BILDWOCHE – Rate card No. 34
valid as of January 1st - 2012

axel springer
media impact

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BILDWOCHE: Short Portrait

Category
TV Listings

Frequency
Weekly

Contents
80 pages on average

Format
285 mm H x 225 mm W

Copy price
€ 1.10

Launch year
1983

Circulation figures (IVW IV/2011)	
Printed Copies	221,731
Total Paid Circulation	145,258
Subscriptions	28,506

Core Readers	
Gender	Female
Age	50 +
Profile	Housewives
HHNI	€ 1,500 +

Reach (MA I/2012)			**average price**	
	in 1 Mill.	**in %**	**1/1 4c.**	**Cost per 1,000 contacts**
Overall	0.73	1.0	€ 8,292	€ 11.38
Women	0.43	1.2		€ 19.07

BILDWOCHE: Short Portrait

Portrait

• Bildwoche provides background information on the week's top issues, takes stands on matters of current importance, offers advice for all areas of life and makes an entertaining and relaxing read.

Fixed Sections

• TV listings
• News
• Travel
• Health
• Food and drink
• Puzzles and games
• Horoscope

Unique Characteristics

• The weekly illustrated magazine by BILD with TV programme details

Publication	Publisher	Copy price in €	Frequency	Net paid circulation IVW IV/2011	Reach MA I/2012 Total in Mill.	Reach MA I/2012 Men in %	Reach MA I/2012 Women in %	average Rates 2012 1/1 Page 4c in €	Cost per 1000 in €
Bildwoche	**Axel Springer**	**1,10**	**weekly**	**145.258**	**0.73**	**40**	**60**	**8,292**	**11.38**
auf einen Blick	Bauer Media KG	1,10	weekly	1,106,579	3.09	33	67	35,908	11.61
Fernsehwoche	Bauer Media KG	1,10	weekly	475,694	1.89	41	59	26,136	13.82
TV 14	Bauer Media KG	1,00	biweekly	2,481,786	6.89	47	53	44,847	6.51
TV direkt	Gong Verlag	1,00	biweekly	1,208484	1.98	45	55	17,400	8.78

BILDWOCHE: Rate card 2012

2. Rates 2012

Format		Type page			Bleed*		Price (€)		
Black/white + full colour ads			width (mm)	height (mm)	width (mm)	height (mm)	Average-price (not bookable)	**Price-zone 1** EVT: Jan, May-Aug.	**Price-zone 2** EVT: Feb.-Apr., Sept.-Dec.
1/1			202	265	225	285	8.292,--	8.000,--	8.500,--
3/4	upright across		151 202	265 197	164 225	285 209	6.057,--	5.870,--	6.190,--
2/3	upright across		130 202	265 171	147 225	285 186	5.661,--	5.480,--	5.790,--
1/2	upright across		98 202	265 131	112 225	285 142	5.069,--	4.900,--	5.190,--
1/3	upright across		63 202	265 83	70 225	285 89	3.973,--	3.850,--	4.060,--
1/4	upright across	1 column 2 column 4 column	49 100 202	265 131 65	62 - -	285 - -	2.050,--	1.980,--	2.100,--
Formats across the gutter									
2/1			426	265	450	285	16.584,--	16.000,--	17.000,--
1 3/4	1/1 + 3/4 upright		375	265	388	285	14.349,--	13.870,--	14.690,--
1 1/2	1/1 + 1/2 upright 2 x 3/4 across 2 x 3/4 upright		325 426 325	265 197 265	337 450 337	285 209 285	13.361,--	12.900,--	13.690,--
1 1/3	1/1 + 1/3 upright		287	265	294	285	12.265,--	11.850,--	12.560,--
1 1/4	1/1 + 1/4 upright 2 x 5/8 across		273 426	265 165	286 450	285 176	10.342,--	9.980,--	10.600,--
2 x 1/2 cross			426	131	450	142	8.792,--	8.500,--	9.000,--

*Plus 5mm trimming on each side

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3. Discounts

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

Ad Specials: Upon request

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4. Schedule (I)

Preiszone 1

Preiszone 2

No.	First day of sale	Ad closing, copy deadline and cancellation deadline
2	05.01.2012	12.12.2011
3	12.01.2012	19.12.2011
4	19.01.2012	28.12.2011
5	26.01.2012	05.01.2012
6	02.02.2012	12.01.2012
7	09.02.2012	19.01.2012
8	16.02.2012	26.01.2012
9	23.02.2012	02.02.2012
10	01.03.2012	09.02.2012
11	08.03.2012	16.02.2012
12	15.03.2012	23.02.2012
13	22.03.2012	01.03.2012
14	29.03.2012	08.03.2012

No.	First day of sale	Ad closing, copy deadline and cancellation deadline
15	04.04.2012	14.03.2012
16	12.04.2012	20.03.2012
17	19.04.2012	27.03.2012
18	19.04.2012	03.04.2012
19	03.05.2012	11.04.2012
20	10.05.2012	18.04.2012
21	16.05.2012	25.04.2012
22	24.05.2012	02.05.2012
23	31.05.2012	08.05.2012
24	07.06.2012	15.05.2012
25	14.06.2012	23.05.2012
26	21.06.2012	31.05.2012
27	28.06.2012	07.06.2012

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4. Schedule (II)

Preiszone 1

Preiszone 2

No.	First day of sale	Ad closing, copy deadline and cancellation deadline
28	05.07.2012	14.06.2012
29	12.07.2012	21.06.2012
30	19.07.2012	28.06.2012
31	26.07.2012	05.07.2012
32	02.08.2012	12.07.2012
33	09.08.2012	19.07.2012
34	16.08.2012	26.07.2012
35	23.08.2012	02.08.2012
36	30.08.2012	09.08.2012
37	06.09.2012	16.08.2012
38	13.09.2012	23.08.2012
39	20.09.2012	30.08.2012
40	27.09.2012	06.09.2012

No.	First day of sale	Ad closing, copy deadline and cancellation deadline
41	04.10.2012	12.09.2012
42	11.10.2012	19.09.2012
43	18.10.2012	26.09.2012
44	25.10.2012	04.10.2012
45	01.11.2012	11.10.2012
46	08.11.2012	18.10.2012
47	15.11.2012	25.10.2012
48	22.11.2012	01.11.2012
49	29.11.2012	08.11.2012
50	06.12.2012	15.11.2012
51	13.12.2012	22.11.2012
52	20.12.2012	29.11.2012
01/2011	27.12.2012	04.12.2011

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5. AS-TANDEM PLUS

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

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

Terms

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

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

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

BILDWOCHE: Rate card 2012

6. AS-SUPER TANDEM

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

Terms

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

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

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

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7. 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

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