

mobil

Deutsche | RHEUMA-LIGA
Bundesverband e.V.



Complete communication





Approximately nine million Germans suffer from a rheumatic illness – all age groups are affected. Along with medical care, knowing how to deal positively with rheumatism is especially important for this target group. The patient wants professional information and support, needs clarification and advice, and of course, also requires practical help – so they can help themselves.

The **Deutsche Rheuma-Liga** (German rheumatic society) magazine – **mobil** – is the central information and advice medium on rheumatism in Germany. It appears six times a year with a print run of more than 189,000 copies. **mobil** represents competent advice and practical help – informative, authentic and entertaining.

Professional editorial expertise and practice-oriented reporting in the dedicated categories, **Medicine & Knowledge**, **Living & Everyday Life**, **Exercise & Nutrition**, **Rheuma-Liga Aktiv**, **Political & Social** and **Tips & Trends**, constantly optimize the reader's loyalty to **mobil**.



Living & Everyday Life
... offers help from people to people



Medicine & Knowledge ... competent
first hand information about everything
that's new and well established



Exercise & Nutrition
... motivates people to live
healthy

CIRCULATION (IVW II/2009)



■ Print: 189,500 copies ■ Distributed: 188,753 copies ■ Sold: 187,800 copies ■ Of these subscribed: 176,840 copies

READER STRUCTURE AND USAGE BEHAVIOUR*

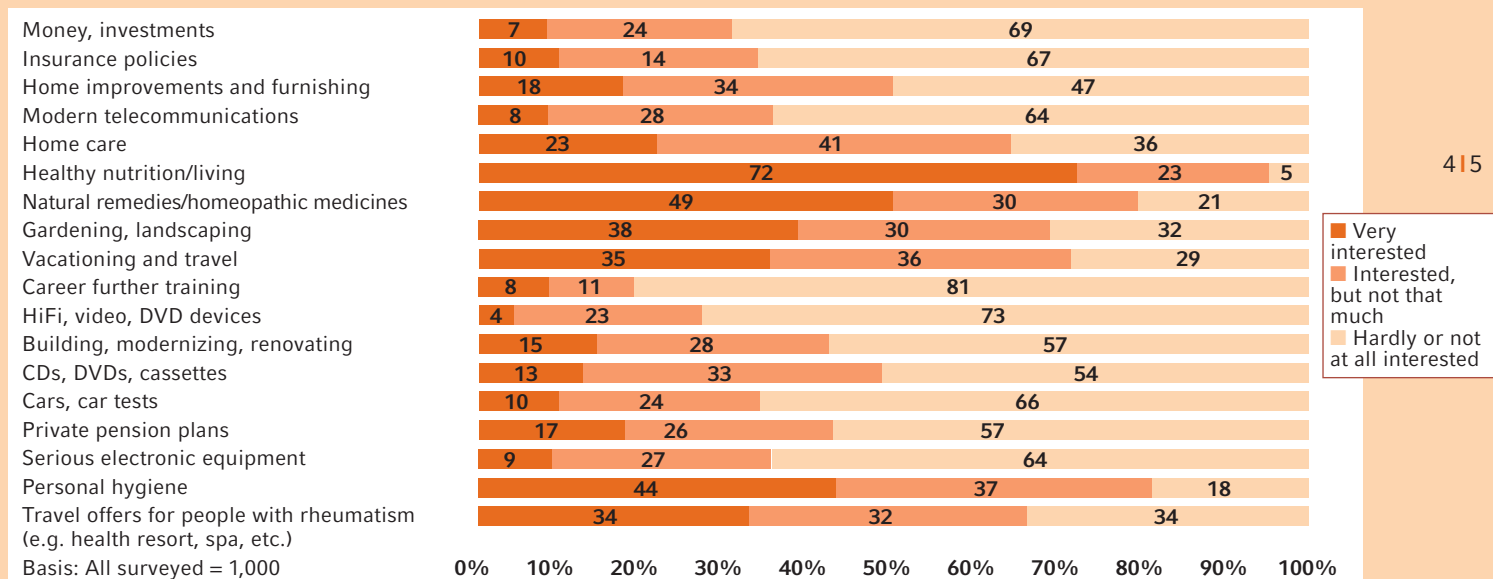
- 85% female ■ 72% over 61 ■ 89% in former West Germany
- 92% of those surveyed read **mobil** very regularly/mostly and 52% read at least three quarters of all articles. The intensive readers defined as such are predominantly women and people between 51 and 70.
- 5% of those surveyed read less than one quarter of the articles.
- With 1,000 deliveries **mobil** is read by 1,438 people in total (= Ø 1.4 readers per copy).
- 34% of those surveyed do not read any other magazines. Of the remaining 66% most read daily newspapers and news magazines besides **mobil** (Stern, Spiegel, Focus).
- 61% of those surveyed said that products advertised in **mobil** are more respectable than those in other magazines.
- The overall opinion of those surveyed produced an average rating of 1.9 (i.e. “very good” in German rating scales).

* Source: Acceptance and effect survey for the subscription magazine, mobil. Based on 1,000 CATI interviews. Survey period from 17 July to 6 August 2007. IFAK Institut GmbH & Co. KG, Market and Social Research.

PRODUCT INTEREST

Those surveyed are interested in particular in topics such as, “healthy nutrition/living”, “natural remedies/homeopathic medicines” and “personal hygiene”. One third are especially interested in special travel offers for people with rheumatism.

Question 19 (Cauchy value question): Quite often some people like to hear more about something, which others are less interested in. Could you please tell me how much you are interested in the following products? Are you especially interested in the product; does the product also interest you, but not as much; or does it hardly interest you or not at all?



SCHEDULE AND EDITORIAL CALENDAR 2010

Seq. no.	Release date	Closing date	Artwork/ copy closing date	Delivery date: Supplements/ inserts/glued inserts
1/10 Special topic: Skin care	01.02.2010	27.11.2009	23.12.2009	11.01.2010
2/10 Special topic: Medicinal herbs	01.04.2010	29.01.2010	19.02.2010	12.03.2010
3/10 Special topic: Staying mobile on 2 or 4 wheels	01.06.2010	31.03.2010	23.04.2010	10.05.2010
4/10 Special topic: Health resorts abroad	02.08.2010	04.06.2010	25.06.2010	13.07.2010
5/10 Special topic: Independent seniors	01.10.2010	30.07.2010	20.08.2010	13.09.2010
6/10 Special topic: Diabetes	01.12.2010	01.10.2010	22.10.2010	10.11.2010
1/11 Special topic: Bladder problems	01.02.2011	26.11.2010	17.12.2010	12.01.2011

ADVERT FORMATS AND PRICES

Advert format	Print space		Truncated adverts*)		Price in €	
	Width/mm	height/mm	Width/mm	height/mm	B/W	Color
1/1 page	180	252	215	280	4,250.-	5,950.-
1/2 page Portrait	87	252	107	280	2,500.-	3,500.-
Landscape	180	123	215	141	2,500.-	3,500.-
1/3 page Portrait	57	252	77	280	2,000.-	2,800.-
Landscape	180	80	215	98	2,000.-	2,800.-
1/4 page Portrait	42	252	62	280	1,500.-	2,100.-
Corner	87	123	107	141	1,500.-	2,100.-
Landscape	180	59	215	77	1,500.-	2,100.-
1/8 page Portrait	42	123	62	141	1,000.-	1,400.-
Landscape	87	59	107	77	1,000.-	1,400.-
2. Cover page	180	252	215	280	4,670.-	6,540.-
4. Cover page	180	252	215	280	5,100.-	7,140.-

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Further formats on request

*) Side, top and bottom trim, 3 mm each



SPAS AND HEALTH RESORTS

Advert format	Print space		Price in €	
	Width/mm	height/mm	B/W	Color
1/1 page	180	252	2,800.-	3,920.-
1/2 page 2-column	87	252	1,500.-	2,100.-
4-column	180	123	1,500.-	2,100.-
1/4 page 2-column	87	123	800.-	1,120.-
4-column	180	59	800.-	1,120.-
1/8 page 1-column	42	123	500.-	700.-
2-column	87	59	500.-	700.-
1/16 page 1-column	42	59	300.-	420.-
2-column	87	28	300.-	420.-

The adverts of different customers from the spa and health resort areas are pooled as collective or whole pages.

STAGGERED REPEAT DISCOUNT

■ 2 adverts = 2%

■ 4 adverts = 4%

■ 6 adverts = 6%

VOLUME SCALING

■ From 2 pages = 5%

■ From 4 pages = 10%

■ From 6 pages = 15%

SUPPLEMENTS

Minimum print run:

50,000 copies

Price:

Up to 25 g, € 100 per 1,000 copies and part thereof (incl. post and weight charges); each additional gram € 1

Formats:

Minimum format:
105 x 148 mm (W x H)
Maximum format:
195 x 270 (W x H)

Sample:

If an order is placed, 5 binding samples must be submitted.

Dates:

Order closing as with adverts. Shorter periods possible on request.

Delivery:

On Euro palettes 15 working days at the earliest, 10 working days at the latest before release date to the delivery address given in the order confirmation. The accompanying papers must include information on the unit numbers of the transport units, magazine title and issue number. Each packaging unit should be declared accordingly.

INSERTS

Minimum print run:

50,000 copies

Placing:

If the **mobil** issue includes a regional insert, then the placing is made between the centre of the issue and the regional insert.

Price:

4-page per 1,000 copies and parts thereof – € 100; more detailed inserts on request.

Prices can increase if the composition of the insert makes processing more difficult and/or additional technical costs are incurred.

Formats:

218/226 x 286 mm (W/H) incl. 3 mm bleed (trim) and 8 mm binding flap; lay – 3 mm. Bled end format, 215 x 280 mm.

Delivery in unbled, folded format.

Sample:

See supplements

Dates:

See supplements

Delivery:

See supplements

GLUED INSERTS

Print run:

Total print run only

Placing:

Page 17 (fixed)

Price:

Up to 20 g, € 60 per 1,000 copies.

Formats:

Up to insert format (bled: 215 x 280 mm)

Technical details on request.

Sample:

See supplements

Dates:

See supplements

Delivery:

See supplements

Important points:

According to the German law on changing telecommunications-related regulations in effect since 1 January 2007, inserts that include a 0180, 0137, 0900 telephone number, must not only refer to the landline telephone charges that apply for the caller, they must also include a reference to varying charges for callers from mobile networks.

Example: 01379-xxxxxx (0.64 €/min from the German landline network; varying charges from mobile network, where applicable)

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ARTWORK & COPY

- Programs:** PDF 1.4 (preferred)
Quark X-press
Macromedia Freehand
Photoshop
EPS with fonts included
- Image data formats:** 1 file EPS with JPEG compression (maximum quality).
Bitmap: Tiff.
All 4c images in CMYK mode.
Resolution: 120 lines/cm (304,8 dpi) for 4c images;
360 lines/cm (914 dpi) for bitmaps
EPS with path: Set as few anchor points as possible.
- Document size:** 215 x 280 net + 3 mm bleed
- Document:** All images as fine data; integrate images in 100% size as much as possible. Enlarging up to maximum 120% (note: this reduces the image's resolution). Vector data (Freehand/Illustrator) can be scaled without restriction, and there is no loss in quality here. Do not use any TrueType fonts. Fonts must always be delivered with open documents. The minimum font height in the document must be 6 pt.
- Creating a PDF:** Issue resolution: 2438 dpi; screen ruling 152 lpi (60-ruling); area coverage: Max. 340%. Generate composite-PDF with Acrobat Distiller (not with PDF Writer!).

- General:** Document and PDF names must not contain special characters.
- Proof:** A complete customer proofing concerning colours and layout is a must.
- Data media:** CD (ISO9660)
- Data deadline:** wdv Gesellschaft für Medien & Kommunikation mbH & Co. OHG
Heike Tarach-Hoffmann
Dilek Tastemir
Dieselstr. 36
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Phone: 069 981 904-89
Fax: 069 981 904-71
E-Mail: mobil.anzeigenservice@wdv.de
FTP: Notice in advance required
- Important points:** All part-page advertisements and advertorials are essentially referred to by the publisher as "adverts". First-time advertisers are asked to send a PDF copy of the advert motif for checking by the publisher to anzeigenmarketing@wdv.de. This also applies for inserts and supplements. Publisher order confirmations are therefore made – as long as the final artwork could not be seen – subject to the publisher's consent.

- Publisher:** wdv Gesellschaft für Medien & Kommunikation mbH & Co. OHG
PO box 102 163, 63021 Offenbach
Dieselstr. 36, 63071 Offenbach
- Advert Management:** Walter Krey
Phone: 069 981 904-90
Fax: 069 981 904-64
E-Mail: w.krey@wdv.de
- Bank details:** Postbank, Frankfurt/M, acc. no. 773 08 603, bank code 500 100 60
IBAN DE86 5001 0060 0077 3086 03, BIC PBNKDEFFXXX
Deutsche Bank AG, Hanau, acc. no. 040 96 4900, bank code 506 700 09
IBAN DE27 5067 0009 0040 9649 00, BIC DEUTDEFF506
Frankfurter Sparkasse, acc. no. 705 665, bank code 500 502 01
IBAN DE03 5005 0201 0000 7056 65, BIC HELADEF1822
- Payment terms:** 14 days after bill date: 2% cash discount. Direct debit at delivery start: 3% cash discount. 30 days after bill date at the latest: Net only. Please note: Cash discount is only given if no older bills are outstanding. All insert prices shown include VAT at the legally applicable rate.
- Terms and conditions:** The general terms and conditions for advertisements and supplements in newspapers and magazines apply. To be found at www.wdv.de



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You will also find up-to-date information on the publisher and on leading wdv customer magazines at www.wdv.de.