FRAU von HEUTE
Ratecard No. 10

valid as of January 1st - 2012

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FRAU von HEUTE: Content

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FRAU von HEUTE: Short Portrait

Category
Women's interest

Frequency
Weekly (on Fridays)

Contents
72 pages on average

Additional media information
www.media-impact.de

Format
285 mm H x 225 mm W

Copy price
€ 0.79

Launch year
2003

Circulation figures (IVW III/2011)	
Print Run	284,585
Net Paid Circulation	156,244
Subscriptions	343

Core Readers	
Gender	Female
Age	30-69
Profile	modern women
HHNI	ø 2,174.00

Reach (MA II/2011)

	in 1 Mill.	in %	average price	Cost per 1,000 contacts
Overall	0.86	1.2	**1/1 4c.**	€ 17.35
Women	0.79	2.2	€ 14,910	€ 18.97

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FRAU von HEUTE: Short Portrait

Portrait

- Entertains its readers
- Assists the reader with a lot of
- useful service and broad information
- in all spheres of life
- Fast, complete and up-to-date
- information
- Important hints for household,
- shopping and legal questions

Fixed Sections

- Medicine & Wellness
- Cooking & Baking
- Fashion & Beauty
- Living & Garden
- Partnership

Unique Characteristics

- 5-Minute-Guidebook on 2 pages
- Exciting reports and exclusive star
- portraits
- Strong advisory function
- Ideas, tips, information and guidance on
- all aspects of everyday life

Publication	Publisher	Copy price in €	Frequency	Net paid circulation IVW III/2011	Reach MA II/2011 Total in Mill.	Reach MA II/2011 Men in %	Reach MA II/2011 Women in %	Rates 2012 1/1 Page 4c in €	Cost per 1000 in €
FRAU von HEUTE	**Axel Springer**	**0,79**	**weekly**	**156.244**	**0,86**	**8**	**92**	**14.910**	**17,35**
BILD der FRAU	Axel Springer	1,10	weekly	931.714	6,27	7	93	45.970	7,33
Tina, only as COMBO	Bauer Verlag	1,35	weekly	488.843	2,95	9	91		
Bella, only as COMBO	Bauer Verlag	1,35	weekly	122.967	0,89	4	96		
Tina plus COMBO	Bauer Verlag		weekly	611.810	3,63	8	92	36.301	9,46
Alles für die Frau	Bauer Verlag	0,70	weekly	203.988	0,91	9	91	15.596	17,16
Laura	Bauer Verlag	1,10	weekly	227.288	1,09	6	94	14.931	13,69
Lea	Sonnenverlag	1,10	weekly	159.273	0,59	4	96	8.200	13,83
Lisa	Burda Verlag	1,10	weekly	317.395	1,96	7	93	17.600	8,98
Frau im Trend	Burda Verlag	0,80	weekly	334.125	0,94	8	92	16.700	17,86

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FRAU von HEUTE: Rates 2012

Format		Type page		Bleed*		Price (€)		
Full colour, Black/white 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, Sept.-Nov.
1/1		207	255	225	285	14,910.--	14,400.--	15,420.--
3/4	3 column	155	255	165	285	12,680.--	12,250.--	13,110.--
	4 column	207	192	225	211			
1/2	2 column	102	255	112	285	10,150.--	9,800.--	10,500.--
	4 column	207	127	225	142			
1/3	1 column	68	255	71	285	8,320.--	8,040.--	8,600.--
	4 column	207	83	225	92			
1/4	1 column	49	255	59	285	5,970.--	5,770.--	6,170.--
	2 column	102	127	112	142			
	4 column	207	62	225	73			
1/16	1 column	49	62	-	-	1,190.--	1,160.--	1,220.--
Formats across the gutter								
2/1		431	255	450	285	29,820.--	28,800.--	30,840.--
2 x 1/2	2 x 1/2, 4 column	431	127	450	142	14,910.--	14,400.--	15,420.--

1/3 = special advertising format; limited numbers per edition

*Plus 5mm trimming on each side

Discounts 2012 Volume			
as of 3 pages	3%	as of 9 pages	10%
as of 6 pages	6%	as of 12 page	15%

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

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FRAU von HEUTE: Ad Specials (I) 2012

	Loose Inserts		Bound Inserts		Tip ins			
Price per 1,000					Postcards/2-Page Printed Matter	Brochures	Product Samples	CD / DVD
Average-price (not bookable)								
a) for normal circulation without subscriptions	up to 20 g	EUR 60.--	up to 4 pages	EUR 55.--	EUR 32.--	up to 10 g	EUR 44.--	EUR 55.--
	up to 30 g	EUR 65.--	up to 8 pages	EUR 60.--		EUR 39.--		
	up to 40 g	EUR 70.--	up to 12 pages	EUR 65.--		up to 20 g		
	up to 50 g	EUR 75.--	up to 16 pages	EUR 70.--		EUR 45.--		
	higher weights upon request							
b) subscriptions *	up to 20 g	EUR 67.--	up to 4 pages	EUR 62.--	EUR 36.--	up to 10 g	EUR 48.--	EUR 62.--
	up to 30 g	EUR 75.--	up to 8 pages	EUR 70.--		EUR 43.--		
	up to 40 g	EUR 83.--	up to 12 pages	EUR 78.--		up to 20 g		
	up to 50 g	EUR 94.--	up to 16 pages	EUR 89.--		EUR 52.--		
	higher weights upon request							

Rates might increase if the quality of the insert impedes processing, thus causing additional cost

* including postal requirements

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FRAU von HEUTE: Ad Specials (II) 2012

	Loose Inserts		Bound Inserts		Tip ins			
Price per 1,000					Postcards/2-Page Printed Matter	Brochures	Product Samples	CD / DVD
Price-zone 1 EVT: Jan. - Feb., June - Aug., Dec.								
a) for normal circulation without subscriptions	up to 20 g	EUR 58.--	up to 4 pages	EUR 53.--	EUR 32.--	up to 10 g	EUR 44.--	EUR 55.--
	up to 30 g	EUR 63.--	up to 8 pages	EUR 58.--		EUR 39.--		
	up to 40 g	EUR 68.--	up to 12 pages	EUR 63.--		up to 20 g		
	up to 50 g	EUR 73.--	up to 16 pages	EUR 68.--		EUR 45.--		
	higher weights upon request							
b) subscriptions *	up to 20 g	EUR 65.--	up to 4 pages	EUR 60.--	EUR 36.--	up to 10 g	EUR 48.--	EUR 62.--
	up to 30 g	EUR 73.--	up to 8 pages	EUR 68.--		EUR 43.--		
	up to 40 g	EUR 81.--	up to 12 pages	EUR 76.--		up to 20 g		
	up to 50 g	EUR 92.--	up to 16 pages	EUR 87.--		EUR 52.--		
	higher weights upon request							

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FRAU von HEUTE: Ad Specials (III) 2012

	Loose Inserts		Bound Inserts		Tip ins			
Price per 1,000					Postcards/2-Page Printed Matter	Brochures	Product Samples	CD / DVD
Price-zone 2 EVT: Jan. - Feb., June - Aug., Dec.								
a) for normal circulation without subscriptions	up to 20 g	EUR 62.--	up to 4 pages	EUR 57.--	EUR 32.--	up to 10 g	EUR 44.--	EUR 55.--
	up to 30 g	EUR 67.--	up to 8 pages	EUR 62.--		EUR 39.--		
	up to 40 g	EUR 72.--	up to 12 pages	EUR 67.--		up to 20 g		
	up to 50 g	EUR 77.--	up to 16 pages	EUR 72.--		EUR 45.--		
	higher weights upon request							
b) subscriptions *	up to 20 g	EUR 69.--	up to 4 pages	EUR 64.--	EUR 36.--	up to 10 g	EUR 48.--	EUR 62.--
	up to 30 g	EUR 77.--	up to 8 pages	EUR 72.--		EUR 43.--		
	up to 40 g	EUR 85.--	up to 12 pages	EUR 80.--		up to 20 g		
	up to 50 g	EUR 96.--	up to 16 pages	EUR 91.--		EUR 52.--		
	higher weights upon request							

Rates might increase if the quality of the insert impedes processing, thus causing additional cost

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FRAU von HEUTE: Ad Specials (IV) 2012

	Loose Inserts	Bound Inserts	Tip ins			
			Post cards/2-Page Printed Matter	Brochures	Product Samples	DVD/CD-ROM
Discounts	none					
Insertion possibilities	Total circulation Split runs feasible Minimun circulation: 100,000 copies CD/DVD if available The planned print run must be clarified prior to delivery					
Size						
Minimum	105 mm wide x 148 mm high	Magazine size (225 x 285 mm) The inserts are to be delivered untrimmed - 228/238 x 291 mm - as this size provides for 10 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.	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		200 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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FRAU von HEUTE: Ad Specials (V) 2012

	Loose Inserts	Bound Inserts	Tip ins			
			Post cards/2-Page Printed Matter	Brochures	Product Samples	DVD/CD-ROM
Right of postponement	When the date of publication is established, the publisher reserves the right of postponing split run orders in favour of insertions covering total circulation or larger split run units.		no right of postponement			
Samples	10 final copies should be sent to the publishers prior to first day of sale. .	10 final copies should be sent to the publishers 8 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 8 weeks prior to first day of sale, with indication of preferred positioning.			

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FRAU von HEUTE: Ad Specials (VI) 2012

	Loose Inserts	Bound Inserts	Tip ins			
			Post cards/2-Page Printed Matter	Brochures	Product Samples	DVD/CD-ROM
Paper Weight	-	4 page bound insert min: 80 g/m^2 as of 8 pages min: 60g/m^2	min: 115 g/m2	-	-	-
Positioning of the Advertisement						
Distance from the gutter	-	-	laterally variable 20-65 mm	laterally variable 20-65 mm	laterally variable 20-65 mm	laterally variable 45-65 mm
Distance from entire trim			At least 20 mm			
Minimum Size of the Master Advertisement			1/1 page			

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FRAU von HEUTE:

AS-women´s Combo 2012

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

Reaching 6,39 mill. women wíth only two magazines: the AS-women´s Combo consisting of BILD der FRAU and FRAU von HEUTE offers a huge potential of women (ma 2011 II), searching of its kind. A strong double. With the AS women´s Combo, you receive a 25% discount on FRAU von HEUTE.

Terms

To receive the discount, both magazines have to be booked for the exact same advertisement regarding content, size, colour, etc. The publishing dates of the ads should be within two weeks. If you already have a volume discount with either of the publications, the AS-women´s Combo will increase your volume discount. However, the AS-women´s Combo can not be discounted.

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

Format	Price (€)		
1c - 4c, b/w	Average-price	Price-zone 1 EVT: Jan.-Feb., June-Aug., Dec	Price-zone 2 EVT: March-May, Sept.-Nov
1/1	57,200.--	55,200.--	59,200.--
3/4	48,590.--	46,910.--	50,270.--
1/2	38,890.--	37,520.--	40,260.--
1/3	31,830.--	30,750.--	32,910.--
1/4	22,870.--	22,090.--	23,650.--
Formats across the gutter			
2/1	114,400.--	110,400.--	118,400.--
2 x 1/2	57,200.--	55,200.--	59,200.--
1/1 page inside from cover or outside back over			
second or fourth cover page	61,760.--	59,620.--	63,900.--
second cover page and the third (opening spread)	123,490.--	119,230.--	127,750.--

1/3 = special advertising format; limited numbers per edition

Due to restrictions on possible positions for fractional advertisements, we can only accept positional requests conditionally.
This applies to both the section as well as right/ left-hand positions.
Fractional advertisements may be coupled with other advertisements.

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FRAU von HEUTE:

AS-women´s Combo Plus 2012

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

Reaching 7,08 mill. women with three magazines: the AS-women´s Combo Plus consisting of BILD der FRAU, FRAU von HEUTE and FUNK UHR offers a huge potential of women (ma 2011 II), searching of its kind. With the AS women´s Combo Plus, you receive a 25% discount on FRAU von HEUTE, and a 40% discount on FUNK UHR.

Terms

To receive the discount, these three magazines have to be booked for the exact same advertisement regarding content, size, colour, etc. The publishing dates of the ads should be within two weeks. If you already have a volume discount with either of the publications, the AS-women´s Combo Plus will increase your volume discount. However, the AS-women´s Combo Plus can not be discounted.

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

Format	Price (€)		
1c - 4c, b/w	Average-price	Price-zone 1 EVT: Jan.-Feb., June-Aug., Dec	Price-zone 2 EVT: March-May, Sept.-Nov
1/1	73,900.--	71,400.--	76,400.--
3/4	62,780.--	60,680.--	64,880.--
1/2	49,800.--	48,130.--	51,470.--
1/3	40,570.--	39,240.--	41,900.--
1/4	28,690.--	27,750.--	29,630.--
Formats across the gutter			
2/1	147,800.--	142,800.--	152,800.--
2 x 1/2	74,160.--	71,680.--	76,640.--
1/1 page inside from cover or outside back over			
second or fourth cover page	78,460.--	75,820.--	81,100.--
second cover page and the third (opening spread)	156,910.--	151,630.--	162,190.--

1/3 = special advertising format; limited numbers per edition

Due to restrictions on possible positions for fractional advertisements, we can only accept positional requests conditionally.
This applies to both the section as well as right/ left-hand positions.
Fractional advertisements may be coupled with other advertisements.

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FRAU von HEUTE: Schedule 2012

Price-zone 1 | Price-zone 2

No.	First day of sale	cw	Ad closing, copy and cancellation deadline
2	06.01.12	1	14.12.11
3	13.01.12	2	21.12.11
4	20.01.12	3	02.01.12
5	27.01.12	4	09.01.12
6	03.02.12	5	16.01.12
7	10.02.12	6	23.01.12
8	17.02.12	7	30.01.12
9	24.02.12	8	06.02.12
10	02.03.12	9	13.02.12
11	09.03.12	10	20.02.12
12	16.03.12	11	27.02.12
13	23.03.12	12	05.03.12
14	30.03.12	13	12.03.12
15	05.04.12	14	16.03.12
16	13.04.12	15	23.03.12
17	20.04.12	16	30.03.12
18	27.04.12	17	05.04.12
19	04.05.12	18	13.04.12
20	11.05.12	19	20.04.12
21	18.05.12	20	27.04.12
22	25.05.12	21	04.05.12
23	01.06.12	22	11.05.12
24	08.06.12	23	18.05.12
25	15.06.12	24	25.05.12
26	22.06.12	25	04.06.12
27	29.06.12	26	11.06.12

No.	First day of sale	cw	Ad closing, copy and cancellation deadline
28	06.07.12	27	18.06.12
29	13.07.12	28	25.06.12
30	20.07.12	29	02.07.12
31	27.07.12	30	09.07.12
32	03.08.12	31	16.07.12
33	10.08.12	32	23.07.12
34	17.08.12	33	30.07.12
35	24.08.12	34	06.08.12
36	31.08.12	35	13.08.12
37	07.09.12	36	20.08.12
38	14.09.12	37	27.08.12
39	21.09.12	38	03.09.12
40	28.09.12	39	10.09.12
41	05.10.12	40	14.09.12
42	12.10.12	41	21.09.12
43	19.10.12	42	28.09.12
44	26.10.12	43	08.10.12
45	02.11.12	44	15.10.12
46	09.11.12	45	22.10.12
47	16.11.12	46	29.10.12
48	23.11.12	47	05.11.12
49	30.11.12	48	12.11.12
50	07.12.12	49	19.11.12
51	14.12.12	50	26.11.12
52	20.12.12	51	30.11.12
1/13	28.12.12	52	06.12.12

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FRAU von HEUTE: Details 2012

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

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

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

For Hamburg and Berlin titles:

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

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

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FRAU von HEUTE: Contact 2012

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