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THE JOY OF LIVING WITH A DOG

Conveying valuable knowledge and facts with impeccable style: No dog magazine does this better than the premium title **dogs**.

Sophisticated, emotional reports with extraordinary texts and touching pictures represent the core element of **dogs**.

Directly experiencing what life with a dog is like, first-hand, in real life, is absolutely essential for the work of our editorial team. High quality photography and modern design with key elements such as specially produced picture series and illustrations make the stories featured in **dogs** so special.

The seasoned, experienced editorial team not only relies on its own knowledge when researching nutrition, health or education topics, but also draws on a proven network of experts.

In this way, **dogs** succeeds making the coexistence between man and dog easier, more natural, more relaxed and simply more beautiful. For a fulfilled, rewarding relationship, characterized by mutual appreciation and the love of animals.

Copy price:	€ 6,50
Issues per year:	7
Price 1/1 ad page 4c:	€ 15,800
Readership (AWA 2020):	250,000 readers p.A.
Print run (IWW II/2021):	31,600 copies



DATES

ISSUES	PUBLICATION DATE	ADVERTISING DEADLINE	PRINT DEADLINE	INSERTS/BOUND INSERTS
01/21	Mon 18.01.21	Thu 03.12.20	Mon 07.12.20	Wed 16.12.20
02/21	Mon 15.03.21	Wed 10.02.21	Fri 12.02.21	Wed 24.02.21
03/21	Mon 10.05.21	Thu 08.04.21	Mon 12.04.21	Wed 21.04.21
04/21	Mon 05.07.21	Wed 02.06.21	Mon 07.06.21	Wed 16.06.21
05/21	Mon 23.08.21	Thu 22.07.21	Mon 26.07.21	Wed 04.08.21
06/21	Mon 18.10.21	Thu 16.09.21	Mon 20.09.21	Wed 29.09.21
01/22	Mon 13.12.21	Wed 10.11.21	Fri 12.11.21	Wed 24.11.21

ADVERTISEMENT 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	177	229	214	285	17,200,-
1/1		177	229	214	285	15,800,-
1/2	portrait	82	229	107	285	9,700,-
1/2	landscape	192	123	214	144	9,700,-
1/3	portrait	54	229	77	285	7,900,-
1/3	landscape	192	71	214	92	7,900,-
1/4	portrait			50	285	5,700,-
1/4	corner	82	123	107	144	5,700,-
1/4	landscape			214	68	5,700,-

* 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	100.-	122.-	28,-	up to 4 pages	115.-	147.-	23.-	postcard*	64.-	82.-	12.-
	up to 30g	112.-	135.-	33,-	up to 8 pages	128.-	159.-	28.-	booklet up to 25 g	87.-	105.-	28.-
	up to 40g	124.-	142.-	44,-	up to 12 pages	136.-		33.-	samples	on request	on request	
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	105 mm x 148 mm				150 mm x 150 mm**				postcard 90 mm x 140 mm booklet 60 mm x 80 mm			
Maximum format	200 mm x 275 mm				214 mm x 285 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.



dogs 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**

DESIGN COSTS

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

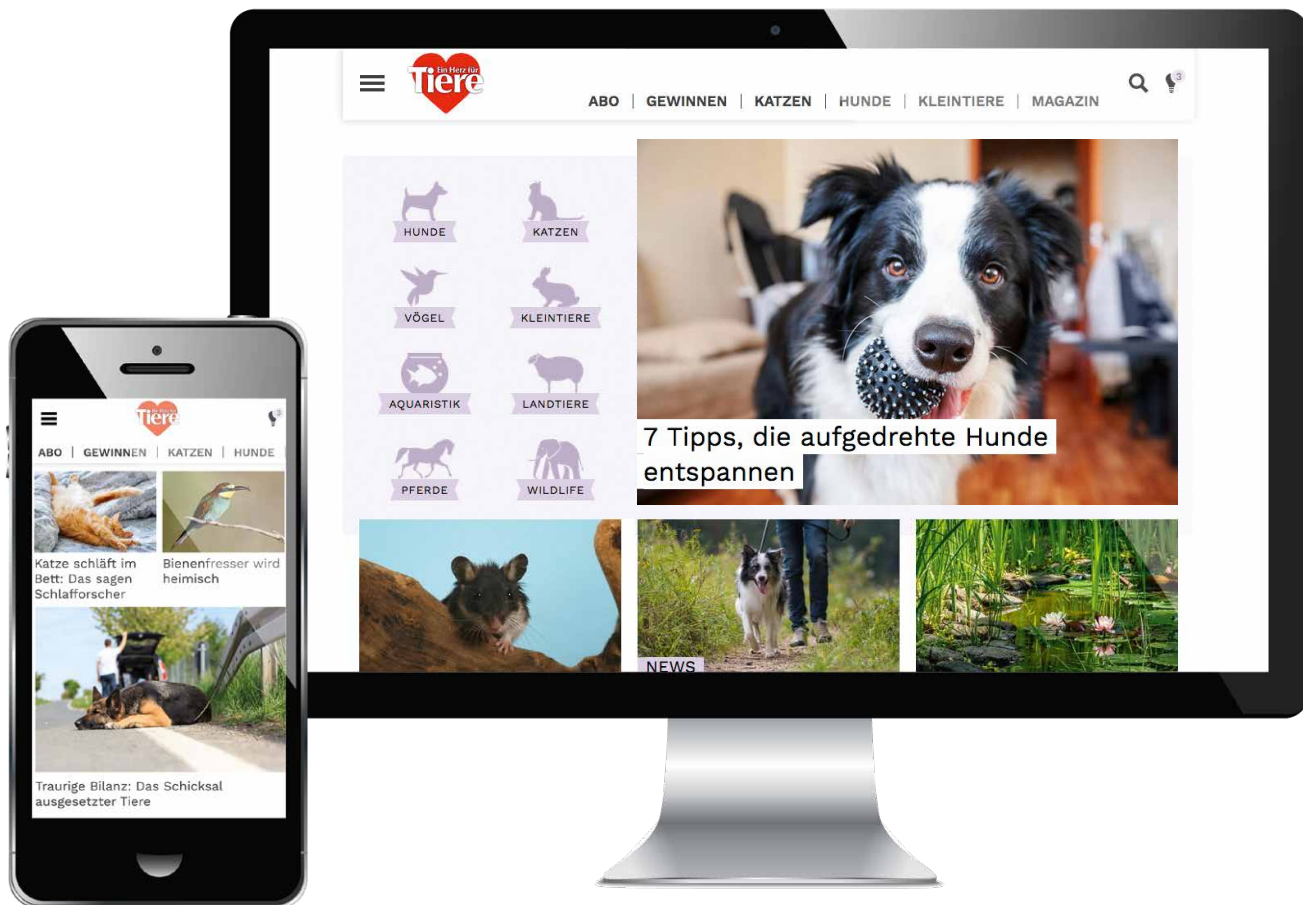
In the case of image and text material not provided, the design costs incurred will be defined individually according to the time and input involved (layout, text, research, photo fees or production, technical costs, processing, etc.).

PROCESSING AND LABELLING

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.

SIZE IN PAGE	PRICE IN €
	multicolour/bw
1/1	15,800.–
1/2	9,700.–
1/3	7,900.–

plus design costs (on request)



herz-fuer-tiere.de is the extensive journalistic on-line portal for all topics revolving around the animal world. Here, pet owners will find useful advice on nutrition, behaviour and health of their pets.

Dog lovers will enjoy a special focus: Breed encyclopaedias, practical information about the health of the animals and profiles of the most important diseases, as well as informative and entertaining reports about keeping, behaviour and life of and with their beloved four-legged friends at home.

As an advertising customer you will have the option of booking the category dogs separately.



GENDER

70.7% female / 29.3% male



AGE

48.1% are 25 – 44 years old



TECHNOLOGY

85.8% mobile / 14.2% desktop

Source: Google Analytics, June 2021

visits/month (IVW Ø 04/21 – 06/21) 1,327,366

page impressions /month (IVW Ø 04/21 – 06/21) 1,732,863



TECHNICAL SPECIFICATIONS AND DELIVERY OF THE PRINTED DOCUMENTS

The current and binding technical specifications can be found at www.duon-portal.de. All print documents are to be delivered electronically via www.duon-portal.de.

You can request support at 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.

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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 80797 Munich
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SENIOR DIGITAL SALES MANAGER

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ADVERTISING ADMINISTRATION

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