

Rate Card No. 9

Valid from 1 January 2009

Condor

Editorial Concept

„**Condor**“ is the title that has fun in the sun, aimed at the over 7 million passengers who take their holidays with Condor every year. The 3 x p. a. magazine contains information about the destinations around the world. It also includes offers from Thomas Cook AG, one of the world's leading travel and tourism groups. The inflight magazine entertains and seduces its readers, perchance to dream of the most beautiful islands and hotels in the world, the best places for sport and fitness and the latest in-spots. A comprehensive catalogue section presents products from accessories to beach-wear, cigarettes and more – all of which can be purchased on board or ordered through the company's mail-order service. An extensive service section provides information about the inflight entertainment programme, fleet and route network, as well as giving useful travel tips.

The magazine is produced by an experienced editorial team of travel journalists. Members of the team have worked as resort managers and as editors and authors at a host of German top and specialist magazines.

„**Condor**“ is a high-circulation inflight magazine published by a European holiday airline.

As of
February 2009
new contact
details



The magazine for those flying off to the sun.

Publisher: G+J Corporate Media GmbH

Postal Address: Advertisement Dept.
Brieffach 11
20444 Hamburg

**Visitor's Address/
Copy Delivery:** Am Baumwall 11
20459 Hamburg

Telephone: (+49-40) 3703-5501

**Advertisement
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**Advertisement
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Bank: Deutsche Bank AG, Hamburg
Account No. 0 623 538
Bank Routing Code No. 200 700 00

Frequency: 3 x p. a.

Paid Circulation: 161.182 copies (IVW II/08)

Distribution: Distributed on all Condor flights worldwide.

Agency commission: 15%

**Conditions of
Payment:** Payment is due on the on sale date of the issue in which the advertisement appears. By prior agreement up to 30 day's credit may be allowed. Prepayment may be required from some advertisers as a condition of accepting a booking. A discount of 2% will be allowed for prepayment of the full amount before the on sale date, provided no other amounts are outstanding. Penalty interest on arrears will be charged according to current bank interest rates.

**Conditions of
Business:** All business conducted with the publisher is subject to the publisher's Advertising Terms of Trade. Complete details on request or at www.gujmedia.com/COB. For tax reasons, we ask that you include your Company Tax Number and/or Turnover Tax ID when placing an advertisement space order. This is a translation of the German „Preisliste Nr. 9“, valid 1 January 2009. In the event of discrepancies, inaccuracies or omissions in this translation, the German original retains sale validity.

**Advertising Rates:
Multi-Colour Ads/
Black/white Ads:**

Full page 9,900

Discounts for advertisement placed by an advertiser during the contractual year:

VolumeSeries

2 pages 5 %	2 insertions 3%
3 pages 7.5 %	3 insertions 4%
4 pages 10 %	4 insertions 5%

Trim Size:

205 mm wide x 265 mm high
(8-1/16" x 10-7/16")

Printing Process:

Rotary offset

Binding Method:

Perfect bound

Copy Material:

Please find our technical details under:
www.guj-corporate-media.de/daten.html as PDF
download

Delivery Address:

G+J Corporate Media GmbH
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20444 Hamburg, Germany
Telephone: (+49-40) 3703-5308
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E-Mail: kolatzek.alexandra@guj.de

3 Advertisement Rates and Sizes

Condor



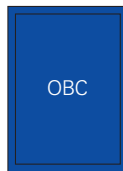
1/1 page
TA: 181 x 235 mm
TS: 205 x 265 mm
9,900



1/1 page
TA: 181 x 235 mm
TS: 205 x 265 mm
12,000



1/1 page
TA: 181 x 235 mm
TS: 205 x 265 mm
10,850



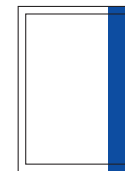
1/1 page
TA: 181 x 235 mm
TS: 205 x 265 mm
12,300



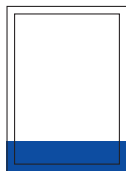
1/2 page vert.
TA: 89 x 235 mm
TS: 98 x 265 mm
5,500



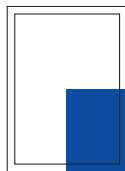
1/2 page horiz.
TA: 181 x 116 mm
TS: 205 x 130 mm
5,500



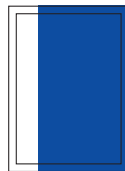
1/4 page vert.
TA: 42 x 235 mm
TS: 63 x 265 mm
2,800



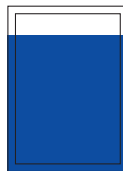
1/4 page horiz.
TA: 181 x 57 mm
TS: 205 x 71 mm
2,800



1/4 page corner
TA: 88 x 115 mm
TS: not possible
2,800



3/4 page vert.
TA: 135 x 235 mm
TS: 144 x 265 mm
8,200

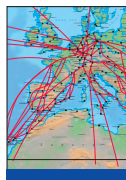


3/4 page horiz.
TA: 181 x 174 mm
TS: 205 x 188 mm
8,200



2/1 page
TA: 392 x 235 mm
TS: 410 x 265 mm
18,950

TA: Type Area
TS: Trim Size



Route map single page
TA: not possible
TS: 205 x 25 mm
1,150



Route map double page
TA: not possible
TS: 410 x 71 mm
1,900

For bleed allow 5 mm on all sides. For equivalents in inches, please consult conversion card metric/inches. Process colours magenta, yellow or cyan according to the Euro colour scale.

4 Closing Date Schedule 2009



Issue No.	Month	On Sale Date	Ad Closing & Cancellation Date	Digital Copy Date
2/2009	March	1 Mar. 2009	8 Jan. 2009	15 Jan. 2009
3/2009	July	1 July 2009	7 May 2009	14 May 2009
1/2010	November 2009	1 Nov. 2009	10 Sept. 2009	17 Sept. 2009

No proofs supplied and no reproduction complaints accepted for copy material delivered later than the published deadline, even if by prior agreement. Advertisement positions may also be affected.

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	Loose inserts	Bound inserts	Tip-ons
Definitions	Loose inserts are products supplied ready for processing and loosely enclosed within the magazine.	Bound inserts are printed materials from a single advertiser bound into the magazine. They can either be delivered ready for processing by the advertiser or produced by us on request.	Tip-ons are products supplied ready for processing and gummed to a carrier ad (min. full page) in such a way that they can be easily removed and used by interested readers.
Rates per 1,000 copies (no discounts)	Up to 50 g 62	2-page inserts 64 4-page inserts 69 8-page inserts 74 12-page inserts 79	postcard 32 booklet 42 sample 53
Rates may be higher in cases where the nature of the loose, bound or the glued insert makes processing more difficult and causes additional costs.			
Booking	Total circulation or parts thereof. Minimum booking: 50,000 copies	Total circulation or parts thereof. Minimum booking: 50,000 copies	Total circulation or parts thereof. Minimum booking: 50,000 copies
Insert format	Min. size: 135 x 135 mm Max. size: 190 x 245 mm Special sizes: On request	Untrimmed format: 212 mm wide x 273 mm high* Trimmed format: 205 x 265 mm Special sizes: On request * 4 mm head and 4 mm foot trim	Min. size: 60 x 75 mm Max. size: 170 x 210 mm Special sizes: On request
Paper weight	2-page inserts: Min. 135 g/m ² 4-page inserts: Min. 100 g/m ² Larger inserts: on request	2-page inserts: Min. 120 g/m ² 4-page inserts: Min. 100 g/m ² All other information on request.	1-page insert Min. 150 g/m ² 4-page inserts: Min. 100 g/m ² All other information on request.
Booking and cancellation deadline	Please refer to Closing Date Schedule for ad closing, copy and cancellation dates. Please request scheduling as early as possible. Reservations are possible for 4 weeks, after which a binding order takes priority until the ad closing date. Please provide a sample (x 5) when placing your order, and not later than 10 days after the copy deadline. The order only becomes binding upon the publisher once a sample has been provided and accepted.		
Co-op Supplements (bound inserts booked jointly by several advertisers) are possible following prior agreement. German Post Office surcharge will be levied where applicable.			
Delivery Address	Pro Bind Professional Binding GmbH Warenannahme Bielefelder Str. 61 33428 Marienfeld, Germany		

www.condor.de

Advertising - online

www.condor.com - a trend that is growing stronger and stronger every day. With around 21 million page impressions every month and about 265,000 registered users, Condor offers the opportunity to place your advertisements in this lively and attractive environment.

Options and prices

- Newsletter from 3,925 per display
- Homepage (Content Ad) 28,000 per week
- Category „Travel info“ 13,000 per month (e.g. Fullsize Banner or Content Ad incl. newsletter mailing)
- Category „Service“ 13,000 per month (e.g. Fullsize Banner or Content Ad incl. newsletter mailing)

Sampling

Advertising - for try

Take the chance and be on board with samples of your product. During the flight the passenger highly values little gifts and pays attention to it and your message. Probably the smartest way to target new customers.

Distribution	Circulation/month	Rates
Short-haul	100,000 items	15,000
Continental	150,000 items	22,500
Long-haul	50,000 items	7,500

Samples on a tray

Advertising - to take away

Passenger on Condor are served a meal on continental and long-haul flights. Use a mini-flyer, mintcard, mintbox or Post-it to inform and entertain the passenger with your advertising messages during the meal. Together with the food on the tray, the traveller is personally handed the advertence by the cabin crew.

The pocket format invites the passenger to take it with him/her, so your information quickly becomes a small traveling companion.

Distribution	Circulation/month	Rates
Continental and Long-haul	100,000 items	22,000

We will be into quoting you more Condor advertising mediums and to submit a customized offer.
Contact:
 Miles & More International GmbH, Dornhofstrasse 100, 63263 Neu Isenburg,
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