

# Rate Card No. 5

essen & trinken  
**Für jeden Tag**

Valid from 1 January 2008



**Quick! Simple! Delicious!**

English-language **ad news** on ESSEN & TRINKEN FÜR JEDEN TAG is available online:  
[www.gujmedia.com](http://www.gujmedia.com)

## Editorial Concept

ESSEN & TRINKEN FÜR JEDEN TAG is Germany's first convenience-oriented food magazine in a practical pocket-sized format. Handy, fast and trendy. With the respected editorial quality and proven successful recipes of ESSEN & TRINKEN, plus countless tips and tricks for the kitchen and home.

ESSEN & TRINKEN FÜR JEDEN TAG is the best friend for all those who find cooking fun and interesting, and who gladly entertain guests. The recipes are simple, light, and creative – and convenience-oriented and mouth-wateringly good in the bargain.

ESSEN & TRINKEN FÜR JEDEN TAG is always good for a surprise – with refined ideas and recommendations for turning every day into a delicious experience.

And: ESSEN & TRINKEN FÜR JEDEN TAG offers an ideal environment for all consumption brandnames that are needed, purchased, and used every day.

**G+J** Gruner+Jahr AG & Co KG

<b>Publisher:</b>	Gruener + Jahr AG & Co KG	<b>Frequency:</b>	Monthly
<b>Postal Address/ Copy Delivery:</b>	Advertisement Dept. ESSEN & TRINKEN FÜR JEDEN TAG 20444 Hamburg Germany	<b>Cover Price:</b>	€ 2.50 (Sept. 2007)
<b>Telephone:</b>	(+49-40) 37 03 - 0 Advertisement Director - 23 44 / 45 Order Processing - 23 42	<b>Guaranteed Paid Circulation:</b>	250,000 copies
<b>Telefax:</b>	(+49-40) 37 03 - 56 06	<b>Conditions of Payment:</b>	Payment is due on the on sale date of the issue in which the advertisement appears. By prior agreement up to 30 days' credit may be allowed. Prepayment may be required from some advertisers as a condition of accepting a booking. A discount of 2% will be allowed for prepayment of the full amount before the on sale date, provided no other amounts are outstanding. Penalty interest on arrears will be charged according to current bank interest rates.
<b>E-mail:</b>	fuer-jeden-tag.anzeigen@guj.de	<b>Conditions of Business:</b>	All business conducted with the publisher is subject to the publisher's Advertising Terms of Trade. Complete details on request or at <a href="http://www.gujmedia.com/COB">www.gujmedia.com/COB</a> For tax reasons, we ask that you include your <b>Company Tax Number</b> and/or <b>Turnover Tax ID</b> when placing an advertisement space order.
<b>Online Marketing:</b>	G+J Electronic Media Sales GmbH Telephone (+49-40) 37 03 - 73 83 E-mail: <a href="mailto:anzeigen@ems.guj.de">anzeigen@ems.guj.de</a>		
<b>Bank:</b>	Deutsche Bank AG, Hamburg Account No. 032 93 67, Bank Routing Code 200 700 00		This is a translation of the German "Preisliste Nr. 5", valid 1 January 2008. In the event of discrepancies, inaccuracies or omissions in this translation, the German original retains sole validity. Any updates or changes to this rate card can be found under <a href="http://www.gujmedia.com">www.gujmedia.com</a> .

**Discounts****Volume**

3 pages	5%	8 pages	10%
4 pages	6%	9 pages	13%
5 pages	7%	12 pages	15%
6 pages	8%		

**Combi Plus Discount:**

Advertisements which are part of a combination will be added to advertisements booked in ESSEN & TRINKEN FÜR JEDEN TAG for discount purposes. Prerequisite is an identical contractual period.

**Discounts on Books:**

A 20% discount is granted on advertisements for books that are published by the advertiser.

**Discounts and Insertion Forms for [www.fuer-jeden-tag.de](http://www.fuer-jeden-tag.de):**

Discounts earned for ESSEN & TRINKEN FÜR JEDEN TAG can be applied to insertions in **fuer-jeden-tag.de**. Information on all ad formats at **fuer-jeden-tag.de** on request.

The **G+J Enjoyment Ad Combi II** combines ESSEN & TRINKEN, VIVA! and ESSEN & TRINKEN FÜR JEDEN TAG and offers up to 15% cost savings off bookings in the individual titles.

FPFC Combi Rate: € 36,540

## Advertisement Rates

	Trim Size*		Rate Zone 1	Rate Zone 2	Rate Zone 3	Average Rate
	Width mm	height mm	Mono/Multi-colour	Mono/Multi-colour	Mono/Multi-colour	Mono/Multi-colour
			1 Jan. – 31 Jan. (Issue 2)	1 Feb. – 29 Feb. (Issue 3)	1 Mar. – 31 May (Issue 4, 5, 6)	
			1 July – 31 Aug. (Issues 8, 9)	1 June – 30 June (Issue 7)	1 Sept. – 30 Nov. (Issues 10, 11, 12)	(Not Bookable)
			1 Dec. – 31 Dec. (Issue 1/09)			
<b>Ads on Single Pages</b>						
Full page	128	190	13,000	13,500	14,200	13,683
Inside front or outside back cover	128	190	14,300	14,850	15,620	15,052
Special position: 1st right-hand page in issue	128	190	13,650	14,175	14,910	14,368
<b>Ads Across Gutter</b>						
Double page	256	190	24,700	25,650	26,980	25,998
Special position: Double page on pages 2 and 3	256	190	27,690	28,755	30,250	29,148
Special position: Double page as first inner double page	256	190	26,000	27,000	28,400	27,367

The average rates shown are weighted averages for the entire year. These rates cannot be booked. Issues are allocated to rate zones according to their on sale dates.

	Issue No.	On Sale Date	Ad Closing/Cancellation and Digital Copy Date	Ad Closing/Cancellation Glued, Loose and Bound Inserts
<b>Rate Zone 1</b> 1 Jan. – 31 Jan. 1 July – 31 Aug. 1 Dec. – 31 Dec.	2	15 Jan. 2008	10 Dec. 2007	28 Dec. 2007
	<b>Rate Zone 2</b> 1 Feb. – 29 Feb. 1 June – 30 June	3	12 Feb. 2008	11 Jan. 2008
<b>Preiszone 3</b> 1 Mar. – 31 May 1 Sept. – 30 Nov.	4	11 Mar. 2008	8 Feb. 2008	26 Feb. 2008
	5	15 Apr. 2008	12 Mar. 2008	1 Apr. 2008
	6	13 May 2008	9 Apr. 2008	25 Apr. 2008
<b>Rate Zone 2</b> 1 Feb. – 29 Feb. 1 June – 30 June	7	10 June 2008	8 May 2008	27 May 2008
<b>Rate Zone 1</b> 1 Jan. – 31 Jan. 1 July – 31 Aug. 1 Dec. – 31 Dec.	8	15 July 2008	13 June 2008	1 July 2008
	9	12 Aug. 2008	11 July 2008	29 July 2008
<b>Preiszone 3</b> 1 Mar. – 31 May 1 Sept. – 30 Nov.	10	16 Sept. 2008	15 Aug. 2008	2 Sept. 2008
	11	14 Oct. 2008	11 Sept. 2008	29 Sept. 2008
	12	11 Nov. 2008	10 Oct. 2008	28 Oct. 2008
<b>Rate Zone 1</b> 1 Jan. – 31 Jan. 1 July – 31 Aug. 1 Dec. – 31 Dec.	1/2009	16 Dec. 2008	14 Nov. 2008	2 Dec. 2008

Delayed delivery of copy materials can effect ad position and print quality. No subsequent complaints will be recognized.  
Proofs will not be sent. **Issues are allocated to rate zones according to their on sale dates. Further special positions on request.**

**Rate Card No. 5, Valid from 1 January 2008**

	Loose inserts	Tip-ons	Bound inserts
<b>Definitions</b>	Loose inserts are products supplied ready for processing and loosely enclosed within the magazine.	Tip-ons are products supplied ready for processing and gummed to a carrier ad (min. full page) in such a way that they can be easily removed and used by interested readers.	Bound inserts are printed materials/brochures from a single advertiser that are firmly bound into the magazine. They can either be delivered ready for processing by the advertiser or produced by us on request.
<b>Rates per 1,000 copies</b>	€ 75	Postcards € 40 Booklets: € 60 Product samples on request	2-page inserts: € 70 4-page inserts: € 75 6-page inserts: € 80 7-page inserts: € 85
<b>Rate Zone 1</b> 1 Jan. – 31 Jan. (Issue 2) 1 July – 31 Aug. (Issues 8, 9) 1 Dec. – 31 Dec. (Issue 1/09)			
<b>Rates per 1,000 copies</b>	€ 78	Postcards € 42 Booklets: € 62 Product samples on request	2-page inserts: € 72 4-page inserts: € 77 6-page inserts: € 82 7-page inserts: € 87
<b>Rate Zone 2</b> 1 Feb. – 29 Feb. (Issue 3) 1 June – 30 June (Issue 7)			
<b>Rates per 1,000 copies</b>	€ 80	Postcards € 43 Booklets: € 64 Product samples on request	2-page inserts: € 74 4-page inserts: € 80 6-page inserts: € 85 7-page inserts: € 90
<b>Rate Zone 3</b> 1 Mar. – 30 May (Issues 4, 5, 6) 1 Sept. – 30 Nov. (Issues 10, 11, 12)			

Rates for co-op inserts from more than one advertiser on request.

These rates include any German Post Office surcharges which result from booking the postal (subscription) split run. For discounts on special ad formats, please refer to section 2 of this rate card. Rates for special ad formats may increase if their inserting hinders processing in any way.

**Booking and cancellation deadline** Reservations are possible for 4 weeks, after which a binding order takes priority until the ad closing date. Please provide a sample (x 5) when placing your order, and not later than 10 days after the copy deadline. The order only becomes binding upon the publisher once a sample has been provided and accepted.

<b>Booking</b>	Minimum booking 100,000 copies for multi-page inserts.	Total circulation.	Total circulation.
<b>Insert format</b>	Min. size: 70 mm x 90 mm Max. size: 108 mm x 170 mm	Min. size: 70 mm x 100 mm Max. size: 90 mm x 160 mm	Size: Final trimmed 105 x 190 mm. Final untrimmed 128 x 190 mm
<b>Paper weight</b>	Max. weight: 25 g	Max. weight: 25 g	2-page inserts: 120 g/m <sup>2</sup> 4-page inserts: 80 g/m <sup>2</sup> 6-page inserts: 70 g/m <sup>2</sup> 8-page inserts: 60 g/m <sup>2</sup>

All further technical information on request and will also be provided with the order confirmation.

<b>Trim Size:</b>	128 mm wide x 190 mm high (5-1/16" x 7-1/2") plus 4 mm for bleed on every side. Live matter should be at least 5 mm removed from trimming edge.	<b>Contact:</b>	MWW Repro Tel.: (+49-40) 55 49 69 - 0 Fax: (+49-40) 55 49 69 - 33
<b>Printing Process:</b>	Cover - Sheet-fed offset (ISO 12647-2) Inner pages - Rotary offset (ISO 12647-2)	<b>Telecommunication/ ISDN:</b>	For information on data transmission, please call (+49-40) 55 49 69 - 0
<b>Binding Method:</b>	Perfect bound	<b>Data Formats:</b>	Digital offset data (ISO 12647-2), Paperclass 1-2, PDF 1.3 (PDF/X3 recommended) CMYK-Mode, unseparated, Reference: Adobe Distiller, all fonts integrated, CT: 120 L/cm (304.8 dpi).
<b>Printing Across Gutter:</b>	Binding edge - repeat artwork for 4 mm per page	<b>Note:</b>	The quality of JPEG compressed photos is to be determined by the data manufacturer. Embedded ICC profiles will not be evaluated.  Slight variations in tone or colour may occur within the normal tolerances of the printing process. Any complaints which are the result of faulty copy material will not be recognized. Proofs will not be sent. Further technical information on the nature and acceptability of copy material is available from the publisher or under <a href="http://www.druckunterlagen-online.de">www.druckunterlagen-online.de</a>
<b>Copy Material:</b>	Digital offset data (ISO 12647-2), with a digital proof produced 1:1 from the digital data supplied. ICC-Profile ISOcoated. Proof with the Ugra/Fogra media wedge CMYK v.2.0.	<b>An updated version of this information which includes any possible additions or changes can be found under <a href="http://www.gujmedia.de">www.gujmedia.de</a></b>	
<b>Delivery:</b>	Gruner + Jahr AG & Co KG Druck- und Verlagshaus Advertisement Dept. ESSEN & TRINKEN Am Baumwall 11 20459 Hamburg, Germany  The data carrier must be marked with the name and issue of the magazine it is intended for, with the advertisement name, telephone number and name of data manufacturer clearly listed on a data protocol.		

- essen-und-trinken.de** inspires, advises and networks the users with
- a new mixture of editorial and user-generated contents and practical tools for personal knowledge archiving.
  - with 10,000 recipes from the essen & trinken test kitchen for the magazines ESSEN&TRINKEN, ESSEN&TRINKEN FÜR JEDEn TAG and VIVA!.
  - with extensive video data bases containing recipes and the contents of cooking courses.
  - with a versatile recipe community where users can share and swap recipe ideas and cooking tips.

**The target group:**

With around 25 million potential users, **essen-und-trinken.de** has an interesting target group:

**essen-und-trinken.de** is aimed at all men and women aged 20 to 59 who are interested in cooking, recipes, hospitality and/or healthy nutrition, and who are regularly on the Internet. This is 38.5% of the adult German population.

(= 24.98 million = 38.54% of the total adult population)

Of which:

- 55.3% have a high willingness to spend in the area of good nutrition and fine dining (55.3% = 13.80 mill.)
- 73.4% have already made a purchase online (73.4% = 18.34 mill.)
- 69% are willing to pay more for good quality (69% = 17.23 mill.)
- 51.5% have a net monthly household income over € 3,000 (36.6% = 9.15 mill.)
- 47.6% have a high opinion of brandnames (47.8% = 11.93 mill.)

Source: AWA 2007

**Book an online presence and profit from a guaranteed media performance.**

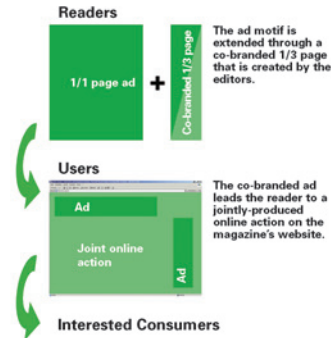
You can find our binding offers under [www.ems.guj.de/festpreise](http://www.ems.guj.de/festpreise), e.g.:

**Wallpaper for one week\*:**

Homepage	€ 2,000 / 30,000 AI
Recipes	€ 25,000 / 370,000 AI
Topics	€ 5,400 / 94,000 AI
Community	€ 620 / 21,500 AI

**\*Minimum booking volume € 4,500**

**Example: Cross-Media Co-Integration Rate**



**Sample Rate Calculation:**

Total of individual media rates: € 67,047

Of which: online media € 27,366

**Cross-media package rate\*:** € 46,522.50

**\* Package rate (valid all year) contains a 2/1 page advertisement, a co-branded 1/1 page action advertisement, as well as the online media volume indicated. Eligible for cross-media pass-along discount.**

You can generally apply print discounts from ESSEN UND TRINKEN FÜR JEDEn TAG to essen-und-trinken.de. The calculation is an example of one of our cross-media products. You can find comprehensive information and contact data at [www.gujmedia.de/crossmedia](http://www.gujmedia.de/crossmedia). Please feel free to contact us regarding all questions concerning cross-media.

<b>G+J Media Sales</b>	<b>Sales Office South-West</b> Gruner + Jahr AG & Co KG Wilhelmsplatz 11 70182 Stuttgart Telephone (+49-711) 228 46-0 Telefax (+49-711) 228 46-33 Email: vb.sued-west@guj.de	<b>Denmark, Norway</b> Mark Hjortkilde Adbizz Denmark ApS Holte Stationsvej 14, 1st floor 2840 Holte Denmark Telephone (+45) 45 46 91 00 Telefax (+45) 45 46 91 01 Email: markhjortkilde@adbizz.dk	<b>Japan</b> Hiroshi Iwai Mediahouse Inc. 2-3-6, Kudankita Chiyoda-ku Tokyo, 102-0073 Telephone (+81-3) 32 22 78 11 Telefax (+81-3) 32 34 11 40 Email: mediahouse@mediahs.com	<b>Sweden, Finland</b> Sten Johansson-Thörne Adbizz Sweden Fattburs Brunnsgata 29 118 28 Stockholm, Sweden Telephone (+46-8) 714 06 00 Telefax (+46-8) 641 07 75 Email: sten.johansson@globemedia.se
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<b>Sales Office North – Hamburg/Hanover</b> Gruner + Jahr AG & Co KG Stubbenhuk 5 20459 Hamburg Telephone (+49-40) 37 03-0 Telefax (+49-40) 37 03-56 90 Email: vb.nord-hamburg@guj.de	<b>Australia, New Zealand</b> Moira Penman The Media Company Suite 5, 134 Military Rd Neutral Bay, Sydney NSW 2089, Australia Telephone (+61-2) 90 04 78 79 Telefax (+61-2) 90 04 38 64 Email: mpenman@themediaco.com.au	<b>Greece, Cyprus</b> Sophie Papapolyzou Publicitas Hellas S. A. 4, Kastorias & Messinias Streets 15344 Gerakas Athens, Greece Telephone (+30-211) 106 03 00 Telefax (+30-210) 661 84 77 Email: info@publicitas.gr	<b>South Africa</b> Gisela Albrecht Intern. Media Representatives Ltd. 3rd Floor Mutual Place 3 Mutual Road, corner Rivonia Blvd. Rivonia 2128, South Africa Telephone (+27-11) 234 98 75 Telefax (+27-11) 234 98 77 Email: gisela@imrsa.co.za	<b>Turkey</b> Dr. Reha Bilge Media Ltd. Ali Sami Yen Sk. No. 2 Kat 3 34394 Gayrettepe/Istanbul Telephone (+90-212) 275 84 33 Telefax (+90-212) 275 92 28 Email: mediatd@mediatd.com.tr
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<b>Sales Office Central</b> Gruner + Jahr AG & Co KG Adalbertstrasse 44-48 60486 Frankfurt Telephone (+49-69) 79 30 07-0 Telefax (+49-69) 77 24 60 Email: vb.mitte@guj.de	<b>Belgium, Luxembourg, Netherlands</b> Kathy Rosseel Gruner + Jahr AG & Co KG Coupure rechts 64/1 9000 Gent, Belgium Telephone (+32-9) 235 02 10 Telefax (+32-9) 235 02 11 Email: guj.belnelux@guj.de	<b>India</b> Marzban Patel Mediascope Publicitas (I) Pvt. Ltd. 51, Doli Chambers Arthur Bunder Road, Colaba Mumbai - 400 005 Telephone (+91-22) 22 04 88 90 Telefax (+91-22) 22 87 57 18 Email: marzban@media-scope.com	<b>South Korea</b> J. G. SEO DooBee Inc. 8th Floor, DooBee Bldg., 11-3, Jeong-dong, Jung-gu, Seoul 100-120, Korea Telephone (+82-2) 37 02 17 42 Telefax (+82-2) 37 02 17 77 Email: dbi@doobee.com	<b>U.S.A. East Coast</b> Claudia Guzowski Huson International Media 350 Fifth Avenue, Suite 4614 New York, N.Y. 10118 USA Telephone (+1-212) 268-33 44 Telefax (+1-212) 268-33 55 Email: claudia@husonusa.com
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