

Rate Card No. 3a



Valid from 26 April 2008



No. 5/08

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

VIEW - The visual newsmagazine

VIEW is a visually oriented general interest magazine that originated from STERN's competence in imagery. VIEW shows readers at a glance what goes on in Germany and the world every month – from an unusual perspective and in spectacular pictures.

Large-size, emotional photography is the basis of the magazine concept. Concise texts, clear graphics and maps deliver the most important facts and additional information in an easily understandable way. The contents are structured in six sections: The World, Germany, Knowledge & Miracles, Sports, Entertainment and "Eye-Catchers" – the tips of the month. With this mixture, VIEW covers the need for easily available information as well as for entertainment.

VIEW caters to a readership that is visual and interested in obtaining information. The magazine's concept has a slightly stronger appeal to men than to women. VIEWers are young, earn high incomes and are of high social and economic status.



Publisher: Gruner + Jahr AG & Co KG

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

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20459 Hamburg

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Bank Routing Code 200 700 00

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E-mail: anzeigen@ems.guj.de

Frequency: Monthly

On Sale Date: Saturday

Copy Price: € 3.30 (Jan. 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
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. 3", 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.

	Rate Zone 1	Rate Zone 2	Average Rate
	1 Jan. – 29 Feb. 08 1 June – 31 Aug. 08	01 Mar. – 31 May 08 01 Sept. – 31 Dec. 08	(Not Bookable)
Mono/Multi-colour ads:			
Full page (inner)	12,900	13,900	13,483
Full page (IFC, OBC)	14,100	15,300	14,800
Double page (inner)	25,800	27,800	26,967
Double page (IFC + page 3)	32,200	34,800	33,717

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%	
6 pages	6%	
9 pages	9%	
12 pages	12%	

Alternatively, discounts earned for STERN can be applied. Advertisements in VIEW 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.

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:

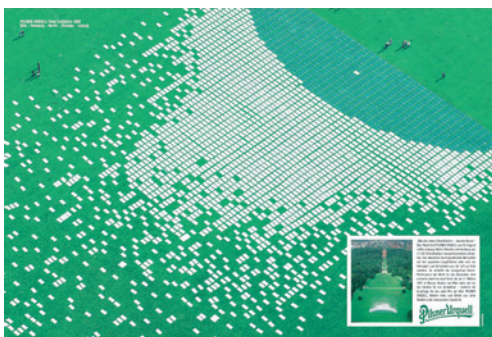
	Rate Zone 1	Rate Zone 2	Average Rate
	1 Jan. – 29 Feb. 1 June – 31 Aug.	1 Mar. – 31 May 1 Sept. – 31 Dec.	(Not Bookable)
5 pages	58,100	62,600	60,725
6 pages	68,900	74,200	71,992
7 pages	79,500	85,600	83,058
8 pages	89,800	96,700	93,825
9 pages	99,800	107,600	104,350
10 pages	109,700	118,200	114,658

Print Discount for Online Advertising:

Discounts earned for VIEW can be applied to advertising in view-magazin.de



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.	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.
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.: (+49-40) 37 03 - 29 35 Fax: (+49-40) 37 03 - 56 04
Printing Process:	Cover – Offset Inner pages – Rotogravure	Telecommunication/ISDN:	For information on data transmission, please call (+49-40) 37 03 - 29 35
Binding Method:	Perfect bound	Data Formats:	Digital data for Rotogravure (PSR-LWVC), PDF 1.3 (PDF/X3 recommended) CMYK-Mode, unseparated, Reference: Adobe Distiller, all fonts integrated, CT; 120 L/cm (304.8 dpi).
Printing Across Gutter:	Will be taken into account by printing plant. No trim margin at gutter. Copy should be 2 mm removed from gutter.	Rotogravure / Inner pages	
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.	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 (304.8 dpi).
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.	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
		An updated version of this information which includes any possible additions or changes can be found under www.gujmedia.de	



The VIEW VISUAL AD is a high-attention special ad format that was created specifically for VIEW. The VIEW VISUAL AD is a double-page spread that the advertiser can design in a so-called “look and feel.”

“VIEW Look and Feel” means that the advertisement contains the following elements:

- a double-page key element – e.g. part of an ad motif taken from a current ad campaign or another photo illustration (not just a picture of the product)
- a text block containing descriptive copy as well as the advertiser's logo.

The special rate for this high-attention ad form is € 20,000 (instead of the € 26,967 average rate for a double-page spread.)



Description:

On the Internet as well as in print, VIEW stands for fascinating photographs. In the VIEW Photo Community, everyone who is both an enthusiastic and good photographer can show a selection of his best photos to an enthusiastic audience. All users – from hobby photographers to professionals – have a variety of interesting options at their disposal. For example, the users can upload individual photos or entire series of photos and make them available either to all private users or members of the VIEW Photo Community. They can create their own photo profile, look at the photos of other users, evaluate and comment on them, or send and receive news within the Photo Community.

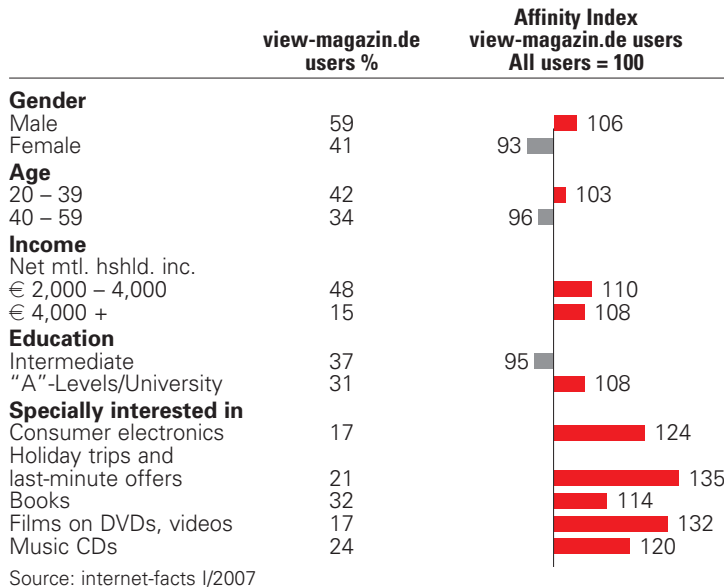
Book an online presence and profit from a guaranteed media performance.

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

Binding rates for one week*:

Wallpaper	€ 5,800 / 100,000 AI
Half Page Ad	€ 4,300 / 100,000 AI
Content Ad (large)	€ 4,000 / 100,000 AI
Skyscraper	€ 3,300 / 100,000 AI
Full Banner	€ 1,500 / 100,000 AI

***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*: € 26,966

Online volume** (20%): € 5,393.20

Gross package: € 32,359.20

Discount on the total package (4%): € 1,294.37

Net package: € 31,064.83

* Average rate: not bookable
 ** Minimum online booking volume € 4,500

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
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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
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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
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Gruner+Jahr AG & Co KG

