



Ratecard 2024

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	28,400
1/1	normal	1st right-hand page	175 x 254	31,800
1/1	normal	inside front cover	175 x 254	36,500
1/1	normal	outside back cover	175 x 254	37,000
1/2	vertical	inner	79 x 254	17,200
1/2	horizontal	inner	175 x 123	17,200
1/3	vertical	inner	57 x 254	11,900
1/3	vertical	next to Editorial	57 x 254	13,500
1/3	horizontal	inner	175 x 82	11,900

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	56,800
2/1	normal	1st double page in issue	350 x 254	63,700
2/1	normal	inside front cover + page 3	350 x 254	66,300
2 x 1/2	horizontal	inner	350 x 123	34,400
2 x 1/3	horizontal	inner	350 x 82	23,800

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, creation of recipes, text writing etc. 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, creation of recipes, text writing etc. on request.

All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings through Gruner + Jahr GmbH, iMS 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
20 g	163	261	196
30 g	177	283	212
40 g	191	306	229
50 g	211	338	253
60 g	237	379	284
every addl. 10 g	+16	+21	+18

Loose inserts with tip-on elements on request.

Weights up to	Total	Subs
20 g	261	418
30 g	285	456
40 g	310	496
50 g	339	542
60 g	376	602
every addl. 10 g	+30	+40

Circulation

Minimum circulation: 50,000 copies, or total domestic subscription circulation

Minimum circulation: 50,000 copies or total domestic subscription circulation

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
Booklet	10 g	110	176	132
Booklet	20 g	132	211	158
Booklet	30 g	159	254	191
every addl. 10 g		+16	+24	+19
Product sample	10 g	135	216	162
Product sample	20 g	159	254	191

Other tip-ons on request.

Pages	Total	Subs	Partial circ. ex. Subs
4	172	275	206
8	208	333	250
12	257	411	308
16	311	498	373
every addl. 4 pages	+25	+35	+30

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 or total domestic subscription circulation

Minimum circulation: 50,000 copies or total domestic subscription circulation

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.

The price for the total circulation will be used when calculating the rate for the total circulation, the domestic circulation incl. subs and the domestic circulation without subs.

All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings through Gruner + Jahr GmbH, iIMS 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
2/24	26/01/2024	04	19/12/2023	19/12/2023	05/01/2024
3/24	23/02/2024	08	23/01/2024	23/01/2024	01/02/2024
4/24	29/03/2024	13	28/02/2024	28/02/2024	08/03/2024
5/24	26/04/2024	17	25/03/2024	25/03/2024	05/04/2024
6/24	24/05/2024	21	19/04/2024	19/04/2024	30/04/2024
7/24	28/06/2024	26	28/05/2024	28/05/2024	07/06/2024
8/24	26/07/2024	30	26/06/2024	26/06/2024	05/07/2024
9/24	23/08/2024	34	23/07/2024	23/07/2024	01/08/2024
10/24	20/09/2024	38	21/08/2024	21/08/2024	30/08/2024
11/24	18/10/2024	42	17/09/2024	17/09/2024	26/09/2024
12/24	15/11/2024	46	14/10/2024	14/10/2024	23/10/2024
13/24	01/12/2024	48	27/10/2024	27/10/2024	13/11/2024
1/25	20/12/2024	51	19/11/2024	19/11/2024	29/11/2024

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).

4

NATIONAL GEOGRAPHIC
SPECIALNATIONAL
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	12,700
1/1	normal	inside front cover	210 x 273	13,500
1/1	normal	outside back cover	210 x 273	14,000

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
1/24	26/01/2024	04	05/12/2023	05/12/2023	14/12/2023
2/24	19/04/2024	16	04/03/2024	04/03/2024	13/03/2024
3/24	26/07/2024	30	12/06/2024	12/06/2024	21/06/2024
4/24	18/10/2024	42	03/09/2024	03/09/2024	12/09/2024

5

GENERAL INFORMATION



PUBLISHER

NG Media GmbH

MARKETERS

G+J i|MS, Am Baumwall 11, 20459 Hamburg, www.internationalmediasales.net

ORDER PROCESSING

Email: print-order@ad-alliance.de

AD MANAGEMENT

Email: print-placements@ad-alliance.de
Phone: (+49-40) 286686-4378

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

6.90 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.



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

6

SALES OFFICES


**NATIONAL
GEOGRAPHIC**
Headquarters**Gruner + Jahr Deutschland GmbH International Media Sales**

Am Baumwall 11
20459 Hamburg
Phone +49 40 8080 58770
Email ims@rtl.com
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

Austria and South Tyrol

Freia Csokor-Sebesta
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_austria@rtl.com

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_benelux@rtl.com

Canada

Gruner + Jahr Deutschland GmbH
G+J International Media Sales
Am Baumwall 11
20459 Hamburg
Phone +49-40-3703-3335
Email adler.katrin@guj.de

China

Wendy Lin
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 wendylin@mhichina.com

France

Prakash Megha
RTL Gruner + Jahr International Media Sales
SARL
157 av Charles de Gaulle
92200 Neuilly-sur-Seine
Phone +33 6 37 23 87 19
Email ims_gujfrance@rtl.com

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

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

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

Israel

Armelle Haim
ACOMSTRATEGIES
90 HaHashmonaim St.
PO Box 20291
613307 Tel Aviv
Phone +972 737078020
Email armelle@acomstrategies.com

Italy (excl. South Tyrol)

Stefanie Meierfrankenfeld
RTL AD Connect / G+J International Sales Italy
srl
attn. to Alessia Francesconi
Piazza Velasca 8
20122 Milan
Phone +39 366 617 8750
Email ims_italy@rtl.com

Japan

Yoshinori Ikeda
UNITED COMMUNICATIONS, INC.
Yoshinori Ikeda
Pacific Business Tokyu Bldg. 7F
2-40-5, Kanda Jinbocho, Chiyoda-ku
Tokyo 101-0051
Phone +81-3-3661-3785
Email yoshinori.ikeda@pacific-business.com

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 Nº 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@volgamarketing.at

Scandinavia

Stefanie Treves
Gruner + Jahr Deutschland GmbH, G+J
International Media Sales
Am Baumwall 11
20459 Hamburg
Phone +49 40 8080 58772
Email stefanie.treves@rtl.com

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

Olivia López Solano
Openlands IMS
Via de las dos Castillas 33
Edif 4 Bajo A
28224 Pozuelo de Alarcón, Madrid
Phone +34 / 9 11 43 03 79
Email olopez@openlands.es

Switzerland (G+J office)

Stefanie Meierfrankenfeld
Gruner + Jahr (Schweiz) AG
Zeltweg 15, P.O. Box
8032 Zurich
Phone +41-79-2803319
Fax +41-442697071
Email ims_switzerland@rtl.com

Turkey

Tan Bilge
Media Ltd.
Büyükdere Cad. No. 100-102 B Bl. Daire 68
34394 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

Emma van der Veen
GJ International Media Sales Limited
4 Tenterden Street, 5th Floor
London, W1S 1TE
Phone
Email ims_uk@rtl.com

USA

Gruner + Jahr Deutschland GmbH
G+J International Media Sales
Am Baumwall 11
20459 Hamburg
Phone +49-40-8080-58763
Email katrin.adler@rtl.com

GJ iJMS 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 145255

Executive Board: Bernd Hellermann, Dr. Udo Stalleicken

Rate Card valid from 01.01.2024