HOERZU – Rate card No. 61
valid as of January 1st - 2012

axel springer
media impact

HOERZU: Content

1 Short Portrait

2 Rates

3 Discounts

4 Ad Specials

5 AS-TANDEM

6 AS-TANDEM PLUS

7 AS-SUPER TANDEM

8 Schedule

9 Details

10 Contact

HOERZU: Short Portrait

Category
Up-market TV guide magazine

Format
285 mm H x 225 mm W

Frequency
Weekly

Copy price
€ 1.60

Contents
128 pages on average

Launch year
1946

Circulation Figures (IVW IV/2011)	
Print Run	1,504,144
Net Paid Circulation	1,326,617
Subscriptions	782,558

Core Readers	
Gender	Male & female
Age	35-59
Profile	Higher social status, well educated
HHNI	EUR 2,500+

Reach (MA I/2012)			**average price**	
	in 1 Mill.	**in %**	**1/1 4c.**	**Cost per 1,000 contacts**
Overall	4.25	6.0	€ 49,317	€ 10.61
Women	2.31	6.0		

HOERZU: Short Portrait

Portrait

• HÖRZU is Germany's leading weekly TV guide magazine. Its excellent programme overview is an ideal guide to all the TV and radio channels. Its large editorial section deals with current political, business, social and ecological issues. Numerous entertaining articles also help to make HÖRZU a topical magazine for discerning readers.

Fixed Sections

• TV analysis / barometer
• Entertainment
• Money
• Cars
• Lifestyle
• Fashion & Decoration
• Food & Beverages
• Travel
• New media
• Health
• Movies
• TV- and radio programme

Unique Characteristics

• Highest reach within the "Winning Generation"

• Hörzu stands for continuity and above all quality.

•Hörzu addresses its readers with such themes as politics, economy, society and environment with in a high qualitative journalistic level.

• A 70-page TV-programme listing detailing the shows of all channels with background information.

Publication	Publisher	Copy price in €	Frequency	Net paid circulation IVW IV/2011	Reach MA I/2012 Total in Mill.	Reach MA I/2012 Men in %	Reach MA I/2012 Women in %	average Rates 2012 1/1 Page 4c in €	Cost per 1000 in €
Hörzu	**Axel Springer**	**1.60**	**weekly**	**1,326,617**	**6,0**	**46**	**54**	**49,317**	**11.61**
Bunte	Burda Medien	3.00	weekly	590,048	5,9	23	77	33,900	8.17
Focus	Burda Medien	3.50	weekly	557,796	7,2	69	31	48,994	9.63
Der Spiegel	Spiegel Verlag	4.00	weekly	927,561	9,0	70	30	60,447	9.54
Stern	Gruner + Jahr	3.40	weekly	816,961	11,3	57	43	59,083	7.42

HOERZU Rate card 2012

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: Jan., May-Aug	**Price-zone 2** EVT: Feb.-Apr., Sept.-Dec.
1/1			202	265	225	285	49.317,-	47.800,-	50.400,-
3/4	upright		151	265	164	285	41.613,-	40.230,-	42.600,-
	across		202	197	225	209			
	upright		130	265	147	285	33.179,-	32.030,-	34.000,-
2/3	across		202	171	225	186			
1/2	upright		98	265	112	285	29.298,-	28.330,-	29.990,-
	across		202	131	225	142			
1/3	upright		63	265	70	285	23.192,-	22.410,-	23.750,-
	across		202	83	225	89			
1/4	upright	1 column	49	265	62	285	17.775,-	17.180,-	18.200,-
		2 column	100	131	-	-			
	across	4 column	202	65	-	-			
	across	4 column WIP*	202	65	-	-	12.576,-	12.150,-	12.880,-
1/8							7.221,-	7.110,-	7.300,-
Formats across the gutter									
2/1	1/1 + 3/4 upright		426	265	450	285	98.634,-	95.600,-	100.800,-
1 3/4	1/1 + 1/2 upright 2 x 3/4 across 2 x 3/4 upright		375	265	388	285	90.930,-	88.030,-	93.000,-
1 1/2	1/1 + 1/2 upright		325	265	337	285			
	2 x 3/4 across		426	197	450	209			
	2 x 3/4 upright		325	265	337	285	78.615,-	76.130,-	80.390,-
1 1/3	1/1 + 1/3 upright		287	265	294	285	72.509,-	70.210,-	74.150,-
1 1/4	1/1 + 1/4 upright		273	265	286	285			
	2 x 5/8 across		426	165	450	176	67.092,-	64.980,-	68.600,-
2 x 1/2 across			426	131	450	142	48.300,-	48.300,-	50.900,-
*WIP= to advertise in tv program section (Monday, Wednesday, Thursday and Friday)									

*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.

HOERZU Rate card 2012

3. Discounts

Volume	
as of 3 pages	3%
as of 6 pages	6%
as of 9 pages	10%
as of 12 pages	15%

Series discount on request

Please take a look on our website for our technical details and general terms of business http://www.mediapilot.de/

HOERZU Rate card 2012

4. Ad Specials (I)

	Loose Inserts		Bound Inserts		Tip ins		
Price per 1,000					Postcards/2-Page Printed Matter	Brochures	Product Samples
Price-zone 1 EVT: Jan., May-Aug.							
a) for normal circulation without subscriptions	up to 20 g up to 30 g up to 40 g up to 50 g	53.- 58.- 63.- 68.-	up to 8 pages up to 12 pages up to 16 pages up to 20 pages up to 24 pages	61.- 66.- 71.- 78.- 84.-	24.-	30.-	32.-
b) for subscription circulation (including postal requirements)	up to 20 g up to 30 g up to 40 g up to 50 g	65.- 76.- 87.- 98.-	up to 8 pages up to 12 pages up to 16 pages up to 20 pages up to 24 pages	61.- 66.- 71.- 78.- 84.-	24.-	42.-	50.-
	higher weights upon request						
	Rates might increase if the quality of the insert impedes processing, thus causing additional cost						

HOERZU Rate card 2012

4. Ad Specials (II)

Price per 1,000	Loose Inserts		Bound Inserts		Tip ins		
					Postcards/2-Page Printed Matter	Brochures	Product Samples
Price-zone 2 EVT: Feb.-Apr., Sept.-Dec.							
a) for normal circulation without subscriptions					25.-	31.-	33.-
	up to 20 g	55.-	up to 8 pages	63.-			
	up to 30 g	60.-	up to 12 pages	68.-			
	up to 40 g	65.-	up to 16 pages	74.-			
	up to 50 g	70.-	up to 20 pages	82.-			
			up to 24 pages	88.-			
b) for subscription circulation (including postal requirements)					25.-	43.-	51.-
	up to 20 g	67,-	up to 8 pages	63.-			
	up to 30 g	78,-	up to 12 pages	68.-			
	up to 40 g	89,-	up to 16 pages	74.-			
	up to 50 g	100,-	up to 20 pages	82.-			
			up to 24 pages	88.-			
	Rates might increase if the quality of the insert impedes processing, thus causing additional cost						

HOERZU Rate card 2012

4. Ad Specials (III)

	Loose Inserts	Bound Inserts	Tip ins		
			Postcards/2-Page Printed Matter	Brochures	Product Samples
Discounts	2.0 Mio copies = 3.0 % 4.0 Mio copies = 5.0 % 6.0 Mio copies = 7.5 % 8.0 Mio copies = 10.0 % 10.0 Mio copies = 12.5 %	2.0 Mio copies = 3.0 % 4.0 Mio copies = 5.0 % 6.0 Mio copies = 7.5 % 8.0 Mio copies = 10.0 % 10.0 Mio copies = 12.5 %	none		
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	Magazine size (225x285mm) The inserts are to be delivered untrimmed - 229/238 x 291 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.	200 x 210 mm	165 x 210 mm	
Right of postponement	When the date of publication is established, the publisher reserves the right of postponing split run orders in favor of insertions covering total circulation or larger split run units.		no right of postponement		
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.	-	-	-

HOERZU Rate card 2012

4. Ad Specials (IV)

	Loose Inserts	Bound Inserts	Tip ins		
			Postcards/2-Page Printed Matter	Brochures	Product Samples
Insertion possibilities	Total circulation Split runs feasible in Nielsen areas, tow ns and post circulation. Minimun circulation: 50,000 copies	Total circulation Split runs: upon request Minimun circulation: 50,000 copies	Total circulation Split runs: upon request (except subscriptions) Minimun circulation: upon request		
	The planned print run must be clarified prior to delivery				
Samples	10 final copies should be sent to the publishers 6 weeks prior to first day of sale		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	-	-
Distance from the gutter			laterally variable 20-134 mm	laterally variable 20-134 mm	laterally variable 20-134 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		

HOERZU Rate card 2012

4. Ad Specials (V)

Bound Postcard Inserts				
	with 4 postcards		with 2 postcards	
Price per 1,000	Price-zone 1 EVT: Jan., May-Aug.	Price-zone 2 EVT: Feb.-Apr., Sept.-Dec.	Price-zone 1 EVT: Jan., May-Aug.	Price-zone 2 EVT: Feb.-Apr., Sept.-Dec.
a) for normal circulation without subscriptions	23.-	24.-	21.-	22.-
b) for subscription circulation (including postal requirements)	23.-	24.-	21.-	22.-
Available only in conjunction with advertisements of minimum	2 x 1/1 page		2 x 1/2 page	

HOERZU Rate card 2012

4. Ad Specials (VI)

Bound Postcard Inserts				
	with 4 postcards		with 2 postcards	
Price per 1,000	**Price-zone 1** EVT: Jan., May-Aug.	**Price-zone 2** EVT: Feb.-Apr., Sept.-Dec.	**Price-zone 1** EVT: Jan., May-Aug.	**Price-zone 2** EVT: Feb.-Apr., Sept.-Dec.
Discounts	none			
Postage	-			
Insertion Options	Total circulation, split runs feasible (except for subscriptions) Minimum circulation: upon request The planned print run must be clarified prior to delivery			
Size				
upright	102 mm width within first part of the magazine; 111 mm width within secaond part of the magazine			
	291 mm height		150 mm height	
across	229 mm width within first part of the magazine; 238 mm width within secaond part of the magazine			
	150 mm height		116 mm height	
	These sizes include 9 mm refolds and cropping allowance			
Order- and Cancellation Deadline	6 weeks prior first day of sale			
Samples	10 final copies should be sent to the publisher 6 weeks prior to first day of sale			
Paper Weight	card			

HOERZU Rate card 2012

5. AS-TANDEM

AS-TANDEM is the efficient combination between HÖRZU + FUNK UHR.

With AS-TANDEM you reach 5.82 million people every week (ma 2012 Pressemedien I)

Terms

To receive the discount, both magazines have to be booked for the exact same advertisement regarding content, size, colour, etc. The advertisements can be published at intervals of one week in each of the two publications. If you already have a volume discount with either of the publications, the AS-TANDEM will increase your volume discount. However, the AS-TANDEM can not be discounted.

For individual formats and due dates/publication and volume discounts please refer to each title.

Format	**Price (€)**		
b/w-4c	Average-price	**Price-zone 1** EVT: Jan., May-Aug.	**Price-zone 2** EVT: Feb.-Apr., Sept.-Dec.
1/1	69.617,-	67.400,-	71.200,-
3/4	58.811,-	58.840,-	60.220,-
2/3	49.372,-	47.680,-	50.580,-
1/2	42.646,-	41.240,-	43.650,-
1/3	33.878,-	32.740,-	34.690,-
1/4	24.813,-	23.990,-	25.400,-
1/4 WiP*	16.930,-	16.370,-	17.330,-
Formats across the gutter			
2/1	139.234,-	134.800,-	142.400,-
1 3/4	128.428,-	124.240,-	131.420,-
1 1/2	112.263,-	108.640,-	114.850,-
1 1/3	103.495,-	100.140,-	105.890,-
1 1/4	94.430,-	91.390,-	96.600,-
2 x 1/2	70.117,-	67.900,-	71.700,-

WiP- advertising in TV-program (only possible on Mo-Fr)

HOERZU Rate card 2012

6. AS-TANDEM PLUS

AS-TANDEM PLUS is the efficient combination between HÖRZU, FUNK UHR and BILDWOCHE.

With AS-TANDEM PLUS you reach 6.57 million people every week (ma 2012 Pressemedien I).

Terms

To receive the discount, all three magazines have to be booked for the exact same advertisement regarding content, size, colour, etc. The advertisements can be published at intervals of one week in each of the three publications. If you already have a volume discount with either of the publications, the AS-TANDEM PLUS will increase your volume discount. However, the AS-TANDEM PLUS can not be discounted.

For individual formats and due dates/publication and volume discounts please refer to each title.

Format	**Price (€)**		
b/w-4c	Average-price	**Price-zone 1** EVT: Jan., May-Aug.	**Price-zone 2** EVT: Feb.-Apr., Sept.-Dec.
1/1	78.767,-	74.300,-	78.700,-
3/4	64.265,-	62.130,-	65.790,-
2/3	54.465,-	52.610,-	55.790,-
1/2	47.173,-	45.610,-	48.290,-
1/3	37.433,-	36.190,-	38.320,-
1/4	26.693,-	25.800,-	27.330,-
Formats across the gutter			
2/1	153.734,-	148.600,-	157.400,-
1 3/4	141.132,-	136.430,-	144.490,-
1 1/2	124.040,-	119.910,-	126.990,-
1 1/3	114.300,-	110.490,-	117.020,-
1 1/4	103.560,-	100.100,-	106.030,-
2 x 1/2	77.367,-	74.800,-	79.200,-

HOERZU Rate card 2012

7. AS-SUPER TANDEM

AS-SUPER TANDEM is the efficient combination between HÖRZU, FUNK UHR, TVneu and BILDWOCHE.

Terms

To receive the discount, all four magazines have to be booked for the exact same advertisement regarding content, size, colour, etc. The advertisements can be published at intervals of one week in each of the four publications. If you already have a volume discount with either of the publications, the AS-SUPER TANDEM will increase your volume discount. However, the AS-SUPER TANDEM can not be discounted.

For individual formats and due dates/publication and volume discounts please refer to each title.

Format	**Price (€)**		
b/w-4c	Average-price	**Price-zone 1** EVT: Jan., May-Aug.	**Price-zone 2** EVT: Feb.-Apr., Sept.-Dec.
1/1	84.683,-	82.000,-	86.600,-
3/4	70.228,-	67.930,-	71.870,-
2/3	59.335,-	57.340,-	60.760,-
1/2	51.158,-	49.490,-	52.350,-
1/3	41.182,-	39.840,-	42.140,-
1/4	28.803,-	27.870,-	29.470,-
Formats across the gutter			
2/1	169.366,-	164.000,-	173.200,-
1 3/4	154.911,-	149.930,-	158.470,.-
1 1/2	135.841,-	131.490,-	138.950,-
1 1/3	125.865,-	121.840,-	128.740,-
1 1/4	113.486,-	109.870,-	116.070,-
2 x 1/2	85.183,-	82.500, -	87.100,-

HOERZU Rate card 2012

8. Schedule (I)

Preiszone 1

Preiszone 2

No.	First day of sale	Ad closing, copy deadline and cancellation deadline
2	06.01.2012	13.12.2011
3	13.01.2012	20.12.2011
4	20.01.2012	29.12.2011
5	27.01.2012	06.01.2012
6	03.02.2012	13.01.2012
7	10.02.2012	20.01.2012
8	17.02.2012	27.01.2012
9	24.02.2012	03.02.2012
10	02.03.2012	10.02.2012
11	09.03.2012	17.02.2012
12	16.03.2012	24.02.2012
13	23.03.2012	02.03.2012
14	30.03.2012	09.03.2012

No.	First day of sale	Ad closing, copy deadline and cancellation deadline
15	05.04.2012	15.03.2012
16	13.04.2012	20.03.2012
17	20.04.2012	27.03.2012
18	27.04.2012	03.04.2012
19	04.05.2012	12.04.2012
20	11.05.2012	19.04.2012
21	18.05.2012	25.04.2012
22	25.05.2012	03.05.2012
23	01.06.2012	08.05.2012
24	08.06.2012	16.05.2012
25	15.06.2012	23.05.2012
26	22.06.2012	01.06.2012
27	29.06.2012	08.06.2012

HOERZU Rate card 2012

8. Schedule (II)

Preiszone 1

Preiszone 2

No.	First day of sale	Ad closing, copy deadline and cancellation deadline
28	06.07.2012	15.06.2012
29	13.07.2012	22.06.2012
30	20.07.2012	29.06.2012
31	27.07.2012	06.07.2012
32	03.08.2012	13.07.2012
33	10.08.2012	20.07.2012
34	17.08.2012	27.07.2012
35	24.08.2012	03.08.2012
36	31.08.2012	10.08.2012
37	07.09.2012	17.08.2012
38	14.09.2012	24.08.2012
39	21.09.2012	31.08.2012
40	28.09.2012	07.09.2012

No.	First day of sale	Ad closing, copy deadline and cancellation deadline
41	05.10.2012	13.09.2012
42	12.10.2012	20.09.2012
43	19.10.2012	27.09.2012
44	26.10.2012	05.10.2012
45	02.11.2012	12.10.2012
46	09.11.2012	19.10.2012
47	16.11.2012	26.10.2012
48	23.11.2012	02.11.2012
49	30.11.2012	09.11.2012
50	07.12.2012	16.11.2012
51	14.12.2012	23.11.2012
52	21.12.2012	30.11.2012
01/2013	28.12.2012	05.12.2012

HOERZU Rate card 2012

9. 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

HOERZU Rate card 2012

10. Contact

International Sales
Barbara Capel-Cure
Axel Springer AG
Axel Springer Media Impact
Axel-Springer-Platz 1
20350 Hamburg
Tel: +49 (0) 40 3 47-2 78 42
Fax: +49 (0) 40 3 47-2 55 40
E-mail: barbara.capel-cure@axelspringer.de

United Kingdom, Republic of Ireland
Alex McKibbin
Axel Springer AG - UK Branch
2 Princeton Court
53/55 Felsham Road
London SW15 1BY
Tel.: +44 (0) 20 87 89 49 29
Fax: +44 (0) 20 87 89 48 01
E-mail: uksales@axelspringer.co.uk

France, Western Switzerland
Jean-Robert Mamin
AXEL SPRINGER MEDIA FRANCE
192 avenue Charles de Gaulle
F-92200 Neuilly-sur-Seine
Tel: +33 (0) 1 55 62 09 90
Fax: + 33 (0) 1 55 62 04 89
E-mail: adsales.france@axelspringer.de

USA
Michael Monheim
Axel Springer Group Inc.
286 Madison ave, Suite 2001
USA-New York, NY 10017
Tel.: +1 (0) 212 972 17 20
Fax: +1 (0) 212 972 17 24
E-mail: adsales.usa@axelspringer.de

Italy
Cristiano Merlo
Axel Springer Media Italia S.r.l.
Via Leopardi Nº 21
I-20123 Mailand
Tel.: +39 02 43 98 18 65
Fax.: +39 02 43 40 04 25
E-mail: info@axelspringer.it

Northern-/Southern-/Central Europe, Asia, Middle East
Patrizia Tealdi Thorn
Axel Springer AG
Axel Springer Media Impact
Axel-Springer-Straße 65
10888 Berlin
Tel.: +49 (0) 30 2591 - 72 550
Fax: +49 (0) 30 2591 - 72 555
E-mail: patrizia.tealdi@axelspringer.de

Austria
Nils Grützmacher
Axel Springer AG
Axel Springer Media Impact
Axel-Springer-Platz 1
20350 Hamburg
Tel.: +49 (0) 40 3 47 - 2 58 11
Fax: +49 (0) 40 3 47 - 2 55 40
E-mail: nils.grützmacher@axelspringer.de

German-speaking Switzerland
Felix Husmann
Axel Springer AG
Axel Springer Media Impact
Axel-Springer-Straße 65
10888 Berlin
Tel.: +49 (0) 30 2591 - 72 570
Fax: +49 (0) 30 2591 - 72 555
E-mail: felix.husmann@axelspringer.de

Benelux
Mediawire International
Anita Rodwell
Gooierserf 254c
NL-1276 KZ Huizen
Tel +31 (0) 651 48 01 08
Fax +31 (0) 35 533 59 85
E-mail: info@mediawire.nl

Spain
Maria Navarro
Publicitas International S.A.
C/ Goya 21, 1 Dcha.
E-28001 Madrid
Tel.: +34 (0) 91 323 79 16
Fax: +34 (0) 91 323 79 23
E-mail: adsales.spain@axelspringer.de

Japan
Yutaka Mogi
Tandem Inc.
Kyodo Bldg. 4F
7-15-5 Ginza, Chuo-ku
J-Tokyo 104-0061
Tel.: +81 (0) 3 35 41 41 66
Fax: +81 (0) 3 35 41 47 48
E-mail: adsales.japan@axelspringer.de