

## Ad Rate Sheet No. 6 – Valid from 1 January 2010



### The best way to enhance one's general knowledge

GEO kompakt is the new, single-topic magazine from GEO, and addresses all major sectors of general knowledge. The aim is to give the reader step-by-step basic knowledge and to help him establish, issue by issue, a personal reference library.

GEO kompakt provides the answers to all those questions that we would like an answer to. In easily understandable, short articles, the editors familiarise the reader with the many things that have long since become everyday standards.

GEO kompakt features the familiar strengths that have made GEO magazine one of the world's most respected top-quality publications.

<b>Frequency:</b>	Quarterly
<b>Cover Price:</b>	€ 8.50
<b>Paid Circulation:</b>	appx. 100,000 copies
<b>Guaranteed Paid Circulation:</b>	100,000 copies
<b>Trim Size:</b>	213 mm width x 270 mm height (9-3/8" x 10-5/8")
<b>Printing Process:</b>	Offset
<b>Binding Method:</b>	Perfect bound
<b>Agency Commission:</b>	15%
<b>Publisher:</b>	Gruner + Jahr AG & Co KG Druck- und Verlagshaus Am Baumwall 11 20459 Hamburg Germany
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<b>Bank:</b>	Deutsche Bank AG Hamburg Account No. 032 93 67 Bank Code No. 200 700 00

**Mono/Multi-Colour Ads:**      **Full Page**      **€10,100**

<b>Discounts:</b>	<b>Volume</b>	
	2 pages	5%
	3 pages	10%
	4 pages	15%
	5 pages	20%
	6 pages	25%
	7 pages	30%

**Special Ad Formats:**  
 Further information on request

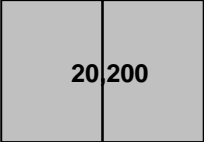

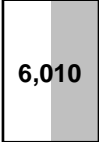
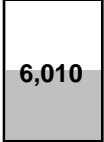
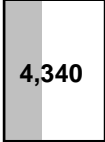
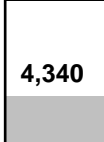
- Loose inserts
- Bound inserts
- Glued (tip-on) inserts

<b>Series</b>	3 insertions	5%
	4 insertions	10%
	5 insertions	15%
	6 insertions	25%
	7 insertions	30%

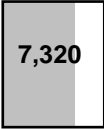
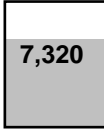
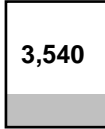
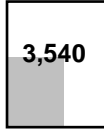
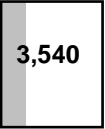
**Knowledge Package:**  
 (GEO Epoche, GEO Kompakt, GEO Wissen)  
 Further Information on request

## Ad Sizes and Rates:

### Inner Pages

					
<b>20,200</b>	<b>10,100</b>	<b>6,010</b>	<b>6,010</b>	<b>4,340</b>	<b>4,340</b>
<small>Double Page TA: 392 x 229 mm TS: 426 x 270 mm</small>	<small>Full Page TA: 178 x 229 mm TS: 213 x 270 mm</small>	<small>1/2 Page Vert. TA: 85 x 229 mm TS: 101 x 270 mm</small>	<small>1/2 Page Horiz. TA: 178 x 113 mm TS: 213 x 133 mm</small>	<small>1/3 Page Vert. TA: 57 x 229 mm TS: 73 x 270 mm</small>	<small>1/3 Page Horiz. TA: 178 x 73 mm TS: 213 x 100 mm</small>

				
<b>7,320</b>	<b>7,320</b>	<b>3,540</b>	<b>3,540</b>	<b>3,540</b>
<small>2/3 Page Vert. TA: 117 x 229 mm TS: 134 x 270 mm</small>	<small>2/3 page Horiz. TA: 178 x 151 mm TS: 213 x 178 mm</small>	<small>1/4 Page Horiz. TA: 178 x 54 mm TS: 213 x 81 mm</small>	<small>1/4 Page TA: 85 x 113 mm</small>	<small>1/4 Page Vert. TA: 40 x 229 mm TS: 56 x 270 mm</small>

For bleed allow 5 mm on all sides.  
 TA: Type Area  
 TS: Trim Size

## Closing Date Schedule 2010:

Issue No.	On Sale Date	Ad Closing & Copy
22/10	10 Mar. 2010	27 Jan. 2010
23/10	02 June 2010	19 Apr. 2010
24/10	08 Sep. 2010	28 July 2010
25/10	01 Dec. 2010	19 Oct. 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.