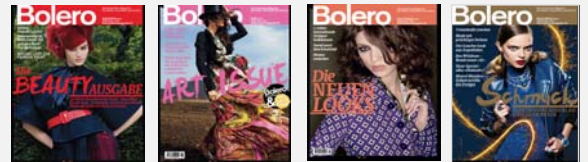


Frequency	monthly, 10x a year
Readership/Reach	80 000 readers 1.8% (MACH Basic 2012-2)
Sold circulation	20 271 copies (WEMF 2012)
Subscription share	52%



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	10 570
2nd cover + 3rd p. *	398 x 261	420 x 282	25 370
3rd cover	189 x 261	210 x 282	11 627
4th cover	189 x 261	210 x 282	15 588
2/1 Panorama	398 x 261	420 x 282	19 977
2/1 1st Panorama	398 x 261	420 x 282	21 140
2/1 2nd Panorama	398 x 261	420 x 282	21 140
1/1 Editorial	189 x 261	210 x 282	11 800
1/1 Content rhp *	189 x 261	210 x 282	11 800
2x 1/1 Gatefolder **	Format on request		38 482

* 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.
** incl. technical costs

Advertorials (delivered)

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	10 570
2/1 Panorama *	398 x 261	420 x 282	19 977

* Advertorials do not have a turnover discount or agency commission/YTP.

Shopping-Paradise

1/4 page company profile* CHF 3 000 net/net
other formats on request

*Text and pictures created by the editorial team of Bolero.

Surcharges

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

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.

Inserts

Print run Circulation 37 500 copies (subscriptions 19 800 ex. / newsagents 17 700 ex.).

	Tip-on	Product sample	Co-bound	Loose insert	Piggy-back
Postcard	6 300				
up to 20 g	9 263	10 875			
up to 15 g			12 188	12 188	16 763
16 - 25 g			14 250	14 250	18 825
26 - 35 g			16 125	16 125	20 700
36 - 50 g			19 313	19 313	23 888

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

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
2/2 Panorama	398 x 129	420 x 140	12 200
1/2 landscape	189 x 129	210 x 140	5 814
1/2 portrait	93 x 261	104 x 282	5 814
1/3 portrait	61 x 261	71 x 282	4 228
1/3 landscape	189 x 85	210 x 96	4 228
1/4 portrait	45 x 261	56 x 282	3 171
1/4 corner	93 x 129	104 x 140	3 171
1/4 landscape	189 x 63	210 x 74	3 171
1/2 Stereolith	93 x 93 x 261	104 x 104 x 282	12 200

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.

Turnover discount (on annual gross turnover at Ringer 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%		

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.

Schedule

Frequency	monthly, 10x 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
3	13.02.2013	16.01.2013	Fashion
4	13.03.2013	13.02.2013	Beauty
5	10.04.2013	13.03.2013	Jewellery, summer fashion
6	15.05.2013	17.04.2013	Art issue
7/8	12.06.2013	15.05.2013	Trends Fall/Winter
9	14.08.2013	17.07.2013	Fashion, Perfume
10	11.09.2013	14.08.2013	Beauty
11	16.10.2013	18.09.2013	Jewellery
12	13.11.2013	16.10.2013	Christmas special, Watches
1/2	04.12.2013	06.11.2013	Trends Spring/Summer

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 or 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.

BoleroMen

BoleroMen is the magazine for men of intellect and style.

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

BoleroMen 1	06.03.2013
BoleroMen 2	04.09.2013
BoleroMen 3	06.11.2013

Media data

	Readers	Reach	Structure	Affinity
Total	80 000	1.8%	100%	100

Gender

Male	19 000	0.9%	23%	48
Female	61 000	2.7%	77%	151

Age

14 - 19 years	4 000	1.1%	5%	62
20 - 29 years	10 000	1.5%	13%	86
30 - 39 years	16 000	1.8%	20%	101
40 - 49 years	17 000	2.2%	22%	123
50 - 59 years	17 000	2.4%	21%	136
60 + +	15 000	1.4%	19%	80

Household income

up to CHF 3 999	5 000	0.9%	7%	49
CHF 4 000 - 7 999	30 000	1.5%	37%	86
CHF 8 000 + +	45 000	2.3%	56%	131

Residence

Urban	67 000	2.0%	84%	115
Rural	13 000	1.1%	16%	60

Occupation

Full-time	40 000	1.9%	50%	105
Part-time	15 000	2.6%	19%	146
in education	5 000	1.1%	6%	59
No occupation	20 000	1.5%	26%	85

Education

obligatory	6 000	0.8%	8%	46
middle	40 000	1.8%	50%	101
higher	34 000	2.2%	43%	125

Very keen/rather keen interests

Cosmetics, body-care, beauty	40 000	3.2%	50%	182
Clothes & fashion	49 000	3.4%	62%	191
Living, design, furniture	53 000	3.0%	66%	169
Art and culture	48 000	2.9%	60%	160
Housing market	29 000	2.6%	37%	144

Source: MACH Basic 2012-2, D-CH, overall population 4 470 000 person 14 years + +

Publisher

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