

Rate Card No. 28

impulse

Valid from 1 January 2008



The magazine for business owners

Editorial Concept

For more than the last 25 years, IMPULSE has been the leading business magazine for the owners of smaller and medium-sized business in Germany. Month after month, hundreds of thousands of SMEs, members of the liberal professions and self-employed persons turn to IMPULSE for advice and guidance.

The expert tips and information in IMPULSE give business owners greater confidence in making the many important decisions that come up during the entrepreneurial day. In addition to its role as modern company consultant for experienced executives, IMPULSE also assists young entrepreneurs and company founders through articles in the monthly issues as well as in the two GRÜNDERZEIT special issues.

Readership

Every month IMPULSE reaches 280,000 readers (AWA 2007). These are predominantly entrepreneurs and senior decision makers in small and medium-sized companies. They represent a substantial investment potential and are an important target group for business to business communication. Thanks to their prominent professional position and above-average level of education, IMPULSE readers are among the country's highest earners and exercise immense purchasing power, both for their companies and themselves.

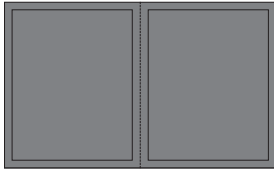
English-language **ad news** on IMPULSE is available online:
www.gujmedia.com

G+J Gruner+Jahr AG & Co KG

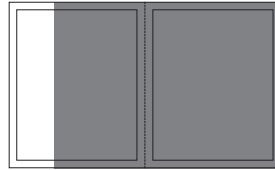
Publisher:	Gruner + Jahr AG & Co KG	Frequency:	Monthly
Postal Address:	Cologne Publishing Group IMPULSE Advertisement Dept. 50927 Cologne Germany	Cover Price:	€ 6.50 (July 2007)
Visitor's Address:	Eupener Strasse 70 50933 Cologne	On Sale Date:	Last or next to last Thursday of preceding month
Telephone:	(+49-221) 49 08 - 3 00	Guaranteed Paid Circulation:	120,000 copies
Advertisement Sales:	(+49-221) 49 08 - 3 05	Conditions of Payment:	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.
Telefax:	(+49-221) 49 08 - 3 50	Conditions of Business:	All business conducted with the publisher is subject to the publisher's Advertising Terms of Trade. Complete details on request or at www.gujmedia.com/COB For tax reasons, we ask that you include your Company Tax Number and/or Turnover Tax ID when placing an advertisement space order.
E-mail:	anzeigen@impulse.de		
Internet:	www.impulse.de		
Online Marketing:	G+J Electronic Media Sales GmbH Postal Adress: Brieffach 10, 20444 Hamburg Visitors: Stubbenhuk 5, 20459 Hamburg Telephone: (+49-40) 37 03 - 73 83 Telefax: (+49-40) 37 03 - 57 34 E-mail: anzeigen@ems.guj.de		
Bank:	Deutsche Bank AG, Hamburg Account No. 032 93 67 Bank Routing Code No. 200 700 00		This is a translation of the German "Preisliste Nr. 28", 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 www.gujmedia.com

TA: Type Area
TS: Trim Size*

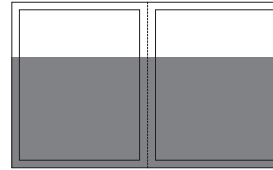
Illustrations are not binding
for ad placement.



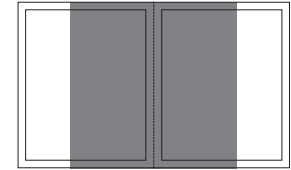
Size: 2 x 1/1 page
TA: 384 x 244 mm
TS: 424 x 275 mm



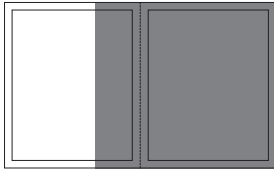
Size: 1 x 2/3 page vert. + 1 x 1/1 page
TA: 324 x 244 mm
TS: 344 x 275 mm



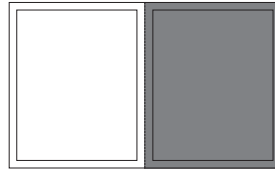
Size: 2 x 2/3 page horiz.
TA: 384 x 160 mm
TS: 424 x 176 mm



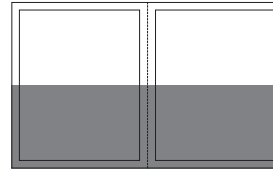
Size: 2 x 2/3 page vert.
TA: 264 x 244 mm
TS: 264 x 275 mm



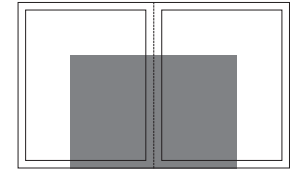
Size: 1 x 1/3 page vert. + 1 x 1/1 page
TA: 264 x 244 mm
TS: 284 x 275 mm



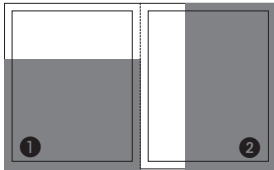
Size: 1/1 page
TA: 175 x 244 mm
TS: 212 x 275 mm



Size: 2 x 1/2 page horiz.
TA: 384 x 120 mm
TS: 424 x 136 mm

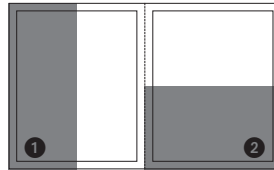


Size: 2 x 9/16 page tunnel ad
TA: 264 x 175 mm
TS: 264 x 191 mm



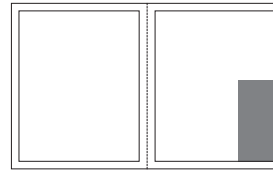
Size: ① 2/3 page horiz.
② 2/3 page vert.

① TA: 175 x 160 mm
② TA: 115 x 244 mm
TS: 212 x 176 mm
TS: 135 x 275 mm



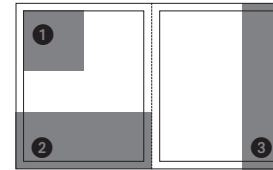
Size: ① 1/2 page vert.
② 1/2 page horiz.

① TA: 85 x 244 mm
② TA: 175 x 120 mm
TS: 104 x 275 mm
TS: 212 x 136 mm



Size 1/6 page vert.

TA: 55 x 120 mm



Size:
① 1/3 page 2-col.
② 1/3 page horiz.
③ 1/3 page vert.
① TA: 115 x 120 mm
② TA: 175 x 78 mm
TS: 212 x 93 mm
③ TA: 55 x 244 mm
TS: 75 x 275 mm

Other Page Units and Positions on Request.

	Rate Zone 1 1 Jan. - 31 Jan. 1 July - 31 Aug. 1 Dec. - 31 Dec. mono/multi-colour	Rate Zone 2 1 Feb. - 30 June 1 Sep. - 30 Nov. mono/multi-colour	Average Rate (Not Bookable) mono/multi-colour
Double page	31,500	33,300	32,700
1 x 2/3 page + full page	26,950	28,450	27,950
2 x 2/3 page	22,400	23,600	23,200
1 x 1/3 page + full page	21,700	22,900	22,500
Full page	15,750	16,650	16,350
2 x 1/2 page	17,200	18,100	17,800
2 x 9/16 page Tunnel ad	20,200	21,400	21,000
2/3 page	11,200	11,800	11,600
1/2 page	8,600	9,050	8,900
1/3 page	5,950	6,250	6,150
1/6 page	3,150	3,300	3,250
Special Positions			
IFC, OBC	18,150	19,200	18,850
Inside back cover	17,300	18,350	18,000
1st right-hand page in issue	17,300	18,350	18,000
Double page (including IFC)	36,300	38,400	37,700
Double page (including IBC)	34,600	36,700	36,000
Double page before "Contents"	34,600	36,700	36,000
1/3 page vertical next to "Editorial"	6,550	6,850	6,750
1/3 page vertical next to "Impressum"	6,550	6,850	6,750

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. All information about special ad formats can be found under www.ad-specials.de

Discounts:**Series**

3 insertions	3%
6 insertions	5%
9 insertions	7%

Volume

3 pages	5%	11 pages	13%
4 pages	6%	12 pages	14%
5 pages	7%	13 pages	15%
6 pages	8%	14 pages	16%
7 pages	9%	15 pages	17%
8 pages	10%	16 pages	18%
9 pages	11%	17 pages	19%
10 pages	12%	from 18 pages	20%

Discounts for Special Ad Formats:

Gross Expenditure:	
€ 40,000	2%
€ 80,000	3%
€ 160,000	5%
€ 320,000	7%

These discounts apply to the gross expenditure on loose, bound and glued inserts within a contractual year.

Print Discount for Online Advertising:

Discounts earned in IMPULSE can be applied to advertising in impulse.de.

Colour Advertisements:

Special arrangements must be made for colours or tones which cannot be created from the basic colour printing scale. Further details on request. Slight variations in tone may occur within the normal tolerances of the printing process.

Bleed Advertisements or Advertisements Exceeding the Type Area:

No surcharge.

Special Technical Requests:

Individual details available on request.
Further colour possibilities available on request.

Other Advertising Formats:

Further information is available on:

- express advertisements
- 2-partner postcard bound inserts
- multi-page advertisements

	Issue No.	Calendar Month	On Sale Date	Ad Closing, Cancellation & Digital Copy Date for all Materials	Express Ads ¹⁾	Special Features ²⁾
Rate Zone 1 1 Jan. - 31 Jan. 1 July - 31 Aug. 1 Dec. - 31 Dec.	2	February	24 Jan. 2008	19 Dec. 2007	3 Jan. 2008	Fleet Management
	3	March	21 Feb. 2008	24 Jan. 2008	31 Jan. 2008	CeBIT 2008
Rate Zone 2 1 Feb. - 30 June 1 Sep. - 30 Nov.	4	April	20 Mar. 2008	21 Feb. 2008	28 Feb. 2008	1. GRÜNDERZEIT I 2. Auto Spring 2008
	5	May	24 Apr. 2008	27 Mar. 2008	3 Apr. 2008	Financing for Medium-Sized Companies
	6	June	21 May 2008	21 Apr. 2008	25 Apr. 2008	Mobile Office
	7	July	19 June 2008	21 May 2008	29 May 2008	Trade Fair Trends
Rate Zone 1 1 Jan. - 31 Jan. 1 July - 31 Aug. 1 Dec. - 31 Dec.	8	August	24 July 2008	26 June 2008	3 July 2008	Financial Investments
	9	September	21 Aug. 2008	24 July 2008	31 July 2008	Transport and Logistics
Rate Zone 2 1 Feb. - 30 June 1 Sep. - 30 Nov.	10	October	18 Sept. 2008	21 Aug. 2008	28 Aug. 2008	1. GRÜNDERZEIT II 2. IAA Utility Vehicles 2008
	11	November	23 Oct. 2008	24 Sept. 2008	1 Oct. 2008	1. Private and Company Pensions 2. IT Strategies
	12	December	20 Nov. 2008	23 Oct. 2008	30 Oct. 2008	Technology for the Office
Rate Zone 1 1 Jan. - 31 Jan. 1 July - 31 Aug. 1 Dec. - 31 Dec.	1/2009	January	18 Dec. 2008	20 Nov. 2008	27 Nov. 2008	Trade Fairs 2009

Delayed delivery of copy material can effect ad position and print quality (no proofs will be sent). No complaints will be recognized.

¹⁾ Express Ads:

IMPULSE offers ads with shortened closing and copy material deadlines. For technical reasons, ad placement is limited to specific pages in the "current product". The number of ads per issue is limited.

²⁾ Subject to change

Copy Material:

Digital copy material, see section 8.

For scheduling reasons, we can not accept print proofs or photostats for express ads. Any complaints regarding variations in tone or colour reproduction will not be recognized.

Loose inserts		Tip-ons	Bound inserts	
Definitions	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.	
Rates per 1,000 copies (no discounts)	Weight up to 25 g € 105 Weight up to 50 g € 135 CD loose insert (up to 25 g) € 150 Larger weights on request	a) Postcards or rectangular, unfolded printed matter or empty envelopes € 60 b) Envelopes containing printed matter and folded printed matter € 70 c) Booklet € 75 d) CD glued insert € 85	2-page inserts € 105 4-page inserts € 115 6-page inserts € 125 8-page inserts € 135 10-page inserts € 145 12-page inserts € 155 14-page inserts € 165 16-page inserts € 175 Other inserts on request	
Rate Zone 1	1 Jan. - 31 Jan. 07 1 July - 31 Aug. 07 1 Dec. - 31 Dec. 07			
Rates per 1,000 copies (no discounts)	Weight up to 25 g € 120 Weight up to 50 g € 150 CD loose insert (up to 25 g) € 165 Larger weights on request	a) Postcards or rectangular, unfolded printed matter or empty envelopes € 75 b) Envelopes containing printed matter and folded printed matter € 85 c) Booklet € 90 d) CD glued insert € 100	2-page inserts € 120 4-page inserts € 130 6-page inserts € 140 8-page inserts € 150 10-page inserts € 160 12-page inserts € 170 14-page inserts € 180 16-page inserts € 190 Other inserts on request	
Rate Zone 2	1 Feb. - 30 June 07 1 Sept. - 30 Nov. 07			
Rates for co-op inserts from more than one advertiser on request.				
These rates included 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	9 weeks before on-sale date. 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.			
Booking	Domestic circulation.		Domestic circulation.	
Insert format	Min. size: 105 x 120 mm Max. size: 192 x 255 mm	Min. size: 60 x 75 mm Max. size: 160 x 210 mm	Size: Final trimmed 212 x 275 mm. Final untrimmed 220 x 283 mm	
Paper weight	2-page inserts: min. 115 g/m ² 4-page inserts: min. 80 g/m ² 6-page inserts: min. 70 g/m ² Larger inserts: min. 60 g/m ²	Postcards: 150 g/m ² Other tip-ons: on request	2-page inserts: min. 115 g/m ² 2-page inserts with perforated postcard: min. 150 g/m ² 4 and 6-page inserts: min. 80 g/m ² other inserts: min. 60 g/m ²	

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

IMPULSE GRÜNDERZEIT with attractive offers



+



GRÜNDERZEIT Offer 1 ("Package")

Your ad appears in the GRÜNDERZEIT special section in the main issue of IMPULSE and simultaneously in the GRÜNDERZEIT special issue as well – at no extra charge!

GRÜNDERZEIT Offer 1 ("Package" – IMPULSE Special Feature plus Special Issue)

Advertisement in the IMPULSE special editorial feature, minimum 130,000 distributed copies, plus ad in special issue, minimum 80,000 distributed copies.

Dates for April Specials	On Sale Date	Ad Closing & Copy Deadline & Cancellation Date
IMPULSE 4/2008	20 Mar. 2008	21 Feb. 2008
Special Issue GRÜNDERZEIT I	3 Apr. 2008	21 Feb. 2008

Dates for October Specials	On Sale Date	Ad Closing & Copy Deadline & Cancellation Date
IMPULSE 10/2008	18 Sept. 2008	21 Aug. 2008
Special Issue GRÜNDERZEIT II	2 Oct. 2008	21 Aug. 2008

Ad Sizes	1/1 page	2/3 page	1/2 page	1/3 page	1/6 page
Mono/Multi-colour					
Special in IMPULSE 4/08 + 10/08 (Rate Zone 2)	€ 16,650	11,800	9,050	6,250	3,300



GRÜNDERZEIT Offer 2 ("Solo")

Your ad appears at greatly reduced rates exclusively only in the GRÜNDERZEIT special issue!

GRÜNDERZEIT Offer 2 ("Solo" – Special Issue exclusively)

Trim Size:	212 mm wide x 275 mm high (8-3/8" x 10-7/8")
Binding Method:	Saddle stitched
Printing Process:	Offset
Copy Material:	On request.
Special Technical Requests:	Details on request.

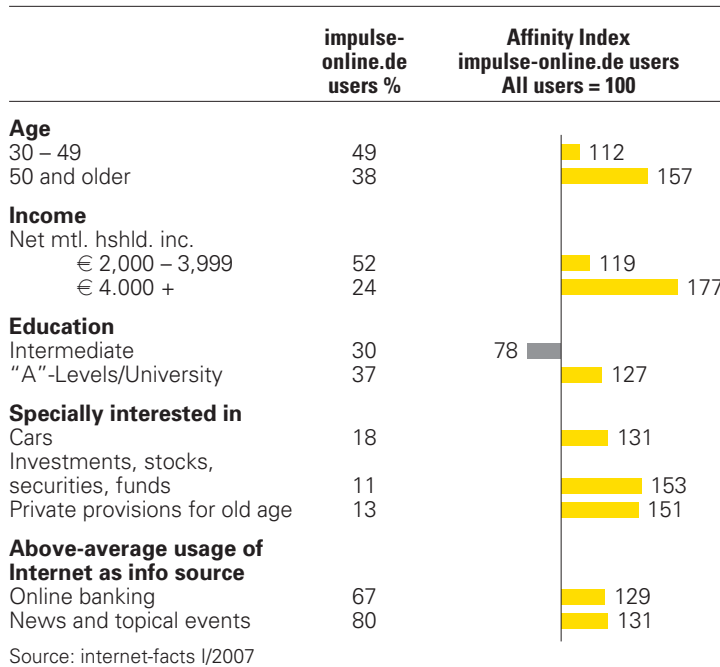
Ad Sizes	1/1 page	2/3 page	1/2 page	1/3 page	1/6 page
Mono/Multi-colour					
	€ 7,100	4,950	3,800	2,600	1,400

Note: Separate copy material is required for the special issues. Ads in special issues will be jointly discounted. A higher discount level from ads appearing in IMPULSE magazine can be applied. Ads in the special issues do not increase the discount level of ads appearing in the magazine.

Trim Size:	212 mm wide x 275 mm high (8-3/8" x 10-7/8") plus 5 mm trimming edge on every side. Live matter should be at least 5 mm removed from trimming edge.	Delivery:	Prinovis Itzehoe GmbH & Co. KG Kundenteam Anzeigen Am Vossbarg 25524 Itzehoe, 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.
Copy:	For rotogravure copy and line work the following minimum width is requested. Positive: minimum 25/100 mm Negative black/white: minimum 30/100 mm Negative four-colour: minimum 35/100 mm Negative copy should be at least 8 point; fine serifs should be avoided.	Contact:	Tel.: (+49-48 21) 7 77 - 3 69 Fax: (+49-48 21) 7 77 - 7 39
Printing Process:	Cover - Offset Inner pages - Rotogravure	Telecommunication/ ISDN:	For information on data transmission, please call (+49-48 21) 7 77 - 3 69
Binding Method:	Perfect bound	Data Formats:	Digital data for Rotogravure (PSR-LWC), PDF 1.3 (PDF/X3 recommended) CMYK-Mode, unseparated, Reference: Adobe Distiller, all fonts integrated, CT: 120 L/cm (304.8dpi).
Printing Across Gutter:	Will be taken into account by printing plant. No trim margin at gutter. Copy should be 2 mm removed from gutter.	Offset / Cover	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 (304.8dpi).
Copy Material:	Digital data in PSR Prozess Standard Rotogravure for LWC-Paper without UCR/GCR ICC profile available at http://www.eci.org Digital copy prepared according to PSR Prozess Standard will be converted at our printing facilities through a standard conversion to the rotogravure printing process.	Note:	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 www.druckunterlagen-online.de
Offset / Cover	Digital offset data, ISO 12647-2 (ISOcoated) with a proof that must be produced 1:1 from the digital data supplied according to the standard used.		

An updated version of this information which includes any possible additions or changes can be found under www.gujmedia.de

impulse.de is the German online information portal for company owners. As a platform for innovative medium-sized companies, **impulse.de** provides service-oriented information for SMEs in the areas of management, finance, old age provisions, taxes and IT solutions. A number of interactive tools with a concrete user value round off the offer. impulse.de provides the answers where entrepreneurs are facing special challenges, and together with the magazine IMPULSE forms a cross-media platform with an excellent target group.



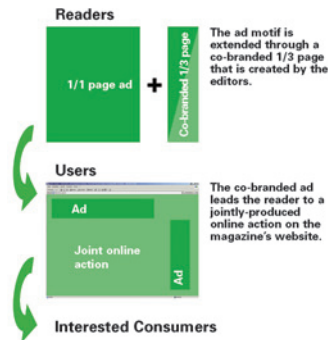
Example: Cross-Media Combination Platin

Combination	Silver	Gold	Platinum
Online volume	10%	15%	20%
Discount on the entire package	2%	3%	4%

Sample Rate Calculation

e.g. 2x1/1 page 4c*: € 32,700
 Online volume** (20%): € 6,540
Gross package: € 39,240
 Discount on the total package (4%): € 1,569.60
Net package: € 37,670.40
 * Average rate: not bookable
 ** Minimum online booking volume € 4,500

Example: Cross-Media Co-Integration



Sample Rate Calculation:

Total of individual media rates: € 33,570
 Of which: online media € 11,070
Cross-media package rate*: € 28,650
 * Package rate (valid all year) contains a full page advertisement, a co-branded 1/3 page action advertisement, as well as the online media volume indicated. Eligible for cross-media pass-along discount.

G+J Media Sales	Sales Office South-West 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	Denmark, Norway 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	Japan 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	Sweden, Finland Sten Johansson-Thörne Adbizz Sweden Fatburs Brunnsgata 29 118 28 Stockholm, Sweden Telephone (+46-8) 714 06 00 Telefax (+46-8) 641 07 75 Email: sten.johansson@globemedia.se
Germany	International	France Yves Swartenbroeckx Gruner + Jahr International Services Marketing et Media S.à.r.l. 21, avenue Kléber 75116 Paris Telephone (+33-1) 53 93 73 93 Telefax (+33-1) 53 93 73 90 Email: gruner.paris@guj.de	Portugal Paulo Andrade Ilimitada Publicidade Internacional Av. Eng. Duarte Pacheco, Amoreiras Torre 2, Piso 5, Sala 1 1070-102 Lisboa, Portugal Telephone (+351-213) 85 35 45 Telefax (+351-213) 88 32 83 Email: pandrade@ilimitadapub.com	Switzerland Hans H. Otto Gruner + Jahr (Schweiz) AG Zeltweg 15 8032 Zurich Telephone (+41-44) 269 70 70 Telefax (+41-44) 269 70 71 Email: guj.schweiz@guj.de
Sales Office North – Hamburg/Hanover Gruner + Jahr AG & Co KG Stubbenuhuk 5 20459 Hamburg Telephone (+49-40) 37 03-0 Telefax (+49-40) 37 03-56 90 Email: vb.nord-hamburg@guj.de	Australia, New Zealand 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	Greece, Cyprus 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	South Africa 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	Turkey 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: mediatld@mediatld.com.tr
Sales Office West Gruner + Jahr AG & Co KG Heinrichstrasse 24 40239 Düsseldorf Telephone (+49-211) 618 75-0 Telefax (+49-211) 61 33 95 Email: vb.west@guj.de	Austria and South Tyrol Erwin W. Luthwig Gruner + Jahr Verlagsges. mbH. Parkring 12 1010 Vienna Austria Telephone (+43-1) 512 56 47-0 Telefax (+43-1) 512 57 32 Email: luthwig.erwin@guj.de	Hungary David Keresztes Standard Capital Kft. Bródy Sándor u. 27. l em. 5. H-1088 Budapest, Hungary Mobile (+36) 30 954 4016 Telephone (+36-1) 483 26 00 Telefax (+36-1) 483 26 01 Email: dkeresztes.ujhazy@nextra.hu	South America Jorge Pflucker Netcorp Media Av. Libertadores #325, San Isidro Lima 27 Peru Telephone (+511) 222 80 38 Telefax (+511) 222 88 30 Email: jpfucker@netcorpmedia.com	United Kingdom, Ireland David Hardy Gruner + Jahr Limited Silver House, 31 Beak Street London W1F 9SX United Kingdom Telephone (+44-20) 7437 4377 Telefax (+44-20) 7437 4378 Email: hardy.david@guj.de
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