AUTO BILD – Ratecard No. 28
valid as of January 1st - 2011

axel springer
media impact

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AUTO BILD: Short Portrait

Category
Car Magazine

Format
290 mm H x 225 mm W

Frequency
Weekly

Copy price
€ 1.50

Contents
92 pages on average

Launch year
1986

Circulation Figures (IVW III/2010)	
Print Run	820,132
Net Paid Circulation	587,966
Subscriptions	122,793

Core Readers	
Gender	Male
Age	18-39
Profile	Car enthusiasts
HHNI	EUR 2,000+

Reach (MA II/2010)

	in 1 Mill.	in %	1/1 4c.	Cost per 1,000 contacts
Overall*	2.93	4.2	€ 39,400	€ 13,46
Men	2.74	7.9		€ 14,40

*average price 2011

AUTO BILD: Short Portrait

Portrait

• With road and comparative tests, AUTO BILD offers a wealth of information and hints on all motoring-related topics

• Valuable information as a basis for decisions on buying new and used cars and accessories.

Fixed Sections

• Cover page
• Test and technique
• News from…
• Reports and series
• Action
• Service
• Letters
• Hit list
• Crossword
• TV tips

Unique Characteristics

• Germany's Nr.1 car magazine

• Information and guidance on all car-related issues

• Factual but fun

• Authoritative and advisory

Publication	Publisher	Copy price in EUR	Frequency	Net paid circulation IVW III/2010	Reach MA II/2009 Total in Mill.	Men in %	Women in %	Rates 2011 1/1 Page average in €	Cost per 1000 contacts in EUR
Auto Bild	**Axel Springer**	**1,50**	**weekly**	**587,966**	**2,93**	**94,0**	**6,0**	**39,400**	**13,46**
Auto Motor und Sport	Motor Presse Stuttgart	3,50	biweekly	403,173	2,19	91,0	9,0	37,515	17,13
Auto Straßenverkehr	Motor Presse Stuttgart	1,40	biweekly	167,928	0,56	87,0	13,0	15,700	28,25
Auto Zeitung	Bauer Media KG	2,00	biweekly	205,512	0,81	95,0	5,0	21,249	26,09

Price 2011, IVW 3-2010, MA 2-2010

AUTO BILD : Ratecard 2011

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.-Feb., June-Aug.,Dec.	**Price-zone 2** EVT: March-May, Sep.-Nov.
1/1		208	270	225	290	39,400	37,900	40,900
3/4	upright	154	270	164	290	33,400	32,100	34,700
5/8	across	208	168	225	179	30,300	29,200	31,400
1/2	upright across	101 208	270 130	111 225	290 141	26,250	25,300	27,200
3/8	across	208	100	225	111	19,600	18,900	20,300
1/3	upright across	58 208	270 82	68 225	290 93	15,500	16,900	18,100
1/4	upright across 2 columns	48,5 208 101	270 61 134	58 225 111	290 72 141	13,250	12,750	13,750
1/8	upright across	48,5 103	130 71	58 111	141 76	6,675	6,400	6,950
Formats across the gutter								
2/1		431	270	450	290	78,800	75,800	81,800
1 1/2		323	270	333	290	65,650	63,200	68,100
1 1/4		270	270	280	290	52,650	50,650	54,650
2 x 1/2		431	130	450	141	52,500	50,600	54,400
Special placements								
2. and 4. cover page		208	270	225	290	44,150	42,500	45,800
First 1/1 page in issue		208	270	225	290	44,150	42,500	45,800
First 2/1 page in issue		431	270	450	290	88,250	84,900	91,600

*Plus 5mm trimming on each side

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Discounts

Volume	
as of 3 pages	3%
as of 6 pages	5%
as of 9 pages	10%
as of 12 pages	12%
as of 18 pages	15%
as of 24 pages	18%

AUTO BILD : Ratecard 2011

Ad Specials (I)

	Loose Inserts		Bound Inserts		Tip ins		
Price per 1,000					Postcards/2-Page Printed Matter	Brochures	Product Samples
a) for normal circulation without subscriptions	up to 20 g	EUR 75.--	up to 4 pages	EUR 89.--	EUR 41.--	EUR 49.--	EUR 48.--
	up to 30 g	EUR 80.--	up to 6 pages	EUR 99.--			
	up to 40 g	EUR 90.--	up to 8 pages	EUR 107.--			
			up to 12 pages	EUR 112.--			
			up to 16 pages	EUR 121.--			
	higher weights upon request						
b) for subscription circulation (including postal requirements)	up to 20 g	EUR 87.--	up to 4 pages	EUR 95.--	EUR 45.--	EUR 61.--	EUR 54.--
	up to 30 g	EUR 92.--	up to 6 pages	EUR 105.--			
	up to 40 g	EUR 105.--	up to 8 pages	EUR 119.--			
			up to 12 pages	EUR 135.--			
			up to 16 pages	EUR 156.--			
	higher weights upon request						
	Rates might increase if the quality of the insert impedes processing, thus causing additional cost						

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Ad Specials (II)

Insertion possibilities	Total circulation (except for subscriptions, reader circle, abroad circulation) Split runs feasible Subscriptions (can be booked only in total, no split runs feasible) Minimum circulation: upon request				
	The planned print run must be clarified prior to delivery				
Size					
Minimum	105 mm wide x 148 mm high	DIN A6 (105 x 151 mm) to 210/218 x 283 mm maximum size, the beading remains. The bound-in insert must be delivered trimmed on the side and at the bottom. The format includes 3mm trim at the top. Please allow a distance of at least 8 mm from the trim for design features that must remain in tact. Other formats upon request.	60 mm x 80 mm		
Maximum	205 mm wide x 290 mm high Inserts featuring zigzag and 6 page window folds cannot be processed		200 x 210 mm	165 x 210 mm	depending on quality
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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Ad Specials (III)

	Loose Inserts	Bound Inserts	Tip ins		
			Post cards/2-Page Printed Matter	Brochures	Product Samples
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 postposement		
Samples	10 final copies should be sent to the publishers 6 w eeks prior to first day of sale.	10 final copies should be sent to the publishers 8 w eeks 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 w ill be necessary that the client supplies approximately 500 actual samples in their original packaging,		
Paper Weight	-	4 page bound insert min: 80 g/m² as of 8 pages min: 60g/m²	min: 115 g/m2	-	-
Positioning of the Advertisement	-	-			
Distance from the gutter	-	-	laterally variable 15-65 mm	laterally variable 15-65 mm	laterally variable 15-65 mm
Distance from upper trim			At least 100 mm from the low er margin of the tip in		
Distance from entire trim			At least 20 mm		
Minimum Size of the Master Advertisement			1/1 page		

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Ad Specials (IV)

Bound Postcard Inserts		
Price per 1,000	**Bound Postcard Insert with 1/1 ad**	**Bound Postcard Insert without 1/1 ad**
a) for normal circulation without subscriptions	EUR 26.--	EUR 47.--
b) for normal circulation without subscriptions (including postal requirements)	EUR 38.--	EUR 59.--
Minimum purchase	1/1 page full colour mediacosts: as above	-
Formats	upon request	
Discounts	none	
Insertion possibilities	Total circulation Split runs. upon request The planned print run must be clarified prior to delivery	
Samples	10 final copies should be sent to the publisher 6 weeks prior to first day of sale	
Paper	postcard carton	

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Schedule

No.	First day of sale	Ad closing and copy deadline
1	07.01.2011	14.12.2010
2	14.01.2011	21.12.2010
3	21.01.2011	28.12.2010
4	28.01.2011	04.01.2011
5	04.02.2011	11.01.2011
6	11.02.2011	18.01.2011
7	18.02.2011	25.01.2011
8	25.02.2011	01.02.2011
9	04.03.2011	08.02.2011
10	11.03.2011	15.02.2011
11	18.03.2011	22.02.2011
12	25.03.2011	01.03.2011
13	01.04.2011	08.03.2011
14	08.04.2011	15.03.2011
15	15.04.2011	22.03.2011
16	21.04.2011	29.03.2011
17	29.04.2011	05.04.2011
18	06.05.2011	12.04.2011
19	13.05.2011	19.04.2011
20	20.05.2011	26.04.2011
21	27.05.2011	03.05.2011
22	01.06.2011	10.05.2011
23	10.06.2011	17.05.2011
24	17.06.2011	24.05.2011
25	24.06.2011	31.05.2011

No.	First day of sale	Ad closing and copy deadline
26	01.07.2011	07.06.2011
27	08.07.2011	14.06.2011
28	15.07.2011	21.06.2011
29	22.07.2011	28.06.2011
30	29.07.2011	05.07.2011
31	05.08.2011	12.07.2011
32	12.08.2011	19.07.2011
33	19.08.2011	26.07.2011
34	26.08.2011	02.08.2011
35	02.09.2011	09.08.2011
36	09.09.2011	16.08.2011
37	16.09.2011	23.08.2011
38	23.09.2011	30.08.2011
39	30.09.2011	06.09.2011
40	07.10.2011	13.09.2011
41	14.10.2011	20.09.2011
42	21.10.2011	27.09.2011
43	28.10.2011	04.10.2011
44	04.11.2011	11.10.2011
45	11.11.2011	18.10.2011
46	18.11.2011	25.10.2011
47	25.11.2011	01.11.2011
48	02.12.2011	08.11.2011
49	09.12.2011	15.11.2010
50	16.12.2011	22.11.2010
51/52	23.12.2010	29.11.2010

Pricezone 1

Pricezone 2

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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
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