

# Lufthansa magazin

magazin.lufthansa.com



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**Jackpot: Glück suchen  
und finden in Las Vegas**

**Ashley Bouder im Sky Talk**  
➤ Interview with a prima  
ballerina and feminist

**Living in Las Vegas – for  
some, a dream come true**

**Flughafen-Redesign**  
➤ Repurposed airport terminals  
around the world

Rate Card No. 27 - Valid from 01.01.2020

GJ e|MS

 AdAlliance

**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	36,000
1/1	normal	1st right-hand page following Contents	205 x 260	41,400
1/1	normal	inside front cover	205 x 260	42,900
1/1	normal	inside back cover	205 x 260	40,000
1/1	normal	outside back cover	205 x 260	44,700
1/1	normal	left opposite Editorial	205 x 260	41,400
1/1	normal	right-hand page opposite Contents	205 x 260	41,400
1/2	vertical	inner	98 x 260	21,100
1/2	horizontal	inner	205 x 130	21,100
1/3	vertical	inner	68 x 260	14,200
1/3	vertical	service section	68 x 260	8,300
1/3	horizontal	inner	205 x 85	14,200
1/3	horizontal	service section	205 x 85	8,300
1/8	horizontal	route map	180 x 30	3,500

**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	72,100
2/1	normal	1st double page in issue	410 x 260	76,400
2/1	normal	inside front cover + page 3	410 x 260	80,000

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.

**A booking in Lufthansa Magazin is automatically a booking in Lufthansa exclusive at the rate indicated. Lufthansa exclusive, however, can be booked by itself (see Lufthansa exclusive rate card).**

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.

GLUED INSERTS					BOUND INSERTS		
<b>Definition</b>	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.				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.		
<b>Rates per 1,000</b>	<b>Special ad format</b>	<b>Weights up to</b>	<b>Total</b>	<b>Partial circ.</b>	<b>Pages</b>	<b>Total</b>	<b>Partial circ.</b>
	Booklet	14 g	102	115	2	166	187
	Booklet	24 g	115	129	4	205	229
	Booklet	34 g	126	137	6	222	251
	Booklet	44 g	137	153	8	244	273
	Booklet	54 g	146	159	12	281	315
	every addl. 10 g		+11	+13	every addl. 4 pages	+27	+31
	Other tip-ons on request.				Other bound inserts on request.		
<b>Circulation</b>	Minimum circulation: 100,000 copies				Minimum circulation: 100,000 copies		
<b>Price Quotes</b>	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.						
<b>Circulation</b>	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.						
<b>Technical Information and Delivery</b>	Binding technical information, deadlines, samples, as well as delivery can be downloaded from <a href="http://www.adspecial-portal.de">www.adspecial-portal.de</a> . 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.						
<b>Print Service</b>	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	01/01/2020	01	25/10/2019	13/11/2019	25/10/2019	28/11/2019
2/20	01/02/2020	05	27/11/2019	13/12/2019	27/11/2019	06/01/2020
3/20	01/03/2020	09	30/12/2019	17/01/2020	30/12/2019	03/02/2020
4/20	01/04/2020	14	03/02/2020	19/02/2020	03/02/2020	05/03/2020
5/20	01/05/2020	18	28/02/2020	17/03/2020	28/02/2020	01/04/2020
6/20	01/06/2020	23	26/03/2020	15/04/2020	26/03/2020	30/04/2020
7/20	01/07/2020	27	29/04/2020	18/05/2020	29/04/2020	04/06/2020
8/20	01/08/2020	31	03/06/2020	19/06/2020	03/06/2020	06/07/2020
9/20	01/09/2020	36	03/07/2020	21/07/2020	03/07/2020	05/08/2020
10/20	01/10/2020	40	04/08/2020	20/08/2020	04/08/2020	04/09/2020
11/20	01/11/2020	44	02/09/2020	18/09/2020	02/09/2020	05/10/2020
12/20	01/12/2020	49	02/10/2020	20/10/2020	02/10/2020	04/11/2020

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).

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## Other advertising opportunities at Lufthansa

### 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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Please address inquiries to:  
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<b>PUBLISHER</b>	TERRITORY Content to Results GmbH
<b>POSTAL ADDRESS</b>	Brand Solutions + Direct Sales PO Box 11, 20444 Hamburg
<b>VISITOR ADDRESS</b>	Am Baumwall 11, 20459 Hamburg
<b>MARKETERS</b>	G+J eIMS, 20444 Hamburg, <a href="http://www.gujmedia.de">www.gujmedia.de</a> Ad Alliance GmbH, 50679 Köln, <a href="http://www.ad-alliance.de">www.ad-alliance.de</a>
<b>ORDER PROCESSING</b>	Fax: (+49-40) 37 03 - 58 87 Email: <a href="mailto:auftragssteuerung@guj.de">auftragssteuerung@guj.de</a> Email: <a href="mailto:auftragssteuerung@ems.ad-alliance.de">auftragssteuerung@ems.ad-alliance.de</a> OBS: Ads can also be booked via the Online Booking System (OBS). <a href="http://www.obs-portal.de">www.obs-portal.de</a>
	
<b>AD MANAGEMENT</b>	Phone: (+49-40) 37 03 - 53 08
<b>COPY MATERIAL</b>	Mohn media Mohndruck GmbH – Anzeigen MAT Email: <a href="mailto:anzeigen@bertelsmann.de">anzeigen@bertelsmann.de</a> Phone: (+49-40) 52 41 / 80 - 897 00 <b>Technical Specifications:</b> Current and binding English-language information is available under: <a href="http://www.duon-portal.de">www.duon-portal.de</a> <b>Delivery of Copy Material:</b> The centralized delivery address for copy material is: <a href="http://www.duon-portal.de">www.duon-portal.de</a> For support please contact: <a href="mailto:support@duon-portal.de">support@duon-portal.de</a> Telephone hotline: (+49-40) 37 41 - 17 50
	
	Binding technical specifications for special ad formats are available online at <a href="http://www.adspecial-portal.de">www.adspecial-portal.de</a>
<b>INTERNET</b>	<a href="http://www.internationalmediasales.net/lufthansa-magazin">www.internationalmediasales.net/lufthansa-magazin</a>
<b>FREQUENCY</b>	monthly
<b>PZN</b>	LUFTHANSA MAGAZIN 565725
<b>CONDITIONS OF PAYMENT</b>	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.
<b>CONDITIONS OF BUSINESS</b>	All business conducted is subject to the Publisher's Conditions of Payment and Terms of Trade which are available from the publisher or under <a href="http://www.gujmedia.com/COB">www.gujmedia.com/COB</a> respectively under <a href="http://www.ad-alliance.de/AGB">www.ad-alliance.de/AGB</a> . 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](http://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

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The current marketing portfolio can be found under [www.internationalmediasales.net](http://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