

Who do you want to reach?
In Germany we know every
5th person aged 13 and over!

For your supplement placement:
BLEIBGESUND TOP-SPLITTING



7 benefits of Bleibgesund Top-Splitting for supplements:

- Cost-effective thousand-unit supplements price
 - Postal charges included
 - No remission losses due to personalized distribution
 - Direct competition exclusion
 - Maximum 2 supplements per copy
 - Sales discounts granted
- and**
- Address base with more than 18 million recipients,
which can be selected according to diverse target groups!

Basic information for 2010

Basic price: Up to 20 g, € 59 per 1,000 copies and part thereof; each additional gram € 1 more. Postal/shipping charges are not billed!

Minimum print run: 50,000 copies;
with target group selection: 100,000 copies

Supplement format: Minimum format: 105 x 148 mm (= DIN A6)
maximum: 185 x 255 mm

Reservations/dates: See advert closing dates in Bleib**gesund** magazines' media data. Shorter periods on request. With a planned placement we would ask that a PDF copy of the supplement with its weight information be sent in advance.
If an order is placed 5 binding samples must be submitted.

Target group selection defaults

(Defaults can be combined in any way; only defaults 7, 8 and 9 cannot be combined with one another)

		Additional selection charge per 1,000 copies in EUR on the basic price	
1	Nielsen areas	No additional charge	
2	Federal German states	No additional charge	
3	Gender	€ 3 additional charge	
4	Age groups	13–15 years	
		16–17 years	
		18–24 years	
		25–39 years	€ 3 additional charge
		40–49 years	from 25+, whereby, at your discretion, just one or several age groups can be selected.
		50–64 years	
		65–69 years	
	70–79 years		
	over 79 years		
5	Children (8–12) in the home	€ 3 additional charge	
6	Life phase	School goers	
		Students	No additional charge
		Seniors	
7	Selected (first two-digits) zip code areas	€ 3 additional charge	

8 GfK purchasing power index (Index 100 equals a per capita income of € 18,946)

Below Index 90
Index 90.1 – 99.9
Index 100 – 109.9
Index 110 – 119.9
Index 120 – 129.9
Index 130 and higher

€ 3 additional charge

9 GfK region type

- Urban center
- Big city
- Large/medium-sized urban centres with densely populated surrounding region
- Large/medium-sized urban centres with rural surrounding region
- Other communities with densely populated surrounding region
- Other communities with rural surrounding region

€ 3 additional charge whereby, at your discretion, one or more of the six types of region can be selected.

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Billing example

The advertiser would like to place a supplement (weight: 20 g) with 100,000 copies in **Bleibgesund**.

The selection defaults they choose are:

Bavaria and Baden-Württemberg, men, 25–49, purchasing power index 100 and higher. The insert price (gross) is therefore € 68 per 1,000 copies or € 6,800 for the 100,000 supplements.

Billing:
Basic price € 59 per 1,000 copies and € 3 in additional charges for the three defaults (gender, age and purchasing power index).

Selection of the federal states is free.

Postal and shipping charges are not billed.

Discount scale for 2010

The added up total of the gross sales from supplement placements during a full year is the benchmark for the sales discount to be given.

■ Over	25,000 € =	2%
■ Over	50,000 € =	3%
■ Over	75,000 € =	4%
■ Over	100,000 € =	5%
■ Over	150,000 € =	6%

■ Over	200,000 € =	7%
■ Over	250,000 € =	8%
■ Over	300,000 € =	9%
■ Over	400,000 € =	10%

Supplements delivery

DELIVERY/PACKAGING/LABELLING

On Euro palettes. The palette securing must exclude any deformation of the supplements and must protect them against moisture. The palettes must be identified on at least two sides per palette label with the following information:

- Supplement name
- Sort description/code
- Product name
- Issue
- Sequence
- Copies per palette
- Palette number
- Customer
- Sender

DELIVERY NOTE

The information on the delivery note must correspond with that on the palette label. The copies per complete delivery must also be given.

DELIVERY DATE/DELIVERY ADDRESS

Will be given as binding in the order confirmation.

Supplement processing information

Guidelines/technical information on the product and on processing

Specific technical requirements must be met to ensure seamless and smooth machine processing. We have summarized the required composition of supplements in Bleibgesund in the following.

FORMAT

Minimum format: 105 x 148 mm (W x H)
Maximum format: 185 x 255 mm (W x H)
i.e. carrier product format minus 20 mm in both the height and width.

WEIGHT

Individual pages: at least 115 g/m²
4 to 6 pages: at least 80 g/m²
8 pages: at least 60 g/m²
More than this: at least 50 g/m²

FOLD OPTIONS

Multi-page supplements can only be provided as cross, parallel or centrefold.
6-page window fold can only be provided overlapping. Zigzag fold cannot be provided.

BLEED

It must be possible to easily separate supplements and they must not stick to one another because of cuts with blunt knives, moisture or electrostatic.

PLACING

Provision of supplements in carrier material can only be made unplaced.

STAND POSITION

With supplements with fixed inserts positioned outside, the glue strip lies after insertion parallel to the carrier product's binding.

WIRE BINDING/FOLD GLUE

With multi-page wire-bound supplements the wire thickness of the staple must match the supplement thickness. Supplements with less than 16 pages should have a glued fold. The stitching wire must not build up in supplement stacks.

ALLOWANCE

An allowance volume of at least 1.5 to 2 % is required – depending on the structure of the object variant.

TRIAL RUN

Supplements with samples stuck on or in them can only be processed following prior agreement and a trial. Supplements that deviate in shape or packaging from the norm must be tested in a trial run.

NOTE

Inserted products must be provided in a way that allows industrial further processing without additional manual interventions. Sticking together caused by electrostatic effects, adhesive inks, copies that have gotten wet, punches or perforations with blunt tools and kinked corners, wrinkles and shifted backs cannot be processed without manual intervention and cause mileage reductions and added costs.



**Gesellschaft für Medien &
Kommunikation mbH & Co.OHG**

Dieselstraße 36
63071 Offenbach
Fax 069 981 904-64

Walter Krey
Phone 069 981 904-90
w.krey@wdv.de

Claudia Mecky
Phone 069 981 904-94
c.mecky@wdv.de

Baden-Württemberg

GuTe MEDIABERATUNG

Gunther Teufel
Christine Breitkopf
Kolberger Weg 6
71701 Schwieberdingen

Phone 07150 35 023
Fax 07150 350 245
teufel@gute-mediaberatung.de
breitkopf@gute-mediaberatung.de

Nordrhein-Westfalen

GETZ & GETZ GbR
Medienvertretung

Klaus Getz
Sebastian Getz
Stöckerweg 68
51503 Rösrath
Phone 02205 86 179
Fax 02205 85 609
info@getz-medien.de

**Bayern, Sachsen,
Sachsen-Anhalt, Thüringen**

Medienbüro Macari

Petra Macari
Karin Schuster
Karl-Theodor-Straße 69
80803 Munich

Phone 089 582 211
Fax 089 58 090 297
medienbuero.macari@t-online.de

**Hamburg, Bremen, Schleswig-
Holstein, Lower Saxony, Berlin,
Brandenburg, Mecklenburg-
Western Pommern**

Media-Office-Ziegler
media services e.K. & consulting
Postfach 1167
61175 Karben
Phone +49 (0) 6039 934 264
Mobil +49 (0) 162 9 149 337
media-office-ziegler@web.de
info@industrial-media-services.de

**Hessen, Saarland,
Rhineland-Palatinate**

MD Medien Dienste GmbH

Rainer Karpenfeld
Marion Wagner
Baumweg 19
60316 Frankfurt am Main
Phone 069 943 331-22/-18
Fax 069 4 990 386
info@mdmedien.de

International

Media-Office-Ziegler
media services e.K. & consulting
Postfach 1167
61175 Karben
Phone +49 (0) 6039 934 264
Mobil +49 (0) 162 9 149 337
media-office-ziegler@web.de
info@industrial-media-services.de

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