METAL HAMMER – Rate card No. 25
valid as of January 1st - 2012

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METAL HAMMER: Short Portrait

Category
Hard Rock Music

Frequency
Monthly

First day of sale
Wednesday

Contents
148 pages on average

Format
300 mm H x 231 mm W

Copy price
€ 4,90/6,90

Launch year
1985

Circulation figures (IVW III/2011)	
Printed Copies	82,900
Total Paid Circulation	45,818
Subscriptions	8,568

Core Readers	
Gender	Male
Age	20-39
Profile	Hard rock and heavy metal lovers
HHNI	€ 2,000+

Reach of readership (AWA 2011)

	in 1 Mill.	in %	1/1 4c.	Cost per 1,000 contacts
Overall	0.29	0.4	€ 6,600	€ 22.76
Men	0.24	0.7		€ 27.50

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METAL HAMMER: Short Portrait

Portrait

• METAL HAMMER is the ultimate bible for every Hard Rock and Heavy Metal Fans.

• A lifestyle magazine fully dedicated to their passion.

• METAL HAMMER – Maximum Metal!

Fixed Sections

• music news and assessment of new releases

• information about the wild parties concerts and festivals of the hard rock scene

• interviews showing the human sides of the stars

Unique Characteristics

• Besides report of topical interest on the top acts of Hard rock-business, there are extensive features about newcomers and insights into the history of the guitar genre. The extensive service part includes all relevant new release from mainstream to underground.

Publication	Publisher	Copy price in €	Frequency	Net paid circulation IVW III/2011	Reach AWA 2011 Total in Mill.	Reach AWA 2011 Men in %	Reach AWA 2011 Women in %	Rates 2012 1/1 Page 4c in €	Cost per 1000 in €
Metal Hammer	**Axel Springer Mediahouse Berlin**	**4.90/6.90**	**monthly**	**45,818**	**0.29**	**80**	**20**	**6,600**	**22.80**
Rolling Stone	Axel Springer Mediahouse Berlin	5,90	monthly	53,755	0.42	71	29	8,800	21.00
Musikexpress	Axel Springer Mediahouse Berlin	4.90	monthly	50,741	0.35	64	36	9,200	26.30
Visions	Visions Verlag	5.90	monthly	23,031	-	-	-	6,790	-
Rock Hard	Rock Hard Verlag	6.90	monthly	32,858	-	-	-	5,000	-

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METAL HAMMER: Rate card 2012

Rates 2012 (I)

Formats		Print Space Advertisements		Trimmed Advertisements*		Price (€)
		width (mm)	height (mm)	width (mm)	height (mm)	4c, 3c, 2c, 1c
1/1 Page		210	267	231	300	***6,600***
3/4 Page	upright	157	267	167	300	***5,280***
	across	210	200	231	211	
2/3 Page	upright	139	267	149	300	***4,620***
	across	210	178	231	200	
1/2 Page	upright	103	267	114	300	***3,960***
	across	210	133	231	145	
1/3 Page	upright	67	267	77	300	***2,640***
	across	210	89	231	100	
1/4 Page	upright 1 column	49	267	60	300	***2,310***
	upright 2 column	103	133	-	-	
	across 4 column	210	67	231	78	
1/8 Page	upright 1 column	49	133	-	-	***1,320***
	across 2 column	103	67	-	-	
1/16 Page	upright 1 column	49	67	-	-	***990***

All rates exclude VAT

METAL HAMMER: Rate card 2012

Rates 2012 (II)

Formats across the Gutter	Print Space Advertisements		Trimmed Advertisements*		Price (€)
	width (mm)	height (mm)	width (mm)	height (mm)	4c, 3c, 2c, 1c
2/1 Page	442	267	462	300	***13,200***
1 3/4 Page	378	267	398	300	***11,880***
1 1/2 Page	324	267	345	300	***10,560***
1 1/4 Page	270	267	291	300	***8,910***

* Allow 3 mm bleed on all sides.

All rates exclude VAT

Safety Distance: Minimum distance for trimming due to risk of truncation for text and picture elements left/right = 8 mm, top/bottom = 5 mm.

For advertisements that take up a proportion of a page, no promises can be made regarding positioning.

METAL HAMMER: Rate card 2012

Discounts 2012

Volume	Discounts
From 3 pages	3 %
From 6 pages	8 %
From 9 pages	10 %
From 12 pages	15 %

All rates exclude VAT

Multi-page Discount: On request

Combination Options: With MUSIKEXPRESS and ROLLING STONE

METAL HAMMER: Rate card 2012

Ad Specials

	Loose Inserts			Bound-in Inserts			Tip-on Inserts		
Price per 1,000 issues (excl. VAT)		**Newsstand Circulation**	**Subscription Circulation [1)]**		**Newsstand Circulation**	**Subscription Circulation [1)]**		**Newsstand Circulation**	**Subscription Circulation [1)]**
	up to 20g	€ 65.00	€ 86.00	4 Pages*	€ 70.00	€ 91.00	Postcard	€ 60.00	€ 70.00
	up to 30g	€ 70.00	€ 101.00	up to 8 pages**	€ 73.00	€ 104.00	Brochures/ Other	€ 65.00	on request
	up to 40g	€ 75.00	€ 116.00	up to 12 pages**	€ 75.00	€ 116.00	Product samples	€ 70.00	by weight
				up to 16 pages***	€ 78.00	by weight			
[1)] **Rates inclusive of weight-dependent postage charges.** Additional postage cost due to enclosed objects from 2.5 to 30 mm will be charged for separately. **These rates can increase if the nature of the ad specials makes handling more difficult an incurs additional cost.**									
Discounts	none			none			none		
Booking Options	Total circulation Split run advertising on request Minimum circulation of 12.000 copies			Total circulation			Total circulation Split run advertising on request Minimum circulation of 12.000 copies		
Minimum format	105 mm wide x 148 mm high			97 mm wide x 145 mm high. The bound-in insert is created at he header and trimmed with the copy (trim 3mm).			55 mm wide x 90 mm high		
Maximum format	210 mm wide x 285 mm high			234/244 mm wide x 306 mm high. The bound-in insert is created at he header and trimmed with the copy (trim 3mm).			148 mm wide x 210 mm high		
Weight	The maximum weight of a loose insert depends on the format and size of the insert.			* At least 100 g/m² ** At least 80 g/m² *** At least 53 g/m²			Maximum 20 g		

Note regarding external products in magazines:
An information leaflet on technical guidelines on external products in magazines (“Technische Richtlinien Fremdprodukte in Zeitschriften”) can be requested directly from: BUNDESVERBAND DRUCK UND MEDIEN E.V., Biebricher Allee 79, D-65187 Wiesbaden, Germany.

All rates exclude VAT

METAL HAMMER: Rate card 2012

Ad Specials (General)

Delivery Address Dierichs Druck + Media GmbH & Co.KG
Wolfgang Kalb
Frankfurter Straße 168
D-34121 Kassel, Germany

At any rate, 10 binding samples must be made available with the required specifications at least 6 weeks before the first day of sale.

Delivery
10 working days before the first day of sale delivered free to print shop. The ad specials must be delivered in such a way that they can be processed without additional effort. Pallets and accompanying documentation must be marked with the exact number of units and the note **"METAL HAMMER, issue no./year, advertiser"**.

For **brochures** and **product samples** the acceptance of an order is dependent on a successful test run being carried out. For this, the client must make approximately **500 original samples available** to the publisher **4 weeks before the first day of sale** in the original packaging and with the required specifications. Brochures and product samples that add bulk must be positioned on the advertisement page in such a way that is possible to pack the copies crossways. For brochure tip-on inserts that are particularly difficult to handle, you will be charged the rate for product samples.

Allowance
A processing allowance of 2.5 % is required.

Right to publication in subsequent issue
When fixing dates, the publisher reserves the right to defer inserts for complete circulation o larger distribution units.

The publisher reserves the right to refuse orders for product samples that cannot be disposed of easily with used paper. If applicable, costs for separate disposal must be borne by the client.

METAL HAMMER: Rate card 2012

Schedule 2012

No.	First day of sale	Ad closing	Copy deadline
2/2012	18.01.2012	15.12.2011	16.12.2011
3/2012	15.02.2012	17.01.2012	18.01.2012
4/2012	14.03.2012	14.02.2012	15.02.2012
5/2012	18.04.2012	16.03.2012	19.03.2012
6/2012	16.05.2012	16.04.2012	17.04.2012
7/2012	13.06.2012	11.05.2012	14.05.2012
8/2012	18.07.2012	19.06.2012	20.06.2012
9/2012	22.08.2012	24.07.2012	25.07.2012
10/2012	19.09.2012	21.08.2012	22.08.2012
11/2012	17.10.2012	17.09.2012	18.09.2012
12/2012	14.11.2012	16.10.2012	17.10.2012
1/2013	12.12.2012	13.11.2012	14.11.2012

Latest Cancellation Date: 1 week before the respective advertisement deadline.

METAL HAMMER: Rate card 2012

Technical Details

Magazine size
231 mm in width, 300 mm in height

Size examples
Type page: 210 mm in width, 267 mm in height
Bleed: 231 mm in width, 300 mm in height

Bleed allowance on all sides 5 mm.

Paper
Cover: PT 1
Content: PT 3

Printing process
Cover: Offset
Content: Offset

Processing
Saddle-stitched

Digital ad copy
With individual adaptation IRIS/GMG or ICC

Data carriers
CD-ROM, DVD
Data carriers must be supplied with a printed file index. A data carrier should contain only one finished job, but more than one file. Written information identifying the job should be included, **METAL HAMMER**, **issue no.**, **year**, **advertiser**.

FTP
ftp.www.w-co.de
Use name: AYM_anzeigen
Password: anzeigen08

Please fax the motive at the same time to
No. +49 / 30 /308 81 88 216

Digital proof
The proof has been printed from the data submitted. If there is no proof delivered, we are not able to admit a claim.

Cover: ISOcoated_v2_300_eci.icc
Content: ISOwebcoated.icc

Contact
Advertising Department: Marina Krün
Phone: +49 / 30 / 308 81 88 211
Fax: +49 / 30 / 308 81 88 216
E-mail: marina.kruen@axelspringer.de

Address for deliver
Axel Springer Mediahouse Berlin GmbH
Marina Krün
Mehringdamm 33
10961 Berlin, Germany

METAL HAMMER: Rate card 2011

Contact - national

Axel Springer Mediahouse Berlin GmbH
Anzeigenabteilung
Mehringdamm 33
D-10961 Berlin, Germany

Head of Sales
Oliver Horn
Phone +49 (0) 30 308 81 88 208
Fax +49 (0) 30 308 81 88 216
E-mail oliver.horn@axelspringer.de

Sales & Marketing METAL HAMMER
Gernot Krebs
Phone +49 (0) 30 308 81 88 212
Fax +49 (0) 30 308 81 88 216
E-mail gernot.krebs@axelspringer.de

Sales Manager Bookers, Labels & Movies
Thomas Neukum
Phone +49 (0) 30 308 81 88 213
Fax +49 (0) 30 308 81 88 216
E-mail thomas.neukum@axelspringer.de

Scheduler Music
Marina Kruen
Phone +49 (0) 30 308 81 88 211
Fax +49 (0) 30 308 81 88 216
E-mail marina.kruen@axelspringer.de

METAL HAMMER: Rate card 2011

Contact - international

International Sales
Barbara Krist
Axel Springer AG
Axel Springer Media Impact
Axel-Springer-Platz 1
20350 Hamburg
Tel: +49 (0) 40 3 47-2 78 42
Fax: +49 (0) 40 3 47-2 55 40
E-mail: barbara.krist@axelspringer.de

Great Britain, Ireland
Alex McKibbin
Axel Springer AG - UK Branch
2 Princeton Court
53/55 Felsham Road
GB-London SW15 1BY
Tel.: +44 (0) 20 87 89 49 29
Fax: +44 (0) 20 87 89 48 01
E-mail: adsales.uk@axelspringer.de

France
Jean-Robert Mamin
AXEL SPRINGER MEDIA FRANCE
68 rue Marjolin
F-92309 Levallois-Perret Cedex
Tel: +33 (0) 1 55 62 09 90
Fax: + 33 (0) 1 55 62 04 89
e-mail: adsales.france@axelspringer.de (Büro Pa

USA
Michael Monheim
Axel Springer Group Inc.
286 Madison ave, Suite 2001
USA-New York, NY 10017
Tel.: +1 (0) 212 972 17 20
Fax: +1 (0) 212 972 17 24
E-mail: adsales.usa@axelspringer.de

Italy
Cristiano Merlo
Axel Springer Media Italia S.r.l.
Via Leopardi Nº 21
I-20123 Mailand
Tel.: +39 02 43 98 18 65
Fax.: +39 02 43 40 04 25
E-mail: info@axelspringer.it

Nothern- /Southern, /Middle Europe, Asia, Middle East
Patrizia Tealdi Thorn
Axel Springer AG
Axel Springer Media Impact
Axel-Springer-Straße 65
10888 Berlin
Tel.: +49 (0) 30 2591 - 72 550
Fax: +49 (0) 30 2591 - 72 555
E-mail: patrizia.tealdi@axelspringer.de

Austria
Nils Grützmacher
Axel Springer AG
Axel Springer Media Impact
Axel-Springer-Platz 1
20350 Hamburg
Tel.: +49 (0) 40 3 47 - 2 49 50
Fax: +49 (0) 40 3 47 - 2 55 40
E-mail: nils.gruetzmacher@axelspringer.de

Switzerland
Cordula Nebiker
Publicitas International AG
Kornhausgasse 5/7, Postfach
CH-4002 Basel
Tel.: +41 (0) 61 275 47 11
Fax: +41 (0) 61 275 47 30
E-mail: cordula.nebiker@publicitas.com

Benelux
Mediawire International
Anita Rodwell
Gooierserf 254c
NL-1276 KZ Huizen
Tel +31 (0) 651 48 01 08
Fax +31 (0) 35 533 59 85
E-mail: info@mediawire.nl

Spain
Maria Navarro
Publicitas International S.A.
C/ Goya 21, 1 Dcha.
E-28001 Madrid
Tel.: +34 (0) 91 323 79 16
Fax: +34 (0) 91 323 79 23
E-mail: adsales.spain@axelspringer.de

Japan
Yutaka Mogi
Tandem Inc.
Kyodo Bldg. 4F
7-15-5 Ginza, Chuo-ku
J-Tokyo 104-0061
Tel.: +81 (0) 3 35 41 41 66
Fax: +81 (0) 3 35 41 47 48
E-mail: adsales.japan@axelspringer.de