MEDIENGRUPPE
KLAMBT

Rate Card 2020

Valid from 01.01.2020

HALL OF FAME IN & OK!

Editorial concept 1

General information 2

Advertisement rates 3

Sizes and technical details 4

Schedule 5

Promotion 6

Contact 7

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.

Tim Affeld
Chief editor

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.

Tim Affeld
Chief editor

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 Gerhofstraße 2, 20354 Hamburg
INTERNET:	www.klambt.de

OBS online booking system

Ads can also be submitted via the online booking system (OBS). https://www.obs-server.de

DUON-Portal

Binding technical information for printing data avaible under www.duon-portal.de

COVER PRICE:	IN 2,40 EUR (state January 2020) OK! 2,40 EUR (state January 2020)
PUBLICATION FREQUENCY:	weekly
SIZE:	210 x 280 mm
GUARANTEED PAID CIRCULATION:	IN 60.000 Exemplare OK! 65.000 Exemplare
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:	Vereinigte VR Bank Kur- u. Rheinpfalz eG 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 16.01.2020) is subject to change during the course of the year. The most current binding rate card can be found at www.klambt.de.

3 Advertisement rates

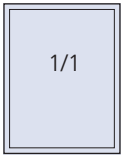
SIZES	
1/1 page	26.170,-
1/2 page	17.660,-
1/3 page	12.210,-
1/4 page	9.490,-
DOUBLE PAGE	
2/1 page	52.340,-
RATES FOR SPECIAL POSITIONS	
Inside front cover / outside back cover	31.400,-
Opening spread	62.800,-

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

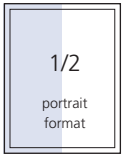
All rates are shown in euros and are valid for monochrome and multicoloured ads.
Value-added tax will be charged on the net invoice amount, where applicable.

For information about Special ad formats and single rates, please refer to the single rate cards IN 2020 und OK! 2020.

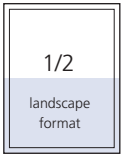
4 Sizes



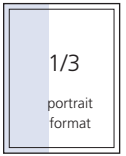
TA: 183 x 242
BS: 210 x 280



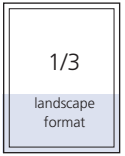
TA: 91 x 242
BS: 105 x 280



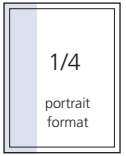
TA: 183 x 121
BS: 210 x 140



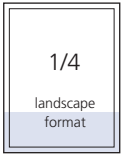
TA: 61 x 242
BS: 70 x 280



TA: 183 x 81
BS: 210 x 94

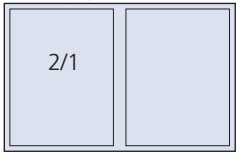


TA: 43 x 242
BS: 53 x 280



TA: 183 x 61
BS: 210 x 70

Double page



TA: 388 x 242
BS: 420 x 280

TA: Type area size 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.

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 or +49 (0)40 374117-50

TECHNICAL INFORMATION:

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

DUON-Portal

5 Schedule first half of 2020

ISSUE NO.	CW	PUBLICATION DATE	CLOSING, DELIVERY OF AD MATERIALS AND CANCELLATION DATE	DELIVERY SPECIAL AD FORMATS
02/2020	1	02.01.2020	13.12.2019	20.12.2019
03/2020	2	08.01.2020	19.12.2019	27.12.2019
04/2020	3	15.01.2020	27.12.2019	07.01.2020
05/2020	4	22.01.2020	07.01.2020	14.01.2020
06/2020	5	29.01.2020	14.01.2020	21.01.2020
07/2020	6	05.02.2020	21.01.2020	28.01.2020
08/2020	7	12.02.2020	28.01.2020	04.02.2020
09/2020	8	19.02.2020	04.02.2020	11.02.2020
10/2020	9	26.02.2020	11.02.2020	18.02.2020
11/2020	10	04.03.2020	18.02.2020	25.02.2020
12/2020	11	11.03.2020	25.02.2020	03.03.2020
13/2020	12	18.03.2020	03.03.2020	10.03.2020
14/2020	13	25.03.2020	10.03.2020	17.03.2020
15/2020	14	01.04.2020	17.03.2020	24.03.2020
16/2020	15	07.04.2020	24.03.2020	30.03.2020
17/2020	16	15.04.2020	27.03.2020	06.04.2020
18/2020	17	22.04.2020	03.04.2020	14.04.2020
19/2020	18	29.04.2020	14.04.2020	21.04.2020
20/2020	19	06.05.2020	20.04.2020	28.04.2020
21/2020	20	13.05.2020	27.04.2020	05.05.2020
22/2020	21	20.05.2020	05.05.2020	12.05.2020
23/2020	22	27.05.2020	11.05.2020	19.05.2020
24/2020	23	03.06.2020	15.05.2020	25.05.2020
25/2020	24	10.06.2020	25.05.2020	02.06.2020
26/2020	25	17.06.2020	29.05.2020	08.06.2020
27/2020	26	24.06.2020	08.06.2020	16.06.2020

5 Schedule second half of 2020

ISSUE NO.	CW	PUBLICATION DATE	CLOSING, DELIVERY OF AD MATERIALS AND CANCELLATION DATE	DELIVERY SPECIAL AD FORMATS
28/2020	27	01.07.2020	16.06.2020	23.06.2020
29/2020	28	08.07.2020	23.06.2020	30.06.2020
30/2020	29	15.07.2020	30.06.2020	07.07.2020
31/2020	30	22.07.2020	07.07.2020	14.07.2020
32/2020	31	29.07.2020	14.07.2020	21.07.2020
33/2020	32	05.08.2020	21.07.2020	28.07.2020
34/2020	33	12.08.2020	28.07.2020	04.08.2020
35/2020	34	19.08.2020	04.08.2020	11.08.2020
36/2020	35	26.08.2020	11.08.2020	18.08.2020
37/2020	36	02.09.2020	18.08.2020	25.08.2020
38/2020	37	09.09.2020	25.08.2020	01.09.2020
39/2020	38	16.09.2020	01.09.2020	08.09.2020
40/2020	39	23.09.2020	08.09.2020	15.09.2020
41/2020	40	30.09.2020	15.09.2020	22.09.2020
42/2020	41	07.10.2020	22.09.2020	29.09.2020
43/2020	42	14.10.2020	29.09.2020	06.10.2020
44/2020	43	21.10.2020	06.10.2020	13.10.2020
45/2020	44	28.10.2020	13.10.2020	20.10.2020
46/2020	45	04.11.2020	20.10.2020	27.10.2020
47/2020	46	11.11.2020	27.10.2020	03.11.2020
48/2020	47	18.11.2020	03.11.2020	10.11.2020
49/2020	48	25.11.2020	10.11.2020	17.11.2020
50/2020	49	02.12.2020	17.11.2020	24.11.2020
51/2020	50	09.12.2020	24.11.2020	01.12.2020
52/2020	51	16.12.2020	01.12.2020	08.12.2020
53/2020	52	22.12.2020	08.12.2020	15.12.2020
01/2021	53	30.12.2020	10.12.2020	18.12.2020

6 Promotion

Convey more than a brand image – through a made-to-measure, ideally placed advertorial, embedded in the perfect editorial environment. We are a one-stop shop for the entire process, from creating an idea to implementation.

CREATION PROCESS AND IDENTIFICATION

The entire process is carried out on the basis of a binding brief and supplied images and text – while working at all times in close cooperation with the client. Design and layout tasks are performed by the publisher and submitted to the client for approval. Advertorials are identified with the word "ANZEIGE" (min. 10 point font size).

TIMING

The final deadline for booking advertorials is three weeks prior to the official ad space deadline.

RATES

The rate for advertorials created by the publisher comprises the standard advertisement rate plus production costs.

The advertorial placement cost is the applicable advertisement rate for the chosen format (see 4) and is eligible for discounts and agency commission.

The production costs include – when text and images are supplied by the client – the corresponding services for layout, text and print-ready files including three revision rounds.

Production costs:	2/1 page	€ 3.500,-
	1/1 page, 1/2 page	€ 2.000,-
	1/3 page, 1/4 page	€ 1.500,-

Production costs are not eligible for volume discounts, agency commission or early payment discounts. Any additional costs for e.g. image rights, photoshoots or research will be charged to the client.

Client-specific quotes are available upon request – including for cross-media campaigns!

7 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 (0)40 411 88 25-211
E-Mail: jan.magatzki@klambt.de

Hilleken Zeineddine
Klambt-Verlag GmbH & Co. KG
Gerhofstraße 2, 20354 Hamburg
Telephone: +49 (0)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 (0)6232 310-250
E-Mail: carmen.kleinfeldt@klambt.de

DISPOSITION
(AD MANAGEMENT)
Zoé Greiner
Klambt-Verlag GmbH & Co. KG
Im Neudeck 1, 67346 Speyer
Telephone: +49 (0)6232 310-108
E-Mail: zoe.greiner@klambt.de

NIELSEN I
Martina Nadolny
mn-medien
c/o sellmedia group
Kieler Straße 464-470
22525 Hamburg
Telephone: +49 (0)40 548 876-787
Fax: +49 (0)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 (0)211 901 90-0
Fax: +49 (0)211 901 90-19
E-Mail: monika.ditzel@klambt.de

Kolja Kraus
Klambt-Verlag GmbH & Co. KG
Im Neudeck 1
67346 Speyer
Telephone: +49 (0)62 32 310-255
Fax: +49 (0)62 32 310-273
E-Mail: kolja.kraus@klambt.de
Internet: www.klambt.de

NIELSEN IIIA
Oliver Ehle / Hans Joachim Rummel
Partners Concept Media
C/O Krimmer
Westendstrasse 16-22
60325 Frankfurt
Telephone: +49 (0)69 26 02 40 80
Cell phone: +49 (0)172 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 (0)711 25 94 34 - 3
Fax: +49 (0)711 25 94 34 - 44
Cell phone: +49 (0)170 90 88 242
E-Mail: bawue@medienpartner.net

NIELSEN IV
Martin Schaible
Schaible MedienPartner GmbH
Kommunikationsloft
Pasinger Straße 2
82152 Planegg
Telephone: +49 (0)89 17 30 07 - 0
Fax: +49 (0)89 17 30 07 - 70
Cell phone: +49 (0)171 7 85 59 92
E-Mail: bayern@medienpartner.net
Internet: www.medienpartner.net

NIELSEN V, VI, VII
Katja Herbst
media am südstern
Gruboer Str. 8
14827 Wiesenburg
Telephone: +49 (0)33 849 289 887
Cell phone: +49 (0)172 3 22 65 22
E-Mail: kh@media-am-suedstern.de

HALL OF FAME IN & OK!