




AD

Media Kit
Print

PRICE LIST NR. 28, FROM 01.01.2024

PUBLISHER DETAILS

ADDRESS	Condé Nast Germany GmbH Oskar-von-Miller-Ring 20 80333 Munich Postal 20 05 45 80005 Munich (0 89) 3 81 04 - 0 www.condenast.de		
FREQUENCY	10 times per year		
COVER PRICE	Euro 10,00		
CIRCULATION	29.782 Issues (Quarter III/2023)		HEAD OF EDITORIAL CONTENT AD GERMANY Felix Wagner Felix.Wagner@condenast.de
TERMS OF PAYMENT	Payment in full 30 days after invoice date		BRAND DIRECTOR AD GERMANY Maik Homeyer Maik.Homeyer@condenast.de
BANK DETAILS	Bank of America Europe DAC IBAN: DE69 5001 0900 0022 0760 10 BIC: BOFADEFX		EXECUTIVE DIRECTOR COMMERCIAL MANAGEMENT Katharina Schumm Katharina.Schumm@condenast.de
GENERAL TERMS AND CONDITIONS	All advertising orders are executed exclusively in accordance with the general terms and conditions of the publishing house. These are available here .		ADVERTISING SERVICE Evelyn Haucke Adservice@condenast.de

BASIC RATES AND DISCOUNTS

ADVERTISING RATE	<p>1/1 page 26.000 €</p> <p>No surcharges will be levied for bleed advertisements or type area overruns</p>	AD GUIDE / RETAIL / GALLERIES / FAIRS /HOTELS	For classified ads in the "Classified" section a separate price list
PLACEMENTS	<p>The 2nd cover page is offered exclusively as a double page in conjunction with page 3.</p> <p>The publisher reserves the right to withdraw the reservation of cover pages in the event of a cover-gate-fold booking</p> <p>Placements require written confirmation from the publisher</p>	<p>For advertisements and special advertising formats of several advertisers, a combination surcharge will be charged. This applies to cooperative ventures between two or more advertisers and to ads/special forms of advertising by brand customers who involve one or more retailers. The surcharge is a uniform 20% of the rate price. It is discountable and discount-forming. No placement commitments can be made for classified ads</p>	
RESERVATIONS	<p>Reservations made in advance must be firmly booked within a respective period fixed in writing. If this specified period is not adhered to, the reservation shall automatically expire. Placements require the written confirmation of the publisher</p> <p>Reservations for preferential placements and ad specials are only maintained exclusively for 48 hours if another customer places an order in parallel. If no booking is made within this period, we reserve the right to release the reservation for booking</p> <p>The publisher reserves the right to use title wrappers, covers, or banderoles at short notice, which can cover advertising motifs on the cover pages</p>		

FORMATS, RATES & PREMIUM PLACEMENTS

AD FORMATS	BLEED ADS IN MM*		RATES
	WIDTH	HEIGHT	4C / SW (lt. Scale)
2/1	426	276	52.000 €
	213** per page	276	
1/1	213	276	26.000 €
1/2 portrait	102	276	16.500 €
1/2 landscape	213	140	16.500 €

Type area formats and other formats on request

We will be happy to provide you with an individual offer for photo productions

Advertorials are marked with the word "ADVERTISEMENT". Design costs are not eligible for discounts and AE

DESIGN COSTS (INCL. CONCEPT, TEXT & LAYOUT - EXCL. IMAGE RIGHTS & PHOTO PRODUCTION)	RATES
2/1	4.300 €
1/1	2.600 €

All prices and dates can be found at www.pz-online.de as an Excel file and [here](#) as a PDF-file

All prices in Euro plus VAT

PREMIUM PLACEMENT RATES***	RATES
Cover-Gate-Fold (four-page)	82.000 €
+ technical costs	17.000 €
Openings Spread IFC and 3rd page	65.000 €
IBC	26.400 €
OBC	43.300 €
1st campaign (double-page spread)	59.600 €
2nd campaign (double-page spread)	57.000 €
3rd campaign (double-page spread)	56.900 €
4th campaign (double-page spread)	56.900 €
Full page facing TOC	28.400 €
Full page facing editorial	28.400 €
1st double-page spread for the sector	61.200 €
1st right-hand full page for the sector	28.400 €

*For bleed ads: Bleed 3 mm on all outer edges, head trim 4 mm. 5 mm minimum distance from important text and image elements to the bleed edge and 10 mm to the gutter. There is no bleed surcharge. **If text or essential image elements run through the gutter on double pages, the image data must be doubled in the center by 4 mm per page, or 5 mm per page for opening spreads. However, delivery as two separate single-page PDFs (= 2 files)! This fret allowance must be included in the final format of the double page.

*** These conditions apply with explicit agreement of the respective preferential placement.

PRICES ADSPECIALS

BOUND INSERT	All printed matter / brochures of an advertiser that are firmly integrated into the magazine			INSERT STICKERS	Postcard stickers (can be processed in portrait format) on carrier ad at least 1/1 page		
FORMATS	Untrimmed size 209 x 283 mm (incl. 3 mm milling margin at the waistband, 4 mm head trim and 3 mm trim allowance on each of the other sides). The product must be closed at the binding. Bound inserts deviating from the booklet format only by special agreement (cost per split: Euro 450 €)				Exclusive subscription 105 € Subscription circulation 130 €		
					Brochure inserts / booklets / product samples / check cards on carrier display at least 1/1 page		
BOUND INSERT PRICES*	Number of pages	Exclusive	Subscription			Exclusive subscription	Subscription circulation
	up to 4	subscription	circulation		up to 10 g	145 €	175 €
	up to 8	220 €	265 €		up to 20 g	150 €	200 €
	up to 12	250 €	340 €				
	from 16	290 €	415 €				
		on request	on request				
	15 % surcharge for the 1st technical station						
	10 % surcharge for the 1st insert						
PAPER WEIGHT	1 sheet (= 2 pages) printed on both sides:			LOOSE INSERT*		Exclusive Subscription	Subscription circulation
	Minimum weight	120 g/m2			up to 20 g	215 €	265 €
	4 pages minimum weight	100 g/m2			up to 30 g	225 €	295 €
	more than 4 pages	on request			from 30 g	on request	on request

All prices in euros, plus statutory VAT.
Ad Specials that contain an integrated product sample or a scent seal are charged at an additional technical cost of €20 per thousand copies or part thereof. For Flatspray Ad Specials, additional technical costs of 47 € per thousand copies or part thereof will be charged.
*The prices quoted apply per thousand copies or part thereof, for finished delivery. They are AE-eligible. The basis of calculation and delivery for Ad Specials is the print run available at the time of order confirmation. Production and handling costs are not discountable and AE-eligible.

FORMATS, PRICES AD CARAT

DISPLAY FORMATS	BLEED ADS IN MM*		RATES
	WIDTH	HEIGHT	4C / SW (lt. Scale)
2/1	426	276	52.000 €
	213** pro Seite	276	
1/1	213	276	26.000 €

Detail prices as main booklet – page 4

PRICES PREFERENTIAL PLACEMENTS***	RATES
Opening Spread IFC and 3rd page	65.000 €
IBC	26.400 €
OBC	43.300 €

All prices in Germany plus VAT

**If texts or important image elements run through the gutter on double pages, the image data must have a doubling of 4 mm per page in the middle, or 5 mm per page for opening spreads. However, delivery as two separate single-page PDFs (= 2 files)! This fret allowance must be included in the final format of the double page.

*** These conditions apply with explicit agreement of the respective preferential placement.

ADSPECIALS

OCCUPANCY OPTIONS	<p>Bound inserts, insert stickers = total minimum domestic circulation Inserts = minimum circulation subscription total or 25,000 copies</p> <p>The print runs to be covered are subject to fluctuations. Therefore, the actual delivery quantity required must be agreed before production begins. For inserts, Nielsen split possible on request (cost per split: 450 €)</p> <p>The publisher reserves the right to postpone partial print runs. If the minimum print run is not reached, a shortage surcharge will be levied. The difference between this and the minimum print run will be charged at the price excluding subscription</p>	DISPOSAL	<p>The publishing house reserves the right not to accept orders for products (bound inserts, product samples, scented bound inserts, etc.) that are not easily disposable together with waste paper. If necessary, any costs for separate disposal must be borne by the client</p>
		SUBMISSION OF BOUND INSERTS	<p>Submission for processing is required in untrimmed format with 4 mm head edge</p>
		GENERAL SUBMISSION GUIDELINES	<p>You can find the exact packaging guidelines here: https://www.condenast.de/files/2023-11/1700751182_2024-tech-info-ad-bh-bk-bl-e.pdf</p> <p>The accompanying documents must contain details of the number of transport units, the magazine title and the issue number. A sample must be clearly affixed to each packaging unit. To avoid a suboptimal end result and additional costs, loose inserts, insert stickers and bound inserts are to be supplied stacked, without rubber banding or binding, and should not adhere to each other. Grip height for manual insertion: min. 10 to 12 cm, depending on positioning</p>
SUBMISSION DEADLINE	<p>See page eight for a summary of submission deadlines</p>		
SAMPLES	<p>Samples or precise format and weight specifications are required for price calculation and technical review. Please send five samples with the binding choice of format and paper to:</p> <p>Vogel Druck und Medienservice GmbH z.H. Herr Schick Leibnizstraße 5 97204 Höchberg</p>	SUBMISSION ADDRESS	<p>Vogel Druck und Medienservice GmbH Warenannahme Leibnizstraße 5 97204 Höchberg Delivery Times: Mo to Fr 8:00 – 16:00 h</p> <p>Binding technical specifications and information about dates, samples, and submission can be downloaded from www.adspecial-portal.de. Up-to-date print circulation figures can also be requested via this website.</p>

The client guarantees error-free delivery of ad specials and product samples in accordance with the samples that have been examined and approved by Condé Nast prior to delivery. Condé Nast cannot assume responsibility for faulty or damaged goods. The client will be informed about all foreseeable production costs immediately after inspection of the samples. If additional unforeseeable costs should arise during further processing, Condé Nast reserves the right to charge the client subsequently for these costs.

The client shall provide Condé Nast with proof of the client's registration in the manufacturer register (Stiftung Zentrale Stelle Verpackungsregister) and the client's system participation system with a recognized system operator before booking the Ad Special.

SCHEDULE 2024

ISSUE	FIRST DAY OF SALE	CLOSING DATE AND CANCELLATION DEADLINE FOR COVER PAGES, AD SPECIALS AND PREMIUM PLACEMENTS	CLOSING DATES AND CANCELLATION DEADLINES (REGULAR)	PRINT DATA DEADLINE	SUBMISSION DEADLINE ADSPECIALS	SUBMISSION DEADLINE SAMPLES
01 + 02/24	12.01.2024	06.11.2023	30.11.2023	07.12.2023	15.12.2023	07.11.2023
03/24	01.03.2024	19.12.2023	22.01.2024	30.01.2024	06.02.2024	19.12.2023
04/24	05.04.2024	22.01.2024	23.02.2024	01.03.2024	13.03.2024	31.01.2024
05/24	10.05.2024	23.02.2024	25.03.2024	03.04.2024	17.04.2024	04.03.2024
06/24	14.06.2024	25.03.2024	29.04.2024	07.05.2024	23.05.2024	08.04.2024
07 + 08/24	19.07.2024	29.04.2024	03.06.2024	11.06.2024	24.06.2024	10.05.2024
09/24	23.08.2024	03.06.2024	15.07.2024	22.07.2024	01.08.2024	20.06.2024
10/24	27.09.2024	15.07.2024	19.08.2024	27.08.2024	06.09.2024	25.07.2024
11/24	01.11.2024	19.08.2024	20.09.2024	27.09.2024	10.10.2024	28.08.2024
12/24	06.12.2024	20.09.2024	21.10.2024	29.10.2024	12.11.2024	27.09.2024
01 + 02/25	10.01.2025	21.10.2024	25.11.2024	04.12.2024	16.12.2024	04.11.2024

AD CARAT						
Supplement with Issue 12/24	06.12.2024	20.09.2024	21.10.2024	29.10.2024	12.11.2024	27.09.2024

The information on the first day of sale is not binding. If other dates are agreed in writing, the above dates (including all dates for supplements) are invalid. The publisher reserves the right to make technical changes in production, processing, and publication methods in all editions, provided that the change is not substantial and provided that it is reasonable for the client. The deadline for promotions depends on the number of pages and must be requested separately. Failure to deliver the printing material on time may have an effect on placement and print quality, which does not entitle the customer to make a complaint, unless otherwise stipulated in §§ 4, 8 and 11 of the publisher's General Terms and Conditions.

TECHNICAL SPECIFICATIONS/ HANDLING

FORMATS	Magazine format: 213 mm width, 276 mm height Type area: 177 mm width, 241 mm height
PRINTING METHOD	Sheet-fed offset
COVER	Rotate offset
CONTENT	70 grid
DOT GAIN	13% in the 40% grid with bei C, M, Y 11% in the 80% grid with C, M, Y 16% in the 40% grid with black 13% in the 80% grid with black UCR: max. 300% area coverage ISO 12647-2 for offset
COLOUR SEQUENCE	black, cyan, magenta, yellow Slight dot gain discrepancies are within the tolerance range of the rotary offset printing method
BINDING	Glued
PAPER	220 gsm, wood-free, white, gloss-coated
COVER	80 gsm, almost wood-free, white, gloss-coated. A possible
INTERIOR	translucence on the reverse page in the case of bright advertising motifs cannot be excluded

Files may solely be submitted in PDF format version 1.3 or 1.4 (as per the guidelines issued by us). For deliveries not using the DUON portal, a colour-consistent proof in compliance with the standards set out in the DUON portal by the publishing house must also be submitted to the address given there.

Please note, in particular, that double-sided advertisements must be submitted as two separate single-page PDFs (= 2 files). If other file formats or erroneous PDF files are submitted, or if (regarding colour deviation) any necessary proof is not produced or delivered at all or not in compliance with the standards set out in the DUON portal by the publishing house, no complaints will be considered, except as stipulated otherwise in Sections 8 and 11 of the General Terms and Conditions of the publishing house. Any incidental costs incurred for proofreading and file checking will be passed on to you. The leaflet 'Guidelines for the production of PDFs', for the delivery of digital files, can be obtained on request from the publishing house or on the Internet [here](#).

The publishing house guarantees first-class quality in print production, provided that a proof of adequate quality has been submitted. Adherence to the print data deadlines is necessary in this regard. In the case of the print data being produced by the publishing house, these costs will be billed separately. The print plates are produced computer-to-plate. For this reason, digital files are required. Files generated with ICC profiles have to use the following profile: ISOcoated_V2_300_eci.icc

CONTACT Please look at the technical data in the DUON-portal

E-MAIL-ADDRESS druckunterlagen@condenast.de

This information is subject to change at short notice.
Please regularly consult our technical specifications online.



We recommend that you submit print files electronically via www.duon-portal.de. Data transfer (FTP) available on request. Files submitted electronically must be accompanied by a proof, unless submitted via the DUON portal



IN THE BEST AGE

44 % are between 20–49 years old*



EDUCATED

77 % have a higher school-leaving qualification:
High School degree without or with completed
(technical) university studies*



GENDER

49 % men*
51 % women*

AUDIENCE



HIGH INCOME

Ø 4.889 € NET HOUSEHOLD INCOME**



QUALITY CONSCIOUS

80 % attach great importance to good
quality and are also willing to pay more for it.*



DESIGN-INTERESTED

83% are interested in modern design*

CONDÉ NAST

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