

## Rate Sheet No. 2 – Valid from 1 January 2008



### Germany's magazine for the eBay community

The eBay Magazin is written for around 11 million German eBay users aged 18-49 who have higher educations and a liking for magazines. The magazine is unisex with a slightly male point of view. It is not a sales bulletin or customer magazine, but an independent, useful, general-interest magazine for the eBay community. The five colour-coded editorial sections Community, Buying & Winning, Selling & Earning, Trends & Products, and Service & Tips offer the reader useful and valuable information on eBay in a clear and entertaining manner.

The readers are mostly male (75%), aged 30 to 49 (76%) and employed (69%). (Source: Online survey, issue 2, Sep. 2007)

The first issue of eBay Magazin appeared on May 11<sup>th</sup> 2007. It now appears quarterly.

<b>Frequency:</b>	Quarterly
<b>Cover Price:</b>	€ 2.50
<b>Print Run:</b>	400,000 copies
<b>Guaranteed Paid Circulation:</b>	130,000 copies
<b>Paid Circulation, Issue 1/07:</b>	180,000 copies
<b>Trim Size:</b>	212 mm width x 287 mm height (8-3/8" x 11-1/4")
<b>Copy Material:</b>	Digital Post-Script data based on the Euro Scale with proof
<b>Printing Process:</b>	Covers: offset; inner pages: rotogravure
<b>Binding Method:</b>	Saddle stitched
<b>Paper:</b>	Covers: 200 g/m <sup>2</sup> ; inner pages: 65 g/m <sup>2</sup>
<b>Minimum No. of Pages:</b>	140
<b>Agency Commission:</b>	15%
<b>Publisher:</b>	emag GmbH Am Baumwall 11 22459 Hamburg Germany
<b>Ad Sales:</b>	Magazine Group STERN/GEO/ART Gruner +Jahr AG & Co KG 20444 Hamburg, Germany
<b>International Ad Sales:</b>	Stefanie Meierfrankenfeld Tel. (+49-40) 3703 2946 <a href="mailto:meierfrankenfeld.stefanie@guj.de">meierfrankenfeld.stefanie@guj.de</a> Sibel Üner Tel. (+49-40) 3703 2949 <a href="mailto:uener.sibel@guj.de">uener.sibel@guj.de</a>

**Bank:** Deutsche Bank AG Hmb  
 Account No. 03 01 747  
 Bank Code No. 200 700 00  
 IBAN DE63200700000030147400

**Mono/Multi-Colour Ads:**

<b>Full Page</b>	<b>€12,900</b>
<b>IFC, OBC</b>	<b>€14,200</b>
<b>IFC + Page 3</b>	<b>€28,900</b>

**Discounts:**

<b>Volume</b>	
3 pages	3%
4 pages	5%
5 pages	6%
6 pages	8%

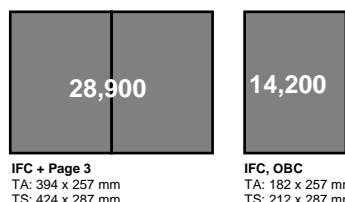
**Special Ad Formats:**  
 Further information on request

- Loose inserts
- Bound inserts
- Glued (tip-on) inserts

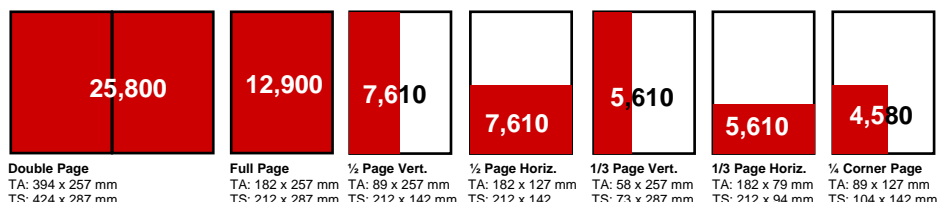
Alternately, discounts earned with STERN magazine may be applied

**Ad Sizes and Rates:**

**Covers**



**Inner Pages**



For bleed allow 5 mm on all sides.  
 TA: Type Area  
 TS: Trim Size

**Closing Date Schedule 2007-2008:**

Issue No.	On Sale Date	Ad Closing and Copy Deadline
3/2007	23 Nov. 2007	25 Oct. 2007
1/2008	22 Feb. 2008	29 Jan. 2008
2/2008	23 May 2008	23 Apr. 2008
3/2008	22 Aug. 2008	29 July 2008
4/2008	21 Nov. 2008	28 Oct. 2008

This rate sheet contains selected information from German-language media information. In the event of discrepancies, inaccuracies or omissions in this sheet, the German original retains sole validity.