

Frequency 3x a year
Distribution Bolero subscribers, retail, target group-based distribution
Print run 60 000 copies



Advertising rates in CHF

Formats (Pages)	Type area Width x height in mm	Trim size Width x height in mm	Gross rate b/w or 4-c in CHF
1/1	189 x 261	210 x 282	12 500
2nd cover + 3rd p. *	398 x 261	420 x 282	30 000
4th cover *	189 x 261	210 x 282	15 000
2/1 Panorama	398 x 261	420 x 282	22 500
1/2 portrait	93 x 261	104 x 282	6 250

Formats (Pages)	Type area Width x height in mm	Trim size Width x height in mm	Gross rate b/w or 4-c in CHF
1/2 landscape	189 x 129	210 x 140	6 250
1/3 portrait	61 x 261	71 x 282	4 187
1/3 landscape	189 x 85	210 x 96	4 187
1/4 portrait	45 x 261	56 x 282	3 125
1/4 landscape	189 x 63	210 x 74	3 125

* This position is only available with a fix booking ten weeks before publication date. In case of cancellation of an order we account 50% of the adrate.

For bleed-off, trim + 5mm applies on all 4 edges. Text and parts which may not be trimmed must be 8mm from the edge of the part.

Position guarantee

1/2 page + +	10 % from gross rate
smaller than 1/2 page	20 % from gross rate

Turnover discount (on annual gross turnover at Ringier Magazines in CHF)

Turnover	Discount	Turnover	Discount	Turnover	Discount
60 000	2%	800 000	10%	2 500 000	18%
100 000	3%	900 000	11%	2 750 000	19%
200 000	4%	1 000 000	12%	3 000 000	20%
300 000	5%	1 250 000	13%	3 250 000	21%
400 000	6%	1 500 000	14%	3 500 000	22%
500 000	7%	1 750 000	15%	3 750 000	23%
600 000	8%	2 000 000	16%	4 000 000	24%
700 000	9%	2 250 000	17%		

Common campaign

Per foreign ad	30% from the gross rate 1/1 page Without turnover discount, AC or YTP Template must be presented to the publisher
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Agency commission / Yearly turnover premium

AC	15% of net total (special ads 5%) for authorised media- and advertising agencies.
YTP	15% of net total (special ads 5%). Minimum volume of 3 pages a year in one or more Ringier magazines.

General terms and conditions

This file is subject to the general terms and conditions of Ringier AG.

Inserts

Print run	60 000 copies				
	Tip-on	Product sample	Co-bound	Loose insert	Piggy-back
Postcard	10 080				
up to 20 g	14 820	17 400			
up to 15 g			19 500	19 500	24 660
16 - 25 g			22 800	22 800	27 960
26 - 35 g			25 800	25 800	30 960
36 - 50 g			30 900	30 900	36 060

Formats		min.	max.
Tip-on	Width	60 mm	170 mm
	Height	80 mm	252 mm
Product sample	Width	65 mm	110 mm
	Height	84 mm	170 mm
Co-bound	Width	115 mm	Booklet
	Height	140 mm	Booklet
Loose insert	Width	100 mm	195 mm
	Height	150 mm	267 mm
Piggy-back	Width	148 mm	Booklet
	Height	210 mm	Booklet

Gross rates (incl. carriage and technical costs).
 Subject to turnover discount, AC/YTP 5%.
 Split and other special advertising media on request.

Schedule

Frequency	3 x a year
Closing date / printing material	4 weeks before publication (20 workdays)
Cancellation	4 weeks before publication (20 workdays)

Issue No	Publication date	Closing date	Topics
1	06.03.2013	06.02.2013	Trend Spring/Summer
2	04.09.2013	07.08.2013	Trend Fall/Winter
3	06.11.2013	09.10.2013	Luxury edition, watches

For issues before and after holidays, advertisement closing dates may be brought forward one or more days.

Technical data

Format

Format width x height	210 x 282 mm
Printing process	Offset

Data transfer as PDF Xready / 1.3

With the following informations:

- Data name (folder)
- Object
- Publication date
- Subject/reference
- Contact person

E-Mail zopvs@swissprinters.ch

<ftp.swissprinters.ch> For a new folder please contact:
zopvs@swissprinters.ch oder phone: +41 58 787 41 12

Postal address Swissprinters AG
Abteilung PVS
Brühlstrasse 5
CH-4800 Zofingen

Contact Phone: +41 58 787 41 12
www.swissprinters.ch

Data medium (Mac and Windows)

Storage media CD-ROM or DVD

Also to be supplied: binding paper copies, proofs, title and publication date

Any additional costs from delivery of non-conforming material will be invoiced at CHF 180.– per hour.

To ensure optimum reproduction of the advertisement, we require timely delivery of a contract quality Qualiproof in accordance with ISO Webcoated standard with media wedge appropriate to the relevant paper. If no Qualiproof is supplied, no liability can be accepted.

Publisher

Ringier AG
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