

Rate Card No. 8

 **Gesund** *leben*

Valid from 1 January 2008



I want to do something to help myself.

STERN GESUND LEBEN – the magazine for body, spirit and soul

STERN GESUND LEBEN is a magazine designed to improve body, spirit and soul. Its target group includes men and women aged between 35 and 60 who want to enjoy their lives by taking an active interest in their physical and mental well-being. Their feeling for life can be summed up as: "I want to do something to help myself."


STERN GESUND LEBEN seeks to inform, but not to preach. The magazine clarifies the possible opportunities for minimising or curing potentially harmful conditions. It focuses firmly on prevention.

STERN GESUND LEBEN treats different aspects of a single topic with every issue. The spectrum of topics ranges from weight loss to dental care.

STERN GESUND LEBEN reaches 830,000 readers (AWA 2007) and sells an average of 130,000 issues (IVW-audited).

STERN GESUND LEBEN enables its demanding and health-conscious readership to reach informed decisions about health issues without becoming lost in a jungle of information. It is competent, independent and highly detailed.

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

 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
Department:** Tel.: (+49-40) 37 03 - 29 30
Fax: (+49-40) 37 03 - 56 04
E-mail: anzeigen@guj.de

**Advertisement
Sales:** Stefanie Krupp
Tel.: (+49-40) 37 03 - 25 61
E-mail: krupp.stefanie@guj.de

Ad Booking: Anna Lena Lockner
Tel.: (+49-40) 37 03 - 29 13
Fax: (+49-40) 37 03 - 58 87
E-mail: lockner.anna@guj.de

Internet: <http://www.media.stern.de/gesundleben>

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

**Online
Marketing:** G+J Electronic Media Sales GmbH
Postal Address: 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

Frequency: Bimonthly

On Sale Date: Wednesday

Copy Price: € 4.50 (July 2007)

Print Run: 260,000 copies

Pagination: Appx. 140 pages

Distribution: Germany and German-speaking countries,
Benelux, Spain, Italy and Greece

Sales Outlets: Book and magazine retail, subscriptions,
direct orders

**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	€ 12,500
	2/1 page	€ 25,000

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:

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

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

Alternatively, discounts earned for STERN can be applied. Advertisements in STERN GESUND LEBEN 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 by STERN GESUND LEBEN can be applied to advertising in stern.de.

Special Ad Formats:

Special ad formats (Loose inserts, tip ons, bound inserts, etc.) are possible. Details available on request.

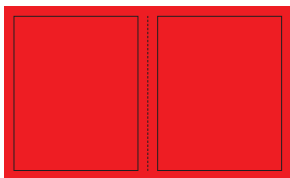
Multi-page advertisements must have the placement of all ad pages on immediately successive pages in the normal issue production. This offer can either be booked by a single advertiser or by several advertisers who jointly place a single space order. Minimum number of pages: 5.

Rates for Multi-Page Advertisements:

	Colour
5 pages	€ 56,300
6 pages	€ 66,800
7 pages	€ 77,000
8 pages	€ 87,000
9 pages	€ 96,800
10 pages	€ 106,300

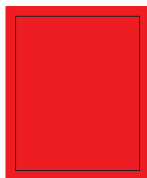
TA: Type Area
TS: Trim Size*

Illustrations are not binding
for ad placement.



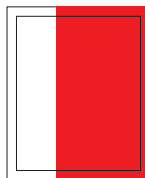
2/1 page
TA: 384 x 245 mm
TS: 424 x 287 mm

Mono/Multi-Colour:
€ 25,000



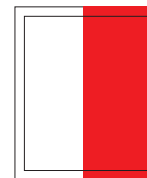
1/1 page
TA: 172 x 245 mm
TS: 212 x 287 mm

Mono/Multi-Colour:
inner page:
€ 12,500



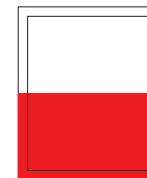
2/3 page vert.
TA: 115 x 245 mm
TS: 141 x 287 mm

Mono/Multi-Colour:
€ 8,880



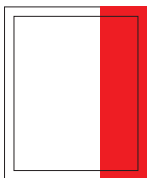
1/2 page vert.
TA: 86 x 245 mm
TS: 106 x 287 mm

Mono/Multi-Colour:
€ 7,380



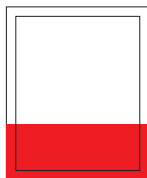
1/2 page horiz.
TA: 172 x 122 mm
TS: 212 x 143 mm

Mono/Multi-Colour:
€ 7,380



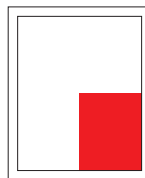
1/3 page vert.
TA: 57 x 245 mm
TS: 71 x 287 mm

Mono/Multi-Colour:
€ 5,440



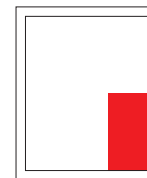
1/3 page horiz.
TA: 172 x 82 mm
TS: 212 x 96 mm

Mono/Multi-Colour:
€ 5,440



1/4 page square **
TA: 86 x 120 mm

Mono/Multi-Colour:
€ 4,440



1/6 page vert.
TA: 57 x 120 mm

Mono/Multi-Colour:
€ 3,130



1/8 page square
TA: 86 x 59 mm

Mono/Multi-Colour:
€ 2,500

Building Block Formats: Combining different advertising formats to form larger rectangular formats is possible following prior agreement.

* For bleed allow 5 mm on all sides.

** **Corner advertisements:** 20% surcharge for having the ad appear as the only one on the page.

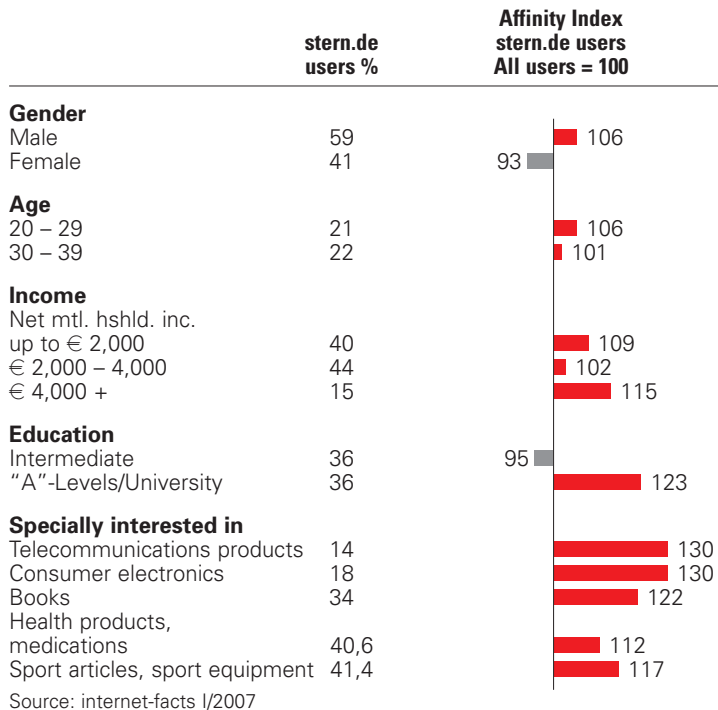
Issue No.	Month	On Sale Date	Calendar Week	Ad Closing, Cancellation and Digital Copy Date	Topics*
1	Feb./March	30 Jan. 2008	5	2 Jan. 2008	Stress
2	April/May	26 Mar. 2008	13	25 Feb. 2008	Healthy Slimming
3	June/July	28 May 2008	22	25 Apr. 2008	Headache
4	Aug./Sept.	23 July 2008	30	25 June 2008	Dental Care
5	Oct./Nov.	24 Sept. 2008	39	27 Aug. 2008	Advisor: "Addiction"
6	Dec./Jan.	26 Nov. 2008	48	29 Oct. 2008	The Cardiovascular System

*As per September 2007. Subject to change.

Trim Size:	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.	Telecommunication/ISDN:	For information on data transmission, please call (+49-40) 37 03 - 29 35
Printing Process:	Cover – Sheet-fed offset (ISO 12647-2) Inner pages – Rotary 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 fonts integrated, Picture Elements CT: 120 L/cm (304.8 dpi)
Binding Method:	Perfect bound		The quality of JPEG compressed photos is to be determined by the data manufacturer. Embedded ICC profiles will not be evaluated.
Printing Across Gutter:	Binding edge – remove all copy elements across the gutter an additional 5 mm from the gutter.		
Copy Material:	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).	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
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.		An updated version of this information which includes any possible additions or changes can be found under www.gujmedia.com
Contact:	Magazine Group STERN/GEO/ART Tel.: (+49-40) 37 03 - 29 35		

Description:

Health is a topic that attracts growing attention in society, and STERN GESUND LEBEN is a respected source of advice on everything that concerns good health for body and soul. STERN GESUND LEBEN is complemented by the online section "Science&Health" on the **stern.de** website. This creates for the target group a cross-media platform centred round this theme. And it creates a first-class setting for advertising as well.



Source: internet-facts I/2007

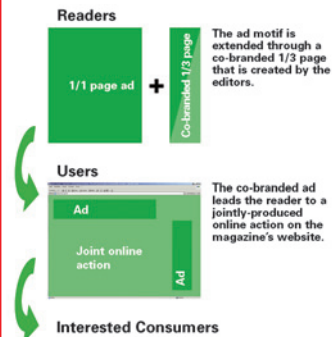
Book an online presence and profit from a guaranteed media performance.

You can find our binding offers under www.ems.guj.de/festpreise, e.g.:

Wallpaper for one week*:

Homepage	39.700,- € / 2.700.000 AI
Car	34.500,- € / 560.900 AI
Health	10.600,- € / 400.000 AI
People	18.100,- € / 2.200.000 AI
Economy	14.600,- € / 400.000 AI

*Minimum booking volume € 4,500

Example: Cross-Media Co-Integration

Sample Rate Calculation:

Total of individual media rates: € 41,374

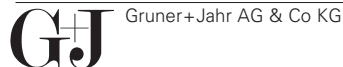
Of which: online media € 23,434

Cross-media package rate*: € 28,820

* 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	Sales Office North – Berlin 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	International	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 Stubbenhuk 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: mediatd@mediatd.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. 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	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
Sales Office Central 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	Belgium, Luxembourg, Netherlands 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	India 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	South Korea 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	U.S.A. East Coast 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
Sales Office South Gruner + Jahr AG & Co KG Elisenstrasse 3 A 80335 Munich Telephone (+49-89) 208 05-0 Telefax (+49-89) 208 05-200 Email: vb.sued@guj.de	Canada 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	Italy (excl. South Tyrol) 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	Spain 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	U.S.A. West Coast Ralph 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



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