

Ad Rate Sheet No. 2 – Valid from 1 January 2010



The cooking magazine for men

BEEF! is the new lifestyle magazine for men who like to cook. It is written for German men aged 30-54 who consider themselves gourmets.

BEEF! is a totally new kind of magazine. In the past, cooking magazines were for women, and men's lifestyle magazines were for men. BEEF! combines the two in a fresh, informative and entertaining manner.

BEEF has a clear editorial structure. The editorial contents consist of:

- 1/3 food recipes • 1/3 food reportage • 1/3 lifestyle


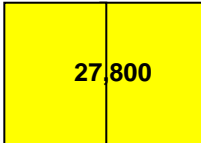


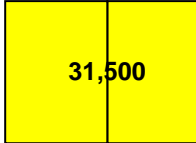
BEEF! has high target reader demographics. The target reader is better-off, white-collar, and a member of the upper social-economic class.

Frequency:	Quarterly
Cover Price:	€ 9.80
Print Run:	100,000 copies
Trim Size:	210 mm width x 270 mm height (8-1/4" x 10-5/8")
Printing Process:	Rotary offset
Binding Method:	Perfect bound
Agency Commission:	15%
Publisher:	Gruner + Jahr AG & Co KG Am Baumwall 11 20459 Hamburg Germany
Ad Sales:	G+J Media Sales, STYLE Line 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 xxxx 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	€14,000
	Double page	€28,000
	Inside front cover	€17,500
	Outside back cover	€19,500
	IFC + page 3	€31,500

Special Ad Formats:
Loose, bound, tip-on inserts. Information on request.

Ad Sizes and Rates:

 14,000	 27,800	 17,500	 19,500	 31,500
Full page TA: 173 x 230 mm TS: 210 x 270 mm	Double page TA: 390 x 230 mm TS: 420 x 270 mm	IFC TA: 173 x 230 mm TS: 210 x 270 mm	OBC TA: 173 x 230 mm TS: 210 x 270 mm	IFC + page 3 TA: 390 x 230 mm TS: 420 x 270 mm

For bleed allow 5 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 and Copy Date
1/2010	6 May 2010	25 Mar. 2010
2/2010	15 July 2010	7 June 2010
3/2010	14 Oct. 2010	6 Sept. 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.