

Men's Health **BEST FASHION** Men's Health®

## PRINT & ONLINE

ADVERTISING RATE CARD NO. 17  
EFFECTIVE JANUARY 1, 2012  
[www.mps-anzeigen.de](http://www.mps-anzeigen.de)



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# 2012

## DESCRIPTION



▣ **Founded in:** 1995

**Men's Health**

**Published:** monthly

**Cover price:** Euro 4.20

**Paid circulation:**

**IWW av. I-II/2011:** 244,536



**BEST FASHION**

**Published:** twice a year

**Cover price:** Euro 6.00

## PUBLISHER

Rodale-Motor-Presse GmbH & Co. KG

**PZN:** 587578

**Men's Health – Men's personal adviser**

Men think pragmatically – that is why the main focus of Men's Health lies on practical usefulness. Page after page we give our readers positive and practical advice about how to deal with the everyday challenges of man

- with greater ease
- with more happiness
- with the appropriate self-composure

Men's Health is the men's magazine which is as varied as its readers.

**BEST FASHION**

BEST FASHION appeals to men particularly interested in fashion, who want to find out all about the latest trends from designers throughout the world twice a year.

## THE INTERNATIONAL EDITIONS OF Men's Health

Men'sHealth



### Men's Health in the US

Men's Health was founded by Rodale Press/USA in 1986. A paid circulation of around 1.8 million copies makes it one of the greatest magazine-success-stories in recent years.

### Men's Health in Europe

Men's Health entered the European market with the British edition in 1995. In 1996 Germany followed. Since then Men's Health has conquered the entire European market with currently 16 national editions.

### Men's Health worldwide

Its universal editorial concept appealing to men of different cultures allowed Men's Health to spread all over the world. Today there are 38 separate editions in 45 countries worldwide. Countries such as Malaysia, Russia, South Africa, China, Slovenia, Peru ...

This makes Men's Health the world's largest men's lifestyle magazine.

## MOTOR PRESSE STUTTART

Motor Presse Stuttgart is the leading publishing group for special interest magazines in Germany with a strong international presence and interests in 14 countries. Mobility, leisure and lifestyle are the main topic areas covered by over 140 magazines of the Group. All magazines are quality titles with high-income and consumer-intensive readers – made by professionals for experts,

enthusiasts and the lay public. Their functions lie as much in influencing purchasing decisions as in forming opinions about markets, brands and products. They stimulate, give orientation when buying, initiate market developments, form opinions, fascinate and entertain.



### MOTOR PRESSE STUTTART GMBH & CO. KG

**P.O. Box:**  
70162 Stuttgart  
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70174 Stuttgart  
Germany

**Bank account:**  
Baden-Württembergische  
Bank AG, Stuttgart  
a/c no. 78 715 10 894  
Routing code 600 501 01

Due to cogent tax regulations, please indicate your VAT Registration no. and your tax identification no. when ordering.

# ADVERTISING SIZES AND RATES

PAGE FRACTIONS	SIZES* 4C / B/W	Men's Health 4C / B/W	BEST FASHION
	<b>1/1 page</b> <b>Men's Health</b> TA: 189 x 255 mm TS: 215 x 280 mm <b>BEST FASHION</b> TA: 195 x 268 mm TS: 230 x 300 mm	22,100	10,000
	<b>2/1 pages</b> <b>Men's Health</b> TA: 406 x 255 mm TS: 430 x 280 mm <b>BEST FASHION</b> TA: 430 x 268 mm TS: 460 x 300 mm	45,000	20,000

**width x height**

**TA:** Type Area / **TS:** Trim Size

All prices in € plus VAT.

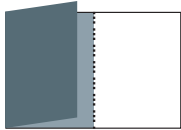
\*For bleed advertisements please add additional 5 mm on all sides for trimming. Other formats and inserts on request.

DISCOUNTS	
Placements within one order year:	
<b>Discounts by pages</b> for display ads only!	
3 pages .....	3 %
4 pages .....	4 %
5 pages .....	5 %
6 pages .....	6 %
7 pages .....	7 %
8 pages .....	8 %
9 pages .....	9 %
10 pages .....	10 %
11 pages .....	11 %
12 pages .....	12 %
<b>Terms of payment</b>	
All orders are accepted on a strict prepaid basis only. Payment can be made by International Money Order/ Bankers Draft in Euro to:	
Baden-Württembergische Bank, Königstr. 3-5, 70173 Stuttgart, Germany account no. 7 871 510 894, bank code 600 501 01, IBAN no. DE74 60050101 7871510894, Swift-Code SOLADEST, or by credit card (Visa, MasterCard or American Express) to a value of under € 2,500.	

## AD SPECIALS

For detailed, up-to date information on "Ad Specials", please refer to [www.mps-anzeigen.de](http://www.mps-anzeigen.de)

### GATEFOLD



**Gatefolder without opening spread:**  
€ 84,000

**Gatefolder with opening spread:**  
€ 104,000



**French cover:**  
€ 72,000

### LOOSE INSERTS IN MEN'S HEALTH

Printed material not bound into the magazine.

WEIGHT	NON-SUBSCRIBERS	SUBSCRIBERS
up to 10 g	€ 94.00	€ 111.00
up to 20 g	€ 94.00	€ 124.00
up to 25 g	€ 94.00	€ 137.00
up to 30 g	€ 100.00	€ 143.00

Prices per 1000 copies, minimum 50,000.

Other weights and sizes on request.

#### Insert sizes Men's Health:

minimum size: 105 x 148 mm (DIN A6)

maximum size: 195 x 260 mm

#### Minimum paper weight:

2 pages: 120 g/sqm

4 pages: 90 g/sqm

5 pages and over: 60 g/sqm

**Special inserts for BEST FASHION on request.**

### BOUND INSERTS

A bound insert is printed material bound into the magazine.

WEIGHT	NON-SUBSCRIBERS	SUBSCRIBERS
2-page/up to 7 g	€ 114.00	€ 128.00
4-page/up to 13 g	€ 129.00	€ 156.00
6-page/up to 20 g	€ 140.00	€ 167.00
8-page/up to 26 g	€ 160.00	€ 200.00
12-page/up to 37 g	€ 180.00	€ 233.00

Prices per 1000 copies.

Further bound inserts on request.

Phone: +49 40 853303-83

#### Bind-in sizes Men's Health:

**Untrimmed size:** 223 x 286 mm (incl. 3 mm head trim)

**Trimmed size:** 215 x 280 mm

Untrimmed size is to be supplied.

#### Minimum paper weight:

4 pages: 100 g/sqm

8 pages: 80 g/sqm

12 pages: 70 g/sqm

16 pages: 65 g/sqm

Regional split for loose or bound inserts on request.



## Technical specifications:

The current and binding technical specifications can be found at: [www.duon-portal.de](http://www.duon-portal.de).

## Printing:

Web offset  
FOGRA ISO 12647-2

## Print finishing:

Perfect binding

## Advertisement sizes:

Formats only as described in the price list.  
Other formats on request.

## Colour advertisements:

Colour scale: European Trichromatic System.  
If a colour is not used within the layout of colour advertisements, this does not affect calculation of the cost of the advertisement. A special agreement must be made for special colours or shades which cannot be created out of the basic colour range. Details on request. The Publisher retains the right to compose required special colours

from the 4-colour scale for technical reasons. Slight variations in shade may occur within normal tolerances of the offset printing process. No guarantee can be given for colour layouts without a colour scale. data transmission („Data Ticket“) on our internet page [www.mps-anzeigen.de](http://www.mps-anzeigen.de).

## Bleed advertisements, ads printed across the gutter:

There is no surcharge for bleed advertisements; please keep all live matter within a security range of 5 mm.

Double-page: Save as double-page. Please pay attention: Men's Health and BEST FASHION are perfect binding. In the middle (binding margin) 3 mm will disappear.

## Delivery of advertisements:

The reception of **advertisements** occurs via the DUON-Portal by the VDZ-publishers at:

## [www.duon-portal.de](http://www.duon-portal.de).

Support is available at: [support@duon-portal.de](mailto:support@duon-portal.de)  
or directly by phone: **+49 40 37 41 17-50**.

## Contact:

### Men's Health:

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### BEST FASHION:

Claudia Strauss +49 711 182-1011  
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# PUBLISHING AND CLOSING DATES

ISSUE	PUBLISHING DATE	CALENDAR-WEEK	ADVERTISING / CLOSING DATE		COPY DATE
			1/1 AND 2/1 PAGES	1/4, 1/3 AND 1/2 PAGES ETC.	
<b>02/2012</b>	11 Jan. 2012	02	07 Dec. 2011	16 Nov. 2011	13 Dec. 2011
<b>03/2012</b> Guide to Style	15 Feb. 2012	07	13 Jan. 2012	22 Dec. 2011	19 Jan. 2012
<b>BEST FASHION 01/2012</b> spring/summer	07 Mar. 2012	10	06 Feb. 2012	-	13 Feb. 2012
<b>04/2012</b>	14 Mar. 2012	11	10 Feb. 2012	20 Jan. 2012	16 Feb. 2012
<b>05/2012</b> Living	11 Apr. 2012	15	07 Mar. 2012	15 Feb. 2012	13 Mar. 2012
<b>06/2012</b>	16 May 2012	20	12 Apr. 2012	22 Mar. 2012	18 Apr. 2012
<b>07/2012</b>	13 Jun. 2012	24	08 May 2012	17 Apr. 2012	14 May 2012
<b>08/2012</b>	11 Jul. 2012	28	08 Jun. 2012	18 May 2012	14 Jun. 2012
<b>09/2012</b> Guide to Style	15 Aug. 2012	33	13 Jul. 2012	22 Jun. 2012	19 Jul. 2012
<b>BEST FASHION 02/2012</b> autumn/winter	22 Aug. 2012	34	23 Jul. 2012	-	30 Jul. 2012
<b>10/2012</b>	12 Sep. 2012	37	10 Aug. 2012	20 Jul. 2012	16 Aug. 2012
<b>11/2012</b>	10 Oct. 2012	41	06 Sep. 2012	16 Aug. 2012	12 Sep. 2012
<b>12/2012</b> Living	14 Nov. 2012	46	11 Oct. 2012	20 Sep. 2012	17 Oct. 2012
<b>01/2013</b>	12 Dec. 2012	50	09 Nov. 2012	19 Oct. 2012	15 Nov. 2012

**Motor Presse Stuttgart  
70162 Stuttgart**

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All advertising orders are processed exclusively in accordance with our General Terms and Conditions. For the current General Terms and Conditions, please see [www.mps-anzeigen.de](http://www.mps-anzeigen.de)

[www.MensHealth.de](http://www.MensHealth.de)  
[www.mps-anzeigen.de](http://www.mps-anzeigen.de)  
[www.motorpresse-advertising.com](http://www.motorpresse-advertising.com)  
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