

# MEDIA KIT 2022

Price list 16 valid from 01.01.2022  
Status: 19.04.2022



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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:	€ 6,80
Issues per year:	6
Price 1/1 ad page 4c:	€ 8,900
Readership (AWA 2021):	230,000 readers p.A.
Print run (IVW Ø 1/21-12/21):	30,400 copies



DATES

ISSUES	PUBLICATION DATE	ADVERTISING DEADLINE	PRINT DEADLINE	INSERTS/BOUND INSERTS
02/22	Mon. 14.02.22	Thu. 13.01.22	Mon. 17.01.22	Wed. 26.01.22
03/22	Mon. 11.04.22	Thu. 10.03.22	Mon. 14.03.22	Wed. 23.03.22
04/22	Mon. 13.06.22	Tue. 10.05.22	Thu. 12.05.22	Mon. 23.05.22
05/22	Fri. 12.08.22	Wed. 13.07.22	Fri. 15.07.22	Tue. 26.07.22
06/22	Mon. 10.10.22	Wed. 07.09.22	Fri. 09.09.22	Tue. 20.09.22
01/23	Mon. 12.12.22	Wed. 09.11.22	Fri. 11.11.22	Wed. 23.11.22

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	9,690.–
1/1		177	229	214	285	8,900.–
1/2	portrait	82	229	107	285	5,470.–
1/2	landscape	192	123	214	144	5,470.–
1/3	portrait	54	229	77	285	4,450.–
1/3	landscape	192	71	214	92	4,450.–
1/4	portrait			50	285	3,320.–
1/4	corner	82	123	107	144	3,320.–
1/4	landscape			214	68	3,320.–

\* 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	102.–	124.–	28.–	up to 4 pages	117.–	150.–	23.–	postcard*	65.–	84.–	12.–
	up to 30g	114.–	138.–	33.–	up to 8 pages	131.–	162.–	28.–	booklet up to 25 g	89.–	107.–	28.–
	up to 40g	126.–	145.–	44.–	up to 12 pages	139.–		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 IVW 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.

4-2021

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Auftakt



**Allein der Gedanke reicht aus**

Wir alle haben es schon geahnt: Auch Hunde kennen Eifersucht. Eine neue Studie der Auckland University in Neuseeland hat sogar ergeben, dass allein der Gedanke, der Besitzer könnte einen anderen Hund streicheln, so manchen Vierbeiner in den Wahnsinn treibt. In einem Experiment wurde entweder ein realistischer Plüschhund oder ein Stoff-Zylinder neben dem Besitzer abgesetzt. Der zugehörige Hund beobachtete das. Vier- und Zweibeiner wurden dann durch eine Sichtbarriere voneinander getrennt. Die Hunde, deren Besitzer mit dem Plüschhund zusammen waren, zogen wild an der Leine, bellten und verhielten sich sichtlich nervös. Unklar ist aber, ob das gezeigte Verhalten der menschlichen Eifersucht entspricht.

**Optimal versichert**

Das Leben mit Hund ist einfach schön. Egal, ob draußen in der Natur oder gemütlich zu Hause, ein Vierbeiner ist immer an unserer Seite. Als Sportpartner, Seelenröster, Aufpasser oder sogar Helfer in der Not. Er gibt das Beste für uns. Ganz klar, dass auch wir für unseren liebsten Freund das Beste wollen. Vor allem im Ernstfall, nämlich dann, wenn der Hund erkrankt, verletzt ist oder sogar eine Operation nötig wird. Die Kosten für tiermedizinische Behandlungen erreichen allerdings schnell den vierstelligen Bereich, sodass man frühzeitig vorsorgen sollte. Glücklicherweise gibt es heute auch für Tiere hervorragende Versicherungen, die im Notfall aufkommen. Die Krankenversicherungen sowie die OP-Versicherungen von „die Bayerische“ sind ganz leicht und individuell online abschließbar und decken alle wichtigen

Bereiche ab. Sogar alternative Heilmethoden wie Magnetfeldtherapie und Operationen von rassetyppischen Erkrankungen wie HD oder ED. Mehr dazu unter: [www.diebayerische.de](http://www.diebayerische.de)



**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](http://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.

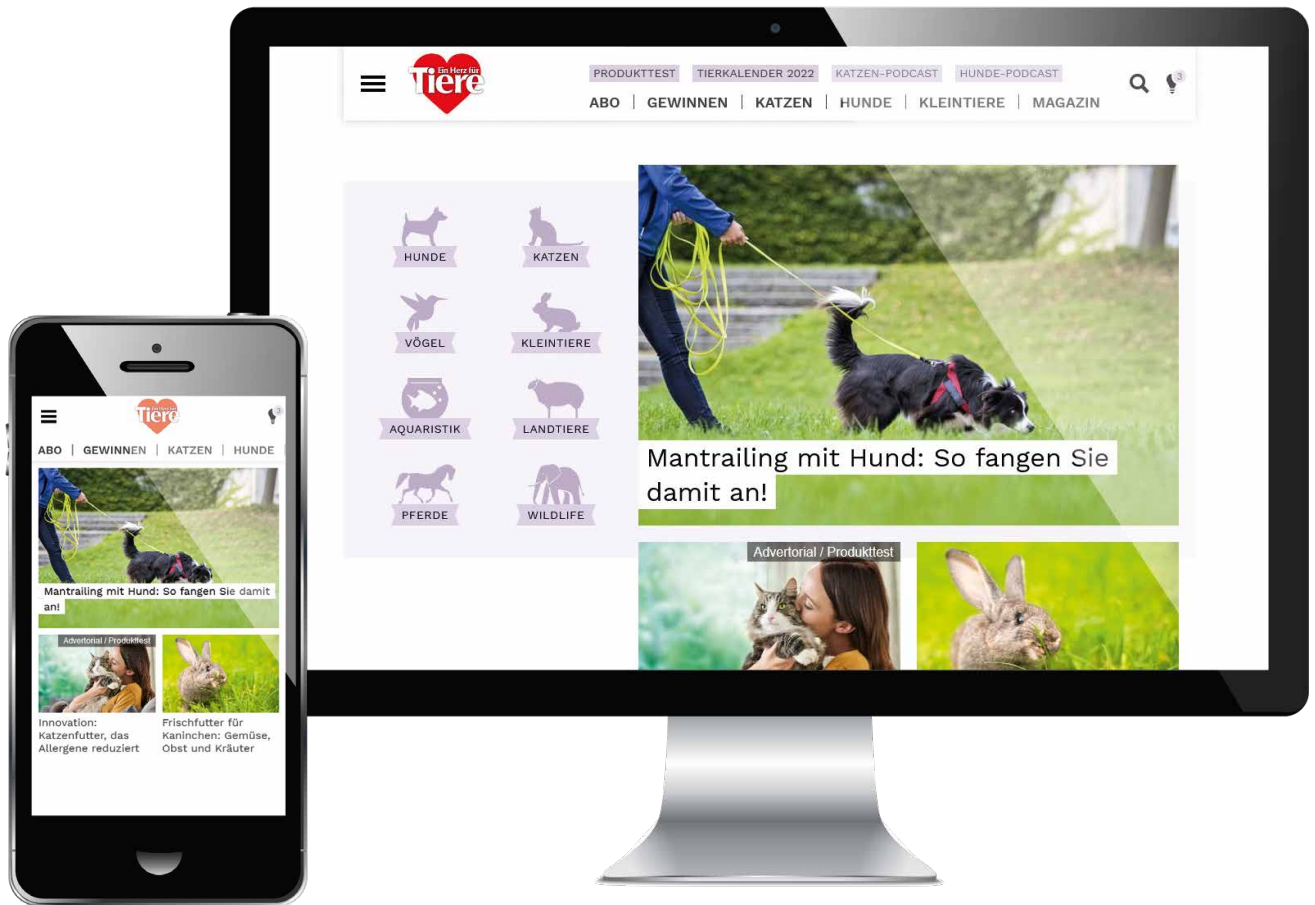
In the case of image and text material not provided, the design costs incurred will be defined individually according to the time and input involved (layout, text, research, photo fees or production, technical costs, processing, etc.).

**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	8,900.–
1/2	5,470.–
1/3	4,450.–

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**

76% female / 24% male



**AGE**

50% are 25 – 44 years old



**TECHNOLOGY**

93% mobile / 7% desktop

Source: Google Analytics, January 2022

visits/month (IVW Ø 10 – 12/21)	1,566,837
page impressions/month (IVW Ø 10 – 12/21)	1,934,149



**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**

Immediately after invoicing without discount. 2% discount until payment on the first day of sale, provided older invoices are not overdue.



**GERANOVA BRUCKMANN VERLAGSHAUS GMBH**

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