: DE 85 2007 0000 0070 2613 00

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7. Contact

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