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 Lufthansa

Woman's World



Seoul-Style Mode-Ikone Jin Teok / **Pools** Orte der Sehnsucht / **Kosmetik** Die neue Sachlichkeit / **Esther Perel** Über Liebe im Karrieremodus / **Oman** Leben mit Ziegen

Rate Card No. 27 - Valid from 01.01.2020

Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	205 x 260	18,000
1/1	normal	1st right-hand page following Contents	205 x 260	19,600
1/1	normal	inside front cover	205 x 260	21,500
1/1	normal	inside back cover	205 x 260	19,500
1/1	normal	outside back cover	205 x 260	22,200
1/1	normal	left opposite Editorial	205 x 260	19,600
1/1	normal	right-hand page opposite Contents	205 x 260	19,600
1/2	vertical	inner	98 x 260	11,700
1/2	horizontal	inner	205 x 130	11,700
1/3	vertical	inner	68 x 260	7,700
1/3	horizontal	inner	205 x 85	7,700

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	410 x 260	36,000
2/1	normal	1st double page in issue	410 x 260	39,400
2/1	normal	inside front cover + page 3	410 x 260	41,500

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing. Furthermore, we reserve the right to give the preferred position to another advertiser who submits a written space order if the advertiser holding a reservation does not submit a written space order within three working days.

Type area formats on request. Trimming edge: add 5 mm to all sides. Live matter should be at least 5 mm removed from the trimming edge.
Advertising splits on request.

ADVERTORIALS

Advertorials are charged according to the currently valid advertising rate plus creation costs, and are included in a contractual year for discount purposes.

CREATION COSTS

(incl. concept, copy and layout, not incl. photo rights and photo productions)

Double page: 3,300

Full page: 2,700

1/2 page: 2,200

1/3 page: 1,900

Additional formats available on request. We will be happy to prepare an individual offer for photo productions. Advertorials are marked with the word "ANZEIGE" (Advertisement). Creation costs are not eligible for agency commission or discounts.

We require briefing, image and text materials no later than three weeks prior to the deadline for copy material – see also Closing Date Schedule.
Timing for individual photo productions on request.

All rates are shown in euros; the rates are in effect from 1 January 2020 for bookings with Gruner + Jahr GmbH respectively for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable.

LOOSE INSERTS

Definition Loose inserts are products which are supplied ready for loosely inserting in the magazine with the closed side to the binding edge. The maximum weight must be determined in advance. Product samples and CDs on request.

Rates per 1,000	Weights up to	Total	Partial circ.
	14 g	179	201
	24 g	192	214
	34 g	202	226
	44 g	211	237
	54 g	252	282
	every addl. 10 g	+10	+12

Loose inserts with tip-on elements on request.

Circulation Minimum circulation: 50,000 copies

GLUED INSERTS

Definition Glued (tip-on) inserts are products which are supplied ready for processing and glued to a carrier ad so that they can be easily removed by the reader.

Rates per 1,000	Special ad format	Weights up to	Total	Partial circ.
	Booklet	14 g	100	113
	Booklet	24 g	113	123
	Booklet	34 g	120	134
	Booklet	44 g	134	146
	Booklet	54 g	139	156
	every addl. 10 g		+10	+12

Other tip-ons on request.

Circulation Minimum circulation: 50,000 copies

BOUND INSERTS

Bound inserts are printed materials/brochures from a single advertiser that are firmly bound into the issue. They can either be delivered ready for processing or produced by us on request.

Pages	Total	Partial circ.
2	214	240
4	252	282
6	263	295
8	282	316
12	318	357
every addl. 4 pages	+24	+28

Other bound inserts on request.

Minimum circulation: 50,000 copies

Price Quotes Rates per thousand copies started. Rates for special ad formats may increase if their processing causes problems. Special ad formats from more than one advertiser are possible following special agreement. Weight-related postal fees charged by the German Post for booking the subscription circulation are included in these prices. If the minimum booking quantity is not reached, the minimum booking quantity is used as the basis for calculating the price.

Circulation For technical reasons the booked circulations are subject to fluctuation. For this reason the quantity of special ad formats actually required must be determined when placing the order. Different versions in the same issue are only possible on request.

Technical Information and Delivery Binding technical information, deadlines, samples, as well as delivery can be downloaded from www.adspecial-portal.de. An inquiry regarding the circulation can also be placed through the portal. In the event of any processing difficulties, the completion of the circulation takes precedence over the special ad format.

Print Service On request, the special ad formats can be produced by the publisher. Prices on request.

Oversize loose inserts are possible. Rates and technical information on request.

All rates are shown in euros; the rates are in effect from 1 January 2020 for bookings with Gruner + Jahr GmbH respectively for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable.

Issue No.	On Sale Date	Calendar Week	Ad Closing & Cancellation Date	Copy Date	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/20	01/04/2020	14	03/02/2020	19/02/2020	03/02/2020	02/03/2020
2/20	01/06/2020	23	26/03/2020	15/04/2020	26/03/2020	27/04/2020
3/20	01/09/2020	36	03/07/2020	21/07/2020	03/07/2020	31/07/2020
4/20	01/12/2020	49	02/10/2020	20/10/2020	02/10/2020	30/10/2020

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing.
 For technical reasons only best-possible positions can be offered for last-minute ads (only full and double-pages possible).

LUFTHANSA INFLIGHT ENTERTAINMENT: AD SPOT

- Prominent inclusion of ad spots in the popular, widely-used on-board entertainment programme
- Effective communication with passengers in the First and Business Class as well as in the Premium Economy and Economy Class on all long-haul flights
- OTS: more than 1.3 million per month
- Price: from 1,400 EUR per second

LUFTHANSA LOUNGE SCREENS: AD SPOT

- Digital ad possibilities in the exclusive ambience of the Lufthansa Business and Senator Lounges
- High-attention viewing on a total of 44 prominent 47" monitors
- OTS: 407,000 per month
- Price: 1,530 EUR per second




LUFTHANSA REFRESHING TISSUES: BRANDING

- Presented to Lufthansa Business Class guests together with the meals on board German and European flights
- Including production and distribution
- Circulation: from 200,000 per month
- Price: from 19,500 EUR

CONTACT:

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www.lufthansa.com/medien
 Please address inquiries to:
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PUBLISHER	TERRITORY Content to Results GmbH
POSTAL ADDRESS	Brand Solutions + Direct Sales PO Box 11, 20444 Hamburg
VISITOR ADDRESS	Am Baumwall 11, 20459 Hamburg
MARKETERS	G+J eIMS, 20444 Hamburg, www.gujmedia.de Ad Alliance GmbH, 50679 Köln, www.ad-alliance.de
ORDER PROCESSING	Fax: (+49-40) 37 03 - 58 87 Email: auftragssteuerung@guj.de Email: auftragssteuerung@ems.ad-alliance.de OBS: Ads can also be booked via the Online Booking System (OBS). www.obs-portal.de
 AD MANAGEMENT	Phone: (+49-40) 37 03 - 53 08
COPY MATERIAL	Mohn media Mohndruck GmbH – Anzeigen MAT Email: anzeigen@bertelsmann.de Phone: (+49-40) 52 41 / 80 - 897 00 Technical Specifications: Current and binding English-language information is available under: www.duon-portal.de Delivery of Copy Material: The centralized delivery address for copy material is: www.duon-portal.de For support please contact: support@duon-portal.de Telephone hotline: (+49-40) 37 41 - 17 50
	Binding technical specifications for special ad formats are available online at www.adspecial-portal.de
	
INTERNET	www.internationalmediasales.net/lufthansa-womans-world
FREQUENCY	4 issues a year
PZN	LUFTHANSA WOMAN'S WORLD 539057
CONDITIONS OF PAYMENT	Payment is due within 45 days after invoicing. A 2 % discount is granted for payments within 10 days after invoicing, provided no other amounts are outstanding. Special discounts are not eligible for a prepayment discount. An automatic bank debit transfer can be arranged. If an outstanding amount is not paid by the date of required payment, all other outstanding amounts are immediately due regardless of any payment agreements which had been previously made. Penalty interest on arrears will be charged according to Section 8 of the General Conditions of Business and based on current bank interest rates for running account credits.
CONDITIONS OF BUSINESS	All business conducted is subject to the Publisher's Conditions of Payment and Terms of Trade which are available from the publisher or under www.gujmedia.com/COB respectively under www.ad-alliance.de/AGB . Tax regulations require that you include your Company Tax Number and/or Turnover Tax ID when placing an advertising space order.

THE INFORMATION CONTAINED IN THIS RATE CARD IS SUBJECT TO CHANGE DURING THE COURSE OF THE YEAR. A CURRENT RATE CARD CAN BE FOUND UNDER WWW.INTERNATIONALMEDIASALES.NET. THE ENGLISH RATE CARD IS A TRANSLATION OF THE CURRENTLY VALID GERMAN RATE CARD. IN THE EVENT OF DISCREPANCIES, INACCURACIES OR OMISSIONS IN THIS TRANSLATION, THE GERMAN ORIGINAL RETAINS SOLE VALIDITY.



Member of
Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern e.V.
(German Audit Bureau of Circulation)

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SALES OFFICES



Lufthansa

Woman's World

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The current marketing portfolio can be found under www.internationalmediasales.net.

Gruner + Jahr GmbH | Registered Office: Hamburg, Commercial Register: District Court Hamburg HRA 151939

Executive Board: Julia Jäkel (CEO), Oliver Radtke, Stephan Schäfer