IN - PEOPLE · LIFESTYLE · LIVING

MEDIENGRUPPE KLAMBT

IN
LEUTE · LIFESTYLE · LEBEN

Rate Card 2019

New publication dates at the end of the year

Valid from 01.01.2019

Content

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

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

1 Editorial concept

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.

2 General information

Publishing house:
IN Verlag GmbH & Co. KG
Gänsemarkt 21-23
20354 Hamburg

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

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

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

Cover price: 2,19 EUR (March 2019)

Publication frequency: weekly

Guaranteed paid circulation: 80.000

PZN (Magazine Code Number): 579379

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)

The information contained in this rate card (state 16.08.2019) 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 OK!
For more information, please refer to the rate card „Hall of Fame 2019“ (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.
oder direkt unter Tel.: 040 37 41 17-50

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

DUON-Portal

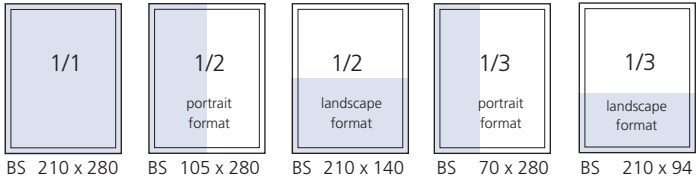
4 Advertisement rates

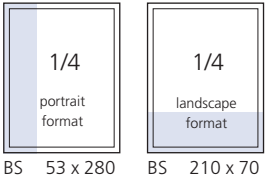
Size	Advertising rates in euros
1/1 page	16.460
1/2 page	11.110
1/3 page	7.680
1/4 page	5.970
Double page	
2/1 page	32.920
Rates for special positions (eligible for discounts)	
Inside front cover	19.750
Outside back cover	19.750
Opening spread (IFC + page 3)	39.500

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.

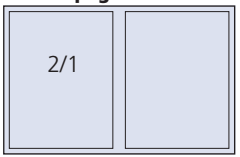
5 Sizes





New formats from issue 31/2019

Double page



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.

Type area sizes on demand.

6 Schedule first half of 2019

Issue no.	CW	Publication date	Closing, delivery of ad materials and cancellation date	Delivery Special ad formats
02/2019	1	03.01.2019	14.12.2018	21.12.2018
03/2019	2	10.01.2019	21.12.2018	28.12.2018
04/2019	3	17.01.2019	28.12.2018	08.01.2019
05/2019	4	24.01.2019	08.01.2019	15.01.2019
06/2019	5	31.01.2019	15.01.2019	22.01.2019
07/2019	6	07.02.2019	22.01.2019	29.01.2019
08/2019	7	14.02.2019	29.01.2019	05.02.2019
09/2019	8	21.02.2019	05.02.2019	12.02.2019
10/2019	9	28.02.2019	12.02.2019	19.02.2019
11/2019	10	07.03.2019	19.02.2019	26.02.2019
12/2019	11	14.03.2019	26.02.2019	05.03.2019
13/2019	12	21.03.2019	05.03.2019	12.03.2019
14/2019	13	28.03.2019	12.03.2019	19.03.2019
15/2019	14	04.04.2019	19.03.2019	26.03.2019
16/2019	15	11.04.2019	26.03.2019	02.04.2019
17/2019	16	17.04.2019	02.04.2019	08.04.2019
18/2019	17	25.04.2019	08.04.2019	16.04.2019
19/2019	18	02.05.2019	12.04.2019	23.04.2019
20/2019	19	09.05.2019	23.04.2019	30.04.2019
21/2019	20	16.05.2019	29.04.2019	07.05.2019
22/2019	21	23.05.2019	07.05.2019	14.05.2019
23/2019	22	29.05.2019	14.05.2019	20.05.2019
24/2019	23	06.06.2019	20.05.2019	28.05.2019
25/2019	24	13.06.2019	24.05.2019	04.06.2019
26/2019	25	20.06.2019	03.06.2019	11.06.2019
27/2019	26	27.06.2019	07.06.2019	18.06.2019

6 Schedule second half of 2019

New publication dates at the end of the year

Issue no.	CW	Publication date	Closing, delivery of ad materials and cancellation date	Delivery Special ad formats
28/2019	27	04.07.2019	17.06.2019	25.06.2019
29/2019	28	11.07.2019	25.06.2019	02.07.2019
30/2019	29	18.07.2019	02.07.2019	09.07.2019
31/2019	30	25.07.2019	09.07.2019	16.07.2019
32/2019	31	31.07.2019	16.07.2019	23.07.2019
33/2019	32	07.08.2019	23.07.2019	30.07.2019
34/2019	33	14.08.2019	30.07.2019	06.08.2019
35/2019	34	21.08.2019	06.08.2019	13.08.2019
36/2019	35	28.08.2019	13.08.2019	20.08.2019
37/2019	36	04.09.2019	20.08.2019	27.08.2019
38/2019	37	11.09.2019	27.08.2019	03.09.2019
39/2019	38	18.09.2019	03.09.2019	10.09.2019
40/2019	39	25.09.2019	10.09.2019	17.09.2019
41/2019	40	02.10.2019	17.09.2019	24.09.2019
42/2019	41	09.10.2019	23.09.2019	01.10.2019
43/2019	42	16.10.2019	30.09.2019	08.10.2019
44/2019	43	23.10.2019	08.10.2019	15.10.2019
45/2019	44	30.10.2019	15.10.2019	22.10.2019
46/2019	45	06.11.2019	21.10.2019	29.10.2019
47/2019	46	13.11.2019	28.10.2019	05.11.2019
48/2019	47	20.11.2019	05.11.2019	12.11.2019
49/2019	48	27.11.2019	12.11.2019	19.11.2019
50/2019	49	04.12.2019	19.11.2019	26.11.2019
51/2019	50	11.12.2019	26.11.2019	03.12.2019
52/2019	51	18.12.2019	02.12.2019	09.12.2019
01/2020	52	24.12.2019	09.12.2019	16.12.2019

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.

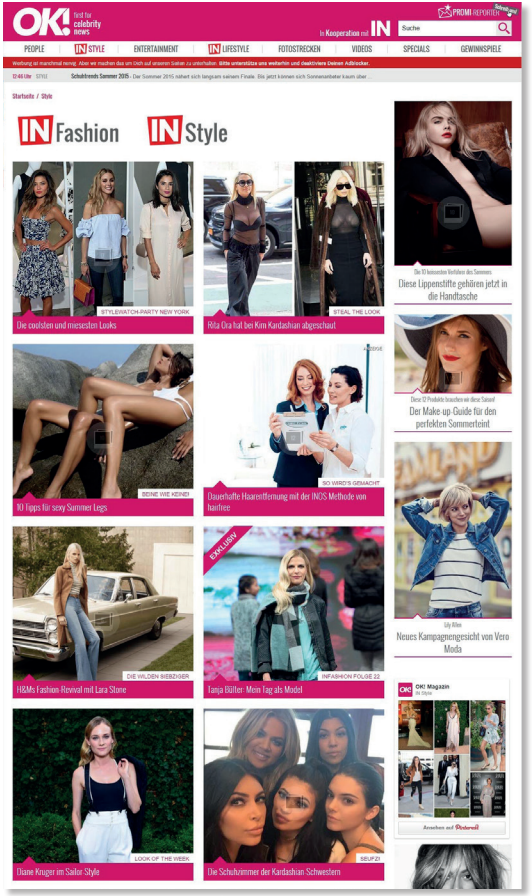
Rates: Insertion costs are based on the most recent rate card, and subject to any annual volume discount. Production costs (incl. design, copy, layout) are based on size, time and materials. Any additional costs, such as image rights or photo production, will be passed onto the client. Volume discounts 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

IN brings you all the latest news on the hottest stars and the latest styles. Presented in a fresh, young style, it has a positive, non-invasive approach to the stars. Exclusive stories, photos and videos offer fascinating insights into their glamourous lives, making ok-magazin.de a truly special website for readers and stars alike. But it doesn't stop there: it has all the latest info on hip designers, and new fashion trends and events. And in the lifestyle section, there are top tips on health and beauty.



Your contacts for Crossmedia and Online-Cooperations

Digital Sales Director
Mario Fritschi
+49 40 411 88 25-150
E-Mail: mario.fritschi@klambt.de

Junior Digital Sales Manager
Luna Martschinke
+49 40 411 88 25-170
E-Mail: luna.martschinke@klambt.de

Your contact at G+J e/MS

G+J Electronic Media Sales GmbH
Am Baumwall 11
20459 Hamburg

Digital Brand Solutions Manager
Ascan Wendt
+49 40 37 03-7311
E-Mail: wendt.ascan@ems.guj.de

10 Your contacts

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

GESCHÄFTSLEITUNG MEDIA SALES
Jan Magatzki
Klambt-Verlag GmbH & Co. KG
Gerhofstraße 2, 20354 Hamburg
Telephone: +49 40 411 88 25-211
E-Mail: jan.magatzki@klambt.de

Hilleken Zeineddine
Klambt-Verlag GmbH & Co. KG
Gerhofstraße 2, 20354 Hamburg
Telephone: +49 40 411 88 25-660
E-Mail: hilleken.zeineddine@klambt.de

STELLV. LEITUNG MEDIA SALES
Carmen Kleinfeldt
Klambt-Verlag GmbH & Co. KG
Im Neudeck 1, 67346 Speyer
Telephone: +49 62 32 310-250
E-Mail: carmen.kleinfeldt@klambt.de

DISPOSITIONSLEITERIN
Annette Becker
Klambt-Verlag GmbH & Co. KG
Im Neudeck 1, 67346 Speyer
Telephone: +49 62 32 3 10-275
E-Mail: annette.becker@klambt.de

NIELSEN I
Martina Nadolny
mn-medien
c/o sellmedia group
Kieler Straße 464-470
22525 Hamburg
Telephone: +49 40 548 876-787
Fax: +49 40 548 876-670
E-Mail: nadolny@mn-medien.de

NIELSEN II
Monika Ditzel
Klambt-Verlag GmbH & Co. KG
Humboldtstraße 18
40237 Düsseldorf
Telephone: +49 2 11 901 90-0
Fax: +49 2 11 901 90-19
E-Mail: monika.ditzel@klambt.de

Kolja Kraus
Klambt-Verlag GmbH & Co. KG
Im Neudeck 1
67346 Speyer
Telephone: +49 62 32 310-255
Fax: +49 62 32 310-273
E-Mail: kolja.kraus@klambt.de
Internet: www.klambt.de

NIELSEN IIIA
Oliver Ehle / Hans Joachim Rummel
Partners Concept Media
Am Lindenbaum 24
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
Martin Schaible
Schaible MedienPartner GmbH
Kommunikationsloft
Pasinger Straße 2
82152 Planegg
Telephone: +49 89 17 30 07 - 0
Fax: +49 89 17 30 07 - 70
Cell phone: +49 1 71 7 85 59 92
E-Mail: bayern@medienpartner.net
Internet: www.medienpartner.net

NIELSEN V, VI, VII
Katja Herbst
media am südstern
Körtestraße 3
10967 Berlin
Telephone: +49 30 61 28 66 00
Fax: +49 30 69 50 58 75
Cell phone: +49 1 72 3 22 65 22
E-Mail: kh@media-am-suedstern.de

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