

SPIELMITTEL

THE JOURNAL FOR PARENTS

Your direct way to the consumer

Media Data

Price list no. 28, valid as of 01/01/2010

(Rates in €, VAT extra; v = vertical format, l = landscape format)

Size	width x height mm	colours	insertions within one year discount in %		
			1x	3x/4x	5x
1/1 page	184 x 255	b/w colour	1,900,- 2,800,-	5	10
2/3 page	120 x 255 (v)	b/w colour	1,370,- 1,970,-	5	10
1/2 page	90 x 255 (v) 184 x 127 (l)	b/w colour	1,050,- 1,500,-	5	10
1/3 page	56 x 255 (v) 184 x 85 (l)	b/w colour	720,- 1,020,-	5	10
1/4 page	184 x 64 (l)	b/w colour	550,- 790,-	5	10
1/6 page	184 x 42 (l)	b/w colour	370,- 550,-	5	10
1/8 page	184 x 32 (l)	b/w colour	310,- 430,-	5	10
Next to editorial: 1/3 1/4		20% additional charge 61 x 242 (u) or 43 x 242 (u)			

Size of magazine:	DIN A4 (210 x 297 mm)
Bleed size:	Bleed difference on all edges: 3mm
Cover	5,200,-
Inside front cover	3,800,-
Inside back cover	3,500,-
Back cover	4,400,-
Printing process:	Offset. We use inks of the European Ink Chart; special colours 350,- each; extra charge for litho and layouts if applicable
Screen required:	54 lines per cm ² (approx. inch screen: 133)
Printing material:	We recommend submitting PDF files in CMYK mode. Otherwise unseparated files in EPS or TIF format. In any case the data have to be printable, i.e. all used fonts need to be embedded (or attached if the data are open). Half-tone images need a resolution of at least 300 dpi, black-and-white images at least 600 dpi. Digital material up to 8 MB can be e-mailed to nostheide@nostheide.de (copy to bianca.dohnert@nostheide.de). Please use our FTP server for larger data volumes (access information on request).

Loose inserts: on request

Bound inserts: size DIN A4, folded; maximum weight per copy: 150 grams per m²; 1 sheet = 2 pages = € 1,750,-; each additional sheet € 580,-

Paper quality of bound inserts similar to magazine.

Inserts must reach our printers 14 days prior to publication.

Deadlines 2010

Issue	Topics	Copy date	Publication date
No. 1	Novelties from the Toy Fair in Nuremberg, Easter	03/06/2010	03/19/2010
No. 2	Spring / summer issue: outdoor, amusement parks, play vehicles, water, school, "Kindertag" (German children's day June 1st) etc.	05/03/2010	05/21/2010
No. 3	Autumn issue: outdoor toys, games, consumer fairs	08/13/2010	09/03/2010
No. 4	1st Christmas issue: gift advices, handicrafts, plush, game of the year, model trains / construction kits	10/01/2010	10/22/2010
No. 5	2nd Christmas issue: gift advices, winter clothing, outdoor, children's games and puzzles for Christmas	11/05/2010	11/26/2010

Regular categories: baby items, software test, children's books, children's games, licences

Short characteristic:

SPIELMITTEL is the only special interest magazine in German language regularly informing the consumer about the most important domains of the whole supply of toys.

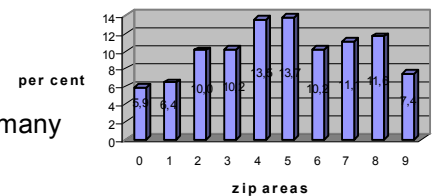
Since 1988 we have been delivering **SPIELMITTEL** - the journal for parents - to paediatricians in Germany. It is available there in the waiting rooms and reaches about 650,000 parents with every issue (every month up to 3 million parents consult a paediatrician with their children). The target group are parents of children at the age of 0-12.

SPIELMITTEL offers accurate consumer advertising directed at parents as buyers of toys in two ways:

- direct address in the paediatricians' waiting rooms
- indirect address through the pedagogic multipliers

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Publishing director:	Jens Nostheide
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Terms of payment:	Net cash 21 days after invoice date. For payment prior to publication we grant a discount of two per cent provided old invoices are not overdue. VAT, if applicable, will be charged extra.
Bank connections:	Sparkasse Bamberg, account no. 202 731, bank code no. 770 500 00 Postgiro Nürnberg, account no. 66 17-858, bank code no. 760 100 85
Frequency of publication:	5 issues per year
Annual subscription:	€ 20,00 in Germany € 25,00 in other countries, surface mail
Place of publication:	D-96117 Memmelsdorf near Bamberg, Germany
Circulation:	10,500 copies Distribution: waiting rooms of app. 6,300 paediatricians, kindergartens, elementary schools, educational institutions, other subscriptions

Distribution SPIELMITTEL



Cover pages can be cancelled until three months prior to the publication, ads or advertorials inside the magazine until four weeks before. Otherwise we have to charge a cancellation fee of 50%.

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