

MEDIEN DAS MEDIEN MAGAZIN **BULLETIN**

MEDIA DATA 2010

New Address

Am Kurfuerstenweg 2A
85232 Eschenried/München
Germany

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PROFILE:

MEDIEN BULLETIN is the only German-speaking media and broadcast magazine with a comprehensive integrated crossmedia approach.

MEDIEN BULLETIN - now 29 years on the market - covers complete value chains from the production to the processing, the management, the archiving, the play-out and the distribution of multimedia content on different distribution channels. MEDIEN BULLETIN has a strong focus on convergence subjects like the growing influence of telecommunications, information technology and Internet on the broadcasting business.

MEDIEN BULLETIN reports about experts, decision-makers and companies in the media and broadcast industry, about the newest technologies, products and solutions, about all related economic and content-based aspects as well as about the media policy and regulatory framework conditions - always with with a close view to international developments.

With this MEDIEN BULLETIN offers the wides spectrum of subjects in the area of media and broadcast magazines.

years ´s issues:	29th year
internet:	www.mebucom.de www.medienbulletin.de
publisher:	MeBu Verlag E. Eckstein Am Kurfürstenweg 2A D - 85232 Eschenried/München, Germany
e-mail:	info@medienbulletin.de
subscription price: incl. postage	domestic annual subscription: 91,50 EUR EU countries annual subscription: 119,10 EUR Switzerland anual subscription: 194,50 CHF

EDITORIAL STUFF:

editor in chief:	Eckhard Eckstein phone: +49 (0)8131 3547 59 fax.:+49 (0)8131 3547 60 redaktion@medienbulletin.de
editorial team:	Erika Butzek, Niklas Eckstein, Sandra Eschenbach, Elke Häberle, Birgit Heidsiek, Norbert Heine, Bernd Jetschin, Alex Merck, Andrea Rüd, Michael Stadik, Gert Zimmermann
graphics & production:	Christl Kaiser
frequency of publication:	10 issues per year

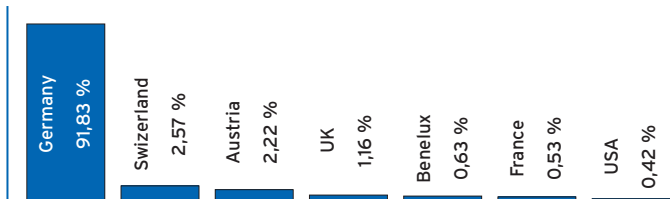
CIRCULATION NUMBERS MEDIEN BULLETIN

printing	5.000
total circulation	4.730
change delivery	3.900
subscribers	600
free copies	230

SUBJECTS

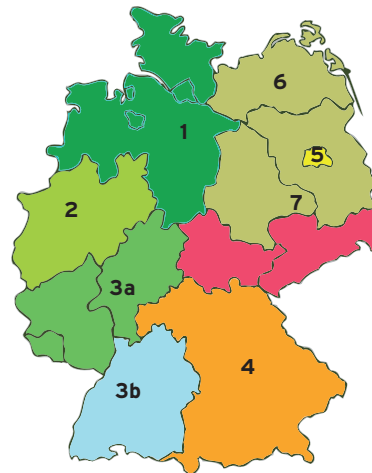
- **Business**
media management, programme marketing and formatting, political, regulatory and economic framework conditions for radio, tv, film
- **Production**
acquisition, postproduction, infrastructure, storage and archives, content management, automation and control systems, communication, audio, video, measurment technology, light, newsroom, live and studio production, studio design and planning, SNGs and outside broadcast vehicles....
- **Distribution**
cable, satellite, transmitter technology, playout centre, IPTV, mobile media, digital cinema, VOD, digital signage, shop TV...
- **Companies + Experts**
broadcasters, content owners, platform operators, manufacturers, ditributors, rental companies, service providers for production, postproduction, consulting, planning, design, integration....
- **Events**
fairs, congresses, roadshows, home fairs, live events....

GEOGRAPHICAL BREAKDOWN



MEDIA PENETRATION NIELSEN TARGET GROUP:

decision makers, experts, service providers
(technique, content, creation and planning)



total circulation
Germany 4.348

Nielsen 1:	18,26 %
Nielsen 2:	20,76 %
Nielsen 3a:	9,41 %
Nielsen 3b:	6,5 %
Nielsen 4:	26,4 %
Nielsen 5:	14,7 %
Nielsen 6:	5,23 %
Nielsen 7:	3,76 %

for tv- and media production
broadcasters
media regulators
producers, studios and production houses
rental companies
system integrators
servive providers
content owners and distributors
editorial departments
organizations and institutions
universities and educational facilities

ADFORMAT & PRICES

Format	b/w	2-c	3-c	4-c
	EURO	EURO	EURO	EURO
2/1	3.990,-	5.010,-	6.130,-	7.060,-
1/1	1.990,-	2.500,-	3.070,-	3.530,-
2/3	1.480,-	2.150,-	2.560,-	3.120,-
1/2	1.280,-	1.590,-	1.990,-	2.510,-
1/3	970,-	1.320,-	1.530,-	1.890,-
1/4	820,-	970,-	1.120,-	1.380,-
1/6	500,-			720,-
1/8	400,-			530,-

PAYMENT TERMS

Germany: 5% discount on debit, 2% discount for prompt payment within 8 days. Net cash within 14 days. Default interest ist calculated in line with banking practice interest for credit facility.

All other countries: Pre-payment (cheque) by advertising deadline. Please give us your turnover tax ID number (VAT ID). Debit only in EURO.

Bank connections see CONTACTS on the last page.

COVER PAGES

	EURO
4. cover page:	3.830,-
3. cover page:	3.580,-
2. cover page:	3.730,-

SPECIAL ADFORMATS + PRINTED EXCERPTS

→ Inquiries for Print & PDF

anzeigen@medienbulletin.de

or phone: +49 8131 354761 Christl Kaiser

DISCOUNTS

Reductions by decrease within one insertion year

Redactions	volume discount rate		frequency discount rate	
	1 page	3%	3 ads	3%
	3 pages	5%	6 ads	5%
	6 pages	10%	12 ads	10%
	12 pages	15%	18 ads	12%
	18 pages	17%	24 ads	15%
	24 pages	20%		

Reduction either amounts or frequency discount rate

AGENCY REIMBURSEMENT 15%

INSERTS

Inserts are loosely enclosed sheets, flyers or brochures.

price	up to 20 g single weight	350,- EURO per 1.000 copies
	over 21-50 g single weight	plus 25% surcharge
maximum format		200 x 270 mm

PULL-OUT SUPPLEMENT

pull-out supplements are printed pages being firmly connected with the magazine. The whole circulation must be booked.

The printed matters must be delivered by the customer ready for processing.

price	2-pages	320,- Euro per 1.000 copies
	4-pages	360,- Euro per 1.000 copies
	6-pages	400,- Euro per 1.000 copies
	8-pages	450,- Euro per 1.000 copies

plus postage

maximum format	200 x 270 mm
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STICKS-ONS

Postcards, samples, CDs etc. are stucked on a carrier ad (at least 1/1 page) for easy removal. For processing reasons they must be closed in the direction to the ligature of the magazine. Stick-ons are possible only at the beginning of a bind.

Price: 90 Euro per 1.000 copies plus postage

Before an order can be confirmed, pattern copies of the inserts, pull-out supplements and stick-ons must have been checked by the publishing company.

Please, send us up to the ad-deadline five patterns.

Subsidy for processing: 300 copies

REPRINT-SERVICE

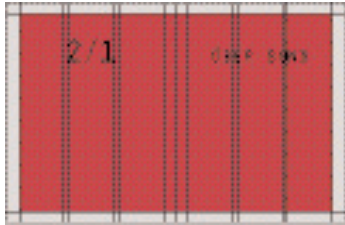
Use MEDIEN BULLETIN independent editorial to maximise your marketing spend.

Price On Application

PDF'S FOR USE ON WEBSITES

Cost of pdf = 180 EUR per page

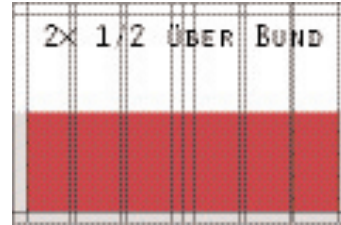
Formats in mm width + height, first slice: plus 5 mm all around at cut announcements



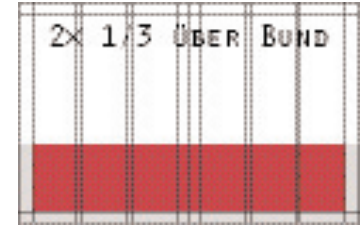
type area: 386 × 225
bleed page: 426 × 280
double page spread over bound



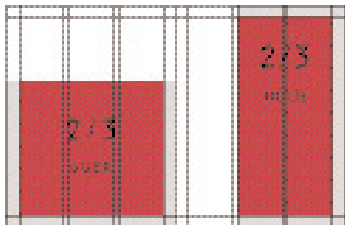
173 × 225 213 × 280
type area bleed page



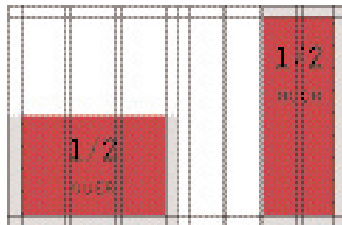
386 × 112 half double page
426 × 137 over bound



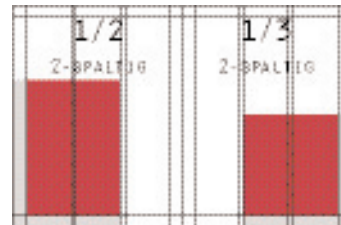
386 × 75 triple page over
426 × 99 bound



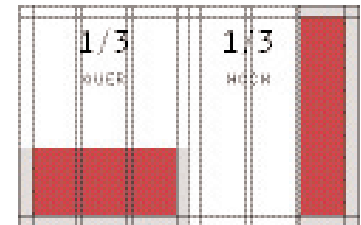
173 × 150 113 × 225
213 × 184 133 × 280
2/3 horizontal two columns



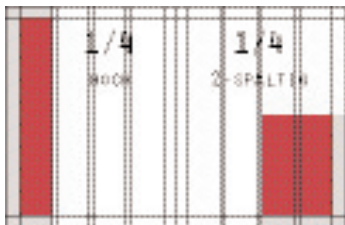
173 × 112 86 × 225
213 × 142 105 × 280
1/2 horizontal 1/2 vertical



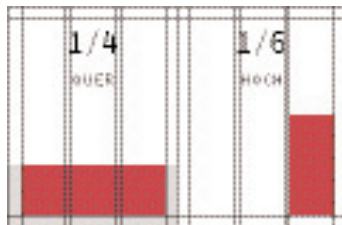
114 × 170 114 × 115
133 × 195 133 × 140
1/2 two columns 1/3 two columns



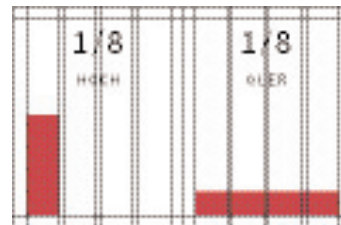
173 × 75 55 × 225
213 × 99 75 × 280
1/3 horizontal 1/3 vertical



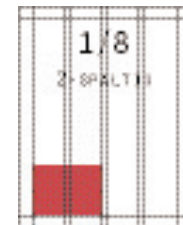
43 × 225 86 × 113
63 × 280 106 × 138
1/4 vertical 1/4 two columns



173 × 56 55 × 118
213 × 81 1/6 vertical
1/4 horizontal



43 × 113 173 × 28
1/8 vertical 1/8 horizontal



86 × 57
1/8 two columns

Price-list valid from January 2010
All prices plus value added tax (VAT)

PRICE-LIST ONLINE

ADVERTISING MEDIA	SIZE	EURO/MONTH	INSERT
Superbanner	728 × 90 Pixel	2.500 Euro 1.900 Euro	Homepage Channel: (News, Special, or Archive)
Skyscraper	120 × 600 Pixel	2.300 Euro 1.700 Euro	Homepage Channel: (News, Special, or Archive)
Wide Skyscraper	160 × 600 Pixel	2.500 Euro 1.900 Euro	Homepage Channel: (News, Special, or Archive)
Fullbanner	468 × 60 Pixel	2.000 Euro 1.400 Euro	Homepage Channel: (News, Special, or Archive)
Halfbanner	234 × 60 Pixel	1.000 Euro	Channel: (News, Special, oder Archive)
Rectangle	250 × 250 Pixel	2.500 Euro	Homepage
Rectangle	250 × 250 Pixel	1.200 Euro	Channel: (News, Special, oder Archive)
Rectangle	180 × 250 Pixel	800 Euro	Channel: (News, Special, oder Archive)

More sizes and sponsored newsletter available on request.

Ad opportunities in our weekly newsletter (min. 3.250 adresses): text ads for 550 Euro (468 × 100 Pixel) and fullbanners for 850 Euro.

PAYMENT TERMS

Germany: 5% discount on debit, 2% discount for prompt payment within 8 days. Net cash within 14 days. Default interest ist calculated in line with banking practice interest for credit facility.

All other countries: Pre-payment (cheque) by advertising deadline. Don´t forget to give us your turnover tax ID number (VAT ID). Debit only in EURO. Bank connections see CONTACTS on the last page.

Online Service Guide

Delivery address for banners:

Am Kurfuerstenweg 2A
85232 Eschenried/München, Germany
E-mail: anzeigen@medienbulletin.de
Tel.: +49 (0)8131 354761

Online-Editor:

Niklas Eckstein
phone: +49 (0)8131 354761
fax: +49 (0)8131 354760
e-mail: info@mebucom.de

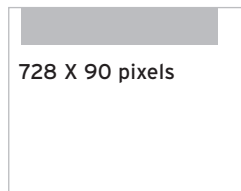
Banner administration:

hby-media
Heiko Beyer
Krautstr.6
10234 Berlin, Germany
phone: +49 (0)30257622 77
e-mail: hb@hbymedia.de

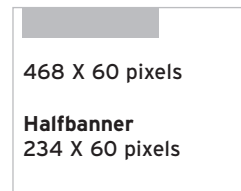
formats: GIF, JPEG, Flash, HTML
size: max. 40 KB

3 days preterm before campaign start

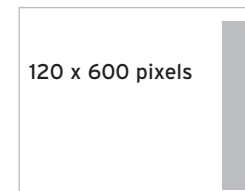
Superbanner



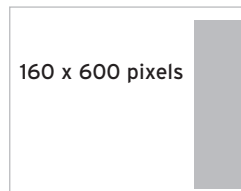
Fullbanner



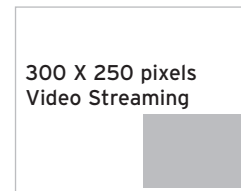
Skyscraper



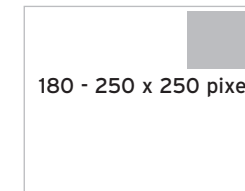
Wide Skyscraper



Medium Rectangle



Rectangle



The Rectangle is used mostly at the right side of the page or in the text.
Other sizes available on request.

Technical data: With banner delivery please give us the following information:

- customer name
- campagne name
- name of the motive / banner
- frequency
- site and placement (Homepage, Channels)
- file format (GIF, JPEG, Flash, HTML)
- banner format (Fullsizebanner, Flash etc.)
- file size
- banner-link (click URL)
- contact for further inquiries
- used JavaScript functions

ISSUE	DATE OF PUBLICATION	AD DEADLINE	PRINTING DEADLINE
MB 2	Feb 8	Jan 1	Jan 15
MB 3	Mar 8	Feb 2	Feb 12
MB 4	Apr 3	Mar 5	Mar 12
MB 5	May 10	Apr 9	Apr 16
MB 6	June 7	May 7	May 14
MB 7/8	July 12	June 11	June 18
MB 9	Sept 6	Aug 6	Aug 13
MB 10	Oct 11	Sept 10	Sept 17
MB 11	Nov 8	Oct 8	Oct 15
MB 12/1	Dec 6	Nov 5	Nov 12

TECHNICAL INFORMATIONS FOR PRINTING MATERIAL AND DIGITAL TRANSFER

MEDIEN BULLETIN is produced exclusively digitally.

Please follow these guidelines in order to ensure a problem free transfer of data and the best possible printed result.

operating system

→ Macintosh, PC

programs

- Quark Xpress
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator

data format / picture files/ compression

- pictures files: TIFF, EPS, JPEG, PDF (high resolution, printable)
- colours: cyan, magenta, yellow, black (EUROSCALA)
- for perfect print quality continuous tone images should be scanned at a minimum of 300 dpi.
- for line art the minimum resolution is 600 dpi and 1200 dpi is ideal.

compressed files:

None of the image elements that are used should be compressed. Do not use JPEG or similar compression. The whole file may however be stuffed as SEA, SIT, ZIP or EXE (SEA)

fonts

Include all character sets. Special fonts, e.g. logo fonts should also be included. TrueType fonts may not be used. When several related files are to be transferred please ensure that these files are placed in a single Directory (Folder). We undertake to check received files within one working day. You will immediately be informed of any incorrect data or files. Please enter contact details in the checklist.

magazine format: 213 x 280
printing method: digital Offset

terms of business: see German Media Data

Prior to transfer**Order:**

Please ensure that an order for your advertisement has been sent to MEDIEN BULLETIN. Send us the CHECKLIST FOR DATA TRANSFER and a binding print out to 08131 354760

FAX:

For colour advertisements please send a binding

PROOF:
proof to:

F&W MEDIENCENTER
z.Hd. Herrn Domke
Holzhauser Feld 2
83361 Kienberg

CD-ROM:

Please send CD-ROMS this address as well until the deadline of printing material.

E-MAIL: anzeigen@medienbulletin.de
(maximum 20 MB)

Data transfer: via E-Mail or FTP-Upload

ad placement

Promised ad placements lose validity if necessary printing documents are not delivered to printing company before printing deadline.

Checklist Printing Documents

Please see the checklist printing documents in an extra information form. You can ask for it via mail (anzeigen@medienbulletin.de) or phone (+49 89131 354761)

warranty

We only accept responsibility for the proper treatment and publication of digitally transmitted ad material if it complies with our directives in the checklist printing documents. Data which doesn't meet the guidelines can be rejected by the publishing house. If additional work is necessary to adjust them to the technical requirements the publishing house calculates 100 EUR per hour.

Warranty as a result of obvious ad deficiencies is not accepted if the ad customer doesn't indicate this in written form within four weeks after first publication of the issue.

If you have further questions or need more technical information please feel free to contact us by telephone +49 8131 354761

CONTACTS

PUBLISHING HOUSE

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BIC: Geno DEF1 M07 VIAGeno DEFF 701
USt-IdNr. DE 152949652