

# Rate Card 2019

Valid from 01.01.2019



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## Content

Editorial concepts .....	1	Sizes .....	5
General information .....	2	Schedule .....	6
Discounts and technical details .....	3	Advertorial .....	7
Rates .....	4	Contacts .....	8



# HALL OF FAME (IN & OK!)

## 1 Editorial concepts

**IN** - People · Lifestyle · Living creates an entirely new genre of women's entertainment magazines.

It delivers a unique blend of exciting celebrity news, gripping features on every-day heroes, and insight into key societal issues. It's authentic, up-front, and up-close.

**IN** is style

Our fashion and beauty section boasts a dynamic mix of lavish spreads, at-a-glance guides and shopping advice. This is where stars, designers, and experts share their inside knowledge.

Like our readers, the new **IN** is full of life, never stands still and is always in on the latest trends.

**IN** is inspiration

Explore Cuba with Gisele Bündchen and the Maldives with Kylie Minogue. And find out where to get the best fashion deals in Milan, London, or Paris. Get on board as **IN** airlines takes you around the world.

Guilt-free indulgence – we advise on quick, healthy and delicious meals and reveal new, exciting takes on all-time favourite dishes.

**IN** cuisine has the top tips and tricks for you to try at home.

Gym or great outdoors? Yoga or meditation? Low carb, alkaline, or macrobiotic diets? Every week, **IN** brings you the latest lifestyle trends for body and soul.

**IN** is high society

Drinks with Tom Ford or Kate Moss, living it up at the Coachella festival with Cara Delevigne: **IN** takes you to the world's most glamorous events, and reveals who's partying all night – with whom.

**IN** - People · Lifestyle · Living. It's more than just a celebrity magazine.



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](http://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 glamorous and exciting lives of the stars.

**OK!** – the brand that never sleeps.



## 2 General information

**Publishing house:** IN: IN Verlag GmbH & Co. KG  
OK!: OK! Verlag GmbH & Co. KG

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

**Phone:** ..... +49 40 411 88 25-0

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Brand Director Jan Magatzki ..... +49 40 411 88 25 - 211  
Media Sales E-Mail: ..... jan.magatzki@klambt.de

### Advertising management:

Head of Ad Management Annette Becker ..... +49 6232 310-275  
E-Mail: ..... annette.becker@klambt.de

Ad Management Katharina Ofer ..... +49 6232 310-247  
E-Mail: ..... katharina.ofer@klambt.de

**Internet:** www.ok-magazin.de  
www.klambt.de

### Online advertisements



Abs can also be submitted via the  
online booking systems (OBS).  
www.obs-portal.de

**Cover price:** IN 2,19 EUR (March 2019)  
OK! 2,19 EUR (March 2019)

**Publication frequency:** weekly

**Guaranteed paid circulation:** IN 80.000  
OK! 75.000

**PZN  
(Magazine Code Number):** 502845

**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



Member of Informationsgemeinschaft von  
Werbeträgern 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 %

Discounts are granted for a single advertiser and contractual year.

### Delivery of printing data:

All printing data have to be submitted electronically via [www.duon-portal.de](http://www.duon-portal.de). For support please contact: [support@duon-portal.de](mailto:support@duon-portal.de). Telephone hotline +49 40 37411750

**Technical information:** Current and binding technical information are available at [www.duon-portal.de](http://www.duon-portal.de), also for download as PDFs.



## 4 Advertisement rates

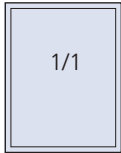
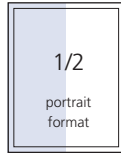
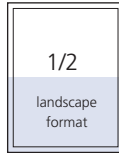
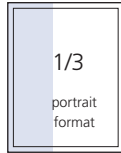
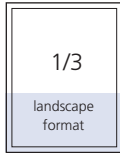
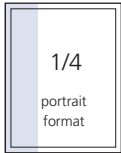
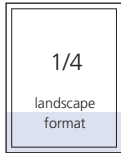
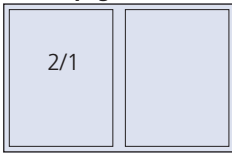
Size	Advertising rates in euros
1/1 page	25.900
1/2 page	17.485
1/3 page	12.085
1/4 page	9.395
<b>Double page</b>	
2/1 page	51.800
<b>Rates for special positions</b> (eligible for discounts)	
Inside front cover	31.085
Outside back cover	31.085
Opening spread (IFC + page 3)	62.170

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

For information about Special ad formats and single rates, please refer to the single rate cards IN 2019 and OK! 2019.

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			
<b>Double page</b>				
				
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 2019

<b>Issue no.</b>	<b>CW</b>	<b>Publication date IN</b>	<b>Publication date OK!</b>	<b>Closing, delivery of ad materials and cancellation date</b>	<b>Delivery Special ad formats</b>
02/2019	1	03.01.2019	02.01.2019	14.12.2018	21.12.2018
03/2019	2	10.01.2019	09.01.2019	21.12.2018	28.12.2018
04/2019	3	17.01.2019	16.01.2019	28.12.2018	08.01.2019
05/2019	4	24.01.2019	23.01.2019	08.01.2019	15.01.2019
06/2019	5	31.01.2019	30.01.2019	15.01.2019	22.01.2019
07/2019	6	07.02.2019	06.02.2019	22.01.2019	29.01.2019
08/2019	7	14.02.2019	13.02.2019	29.01.2019	05.02.2019
09/2019	8	21.02.2019	20.02.2019	05.02.2019	12.02.2019
10/2019	9	28.02.2019	27.02.2019	12.02.2019	19.02.2019
11/2019	10	07.03.2019	06.03.2019	19.02.2019	26.02.2019
12/2019	11	14.03.2019	13.03.2019	26.02.2019	05.03.2019
13/2019	12	21.03.2019	20.03.2019	05.03.2019	12.03.2019
14/2019	13	28.03.2019	27.03.2019	12.03.2019	19.03.2019
15/2019	14	04.04.2019	03.04.2019	19.03.2019	26.03.2019
16/2019	15	11.04.2019	10.04.2019	26.03.2019	02.04.2019
17/2019	16	17.04.2019	16.04.2019	02.04.2019	08.04.2019
18/2019	17	25.04.2019	24.04.2019	08.04.2019	16.04.2019
19/2019	18	02.05.2019	30.04.2019	12.04.2019	23.04.2019
20/2019	19	09.05.2019	08.05.2019	23.04.2019	30.04.2019
21/2019	20	16.05.2019	15.05.2019	29.04.2019	07.05.2019
22/2019	21	23.05.2019	22.05.2019	07.05.2019	14.05.2019
23/2019	22	29.05.2019	29.05.2019	14.05.2019	20.05.2019
24/2019	23	06.06.2019	05.06.2019	20.05.2019	28.05.2019
25/2019	24	13.06.2019	12.06.2019	24.05.2019	04.06.2019
26/2019	25	20.06.2019	19.06.2019	03.06.2019	11.06.2019
27/2019	26	27.06.2019	26.06.2019	07.06.2019	18.06.2019

**6 Schedule second half of 2019**

<b>Issue no.</b>	<b>CW</b>	<b>Publication date IN</b>	<b>Publication date OK!</b>	<b>Closing, delivery of ad materials and cancellation date</b>	<b>Delivery Special ad formats</b>
28/2019	27	04.07.2019	03.07.2019	17.06.2019	25.06.2019
29/2019	28	11.07.2019	10.07.2019	25.06.2019	02.07.2019
30/2019	29	18.07.2019	17.07.2019	02.07.2019	09.07.2019
31/2019	30	25.07.2019	24.07.2019	09.07.2019	16.07.2019
32/2019	31	01.08.2019	31.07.2019	16.07.2019	23.07.2019
33/2019	32	08.08.2019	07.08.2019	23.07.2019	30.07.2019
34/2019	33	15.08.2019	14.08.2019	30.07.2019	06.08.2019
35/2019	34	22.08.2019	21.08.2019	06.08.2019	13.08.2019
36/2019	35	29.08.2019	28.08.2019	13.08.2019	20.08.2019
37/2019	36	05.09.2019	04.09.2019	20.08.2019	27.08.2019
38/2019	37	12.09.2019	11.09.2019	27.08.2019	03.09.2019
39/2019	38	19.09.2019	18.09.2019	03.09.2019	10.09.2019
40/2019	39	26.09.2019	25.09.2019	10.09.2019	17.09.2019
41/2019	40	02.10.2019	02.10.2019	17.09.2019	24.09.2019
42/2019	41	10.10.2019	09.10.2019	23.09.2019	01.10.2019
43/2019	42	17.10.2019	16.10.2019	30.09.2019	08.10.2019
44/2019	43	24.10.2019	23.10.2019	08.10.2019	15.10.2019
45/2019	44	31.10.2019	30.10.2019	15.10.2019	22.10.2019
46/2019	45	07.11.2019	06.11.2019	21.10.2019	29.10.2019
47/2019	46	14.11.2019	13.11.2019	28.10.2019	05.11.2019
48/2019	47	21.11.2019	20.11.2019	05.11.2019	12.11.2019
49/2019	48	28.11.2019	27.11.2019	12.11.2019	19.11.2019
50/2019	49	05.12.2019	04.12.2019	19.11.2019	26.11.2019
51/2019	50	12.12.2019	11.12.2019	26.11.2019	03.12.2019
52/2019	51	18.12.2019	17.12.2019	02.12.2019	09.12.2019
01/2020	52	24.12.2019	23.12.2019	09.12.2019	16.12.2019

# 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 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.**



## 8 Your contacts

### VERLAG

MEDIENGRUPPE KLAMBT  
Klambt-Verlag GmbH & Co. KG  
Im Neudeck 1  
67346 Speyer

### Geschäftsführer Media Sales

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### Brand Director Media Sales

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### Brand Director Media Sales

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### Dispositionsleiterin

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Fax: +49 40 60 32 135  
E-Mail: info@mediabuero-nord.de  
Internet: www.mediabuero-nord.de

### NIELSEN II

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Fax: +49 62 32 310-273  
E-Mail: kolja.kraus@klambt.de  
Internet: www.klambt.de

### NIELSEN IIIA

Oliver Ehle / Hans Joachim Rummel  
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60433 Frankfurt  
Telephone: +49 69 26 02 40 80  
Cell phone: +49 1 72 3 55 04 15  
E-Mail: Ehle@partners-concept-media.com  
Internet: www.partners-concept-media.com

### NIELSEN IIIB

Martin Schaible / Diana Stark  
Schaible MedienPartner  
Südwest GmbH  
Friedrichstraße 8  
70736 Fellbach  
Telephone: +49 7 11 25 94 34 - 3  
Fax: +49 7 11 25 94 34 - 44  
Cell phone: +49 1 70 90 88 242  
E-Mail: bawue@medienpartner.net

### NIELSEN IV

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Internet: www.medienpartner.net

### NIELSEN V, VI, VII

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