

MAI 2021

**TITANIC-  
ENTDECKER**  
Was Robert  
Ballard bewegt

**TAUCHER-  
VERSUCH**  
28 Tage unter  
dem Meer

# NATIONAL GEOGRAPHIC

MIT GROSSER  
PANORAMA-GRAFIK  
**Das pralle  
Leben im  
Korallenriff**

## DAS GEHEIMNIS DER **WALE**

NEUGIERIG, VERSPIELT,  
FÜRSORGLICH:  
SIE SIND WIE WIR



DEUTSCHLAND € 6,90 | ÖSTERREICH € 7,20 | SCHWEIZ CHF 10,40  
BELGIUM € 7,50 | FRANCE € 6,90 | PORTUGAL (CONT.) € 6,90 | GRIECHENLAND € 6,30

05  
4 195069 1 006509

Rate Card No. 23 (valid from 01.01.2022)

## Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	175 x 254	25,700
1/1	normal	1st right-hand page	175 x 254	28,200
1/1	normal	inside front cover	175 x 254	32,400
1/1	normal	outside back cover	175 x 254	32,800
1/2	vertical	inner	79 x 254	15,300
1/2	vertical	insider	79 x 254	16,900
1/2	horizontal	inner	175 x 123	15,300
1/2	horizontal	insider	175 x 123	16,900
1/3	vertical	inner	57 x 254	10,600
1/3	vertical	insider	57 x 254	11,500
1/3	vertical	next to Editorial	57 x 254	12,000
1/3	horizontal	inner	175 x 82	10,600
1/3	horizontal	insider	175 x 82	11,500

## Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	350 x 254	51,400
2/1	normal	1st double page in issue	350 x 254	56,400
2/1	normal	inside front cover + page 3	350 x 254	58,900
2 x 1/2	horizontal	inner	350 x 123	30,600
2 x 1/3	horizontal	inner	350 x 82	21,200

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.  
Special formats and preferred positions on request.  
Advertising splits on request.

THE LATEST INFORMATION ON SMALL ADS IS AVAILABLE ONLINE AT: [HTTPS://WWW.KLEINANZEIGEN.GUJ.DE](https://www.kleinanzeigen.guj.de)

### 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: 3,500

Full page: 2,900

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 2022 for bookings through Gruner + Jahr GmbH, iIMS International Media Sales; value added tax will be charged on the net invoice amount if applicable.

<b>LOOSE INSERTS</b>						<b>OVERSIZE-INSERTS</b>				
<b>Definition</b>	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.					Oversize loose inserts extend outside the head of the issue (headers). They are loosely inserted in the magazine with the closed side to the binding edge. The maximum weight is subject to agreement.				
<b>Rates per 1,000</b>	<b>Weights up to</b>	<b>Total</b>	<b>Subs</b>	<b>Partial circ. ex. Subs</b>		<b>Weights up to</b>	<b>Total</b>	<b>Subs</b>		
	20 g	145	232	174		20 g	232	372		
	30 g	154	247	185		30 g	248	397		
	40 g	165	264	199		40 g	264	423		
	50 g	187	300	226		50 g	300	480		
	60 g	210	335	251		60 g	334	535		
	every addl. 10 g	+16	+20	+18		every addl. 10 g	+30	+40		
	Loose inserts with tip-on elements on request.									
<b>Circulation</b>	Minimum circulation: 50,000 copies					Minimum circulation: 50,000 copies				
<b>GLUED INSERTS</b>						<b>BOUND INSERTS</b>				
<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>Subs</b>	<b>Partial circ. ex. Subs</b>		<b>Pages</b>	<b>Total</b>	<b>Subs</b>	<b>Partial circ. ex. Subs</b>
	Booklet	10 g	98	157	116		4	153	245	183
	Booklet	20 g	117	187	142		8	184	295	222
	Booklet	30 g	141	225	168		12	228	364	274
	every addl. 10 g		+16	+24	+19		16	276	441	331
	Product sample	10 g	120	193	146		every addl. 4 pages	+35		
	Product sample	20 g	141	225	168					
	Other tip-ons on request.					Bound inserts with tip-on elements on request.				
<b>Circulation</b>	Carrier ad: minimum full page in the total circulation (rate according to rate card) Minimum circulation: 50,000 copies					Minimum circulation: 50,000 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.									
All rates are shown in euros; the rates are in effect from 1 January 2022 for bookings through Gruner + Jahr GmbH, iJMS International Media Sales; value added tax will be charged on the net invoice amount if applicable.										

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
2/22	28/01/2022	04	16/12/2021	16/12/2021	11/01/2022
3/22	25/02/2022	08	26/01/2022	26/01/2022	08/02/2022
4/22	25/03/2022	12	22/02/2022	22/02/2022	08/03/2022
5/22	22/04/2022	16	21/03/2022	21/03/2022	01/04/2022
6/22	25/05/2022	21	25/04/2022	25/04/2022	06/05/2022
7/22	24/06/2022	25	20/05/2022	20/05/2022	03/06/2022
8/22	29/07/2022	30	29/06/2022	29/06/2022	12/07/2022
9/22	26/08/2022	34	25/07/2022	25/07/2022	05/08/2022
10/22	23/09/2022	38	24/08/2022	24/08/2022	06/09/2022
11/22	21/10/2022	42	19/09/2022	19/09/2022	30/09/2022
12/22	18/11/2022	46	14/10/2022	14/10/2022	27/10/2022
1/23	16/12/2022	50	15/11/2022	15/11/2022	29/11/2022

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).

Under the NATIONAL GEOGRAPHIC brand name, high-class, singletopic NATIONAL GEOGRAPHIC SPECIAL issues are published. Four times a year, the editors recapture the most moving stories with the most fascinating photos from the last 130 years of NATIONAL GEOGRAPHIC. In the paper and print quality of a coffee-table magazine, NATIONAL GEOGRAPHIC SPECIAL is an optical highlight and a must-have for all photo fans and world discoverers.

TRIM SIZE: 210 mm x 273 mm

COPY MATERIAL: [www.duon-portal.de](http://www.duon-portal.de)

COVER PRICE 9.80 EUR



### Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	210 x 273	11,300
1/1	normal	inside front cover	210 x 273	12,000
1/1	normal	outside back cover	210 x 273	12,500

All rates are shown in euros; the rates are in effect from 1 January 2022 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable.

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

### Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/22	14/01/2022	02	18/11/2021	18/11/2021	01/12/2022
2/22	14/04/2022	15	25/02/2022	25/02/2022	11/03/2022
3/22	15/07/2022	28	27/05/2022	27/05/2022	10/06/2022
4/22	14/10/2022	41	29/08/2022	29/08/2022	09/09/2022

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## GENERAL INFORMATION



### PUBLISHER

NG Media GmbH & Co. KG

### MARKETERS

G+J i|MS, Am Baumwall 11, 20459 Hamburg, [www.internationalmediasales.net](http://www.internationalmediasales.net)

### ORDER PROCESSING

Email: [print-order@ad-alliance.de](mailto:print-order@ad-alliance.de)

**OBS:** Ads can also be booked via the Online Booking System (OBS).  
[www.obs-portal.de](http://www.obs-portal.de)



### AD MANAGEMENT

Email: [print-placements@ad-alliance.de](mailto:print-placements@ad-alliance.de)  
Phone: (+49-40) 286686-4382

### SPECIAL AD FORMATS

Email: [print-adspecials@ad-alliance.de](mailto:print-adspecials@ad-alliance.de)  
Phone: (+49-40) 286686-4346

### COPY MATERIAL



Mohn Media Mohndruck GmbH – Anzeigen MAT

Email: [anzeigen@bertelsmann.de](mailto:anzeigen@bertelsmann.de)

Phone: (+49-5241) 80 - 897 00

**Technical Specifications:** Current and binding  
English-language information is available under:  
[www.duon-portal.de](http://www.duon-portal.de)

**Delivery of Copy Material:** The centralized delivery  
address for copy material is: [www.duon-portal.de](http://www.duon-portal.de)  
For support please contact: [support@duon-portal.de](mailto: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](http://www.adspecial-portal.de)

### INTERNET

[www.internationalmediasales.net](http://www.internationalmediasales.net)

### FREQUENCY

monthly

### ON SALE DATE

Friday

### COVER PRICE

6.50 EUR

### PZN

NATIONAL GEOGRAPHIC 529558

### 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.internationalmediasales.net/cob](http://www.internationalmediasales.net/cob). 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.

 best for [www.b4p.de](http://www.b4p.de)  
planning.



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

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## SALES OFFICES



## Headquarters

## Gruner + Jahr GmbH International Media Sales

Am Baumwall 11  
20459 Hamburg  
Phone +49 (0) 40 / 37 03-29 73  
Email [ims@guj.de](mailto:ims@guj.de)  
[www.internationalmediasales.net](http://www.internationalmediasales.net)

## Asia (excl. India, Japan and Korea)

Godfrey Wu  
MHI Limited  
Level 12, Infinitus Plaza  
199 Des Voeux Road Central, Sheung Wan  
Hong Kong  
Phone +852 / 9683-2888  
Email [gwu@mhi.com.hk](mailto:gwu@mhi.com.hk)

## Australia, New Zealand

Leanne Richardson  
The Media Company  
66 Spit Road (Suite 4, 2nd Floor)  
Mosman, NSW 2088  
Phone +61 (0) 2 / 99 09 58 00  
Fax +61 (0) 2 / 99 09 58 10  
Email [leanne@themediaco.com.au](mailto:leanne@themediaco.com.au)

## Austria and South Tyrol

Freia Csokor-Sebasta  
Gruner + Jahr Verlagsges. mbH.  
Walcherstraße 11 / 7. OG / Top 71  
1020 Vienna  
Phone +43 (0) 1 / 5 12 56 47 - 0  
Fax +43 (0) 1 / 5 12 56 47 - 20  
Email [ims.oesterreich@guj.de](mailto:ims.oesterreich@guj.de)

## Belgium, Luxembourg, Netherlands

Stefanie Van Biesen  
G+J iJMS BVBA  
Coupure Rechts 64B  
9000 Ghent  
Phone +32 (0) 9 / 2 35 02 13  
Fax +32 (0) 9 / 2 35 02 11  
Email [ims.belnelux@guj.com](mailto:ims.belnelux@guj.com)

## China

Mary Yao  
Media Gateway International Ltd.  
Room 971, Poly Plaza 14, South Dong Zhi Men  
Street  
Dongcheng District  
Beijing 100027  
Phone +86 (0) 10 / 65 51 - 56 63  
Fax +86 (0) 10 / 65 51 - 06 63  
Email [mary@mhichina.com](mailto:mary@mhichina.com)

## France

Pauline Conjard  
G+J International Media Sales SARL  
13 rue Henri Barbusse  
92230 Gennevilliers  
Phone +33 (0) 1 / 73 05 46 60  
Email [ims.france@guj.de](mailto:ims.france@guj.de)

## Greece, Cyprus

Hara Koutelou  
Globvy SA  
64B, Kifisias Str.  
15125 Marousi  
Phone +30 (0) 211 / 0 12 96 00  
Fax +30 (0) 212 / 1 05 06 00  
Email [info@globvy.com](mailto:info@globvy.com)

## Hungary, Croatia, Czech Republic, Slovenia

Tibor Sáringér  
spot ON media  
Zsolt utca 5.  
Budapest 1016  
Phone +36 (0) 1 / 212 70 21  
Email [tibor.saringer@spotonmedia.hu](mailto:tibor.saringer@spotonmedia.hu)

## India

Rachna Gulati  
Mediascope Representation India LLP  
UG -50, 6 Ansal Chamber 2  
Bhikaji Cama Place  
New Delhi-110066  
Phone +91 9811191702  
Email [rachna.gulati@mediascope.co.in](mailto:rachna.gulati@mediascope.co.in)

## Italy (excl. South Tyrol)

Stefanie Meierfrankenfeld  
G+J International Sales Italy srl  
Copernico Milano Centrale  
Via Copernico, 38  
20125 Milan  
Phone +39 366 617 8750  
Email [ims.italia@guj.de](mailto:ims.italia@guj.de)

## Poland

Nina Kowalewska-Motlik  
New Communications, Spolka z ograniczona  
odpowiedzialnoscia, Spolka komandytowa  
Baluckiego 20/3  
02-557 Warszawa  
Phone +48 / 22 646 26 76  
Email [nina.kowalewska@ft.pl](mailto:nina.kowalewska@ft.pl)

## Portugal

Paulo Andrade  
Ilimitada – Media Internacional  
Estrada das Tojas N° 641 Bloco 1- R/C B  
Carrascal de Alvide  
2755 – 116 – Alcabideche  
Phone +351-213 / 85 35 45/98  
Fax +351-213 / 88 32 83  
Email [pandrade@ilimitadapub.com](mailto:pandrade@ilimitadapub.com)

## Russia, CIS

Nina Alexina  
Volga Marketing GmbH  
18/4 Torgovaya Str.  
Business Center "Avantazh", Office 1,2  
603001 Nizhny Novgorod  
Phone +7 (0) 831 / 439 74 74 – 308  
Email [nina.alexina@volgemarketing.at](mailto:nina.alexina@volgemarketing.at)

## Scandinavia

Stefanie Treves  
Gruner + Jahr GmbH, G+J International Media  
Sales  
Am Baumwall 11  
20459 Hamburg  
Phone +49 (0)40 / 37 03 – 29 49  
Fax +49 (0)40 / 37 03 – 17 29 49  
Email [treves.stefanie@guj.de](mailto:treves.stefanie@guj.de)

## South America (excl. Brazil)

Jorge Pflucker  
Netcorp Media  
Jr. Caracas #2463, Jesús María  
Lima 11  
Phone +51-1 / 717 32 82 / -83  
Fax +51-1 / 262 44 69  
Email [jpflucker@netcorpmedia.com](mailto:jpflucker@netcorpmedia.com)

## South Korea

Jin-Mahn Seo  
DooBee Inc.  
8th Floor, DooBee Bldg.  
35 Jeongdong-gil, Jung-gu  
Seoul 04518  
Phone +82 (0) 2 / 37 02 17 44  
Fax +82 (0) 2 / 7 55 98 60  
Email [dbi@doobee.com](mailto:dbi@doobee.com)

## Spain

Olivia López Solano  
Openlands IMS  
Via de las dos Castillas 33  
Edif 4 Bajo A  
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Phone +34 / 9 11 43 03 79  
Email [olopez@openlands.es](mailto:olopez@openlands.es)

## Switzerland (G+J office)

Stefanie Meierfrankenfeld  
Gruner + Jahr (Schweiz) AG  
Zeltweg 15, P.O. Box  
8032 Zurich  
Phone +41 (0) 44 / 2 69 70 70  
Fax +41 (0) 44 / 2 69 70 71  
Email [ims.schweiz@guj.de](mailto:ims.schweiz@guj.de)

## Turkey

Reha Bilge  
Media Ltd.  
Alkaranfil Sokak No. 8 Kat 2  
34330 Levent/Istanbul  
Phone +90 (0) 212 / 2 75 84 33  
Fax +90 (0) 212 / 2 75 92 28  
Email [tanbilge@medialtd.com.tr](mailto:tanbilge@medialtd.com.tr)

## United Kingdom, Ireland

Chris Turner-Green  
GJ International Media Sales Limited  
Silver House, 31 Beak Street  
London W1F 9SX  
Phone +44 (0) 20 / 74 37 43 77  
Fax +44 (0) 20 / 74 37 43 78  
Email [ims.uk@guj.de](mailto:ims.uk@guj.de)

## USA

Katrin Adler  
Gruner + Jahr GmbH  
G+J International Media Sales  
Am Baumwall 11  
20459 Hamburg  
Phone +49-40-3703-3335  
Email [adler.katrin@guj.de](mailto:adler.katrin@guj.de)



The media portfolio of G+J iJMS 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: Stephan Schäfer (CEO), Oliver Radtke