

Rate Card No. 8



Valid from 1 January 2008



The series of special photography issues from STERN

STERN FOTOGRAFIE – the legendary photo editions from STERN

STERN is world-renowned for a visual language that sets aesthetic standards – no other magazine in Germany receives as many awards for its optical presentation and photo productions. Nearly all top international photographers have already worked for STERN. As a result of the magazine's reputation in the photography scene, and to underscore STERN's high standards as lead magazine in the area of contemporary photography, in 1996 the editors of STERN introduced the high-quality STERN FOTOGRAFIE series which today enjoys an exemplary reputation all over the world. Many of the issues, which have become valued collector's items among photography and art lovers, are completely out of print.

In 2008, two developments will strengthen the exclusive image of this respected magazine series: issue 51 will appear as a hardcover volume, the cover price will be increased to 18 euros.

A different world-class photographer is presented in every quarterly issue – provocative taboo-breakers as well as excellent glamour photographers and genuine "classics." The dual-language hardcover volumes, appearing in a strictly limited print run, introduce the reader to the works of the respective photographer and present his works in an extra-large-scale format and on first-class printing paper and quality. STERN FOTOGRAFIE is unique – there are no comparable editions to be found in Germany or anywhere else in Europe.

STERN FOTOGRAFIE is produced for art and photography aficionados who appreciate the unmatched power of the stationary image, who are just as interested in classic aesthetics as they are in experimental visual language, and who follow the latest trends in photography.

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

G+J Gruner+Jahr AG & Co KG

Publisher: Gruner + Jahr AG & Co KG

Postal Address: Magazine Group STERN/GEO/ART
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Germany

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Frequency: Quarterly

Copy Price: € 18.00 (Sept. 2007)

Print Run: 10,000 copies

Pagination: Appx. 100 pages

Distribution: Germany and German-speaking countries,
Benelux, U.K., USA and Canada

Sales Outlets: Selected book and magazine retail,
subscriptions, direct orders, other

**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 out-
standing. 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
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. 8", 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.

Mono/Multi-colour ads:	1/1 page (Inner)	€ 3,500
	1/1 page (OBC)	€ 4,000
	2/1 page	€ 7,000

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	2 pages	4%
	3 pages	8%
	4 pages	12%
	5 pages	16%
	6 pages	20%

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

Culture Discount:

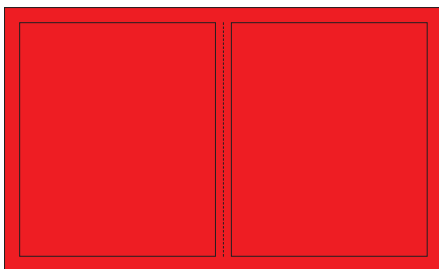
A 20% discount is granted on culture advertisements, which include advertisements from book publishers, audio and video software, art and culture (exhibitions, museums) and music publishers.

Print Discount for Online Advertising:

Discounts earned for STERN FOTOGRAFIE can be applied to advertising in stern.de

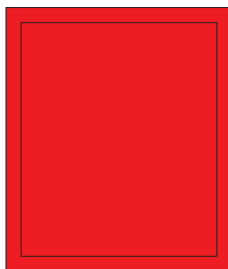
TA: Type Area
TS: Trim Size*

Illustrations are not binding
for ad placement.



2/1 page
TA: 480 x 317 mm
TS: 540 x 360 mm

Mono/Multi-Colour:
€ 7,000



1/1 page
TA: 225 x 317 mm
TS: 270 x 360 mm

Mono/Multi-Colour:
Inner page € 3,500
OBC € 4,000

Special Ad Formats: Loose inserts, tip-ons and bound-in inserts are possible on request.

* For bleed allow 5 mm on all sides.

Issue No.	On Sale Date	Calendar Week	Ad Closing, Cancellation and Digital Copy Date
51	11 Mar. 2008	11	25 Jan. 2008
52	10 June 2008	24	22 April 2008
53	9 Sept. 2008	37	24 July 2008
54	9 Dec. 2008	50	24 Oct. 2008

Trim Size:	270 mm wide x 360 mm high (0-5/8" x 14-3/16") plus 5 mm trimming edge on every side. Live matter should be at least 5 mm removed from trimming edge.	Telecommunication/ISDN:	For information on data transmission, please call (+49-40) 37 03 - 29 35
Printing Process:	Sheet-fed offset (ISO 12647-2)	Data Formats:	Please adhere to the information contained in the order confirmation. Digital offset data (ISO 12647-2), Paperclass 1-2 PDF 1.3 (PDF/X3 recommended) in CMYK-mode, unseparated, Reference: Adobe Distiller – all scripts integrated, 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.
Binding Method:	Saddle stitching	Note:	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
Copy Material:	Please adhere to the information contained in the order confirmation. Digital offset data (ISO 12647-2), paper class 2. Digital proof produced 1:1 from the digital data supplies in ISO 12647-2, paper class 2.		An updated version of this information which includes any possible additions or changes can be found under www.gujmedia.com
Delivery:	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.		
Contact:	Magazine Group STERN/GEO/ART Tel.: (+49-40) 37 03 - 29 35		

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