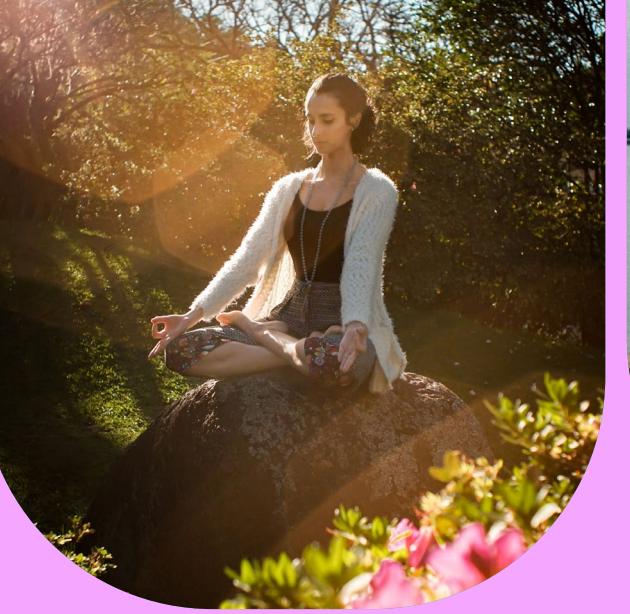




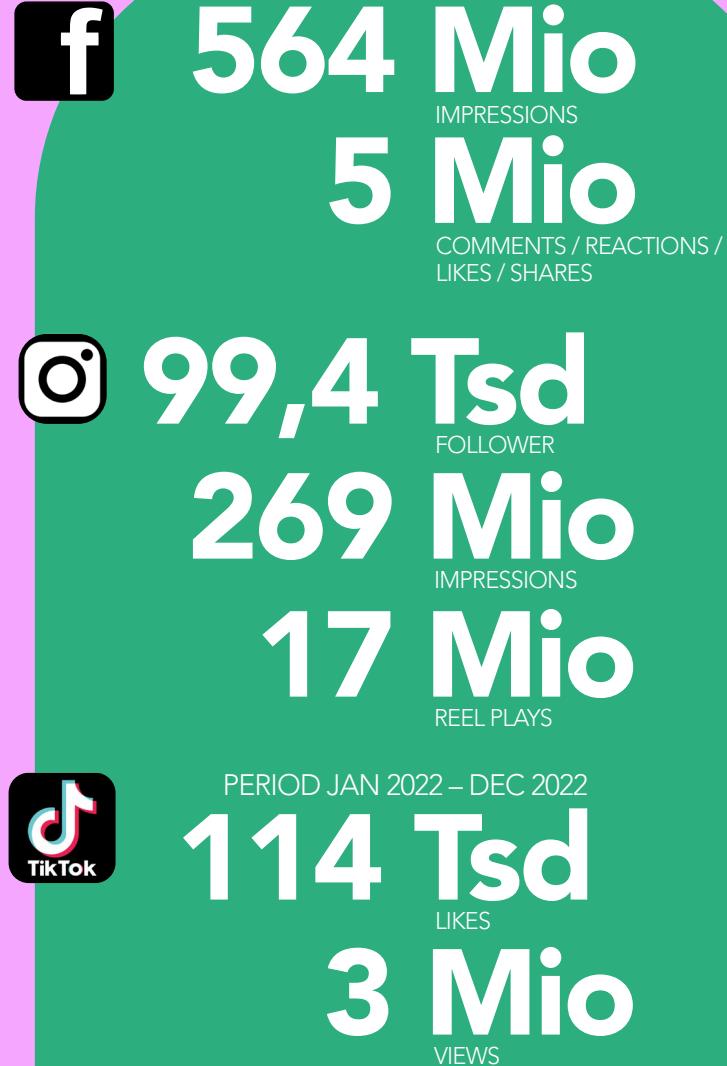
MEDIAKIT

2023

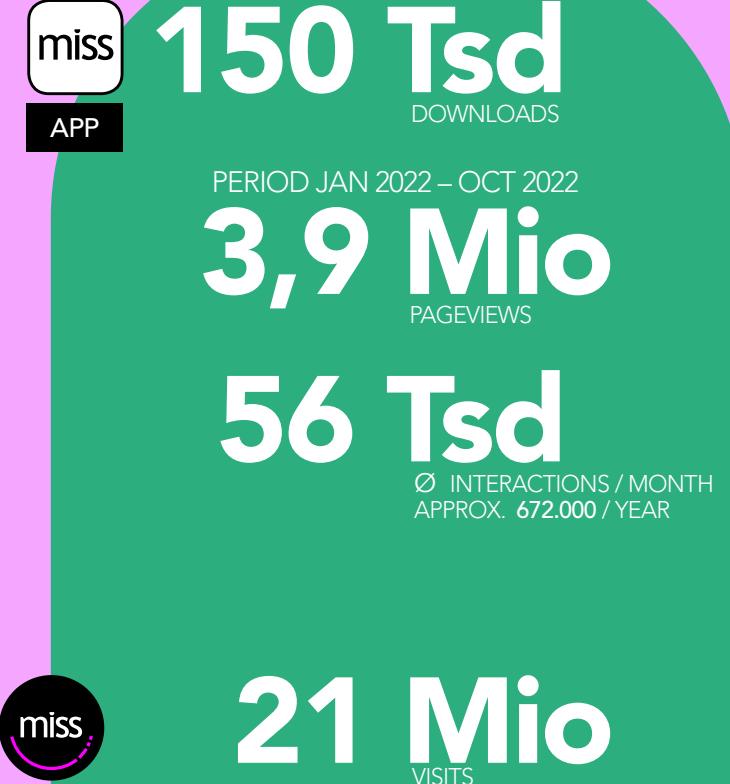


missMEDIA

SOCIAL MEDIA



APP / WEB



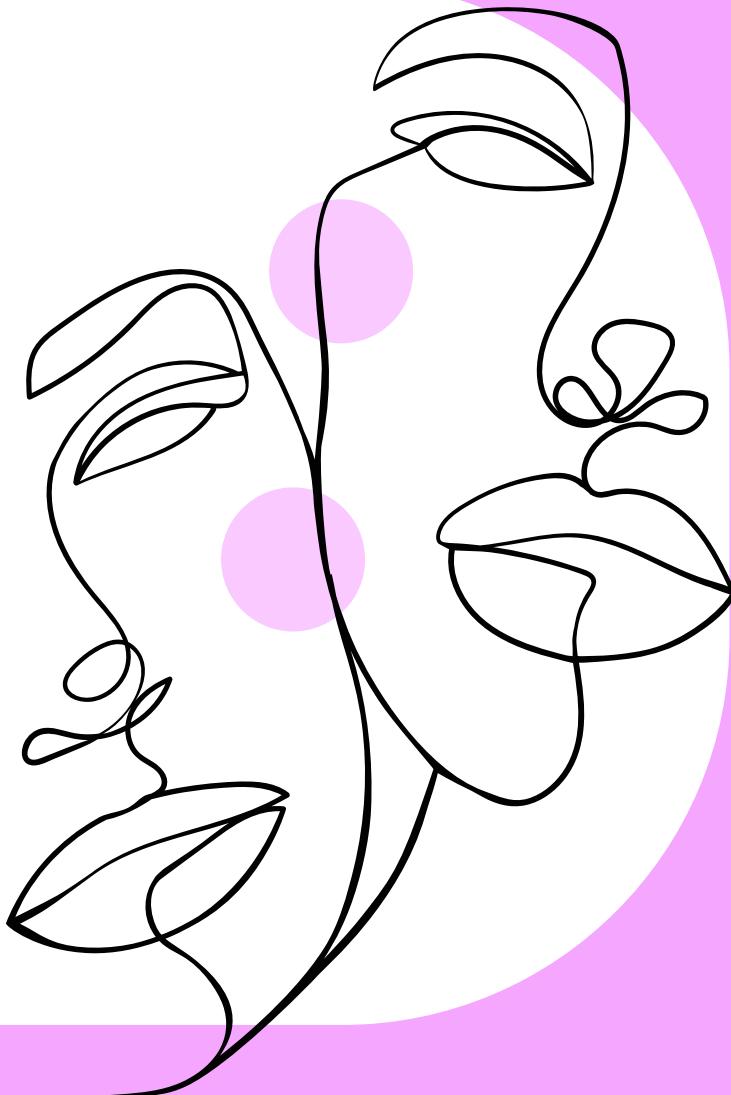
MAGAZIN



4x / Year PUBLICATION
85 Tsd Ø CIRCULATION
116 Tsd READERS

AUDIENCE PROFILE

miss



TARGET GROUP

- 16 - 35 years old
- female
- Millennials & Gen Z
- trend oriented
- Social Media affine
- grew up with digital devices

CONSUMER BEHAVIOUR

- 90,8% "I like to use discount vouchers and special offers"
- 89,8% "If I like a brand and its products, I will stick with it"
- 72,7% "I prefer Austrian brands"

ONLINE

- avg. 26 years old
- Female (95% of clicks come from female users)

TOP 10 Topic Interests:

- Love, Sexuality & Dating
- Stars & Lifestyle
- Health
- Horoscope & Zodiac Signs
- Beauty & Wellness
- Sustainability
- Media & Entertainment
- Food, Dining/Cooking
- Fashion & Shopping
- Consumer Electronic

MAGAZINE

- avg. 29 years old
- Female
- Decision-maker

TOP 10 Topic Interests

- | | |
|-------|-----------------------------------|
| 91,3% | Healthy Nutrition |
| 90,0% | Health & Medicine |
| 85,7% | Regionality of products |
| 85,6% | Cooking, Baking & Recipes |
| 82,4% | Beauty & Wellness |
| 80,7% | Trips & Travelling |
| 78,9% | Social Media |
| 77,6% | Interior & Decoration |
| 76,2% | Nature & Environmental protection |
| 75,8% | Sustainability |

Sources: Google Analytics; Cawi Print 2021



missMIND IN-HOUSE AGENCY

missMIND is our in-house agency for native advertising & social media!

YOUR PARTNER FOR:

- creative collaborations
- tailor-made creative concepts
- informative, engaging and entertaining content
- target group specific advertising content following recent trends
- increase of brand awareness
- strong focus on engagement across all social media platforms

We will create customized and unique concepts including suitable advertising formats based on our client's briefing.



AD FORMATS

DIGITAL NATIVE ADVERTISING

BASIC
€ 5.090,-

EXTENDED
€ 6.640,-

GOAL: Brand Awareness

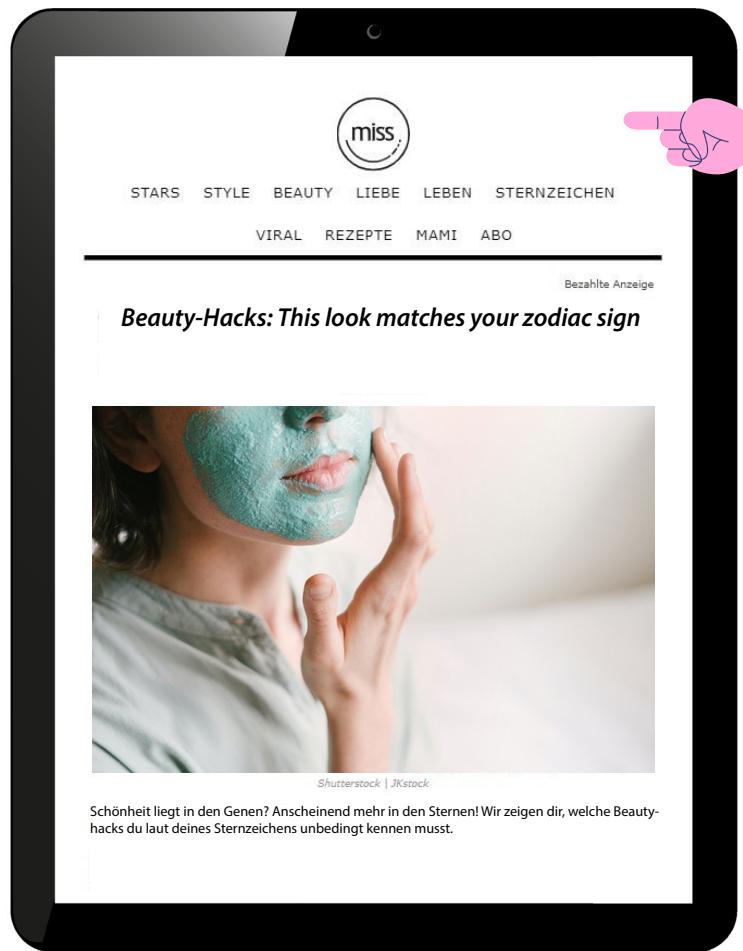
FEATURES:

- client tags
- link to website

A Native Ad ist an **editorially designed article** marked as a paid ad. It has the look and feel of an editorial article and features target group oriented content displayed in easy to read styles such as the popular listicle-format. The article will be natively published and promoted across different miss social media channels, in order to guarantee maximum reach.

Options:

- Basic
- Extended



- Feed
- Marketplace
- Video-Feeds
- Right Column
- Messenger
- Stories
- Reels
- In-Stream-Videos
- Search Results
- Instant Articles



- Feed
- Explore
- Shop
- Stories
- Reels

GUARANTEED PERFORMANCE:

BASIC:

100.000
users reached

6.600
pageviews

EXTENDED:

200.000
users reached

9.600
pageviews

PLATFORMS:



DIGITAL NATIVE ADVERTISING

**EXCLUSIVE
€ 5.640,-**

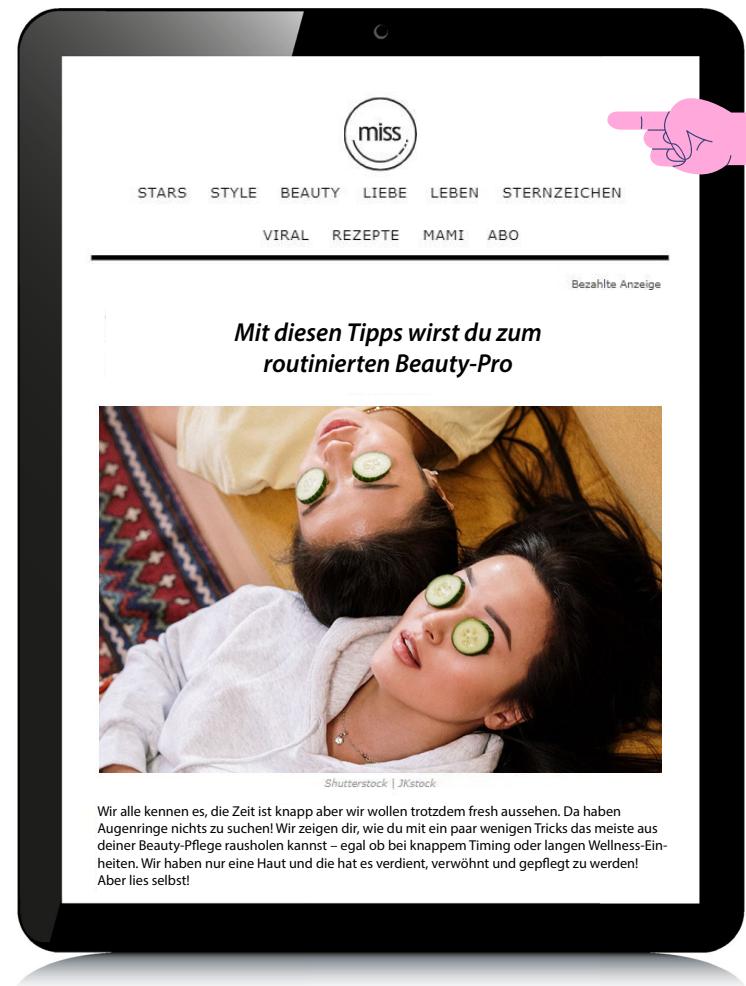
GOAL: Brand Awareness

FEATURES:

- Client tag
- Link to website

A Native Ad is an **editorially designed article** marked as a paid ad. It is structured in a target group oriented style by using the popular listicle format. In the exclusive version, the article revolves solely around the brand or the brand message behind it. The article is published and promoted natively on various miss channels.

With the **Exclusive Version** we guarantee **full presence** with **100.000 users reached as well as 6.600 page views**. This means that this format revolves **exclusively** around the brand message of a single client.



- f**
- Feed
 - Marketplace
 - Video-Feeds
 - Right Column
 - Messenger
 - Stories
 - Reels
 - In-Stream-Videos
 - Search Results
 - Instant Articles

- o**
- Feed
 - Explore
 - Shop
 - Stories
 - Reels

GUARANTEED PERFORMANCE:

EXCLUSIVE:

100.000
users reached

6.600
pageviews

PLATFORMS:





SOCIAL MEDIA INSTAGRAM POST

POST
€ 1.340,-

GIVEAWAY
€ 1.310,-

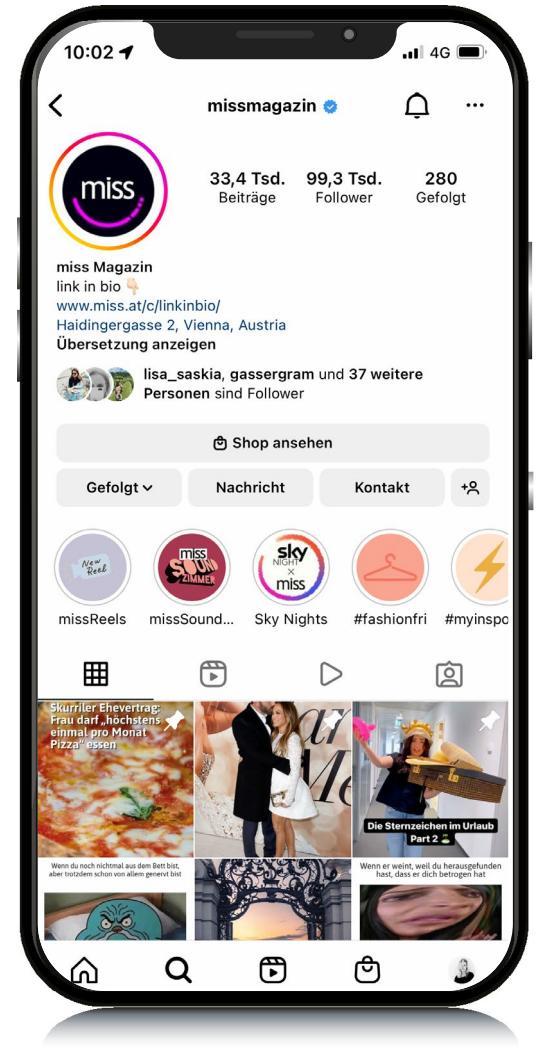
GOAL: Brand Awareness,
Interactions

FEATURES:

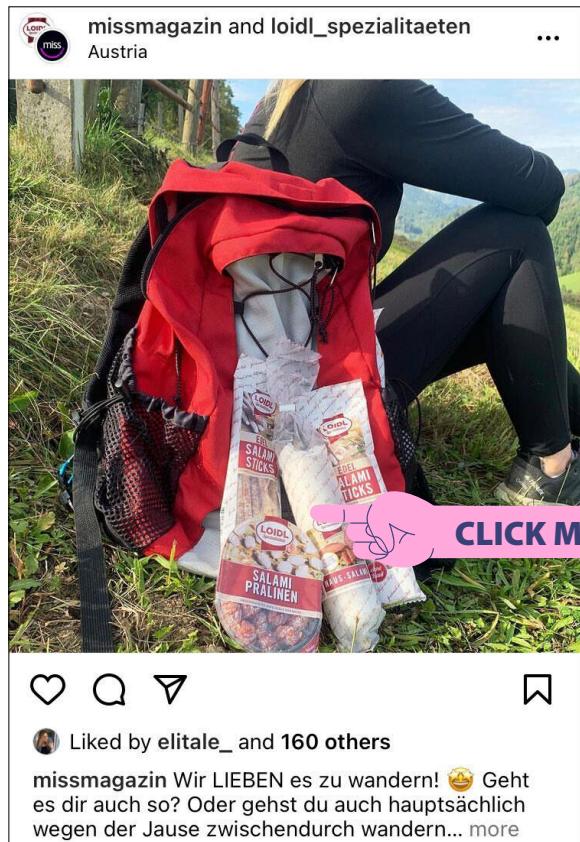
- Hashtag integration
- Client tag

The **Instagram Post** - a classic among Instagram advertising formats - is produced exclusively for the campaign and the desired products or advertising messages are attractively staged to achieve maximum attention.

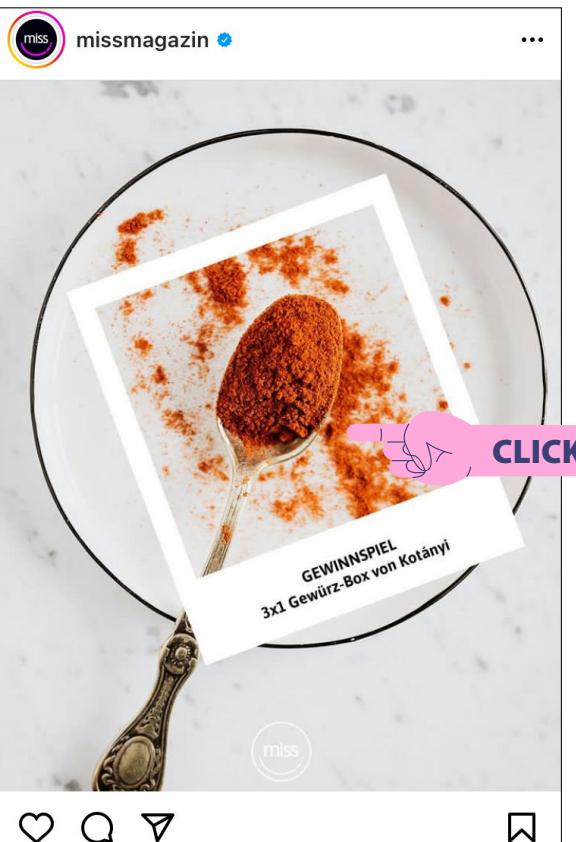
The **Instagram Giveaway** is the perfect posting to interact with the missCOMMUNITY by giving away products, tickets, experiences and much more. By using our signature „polaroid branding“, the giveaway posts are clearly marked and spark out in the feed.



INSTAGRAM POST



INSTAGRAM GIVEAWAY POST



GUARANTEED PERFORMANCE:

POST:

100.000
users reached

GIVEAWAY:

50.000
users reached

PLATFORMS:





SOCIAL MEDIA AWARENESS PUSH

GOAL: Brand Awareness

FEATURES:

- Hashtag integration
- Client tag

The **Awareness Push** is a fun quote with logo integration which is posted on both our missINSTAGRAM and missFACEBOOK page. Thanks to the **native missLAYOUT and the entertaining content**, these types of postings are extremely popular among the target group.

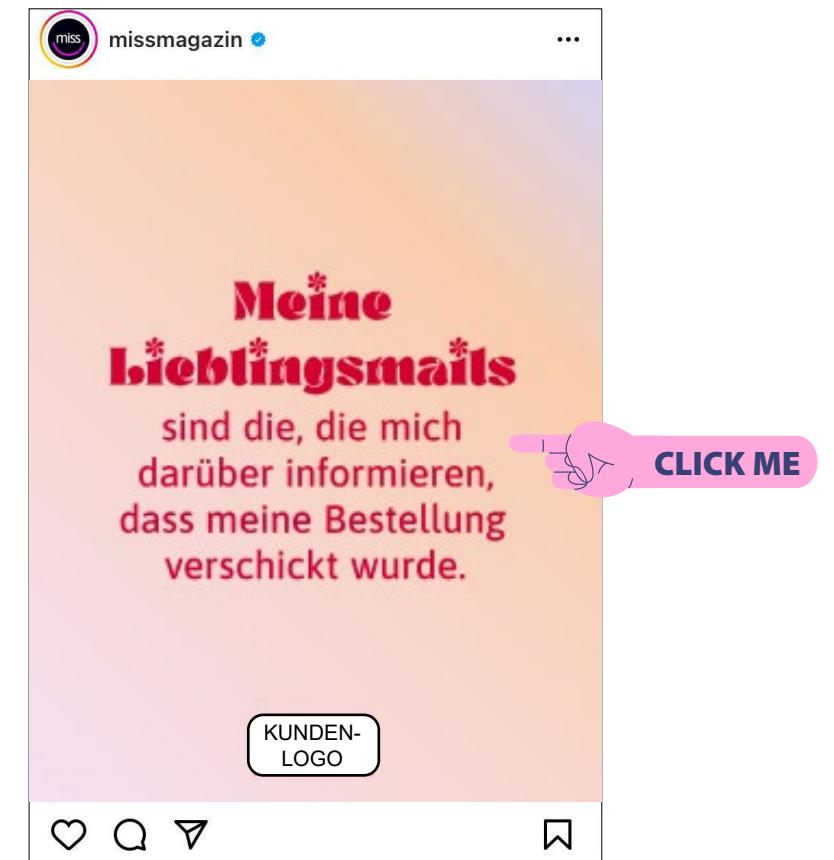
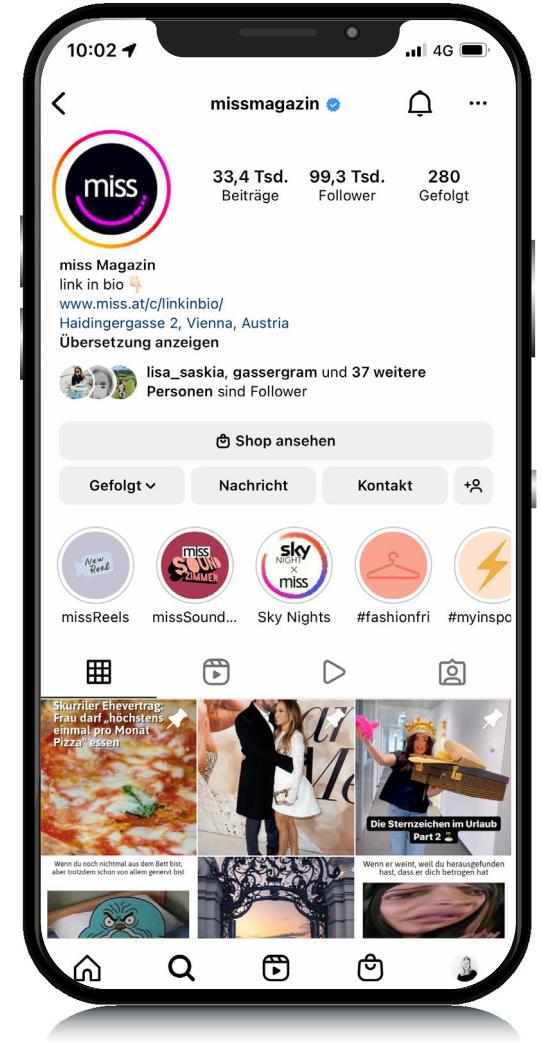
We offer three different quote postings as part of the **extended version**.

OPTIONS:

- Basic
- Extended

BASIC
€ 2.090,-

EXTENDEND
€ 5.890,-



GUARANTEED PERFORMANCE:

BASIC:

200.000
users reached

EXTENDED:

700.000
users reached

PLATFORMS:





SOCIAL MEDIA

INSTAGRAM STORY

GOAL: Brand Awareness

FEATURES:

- Interaction sticker
- Link to website
- Hashtag integration
- Client tag

Instagram Stories offer users a daily insight into the world of miss and those of our clients. With three to five slides visible for 24 hours, we reach the community organically, with an authentic story around the brand

INSTAGRAM
STORY



€ 1.210,-

INSTAGRAM
STORY
BACKSTAGE



€ 1.310,-

INSTAGRAM
STORY
UNPACKING



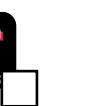
€ 1.210,-

INSTAGRAM
TREND TALK



€ 2.550,-

PLATFORMS:



@missMAGAZIN

99.000
Instagram Follower

SOCIAL MEDIA INSTAGRAM REEL

GOAL: Brand Awareness

FEATURES:

- Hashtag integration
- Client tag

In recent months, social media has increasingly focused on moving images. **Instagram Reels** offer the perfect opportunity to showcase the brand in an entertaining way in a 15 to 60-second video clip.

With the **Backstage Reel** we offer exclusive „Behind the Scenes“ insights at shop openings & events, shootings, in showrooms, pop-up stores, etc.

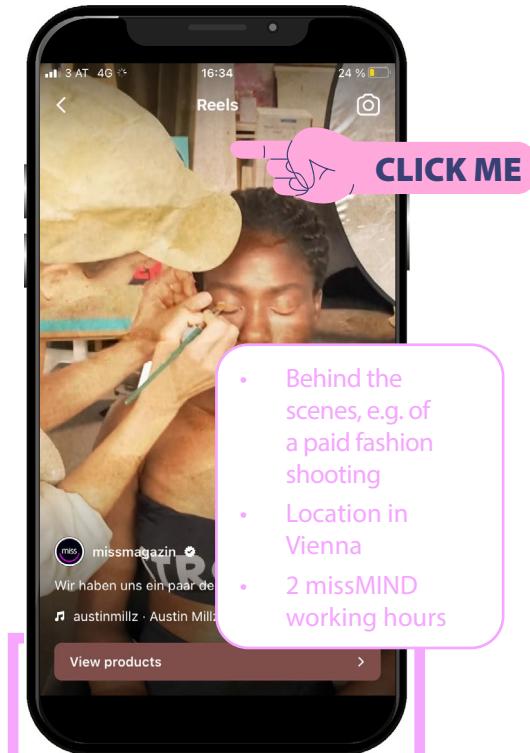
The **5-Facts Social Reel** is an informative reel. The short and compact videos are used for client-specific knowledge transfer.

INSTAGRAM
REEL



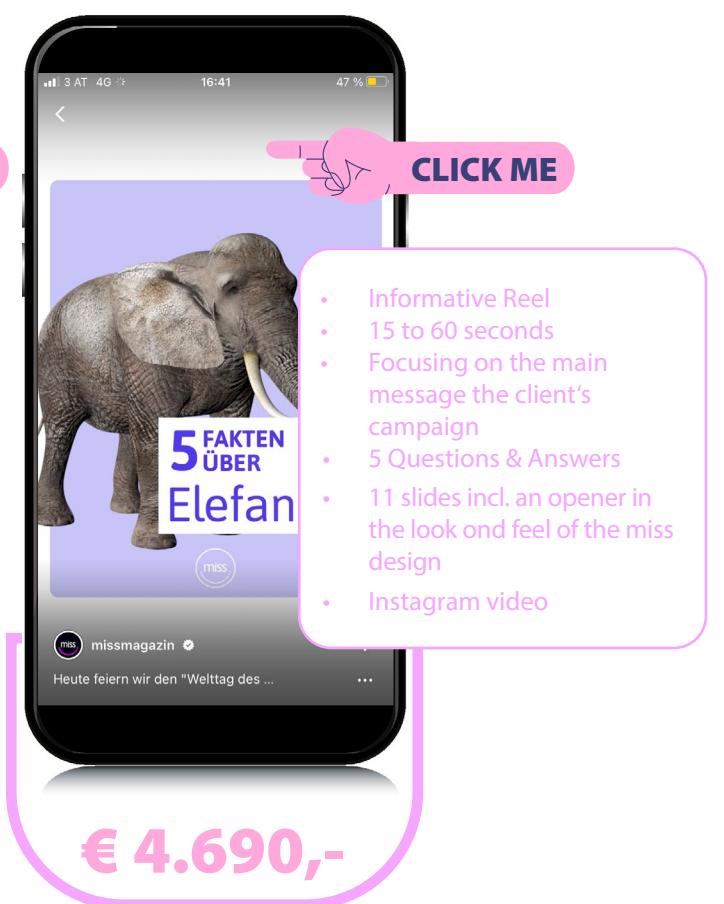
€ 1.950,-

INSTAGRAM
REEL
BACKSTAGE



€ 2.050,-

INSTAGRAM
REEL
5-FACTS SOCIAL



€ 4.690,-

- Behind the scenes, e.g. of a paid fashion shooting
- Location in Vienna
- 2 missMIND working hours

CLICK ME

CLICK ME

CLICK ME

CLICK ME

CLICK ME

- Informative Reel
- 15 to 60 seconds
- Focusing on the main message the client's campaign
- 5 Questions & Answers
- 11 slides incl. an opener in the look and feel of the miss design
- Instagram video

@missMAGAZIN

99.000
Instagram Follower

PLATFORMS:





SOCIAL MEDIA

PAID AD

GOAL: Link Clicks

FEATURES: Link to website

A **Paid Ad** offers an effective way to present customer landing pages in the native missLOOK. By designing various creatives and constantly optimising the KPI-based performance, we aim to generate as many ad clicks as possible.

Options:

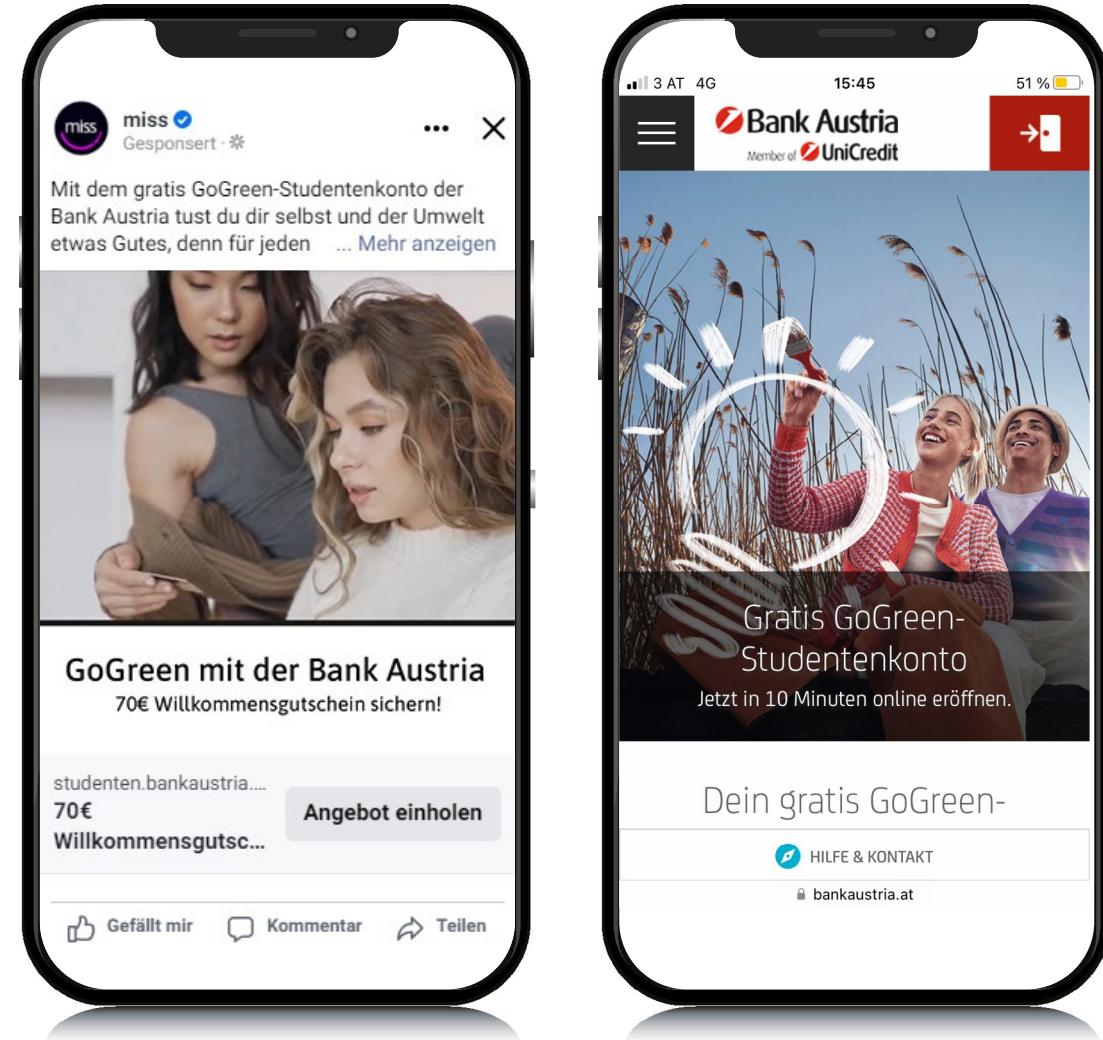
- Small
- Medium
- Large

*Link clicks differ from landing page calls. The latter requires the installation of a customer pixel for tracking.
Link clicks are counted in the Facebook/Instagram app.

SMALL
€ 4.890,-

MEDIUM
€ 5.770,-

LARGE
€ 6.650,-



GUARANTEED PERFORMANCE:

SMALL: **5.000**
Link Clicks

250.000
Impressions

MEDIUM: **6.000**
Link Clicks

300.000
Impressions

LARGE: **7.000**
Link Clicks

350.000
Impressions

PLATFORMS:





SOCIAL MEDIA CAROUSEL AD

GOAL: Link Clicks,
Brand Awareness

FEATURES:

- Link to product
- Link to website
- Hashtag integration
- Client tag

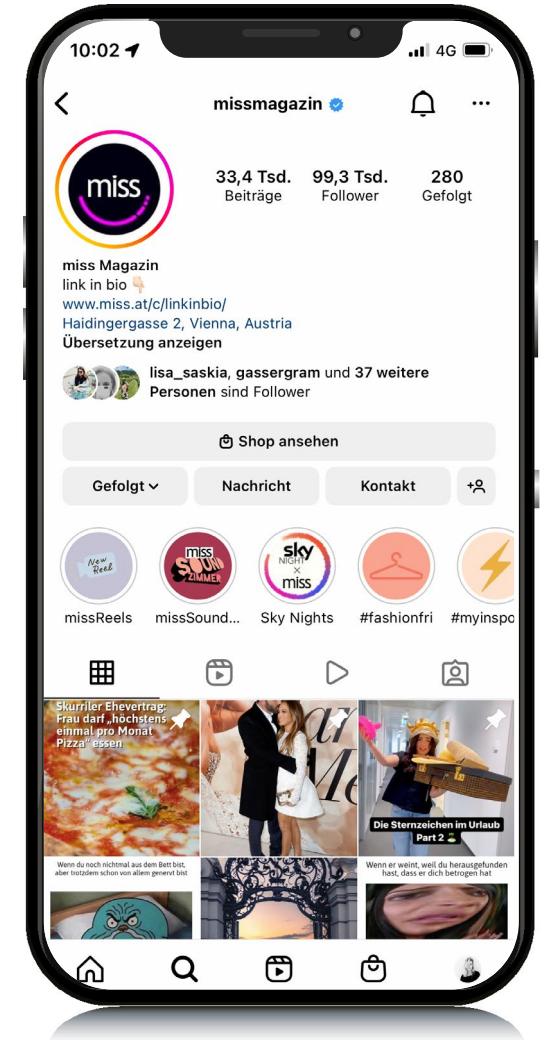
A **Carousel Ad** is an extension of a classic Instagram post, with the possibility to place up to 10 images in one post, which can be „swiped“.

The content is implemented both organic and paid. The organic part can be found in the missINSTAGRAM feed and is not advertised, whereas the paid part is an ad with links and can be advertised and targeted towards an extended customer base.

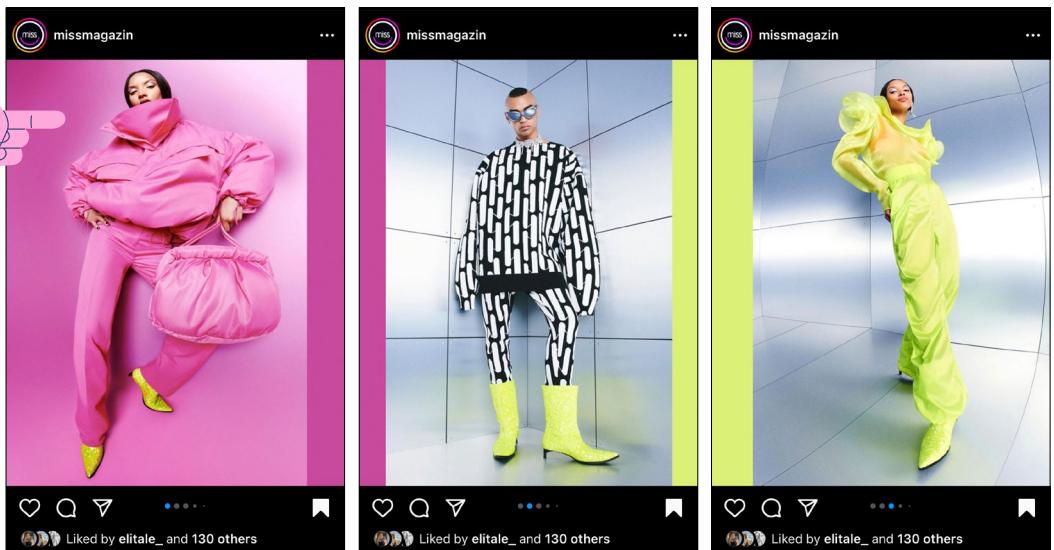
GUARANTEED PERFORMANCE:

200.000
Impressions

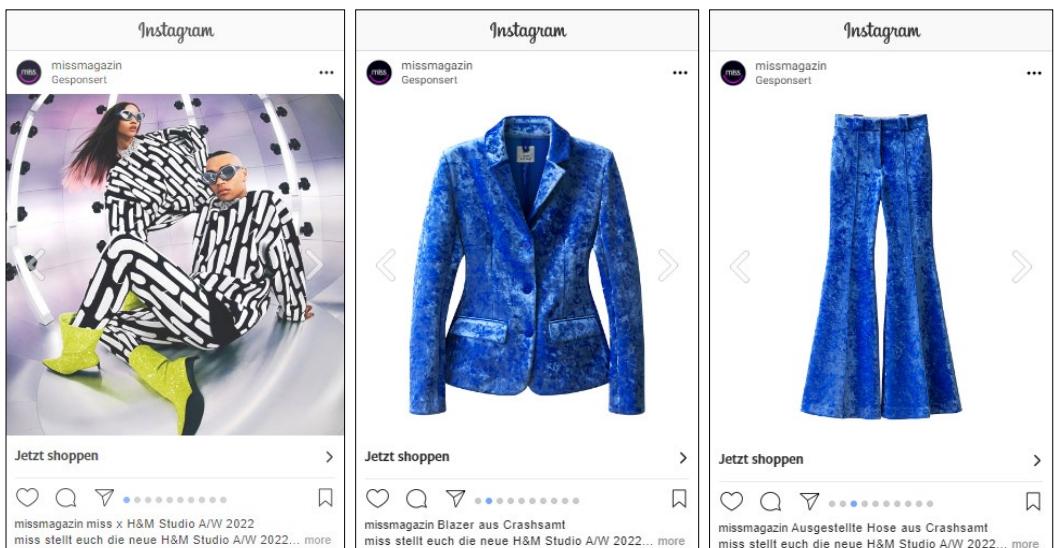
€ 4.740,-



ORGANIC



PAID



PLATFORMS:



SOCIAL MEDIA

FACT-CHECK CAROUSEL AD

€ 4.940,-

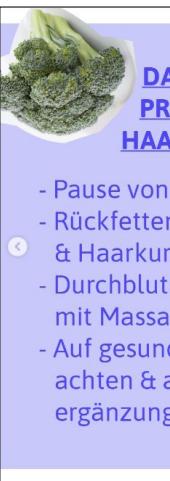
GOAL: Brand Awareness

FEATURES:

- Client tag
- Logo integration
- Hashtag integration

The **Fact-Check Carousel Ad** is a slideshow of six images with interesting information on specific topics.

The carousel is posted organically on our social channels missFACEBOOK and missINSTAGRAM, as well as as a paid ad with the option of linking to a desired landing page. By integrating the client logo, the knowledge transferred is subconsciously connected to the brand message in the minds of our missCOMMUNITY.



GUARANTEED PERFORMANCE:

200.000
Impressions

PLATFORMS:



SOCIAL MEDIA LOOKBOOK AD

GOAL: Link Clicks,
Brand Awareness

FEATURES:

- Link to product
- Link to website
- Hashtag integration

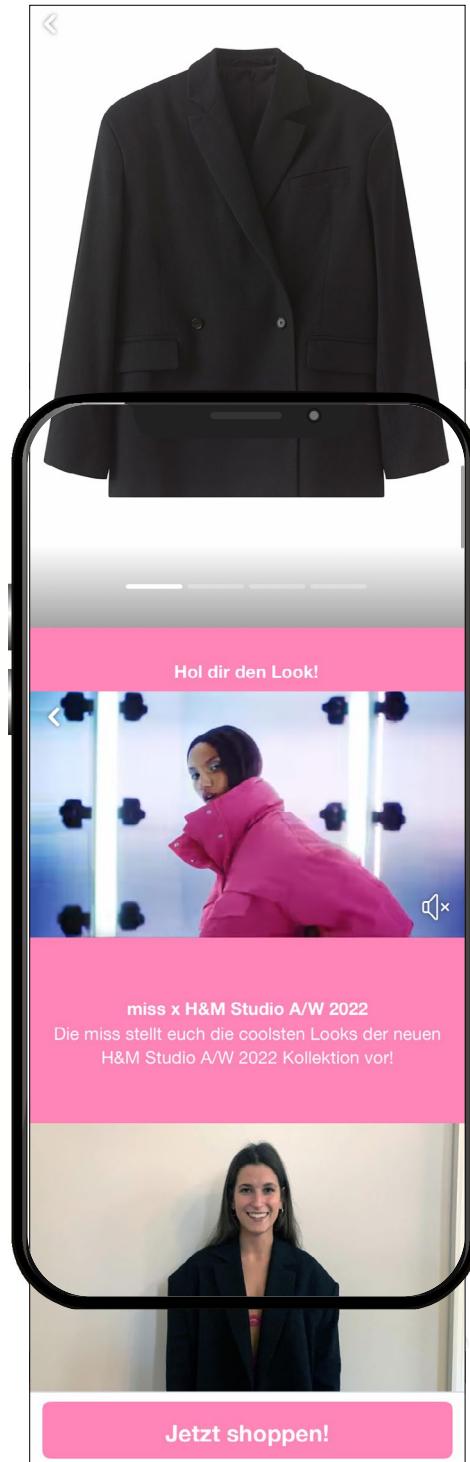
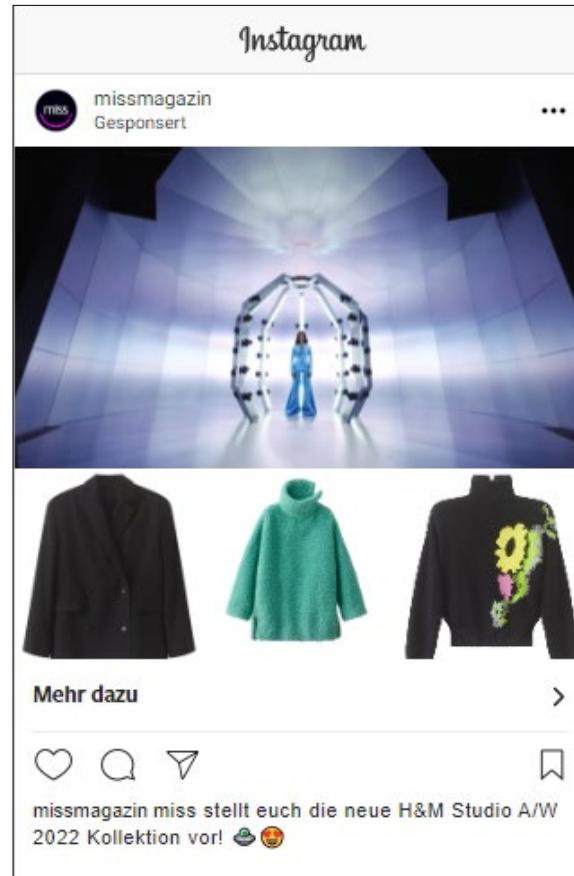
The **Lookbook Ad Social** is a digital product catalogue on missFACEBOOK and missINSTAGRAM. Here a small landing page can be freely designed within the channels using videos, photos, links and text.

Similar to one of our products in the missAPP (Lookbook), it is also possible to link to the displayed products on the customer's landing page.

GUARANTEED PERFORMANCE:

200.000
impressions

€ 4.790,-



PLATFORMS:



SOCIAL MEDIA CONTENT VIDEO

GOAL: Brand Awareness

FEATURES:

- Client tag
- Logo integration

In recent months, social media has increasingly focused on moving images. A content video offers the opportunity to natively showcase the brand in the course of a campaign and **therefore generates emotions like no other medium!**

The exclusive customer version without the missLOGO is included in the package and can be used for desired customer purposes for social media or website, etc.

GUARANTEED PERFORMANCE:

150.000
users reached

30.000
video views

BASIC CONTENT VIDEO

- Project planning & - lead missMIND
- 1/2 shooting day in Vienna (max. 4 h)
- 1 camera operator
- max. 10 text inserts*
- 1 Song (licensed)
- 2 cutting days
- 3 correction loops
- max. 90 sec

€ 4.670,-

BEAUTY CONTENT VIDEO

- BASIC Paket
- Additional equipment (light; effect- & camgear)
- Model**

€ 4.960,-

REAL TALK CONTENT VIDEO

- BASIC Paket
- 2. camera operator
- 1 sound engineer

€ 5.030,-

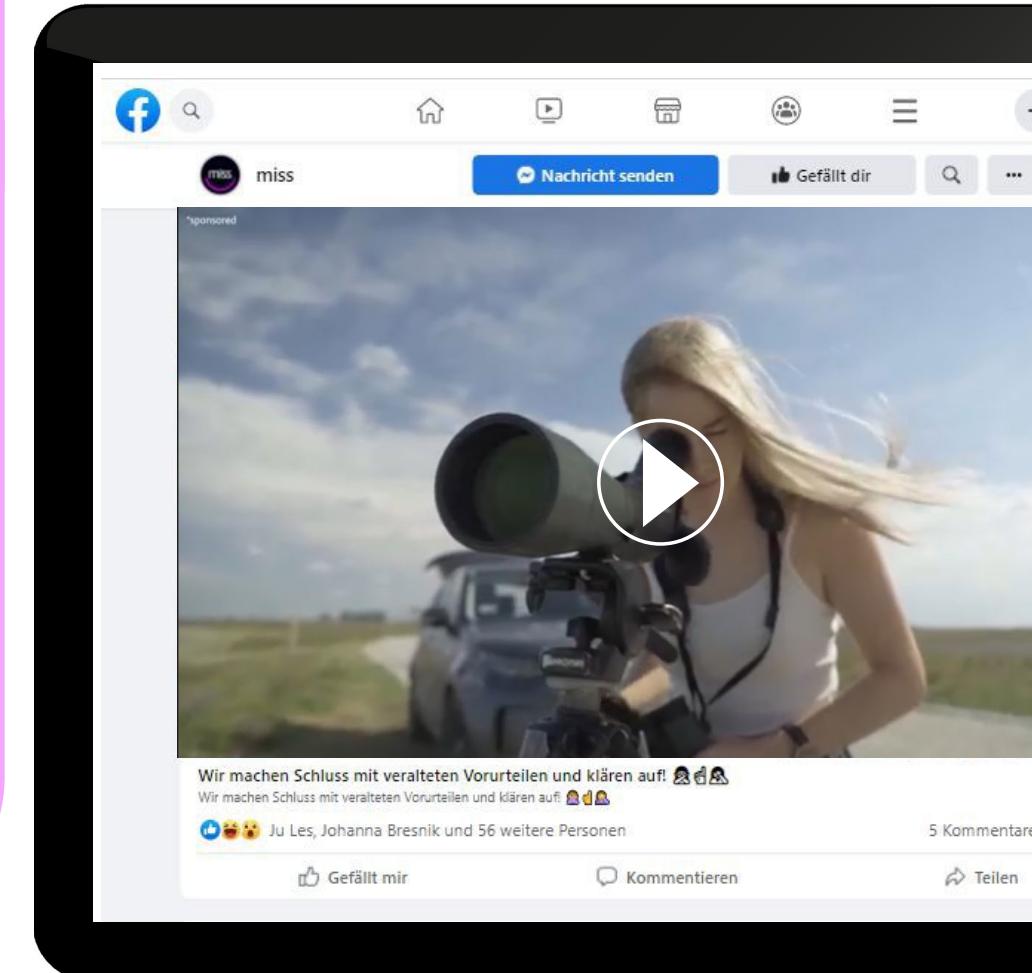
SUPER ACTION CONTENT VIDEO

- BASIC Paket
- 3 shooting days
- Location outside of Vienna (no expenses)
- Special equipment (light; effect- & camgear)
- drone shots
- 2. content video (max. 90 sec)
- 2 additional cutting days

€ 11.180,-

- 1 additional sound engineer: EUR 280,- (max. 4h)
- 1 additional camera operator: EUR 450,- (max 8h)
- Special Equipment (e.g. actioncam, slider, stabilizer,...)
- Each additional correction loop: EUR 280,-
- Shooting day > 4h or outside of Vienna: upon request
- Video rights & Buyouts: upon request

INDIVIDUAL ADD ON COSTS (ACC. TO ARRANGEMENT):



*Inserts = informative text insertion/intertitles

**is provided bei miss

*bei Native Ad Integration

PLATFORMS:



SOCIAL MEDIA

TIKTOK SPARK AD

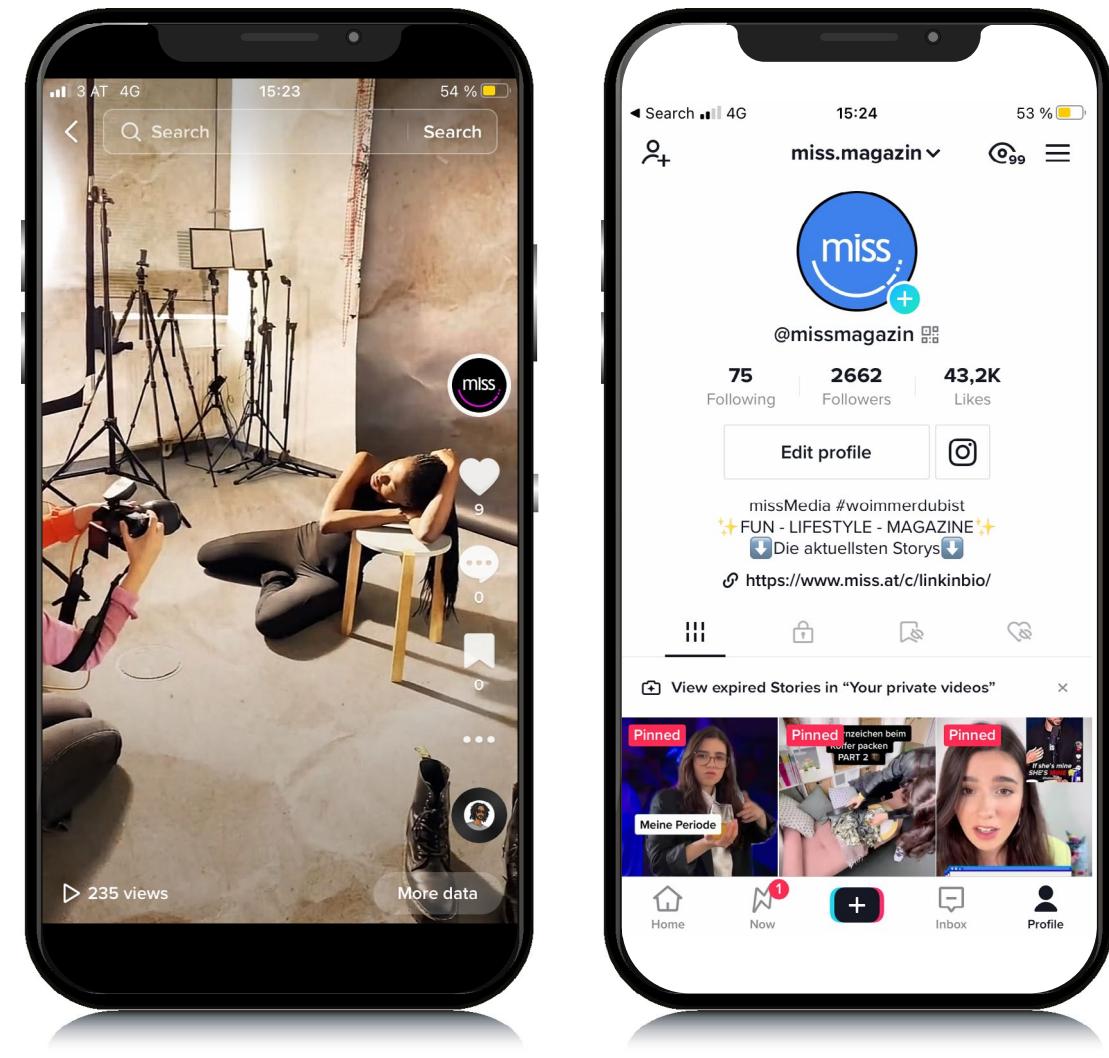
€ 2.900,-

GOAL: Link Clicks**FEATURES:**

- Link to website
- Hashtag integration

TikTok Spark Ads are a wonderful way to not only generate reach with short videos, but also provide personalised landing page links!

TikTok is particularly impressive because of the authentic environment of the videos, which can last up to three minutes. Due to the low advertising pressure and the native integration, brand messages can be communicated in a very effective way.



GUARANTEED PERFORMANCE:

300.000
impressions

PLATFORMS:





APP

€ 2.700,-

ACTIVITY

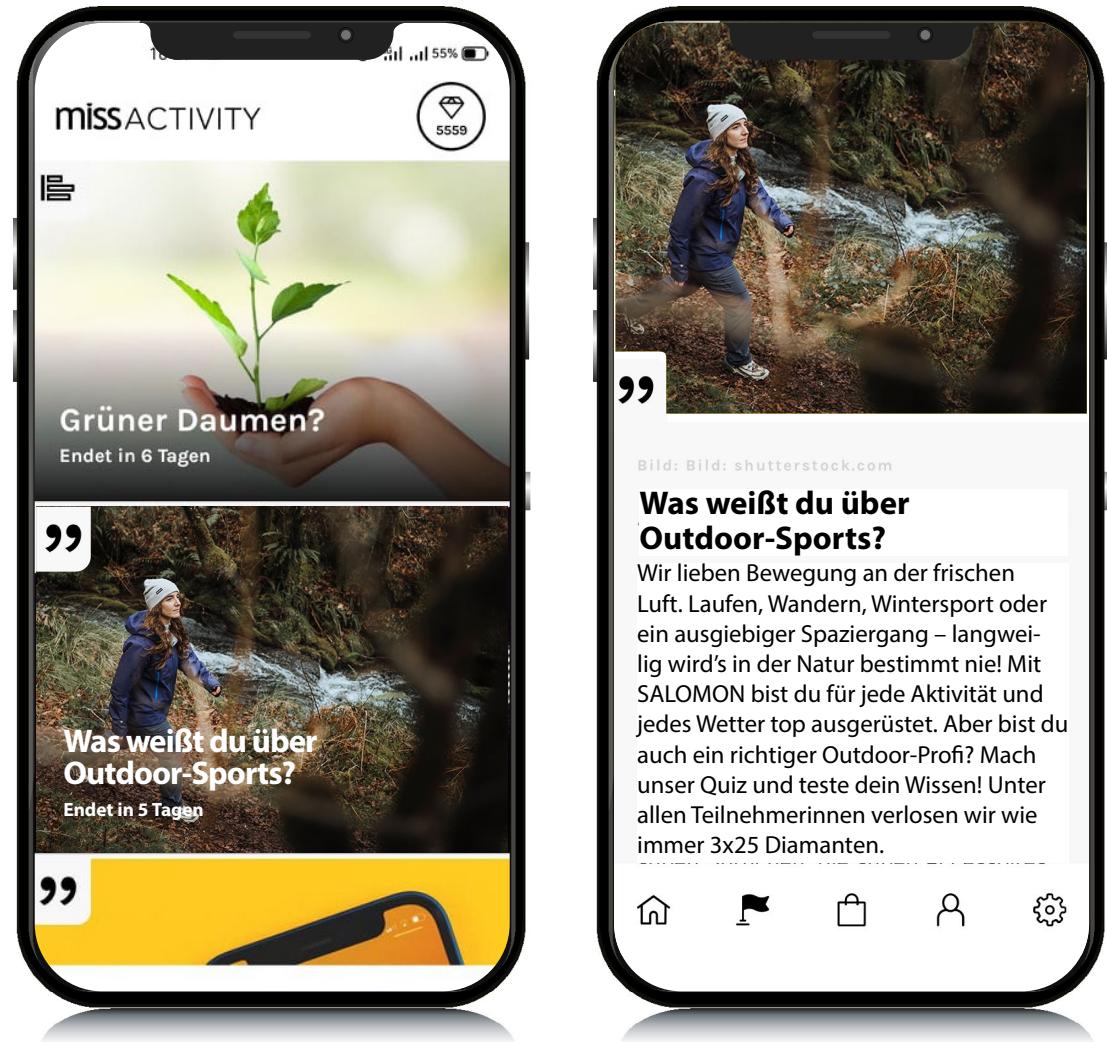
GOAL: Interaction,
Brand Awareness

FEATURES:

- Client tag
- Link to website

The missAPP is oriented towards the interactive user behaviour of the target group and offers various integration possibilities. The activity is our interaction level in the missAPP!

While **users playfully engage with the advertised content**, diamonds („fictional currency“) are collected, which can then be exchanged in the MYmiss reward level.



Average users participating in surveys:

1.350
users

PLATFORM:



ACTIVITY POSSIBILITIES:



QUIZ

miss is asking 4-8 questions regarding the product/brand.
Users can choose from multiple answers.



SURVEY

miss is asking for their opinion on products or brands.



PHOTO-VOTING

Product Pics are open to vote on.



PERSONALITY TEST

miss is asking questions regarding a specific topic - depending on the users' answers, fun results connected to your brand or product are shown.



PHOTO-UPLOAD

Users upload pics and post them for others to vote on.



PHOTO-STATEMENT

Users post a combination of photo and text as a statement to a certain topic/product - the community can then vote and choose their favorite post.



TEXT-STATEMENT

Users post a text statement regarding a certain topic/product - the community can then vote and choose their favorite.



APP

€ 600,-

MYmiss

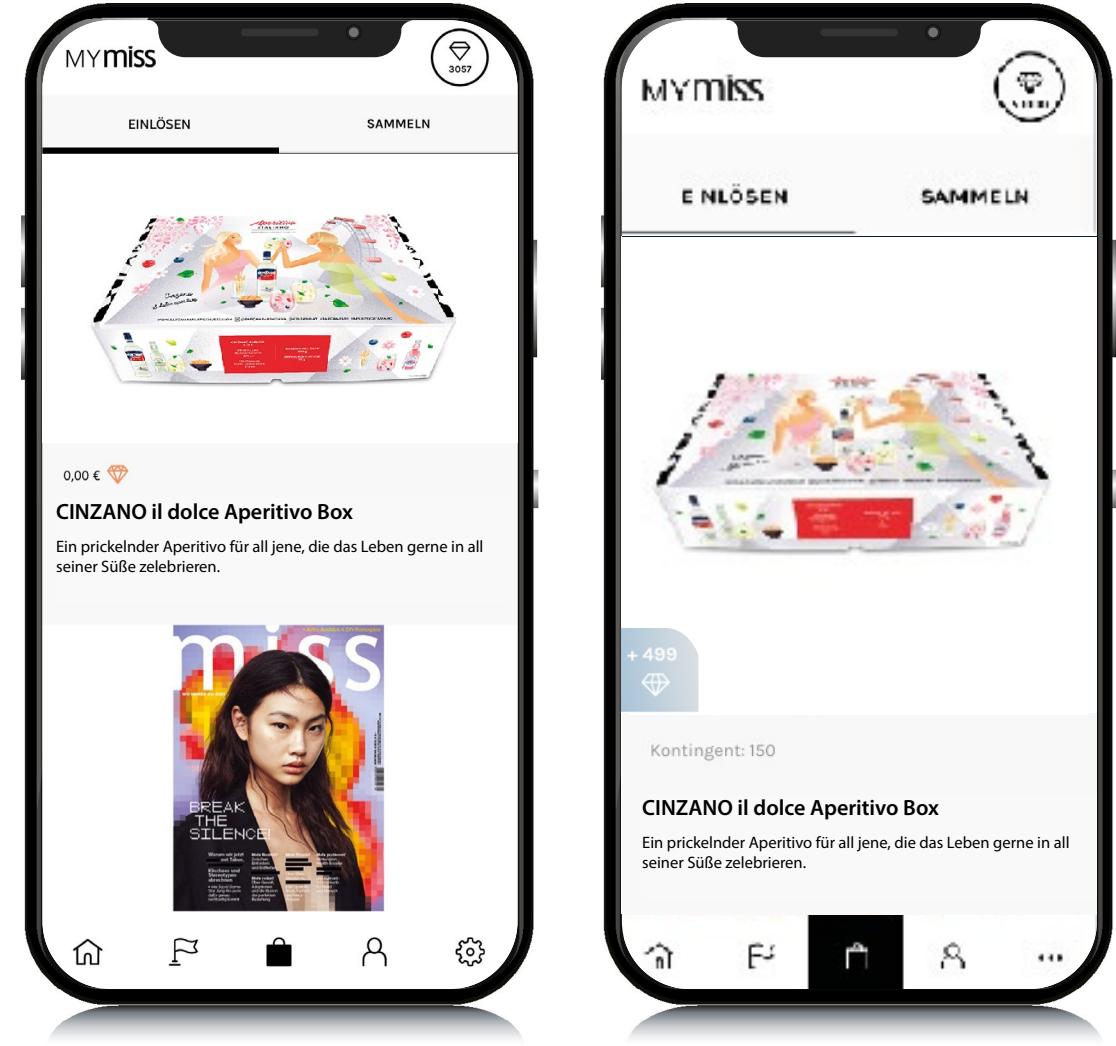
GOAL: Brand Awareness

FEATURES: Client Tag

MYmiss is the popular trade-in level in the missAPP and an exclusive reward system for the missCOMMUNITY.

The more active the user is (e.g. reading articles, answering quiz questions, uploading photos, ...), the more diamonds (fictional currency) are credited to their account.

These collected diamonds can then be exchanged for attractive rewards (products, vouchers, tickets and much more)



PLATFORMS:



APP

€ 3.400,-

LOOKBOOK

GOAL: Link-Klicks,
Brand Awareness

FEATURES:

- Link to website
- Link to product
- Client tag

In the Lookbook campaign products are presented in a particularly attractive and informative way. The digital catalogue in the missAPP can consist of up to 20 slides. Each of the slides can contain up to three product links.

In addition the Lookbook Ad can be used to complement the Lookbook APP by bringing the campaign's digital catalogue to our missFACEBOOK and missINSTAGRAM channels.



PLATFORMS:





PACKAGES

TEST & TELL

SMALL
€ 7.505,-

CLASSIC
€ 10.430,-

GOAL: Brand Awareness

FEATURES:

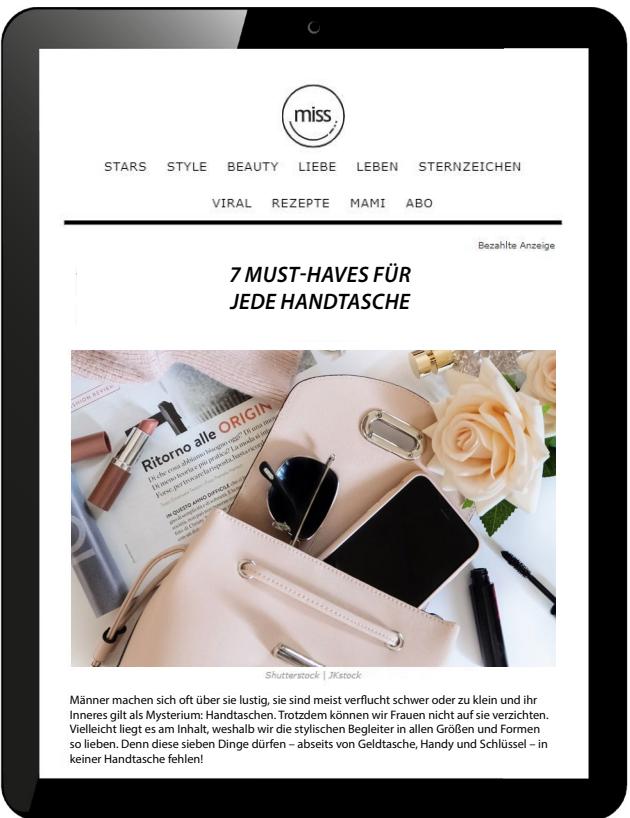
- Client Tags
 - Link to Website
- For Small additionally:**
- Hashtag integration
 - Interaction sticker

With missTEST & TELL our missCOMMUNITY has the exclusive opportunity to test and review new products. The survey results will then be featured in an Instagram Story or additionally published as a Native Ad Basic.

Options:

- Test & Tell Small (incl. Instagram Story)
- Test & Tell Classic (incl. Follow-up report via Native Ad Basic)

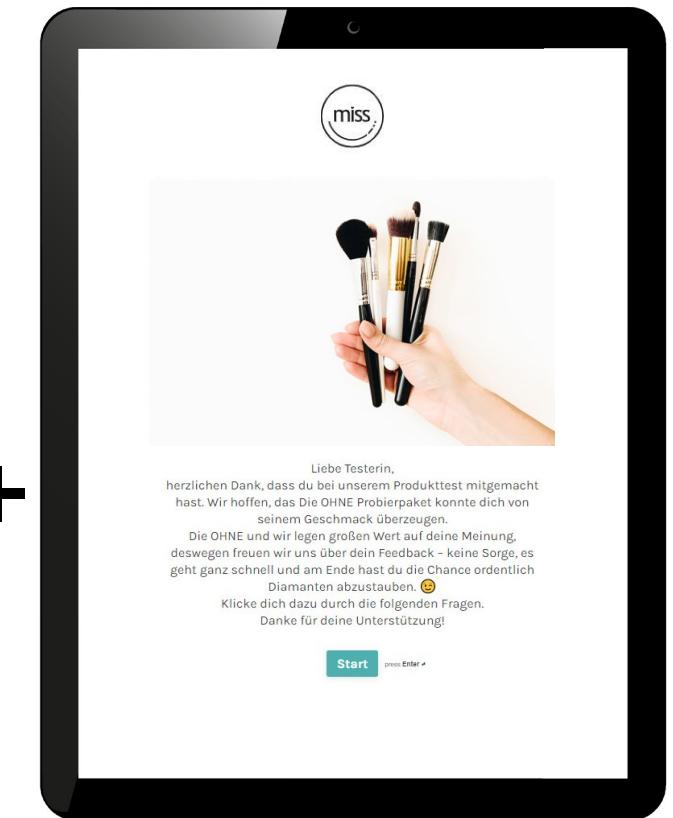
Native Ad Basic (+ follow-up report Classic)



Activity



Survey



Instagram Story Small



GUARANTEED PERFORMANCE:

SMALL:

100.000
users reached

6.600
pageviews

CLASSIC:

200.000
users reached

13.200
pageviews

PLATFORMS:





PACKAGES

PRODUCT LAUNCH

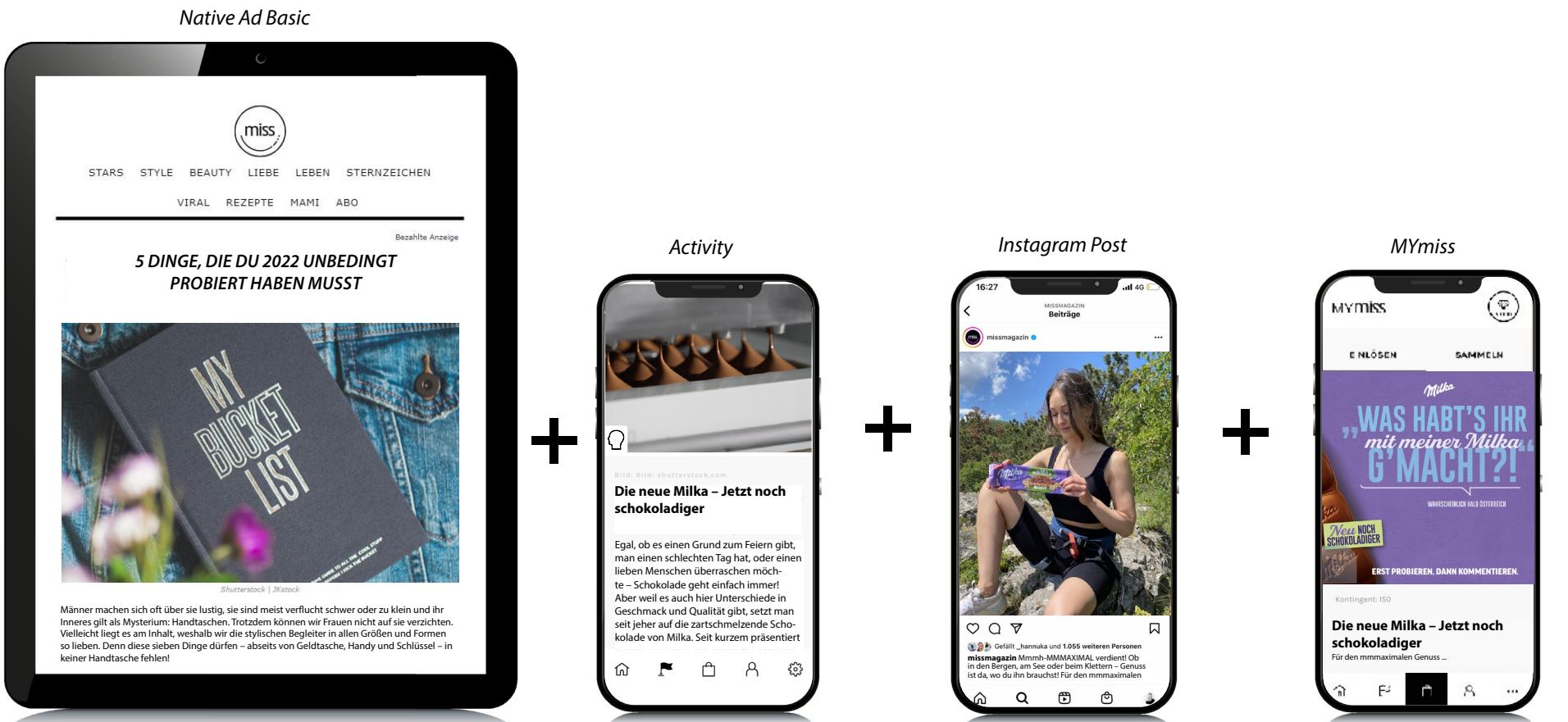
€ 7.020,-

GOAL: Brand Awareness

FEATURES:

- Client Tags
- Link to Website
- Hashtag integration

Our missCOMMUNITY is characterised by trendsetters and early adopters. Therefore our channels are perfect for announcing new product launches and promoting awareness. With the bundled package the brand message is spread not only on miss.at but also on our missAPP and missINSTAGRAM in a post. In combination with MYmiss, users will also have the exclusive opportunity to test the new products.



NATIVE AD:

100.000
users reached

6.600
pageviews

GUARANTEED PERFORMANCE:

IG POST:

100.000
users reached

PLATFORMS:



DIGITAL ADVERTISING

PRICE LIST & PACKAGES

Format	Price	Guaranteed Performance
NATIVE AD	from € 5.090,-	mind. Ø 100.000 erreichte Personen & Ø 6.600 Page Views
INSTAGRAM POST	€ 1.340,-	Ø 100.000 erreichte Personen
INSTAGRAM GEWINNSPIEL	€ 1.310,-	Ø 50.000 erreichte Personen
AWARENESS PUSH	€ 2.090,-	mind. Ø 200.000 erreichte Personen
INSTAGRAM STORY	from € 1.210,-	-
INSTAGRAM REEL	from € 1.950,-	-
PAID AD	from € 4.890,-	mind. Ø 250.000 Impressionen & Ø 5.000 Link-Klicks
CAROUSEL AD	€ 4.740,-	Ø 200.000 Impressions
FACT-CHECK CAROUSEL AD	€ 4.940,-	Ø 200.000 Impressions
5-FACTS SOCIAL REEL	€ 4.690,-	Ø 50.000 Views
LOOKBOOK AD	€ 4.790,-	Ø 200.000 Impressions
CONTENT VIDEO	from € 4.670,-	Ø 150.000 erreichte Personen & Ø 30.000 Views
TIKTOK SPARK AD	€ 2.900,-	Ø 300.000 Impressions
APP ACTIVITY	€ 2.700,-	-
APP LOOKBOOK	€ 3.400,-	-
APP MYMISS	€ 600,-	-

PACKAGES*

missTEST & TELL Small

1 x NATIVE Ad Basic: € 5.090,-
 1 x ACTIVITY: € 2.700,-
 1 x missMIND hour / Survey evaluation: € 560,-
 1 x Instagram Story: € 1.210,-

List price: € 9.560,-
**missPACKAGEDEAL
€ 7.505,-***

22%
DISCOUNT

missTEST & TELL

1 x NATIVE Ad Basic: € 5.090,-
 1 x ACTIVITY: € 2.700,-
 1 x missMIND hour / Survey evaluation: € 560,-
 1 x NATIVE Ad Basic (follow-up report): € 5.090,-

List price: € 13.440,-
**missPACKAGEDEAL
€ 10.430,-***

23%
DISCOUNT

missPRODUKTLAUNCH

1 x NATIVE Ad Basic: € 5.090,-
 1 x ACTIVITY: € 2.700,-
 1 x INSTAGRAM Post: € 1.340,-
 1 x MYmiss: € 600,-

List price: € 9.730,-
**missPACKAGEDEAL
€ 7.020,-***

22%
DISCOUNT

*DISCOUNTS ARE ONLY VALID FOR ADVERTISING VALUE (production costs and miss-MIND hours cannot be discounted), 15% AE already deducted, plus 20% VAT.





DISPLAY

www.miss.at

On miss.at the target group is writing for the target group. From the latest beauty, fashion and lifestyle trends, the hottest star news from Hollywood, TikTok and social media trends, sports & health, but also socio-politically relevant topics, sustainability, careers, business or finance - the content and interests are diverse and versatile, delivering exactly what Millennials and Gen Z are looking for. We pick up on what moves the target group. Terms like „Metaverse“ or „Digital Innovation“ are not foreign to us, they are lived reality. We think digital first and thus always have our finger on the pulse of the times.

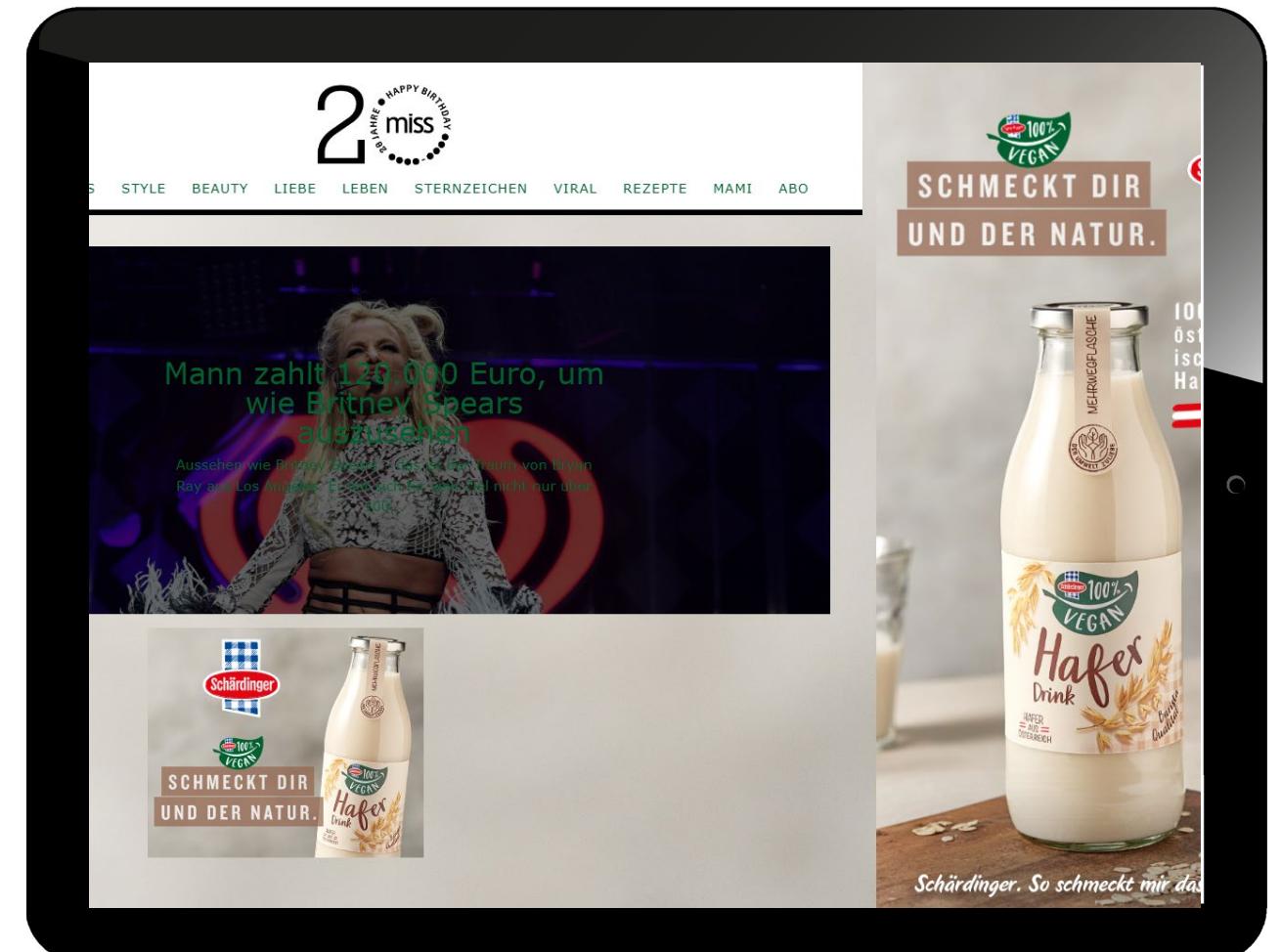
Options:

- Large Ad (Understitial/Parallax, 300 x 600px)
- Medium Ad (Medium Rectangle, 300 x 250 px)
- Sitebranding
- InRead Video Ads up to 25 sec

TKP

- Large Ad (Understitial/Parallax, 300 x 600px)
- Medium Ad (Medium Rectangle, 300 x 250 px)
- Sitebranding
- InRead Video Ads up to 25 sec

40,-
30,-
120
from 56,-



MAGAZINE



PUBLICATION

4 x per year

PLACE OF PUBLICATION

Austria

CIRCULATION

Ø 85.000 qty. incl.

Ø 11.000 qty. subscriptions

COPYPRICE

€ 3,00

WHY 4 ISSUES?

- one issue per season
- dynamic editorial workflow

	MARCH	JUNE	SEPTEMBER	NOVEMBER
ISSUE_Nr.	01/23_222	02/23_223	03/23_224	04/23_225
CALENDAR WEEK	12	24	39	48
PUBLICATION DATE*	23.03.2023	15.06.2023	28.09.2023	30.11.2023
ADVERTISEMENT CLOSING AND CANCELLATION DATE* for standard placements	28.02.2023	23.05.2023	05.09.2023	07.11.2023
ADVERTISEMENT CLOSING AND CANCELLATION DATE* for ad/format specials, special and fixed placements	24.01.2023	18.04.2023	01.08.2023	03.10.2023
COPY DATE*	07.03.2023	30.05.2023	12.09.2023	14.11.2023

*subject to change

MAGAZIN PRICE LIST

Format



2/1 Page



1/1 Page



1/2 Page



1/3 Page



1/4 Page

STANDARD PLACEMENTS

2/1 Page Ad / Promo*

List price Dimension

€ 14.561,- 404 mm x 275 mm

1/1 Page Ad / Promo*

€ 7.670,- 202 mm x 275 mm

1/1 Page Panorama / Promo*

€ 8.568,-

1/2 Portrait Ad / Promo*

€ 4.585,- 101 mm x 275 mm

1/2 Landscape Ad/ Promo*

€ 4.585,- 202 mm x 137,5 mm

1/3 Portrait Ad / Promo*

€ 3.469,- 67 mm x 275 mm

1/3 Landscape Ad / Promo*

€ 3.469,- 202 mm x 91,7 mm

1/4 Portrait Ad / Promo*

€ 2.712,- 50,5 mm x 275 mm

1/4 Landscape Ad / Promo*

€ 2.712,- 202 mm x 68,8 mm

1/4 DIN Ad / Promo*

€ 2.712,-

PREMIUM PLACEMENTS

Opening Spread (2nd cover page/page 3)

€ 17.768,- 404 mm x 275 mm

Page 4 / 5

€ 17.020,- 404 mm x 275 mm

2nd cover page

€ 9.200,- 202 mm x 275 mm

3rd cover page

€ 8.602,- 202 mm x 275 mm

4th cover page

€ 9.604,- 202 mm x 275 mm

1/1 Page facing editor's letter

€ 8.993,- 202 mm x 275 mm

1/1 Page facing Beauty Opener

€ 8.602,- 202 mm x 275 mm

1/1 Page facing Fashion Opener

€ 8.602,- 202 mm x 275 mm

1/1 Page facing Celebrity Opener (1st left)

€ 7.820,- 202 mm x 275 mm

2/1 Page Ad (1st third)

€ 15.594,- 404 mm x 275 mm

1/1 Page Ad (1st third)

€ 7.820,- 202 mm x 275 mm

1/2 Page Ad (1st third)

€ 4.681,- 101 mm x 275 mm

Special format

Sponsored Editorial DELIVERED

(bookable from 3 1/1 pages)

The sponsored editorial is created with delivered sujets of the customer.

starting from € 3.054,-
List price / page

Sponsored Editorial ARRANGED

(bookable from 3 1/1 pages)

The sponsored editorial is designed and created with the material (images and Text material) delivered by the customer.

starting from € 3.882,-
List price / page

Sponsored Editorial SHOOTING

(bookable from 4 1/1 pages)

The sponsored editorial line is designed together with the customer and the missMIND team takes the production management

starting from € 4.853,-
List price / page



Sticker:
List price: € 2.770,-



Sticker individual cut:
List price: € 3.250,-



Product Placement
SMALL 6x8,5 cm
List price: € 1.725,-



Product Placement
MEDIUM 8x10 cm
List price: € 2.162,-



Product Placement
LARGE 10x12 cm
List prices: € 2.599,-

*Layout costs incl. 3 correction loops : € 750

MAGAZINE INSERTS & CO

INSERTS*	Total Circulation	Part circulation: Surcharge of 10%
max. 20g	€ 85,- / Tsd	€ 93,50 / Tsd
max. 30g	€ 98,- / Tsd	€ 107,80 / Tsd
max. 40g	€ 110,- / Tsd	€ 121,- / Tsd
max. 50g	€ 120,- / Tsd	€ 132,- / Tsd
ab 50g	auf Anfrage	auf Anfrage

BOUND INSERTS*	Total Circulation	Part circulation: Surcharge of 10%	1st curvet: Surcharge of 15% Partial circulation not possible	2nd curvet: Surcharge of 10%
max. 20g	€ 112,- / Tsd	€ 123,30 / Tsd	€ 128,80 / Tsd	€ 123,20 / Tsd
max. 30g	€ 125,- / Tsd	€ 137,50 / Tsd	€ 143,75,- / Tsd	€ 137,50 / Tsd
max. 40g	€ 139,- / Tsd	€ 152,90 / Tsd	€ 159,85 / Tsd	€ 152,90 / Tsd
max. 50g	€ 149,- / Tsd	€ 163,90 / Tsd	€ 171,35 / Tsd	€ 163,90 / Tsd
60 g	upon request	upon request	upon request	upon request
70 g	upon request	upon request	upon request	upon request
80 g	upon request	upon request	upon request	upon request

*Circulation Ad Specials (Inserts, Glued Inserts, Bound Inserts, Banderoles): max. 50,000 qty.

GLUED INSERTS* Only together with a 1/1 page	Total Circulation	Part circulation: Surcharge of 10%	1st glued insert: Surcharge of 15% Partial circulation not possible	2nd glued insert: Surcharge of 10% Partial circulation not possible
Automated proces- sing. Manual proces- sing on request.	€ 62,- / Tsd	€ 68,20 / Tsd	€ 71,30 / Tsd	€ 68,20 / Tsd

DELIVERY COSTS	Postage costs for inserts , bound inserts and glued inserts (sachets): Postage costs as per table if standard weight of 10g per sachet is exceeded.	
up to 20g	€ 52,80 / Tsd	
up to 30g	€ 66,00 / Tsd	
up to 40g	€ 73,20 / Tsd	
up to 50g	€ 91,20 / Tsd	
up to 51 g	upon request	

FURTHER missAD- & PRINTSPECIALS UPON REQUEST!



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