

# TICHYS EINBLICK

## Price List No. 2

Valid from 1 January 2017





### Views on politics, business and culture

Nowadays, we can access all the information in the world whenever we want. Newspapers, magazines, radio, TV and websites provide us with a constant stream of news and comment. And there's an inexhaustible supply of (often self-referential) opinion from social media. Political correctness is everywhere, which means almost all comment pieces wheel out the same old clichés. Nobody goes against the grain, nobody asks the questions “Why not exactly?” or “Who exactly is going to pay for all that?”. There are no loud voices reminding us that we should be guided by what is possible, not what is desirable.

Tichys Einblick is a monthly magazine for the liberal conservative elite; a target group made up of people who are sick of patronising mainstream journalism, who know how to think for themselves, who can handle the truth and who would like to know more about background and context. People who see things how they are and not how they want them to be.

### The liberal conservative elite

Tichys Einblick reaches an attractive target group: people with good education and high incomes who like to read print magazines! Members of this group want a better understanding of background and context.<sup>1</sup> Tichys Einblick provides this target group, which is made up of individuals with strong personalities, with solid information about the things that really matter and allows readers to make up their own minds.

The new monthly magazine is tailored to the demands of this target group: it filters the flood of information and orders things in a compact, handy way based on solid research.

Tichys Einblick gives advertisers access to an educated, success-oriented group of highly communicative opinion leaders. A credible, high-quality environment for advertising.<sup>1</sup>

<sup>1</sup> AWA 2016; liberal conservative elite target group: socioeconomic status 1–3, most liked party CDU/CSU or FDP, liberal and interested in politics and business, pot. 1.94 mill. individuals

**Publisher:** Finanzen Verlag GmbH  
Bayerstraße 71–73  
80335 München

**Telephone:** +49 (0) 89/272 64-0 Head office

**Fax:** +49 (0) 89/272 64-198

**Email:** anzeigen.te@finanzenverlag.de  
**Internet:** www.tichyseinblick.de

**Production of advertisements:** Dierichs Druck + Media GmbH & Co. KG

**Telephone:** +49 (0) 561/602 80-254 Klaus Versnoot  
+49 (0) 561/602 80-256 Joachim Schlewitz

**Fax:** +49 (0) 561/602 80-279

**Email:** prepress@ddm.de

**Current data and services available at:** www.finanzenverlag.de

**Bank details:** Deutsche Bank  
Account no.: 0364661  
Bank code: 100 70000  
IBAN: DE77 1007 0000 0036 4661 00  
BIC: DEUTDEBXXX

**Payment terms:** Net payment within 14 days net of the invoice date, without any discount. Direct debits or payment within 10 days of the invoice date: 2% discount. If older invoices are outstanding, no discount can be granted. In the event of delayed or deferred payment, the usual interest rate on bank overdraft facilities will be charged.

**Value added tax:** All prices are quoted in euros, excluding statutory value added tax.

**Publication frequency:** Monthly

**First day on sale:** Monday

**Reference to Internet:** The publisher is entitled to also publish advertisements resulting from placement orders for Tichy's Einblick within the scope of its technical and operational facilities in its online media. Reference is made to Items 19 and 22 of the General Business Conditions for newspapers and magazines.

**Business conditions:** The publishers General Business Conditions apply to the handling of advertisement orders, special inserts and third-party supplements. Our full General Business Conditions for newspapers and magazines are available at [www.finanzenverlag.de/agb.pdf](http://www.finanzenverlag.de/agb.pdf) or they can be sent to you on request.

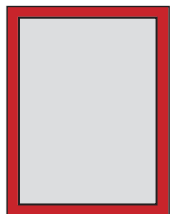
|                                       |                                   |
|---------------------------------------|-----------------------------------|
| <b>Colour and B/W advertisements:</b> | € 8000,- / 1/1 Page               |
| <b>Calculated print run:</b>          | 60 000 copies                     |
| <b>Adv. discounts:</b>                | Volume discount                   |
|                                       | From 3 Pages <b>3%</b>            |
|                                       | From 5 Pages <b>5%</b>            |
|                                       | From 10 Pages <b>10%</b>          |
|                                       | From 15 Pages <b>15%</b>          |
|                                       | From 20 Pages <b>20%</b>          |
|                                       | Series discount                   |
|                                       | From 3 advertisements <b>3%</b>   |
|                                       | From 6 advertisements <b>5%</b>   |
|                                       | From 12 advertisements <b>10%</b> |
|                                       | From 18 advertisements <b>15%</b> |
|                                       | From 24 advertisements <b>20%</b> |

**Only one of the two forms of discount can be used.**

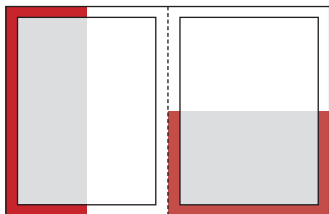
All prices are quoted in euros, excluding statutory VAT.

|  |   |
|--|---|
| <b>Collective advertising:</b>                               | Only possible subject to special agreement  |
| <b>Magazine format:</b>                                      | 210 mm wide, 280 mm high  |
| <b>Type area:</b>  | 180 mm wide, 243 mm high  |
| <b>Print process:</b>  | Cover: sheet-fed offset; content: web offset<br>Perfect bound   |
| <b>Process used:</b>   | Klebebindung  |
| <b>Advertising cut-off date and final cancellation date:</b> | Advertisements:<br>19 days prior to publication<br>Loose inserts:<br>25 days prior to publication     |
| <b>Copy materials cut-off date and date of delivery:</b>     | Advertisements:<br>12 days prior to publication<br><br>Loose inserts:<br>14 days prior to publication |

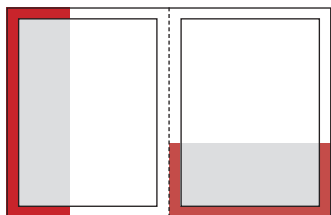
**Basic formats**



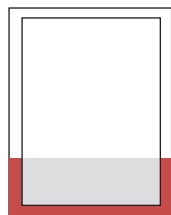
**1/1 page**  
210 x 280 mm



**1/2 page portrait** 103 x 280 mm  
**1/2 page landscape** 210 x 137 mm



**1/3 page portrait** 75 x 280 mm  
**1/3 page landscape** 210 x 95 mm



**1/4 page landscape**  
210 x 77 mm

Formats in bleed section:  
Trim margin top and bottom  
3 mm, right and left 3 mm.

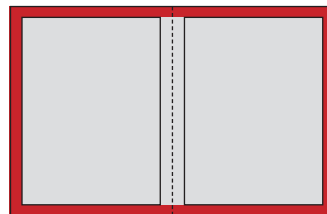
All format details  
Width x height.

Other formats on request.

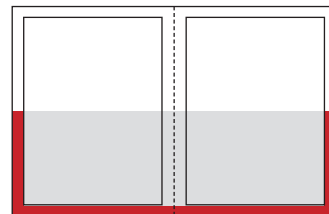
For technical details, see pp.  
11 and 12.

\* Formats across gutter: for ads that run  
across the gutter, a 5 mm duplication at  
the centre of the image is required, since a  
perfect-bound product cannot be folded  
open completely and so part of the printed  
image will not be visible.

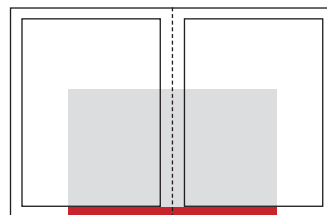
**Formats across gutter**



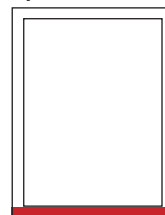
**2/1 page**  
420 x 280 mm\*



**2 x 1/2 page across gutter,  
landscape**  
420 x 137 mm\*



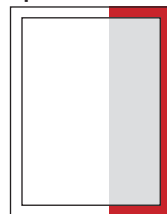
**2 x 9/16 page tunnel advert**  
262 x 165 mm\*



**Special format on front cover**

**front cover**  
210 x 16 mm

**Special format in magazine**



**1/3 page alongside Editorial**  
75 x 280 mm

Price List No.2, valid from 1 January 2017

| <b>Basic formats</b>  |                          |           |                                  |
|-----------------------|--------------------------|-----------|----------------------------------|
| Size in page sections | Bleed size <sup>1)</sup> |           | Basic prices colour and b/w in € |
|                       | Width mm                 | Height mm |                                  |
| 1/1                   | 210                      | 280       | 8 000,-                          |
| 1/2 portrait          | 103                      | 280       | 4 800,-                          |
| 1/2 landscape         | 210                      | 137       | 4 800,-                          |
| 1/3 portrait          | 75                       | 280       | 3 300,-                          |
| 1/3 landscape         | 210                      | 95        | 3 300,-                          |
| 1/4 landscape         | 210                      | 77        | 2 600,-                          |
| <b>Cover pages</b>    |                          |           |                                  |
| Size in page sections | Bleed size <sup>1)</sup> |           | Basic prices colour and b/w in € |
|                       | Width mm                 | Height mm |                                  |
| 2nd Cover page        | 210                      | 280       | 8 800,-                          |
| 3rd Cover page        | 210                      | 280       | 8 000,-                          |
| 4th Cover page        | 210                      | 280       | 8 800,-                          |

All prices are quoted in euros, excluding statutory value added tax. <sup>1)</sup>Trimming margin top and bottom 3 mm, right and left 3 mm. Other formats on request.

Price List No.2, valid from 1 January 2017

|   |                                  |                                     |       |                                |                |                        |
|---|----------------------------------|-------------------------------------|-------|--------------------------------|----------------|------------------------|
| Title portrait/<br>Publishing information | Complete edition/<br>Format plan | Advertisement formats<br>and prices | Dates | Ad Specials<br>(Loose inserts) | Copy materials | Crossmedia/<br>Contact |
|---|----------------------------------|-------------------------------------|-------|--------------------------------|----------------|------------------------|

| <b>Formats across gutter (jeweils 5 mm Dopplung)</b>                                       |                          |           |                                  |
|--|--------------------------|-----------|----------------------------------|
| Size in page sections  | Bleed size <sup>1)</sup> |           | Basic prices colour and b/w in € |
|  | Width mm                 | Height mm |                                  |
| 2/1  | 420                      | 280       | 16000,-                          |
| 2 x 1/2 landscape  | 420                      | 137       | 9600,-                           |
| Tunnel advert  | 262                      | 165       | 6400,-                           |
| <b>Special placements / formats within the magazine (Überklebung 3mm und Dopplung 5mm)</b> |                          |           |                                  |
| Size in page sections  | Bleed size <sup>1)</sup> |           | Basic prices colour and b/w in € |
|  | Width mm                 | Height mm |                                  |
| 2nd cover page + page 3 (Opening Spread)   | 420                      | 280       | 18240,-                          |
| 1/3 portrait alongside Editorial   | 75                       | 280       | 3645,-                           |
| <b>Special formats on front cover</b>  |                          |           |                                  |
| Size in page sections  | Bleed size <sup>1)</sup> |           | Basic prices colour and b/w in € |
|  | Width mm                 | Height mm |                                  |
| Front cover  | 210                      | 16        | 1500,-                           |

All prices are quoted in euros, excluding statutory value added tax. <sup>1)</sup> Trimming margin on all pages is 3 mm. Other formats available on request. For ads that run across the gutter, a 5 mm duplication at the centre of the image is required, since a perfect-bound product cannot be folded open completely and so part of the printed image will not be visible.

|   |                                  |                                     |       |                                |                |                        |
|---|----------------------------------|-------------------------------------|-------|--------------------------------|----------------|------------------------|
| Title portrait/<br>Publishing information | Complete edition/<br>Format plan | Advertisement formats<br>and prices | Dates | Ad Specials<br>(Loose inserts) | Copy materials | Crossmedia/<br>Contact |
|---|----------------------------------|-------------------------------------|-------|--------------------------------|----------------|------------------------|

## Preview dates 2017

| Issue no. | Publication date | Cut-off and cancellation dates for advertisements | Copy material deadline | Cut-off dates for print materials | Delivery dates for special format advertisements |
|-----------|------------------|---|------------------------|-----------------------------------|--|
| 02/2017   | 09.01.17         | 21.12.16  | 28.12.16               | 15.12.16                          | 23.12.16   |
| 03/2017   | 13.02.17         | 25.01.17  | 01.02.17               | 19.01.17                          | 30.01.17   |
| 04/2017   | 13.03.17         | 22.02.17  | 01.03.17               | 16.02.17                          | 27.02.17   |
| 05/2017   | 10.04.17         | 22.03.17  | 29.03.17               | 16.03.17                          | 27.03.17   |
| 06/2017   | 08.05.17         | 19.04.17  | 26.04.17               | 13.04.17                          | 24.04.17   |
| 07/2017   | 12.06.17         | 24.05.17  | 31.05.17               | 18.05.17                          | 29.05.17   |
| 08/2017   | 10.07.17         | 21.06.17  | 28.06.17               | 14.06.17                          | 26.06.17   |
| 09/2017   | 14.08.17         | 26.07.17  | 02.08.17               | 20.07.17                          | 31.07.17   |
| 10/2017   | 11.09.17         | 23.08.17  | 30.08.17               | 17.08.17                          | 28.08.17   |
| 11/2017   | 09.10.17         | 20.09.17  | 27.09.17               | 14.09.17                          | 25.09.17   |
| 12/2017   | 13.11.17         | 25.10.17  | 02.11.17               | 19.10.17                          | 30.10.17   |
| 01/2018   | 11.12.17         | 22.11.17  | 29.11.17               | 16.11.17                          | 27.11.17   |

Price List No.2, valid from 1 January 2017

|   |                                  |                                     |       |                                |                |                        |
|---|----------------------------------|-------------------------------------|-------|--------------------------------|----------------|------------------------|
| Title portrait/<br>Publishing information | Complete edition/<br>Format plan | Advertisement formats<br>and prices | Dates | Ad Specials<br>(Loose inserts) | Copy materials | Crossmedia/<br>Contact |
|---|----------------------------------|-------------------------------------|-------|--------------------------------|----------------|------------------------|



|                                  | <b>Loose inserts</b>   | <b>Bound inserts</b>  | <b>Glued inserts</b>  |
|----------------------------------|--|---|---|
| <b>Consist of...</b>             | ... printed matter supplied by an advertiser and loosely inserted into the magazine.   | ... printed matter/brochures bound into the magazine.<br>Please note: Bound inserts must contain the annotation Tichys Einblick No. ... dated ..., showing the current dates, in the form of a footnote.  | ... products glued onto a carrier advertisement and peeled off by interested readers. Empty envelopes and glued-on vouchers also fall into the category of glued postcard inserts.                          |
| <b>Price per thousand copies</b> | Up to 25 g € 130<br>Up to 50 g € 150<br><br>Higher grammages and maximum grammage on request   | 2 pages € 118<br>Up to 4 pages € 118<br>Up to 8 pages € 128<br>Up to 12 pages € 135<br>Up to 16 pages € 148<br><br>Prices for further increments of 4 pages on request  | Postcards and other rectangular unfolded printed matter, empty envelopes € 65<br><br>Envelopes with content, folded printed matter, CD-ROM, booklet € 75<br><br>Minimum volume (as per Price List) 1/1 page |
| <b>Discounts</b>                 | None   |   |   |
| <b>Postal charges</b>            | Grammage-dependent postal charges incurred additionally when occupying the advertising edition are already included in the prices quoted.<br>Prices are quoted exclusive of advertising agency commission. |   |   |
| <b>Booking options</b>           | Total circulation  | Total circulation   | Total circulation   |
| <b>Formats</b>                   | Min. 105 mm wide, 148 mm high<br>Max. 192 mm wide, 255 mm high   | Bei Klebebindung 216 mm inkl. 3mm Beschnitt und 3mm Fräsrand, bei U2 und U3 5mm Überklebung<br><br>Unbeschnittenes Anlieferungsformat (brutto):<br>Breite = 215/225 mm (inkl. 10 mm Nachfalz und Beschnitt),<br>Höhe = 315 mm (inkl. 10 mm Kopfbeschnitt)<br>Beschnittenes Endformat (netto):<br>210 mm x 280 mm. | Minimum format: 120 mm x 90 mm.<br>Maximum format postcard: 175 mm x 200 mm.<br>Maximum format brochure: 162 mm x 200 mm.<br>Other formats: on request  |

All prices are quoted in euros, excluding statutory value added tax.

Price List No.2, valid from 1 January 2017

Title portrait/  
Publishing information

Complete edition/  
Format plan

Advertisement formats  
and prices

Dates

Ad Specials  
(Loose inserts)

Copy materials

Crossmedia/  
Contact

|   |   |   |  |
|---|---|---|--|
| <b>Volume paper weight/ quality placement</b> | Volume up to 6 pages; higher volumes only on request.   | 2-page inserts: 150 – 200 g/sqm<br>4-page inserts: 100 – 170 g/sqm<br>8-page inserts: 70 – 160 g/sqm<br>12-page inserts: 70 – 155 g/sqm<br>16-page inserts: 65 – 135 g/sqm<br><br>Placement in accordance with technical feasibility. | Postcards: 150 – 170 g/sqm<br>Maximum weight for postcards: 10 g<br>Maximum weight for filled envelopes: 13 g<br>Maximum thickness: 1 mm<br>Other printed matter: by prior agreement<br><br>Placement of referring advertisement in accordance with technical feasibility. Position of the glued insert: Centred on the page, both horizontally and vertically. The product must be closed parallel to the edge of the magazine. The method of processing leads to slight variations in positioning. |
| <b>Delivery volume</b>                        | To allow for fluctuations in print runs, please enquire about the actual volume required close to the publication date. Allowance: 2%   |   |  |
| <b>Order/cancellation cut-off date</b>        | 25 days prior to publication  |   |  |
| <b>Liability</b>                              | Losses incurred by the publisher as a result of non-compliance with technical specifications must be reimbursed. In the event of difficulties experienced during processing, production of the magazine issue takes precedence.   |   |  |
| <b>Delivery</b>                               | Free to print shop, only on euro pallets. Layers must not be arranged crosswise; each layer must be provided with a separator sheet with a thickness of at least 2 mm. The consignment notes must state the following information: • magazine, issue no., name of product, • number of copies on pallet, • number of pallets, total number in consignment, • sender and recipient   |   |  |
| <b>Delivery address</b>                       | Will be supplied with the order confirmation. No inspection of incoming goods takes place in the bookbinding shop.  |   |  |
| <b>Delivery date</b>                          | 14 days prior to publication  |   |  |
| <b>Sample</b>                                 | When placing an order, provision of a binding sample is required (5-fold). The order becomes final and binding for the publishing house only once the sample has been presented and approved. Clearance by the print shop may be dependent on a trial run. In this case, the customer needs to make 1,000 original samples available.   |   |  |
| <b>Shared advertising</b>                     | Loose, glued or bound inserts combining the advertisements of several advertisers are possible by special agreement only. Price information supplied on request.  |   |  |
| <b>Reference to inserts</b>                   | References to inserts cannot be published for technical reasons.  |   |  |
| <b>Print product</b>                          | Your insert order is reported as a third-party insert by us. However, as Deutsche Post AG no longer charges for certain inserted print products as a chargeable insert but has treated them as a press shipment since 1 January 2004 (in particular if a dedicated "ZKZ" exists with Deutsche Post AG for the print product), when making settlement via Deutsche Post AG this may result in substantially higher charges, which we have to pass on to you. As a rule, higher prices are not charged if the insert is designated in print on the title page as an "advertisement", "advertising supplement", "reading sample" or "special publication". |   |  |
| <b>Identification</b>                         | Under current media laws, inserts that are not clearly recognisable as advertising materials must be identified as such by printing the word ADVERTISEMENT in 9-point, semi-bold capital letters.   |   |  |
| <b>Other notes</b>                            | Supplements and loose or glued inserts must be printed and delivered ready for processing by the customer. The calculated print run serves as the basis for calculation purposes (please enquire prior to printing). Prices may increase if the properties of the products render processing more difficult. <b>Other ad specials are available. Please request our Price List for ad specials.</b>   |   |  |

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Title portrait/  
Publishing informationComplete edition/  
Format planAdvertisement formats  
and prices

Dates

Ad Specials  
(Loose inserts)

Copy materials

Crossmedia/  
Contact

|                                 |   |
|---------------------------------|---|
| <b>Magazine format:</b>         | Width 210 mm x height 280 mm  |
| <b>Type area:</b>               | Width 180 mm x height 243 mm  |
| <b>Paper:</b>                   | Cover: Circle silk (Premium white), coated<br>Content: Profibulk 1.1  |
| <b>Print process:</b>           | Cover: Sheet-fed offset; content: Web offset<br>Saddle stitching  |
| <b>Print colours:</b>           | Euroskala/CMYK<br>(no special colours like Pantone, HKS, etc.)  |
| <b>Digital print templates:</b> | Electronic data storage media (CD) or send data by email or FTP. Please note that if no binding colour proof is provided, the publisher cannot accept any claims for compensation for defective colour reproduction in colour advertisements.<br>Send spine as separate document (spine width varies according to number of pages; sending the spine as a separate document allows it to be adapted to the format by DDM) |
|                                 | <b>Printer profile for the production of proofs:</b><br><b>Colour profile for cover advertisements:</b><br>Colour profile ISO Coated V 2 (Fogra 39)<br><b>Colour profile for content advertisements:</b><br>ISO coated V2 300 (Fogra 39)  |
|                                 | These profiles are available for download free of charge at <a href="http://www.eci.org">www.eci.org</a>  |
| <b>Files formats</b>            | PDF files (according to CTP guidelines)<br>Only PDF 1.3 and 1.4 are permitted. (Please ensure transparencies are already reduced in the original application.)<br>All fonts must be embedded; do not generate OPI information. Produce double pages as single pages.  |

## Technical requirements for the production of advertisements

|                       |  |
|-----------------------|--|
| <b>Screen ruling:</b> | 60 lines/cm  |
| <b>Resolution:</b>    | 300 dpi, line drawing 1200 dpi at scale 1:1  |
| <b>Scale:</b>         | Set dimensions of advertisement and ad elements at 100%  |
| <b>Trimming:</b>      | Please include the trim in all documents.<br>3 mm trim + 3 mm milling edge; for perfect-bound products: 3 mm glue margin (on IFC and IBC) and 5 mm duplication at gutter<br><br>Design elements in the ad that are not supposed to be trimmed must be at least 5 mm from the edge of the format. |

**Typefaces:** Positive typefaces 6 points or larger, semi-bold  
Negative typefaces 7 points or larger, semi-bold,  
sans serif

Line thicknesses of typefaces and lines must be  
at least 0.25 points. Caution is advised when  
using typefaces with prominent serifs!

**Line thickness:** Positive lines at least 0.25 points  
Negative lines at least 0.3 points

**Production of  
advertisements:** Klaus Versnoot  
Telephone +49 (0) 561/60 280-254  
Fax +49 (0) 561/60 280-279  
prepress@ddm.de

Joachim Schlewitz  
Telephone +49 (0) 561/60 280-256  
Fax +49 (0) 561/60 280-279  
prepress@ddm.de

**Address for copy  
materials and proofs:** Dierichs Druck + Media GmbH & Co. KG  
Anzeigenproduktion Tichys Einblick  
Frankfurter Str. 168  
34121 Kassel, Germany

**Data transmission:** FTP access details provided on request.

**Folder name:** te\_issue No.\_customer name\_motif

**Disclaimer:**

The customer is responsible for the technical  
execution, quality and resolution of the files.  
Advertisements must be technically  
unobjectionable. If this is not the case, no liability  
shall be assumed by the publisher for incorrect  
appearance. Only proofs printed on newsprint are  
accepted as binding colour samples.

The publisher assumes no liability for  
advertisements that need to be converted owing  
to file or colour profile errors!

**Publisher:** Finanzen Verlag GmbH  
Bayerstraße 71–73  
80335 München  
Telefon 089/272 64-0  
Telefax 089/272 64-198

**Managing director:** Dr. Frank-B. Werner

**Tichys Einblick  
Coordination:** Marion Lummer

**Publishing house  
management:** Daniela Glocker  
Telefon 089/272 64-143  
daniela.glocker@finanzenverlag.de

Marion Lummer  
Telefon 089/272 64-268  
marion.lummer@finanzenverlag.de

**Ad sales:**

Maria Schmid  
**Head of field sales staff**  
**Ad Coordination** Tichys Einblick  
Telefon 089/272 64-293  
maria.schmid@finanzenverlag.de

Tobias Meister  
**Coordination middle class**  
Telefon 089/272 64-116  
tobias.meister@finanzenverlag.de

Silke Weiner  
**Ad processing**  
Telefon 089/272 64-346  
silke.weiner@finanzenverlag.de

**For online advertisements please  
contact**

Business Advertising GmbH  
Tersteegenstr. 30  
40474 Düsseldorf  
Telefon 0211/179 347-50  
Telefax 0211/179 347-57  
werbung@businessad.de  
www.businessad.de

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