AUDIO VIDEO FOTO BILD
Ratecard No. 9
valid as of January 1st - 2012

axel springer
media impact

AUDIO VIDEO FOTO BILD

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AUDIO VIDEO FOTO BILD

Short Portrait

Portrait

AUDIO VIDEO FOTO BILD is the consumer orientated magazine which reports about the world of digital photography and consumer electronics, giving important product information and discussing relevant topics. AUDIO VIDEO FOTO BILD stands for high use value and test competence and targets the consumer oriented mass market.

Unique Characteristics

- AUDIO VIDEO FOTO BILD is the clear market leader in the market of audio / video and photo magazines
- addresses its readers in a comprehensive and understandable way
- lots of product information and tips
- current news and purchase advice
- concrete decision help

AUDIO VIDEO FOTO BILD

Short Portrait

Category
- Audio / Video / Photo

Frequency
- Monthly

Contents
- 128 pages on average

Format
- 319 mm H x 230 mm

Copy price
- € 2.50 / 3.90

Circulation Figures (IVW III/2011)

Print Run	320,000
Net Paid Circulation	142,624
Subscriptions	19,256

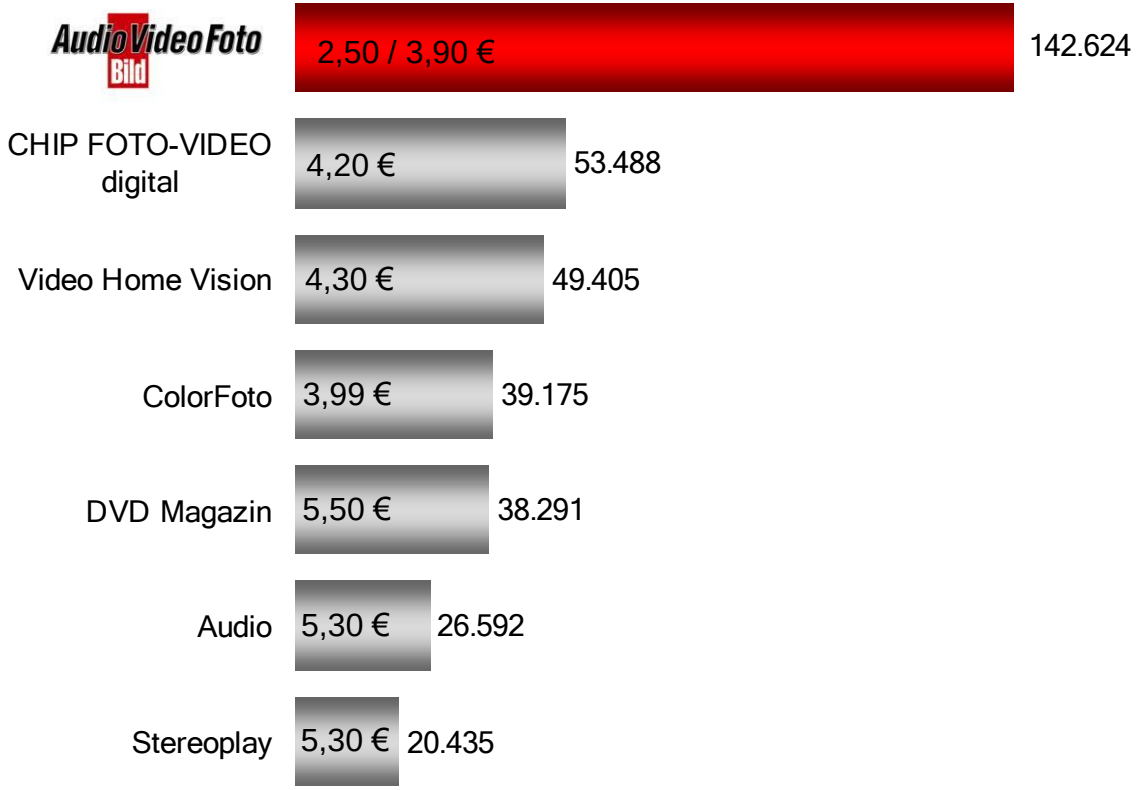
Target Readers
- Male
- 20 - 39
- young, well educated, technical interested
- HHNI EUR 2,500+

Reach (MA II/2011) overall / men

in 1 Mill.	0,67 Mill. / 0,53 Mill.
in %	1,0 / 1,6
1/1 4c.	12.700 €
CPM	18,95 €

AUDIO VIDEO FOTO BILD

Net paid circulation in comparison with home entertainment magazines



source: IVW III/2011

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Rates 2012

Format Black/ white and full colour ads		Type page		Bleed*		Price (€)
		width (mm)	height (mm)	width (mm)	height (mm)	b/w + full colour
1/1		208	270	225	290	12,700.-
3/4	3 column 4 column	154 208	270 201	164 225	290 215	10,500.-
2/3	4 column	139	270	150	290	9,700.-
1/2	2 column 4 column	101 208	270 130	111 225	290 141	7,000.-
1/3	1 column 4 column	58 208	270 82	68 225	290 93	4,900-
1/4	1 column 2 column 4 column	48,5 101 208	270 134 61	58 111 225	290 141 72	3,600.-
Formats across the gutter						
2/1		431	270	450	290	25,400.-
2x1/2	2x1/2 4 column	431	130	450	141	14,000.-
2x1/3	2x1/3 4 column	431	82	450	93	9,800.-
2x1/4	2x1/4 4 column	431	61	450	72	7,200.-
Preferred positions						
1. page 1/1 in the magazine						13,970.-
3. or 4. cover page						14,700.-

* Plus 5mm trimming on each side, other formats upon requests

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Vario Rates

Vario-Ads in AUDIO VIDEO FOTO BILD offer you an advertising presence in the market leading home entertainment magazine for an attractive price. You pick from two different timeframes and their respective frequencies.
You fix the starting point. Your advertisements will appear, without commitment, in separate issues within the booked timeframe, guaranteed. The advertisements will be placed within an editorial surrounding.

The Facts:

- An attractive page rate from 7,900.- Euro
- Planning security thanks to a guaranteed frequency within a fixed period
- Positioning within an editorial surrounding

Booking options

Time period	frequencies
6 issues	2 frequencies
12 issues	4 frequencies

Formats		Type page width (mm)	Type page height (mm)	Bleed* width (mm)	Bleed* height (mm)	Prices in EUR, Black/ white and full colour ads
1/1		207	299	225	314	7,900.-
1/2	2 column	101	299	112	314	4,100.-
	4 column	207	147	225	157	

*** Plus 5mm trimming on each side, other formats upon requests**

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Discounts

Frequency		Volume	
as of 3 ads	3%	as of 3 pages	3%
as of 6 ads	5%	as of 6 pages	5%
as of 9 ads	10%	as of 9 pages	10%

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Ad Specials (I)

	Loose Inserts		Bound Inserts		Tip ins			
Price per 1,000					Postcards/2-Page Printed Matter	Brochures	Product Samples	CD / DVD
a) for normal circulation without subscriptions	up to 20 g	EUR 75.--	up to 4 pages	EUR 75.--	EUR 36.--	EUR 38.--	EUR 44.--	EUR 44.--
	up to 30 g	EUR 80.--	up to 6 pages	EUR 80.--				
	up to 40 g	EUR 85.--	up to 8 pages	EUR 86.--				
			up to 12 pages	EUR 92.--				
			up to 16 pages	EUR 98.--				
	Further weights upon request							
b) for subscription circulation (including postal requirements)	up to 20 g	EUR 97.--	up to 4 pages	EUR 100.--	EUR 43.--	EUR 70.--	EUR 54.--	EUR 54.--
	up to 30 g	EUR 114.--	up to 6 pages	EUR 110.--				
	up to 40 g	EUR 131.--	up to 8 pages	EUR 122.--				
			up to 12 pages	EUR 140.--				
			up to 16 pages	EUR 169.--				
	Further 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)

	Loose Inserts	Bound Inserts	Tip ins			
			Post cards/2-Page Printed Matter	Brochures	Product Samples	DVD /CD-ROM
Discounts (for inserts within one year)	0.20 Mill. copies = 3 % 0.40 Mill. copies = 5 % 0,70 Mill. copies = 7.0 %					
Insertion possibilities	Total circulation Split runs in Nielsen areas feasible Minimum circulation: 20,000 copies	Total circulation Split runs in Nielsen areas feasible Minimum circulation: 50,000 copies	Total circulation Split runs feasible (except for subscriptions) Minimum circulation: upon request			
	The planned print run must be clarified prior to delivery					
Size						
Minimum	100 mm wide x 148 mm high		60 mm x 80 mm		depending on quality	-
Maximum	205 mm wide x 270 mm high Inserts featuring zigzag and 6 page window folds cannot be processed	Magazine size (225 x 290mm) The inserts are to be delivered untrimmed - 229/238 x 319 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.	190 x 210 mm	165 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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Ad Specials (IV)

Bound Postcard Inserts				
Price per 1,000	**Postcard in first part of the magazine in conjunction with an ad 1/1 page**	**Postcard in first part of the magazine without an ad**	**Postcard in first and back part of the magazine in conjunction with an ad 1/1 page**	**Postcard in first and back part of the magazine without an ad**
	Front postcard is booked by the client, back postcard is booked by ASV AG		**Client books the complete bound postcard insert**	**Client books the complete bound postcard insert**
a) for normal circulation without subscriptions	EUR 20.-- plus costs for 1/1 ad	EUR 35.--	EUR 25.-- plus costs for 1/1 ad	EUR 45.--
b) for subscription circulation (including postal requirements)	EUR 30.-- plus costs for 1/1 ad	EUR 45.--	EUR 45.-- plus costs for 1/1 ad	EUR 65.--
Formats and combinations	upon request			
Discounts (for inserts within one year)	0.35 Mill copies = 3.0 % 0.70 Mill copies = 5.0 % 1.0 Mill copies = 7.0 %			
Insertion possibilities	Total circulation (obligatory for insertion within first part of the magazine) Split runs feasible (except subscriptions) Minimun circulation: 50,000 copies The planned print run must be clarified prior to delivery			
Samples	10 final copies should be sent to the publisher six weeks prior to first day of sale			
Paper	at least 150 g			

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Schedule 2012

No.	First day of sale	Ad closing	Copy deadline	Notes
02/12	Jan. 04, 2012	Dec. 12, 2011	Dec. 16, 2011	CES, Las Vegas (Jan.10-13, 2012)
03/12	Feb. 01, 2012	Jan. 09, 2012	Jan. 13, 2012	
04/12	Mrc. 07, 2012	Feb. 13, 2012	Feb. 17, 2012	CeBIT, Hannover (Mrc. 06-12, 2012)
05/12	Apr. 04, 2012	Mrc. 13, 2012	Mrc. 16, 2012	
06/12	May 02, 2012	Apr. 10, 2012	Apr. 13, 2012	High End, München (May 03-06, 2012)
07/12	Jun. 05, 2012	May 14, 2012	May 16, 2012	
08/12	Jul. 04, 2012	Jun. 11, 2012	Jun. 15, 2012	
09/12	Aug. 01, 2012	Jul. 09, 2012	Jul. 13, 2012	
10/12	Aug. 29, 2012	Aug. 06, 2012	Aug. 10, 2012	IFA, Berlin (Aug. 31 - Sep. 05, 2012)
11/12	Oct. 02, 2012	Sep. 10, 2012	Sep. 13, 2012	Photokina, Köln (Sep. 18-23, 2012)
12/12	Nov. 07, 2012	Oct. 15, 2012	Oct. 19, 2012	
01/13	Dec. 05, 2012	Nov. 12, 2012	Nov. 16, 2012	christmas promotion

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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
IBAN: DE 85 2007 0000 0070 2613 00

AUDIO VIDEO FOTO BILD

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