MEDIENGRUPPE KLAMBT

OK!

Rate Card 2018

Valid from 01.01.2018

Content

Editorial concept 1
General information 2
Discounts and technical details 3
Rates 4
Sizes 5
Schedule 6
Special ad formats 7
Advertorial 8
www.ok-magazin.de 9
Contacts 10

www.ok-magazin.de
www.klambt.de

1 Editorial concept

Emotional! Red hot! All the info!
OK! – First for celebrity news

The hottest gossip from the world of the superstars. The stories behind the headlines. The coolest trends. Fashion, beauty and more!

OK! moves with the times! It is the world's only celebrity magazine to connect with its readers and web users at every stage of their lives: 24 hours a day, seven days a week. It has a unique single-brand multichannel strategy, and exclusive content generated by the global OK! contributor network each and every day.
No other celebrity magazine connects print, digital, and social media channels as seamlessly and authentically as **OK!**.

OK! keeps its online readers informed and entertained for the rest of the day via Facebook, Twitter and www.okmag.de – the most successful celebrity magazine website for young audiences.
OK! is faster, more up-to-date and more flexible; it has its finger firmly on the pulse, and is connected 24/7. The reader is immersed in the glamourous and exciting lives of the stars.

OK! – the brand that never sleeps.

2 General information

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

Advertising sales:
MEDIENGRUPPE KLAMBT
Klambt-Verlag GmbH & Co. KG
Gänsemarkt 21-23, 20354 Hamburg

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Ad Management: Katharina Ofer ..... +49 6232 310-247
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Internet:
www.ok-magazin.de
www.klambt.de

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

Techn. information and Spcial ad formats:
Ad Special-Portal
Binding technical information for Ad Specials avaible under:
www.adspecial-portal.de

Cover price: 1,99 EUR (September 2017)

Publication frequency: weekly

Guaranteed paid circulation: 75.000

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.
Konto-Nr. 21458, BLZ 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

b4p best for planning.

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

The information contained in this rate card (state 26.09.2018) is subject to change during the course of the year. The most current binding rate card can be found at www.klambt.de.

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 %

Discounts are granted for a single advertiser and contractual year.

Can be combined with advertisements in IN
For more information, please refer to the rate card „Hall of Fame 2018“ (IN & OK!)

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 40 37411750

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

DUON-Portal

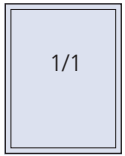
4 Advertisement rates

Size	Advertising rates in euros
1/1 page	14.670
1/2 page	9.900
1/3 page	6.850
1/4 page	5.315
Double page	
2/1 page	29.340
Rates for special positions (eligible for discounts)	
Inside front cover	17.605
Outside back cover	17.605
Opening spread (IFC + page 3)	35.210

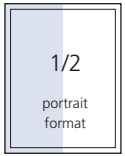
Special formats, advertisement-split and special technical possibilities on request.

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.

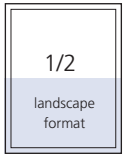
5 Sizes



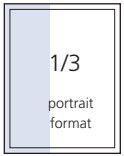
TA 188 x 252
BS 215 x 285



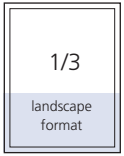
TA 94 x 252
BS 108 x 285



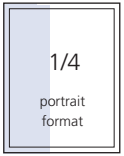
TA 188 x 126
BS 215 x 142



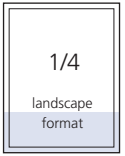
TA 56 x 252
BS 70 x 285



TA 188 x 84
BS 215 x 95

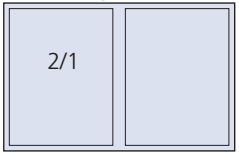


TA 48 x 252
BS 54 x 285



TA 188 x 64
BS 215 x 70

Double page



TA 402 x 252
BS 430 x 285

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

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

6 Schedule first half of 2018

Issue no.	CW	Publication date	Closing, delivery of ad materials and cancellation date	Delivery Special ad formats
02/2018	1	03.01.2018	15.12.2017	22.12.2017
03/2018	2	10.01.2018	27.12.2017	02.01.2018
04/2018	3	17.01.2018	02.01.2018	09.01.2018
05/2018	4	24.01.2018	09.01.2018	16.01.2018
06/2018	5	31.01.2018	16.01.2018	23.01.2018
07/2018	6	07.02.2018	23.01.2018	30.01.2018
08/2018	7	14.02.2018	30.01.2018	06.02.2018
09/2018	8	21.02.2018	06.02.2018	13.02.2018
10/2018	9	28.02.2018	13.02.2018	20.02.2018
11/2018	10	07.03.2018	20.02.2018	27.02.2018
12/2018	11	14.03.2018	27.02.2018	06.03.2018
13/2018	12	21.03.2018	06.03.2018	13.03.2018
14/2018	13	27.03.2018	12.03.2018	19.03.2018
15/2018	14	04.04.2018	19.03.2018	27.03.2018
16/2018	15	11.04.2018	26.03.2018	03.04.2018
17/2018	16	18.04.2018	03.04.2018	10.04.2018
18/2018	17	25.04.2018	10.04.2018	17.04.2018
19/2018	18	02.05.2018	17.04.2018	24.04.2018
20/2018	19	09.05.2018	23.04.2018	30.04.2018
21/2018	20	16.05.2018	30.04.2018	08.05.2018
22/2018	21	23.05.2018	07.05.2018	15.05.2018
23/2018	22	30.05.2018	15.05.2018	22.05.2018
24/2018	23	06.06.2018	22.05.2018	29.05.2018
25/2018	24	13.06.2018	29.05.2018	05.06.2018
26/2018	25	20.06.2018	05.06.2018	12.06.2018
27/2018	26	27.06.2018	12.06.2018	19.06.2018

6 Schedule second half of 2018

Issue no.	CW	Publication date	Closing, delivery of ad materials and cancellation date	Delivery Special ad formats
28/2018	27	04.07.2018	19.06.2018	26.06.2018
29/2018	28	11.07.2018	26.06.2018	03.07.2018
30/2018	29	18.07.2018	03.07.2018	10.07.2018
31/2018	30	25.07.2018	10.07.2018	17.07.2018
32/2018	31	01.08.2018	17.07.2018	24.07.2018
33/2018	32	08.08.2018	24.07.2018	31.07.2018
34/2018	33	15.08.2018	31.07.2018	07.08.2018
35/2018	34	22.08.2018	07.08.2018	14.08.2018
36/2018	35	29.08.2018	14.08.2018	21.08.2018
37/2018	36	05.09.2018	21.08.2018	28.08.2018
38/2018	37	12.09.2018	28.08.2018	04.09.2018
39/2018	38	19.09.2018	04.09.2018	11.09.2018
40/2018	39	26.09.2018	11.09.2018	18.09.2018
41/2018	40	02.10.2018	18.09.2018	24.09.2018
42/2018	41	10.10.2018	25.09.2018	02.10.2018
43/2018	42	17.10.2018	02.10.2018	09.10.2018
44/2018	43	24.10.2018	09.10.2018	16.10.2018
45/2018	44	31.10.2018	16.10.2018	23.10.2018
46/2018	45	07.11.2018	23.10.2018	30.10.2018
47/2018	46	14.11.2018	30.10.2018	06.11.2018
48/2018	47	21.11.2018	06.11.2018	13.11.2018
49/2018	48	28.11.2018	13.11.2018	20.11.2018
50/2018	49	05.12.2018	20.11.2018	27.11.2018
51/2018	50	12.12.2018	27.11.2018	04.12.2018
52/2018	51	18.12.2018	03.12.2018	10.12.2018
01/2019	52	24.12.2018	07.12.2018	14.12.2018

7 Special ad formats

Loose inserts

Definition

Loose inserts are printed materials for loosely inserting in the magazine.

Rates per 1,000

	Circulation without Subscription*	Subscription circulation*
up to 20 grams	€ 85 per thousand	€ 105 per thousand
up to 25 grams	€ 90 per thousand	€ 110 per thousand
up to 30 grams	€ 95 per thousand	€ 120 per thousand
up to 35 grams	€ 100 per thousand	€ 130 per thousand
up to 40 grams	€ 105 per thousand	€ 135 per thousand
up to 45 grams	€ 110 per thousand	€ 140 per thousand
up to 50 grams	€ 115 per thousand	€ 145 per thousand

Oversize loose inserts

Definition

Oversize loose inserts are printed materials for loosely inserting in the magazine, which extend outside the head of the issue.

Rates per 1,000

	Circulation without Subscription*	Subscription circulation*
up to 20 grams	95 € per thousand	120 € per thousand
up to 25 grams	100 € per thousand	125 € per thousand
up to 30 grams	105 € per thousand	135 € per thousand
up to 35 grams	110 € per thousand	145 € per thousand
up to 40 grams	115 € per thousand	150 € per thousand
up to 45 grams	120 € per thousand	155 € per thousand
up to 50 grams	125 € per thousand	160 € per thousand

Tip-ins

Definition

Tip-ins are attached to the magazine advertisement so that they can be easily peeled off and used by readers.

Rates per 1,000

	Circulation without Subscription*	Subscription circulation*
Postcard	46 € per thousand	51 € per thousand
Booklets	61 € per thousand	76 € per thousand
Product samples	82 € per thousand	97 € per thousand

Other loose inserts on request.
At least a 1/1 page advertisement in total circulation.

Bound inserts

Definition

Bound inserts are printed materials/brochures from an advertiser that are firmly bound into the magazine.

Rates per 1,000

	Circulation without Subscription*	Subscription circulation*
4-pages	92 € per thousand	112 € per thousand
8-pages	102 € per thousand	127 € per thousand
12-pages	112 € per thousand	142 € per thousand
16-pages	123 € per thousand	158 € per thousand

Bound inserts with tip-ons on request

Basis for calculation

The basis for calculation and delivery is the print run of the IVW quarterly report issued on order confirmation.

Circulation*

Total circulation or parts thereof (Nielsen regions, federal states, single-copy sales and subscriptions). The publisher reserves the right to shift position of an ad with partial circulation.
Minimum circulation 50.000

Determination of ciculation

For technical reasons the booked circulations are subject to fluctuation. For this reason the quantity of special ad formats actually required must be determined when placing the order.

Service

On request, the special ad formats can be produced by the publisher. Prices on request. Contact: Annette Becker, 06232 310-275, annette.becker@klambt.de

Technical information and delivery

Binding technical information, deadlines, samples, as well as delivery can be downloaded from www.adspecial-portal.de.
An inquiry regarding the circulation can also be placed through the portal.
In the event of any processing difficulties completion of the printing run takes priority over ad special processing.

Ad Special-Portal

8 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 2 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 1/2 page

Firm quotes available on request.

9 www.ok-magazin.de

OK! First for celebrity news
OK! Is the world's largest celebrity magazine, with daily reports and red-hot news on stars from Hollywood to Berlin.
What's more, www.OKmag.de spotlights the latest fashion and beauty trends, and covers the latest topics from the world of movies, TV and music every day. You don't want to miss out on any celeb scoops? Well you don't have to! The **OK!** newsletter brings all the latest news directly to your inbox. **OK!** would love to hear your opinion – via Facebook, Twitter and Instagram, members of the **OK!** community actively discuss the top stories, brand-new products and exciting events. The **OK!** reporters always have their finger on the pulse.

Your contacts for Crossmedia and Online-Cooperations

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Your contact Ströer Digital Media GmbH

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MEDIENGRUPPE KLAMBT

10 Your contacts

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67346 Speyer

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Fax: +49 7 11 25 94 34 - 44
Cell phone: +49 1 70 90 88 242
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Fax: +49 30 69 50 58 75
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