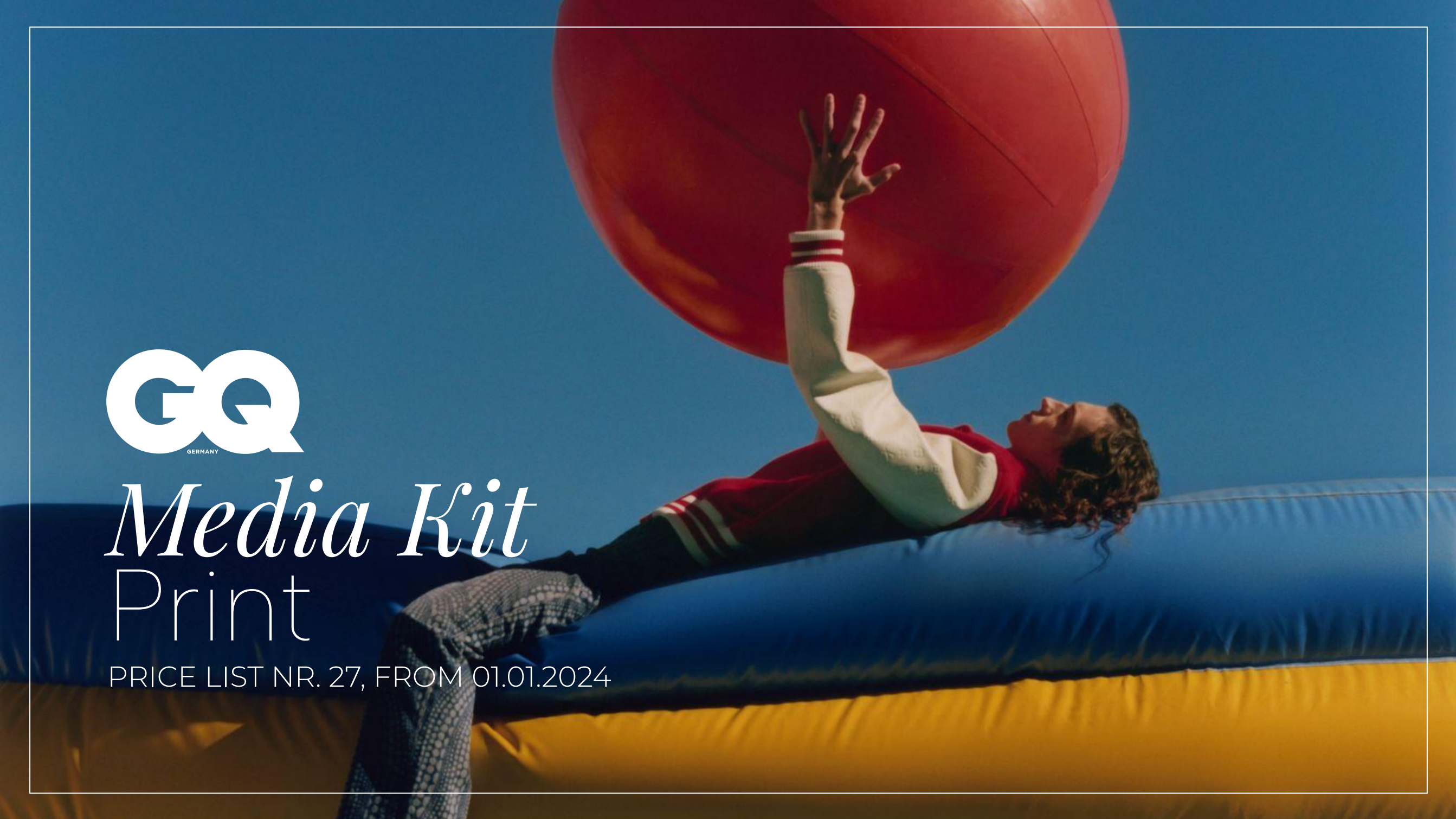




Media Kit
Print

PRICE LIST NR. 27, 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	HEAD OF EDITORIAL CONTENT GQ GERMANY	Tobias Frericks Tobias.Frericks@condenast.de
FREQUENCY	6 times per year	BRAND DIRECTOR GQ GERMANY	Susanne Pfeiffer Susanne.Pfeiffer@condenast.de
COVER PRICE	Euro 8,50	EXECUTIVE DIRECTOR COMMERCIAL MANAGEMENT	Katharina Schumm Katharina.Schumm@condenast.de
CIRCULATION	34.900 Issues*	ADVERTISING SERVICE	Christiane Binder-Herr Adservice@condenast.de
TERMS OF PAYMENT	Payment in full 30 days after invoice date		
BANK DETAILS	Bank of America Europe DAC IBAN: DE69 5001 0900 0022 0760 10 BIC: BOFADEFX		
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 .		

BASIC RATES AND DISCOUNTS

ADVERTISING RATE 1/1 page 26.800 €
 No surcharges will be levied for bleed advertisements or type area overruns

PLACEMENTS The 2nd cover page is offered exclusively as a double page in conjunction with page 3.
 The publisher reserves the right to withdraw the reservation of cover pages in the event of a cover-gate-fold booking

Placements require written confirmation from the publisher

RESERVATIONS 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

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

The publisher reserves the right to use title wrappers, covers, or banderoles at short notice, which can cover advertising motifs on the cover pages

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

FORMATS, RATES & PREMIUM PLACEMENTS

AD FORMATS	BLEED ADS IN MM*		BLEED ADS IN MM*
	WIDTH	HEIGHT	4C / SW (lt. Scale)
2/1	406	276	53.600 €
	203** per page	276	
1/1	203	276	26.800 €
1/2 portrait	100	276	17.600 €
1/2 landscape	203	133	17.600 €

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 €

PREMIUM PLACEMENTS RATES***	RATES
Cover-Gate-Fold (four- page)	103.000 €
+ <i>technical costs</i>	17.000 €
Openings Spread IFC and 3rd page	66.200 €
IBC	27.700 €
OBC	43.400 €
1st campaign (double-page spread)	63.200 €
2nd campaign (double-page spread)	59.500 €
3rd campaign (double-page spread)	59.400 €
4th campaign (double-page spread)	59.400 €
Full page facing TOC	29.700 €
Full page facing editorial	29.700 €
1st double-page spread for the sector	63.200 €

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

*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 important 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.

FORMATS & RATES GQ WATCHES

AD FORMATS	BLEED ADS IN MM		RATES
	WIDTH	HEIGHT	4C / SW (as per scale)
2/1	406	276	50.600 €
	203** per page	276	
1/1	203	276	25.300 €

PREMIUM PLACEMENTS RATES***	RATES
Opening Spread IFC and 3rd page	66.200 €
IBC	27.700 €
OBC	43.400 €

Rates like for main issue – see page 4

** If text or important picture elements cross the binding of a double page, the image files must have doubling in the middle of 4 mm per page, or 5 mm per page in the case of opening spreads. Delivery, however, as two separate single-page PDFs (= 2 files)! This binding allowance must be included in the final format of the double page.*** These terms apply where a premium placement has been expressly agreed.

RATES AD SPECIALS

BOUND INSERT All printed matter / brochures of an advertiser that are firmly integrated into the magazine

FORMATS Untrimmed size 219 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

RATES FOR BOUND INSERT*	No. of pages	Exclusive subscription	Subscription edition
	2	170 €	195 €
	4	215 €	245 €
	6	230 €	270 €
	8-10	240 €	290 €
	from 12	on request	on request

15 % surcharge for the 1st technical processing stage

10 % surcharge for the 1st bound insert

PAPER WEIGHT 1 sheet (= 2 pages) printed on both sides:
 Minimum weight 120 g/m²
 4 pages minimum weight 100 g/m²
 more than 4 pages on request

INSERT STICKERS Postcard stickers (can be processed in portrait format) on carrier ad at least 1/1 page

Exclusive subscription 80 € Subscription circulation 95 €

Brochure inserts / booklets / product samples / check cards on carrier display at least 1/1 page

	Exclusive subscription	Subscription circulation
up to 10 g	120 €	140 €
up to 20 g	130 €	170 €

15 % surcharge for the 1st technical station

10 % surcharge for the 1st insert sticker

LOOSE INSERT*	Exclusive Subscription	Subscription circulation
up to 20 g	165 €	195 €
up to 30 g	175 €	230 €
from 30 g	on request	on request

All prices in euros, plus statutory VAT.

AdSpecials 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 AdSpecials, 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.

AD SPECIALS

OCCUPANCY OPTIONS

Bound inserts, insert stickers = total minimum domestic circulation
 Inserts = minimum circulation total subscription or on request

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 €)

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.

SUBMISSION DEADLINE

See page eight for a summary of submission deadlines

SAMPLES

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:

Vogel Druck und Medienservice GmbH
 z.H. Herr Schick
 Leibnizstraße 5
 97204 Höchberg

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.

DISPOSAL

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.

SUBMISSION OF BOUND INSERTS

Submission for processing is required in untrimmed format with 4 mm head edge.

GENERAL SUBMISSION GUIDELINES

You can find the exact packaging guidelines here:
https://www.condenast.de/files/2023-11/1700751859_2024-tech-info-gg-bh-bk-bl-e.pdf

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.

SUBMISSION ADDRESS

Vogel Druck und Medienservice GmbH
 Warenannahme
 Leibnizstraße 5
 97204 Höchberg
 Delivery Times: Mo to Fr 8:00 – 16:00 h

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 recognised system operator before booking the AdSpecial.

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 AD SPECIALS	SUBMISSION DEADLINE SAMPLES
01/24	29.02.2024	18.12.2023	19.01.2024	30.01.2024	09.02.2024	19.12.2023
02/24	11.04.2024	26.02.2024	01.03.2024	08.03.2024	20.03.2024	05.02.2024
03/24	13.06.2024	22.03.2024	26.04.2024	07.05.2024	23.05.2024	08.04.2024
04/24	29.08.2024	14.06.2024	19.07.2024	29.07.2024	08.08.2024	27.06.2024
05/24	26.09.2024	12.07.2024	19.08.2024	27.08.2024	06.09.2024	25.07.2024
06/24	28.11.2024	13.09.2024	18.10.2024	25.10.2024	08.11.2024	24.09.2024

GQ WATCHES						
Supplement with Issue 06/24	28.11.2024	13.09.2024	10.10.2024	17.10.2024	05.11.2024	19.09.2024

TECHNICAL SPECIFICATIONS/ HANDLING

FORMATS	Magazine format: 203 mm width, 276 mm height Type area: 193 mm width, 266 mm height	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
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.	
COLOR SEQUENCE	Black, cyan, magenta, yellow. Slight dot gain discrepancies are within the tolerance range of the rotary offset printing method.	
BINDING	Glued	
PAPER	200 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.	

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.

AFFINITIES

FASHION

For 72 % it is particularly important to be well-dressed
(Index 162)

BEAUTY

78 % are interested in beauty products
(Index 123)

TRAVEL

73 % have a high propensity to spend on travel
(Index 143)

TECHNOLOGY

63 % always try to keep up to date with technical devices (Index 147)
62 % also spend more on it (Index 124)

AUTOMOTIVE

67 % enjoy driving exceptionally (Index 163)
48 % attach importance to above-average equipment (Index 161)

DEMOGRAPHY

AGE

With an average age of 43,7

INCOME

With an average net monthly household income of 4.250

LUXURY-ORIENTED

Luxury-oriented consumers
(Index 299)

BRAND AWARENESS

Value good quality in all areas of life
(Index 188)

TRENDSETTER

Like to try new products
(Index 166)



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GQ
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