



Rate Card 2012

Valid from 1 January, 2012

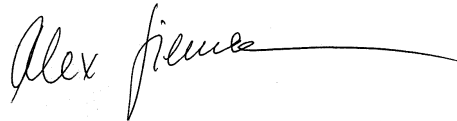
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1 Editorial concept

In each and every issue, we showcase the hottest fashion and beauty trends, and the up-to-the-minute photos and news from the world of superstars. But we don't stop there: we tell the story that lies behind the headlines and the pictures. Every article is packed with feelings. Which makes it plain to see: the lives of stars are not so different from our own – at least not when it comes to emotions. In the end, it's all about feelings – whether we treat ourselves to a new handbag, have just had our hearts broken, are having issues with our bodies or are basking in the bliss of a new relationship.



Alex Siemen, Editor-in-Chief



2 General information

Publishing house: OK! Verlag GmbH & Co. KG
Gänsemarkt 24
20354 Hamburg

Advertising sales: MEDIENGRUPPE KLAMBT
Klamt-Verlag GmbH & Cie,
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Internet: www.media.ok-magazin.de
www.ok-magazin.de
www.klambt.de

Cover price: € 2 (December 2011)

Publication frequency: weekly

PZN
(Magazine Code Number): 571442

Terms of payment: Within 30 days, 2% cash discount for payment before publication date. In case of open accounts, discounts cannot be granted.
VAT will be charged on the net invoice amount if applicable.

Account information: Volksbank Kur- und Rheinpfalz e.G.
account no. 21458, bank code no. 54790000
IBAN DE 15 54790000 0000021458
BIC GENO DE 61 SPE

Terms and conditions: All business conducted is subject to the Publisher's Conditions of Payment and Terms of Trade which are available from the publisher or at www.klambt.de/anzeigen/agb

Place of performance: 67346 Speyer, Germany

Jurisdiction: Speyer Local Court
and Frankenthal Regional Court

Online advertisement bookings: Ads can also be submitted via the online booking system (OBS).
www.obs-portal.de




Member of Informationsgemeinschaft von
Werbetägern e. V. (German Audit Bureau
of Circulation)



3 Discounts and technical details

Discounts:	Frequency discounts:	
	from 6 adverts 4 %	from 36 adverts 16 %
	from 12 adverts 8 %	from 52 adverts 20 %
	from 24 adverts 12 %	
Volume discounts:		
	from 3 pages 5 %	from 12 pages 15 %
	from 6 pages 10 %	from 18 pages 20 %

Technical information: Current and binding technical information are available at www.duon-portal.de, also for download as PDFs. 

Delivery of printing data: All printing data have to be submitted electronically via www.duon-portal.de. For support please contact: support@duon-portal.de. Telephone hotline +49 (0)40 3741 1750

Discounts are granted for a single advertiser and contractual year.

**CIRCULATION
GUARANTEE
2.0**

**Circulation Guarantee 2.0 for magazines
whose issue-to-issue circulation is measured by the IVW**

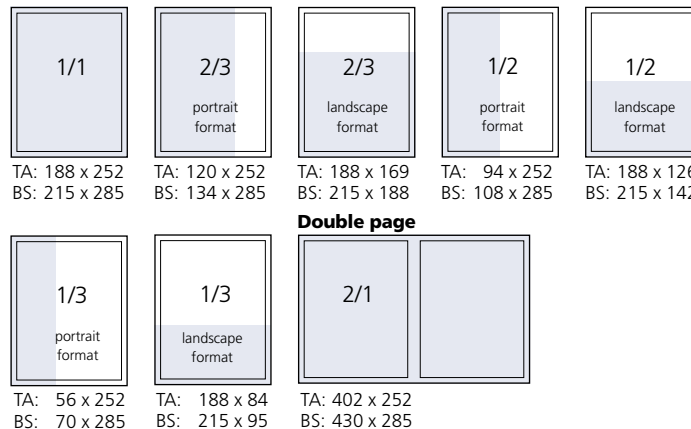
MEDIENGRUPPE KLAMBT is the first publishing house in Germany to provide advertisers with a circulation guarantee for future issues. Known as Circulation Guarantee 2.0, this applies to all Klambt titles whose issue-by-issue circulation is audited by IVW. Circulation Guarantee 2.0 also applies to all advertising booked on the basis of frequency discounts where advertisements are to be placed in at least six issues within any twelve month period.

Circulation Guarantee 2.0 works as follows: if you plan to advertise in at least six issues, we will guarantee to match the average paid circulation for the same period the previous year. We calculate any shortfall in circulation by taking the aggregate balance of the increase or reduction in circulation of each issue compared with the corresponding issue the previous year. Any refund will be made at the campaign's conclusion and will be in the form of a credit note for future advertisement bookings based on the net agency rate. Refunds shall only be provided for shortfalls worth more than 2,500 euros (see section 16b of our General Terms and Conditions of Business).

4 Advertisement rates and sizes

Size	Advertising rates in euros
1/1 page	14,000
2/3 page	10,740
1/2 page	8,750
1/3 page	6,070
Double page	
2/1 page	28,000
Rates for special positions (eligible for discounts)	
Opening spread (IFC + page 3)	33,600
Inside front cover	16,800
Outside back cover	16,800

Special formats, advertisement-split and special technical possibilities on request.



TA: type area in mm, BS: Bleed size in mm
Bleed: add 5 mm per cut

All rates are shown in euros and are valid for monochrome and multicoloured ads. Value-added tax will be charged on the net invoice amount, where applicable.

All text and visuals should be placed at least 5 mm from bleed to avoid loss through trimming.

5 Dates for the first half of 2012

Issue no.	Publication date (DD.MM.YY)	Closing, delivery of ad materials and cancellation date
02/2012	05.01.2012	19.12.2011
03/2012	12.01.2012	28.12.2011
04/2012	19.01.2012	05.01.2012
05/2012	26.01.2012	12.01.2012
06/2012	02.02.2012	19.01.2012
07/2012	09.02.2012	26.01.2012
08/2012	16.02.2012	02.02.2012
09/2012	23.02.2012	07.02.2012
10/2012	01.03.2012	15.02.2012
11/2012	08.03.2012	23.02.2012
12/2012	15.03.2012	01.03.2012
13/2012	22.03.2012	08.03.2012
14/2012	29.03.2012	15.03.2012
15/2012	04.04.2012	20.03.2012
16/2012	12.04.2012	26.03.2012
17/2012	19.04.2012	02.04.2012
18/2012	26.04.2012	12.04.2012
19/2012	03.05.2012	18.04.2012
20/2012	10.05.2012	25.04.2012
21/2012	16.05.2012	02.05.2012
22/2012	24.05.2012	09.05.2012
23/2012	31.05.2012	15.05.2012
24/2012	06.06.2012	21.05.2012
25/2012	14.06.2012	30.05.2012
26/2012	21.06.2012	06.06.2012
27/2012	28.06.2012	14.06.2012

Express bookings of full-page ads can be made up to one week prior to the on-sale date. Position requests cannot be taken into account; cancellation rights do not apply. Issues where deadlines are affected by public holidays are excluded from this offer.

5 Dates for the second half of 2012

Issue no.	Publication date (DD.MM.YY)	Closing, delivery of ad materials and cancellation date
28/2012	05.07.2012	21.06.2012
29/2012	12.07.2012	28.06.2012
30/2012	19.07.2012	05.07.2012
31/2012	26.07.2012	12.07.2012
32/2012	02.08.2012	19.07.2012
33/2012	09.08.2012	26.07.2012
34/2012	16.08.2012	01.08.2012
35/2012	23.08.2012	08.08.2012
36/2012	30.08.2012	16.08.2012
37/2012	06.09.2012	23.08.2012
38/2012	13.09.2012	30.08.2012
39/2012	20.09.2012	06.09.2012
40/2012	27.09.2012	13.09.2012
41/2012	04.10.2012	19.09.2012
42/2012	11.10.2012	26.09.2012
43/2012	18.10.2012	04.10.2012
44/2012	25.10.2012	11.10.2012
45/2012	31.10.2012	16.10.2012
46/2012	08.11.2012	23.10.2012
47/2012	15.11.2012	30.10.2012
48/2012	22.11.2012	08.11.2012
49/2012	29.11.2012	15.11.2012
50/2012	06.12.2012	22.11.2012
51/2012	13.12.2012	29.11.2012
52/2012	19.12.2012	04.12.2012
01/2013	27.12.2012	10.12.2012

Express bookings of full-page ads can be made up to one week prior to the on-sale date. Position requests cannot be taken into account; cancellation rights do not apply. Issues where deadlines are affected by public holidays are excluded from this offer.

6 Special ad formats

	Loose inserts	Tip-ins	Bound inserts																																																									
Definition	Loose inserts are printed materials for loosely inserting in the magazine.	Tip-ins are attached to the magazine advertisement so that they can be easily peeled off and used by readers.	Bound inserts are printed materials/brochures from an advertiser that are firmly bound into the magazine. They can either be supplied by the advertiser as ready for processing or be custom produced by our print shop.																																																									
Rates per 1,000	<table border="0"> <thead> <tr> <th></th> <th>Circulation without Subscription*</th> <th>Subscription circulation*</th> </tr> </thead> <tbody> <tr> <td>up to 20 grams</td> <td>€ 80 per thousand</td> <td>€ 100 per thousand</td> </tr> <tr> <td>up to 25 grams</td> <td>€ 85 per thousand</td> <td>€ 105 per thousand</td> </tr> <tr> <td>up to 30 grams</td> <td>€ 90 per thousand</td> <td>€ 115 per thousand</td> </tr> <tr> <td>up to 35 grams</td> <td>€ 95 per thousand</td> <td>€ 125 per thousand</td> </tr> <tr> <td>up to 40 grams</td> <td>€ 100 per thousand</td> <td>€ 130 per thousand</td> </tr> <tr> <td>up to 45 grams</td> <td>€ 105 per thousand</td> <td>€ 135 per thousand</td> </tr> <tr> <td>up to 50 grams</td> <td>€ 110 per thousand</td> <td>€ 140 per thousand</td> </tr> </tbody> </table>		Circulation without Subscription*	Subscription circulation*	up to 20 grams	€ 80 per thousand	€ 100 per thousand	up to 25 grams	€ 85 per thousand	€ 105 per thousand	up to 30 grams	€ 90 per thousand	€ 115 per thousand	up to 35 grams	€ 95 per thousand	€ 125 per thousand	up to 40 grams	€ 100 per thousand	€ 130 per thousand	up to 45 grams	€ 105 per thousand	€ 135 per thousand	up to 50 grams	€ 110 per thousand	€ 140 per thousand	<table border="0"> <thead> <tr> <th></th> <th>Circulation without Subscription*</th> <th>Subscription circulation*</th> </tr> </thead> <tbody> <tr> <td>Postcards</td> <td>€ 45 per thousand</td> <td>€ 50 per thousand</td> </tr> <tr> <td>Booklets</td> <td>€ 60 per thousand</td> <td>€ 75 per thousand</td> </tr> <tr> <td>Product samples</td> <td>€ 80 per thousand</td> <td>€ 95 per thousand</td> </tr> <tr> <td colspan="3">Other tip-ins on request.</td> </tr> </tbody> </table>		Circulation without Subscription*	Subscription circulation*	Postcards	€ 45 per thousand	€ 50 per thousand	Booklets	€ 60 per thousand	€ 75 per thousand	Product samples	€ 80 per thousand	€ 95 per thousand	Other tip-ins on request.			<table border="0"> <thead> <tr> <th></th> <th>Circulation without Subscription*</th> <th>Subscription circulation*</th> </tr> </thead> <tbody> <tr> <td>4 pages</td> <td>€ 90 per thousand</td> <td>€ 110 per thousand</td> </tr> <tr> <td>8 pages</td> <td>€ 100 per thousand</td> <td>€ 125 per thousand</td> </tr> <tr> <td>12 pages</td> <td>€ 110 per thousand</td> <td>€ 140 per thousand</td> </tr> <tr> <td>16 pages</td> <td>€ 120 per thousand</td> <td>€ 155 per thousand</td> </tr> <tr> <td colspan="3">Bound inserts with tip-ins on request.</td> </tr> </tbody> </table>		Circulation without Subscription*	Subscription circulation*	4 pages	€ 90 per thousand	€ 110 per thousand	8 pages	€ 100 per thousand	€ 125 per thousand	12 pages	€ 110 per thousand	€ 140 per thousand	16 pages	€ 120 per thousand	€ 155 per thousand	Bound inserts with tip-ins on request.		
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*Circulation	Total circulation or parts thereof (Nielsen regions, federal states, single-copy sales and subscriptions)	Total circulation or parts thereof (Nielsen regions, federal states, single-copy sales and subscriptions) At least a 1/1 page advertisement in total circulation. Charged according to rate card.	Total circulation or parts thereof (Nielsen regions, federal states, single-copy sales and subscriptions)																																																									
Sizes (Width x Height)	Minimum size: 105 mm x 148 mm Maximum size: 195 mm x 265 mm Other sizes on request Loose inserts must be rectangular.	Minimum size: 55 mm x 85 mm Maximum size: 180 mm x 200 mm Postcards: 148 mm x 105 mm Product samples on request Maximum thickness 2 mm Tip-ins must be rectangular.	Bleed size (untrimmed): Width: 218/228 mm (including 10 mm binding edge and 3 mm bleed) Height: 291 mm (including 3 mm bleed at top and bottom) Inserts with other dimensions on request.																																																									
Paper weight (Minimum)	2 pages 115 g/m ² 4-6 pages 80 g/m ² from 8 pages 60g/m ²	Postcards 135-150 g/m ² Brochures and booklets at least 80 g/m ² Other tip-ins on request.	4-6 pages 100 g/m ² 8-10 pages 70 g/m ² 12 or more pages 65 g/m ²																																																									
Closing and cancellation date	Please provide notification/make your booking as early as possible, at the latest by the closing date. When placing your order, please provide a sample, at the latest one month before publication date. Orders only become binding upon the publishing house after provision and approval of a sample. Inserts which, due to their design, are not immediately recognizable as advertising must, under German legislation, bear the legend "ANZEIGE" (advertising) in capitals using at least 10-point font.																																																											
Service	On request, the special ad formats can be produced by the publisher.																																																											
Contact	Susanne Kretz, +49 (0)6232 310 348, susanne.kretz@klambt.de																																																											

7 Advertorial

We offer the advertiser the opportunity to convey much more than just brand image - with a custom-designed advertorial, featured prominently in an attractive editorial environment.

The advertorial will be created in close collaboration with the client, based on the images/copy provided, and on a binding briefing.

We undertake layout and graphic design, which is submitted for approval. The advertorial will be clearly headed with the word "advertisement" (ANZEIGE).

Timing: The closing date for the advertorial is 6 weeks prior to the on-sale date.

Rates: Insertion costs are based on the most recent rate card, and subject to any annual volume discount. Production costs (incl. design, copy, layout) are based on size, time and materials. Any additional costs, such as image rights or photo production, will be passed onto the client. Volume discounts and agency commission do not apply to design and production costs.

Format: From 1/1 page

Firm quotes available on request.



CINZANO STORY

ANZEIGE

KORINA SCHNEITZ
gönnte sich zusammen mit ihrer besten Freundin eine glanzvolle Auszeit nach dem Examensstress in Balcia Italia. Demnächst freuten sie sich machen die schönsten Plätze unüchler!

NICOLE RAUTENBERG
französische Mission für Wren ersten Marathon in New York, die sie nach 5.32 Std. das Ziel erreichten und ihre Medaille bekamen, war sie der glücklichsten Mensch auf der Welt - ein rauscher persönlicher Erfolg!

HEIKE BÄSCHES
schöne und ergreifendste Moment 2009 war eindeutig die Hochzeit ihres Partners, Julia - die traumhafte Feier war rundum gelungen und nicht nur für sie unvergesslich.

Manche Momente sind einfach so einzigartig, dass man sie sein Leben lang nicht vergessen will: persönliche Hochzeiten, emotionale Ereignisse oder einfach nur geliebte Augenblicke mit den Menschen, die am meisten am Herzen liegen. Die außergewöhnlichen Momente, die glanzvoll und selbstverständlich werden sollten, gibt es jetzt von CINZANO eine besondere Bekräftigung. Unter allen Feiern feiern die Besten CINZANO-Momente: Zeit die anderen selbst wollen, werden die Glückseligkeit erleben - so sind die glücklichen Momente auch in Zukunft ganz sicher keine gestaltere Gelegenheit mehr zugehen, die unbedingt im Bild festgehalten werden sollte. Und nicht vergessen: Das Leben hält an jedem Tag ganz besondere Höhepunkte für jeden von uns bereit. Also lassen Sie immer die Augen offen und wölgen Sie diese kleinen Highlights auch im neuen Jahr mit einem feinen, erfrischend leuchtenden CINZANO Rosé. So richtig Sie garantieren Ihnen ganz persönlichen, unvergesslichen CINZANO-Momente. Mehr zu besonderen Momenten gibt es unter www.CINZANO.de/momente

Momente fürs Leben

Etwas Tolles erleben und mit anderen teilen zahlt sich aus: **CINZANO** präsentiert die Gewinner der großen Fotoaktion!

Zeitpunkt

8 www.ok-magazin.de

OK! Online is a portal that revolves around stars' lifestyles, and offers daily reports and red-hot celebrity news from Hollywood to Berlin – with exclusive photos. What's more, OK! Online spotlights the latest fashion and beauty trends and covers the most popular topics from the world of movies, TV and music – day in, day out. Users can also subscribe to a newsletter that offers breaking news at a glance without images.

Your contacts: TOMORROW FOCUS Media
www.tomorrow-focus-media.de

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The screenshot shows the homepage of the OK! magazine website. The header features the OK! logo, a search bar, and navigation links for 'OK! Newsletter', 'OK! abonnieren', and 'Zur aktuellen OK!-Ausgabe'. Below the header is a navigation bar with categories: PEOPLE, FASHION & STYLE, BEAUTY, ENTERTAINMENT, FOTOSTRECKEN, VIDEOS, and GEWINNSPIELE & FUN. The main content area includes a 'NEWS-FLASH' section with a large image of a woman and the text 'Bonjour, ALEXA!'. Below this is a 'Fashion Week Paris' section with the text 'Stars in der Frontrow & auf dem Catwalk'. There is also a 'WERDE FAN VON OK!' section with a Facebook logo. On the right side, there are two promotional banners: one for a 'TECHNIK-SET VON SONY' worth 4000 Euro, and another for a 'DVD-BOX ZU GEWINNEN!' featuring 'Doctor's Diary'.

9 Your contacts

PUBLISHING HOUSE

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Internet: www.telluspublishing.com

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Mobile: +49 (0)172 35504 15
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NIELSEN V, VI, VII

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