

# Rate Card No. 5



Valid from 1 January 2008



NEON is the young magazine for men and women aged between 20 and 35. NEON is a magazine for persons who are adults, but still feel too young to have grown up.

NEON reports on society and politics, on fashion trends, relationships, career, travel and pop culture – always on a high journalistic level, entertaining as well as informative.

NEON speaks to its readers through the perspective of this young generation. The magazine offers intelligent entertainment and emotional authenticity.

NEON sells around 190,000 copies every month. The share of subscriptions and single copy sales amounts to around 99%.

NEON has a monthly coverage of 1.0% or 680,000 readers. The concept of aiming at both sexes is a success – NEON appeals to men (44%) and women (56%). NEON reaches an educated readership: 70% have their "A"-Levels and/or have completed college/university. Compared to other persons in the same age group, NEON readers have above-average incomes.

Sources: IVW 2007/II, AWA 2007

English-language **ad news** on NEON  
is available online:  
[www.gujmedia.com](http://www.gujmedia.com)

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

**Publisher:** Gruner + Jahr AG & Co KG

**Postal Address/  
Copy Delivery:** Magazine Group STERN/GEO/ART  
20444 Hamburg  
Germany

**Visitors Address:** Am Baumwall 11  
20459 Hamburg

**Telephone:** (+49-40) 37 03 - 0

**Advertisement  
Director:** Thomas Lindner, Tel.: (+49-40) 37 03 - 29 29  
Fax: (+49-40) 37 03 - 57 26  
E-mail: [anzeigen@neon.de](mailto:anzeigen@neon.de)

**Advertisement  
Sales:** Tanja Dymala  
Tel.: (+49-40) 37 03 - 29 42  
E-mail: [dymala.tanja@guj.de](mailto:dymala.tanja@guj.de)

**Ad Booking:** Sascha Gottschalk  
Tel.: (+49-40) 37 03 - 29 03  
Fax: (+49-40) 37 03 - 58 87  
E-mail: [gottschalk.sascha@guj.de](mailto:gottschalk.sascha@guj.de)

**Internet:** <http://www.media.stern.de/neon>

**Online Marketing:** G+J Electronic Media Sales  
Stubbenhuk 5, 20459 Hamburg  
Telephone (+ 49-40) 37 03 - 73 83  
E-mail: [anzeigen@ems.guj.de](mailto:anzeigen@ems.guj.de)  
Telefax (+49-40) 37 03 - 57 34  
<http://www.ems.guj.de>

**Bank:** Deutsche Bank AG, Hamburg  
Account No. 032 93 67  
Bank Routing Code No. 200 700 00

**Frequency:** Monthly

**On Sale Date:** Monday

**Cover Price:** € 3.00 (July 2007)

**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.

**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](http://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.

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 [www.gujmedia.com](http://www.gujmedia.com).

	Rate Zone 1 1 Jan. - 29 Feb. 1 July - 31 July 1 Dec. - 31 Dec.	Rate Zone 2 1 Mar. - 30 June 1 Aug. - 30. Nov.	Average Rate (Not Bookable)	NEON Fashion Issues* On sale Mar. + Sep.
<b>Mono/multi-colour ads:</b>				
<b>Full page (inner)</b>	<b>15,900</b>	<b>16,800</b>	<b>16,500</b>	<b>9,800</b>
<b>Full page (IFC,OBC)</b>	<b>19,000</b>	<b>20,200</b>	<b>19,800</b>	<b>11,800</b>
<b>Double page (inner)</b>	<b>31,800</b>	<b>33,600</b>	<b>33,000</b>	<b>19,600</b>
<b>Double page (1<sup>st</sup> double page in issue)</b>	<b>34,900</b>	<b>37,000</b>	<b>36,300</b>	<b>21,600</b>
<b>Double page (IFC + page 3)</b>	<b>38,100</b>	<b>40,500</b>	<b>39,700</b>	<b>23,500</b>

#### \*NEON Fashion Issues

The 4/08 and 10/08 issues will contain a NEON Fashion Issue as an integrated reverse "back to front" issue. Special rates apply to fashion ads in the fashion issue. Ad closing for the NEON Fashion Issue is 11 Feb. and 11 Aug. 2008.

**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.**

#### 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.

#### Discounts:

Volume	3 pages	3%	9 pages	9%
	6 pages	6%	12 pages	12%

Alternatively, discounts earned for STERN can be applied. Advertisements in NEON will not be added to STERN for discount purposes.

All rates are shown in euros and are exclusive of the German Value Added Tax (MwSt./VAT).  
**Issues are allocated to rate zones according to their on sale dates.**

#### Culture Discount:

A 20% discount is granted on culture advertisements, which include advertisements from book publishers, audio and video software, art and culture (exhibitions, museums) and music publishers.

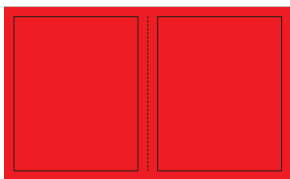
#### Print Discount for Online Advertising:

Discounts earned for NEON can be applied to advertising in neon.de

**Multi-page advertisements** must have the placement of all ad pages on immediately successive pages in the normal issue production. This offer can either be booked by a single advertiser or by several advertisers who jointly place a single space order. Minimum number of pages: 5.

#### Rates for Multi-page Advertisements:

	Rate Zone 1 1 Jan. - 29 Feb. 1 July - 31 July 1 Dec. - 31 Dec.	Rate Zone 2 1 Mar. - 30 June 1 Aug. - 30 Nov.	Average Rate (Not Bookable)
5 pages	71,600	75,600	74,267
6 pages	84,900	89,700	88,100
7 pages	97,900	103,500	101,633
8 pages	110,700	116,900	114,833
9 pages	123,100	130,000	127,700
10 pages	135,200	142,800	140,267



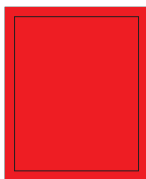
2/1 page  
TA: 408 x 247 mm  
TS: 424 x 287 mm

TA: Type Area  
TS: Trim Size\*\*\*

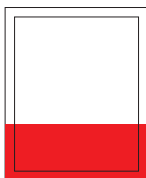
Illustrations are not binding  
for ad placement.

#### Building block formats:

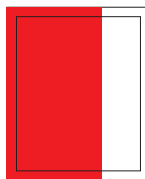
Combining different-sized ads to form  
a larger rectangular format is possible  
following prior agreement.



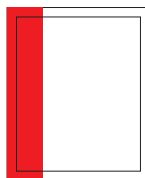
1/1 page  
TA: 191 x 247 mm  
TS: 212 x 287 mm



1/3 page horiz.  
TA: 191 x 81 mm  
TS: 212 x 94 mm



2/3 page vert.  
TA: 120 x 255 mm  
TS: 127 x 287 mm



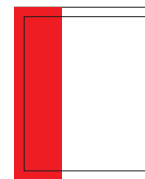
1/4 page vert.  
TA: 44 x 247 mm  
TS: 50 x 287 mm



1/2 page horiz.  
TA: 191 x 122 mm  
TS: 212 x 142 mm



1/4 page horiz.  
TA: 191 x 60 mm  
TS: 212 x 70 mm



1/3 page vert.  
TA: 60 x 247 mm  
TS: 66 x 287 mm



1/4 page square\*\*  
TA: 92 x 122 mm  
TS: 99 x 142 mm

	Rate Zone 1 1 Jan. - 29 Feb. 1 July - 31 July 1 Dec. - 31 Dec. mono/multi-colour	Rate Zone 2 1 Mar. - 30 June 1 Aug. - 30. Nov. mono/multi-colour	Average Rate (Not Bookable) mono/multi-colour	NEON Fashion Issues* On sale 17 Mar. and 15 Sep. mono/multi-colour
Double page (inner)	31,800	33,600	33,000	19,600
Double page (1 <sup>st</sup> double page in issue)	34,900	37,000	36,300	21,600
Double page (IFC + page 3)	38,100	40,500	39,700	23,500
Full page (inner)	15,900	16,800	16,500	9,800
Full page (IFC, OBC)	19,000	20,200	19,800	11,800
2/3 page	11,270	11,960	11,730	
1/2 page	9,370	9,940	9,750	
1/3 page	6,910	7,330	7,190	
1/4 page	5,640	5,980	5,867	

\* **NEON Fashion Issues:** The rates shown are for ads from the fashion sector that appear in the fashion issue.

\*\* **Corner ads:** 20% surcharge for sole ad position on this page.

\*\*\* For bleed allow 5 mm on all sides.

	Issue No.	Month	On sale date	Calendar Week	Ad Closing, Cancellation and Digital Copy Date
<b>Rate Zone 1</b> 1 Jan. - 29 Feb. 1 July - 31 July 1 Dec. - 31 Dec.	2	February	21 Jan. 2008	3	<b>17 Dec. 2007</b>
	3	March	18 Feb. 2008	7	<b>21 Jan. 2008</b>
	4*	April	17 Mar. 2008	11	<b>18 Feb. 2008*</b>
<b>Rate Zone 2</b> 1 Mar. - 30 June 1 Aug. - 30 Nov.	5	May	21 Apr. 2008	16	<b>20 Mar. 2008</b>
	6	June	19 May 2008	20	<b>17 Apr. 2008</b>
	7	July	16 June 2008	24	<b>16 May 2008</b>
	8	August	21 July 2008	29	<b>23 June 2008</b>
<b>Rate Zone 1</b> 1 Jan. - 29 Feb. 1 July - 31 July 1 Dec. - 31 Dec.	9	September	18 Aug. 2008	33	<b>21 July 2008</b>
	10*	October	15 Sept. 2008	37	<b>18 Aug. 2008*</b>
	11	November	20 Oct. 2008	42	<b>19 Sept. 2008</b>
	12	December	17 Nov. 2008	46	<b>20 Oct. 2008</b>
<b>Rate Zone 2</b> 1 Mar. - 30 June 1 Aug. - 30 Nov.					
<b>Rate Zone 1</b> 1 Jan. - 29 Feb. 1 July - 31 July 1 Dec. - 31 Dec.	1/2009	January	15 Dec. 2008	50	<b>17 Nov. 2008</b>

\***NEON Fashion Issues:** The 4/08 and 10/08 issues will contain a NEON Fashion Issue as an integrated reverse "back to front" issue. Special rates apply to fashion ads in the fashion issue. Ad closing for the NEON Fashion Issue is 11 Feb. and 11 Aug. 2008.

Issues are allocated to rate zones according to their on sale dates.

Rate Card No. 5, Valid from 1 January 2008



<b>Trim Size:</b>	212 mm wide x 287 mm high (8-3/8" x 11-1/4") plus 5 mm trimming edge on every side. Live matter should be at least 5 mm removed from trimming edge.	<b>Contact:</b>	Advertisement Dept. STERN/GEO/ART Tel.: (+49-40) 37 03 - 29 35
<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) 37 03 - 29 35
<b>Binding Method:</b>	Perfect bound	<b>Data Formats:</b>	Please adhere to the information contained in the order confirmation. Digital offset data (ISO 12647-2), paper class 2 PDF 1.3 Picture Elements CT: 120 L/cm (304.8 dpi) The quality of JPEG compressed photos is to be determined by the data manufacturer. Embedded ICC profiles will not be evaluated.
<b>Printing Across Gutter:</b>	For all photo elements an additional 5 mm from the gutter.	<b>Note:</b>	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> Offset	Digital offset data ISO 12647-2, Paperclass 1-2 (Fogra 39L), with a proof that must be produced 1:1 from the digital data, supplied according to the ICC Profile "ISOcoated_v2_300_eci.icc" with the Ugra/Fogra Media Wedge CMYK (V. 2.0).		
<b>Delivery:</b>	Gruner + Jahr AG & Co KG Druck- und Verlagshaus Magazine Group STERN/GEO/ART 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.		<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>

**Description:**

NEON is the user-generated content portal for young adults on the Internet. Analogous with the printed magazine, at **neon.de** young persons find all the topics that interest the NEON generation: better-educated men and women aged 20 to 35: pop as well as politics, formal educations, job, the first salary, first car, first thoughts about financial provisions for old age, and mourning the loss of one's second love. At **neon.de**, users can contact the editors and authors of NEON; articles from the magazine are amplified and expanded through the users' own authentic personal experiences. Magazine articles are presented adjacent to readers' contributions, creating a unique platform with a high degree of identification where the user can find information and entertainment, make new friends, and exchange opinions.

	neon.de users %	Affinity Index neon.de users All users = 100
<b>Gender</b>		
Male	46	82
Female	54	122
<b>Age</b>		
14 – 19	21	165
20 – 29	31	158
<b>Income</b>		
Net mtl. hshld. inc. up to € 2,000	46	106
€ 2,000 – 4,000	41	94
€ 4,000 +	13	100
<b>Education</b>		
Intermediate	40	104
"A"-Levels/University	39	133
<b>Specially interested in</b>		
Consumer electronics	22	156
Books	38	138
Films on DVDs, videos	20	152
Fashion or shoes	22	131
Music CDs	26	132

Source: internet-facts I/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	€ 4,400 / 65,000 Ad
Feeling	€ 4,100 / 60,900 Ad
Politics & Society	€ 960 / 14,000 Ad
Leisure	€ 880 / 13,000 Ad
Travel	€ 590 / 8,800 Ad

\*Minimum booking volume € 4,500

**Example: Cross-Media Combination Platinum**

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\*: € 33,000

Online volume\*\* (20%): € 6,600

**Gross package: € 39,600**

Discount on the total package (4%): € 1,584

**Net package: € 38,016**

\* Average rate: not bookable

\*\* Minimum online booking volume € 4,500

<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 Fatburs Brunnsgata 29 118 28 Stockholm, Sweden Telephone (+46-8) 714 06 00 Telefax (+46-8) 641 07 75 Email: sten.johansson@globemedia.se
<b>Germany</b>	<b>Sales Office North – Berlin</b> Gruner + Jahr AG & Co KG Dorotheenstrasse 33 10117 Berlin Telephone (+49-30) 25 48 06-50 Telefax (+49-30) 25 48 06-51 Email: vb.nord-berlin@guj.de	<b>International</b>	<b>Portugal</b> 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	<b>Switzerland</b> 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
<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: mediatld@mediatld.com.tr
<b>Sales Office West</b> 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	<b>Austria and South Tyrol</b> 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	<b>Hungary</b> David Keresztes Standard Capital Kft. Bródy Sándor u. 27. 1 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	<b>South America</b> 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	<b>United Kingdom, Ireland</b> 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
<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
<b>Sales Office South</b> Gruner + Jahr AG & Co KG Eisenstrasse 3 A 80335 Munich Telephone (+49-89) 208 05-0 Telefax (+49-89) 208 05-200 Email: vb.sued@guj.de	<b>Canada</b> Richard Brown Victor Brown Associates Corp. 15 Zorra Street Toronto, Ontario Canada M6Z 4Z6 Telephone (+1-416) 259 96 31 Telefax (+1-416) 259 96 34 Email: r.brown@vicbrownmedia.com	<b>Italy (excl. South Tyrol)</b> Elia Blei Blei S.p.A. Via degli Arcimboldi, 5 20123 Milan Telephone (+39-02) 722 51-274 Telefax (+39-02) 722 51-251 Email: e.blei@bleispa.it	<b>Spain</b> Silvia Dudda GPS - G+J Group C/ Ancora 40 28045 Madrid Spain Telephone (+34-91) 347 03 59 Telefax (+34-91) 575 12 80 Email: sdudda@gps.gyj-mpib.es	<b>U.S.A. West Coast</b> Raiph Lockwood Huson International Media 1999 South Bascom Avenue Suite 1000 Campbell, CA 95008, USA Telephone (+1-408) 879 66 66 Telefax (+1-408) 879 66 69 Email: ralph@husonusa.com

**Contact for Online Advertising**  
G+J Electronic Media Sales GmbH  
Stubbenhuk 5  
20459 Hamburg  
Telephone (+49-40) 37 03 - 73 83  
Telefax (+49-40) 37 03 - 57 34  
E-mail: anzeigen@ems.guj.de



Gruner+Jahr AG & Co KG

