

MAI 2021

TITANIC-
ENTDECKER
Was Robert
Ballard bewegt

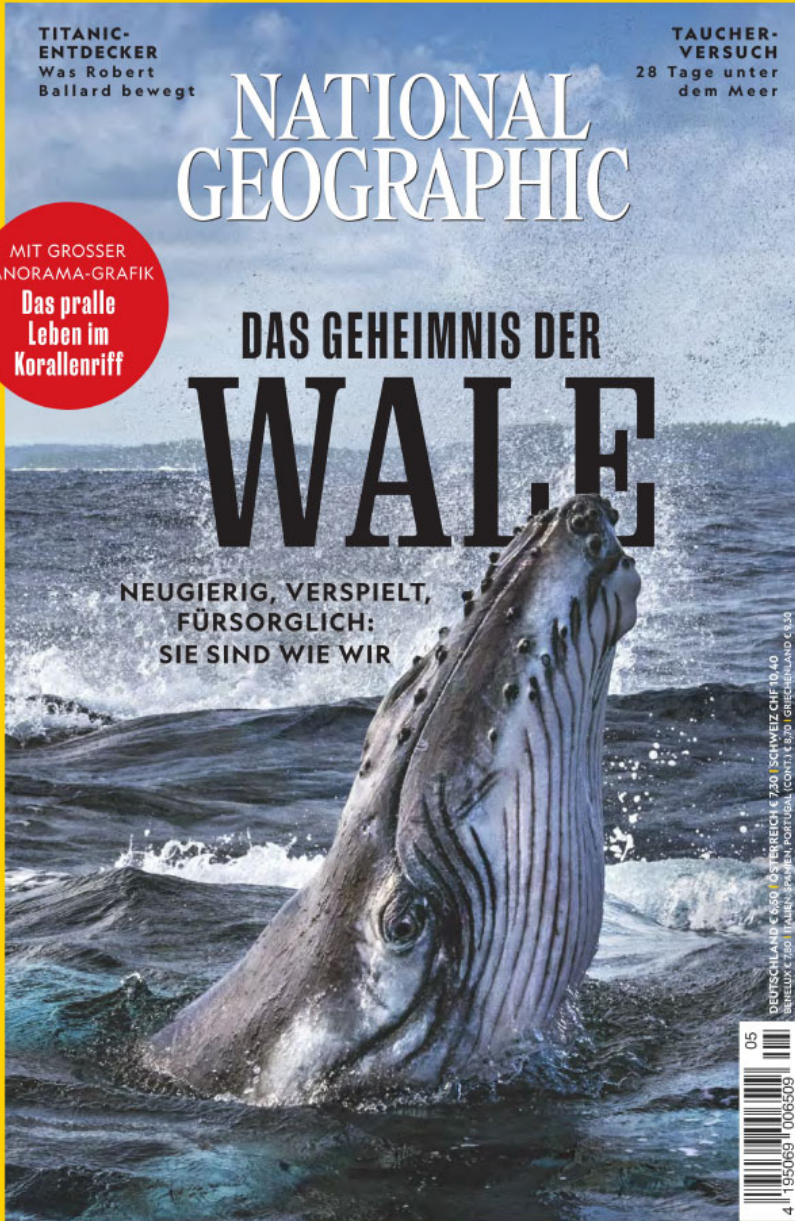
TAUCHER-
VERSUCH
28 Tage unter
dem Meer

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.) € 5,70 | GRIECHENLAND € 5,30

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.

LOOSE INSERTS						OVERSIZE-INSERTS				
Definition	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.				
Rates per 1,000	Weights up to	Total	Subs	Partial circ. ex. Subs		Weights up to	Total	Subs		
	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.									
Circulation	Minimum circulation: 50,000 copies					Minimum circulation: 50,000 copies				
GLUED INSERTS						BOUND INSERTS				
Definition	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.				
Rates per 1,000	Special ad format	Weights up to	Total	Subs	Partial circ. ex. Subs		Pages	Total	Subs	Partial circ. ex. Subs
	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.				
Circulation	Carrier ad: minimum full page in the total circulation (rate according to rate card) Minimum circulation: 50,000 copies					Minimum circulation: 50,000 copies				
Price Quotes	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.									
Circulation	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.									
Technical Information and Delivery	Binding technical information, deadlines, samples, as well as delivery can be downloaded from www.adspecial-portal.de . 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.									
Print Service	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	29/04/2022	17	28/03/2022	28/03/2022	08/04/2022
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).

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NATIONAL GEOGRAPHIC
SPECIAL

**NATIONAL
GEOGRAPHIC**

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

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	28/01/2022	04	16/12/2021	16/12/2021	21/12/2021
2/22	29/04/2022	17	11/03/2022	11/03/2022	24/03/2022
3/22	29/07/2022	30	13/06/2022	13/06/2022	27/06/2022
4/22	21/10/2022	42	05/09/2022	05/09/2022	16/09/2022

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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

ORDER PROCESSING

Email: print-order@ad-alliance.de

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



AD MANAGEMENT

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

SPECIAL AD FORMATS

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

COPY MATERIAL



Mohn Media Mohndruck GmbH – Anzeigen MAT

Email: anzeigen@bertelsmann.de

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

Technical Specifications: Current and binding
English-language information is available under:
www.duon-portal.de

Delivery of Copy Material: The centralized delivery
address for copy material is: www.duon-portal.de
For support please contact: 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

INTERNET

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. 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. 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
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
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

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

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

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

China

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

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G+J International Media Sales SARL
13 rue Henri Barbusse
92230 Gennevilliers
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Email ims.france@guj.de

Greece, Cyprus

Hara Koutelou
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64B, Kifisias Str.
15125 Marousi
Phone +30 (0) 211 / 0 12 96 00
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Email info@globvy.com

Hungary, Croatia, Czech Republic, Slovenia

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

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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

Italy (excl. South Tyrol)

Stefanie Meierfrankenfeld
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Copernico Milano Centrale
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20125 Milan
Phone +39 366 617 8750
Email 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

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

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

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

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

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

Spain

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Openlands IMS
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Phone +34 / 9 11 43 03 79
Email olopez@openlands.es

Switzerland (G+J office)

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Gruner + Jahr (Schweiz) AG
Zeltweg 15, P.O. Box
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Phone +41 (0) 44 / 2 69 70 70
Fax +41 (0) 44 / 2 69 70 71
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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

United Kingdom, Ireland

Chris Turner-Green
GJ International Media Sales Limited
Silver House, 31 Beak Street
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Fax +44 (0) 20 / 74 37 43 78
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USA

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G+J International Media Sales
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20459 Hamburg
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Email adler.katrin@guj.de



The media portfolio of G+J iJMS can be found under www.internationalmediasales.net.

Gruner + Jahr GmbH | Registered Office: Hamburg, Commercial Register: District Court Hamburg HRA 151939

Executive Board: Stephan Schäfer (CEO), Oliver Radtke