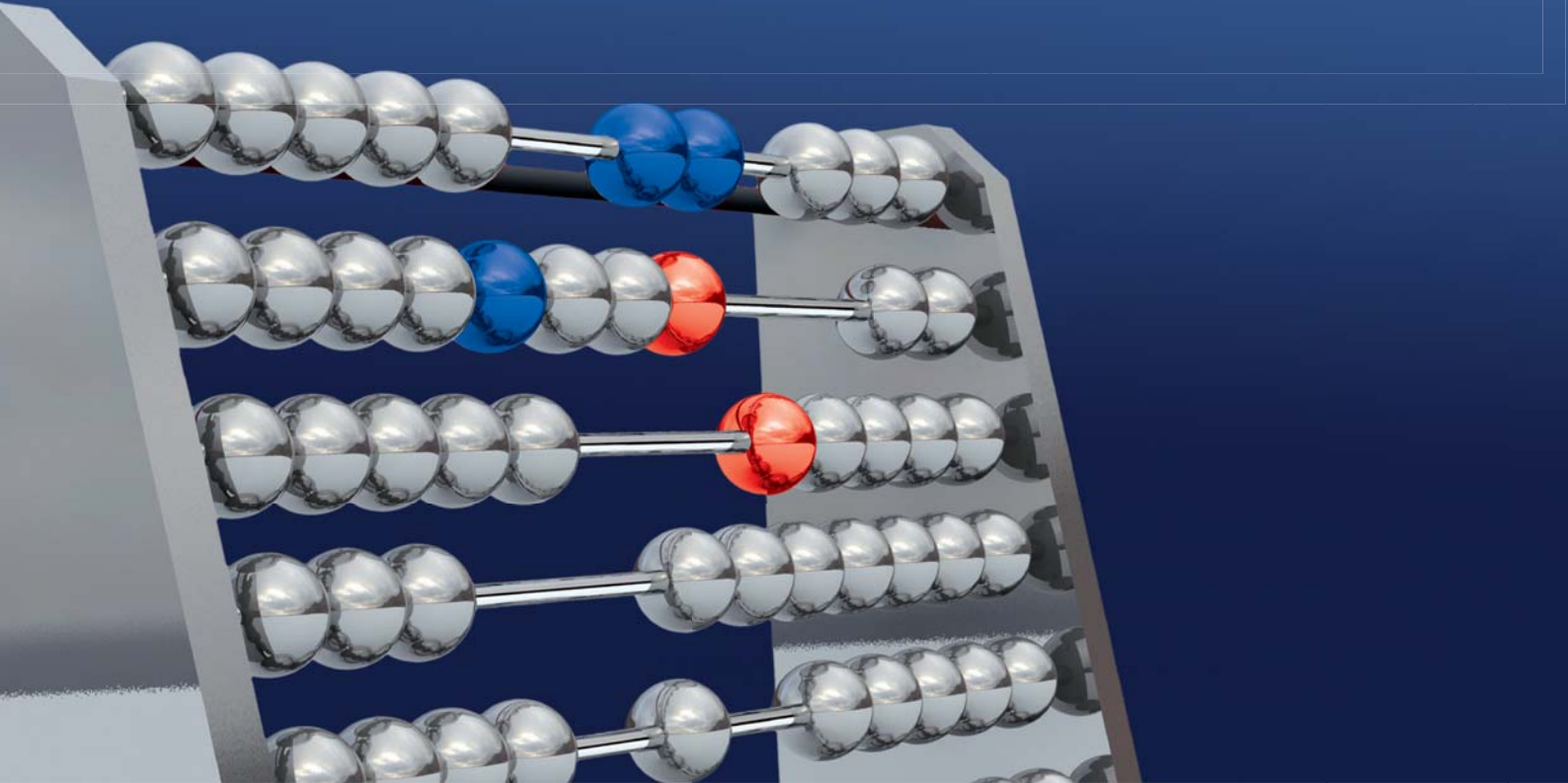


HORIZONT advertising rates 2009

HORIZONT
ZEITUNG FÜR MARKET, B.B. RECHNUNG UND MEDIEN



Valid from 01 January 2009

HORIZONT
ZEITUNG FÜR MARKET, WERBUNG UND MEDIEN

HORIZONT at a glance

HORIZONT

is the professional magazine serving Germany's marketing, advertising and media community. Thanks to its easily accessible layout, visual appeal and the up to the minute, essential information it provides, HORIZONT is the established source for decision makers in the German marketing and communications industry. Every week, HORIZONT covers the latest news in Marketing, Advertising and Media: e.g. industry news, new strategic trends in companies, agency moves and campaigns, as well as on the media industry.

HORIZONT provides invaluable summaries, facts and figures essential for the day's business.

The editorial sections, *HORIZONT Specials*, offer in-depth but concise coverage of various topics and are published several times a year. *HORIZONT REPORT* features topics of particular relevance and interest.



Additional cross-media information sources have been developed around the magazine:

HORIZONT.NET

is an online platform with daily news, databases, charts and detailed information on selected topics. HORIZONT.NET is not just the digital version of the magazine but provides additional information.

HORIZONTJobs

is the gateway to careers and jobs in marketing, advertising and media.

HORIZONT Seminars + Events performed by the conference group

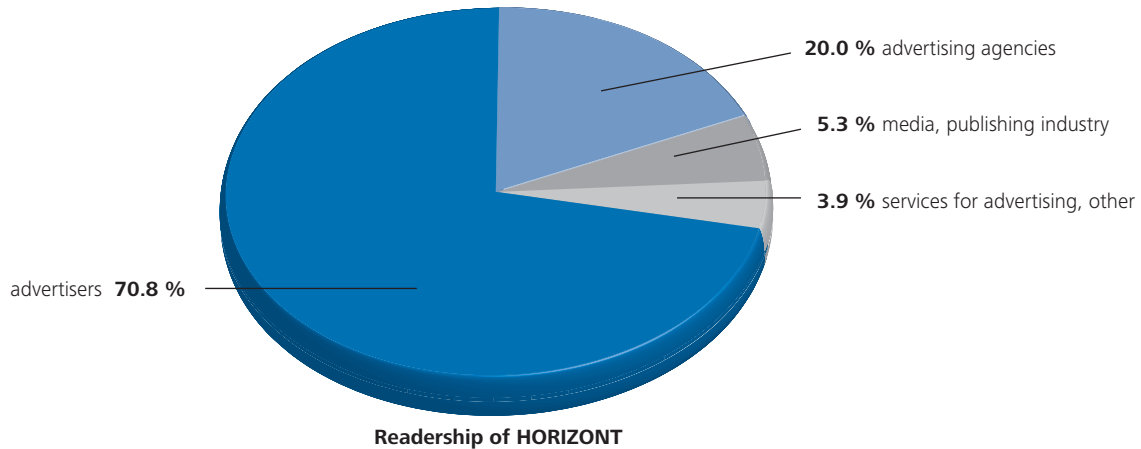
organises seminars and events in cooperation with important organizations and players (e.g. GWA, DDV). For more information, please refer to www.conferencegroup.de

HORIZONT productions and Edition HORIZONT

publish books on and for the German communications industry.

The readers

HORIZONT is distributed to marketing professionals in various industries, as well as to agency and media decision-makers.



Source: Analysis carried out on 1 August 2008 with HORIZONT issue 31/2008, n = 19,593.
For more information on the analysis, feel free to contact anzeigen@horizont.net

Readership and circulation (contd.)

The circulation

HORIZONT is a reliable partner when it comes to its subscribed circulation. For years, HORIZONT has had a stable paid circulation.

Circulation control:

Analysis of the circulation: Average number of copies per issue (01 July 2007 to 30 June 2008)

Print order: 20,848

Qualified circulation: 19,433 (of which abroad: 863)

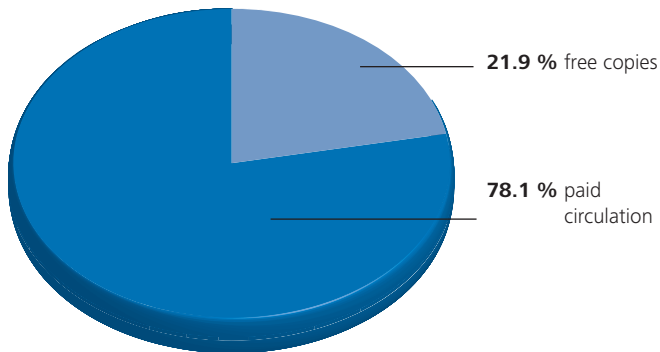
Paid circulation: 14,980 (of which sold abroad: 754)
– subscribed circulation: 14,980 (of which association subscriptions: 2,971)
– news stand sales: 176
– other: 18

Free copies: 4,259

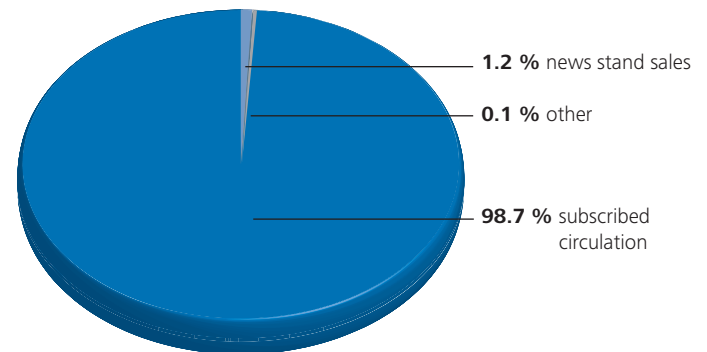
Copies delivered to news stands: 661

Returned copies: 486

Excess, archive and advertisers' copies: 947



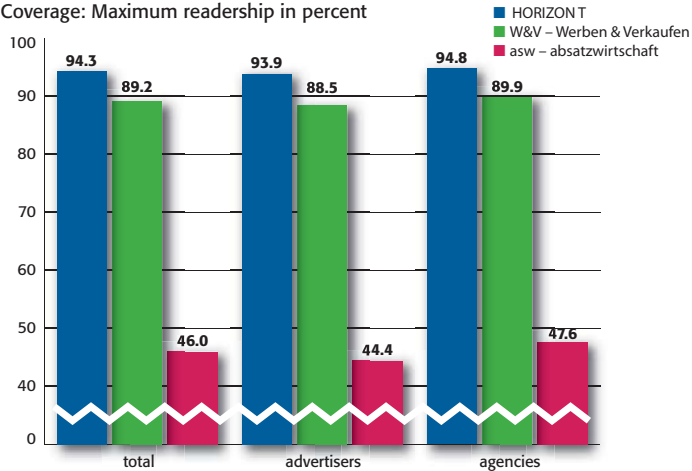
Circulation



Paid circulation

The coverage of HORIZONT vs. werben & verkaufen vs. absatzwirtschaft

Coverage: Maximum readership in percent



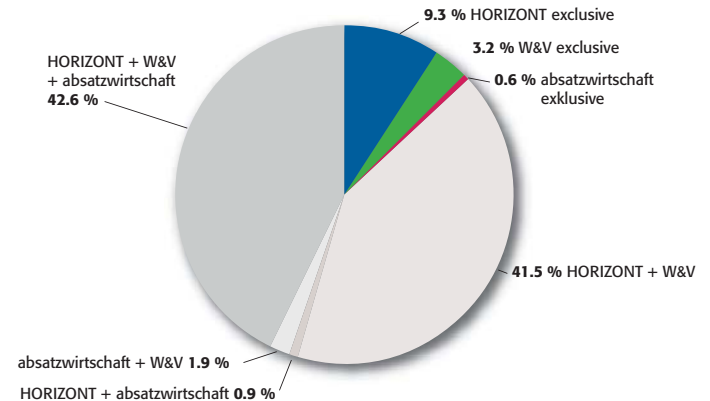
Source: Leistungsanalyse Kommunikationsfachpresse 2006, Studie zu den 3 auflagenstärksten Titeln. Publications with a minimum total circulation of 10,000 copies in IVW I/2006. The publications analysed differ in their total circulations and publishing intervals.

Total circulation · HORIZONT 17,640 copies, w&v (weekly) 33,195 copies, absatzwirtschaft (monthly) 27,805 copies (refers to survey base IVW I/06).

The population includes Marketing, Advertising and communications decision-makers in businesses in Germany.

The results of the study referred to represent the decision-makers in the top 500 advertising companies* and in the top 200 agencies/agency networks* (please note that they neither represent all advertising companies nor all agencies).

Exclusive readers/overlapping audiences: HORIZONT vs. W&V vs. absatzwirtschaft



The population consists of 4,366 persons. Sample n=528, response rate=71.5 %. Study conducted by IMA-Mediaservice • Markt- und Mediaanalysen, Dreieich, Germany. For more information, please refer to www.horizont.net/leistung

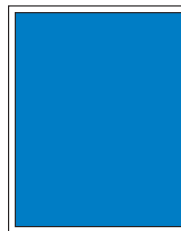
* Nielsen media research GmbH 2004, Arbeitsgemeinschaft Mediaranking OMG, HORIZONT, w&v, media&marketing 2001, mediaagenturen 2005/media&marketing, HORIZONT-Dokumentation 2001-2005, Fortschreibung der Daten, HORIZONT-Archiv.

Ad space sizes available and rates

Frequency of publication:	Every Thursday
Booking and copy deadline:	7 days prior to publication date (deadlines for special issues: please refer to page 10)
Printing process:	Web offset
Paper:	Art matt paper, 57 g/m ²
Printing material:	Only digital printing material
Screen:	54 screen (133 lines per inch)
Colour scale:	European colour scale DIN 16539 Please ask for our handout "Digital advertisement requirements"
Deliver copy to:	Druckhaus Dierichs, code word HORIZONT Frankfurter Straße 168, 34121 Kassel, Germany
Annual subscription rate:	280.- €

Available sizes and rates

1/1 page



W: 286 mm, H: 390 mm
9,129.- € (coloured)
7,975.- € (black/white)

2/1 page double spread



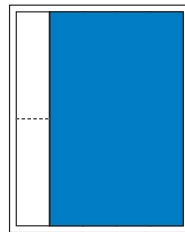
W: 601 mm, H: 390 mm
17,899.- € (coloured)
17,590.- € (black/white)

2 x junior page 1 double page spread



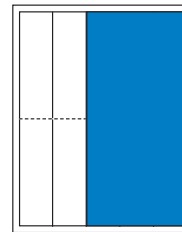
W: 484 mm, H: 320 mm
17,700.- € (coloured)
16,850.- € (black/white)

4/5 page



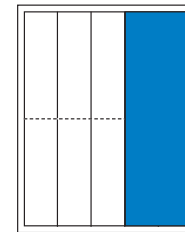
W: 228 mm, H: 390 mm
8,667.- € (coloured)
7,700.- € (black/white)

3/5 page



W: 170 mm, H: 390 mm
7,580.- € (coloured)
6,249.- € (black/white)

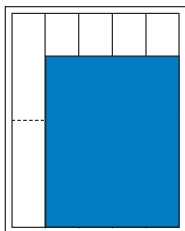
2/5 page



W: 112 mm, H: 390 mm
6,409.- € (coloured)
4,650.- € (black/white)

Ad space sizes available and rates (contd.)

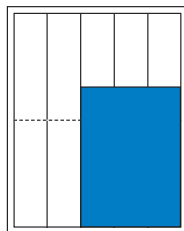
junior page 1



W: 228 mm, H: 320 mm

8,509.- € (coloured)
7,025.- € (black/white)

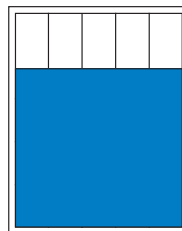
junior page 2



W: 170 mm, H: 250 mm

7,320.- € (coloured)
5,445.- € (black/white)

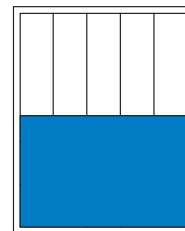
3/4 page



W: 286 mm, H: 292 mm

7,800.- € (coloured)
6,500.- € (black/white)

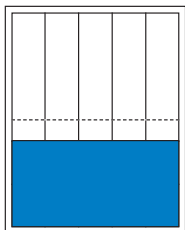
1/2 page



W: 286 mm, H: 195 mm

6,380.- € (coloured)
4,690.- € (black/white)

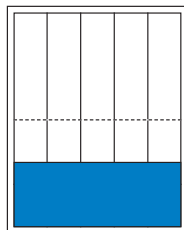
1/3 page



W: 286 mm, H: 130 mm

5,685.- € (coloured)
3,769.- € (black/white)

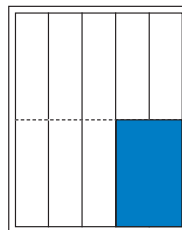
1/4 page



W: 286 mm, H: 97 mm

4,960.- € (coloured)
2,845.- € (black/white)

2/10 page



W: 112 mm, H: 195 mm

4,930.- € (coloured)
2,930.- € (black/white)

Ad space sizes available and rates contd.)

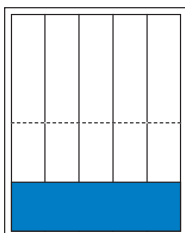
Special positions

cover



W: 286 mm, H: 40 mm
4,860.- € (coloured)
4,560.- € (black/white)

“Spießler Alfons” section



W: 286 mm, H: 60 mm
3,510.- € (coloured)

Tip-ins

(subject to a check on technical feasibility), **165.- € per thousand**
No discounts available.

Special formats – selection

(to view all formats possible, please request the brochure “Sonderwerbformen”)

Cover (wrap around)



39,850.- €

Belly wrap



W: 10 – 12 cm;
H: subject to number of
total pages of HORIZONT
636.- € per thousand

Inserts

(subject to a check on technical feasibility), maximum weight of 50g, max. size W: 210 mm, H: 297 mm; min. size W: 105 mm, H: 148 mm: **358.- € per thousand**. No discounts available.

Discounts for orders within one contract year

Frequency schedule	Cumulative expenditure discount
3 x 3 %	24,000 € = 5 %
6 x 5 %	48,000 € = 10 %
12 x 10 %	96,000 € = 15 %
25 x 15 %	146,000 € = 17 %
50 x 20 %	200,000 € = 20 %
	382,000 € = 22 %
	575,000 € = 25 %
	660,000 € = 27 %
	825,000 € = 28 %

Terms of payment:

Bankers:

Pre-payment: 3 %, 14 days: 2 %, direct debit: 2 %, 30 days: net.
Post Office Giro Account
Deutscher Fachverlag GmbH
Germany: Frankfurt (Main), No. 44406-604, bank code 50010060
Austria: Vienna, No. 7135.631
Switzerland: Basel, No. 40-13052
Bank Accounts
Frankfurter Sparkasse, No. 34926, bank code 500-502-01
Commerzbank Frankfurt, No. 586555500, bank code 500400 00
Deutsche Bank AG Leipzig, No. 1276914, bank code 860 70000

classified ads (subject to discount)

	mm/column in €	
	coloured	black/white
Recruitment	3.90	2.60
Position wanted	1.98	0.99
Transactions, free lancing	6.29	3.29
Agents, Copyright of titles	3.90	2.60

Box numbers: 10,- €; Charges für postage apply

How to calculate the price of your classified ad:

number of columns x height in mm x price per mm

- Column width: = 54 mm 4 columns width = 228 mm
- 2 columns width = 112 mm 5 columns width = 286 mm
- 3 columns width = 170 mm

Issue	Publication Date	Booking & copy deadline of issue	Specials and featured topics 2009	Booking & copy deadline of specials and featured topics
1/2	Jan 08	Jan 01		
3	Jan 15	Jan 08		
4	Jan 22	Jan 15		
5	Jan 29	Jan 22	Magazine: HORIZONT-Award	Jan 08
6	Feb 05	Jan 29	25 years private TV channels	Jan 15
7	Feb 12	Feb 05	Magazine: dialog 1*	Jan 22
8	Feb 19	Feb 12	Consulting	Jan 29
9	Feb 26	Feb 19	Sportbusiness I	Feb 05
10	Mar 05	Feb 26	Travel Marketing	Feb 12
11	Mar 12	Mar 05	Media planning I	Feb 19
12	Mar 19	Mar 12	ZMG-Special "papers" I; Magazine: Digital Innovators Summit	Feb 26
13	Mar 26	Mar 19	Automotive Marketing I	Mar 05
14	Apr 02	Mar 26	Mobile Marketing	Mar 12
15	Apr 09	Apr 02	Location: Switzerland	Mar 19
16	Apr 16	Apr 09	Business and decision-makers Media I	Mar 26
17	Apr 23	Apr 16	Direct Marketing; Advertising magazines	Apr 02
18	Apr 30	Apr 23	Regional Marketing; CD/CI-Ranking	Apr 09
19	May 07	Apr 30	Special Interest; Magazine: BVM congress of the german market researcher	Apr 16
20	May 14	May 07	Specialised Media	Apr 23
21	May 21	May 14	Marketing Services	Apr 30
22	May 28	May 21	Fashion & Lifestyle; Sportbusiness II	May 07
23	Jun 04	May 28	Location: the north; ZMG-Special "papers" II	May 14

24	Jun 11	Jun 04	Radio Marketing I	May 21
25	Jun 18	Jun 11	Finance Marketing; Magazine: dialog 2*	May 28
26	Jun 25	Jun 18	Corporate Publishing	Jun 04
27	Jul 02	Jun 25		Jun 11
28	Jul 09	Jul 02		
29	Jul 16	Jul 09		
30	Jul 23	Jul 16		
31	Jul 30	Jul 23		
32	Aug 06	Jul 30	TV 2010	Jul 16
33	Aug 13	Aug 06	Young target groups; Sportbusiness III	Jul 23
34	Aug 20	Aug 13	50 plus	Jul 30
35	Aug 27	Aug 20	Location: the south-west	Aug 06
36	Sep 03	Aug 27	Online Marketing	Aug 13
37	Sep 10	Sep 03	Media planning II	Aug 20
38	Sep 17	Sep 16	Automotive Marketing II; Magazine: dialog 3*; ZMG-Special "papers" III	Aug 27
39	Sep 24	Sep 17	Healthcare Marketing	Sep 03
40	Oct 01	Sep 24	Fairs & events; Retail Marketing	Sep 10
41	Oct 08	Oct 01	Out-of-Home-Media	Sep 17
42	Oct 15	Oct 08	Newspapers	Sep 24
43	Oct 22	Oct 15	TV Guides	Oct 01
44	Oct 29	Oct 22		
45	Nov 05	Oct 29	Location: Rhein-Main	Oct 15
46	Nov 12	Nov 05	Business and decision-makers II	Oct 22
47	Nov 19	Nov 12	Sportbusiness IV; Magazine: dialog 4*	Oct 29
48	Nov 26	Nov 19	Radio Marketing II; Luxury & lifestyle	Nov 05
49	Dec 03	Nov 26	ZMG-Special "papers" IV	Nov 12
50	Dec 10	Dec 03		
51/52	Dec 17	Dec 10	2009 in retrospect – outlook 2010	Nov 26

* This publication is published in magazine format and is a supplement in HORIZONT. Please ask for details and deadlines: anzeigen@horizont.net

Dates may change. Please visit www.horizont.net/themen for updates and more information.

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