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Our **RÜTTER** magazine looks over the shoulder of the „dog professional“ at his work and takes readers behind the scenes of Martin Rütter’s TV-shows and stage events. In addition to the personality aspects, readers will receive education tips from Germany’s best-known dog trainer and his team in an extensive, detailed guidebook section. The magazine is aimed at all dog owners who want to learn more about training and the behaviour of their four-legged furry friends. The aim is to help dog owners to understand their best friend (even) better based on well-founded, practical articles. The joy of sharing life with a dog and a passion for all things canine always take center stage.

Copy price:	€ 4.95
Issues per year:	2
Price 1/1 ad page 4c:	€ 4,900
Print run (publisher’s details):	47,000 copies

## DATES

ISSUES	PUBLICATION DATE	ADVERTISING DEADLINE	PRINT DEADLINE	INSERTS/BOUND INSERTS
01/21	Wed 10.03.21	Fri 05.02.21	Tue 09.02.21	Fri 19.02.21
02/21	Wed 13.10.21	Mon 13.09.21	Wed 15.09.21	Fri 24.09.21

## PRICES AND FORMATS

PAGE FORMAT		TYPE AREA		BLEED*		PRICES IN € multicolour/bw
		Width mm	Height mm	Width mm	Height mm	
1/1	2nd or 4th cover			210	280	5,400.–
1/1		180	244	210	280	4,900.–
1/2	portrait	88	244	103	280	2,800.–
1/2	landscape	180	120	210	136	2,800.–
1/3	portrait	57	244	72	280	2,100.–
1/3	landscape	180	78	210	94	2,100.–
1/4	portrait	42	244	57	280	1,650.–
1/4	cover	88	120			1,650.–
1/4	landscape	180	59	210	75	1,650.–

\* For bleed advertisements, a bleed allowance (trim reserve) of 4 mm each at the top, bottom and outside must be added to the specified advertisement format. Prices plus value added tax.

	SUPPLEMENTS				BOUND-IN INSERTS				GLUED-IN INSERTS			
	Weight	without subscription	subscription	plus postal charges (only concern the subscription edition)	Scope	without subscription	subscription	plus postal charges (only concern the subscription edition)		without subscription	subscription	plus postal charges (only concern the subscription edition)
Price per o/oo in €	up to 20g	82.-	90.-	28,-	up to 4 pages	89.-	98.-	23.-	postcard*	49.-	54.-	12.-
	up to 30g	89.-	97.-	33,-	up to 8 pages	99.-	108.-	28.-	booklet up to 25 g	64.-	71.-	28.-
	up to 40g	96.-	104.-	44,-	up to 12 pages	109.-	118.-	33.-	samples	on request	on request	
	Higher weights on request				Larger volumes, bound inserts with glued-in elements on request				Other glued-in inserts (e.g. coupons) on request * Paper = 150 g/qm (postal regulation)			
Discounts	Postal charges and technical costs are excluded from discounts and commissions.											
Minimum circulation	10,000 copies or subscription				10,000 copies or subscription				Carrier advertisement: 1/1 page in the total circulation plus glued-in insert (10,000 copies)			
Minimum format	75 mm x 140 mm				150 mm x 150 mm**				postcard 90 mm x 140 mm booklet 60 mm x 80 mm			
Maximum format	200 mm x 270 mm				210 mm x 280 mm**				postcard 105 mm x 148 mm booklet 148 mm x 210 mm			

Further Ad Specials on request  
\*\* Please note bleed allowances.

Prices plus value added tax.

**BASIS OF CALCULATION:**

The basis for calculation is the planned print run or IWW quarterly report available at the time of order confirmation, excluding the e-paper copies.

All tariff ad specials are discountable and discount-forming.

**ORDER AND CANCELLATION DATE:**

See „Dates and topics print“; for availability reasons, we recommend booking as early as possible.

**DELIVERY TIME:**

Delivery quantity is the print run according to the order confirmation plus 2 % subsidy. In order to be able to react to fluctuations in circulation at short notice, it is recommended that you consult with the planning department again before printing (see your contact person on the last page).

**DELIVERY ADDRESS AND DATE:**

Please refer to the respective order confirmation.

**TERMS OF DELIVERY:**

Ad Specials must be delivered in accordance with the guidelines of the Bundesverband für Druck und Medien and must be clearly marked for object and issue. The delivery must be free to the place of processing.

**GLUED-IN INSERTS:**

The basis is a 1/1 carrier advertisement.

**SAMPLE:**

5 samples must be available by the advertising deadline at the latest.





Advertorials are individually conceived and designed for you. From the initial creative ideas through to the implementation you will receive everything from a single source.

We would also be pleased to provide you with a cross-media offer including a digital advertorial for [herz-fuer-tiere.de](http://herz-fuer-tiere.de).

### DESIGN COSTS

The prices for the advertorials we create comprise the regular advertisement price of the booked advertisement format and the design costs. In the case of text and picture material provided, the design costs include the services for layout, text and picture material and reproducible artwork including three correction runs.

In the case of image and text material not provided, the design costs incurred will be defined individually according to the time and input involved (layout, text, research, photo fees or production, technical costs, processing, etc.).

### PROCESSING AND MARKING

The advertising deadline and lead time for material delivery and creation of advertorials should be three weeks before the normal advertising deadline. The layout is created in close coordination with the customer or the agency in charge. Advertorials are marked with the word ADVERTORIAL.

SIZES IN PAGES	PRICES IN €
	multicolour/bw
1/1	4,900.–
1/2	2,800.–
1/4	1,650.–

plus design costs (on request)



**TECHNICAL SPECIFICATIONS AND DELIVERY OF THE PRINTED DOCUMENTS**

The current and binding technical specifications can be found at [www.duon-portal.de](http://www.duon-portal.de). All print documents are to be delivered electronically via [www.duon-portal.de](http://www.duon-portal.de).

You can request support at [support@duon-portal.de](mailto:support@duon-portal.de) or phone 040/374117-50

Please always indicate our six-digit order number with the issue number and year of issue in the comments field, e.g. 123456\_012020

**TERMS AND CONDITIONS**

The general terms of payment and business for advertisements and third-party inserts in newspapers and magazines, as well as the publisher's additional terms of business, shall apply. These can be obtained from the publisher or viewed online at [media.verlagshaus.de/agb](http://media.verlagshaus.de/agb).

Due to tax regulations please make sure to request the tax number and/or the sales tax ID when placing the order.

**BANK DETAILS**

GeraNova Bruckmann Verlagshaus GmbH  
 Deutsche Bank  
 Account 756 677 100  
 SORT CODE 700 700 10  
 IBAN DE82 7007 0010 0756 6771 00  
 BIC/Swift-Code DEUTDEMMXXX

**TERMS OF PAYMENT**

All invoices are payable immediately upon issuing without deductions.



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[www.herz-fuer-tiere.de](http://www.herz-fuer-tiere.de)  
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