

Ad Rate Sheet No. 7a – Valid from 1 January 2010



The magazine for political culture

CICERO is the sophisticated, opinion-forming magazine for business, politics and culture. Launched in 2004, it is one of the most impressive new titles in the German magazine landscape. It is comparable to "The New Yorker" and "The Atlantic Monthly" in the U.S.

The readers are exceptionally upscale. They have education and income levels which are far above the population average. CICERO is one of the most successful newcomers in the LAE Decision-Maker Analysis, and already reaches more German executives than other, established business titles.

Frequency:	Monthly
Cover Price:	€ 7.00
Print Run:	123,333 copies (IVW IV/09)
Trim Size:	210 mm width x 287 mm height (8-1/4" x 11-1/4")
Printing Process:	Covers: sheet-fed offset; inner pages: rotary offset
Binding Method:	Perfect bound
Agency Commission:	15%
Publisher:	Ringier Publishing GmbH Lennéstrasse 1 10785 Berlin Germany
Ad Sales:	G+J Media Sales News Magazine Group Gruner +Jahr AG & Co KG 20444 Hamburg, Germany
International Ad Sales:	Julica Röben Tel. (+49-40) 3703 2949 roeben.julica@guj.de Stefanie Treves Tel. (+49-40) 3703 3335 treves.stefanie@guj.de
Bank:	Deutsche Bank AG Hamburg Account No. 032 93 67 Bank Code No. 200 700 00

Mono/Multi-Colour Ads:

Full Page	€13,900
IFC, IBC, OBC	€16,000
IFC + page 3	€34,900
1 st RHP	€15,300
2 nd RHP	€14,900
1 st DPS	€30,600

Discounts: Volume

3 pages	4%
6 pages	6%
9 pages	11%

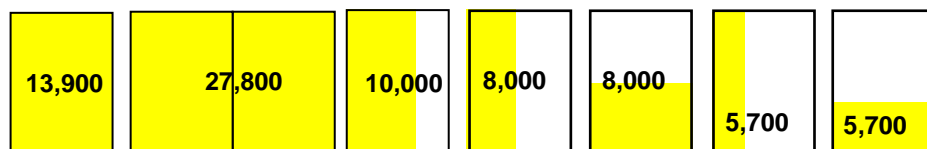
Books:

Advertisements for books are eligible for special discounts. Information on request

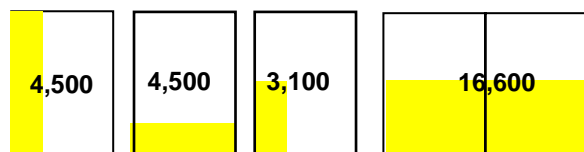
Special Ad Formats:

- Loose, bound, glued inserts
 - Personalized copies
 - Split-run cover flaps
 - Gatefolds
 - Mailing envelope ads
- Further information on request

Ad Sizes and Rates:



Full page TA: 210 x 287 mm TS: 210 x 287 mm	Double Page TS: 2 x 210 x 287 mm	2/3 page vert. TA: 114 x 268 mm TS: 128 x 287 mm	1/2 Page Vert. TA: 84 x 268 mm TS: 98 x 287 mm	1/2 Page Horiz. TA: 177 x 133 mm TS: 210 x 142 mm	1/3 Page Vert. TA: 53 x 268 mm TS: 67 x 287 mm	1/3 Page Horiz. TA: 177 x 88 mm TS: 210 x 94 mm
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1/4 Page Vert. TA: 84 x 133 mm TS: 98 x 142 mm	1/4 Page Horiz. TA: 177 x 65 mm TS: 210 x 70 mm	1/6 Page Vert. TA: 53 x 133 mm	2 x 1/2 page across gutter TA: 2 x 196 x 133 mm TS: 2 x 210 x 142 mm
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For bleed allow 3 mm on all sides.
TA: Type Area
TS: Trim Size

All rates are shown in euros and are exclusive of the German Value Added Tax (MwSt./VAT)

Closing Date Schedule 2010:

Issue No.	On Sale Date	Ad Closing	Copy Material
4/2010	25 Mar. 2010	8 Mar. 2010	9 Mar. 2010
5/2010	29 Apr. 2010	12 Apr. 2010	13 Apr. 2010
6/2010	27 May 2010	10 May 2010	11 May 2010
7/2010	24 June 2010	7 June 2010	8 June 2010
8/2010	29 July 2010	12 July 2010	13 July 2010
9/2010	26 Aug. 2010	9 Aug. 2010	10 Aug. 2010
10/2010	30 Sep. 2010	13 Sep. 2010	14 Sep. 2010
11/1010	28 Oct. 2010	11 Oct. 2010	12 Oct. 2010
12/2010	25 Nov. 2010	8 Nov. 2010	9 Nov. 2010
1/2011	22 Dec. 2010	3 Dec. 2010	6 Dec. 2010

This rate sheet contains selected information from German-language media information. In the event of discrepancies, inaccuracies or omissions in this sheet, the German original retains sole validity.