MUSIKEXPRESS – Rate card No. 37
valid as of January 1st - 2012

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MUSIKEXPRESS: Content

1 Short Portrait

2 Rates

3 Discounts

4 Ad Specials

5 Schedule

6 Technical Details

7 Contact

MUSIKEXPRESS: Short Portrait

Category
Rock and Pop music

Frequency
Monthly

First day of sale
Thursday

Contents
100 pages on average

Format
300 mm H x 225 mm W

Copy price
€ 4.90

Launch year
1973

Circulation figures (IVW III/2011)	
Printed Copies	78,000
Total Paid Circulation	50,741
Subscriptions	7,466

Core Readers	
Gender	Male
Age	20-39
Profile	young music fans
HHNI	€ 2,000 +

Reach of readership (AWA 2011)

	in 1 Mill.	in %	1/1 4c.	Cost per 1,000 contacts
Overall	0.35	0.5	€ 9,200	€ 26.29
Men	0.23	0.7		€ 40.00

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MUSIKEXPRESS: Short Portrait

Portrait

• MUSIKEXPRESS is the mirror of pop culture.

• The success strategy is based on three main elements: information, entertainment, service.

• Detailed interviews with young cinema greats underline the importance attached to the world of film.

Fixed Sections

• Hot Shots

• Magazine

• Free CD

• Specials

• Disk-of-the-month

• Concert agenda

• Films

• Hard-/software

Unique Characteristics

• A lively mix of precise information and entertaining presentation.

• A tone setting position among German music press: opinion leads !

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 %	2012 1/1 Page 4c in €	Cost per 1000 in €
Musikexpress	**Axel Springer Mediahouse Berlin**	**4,90**	**monthly**	**50,741**	**0,35**	**64**	**36**	**9,200**	**26,3**
Rolling Stone	Axel Springer Mediahouse Berlin	5,90	monthly	53,755	0,42	71	29	8,800	21
Metal Hammer	Axel Springer Mediahouse Berlin	4.90/6.90	monthly	45,818	0,29	80	20	6,600	22,8
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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MUSIKEXPRESS: Rate card 2012

musikexpress. 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		206	288	225	300	**9,200**
3/4 Page	upright	155	288	157	300	**7,360**
	across	206	216	225	225	
2/3 Page	upright	137	288	150	300	**6,440**
	across	206	192	225	200	
1/2 Page	upright	103	288	105	300	**5,520**
	across	206	144	225	150	
1/3 Page	upright	68	288	75	300	**3,680**
	across	206	96	225	100	
1/4 Page	upright 1 column	52	288	56	300	**3,220**
	upright 2 column	103	144	-	-	
	across 4 column	206	72	225	75	
1/8 Page	upright 1 column	52	144	-	-	**1,840**
	across 2 column	103	72	-	-	
1/16 Page	upright 1 column	52	72	-	-	**1,380**

All rates exclude VAT

MUSIKEXPRESS: Rate card 2012

musikexpress. 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	438	288	450 (440)**	300	**18,400**
1 3/4 Page	387	288	398	300	**16,560**
1 1/2 Page	335	288	338	300	**14,720**
1 1/4 Page	284	288	290	300	**12,420**

* Allow 3 mm bleed on all sides ** For 2/1 pages, that have a cover page **All rates exclude VAT**

Safety Distance: Minimum distance for trimming due to risk of truncation for text and picture elements 8 mm (on all sides). For full-page advertisements: 10 mm to the gutter.

In the case of formats that cross the gutter, there may be a misalignment between parts of the motif due to the adhesive binding.

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

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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 ROLLING STONE and METAL HAMMER

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musikexpress. 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	2 Pages*	€ 70.00	€ 91.00	Postcard	€ 60.00	€ 70.00
	up to 30g	€ 70.00	€ 101.00	4 Pages**	€ 70.00	€ 91.00	Brochures/ Other	€ 65.00	on request
	up to 40g	€ 75.00	€ 116.00	up to 8 pages**	€ 73.00	€ 104.00	Product samples	€ 70.00	by weight
				up to 12 pages***	€ 75.00	€ 116.00			
				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		
Minimum format	105 mm wide x 148 mm high			105 mm wide x 148 mm high. The bound-in insert is created at he header and trimmed with the copy (trim 3mm).			80 mm wide x 80 mm high		
Maximum format	210 mm wide x 280 mm high			232 mm wide x 306 mm high. The bound-in insert is created at he header and trimmed with the copy (trim 3mm).			175 mm wide x 250 mm high		
Weight	The maximum weight of a loose insert depends on the format and size of the insert.			* At least 150 g/m^2 ** At least 100 g/m^2 *** At least 56 g/m^2			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

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Ad Specials (General)

Delivery Address

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

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 **"MUSIKEXPRES, 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.

MUSIKEXPRESS: Rate card 2012

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No.	First day of sale	Ad closing	Copy deadline
2/2012	19.01.2012	12.12.2011	13.12.2011
3/2012	09.02.2012	11.01.2012	12.01.2012
4/2012	15.03.2012	15.02.2012	16.02.2012
5/2012	12.04.2012	12.03.2012	13.03.2012
6/2012	10.05.2012	10.04.2012	11.04.2012
7/2012	14.06.2012	11.05.2012	14.05.2012
8/2012	12.07.2012	13.06.2012	14.06.2012
9/2012	09.08.2012	11.07.2012	12.07.2012
10/2012	13.09.2012	15.08.2012	16.08.2012
11/2012	11.10.2012	11.09.2012	12.09.2012
12/2012	15.11.2012	16.10.2012	17.10.2012
1/2013	13.12.2012	13.11.2012	14.11.2012

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

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Technical Details

Magazine size
225 mm in width, 300 mm in height

Size examples
Type page: 200 mm in width, 259 mm in height
Bleed: 225 mm in width, 300 mm in height

Bleed allowance on all sides 3 mm.

Paper
Cover: PT 1
Content: PT 3

Printing process
Cover: Offset
Content: Offset

Processing
Adhesive binding

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, **MUSIKEXPRESS**, **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 delivery
Axel Springer Mediahouse Berlin GmbH
Marina Krün
Mehringdamm 33
10961 Berlin, Germany

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Contact - national

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MUSIKEXPRESS: Rate card 2012

musikexpress. Contact - international

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