

**Blechkistenrennen am Straßenrand. Bier am See. Breitreifenflitzer am Sportwagenmarkt. Biergarten am Stadt-
platz. Banknoten am Spielautomat. Bridge am Senioreneck. Boule-Spielen am
Sandplatz. Bratwurst am Stadion. Buchlektüre am Spreuefer. Bio-Brot am
Straßenmarkt. Bares am Spieleabend. Bronchienkur am Saunaflur. Bolzen am
Sportplatz. Brunch am Sandstrand. Bauch-Beine-Po am Stepperband. Baggern
am Schwimmbad. Bikinisonnen am Steg. Bundesliga-Schauen am Spitzenplatz.
Bar-Hopping am Sommerabend. BBQ am Stadtrand. Bootstour am Südseeufer.
Babyschaukeln am Spielplatz. Beachball am Strand. Blondinenfang
am Skiabhang. Burger am Szenestand. B-Promis am Sylt-Strand.
Börsencheck am Smartphone-App. Sonntags wird entschieden.**



- 1 Title Portrait
- 2 Publisher Information
- 3 Discounts
- 4 Deadlines
- 5 Ad Formats and Prices
- 6 Special Placements

- 7 Environments & Specials
in BILD am SONNTAG
- 8 BILD am SONNTAG Family Product
- 9 BILD am SONNTAG –
Germany's Largest Reader Review
- 10 Partial Bookings -
Formats and Prices

- 11 Inserts
- 12 Readers
- 13 Technical Specifications
- 14 General Terms and Conditions
- 15 Local Contacts



1. Title Portrait



Germany Talks About This!

More than 10,5 million readers¹ use Germany's biggest Sunday newspaper to start each week fully informed. BILD am SONNTAG already sets the topics on Sunday that Germany talks about during the following week.

¹ma 2009 Press Media II

BILD am SONNTAG activates, reveals and illuminates. It is a critical observer, sports reporter and professional guide for all areas of life.

Current and Exclusive

BILD am SONNTAG has the very latest news and exclusive interviews from politics, business and sports. And a clear opinion!

Diverse and Informative

BILD am SONNTAG has a topic for everyone. BILD am SONNTAG presents all of the relevant topics – including those from the world of entertainment, guides and the world of the VIPs – in a competent and clearly segmented manner.

We Focus on Guides

Whether health, nutrition, automotive, travel, multimedia, garden, animals, money & legal or fashion – BILD am SONNTAG offers help and guidance for every area of life. The larger advice section condenses the most important topics without leaving out any facts.

And: Up Close and Emotional

BILD am SONNTAG speaks the language of the readers, is concerned with their very own interests and describes their stories.

Unique - for Your Advertising!

- The inimitable editorial concept captivates the readers of BILD am SONNTAG, ensuring the utmost attention to every page – and you profit from it!
- Simply great – in reach and economy.
- On Sundays, without any stress and flood of information, people finally have the time to plan a holiday or purchases. Studies have shown: Particularly on Sunday, print advertising has an especially lasting effect.
- High relevance for Germany's men due to the extensive sports section.
- High relevance for Germany's women due to the big guide section and the VIP coverage.
- Attention-grabbing placements and special forms of advertising.
- People select, examine and decide on Sunday. Be part of it!

■ 2. Publisher Information

Guaranteed Sold Circulation

1.550.000 copies

Frequency

Sunday

Issue Format

Nordic tabloid

Copy Price

€ 1,50

Place of Publication

Berlin

Circulation Area

Germany

Bank Account

Deutsche Bank AG, Hamburg
(Bank Code 200 700 00),
Account No. 0702613

Address

Axel Springer AG
BILD am SONNTAG – Ads
Axel-Springer-Strasse 65
10888 Berlin

Ad Manager

Stefan Mölling
Telephone: +49 (0) 30 25 91 - 7 67 02
Fax: +49 (0) 30 25 91 - 7 67 18
E-mail: stefan.moelling@axelspringer.de

Telephone

Sales +49 (0) 30 25 91 - 7 68 40
Placement Service +49 (0) 30 25 91 - 7 67 68
+49 (0) 30 25 91 - 7 67 69
Printing Material +49 (0) 40 3 47 - 2 44 69
+49 (0) 40 3 47 - 2 39 22
+49 (0) 40 3 47 - 2 55 17
Inserts +49 (0) 30 25 91- 7 67 89

Fax

Sales +49 (0) 30 25 91 - 7 68 33
Placement Service +49 (0) 30 25 91 - 7 67 70
Printing Material +49 (0) 40 3 47 - 2 95 19

Terms of Payment

Payments are due immediately on receipt of invoice net cash. Clients who make prepayments or authorize direct bank debits will qualify for a 2% discount, provided that previous invoices are not overdue.

Terms and Conditions

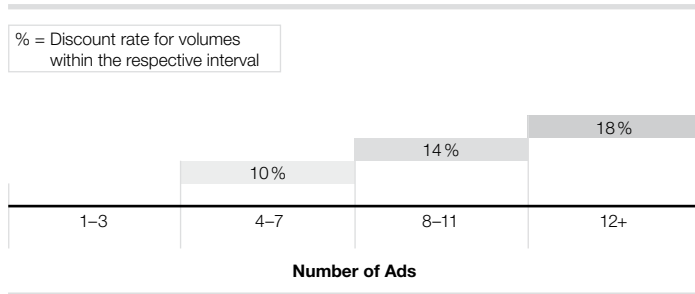
The execution of advertising orders is done in accordance with the General Terms and Conditions for Newspapers and the additional Terms and Conditions of the publisher.

■ 3. Discounts

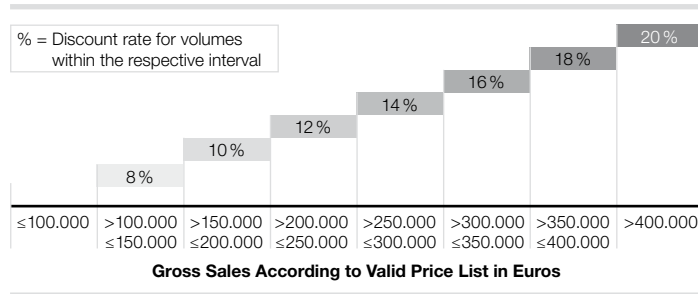
INCREMENTAL SCALES OF DISCOUNT

The discount rates refer solely to the volumes of the respective interval. When an interval limit has been exceeded, the next-highest discount is only valid for volumes within the interval that has been reached. The next-highest discount is not granted for the volumes of the previous intervals.

Frequency Scale



Euro Scale



Frequency Scale

For Ads from/to	Discount
4 – 7	10 %
8 – 11	14 %
12+	18 %

Calculation Example

For a booking of 9 ads, the discount is calculated as follows:

Ad Interval	Discount
1st to 3rd ad	= 0 % off the first 3 ads
4th to 7th ad	= 10 % off the next 4 ads
8th and 9th ad	= 14 % off the last two ads

Euro Scale

On Sales from/to	Discount	Ø Discount ¹
> 100.000,00 ≤ 150.000,00	8 %	2,7 %
> 150.000,00 ≤ 200.000,00	10 %	4,5 %
> 200.000,00 ≤ 250.000,00	12 %	6,0 %
> 250.000,00 ≤ 300.000,00	14 %	7,3 %
> 300.000,00 ≤ 350.000,00	16 %	8,6 %
> 350.000,00 ≤ 400.000,00	18 %	9,8 %
> 400.000,00	20 %	

Calculation Example

4 Ads, 9/16 page 4c, each € 57.200,00 = € 228.800,00

Sales Interval	Discount	Discount
≤ 100.000,00	= 0 %	= 0,00
> 100.000,00 ≤ 150.000,00	= 8 %	= 4.000,00
> 150.000,00 ≤ 200.000,00	= 10 %	= 5.000,00
> 200.000,00 ≤ 222.000,00	= 12 %	= 3.456,00
Sum of Discount		= 12.456,00
		= 5,4 % Ø Discount¹

¹Average discount at the end of the respective interval. Values are rounded off to one digit after the period.

In the case of ad orders, eligibility for discounts requires that the discount is claimed in writing and submitted to the publisher by 31 March of the calendar year following the publication of the respective ad.

In the case of contracts, the discount for ads has to be claimed in writing and submitted to the publisher within 3 months after the end of the insertion time period.

All prices in euros plus VAT.

4. Deadlines

Issue No.	Publication Date	Classic Ads	
		Deadline for Ad and Printing Material, Cancellation (always by 12 p.m.), All Colour Layouts	
		Booking Total	Special Placements/ Partial Bookings
1	03.01.2010	23.12.2009	21.12.2009
2	10.01.2010	30.12.2009	28.12.2009
3	17.01.2010	08.01.2010	06.01.2010
4	24.01.2010	15.01.2010	13.01.2010
5	31.01.2010	22.01.2010	20.01.2010
6	07.02.2010	29.01.2010	27.01.2010
7	14.02.2010	05.02.2010	03.02.2010
8	21.02.2010	12.02.2010	10.02.2010
9	28.02.2010	19.02.2010	17.02.2010
10	07.03.2010	26.02.2010	24.02.2010
11	14.03.2010	05.03.2010	03.03.2010
12	21.03.2010	12.03.2010	10.03.2010
13	28.03.2010	19.03.2010	17.03.2010
14	04.04.2010	26.03.2010	24.03.2010
15	11.04.2010	01.04.2010	30.03.2010
16	18.04.2010	09.04.2010	07.04.2010
17	25.04.2010	16.04.2010	14.04.2010
18	02.05.2010	23.04.2010	21.04.2010
19	09.05.2010	30.04.2010	28.04.2010
20	16.05.2010	07.05.2010	05.05.2010
21	23.05.2010	14.05.2010	12.05.2010
22	30.05.2010	21.05.2010	19.05.2010
23	06.06.2010	28.05.2010	26.05.2010
24	13.06.2010	04.06.2010	02.06.2010
25	20.06.2010	11.06.2010	09.06.2010
26	27.06.2010	18.06.2010	16.06.2010


Journals & Monthly Topics of Health (MTH) ¹		
Topic	Deadline for Ad/ Cancellation	Deadline for Printing Material
MTH: Finally Escaping the Suffering!	23.12.2009	23.12.2009
Travel Journal: Cruises	30.12.2009	15.01.2010
Sports Journal: Vancouver 2010 – Winter Games MTH: Allergies – They Start Earlier and Earlier	15.01.2010 29.01.2010	29.01.2010 29.01.2010
Finances Journal Sports Journal: Formula 1 MTH: Yawn! Why We Are Tired (in the Spring) Living Journal: Living, Building & Gardening	05.02.2010 12.02.2010 26.02.2010 19.02.2010	19.02.2010 26.02.2010 26.02.2010 05.03.2010
MTH: Active in the Spring Outdoor & Leisure Journal	26.03.2010 19.03.2010	26.03.2010 30.03.2010
MTH: Asthma (for World Asthma Day)	23.04.2010	23.04.2010
Sports Journal: World Cup MTH: Summer – Sun – Skin Cancer?	14.05.2010 28.05.2010	28.05.2010 28.05.2010

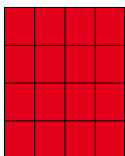
Issue No.	Publication Date	Classic Ads Deadline for Ad and Printing Material, Cancellation (always by 12 p.m.), All Colour Layouts	
		Booking Total	Special Placements/ Partial Bookings
27	04.07.2010	25.06.2010	23.06.2010
28	11.07.2010	02.07.2010	30.06.2010
29	18.07.2010	09.07.2010	07.07.2010
30	25.07.2010	16.07.2010	14.07.2010
31	01.08.2010	23.07.2010	21.07.2010
32	08.08.2010	30.07.2010	28.07.2010
33	15.08.2010	06.08.2010	04.08.2010
34	22.08.2010	13.08.2010	11.08.2010
35	29.08.2010	20.08.2010	18.08.2010
36	05.09.2010	27.08.2010	25.08.2010
37	12.09.2010	03.09.2010	01.09.2010
38	19.09.2010	10.09.2010	08.09.2010
39	26.09.2010	17.09.2010	15.09.2010
40	03.10.2010	24.09.2010	22.09.2010
41	10.10.2010	01.10.2010	29.09.2010
42	17.10.2010	08.10.2010	06.10.2010
43	24.10.2010	15.10.2010	13.10.2010
44	31.10.2010	22.10.2010	20.10.2010
45	07.11.2010	29.10.2010	27.10.2010
46	14.11.2010	05.11.2010	03.11.2010
47	21.11.2010	12.11.2010	10.11.2010
48	28.11.2010	19.11.2010	17.11.2010
49	05.12.2010	26.11.2010	24.11.2010
50	12.12.2010	03.12.2010	01.12.2010
51	19.12.2010	10.12.2010	08.12.2010
52	26.12.2010	17.12.2010	15.12.2010
1	02.01.2011	22.12.2010	20.12.2010

Journals & Monthly Topics of Health (MTH) ¹		
Topic	Deadline for Ad/ Cancellation	Deadline for Printing Material
MTH: The Healing Power of Water – Hydrotherapy & Co.	25.06.2010	25.06.2010
MTH: Food Allergies & Intolerances	23.07.2010	23.07.2010
Sports Journal: Bundesliga (German Soccer League) (Publ. date can vary depending on start of the league)	16.07.2010	30.07.2010
Automobile Journal: Das Goldene Lenkrad (The Golden Steering Wheel)	30.07.2010	13.08.2010
Living Journal: Living, Building & Gardening	06.08.2010	20.08.2010
MTH: Headaches (for Headache Day)	27.08.2010	27.08.2010
Automobile Journal: Das Grüne Lenkrad (The Green Steering Wheel)	27.08.2010	10.09.2010
Multimedia Journal	03.09.2010	17.09.2010
MTH: Fit in the Autumn of Life – Vitality in Old Age	24.09.2010	24.09.2010
Finance Journal	17.09.2010	01.10.2010
Travel Journal: Cruises	24.09.2010	08.10.2010
Automobile/Finance Journal: Car Insurance Switch	01.10.2010	15.10.2010
Automobile Journal: Post-Show Coverage of The Golden Steering Wheel	15.10.2010	29.10.2010
MTH: The Truth About Winter Blues	29.10.2010	29.10.2010
Christmas Journal	29.10.2010	12.11.2010
MTH: High Blood Pressure – The Secret Killer	26.11.2010	26.11.2010

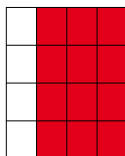
¹The publisher reserves the rights for publication, postponing deadlines and making changes.

■ 5. Ad Formats and Prices

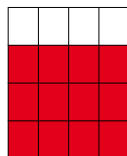
Formats		Width in mm	Height in mm	Mono to Four-Colour
2/1		532	369	148.800,00
1/1		257	369	74.400,00
3/4	3 columns	191	369	61.500,00
2/3	Portrait format	168	369	59.950,00
	4 columns	257	246	
9/16		191	276	57.200,00
1/2	2 columns	126	369	51.450,00
	4 columns	257	183	
3/8	2 columns	126	276	40.150,00
1/3	Portrait format	84	369	38.550,00
	4 columns	257	123	
1/4	1 column	60	369	28.350,00
	2 columns	126	183	
	4 columns	257	90	
3/16	1 column	60	276	21.800,00
	3 columns	191	90	
1/8	1 column	60	183	14.750,00
	2 columns	126	90	
	4 columns	257	43	
1/16	1 column	60	90	7.550,00
	2 columns	126	43	
1/32	1 column	60	43	3.850,00
1/64	1 column	60	20	2.000,00
Special Formats				
Tunnel ads	2x 9/16 page crossover	400	276	114.400,00
	2x 3/8 page crossover	270	276	88.330,00
	2x 1/4 page crossover	270	183	68.040,00
L-shaped ad	1/4 + 3/16 page			50.150,00
Diagonal ad	On 1/1 page			66.885,00
Checkerboard ad	2x 1/4 page on 1/1 page			62.370,00
Satellite ad	2x 1/8 page on 1/1 page			44.250,00
	4x 1/16 page on 2/1 page			52.850,00



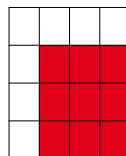
1/1 page
257 x 369 mm



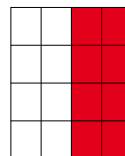
3/4 page, 3 col.
191 x 369 mm



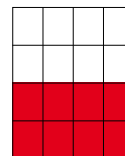
3/4 page, 4 col.
257 x 276 mm



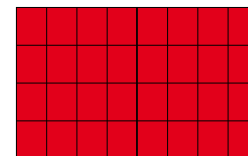
9/16 page
191 x 276 mm



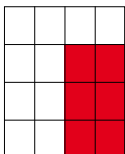
1/2 page, 2 col.
126 x 369 mm



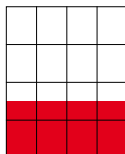
1/2 page, 4 col.
257 x 183 mm



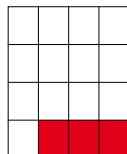
2/1 page
532 x 369 mm



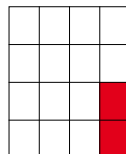
3/8 page, 2 col.
126 x 276 mm



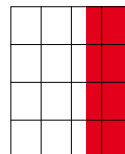
1/3 page, 4 col.
257 x 123 mm



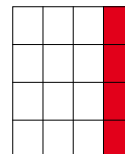
3/16 page, 3 col.
191 x 90 mm



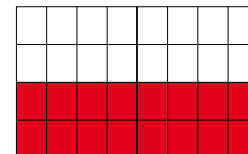
1/8 page, 1 col.
60 x 183 mm



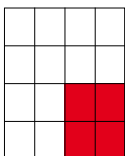
1/3 page, high
84 x 369 mm



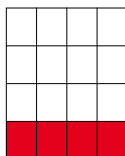
1/4 page, 1 col.
60 x 369 mm



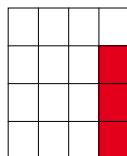
2x 1/2 page, 4 col.
532 x 183 mm



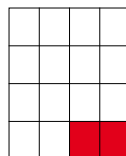
1/4 page, 2 col.
126 x 183 mm



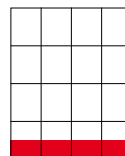
1/4 page, 4 col.
257 x 90 mm



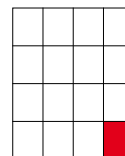
3/16 page, 1 col.
60 x 276 mm



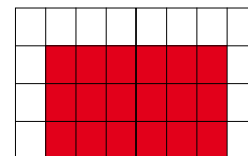
1/8 page, 2 col.
126 x 90 mm



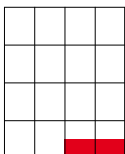
1/8 page, 4 col.
257 x 43 mm



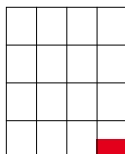
1/16 page, 1 col.
60 x 90 mm



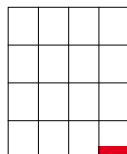
2x 9/16 page
400 x 276 mm



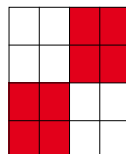
1/16 page, 2 col.
126 x 43 mm



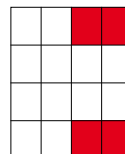
1/32 page, 1 col.
60 x 43 mm



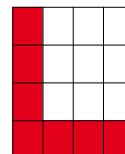
1/64 page, 1 col.
60 x 20 mm



2x 1/4 page, 2 col.
2x 126 x 183 mm



2x 1/8 page, 2 col.
2x 126 x 90 mm



1/4 page, 1 col. + 3/16 page, 3 col.
60 x 369 mm + 191 x 90 mm

These format examples are not decisive for the placement. The combination of the various ads into a format that is not included in the price list is only possible after consulting the publisher. **Motif split:** A geographic split is basically possible. Minimum format of 1/4 page. Details upon request. Costs per publication date: € 2.106,00 plus VAT; for all colour layouts; not discountable but eligible for agency discount. • **Other formats and colour layouts upon request.** • All prices in euros plus VAT.

6. Special Placements

Ads	Placement	Format	Layout	
			Mono and Two-Colour	Three- and Four-Colour
Front Page Banner Large ²		257 x 68 mm (w/h)	–	70.875,00
Front Page Banner Large + 9/16 page		257 x 68 mm (w/h)	–	128.075,00
Front Page Banner Small ²		257 x 43 mm (w/h)	–	56.700,00
Front Page Banner Small + 9/16 page		257 x 43 mm (w/h)	–	113.900,00
Front Page Footer ²		60 x 68 mm (w/h)	–	42.525,00
Front Page Footer + 9/16 page		60 x 68 mm (w/h)	–	99.725,00
Opening Spread ¹ (2/1 page)	Page 2 + 3	532 x 369 mm (w/h), crossover	–	193.440,00
First Double Page of Issue (2/1 page)		532 x 369 mm (w/h), crossover	–	171.120,00
First 1/1 Page of Issue		257 x 369 mm (w/h)	–	85.560,00
Sports Start Banner	On footer of sports start page	532 x 43 mm (w/h), crossover	22.439,47	36.875,00
First 1/1 Page in Sports	Right side	257 x 369 mm (w/h)	–	81.840,00
Bundesliga Statistics, 1/4 page, 2 columns	On footer of table, left side	126 x 183 mm (w/h)	–	32.602,50
VIP Banner	VIPs of the Week	532 x 43 mm (w/h), crossover	22.439,47	36.875,00
VIP Banner People + Culture	People + Culture	532 x 43 mm (w/h), crossover	22.439,47	36.875,00
TV Programme	On footer of TV Programme Pages	532 x 25 mm (w/h), crossover	–	22.125,00
Weather	On head of page above Weather	1/2 page, 4 columns, 257 x 183 mm	–	59.167,50
Back Page	On back page at footer	1/4 page, 4 columns, 257 x 90 mm	27.870,55	36.855,00
Puzzle Page	Right page outside next to the puzzle	1/2 page, 2 columns, 257 x 183 mm	37.301,72	56.595,00

¹A placement on pages 2 + 3 is only possible with classic ad motives and after advance coordination with the advertising management and main editorial office. Ads with an editorial design cannot be placed here. An extended deadline applies for printing material. 14 days before the appearance of the ad, please send a sample PDF to bildgruppe-duteam@axelspringer.de.

All prices in euros plus VAT. Deadlines and availability upon request.

²Minimum frequency of 3 publication dates.

Examples of Special Placements



Front Page Banner Large, 257 x 68 mm



L-Shaped Ad,
1/4 + 3/16 page



Satellite Ad, 2x 1/8 page



TV Banner, 532x25 mm, crossover



Sports Start, 532x43 mm, crossover



Checkerboard Ad,
2x 1/4 page



VIP Banner „VIPs of the Week,“
532x43 mm, crossover



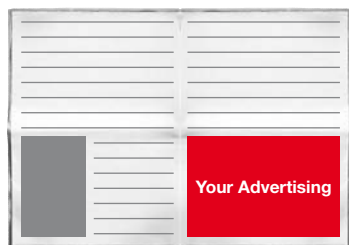
Weather, 1/2 page

Special forms of advertising, such as fragrance ads or luminous-colour ads, upon request.
Deadlines and availability upon request.

7. Environments & Specials in BILD am SONNTAG

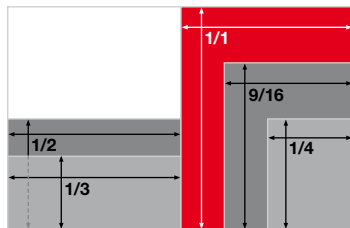
OPEN JOURNAL

The established editorial guide journals at the centre of BILD am SONNTAG are especially popular with our readers, who like to use them intensively as sources of information and decision-making aids. They offer a highly attractive communications platform in designable mono-thematic environments to advertising clients.



Place your target-group specific advertising in one of our open journals on the topics of Automobile, Sports, Finances, Multimedia, Living, Building & Gardening or Travel.

Advertising Formats



¹Additional formats upon request. Minimum format: 1/4 page. • All prices in euros plus VAT.

Topics

See editorial schedule of topics under section 4.

Number of Pages



Frequency

17x per year; see editorial schedule of topics under section 4.

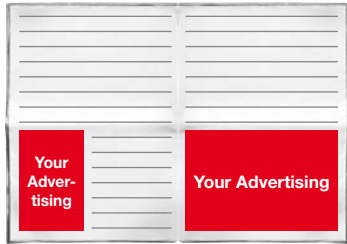
Prices

Format ¹	Price
1/1 page	74.400,00
9/16 page	57.200,00
1/2 page	51.450,00
1/3 page	38.550,00
1/4 page	28.350,00
Special	
Banner ads on the front page of the journal Format: 257 x 68 mm (w/h)	35.438,00

JOURNAL WITH EXCLUSIVE AD BOOKING

You have the option to book an editorial BILD am SONNTAG journal as an **exclusive advertising partner**. 25% of the advertising space within the journal is available for your advertising appearance.

On top of that at no extra cost: A banner ad on the front page of the journal! Do you have ideas? If so, please let us know!



Profit from exclusive advertising in an environment of at least 8 pages!
Print run copies for trade fairs, mailings or the like are possible.

Topics

Individual, based on editorial discretion.

Number of pages¹



Frequency

To be determined, depending upon availability.

Prices

Journal Size	Price
8-page journal incl. 2 advertising pages	241.800,00
12-page journal incl. 3 advertising pages	316.200,00
16-page journal incl. 4 advertising pages	390.600,00

Special

Banner ads on the front page of the journal on top without any extra charge! Format: 257x68 mm (w/h)

Media Value

35.438,00



¹Additional sizes upon by request.
All prices in euros plus VAT.

7. Environments & Specials in BILD am SONNTAG

SPECIAL ADVERTISING PUBLICATIONS

Would you like to design your own environment? BILD am SONNTAG also has a solution for this purpose: **the special advertising publication.**

This special advertorial form is distinguished by its very close similarity to the newspaper because we put our logo on your front page! And enable you to have a combination of editorially designed and classic communication on a minimum of 4 pages.



We would be happy to assist you in the concept and design of the content of your topics – please ask us about it! Print-run copies for trade fairs, mailings or the like are possible.



Topics

Selection by the client and in coordination with the publisher.

Number of pages¹



Frequency

To be determined, depending upon availability.

Prices

Number of Pages	Media Value	Price
4-page special advertising publication	297.600,00	260.000,00
8-page special advertising publication	595.200,00	470.000,00
12-page special advertising publication	892.800,00	650.000,00

Special

Concept and design of contents by the Axel Springer Media Impact can also be booked as an add-on.	–	Depends on number of pages and complexity.
---	---	--

¹Additional sizes upon request.

The design guidelines for advertorials apply. Approval by the publisher is required. All prices in euros plus VAT.

MONTHLY TOPIC OF HEALTH

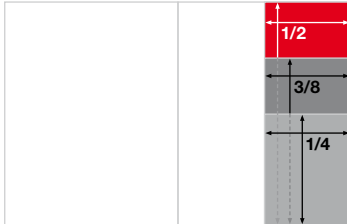
We create a very special place in BILD am SONNTAG for the topic of health: As the starter to the guide on each first Sunday of the month, the editorial department concentrates on one key medical topic, speaks with experts and provides valuable health tips.

The highlight in this environment: **premium placement on the double page starter!**



Take advantage of the premium offer and place your attention-grabbing advertising on the double-page starter for the monthly topic of health.

Advertising Formats



All prices in euros plus VAT.

Topics

See editorial schedule of topics under section 4.

Number of pages



Frequency

Monthly; on every first Sunday of the month.

Prices for Premium Placement

Format	Price
1/2 page, 2 columns	56.595,00
3/8 page	44.165,00
1/4 page	31.185,00

Additional placements in the environment are possible, depending on availability.

■ 8. BILD am SONNTAG Family Product

BILD am SONNTAG Readers Are Family People

- 9,8 million¹ readers think that family and partnership is important.
- 7,9 million¹ readers think that having children is important.
- 5,1 million¹ readers are interested in the topics of household and family.

Our family competence, our proven guide function and our publication day – the decision-making and family Sunday. These are three strong arguments for a strong new idea:

The Family Product by BILD am SONNTAG

Together with top brand-name manufacturers, we distinguish the products and services that have qualified as especially family-friendly as Family Products.

Coordinated Communications Concept

- Strong presence in BILD am SONNTAG and at bild.de
- Prominent advertising placement
- Designed by the editorial department
- High degree of recognition through the memorable logo
- Campaign period of 4 weeks
- Full-service consultation from media planning to exploitation
- Multi-channel concepts possible (print, online, TV, POS, mobile)
- Use of the logo is negotiable

¹VA 2009 Classic I.

Brand Partnership



A mutual family promotion by



The client and the product profit from the joint presentation with BILD am SONNTAG due to its credibility and journalistic competence.

Example: Family Notebook by DELL

Advertising in
BILD am SONNTAG
and at bild.de

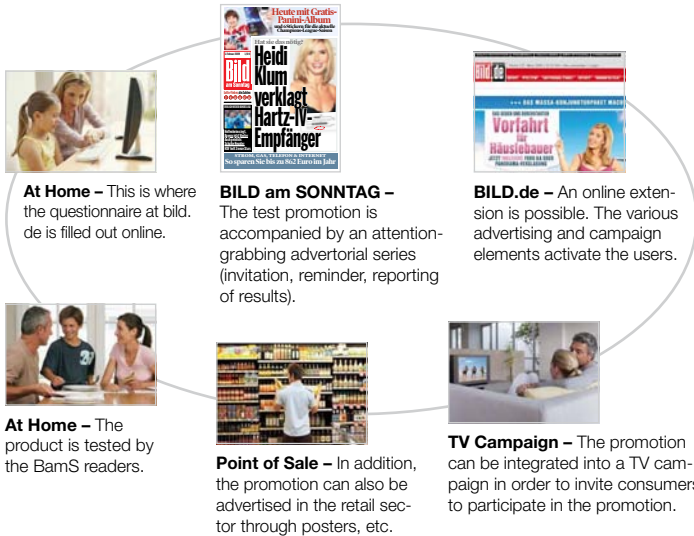




9. BILD am SONNTAG – Germany’s Largest Reader Review

- The 10,5 million¹ readers of BILD am SONNTAG evaluate a product that the manufacturer makes available to them, no matter whether it is an established or a new product.
- This concept represents an optimal tool for attracting attention, interacting with the readers and simultaneously receiving detailed market information about your own product.

Through the convergent campaign design of Germany’s Largest Reader Review, the promotion has a very efficient and long-lasting effect.



An Overview of Your Advantages

- Interaction with the readers
- High level of attention through an active and emotional promotion that has appropriate reporting within the scope of an advertorial campaign
- Brand partnership and mutual presentation with BILD am SONNTAG
- Convergent media campaign (print and online, as well as optional POS and TV)
- Fast information about product acceptance with the testers
- Combination possibilities with a product-sampling promotion² (also possible through vouchers/coupons)
- Use of logo possible upon agreement

¹ma 2009 II. • ²Consultation with publishing company for coordination.

10. Partial Bookings – Formats and Prices

CONDITIONS FOR PARTIAL BOOKINGS ARE DIFFERENT THAN THOSE OF THE TOTAL EDITION

General Notes

The partial issues can be booked individually or in any desired combination.

Orders for the individual partial issues and any desired combination of partial issues will be separately discounted.

Exceeding the Formats

Formats that exceed the 1/1 page require consultation with the advertising department.

Ad and Printing Material Deadline, Cancellation

All colour layouts: 10 working days before publication, 12 p.m.

See section 4 for deadlines

When setting the date, the publisher reserves the right to postpone ads for the partial issues in favour of existing orders for the total edition.

DISCOUNTS

Frequency Scale

6+ ads	4 %
12+ ads	9 %
24+ ads	14 %

Quantity Scale

3+ pages	4 %
6+ pages	9 %
9+ pages	14 %
12+ pages	20 %

Circulation

Nielsen Regions	German States	Printing Site	Print Circulation Annual Average
Nielsen I	Schleswig-Holstein, Hamburg, Bremen, Lower Saxony	Hamburg, Hanover	354.100 copies
Nielsen II	North Rhine-Westphalia	Essen-Kettwig	387.900 copies
Nielsen IIIa	Hesse, Rhineland-Palatinate, Saarland	Neu-Isenburg	337.500 copies
Nielsen IIIb	Baden-Württemberg	Stuttgart-Esslingen	257.900 copies
Nielsen IV	Bavaria	Munich	294.900 copies
Nielsen V, VI, VII	Berlin, Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt, Thuringia, Saxony	Hamburg, Berlin, Leipzig	253.100 copies

Split possibilities upon request

Formats and Prices

Formats (Mono to Four-colour)	1/1 Page 257 x 369 mm	9/16 Page 191 x 276 mm	1/2 Page 257 x 183 mm	1/4 Page 126 x 183 mm
Nielsen I	24.100,00	18.900,00	16.800,00	13.100,00
Nielsen II	27.800,00	21.400,00	19.400,00	15.100,00
Nielsen IIIa	21.000,00	16.100,00	14.700,00	11.400,00
Nielsen IIIb	14.600,00	11.200,00	10.200,00	8.000,00
Nielsen IV	15.900,00	12.200,00	11.200,00	8.700,00
Nielsen V, VI, VII	20.500,00	15.900,00	14.500,00	11.200,00

Combinations upon request.
All prices in euros plus VAT.

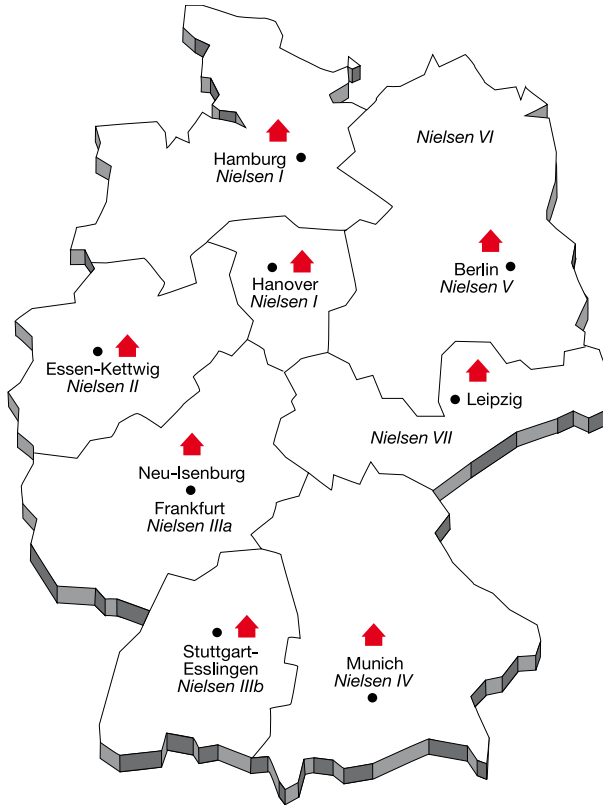
11. Inserts

Printing Locations	Hamburg	Hanover	Essen-Kettwig	Neu-Isenburg	Stuttgart-Esslingen	Munich	Berlin and Leipzig
Prices per 1.000 copies²	Up to 20 g 64,00 • Up to 30 g 71,00 • Up to 40 g 83,50 • Up to 50 g 94,50 • Up to 60 g 103,50 • Up to 70 g 112,50 • Up to 80 g 119,00						
Booking and Cancellation Deadline	6 weeks before publication						
Weight	5–80 g (heavier weights upon request, samples required)						
Format	Minimum 10,5 x 14,8 cm Maximum 25 x 35 cm						
Circulation areas Smaller units can be booked.	Schleswig-Holstein, Hamburg, Bremen, parts of Lower Saxony	Parts of Lower Saxony	North Rhine-Westphalia	Hesse, Rhineland-Palatinate, Saarland	Baden-Württemberg	Bavaria	Berlin, Mecklenburg-V., Brandenburg, Saxony-Anhalt, Thuringia, Saxony
Minimum Print Run	50.000 copies per printing site						
Maximum Print Run	232.000 – 307.000	103.000 – 126.000	410.000 – 450.000	325.000 – 370.000	262.000 – 309.000	282.000 – 332.000	264.000 – 299.000
Delivery (7 a.m. - 3 p.m.)							
Earliest	5 days	5 days	6 days	5 days	5 days	5 days	5 days
Latest	4 days	4 days	5 days	4 days	4 days	4 days	4 days
Address	Axel Springer AG Offsetdruckerei Kornkamp 11 22926 Ahrensburg	Madsack GmbH & Co. August-Madsack-Str. 1 30559 Hannover-Kirchrode	Axel Springer AG Druckhaus Kettwig Im Teelbruch 100 45219 Essen	Druck- und Verlagshaus Frankfurt/M. GmbH Rathenastr. 29–31 63263 Neu-Isenburg	Richard Bechtle Graphische Betriebe und Verlagsgesellschaft Zeppelinstr. 116 73730 Esslingen/Neckar	Süddeutscher Verlag GmbH/Weiterverarbeitung Zamdorfer Str. 40 81677 München	You will be informed in due time about the distribution of the issue. ¹

¹Addresses: **Berlin:** Axel Springer AG, Druckhaus Spandau, Brunsbütteler Damm 156-172, 13581 Berlin • **Leipzig:** Leipziger Verlag + Druck GmbH+Co KG, Druckereistr. 1, 04159 Leipzig

²All prices in euros plus VAT.

Circulation Areas



Print Run/Delivery Addresses

The current planned print run will be announced approx. 6 weeks before the publication date. The order confirmation contains all of the necessary details on the delivery.

Insertion Dates

The publisher reserves the right to postpone ads for the partial issues in favour of inserts with larger orders or the total edition.

Sample Brochures

Not every brochure is suitable for insertion due to its structure. We request the punctual submission of 10 binding samples.

Note on Insert

A note on the insert cannot be published due to technical reasons.

Terms and Conditions

The General Terms and Conditions for Newspapers and the additional Terms and Conditions of the publisher apply for processing.

Additional information on the booking of inserts at:

+49 (0) 30 25 91 - 7 67 98

+49 (0) 30 25 91 - 7 67 89



12. Readers

ma 2009 Press Media II Total Population	Reach of BILD am SONNTAG Readers (LpA)						Composition in Percent					
	in Percent			in Millions			BILD am SONNTAG Readers (LpA)			Total Population		
	Total	Men	Women	Total	Men	Women	Total	Men	Women	Total	Men	Women
Basis	16,2	22,4	10,4	10,52	7,06	3,45	100	100	100	100	100	100
Position in the Household												
Heads of Household	12,9	21,8	10,7	4,66	1,59	3,06	44	23	89	56	23	86
Chief Earners	19,7	24,1	9,2	7,07	6,09	0,98	67	86	28	56	81	32
Age Groups												
14-19 years	9,3	12,5	5,8	0,46	0,32	0,14	4	5	4	8	8	7
20-29 years	12,6	16,0	9,0	1,08	0,70	0,38	10	10	11	13	14	13
30-39 years	15,5	21,2	9,6	1,43	0,99	0,44	14	14	13	14	15	14
40-49 years	18,3	26,1	10,4	2,28	1,64	0,64	22	23	18	19	20	19
50-59 years	19,4	25,6	13,3	1,96	1,29	0,68	19	18	20	16	16	15
60-69 years	18,5	25,1	12,4	1,71	1,11	0,60	16	16	17	14	14	14
70 years and older	15,5	24,4	9,5	1,59	1,01	0,59	15	14	17	16	13	19
Household Net Income												
Less than € 1.000,-	11,9	17,7	8,5	0,66	0,36	0,30	6	5	9	9	6	11
Less than € 1.500,-	14,7	22,7	9,3	2,29	1,42	0,87	22	20	25	24	20	28
Less than € 2.500,-	16,7	23,9	10,4	6,77	4,54	2,24	64	64	65	63	60	65
€ 2.500,- and more	15,4	20,2	10,4	3,74	2,53	1,22	36	36	35	37	40	35

ma 2009 Press Media II Total Population	Reach of BILD am SONNTAG Readers (LpA)						Composition in Percent					
	in Percent			in Millions			BILD am SONNTAG Readers (LpA)			Total Population		
	Total	Men	Women	Total	Men	Women	Total	Men	Women	Total	Men	Women
Basis	16,2	22,4	10,4	10,52	7,06	3,45	100	100	100	100	100	100
Children in the Household												
Under 6 years	13,8	21,1	8,0	0,70	0,48	0,23	7	7	7	8	7	9
6 to 14 years	14,9	20,1	10,0	1,34	0,88	0,46	13	12	13	14	14	14
Education												
Students of general schools	8,1	10,7	5,5	0,29	0,19	0,10	3	3	3	6	6	5
Secondary school/primary school without apprenticeship	14,6	23,4	10,9	0,88	0,41	0,46	8	6	13	9	6	13
Secondary school/primary school with apprenticeship	22,8	31,3	14,0	4,62	3,22	1,40	44	46	40	31	33	30
Specialised secondary schools/ university entrance exam/university	13,5	18,4	8,6	4,73	3,23	1,50	45	46	43	54	56	52
Nielsen Regions												
Nielsen I	17,5	23,0	12,4	1,84	1,17	0,67	17	17	19	16	16	16
Nielsen II	16,7	23,9	10,0	2,31	1,59	0,72	22	23	21	21	21	22
Nielsen IIIa	20,8	27,2	14,7	1,81	1,15	0,66	17	16	19	13	13	13
Nielsen IIIb	14,5	21,0	8,3	1,17	0,82	0,34	11	12	10	12	13	12
Nielsen IV	17,7	26,2	9,6	1,71	1,23	0,48	16	17	14	15	15	15
Nielsen V	6,3	8,5	4,4	0,16	0,11	0,06	2	1	2	4	4	4
Nielsen VI	14,0	18,1	10,0	0,81	0,52	0,30	8	7	9	9	9	9
Nielsen VII	12,5	17,1	8,2	0,71	0,47	0,24	7	7	7	9	9	9

■ 13. Technical Specifications

GENERAL SPECIFICATIONS

Contact Telephone

+49 (0) 40 3 47 - 2 44 69

+49 (0) 40 3 47 - 2 39 22

+49 (0) 40 3 47 - 2 55 17

Printing Process

(Coldset) web-fed offset according to
ISO 12647-3:2005

Type Area

257 mm wide x 369 mm high
(Panorama 532 mm wide x 369 mm high)

Fonts

Positive fonts from 6 point;
Negative fonts from 8,5 points, semibold, sans-serif

Line Width

Positive lines at least 0,2 mm
Negative lines at least 0,3 mm

Dynamic Range

Tonal gradations in print from 3% to 85%

Dot Gain

50% tone of the lithograph gains approx. 26%
in newspaper offset printing

Screen Count

40 screen in print run

Screen Angle

cyan = 15°, magenta = 75°, yellow = 0°,
black = 135°

4C Colours

ISO 2846-2

Additional Colours

Please use HKS-Z special colours. As a rule, these
are implemented in CMYK values according to the
HKS-Z CMYK colour table, version 2006 (available
upon request).

Registration Mark Tolerance:

≤ 0,3 mm (congestion > 0,3 mm)

ADVERTISEMENT DATA

Image Resolution

200 dpi, for line of max. 1.270 dpi

Scale

Size of the ad and the ad elements should
be 100%. Please do not set up trim signs.

EPS File

Please supply or integrate fonts in Postscript
Type-1 format. Do not use any DCS elements
for multicolour ads.

PDF File

Please use PDF/X-3:2003
(see <http://www.eci.org>)
with transparency reduction

Total Colour Application

max. 240%

Separation

Please use the ICC colour profile, ISOnewspaper26v4.icc. This takes into account the parameters of achromatic composition, total colour application and dot gain in newspaper printing. The profile can be downloaded at: <http://www.axel-springer.de/icc>

4C Proof Print

Client's proof supplied and adapted for newspaper printing in accordance with ISO 12647-3:2005 with FOGRA Media Wedge CMYK

DIGITAL DATA TRANSMISSION

We recommend a **checked upload** for your printing material at <http://transfer.axelspringer.de>.

Please contact us per e-mail at zugangsdaten.upload@axelspringer.de to receive a transmission account.

Please send **data storage medium (CD, DVD)** and proof to:
Axel Springer AG
ISDN-Pool BILD
Brieffach 33 42
20350 Hamburg

Use our technical possibilities and send us your ad per Internet. This will save you time and costs and ensure that your ad is published without any changes. You will also find the options and conditions for transferring your printing material per ISDN, e-mail or FTP under: <http://transfer.axelspringer.de>

PRINT QUALITY

In the case of different data structures, no guarantee can be given for the print quality. Variations in colour at the printing sites are caused by the process and do not justify claims for compensation.

No guarantee is given for the accurate realisation of 4c ads by means of ICC colour profiles. No guarantee can be given for the quality of the colour adaptation of proof systems that are different from those of AS. The dimensional stability of the print paper is subject to slight variations due to the processes used.

14. General Terms and Conditions of Business for Newspapers

Clause 1

An "advertisement order" or "order" in the meaning of the following Terms and Conditions is an offer made by an advertiser or other client (generally referred to hereinafter as "the client") to the publisher concerning the publication of one or several advertisements or other forms of advertising (generally referred to hereinafter as "advertisements") in a newspaper for purposes of dissemination. The publisher can accept such an offer by printing the advertisement (or the first advertisement in the case of several advertisements) or by acknowledging receipt in text form.

Clause 2

An "agreement" is a contract for the publication of a number of advertisements, as drawn down by the client. If the client has been granted the right to draw down individual advertisements under an agreement, the final advertisement must be published within one year of the publication date of the first advertisement (such a year being referred to hereinafter as the "booking year"), provided that nothing is otherwise expressly agreed in the individual case.

Clause 3

In as far as the publisher markets orders or agreements through third parties, these third parties shall act as agents of the publisher and on the publisher's account.

Clause 4

In as far as the price list for the newspaper in question relates to text millimetre lines, the text millimetre lines shall be converted into advertisement millimetres when calculating the quantities ordered, in accordance with the price.

Clause 5

If advertisements are only to be published on certain publication dates or in certain places in the newspaper, this shall require a separate agreement with the publisher. Classified advertisements will be published under the relevant heading, without any express agreement being required. Irrespective of placement in print media, the publisher shall be entitled, but not obliged, to also publish commissioned advertisements in the context of the online and telephone services offered by Axel Springer AG and its affiliated companies, to the extent of its technical capacities. In this case the publisher shall have the right to adapt the advertisement print material supplied for the print media to the requirements of the internet. The results in the context of online and telephone services may differ from those achieved in the printed version. The publisher cannot generally promise not to print advertisements commissioned by competitors.

Clause 6

Text-component advertisements are advertisements with at least three pages bordering on editorial content and not bordering on other advertisements. The publisher will clearly identify advertisements whose layout prevent them from being recognised as such by publishing the word "Advertisement".

Clause 7

The publishing house reserves the right to reject certain advertisements, including individual advertisements drawn down under an agreement, particularly if

- their contents are unlawful or in breach of official regulations or
- their publication damages the publisher's interests due to their contents, their layout, their origin or their technical form.

Advertising material containing the advertising of third parties or for third parties (joint advertising) shall require the publisher's prior written consent in each individual case. The publisher reserves the right to charge a surcharge for joint advertising or to change the discount granted. Furthermore, orders or draw-downs in relation to other forms of advertising shall only be binding on the publisher after the submission and approval of a speci-

men. The client will be notified immediately if an advertisement or any other form of advertising is rejected.

Clause 8

The client bears sole responsibility for ensuring the prompt delivery and flawless condition of suitable advertisement print material or any other advertising materials. If any defects in the client's advertisement print material are not immediately apparent, the client shall have no claims in the event that the printing results are unsatisfactory. The same applies in the case of repeated advertisements if the client does not draw attention to the error before the next advertisement goes to print. The client shall bear any costs that the publisher incurs due to changes to the advertisement print material requested or occasioned by the client. In the case of difficult typesetting work involving a greater amount of effort than is usual, the publisher reserves the right to invoice such work according to the actual effort involved. The quality agreed for the newspaper that has been booked shall be the usual quality according to the details on the price list and in the acknowledgement of the order, within the framework of the possibilities afforded by the advertisement print material and the technical facilities employed by the printers.

The transmission of digital advertisement print material shall be subject to the additional provisions set out in clauses 8a – 8d.

Clause 8a

The client shall be responsible for ensuring that proper advertisement print material is delivered in good time prior to publication and, in particular, that it complies with the format or the technical rules specified by the publisher for the preparation and transmission of advertisement print material (please refer to "Transmission of Print Material") on the relevant price list and the currently applicable guidelines for the handling of orders on the delivery of advertisement print material in the form of digitised data). Undesired printing results as a result of the client disregarding the publisher's recommendations shall not entitle the client to a reduction in price.

Clause 8b

Before any digital transmission of advertisement print material, the client must ensure that the files that are sent are free of computer viruses. If the publisher discovers computer viruses in a transmitted file, this file will be deleted, without this entitling the client to assert any claims. The publisher reserves the right to claim damages from the client if the publisher suffers any harm due to such computer viruses that have infiltrated as a result of the customer's acts.

Clause 8c

Digitally transmitted advertisement print material for colour advertisements can only be processed reliably if a colour proof is supplied on paper. Without a colour proof, variations in colour are inevitable. They shall not entitle the client to a reduction in price.

Clause 8d

A written order identifying the motif is required, independently of the digital advertisement print material. The delivery of the advertisement print material as such is not be equivalent placing an order.

Clause 9

Advertisement print material will only be returned to Client on special request. The obligation to store the advertisement print material ends one month after the advertisement or other advertising material has been published for the first time. It shall be at the discretion of the publisher to store the material for a longer period of time.

Clause 10

If the publication of the advertisement is not of the contractually agreed quality or of the contractually agreed standard, the client is entitled to a reduction in price or a substitute

advertisement of flawless quality or the substitute publication of the other form of advertising, but only to the extent that the purpose of the advertisement was frustrated. The publisher may refuse to publish a substitute advertisement or to make a substitute publication if

- the effort involved is grossly disproportionate to the client's interest in the publication, taking account of the nature of the obligation and the principle of good faith, or
- this would only be possible for the publisher by incurring disproportionate costs.

If the publisher fails to comply with a reasonable time limit that has been set for the publication of a substitute advertisement or other form of advertising or if the substitute advertisement/substitute publication is still of unsatisfactory quality, the client shall have the right to claim a reduction in price or to cancel the order. The order cannot be cancelled if the advertisement or other form of advertising has only minor faults. Complaints about faults which are not obviously apparent must be submitted within one year after the statutory limitation period has commenced. The publisher will be liable for any damage, regardless of whether it originates from a breach of contract or a tort, according to the provisions set out below:

In the case of gross negligence the publisher's liability in dealings with commercial entrepreneurs shall be limited to compensation for the typical, foreseeable damage; this limitation of liability shall not apply if the damage has been caused by the publisher's legal representatives or executives. In the case of slight negligence the publisher shall only be liable towards commercial entrepreneurs and consumers in the case of the breach of a fundamental contractual obligation. In such cases liability shall be limited to the typical, foreseeable damage.

In the case of claims under the Product Liability Act and claims due to death, personal injury or damage to health the publisher's liability shall be governed by the statutory provisions. Except in the case of faults which are not obviously apparent, complaints must be made within four weeks of the date of publication. All claims against the publisher for breach of contract shall become statute-barred one year after the commencement of the statutory limitation period, in as far as they have not been caused by intentional acts or gross negligence or unless they are based on death, personal injury or damage to health. In such cases the limitation period shall depend on the statutory provisions.

Clause 11

Proofs will only be supplied on special request. The proof will be sent to an address, fax number or email address provided by the client; The client is responsible for ensuring that the equipment for receiving them is in functioning condition. The client is responsible for ensuring that the returned proofs are accurate. The publisher will give consideration to all corrections that are notified by the closing date for advertisements or within the time limit set on sending out the proof.

Clause 12

If no special dimensions are specified, they will be calculated on the basis of the actual printed size usual for the type of advertisement in question.

Clause 13

The invoice must be paid within the period indicated on the price list, unless some other period for payment or advance payment has been agreed in writing in specific cases. Any discounts for early payment will be granted according to the price list. The client shall only have the right to set off claims against those of the publisher, if such claims are undisputed or have been recognised by a final court judgment. If the client is a commercial entrepreneur, he/she shall only be entitled to exercise a right of retention in as far as the counterclaim is uncontested or has been recognised by a final court judgment and is based on the same contractual relationship.

Clause 14

In the case of late or deferred payment reasonable dunning costs shall be added to the statutory default interest. In the case of late payment the publisher may put the current

advertisement order or agreement on hold until payment has been remitted and may demand payment in advance for the remaining advertisements.

In the case of justified doubts concerning the client's solvency, the publisher has the right to require that the amount in question is paid in advance by the closing date and that any outstanding invoices are settled before further advertisements are published, regardless of the original date agreed for payment and even during the term of a current agreement.

Clause 15

The publisher will provide a voucher copy on request and reserves the right to charge a separate fee for this service. All depending on the nature and the scope of the order, cuttings, voucher pages or complete voucher issues will be supplied. If it is no longer possible to obtain a voucher copy, it will be replaced by a legally binding certificate from the publisher concerning the publication and dissemination of the advertisement. No voucher copies can be provided for word advertisements and small advertisements.

Clause 16

If the client has booked a number of advertisements, the client may claim a reduction in price for a reduction in circulation, as set out in sentence 2, if the guaranteed circulation is not achieved on a general average in the booking year, which shall start with the first ad. A reduction in circulation will only be deemed a defect justifying a reduction in price if and in as far as the reduction amounts to

at least 20 percent in the case of a guaranteed circulation of up to 50,000 copies sold, at least 15 percent in the case of a guaranteed circulation of up to 100,000 copies sold, at least 10 percent in the case of a guaranteed circulation of up to 500,000 copies sold, at least 5 percent in the case of a guaranteed circulation of more than 500,000 copies sold.

A reduction in circulation for the reasons set out in clause 23 shall not be taken into account. The guaranteed circulation sold is the average circulation printed on the price list or made known in another way or, if no circulation has been mentioned, the average circulation sold in the previous calendar year.

In the case of combination offers, only the guaranteed circulation for the combination offer shall apply. No guarantees are therefore given for the individual newspapers.

Furthermore, no reductions in price shall be granted for contracts if the publisher has notified the client of a drop in circulation early enough for the client to have been able to cancel the order or rescind the contract before the advertisement was published.

Clause 17

In the case of box number advertisements the publisher shall exercise the care expedient in business dealings when safeguarding the offers and forwarding them to the client in good time.

Registered letters and letters sent by express in response to box number advertisements will only be forwarded by normal post. Responses to box number advertisements will be kept for four weeks. Letters that are not collected within this period will be destroyed.

The publisher may be granted the right to act as agent under an individual agreement and, in this capacity, may open the letters received instead of and in the declared interests of the client. Letters exceeding the permissible DIN A4 format (weight of 50 g) as well as goods, books, catalogues and parcels will not be forwarded to the client and will not be accepted. However, it may be agreed that such items are accepted and forwarded by way of exception, if the client bears the charges/costs thereby incurred.

Clause 18

The place of performance is the place where the publisher has its principal place of business. In commercial dealings with merchants, as defined in German commercial law, with corporate bodies under public law or special funds under public law the place of jurisdiction for any legal action shall be the place where the publisher has its principal place of business. The place of jurisdiction in the case of non-merchants shall be determined according to the statutory provisions. These Terms and Conditions shall be governed by German law.

Clause 19

The prices for the placement of advertisements are to be found on the price list for the newspaper in question. Any additional terms and conditions appearing on the price list shall supplement these General Terms and Conditions.

The publisher reserves the right to agree on special prices and special formats, separately and independently of the price list, for advertisements in special supplements or publications, advertisements in brochures and series of advertisements. The same applies to advertisements for purposes of sponsoring and promotion. The publisher will distribute supplements with the care usual in such business operations, although wrong deliveries or losses of up to 3 percent shall be regarded as usual for the trade.

Clause 20

In the case of changes to prices on the price list, the new terms shall apply immediately, even for current advertisement orders and agreements. This does not apply to consumers in the case of orders that are to be executed within four months of forming the contract.

Clause 21

If companies affiliated in a corporate group are entitled to a joint discount, the advertiser must provide written evidence of its status as part of such a corporate group. For the purpose of this provision, companies affiliated in a corporate group are understood as companies where at least 50 percent of the shares are held by another company within the group.

In the case of companies, the company's status as part of a corporate group must be proved by submitting confirmation from an auditor or the last business report. In the case of partnerships this status must be proved by submitting a certificate of registration (extract from the commercial register). This evidence must be provided within the first half of the period covered by the agreement. Evidence provided at a later date cannot be recognised retrospectively. Group discounts shall always require express written confirmation from the publisher. Group discounts will only be granted for as long as group status exists. The publisher must be notified without delay if this group status ends; this shall also mean the end of the group discount.

Clause 22

The client assures the publisher that he/she/it is in possession of all rights which are necessary in order to place the advertisement and that, if it should be the publisher who produces the advertisement, that he/she/it is in possession of all rights required to produce the advertisement. The client shall bear sole responsibility for the contents and the legality of the texts and images provided for the booking and for all advertising material supplied. The client shall immediately indemnify the publisher against all claims resulting from an infringement of the rights of third parties and/or a breach of the law. Furthermore, the publisher shall be indemnified against the costs of any necessary legal defence.

The client must support the publisher by providing the publisher with information and documents in the legal defence against third parties.

The client assigns to the publisher the copyright, rights of use, intellectual property rights and other rights that are necessary in order to produce and use the advertising in print and online media of all kinds, including the internet. This particularly includes the right to duplicate, disseminate, transfer and broadcast the advertising, to make it accessible to the public, to take it from a database and to draw it down to the extent necessary for the execution of the order, in terms of both time and contents. In all cases the said rights shall be assigned with no territorial limitations.

Clause 23

In the event of disruptions to operations or in cases of force majeure, industrial action, confiscation, traffic disturbances, general shortages of raw materials or energy and similar affecting both the business of the publisher and that of third parties that the publisher has engaged in order to fulfil its obligations – the publisher shall be entitled to claim full payment for the advertisements published, if the publisher has distributed the newspaper in a quantity corresponding to 80 percent of the average circulation sold during the last four quarters or otherwise guaranteed. If the quantity distributed falls short of this

amount, the invoice amount shall be reduced in the same proportion as that between the guaranteed circulation and the actual circulation. Reductions in circulation for the reasons set out in sentence 1 shall not be taken into account in the context of clause 16.

Additional Terms and Conditions for BILD and BILD am SONNTAG

a) Advertisements to be placed in superordinate issues shall have priority over the advertisements planned for partial issues, even if the are commissioned at a later date. If necessary, advertisements in partial issues must be postponed for the above reasons.

b) For technical reasons, advertisements to be placed on a certain page in issues of BILD DEUTSCHLAND shall be published in the other partial issues (regional editions) within the framework of the technical possibilities.

c) Clients whose advertisements are booked for larger booking units, but who do not wish for them to appear in certain issues cannot claim any discounts due to the technical difficulties this involves.

d) The maximum size for advertisements bordering on text in BILD is 420 mm high. Advertisements higher than 420 mm will be cropped at the height of the printing space and charged for at page height in accordance with the number of columns.

e) Advertisements appearing in BILD am SONNTAG will be charged for according to the page fractions that they occupy, irrespective of the actual printed height.

f) For the booking unit, BILD DEUTSCHLAND TOTAL, the publisher guarantees an average circulation of 3,400,000 copies sold for the term of the agreement. For all other issues (regional editions) the guarantee applies to the percentage the individual issue had in the average print run sold during the past calendar year.

g) For the booking unit, BILD am SONNTAG, the publisher guarantees an average circulation sold of 1,600,000 copies for the issue as a whole during the term of the agreement. For all other issues (regional editions) the guarantee applies to the percentage the individual issue had in the average print run sold during the past calendar year.

h) For the booking unit, BILD am SONNTAG, the following applies: In departure from clause 16 of the General Terms and Conditions, a reduction in circulation in the case of newspapers that publish circulation data in relation to the number of the issue shall only entitle the client to a reduction in price, if and in as far as this reduction exceeds 10 percent in the case of a circulation (guaranteed circulation sold) of up to 500,000 copies and 5 percent in the case of a circulation (guaranteed circulation sold) of more than 500,000 copies. A reduction in circulation for the reasons set out in clause 23 of the General Terms and Conditions shall not be taken into account. The circulation underlying the guarantee is the total circulation sold, as defined by the IWW. For the booking year it shall be calculated from the average circulation during the four quarters prior to the booking year, unless the publisher has guaranteed an absolute circulation figure on the price list in question. The precondition for any claim to a reduction in price shall be an agreement eligible for a discount on the basis of the volume scale for at least three issues. The basis for calculating the price reduction shall be the order per company, unless settlement according to brands has been agreed when the order was placed. In this case the brands must be defined on placing the order.

The possible reduction in circulation shall be calculated from the balance between the circulation in excess of and the circulation that falls short of the booked issues during the booking year. Any claim to a refund must be asserted within the first six months following the end of the booking year. The refund will be granted as a credit in kind on the basis of the net amount charged to the customer, taking account of the agency commission already granted, or, if this is no longer possible, the refund will be made as a payment. The client may only claim a refund if the amount to be refunded amounts to at least EUR 2,500.

15. Local Contacts

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