

# Rate Card No. 15

Lufthansa Magazin  
Lufthansa Exclusive  
Lufthansa woman's world

Valid from 1 January 2008



## LUFTHANSA MAGAZIN

The inflight magazine of Lufthansa is read by passengers as they relax on board the German national carrier's aircraft. Its editorial focus is on people and travel, the entertainment program and the equally popular map section. The German/English LUFTHANSA MAGAZIN appears once a month and has a circulation of 310,000 copies.

## LUFTHANSA EXCLUSIVE

LUFTHANSA EXCLUSIVE is sent by post every month to the HON Circle Members, Senators and Frequent Travellers in Germany. It has a circulation of approximately 290,000 copies. LUFTHANSA EXCLUSIVE concentrates on business and lifestyle, and features interviews with captains of industry, the latest products, trends, unusual business ideas, cars, fashion, watches and much more. These topics perfectly reflect the lifestyle and consumption patterns of this uniquely top target group.

## LUFTHANSA WOMAN'S WORLD

With lavishly-produced photo sequences, LUFTHANSA WOMAN'S WORLD presents exclusive lifestyle and business topics set against a background of the world's most attractive cities. The magazine offers compact and informative content of a great practical value for the successful businesswoman. In the Lifestyle, Fashion, Business and Shopping sections, the reader learns surprising news, sophisticated background information and entertaining tips from her specific fields of interests. The editorial and optical quality are tailored to the target group: classically elegant, modern and high-class. This new Lufthansa magazine creates an ideal symbiosis of professional success and private luxury.

English-language **ad news** on LUFTHANSA MAGAZIN, LUFTHANSA EXCLUSIVE and LUFTHANSA WOMAN'S WORLD is available online: [www.gujmedia.com](http://www.gujmedia.com)

**G+J** Gruner+Jahr AG & Co KG

## The Lufthansa Magazines

Paid Circulation of the Three  
Lufthansa Magazines

IVW II/2007

## Booking Possibilities

**LUFTHANSA WOMAN'S WORLD**13,900 1/1 4c  
four times a year**LUFTHANSA EXCLUSIVE**19,050 1/1 4c\*  
monthly**LUFTHANSA MAGAZIN**28,050 1/1 4c\*  
monthly188,767  
copies

291,872 copies

313,118 copies

604,990  
copies

Can be booked separately



Can be booked separately



Can only be booked jointly

\* Average ad rate (not bookable).

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



### Welcome on board

LUFTHANSA MAGAZIN is the perfect travel companion. The German/English magazine is coverage leader among all European inflight titles and reaches over 1.4 million educated, well-off, ambitious and consumption-oriented readers\* in 16 European countries. 310,000 copies travel on board all Lufthansa aircraft worldwide. Travel and human interest stories, plus the entertainment program and the popular map section, entertain and inform over 50 million passengers during their flight.



### Direct route to success

LUFTHANSA EXCLUSIVE reaches its top target group where success is at home: more than 290,000 HONs, Senators and Frequent Travellers receive their personal copy delivered monthly to their private addresses. Business and lifestyle topics reflect the interests and consumption patterns of this unique top target group through interviews with captains of industry, the latest trends and products, as well as unusual business ideas. Stories about cars, fashion and watches are also featured regularly.



### Luxury for female frequent flyers

LUFTHANSA WOMAN'S WORLD is produced only for the top female clients of Lufthansa. The magazine is sent four times a year on top of LUFTHANSA EXCLUSIVE to the private addresses of the female frequent flyers. In addition, the magazine is handed out personally on all long-haul flights in the First and Business Class cabins. You can also find the magazine worldwide in the Lufthansa Business Lounges. Topics like fashion, shopping and business inform the reader, and feature surprising news, intelligent background information and entertaining tips specifically for her unique fields of interest. The magazine perfectly fits the target group: classically elegant, modern and high-class.

### Clear concept – attractive target groups – high circulation – no wasted coverage

Whether you wish to target all of Lufthansa's passengers or just its male or female top clients in Germany, our magazines will reach the persons who matter.

**Publisher:** G+J Corporate Media GmbH

**Postal Address:** Postfach 500 803  
22708 Hamburg  
Germany

**Visitor's Address/  
Copy Delivery:** Friesenweg 2a-c  
22763 Hamburg  
Germany

**Telephone:** (+49-40) 8 83 03 - 53 01

**Extensions:  
Advertisement  
Director:** Heiko Hager - 53 00  
E-mail: hager.heiko@guj.de

**Deputy  
Ad. Director:** Jan-Eric Korte - 53 10  
E-mail: korte.jan-eric@guj.de

**Advertisement  
Sales:** Elke Miersen - 53 07  
E-mail: miersen.elke@guj.de  
Anke Coym - 53 06  
E-mail: coym.anke@guj.de

**Advertisement  
Booking:** Anke Baurichter - 53 12  
E-mail: baurichter.anke@guj.de  
Maike Tabel - 53 13  
E-mail: tabel.maike@guj.de

**Telefax:** (+49-40) 8 83 03 - 53 02

**Fax for Orders:** (+49-40) 37 03 - 58 87

**E-mail:** lufthansa@guj.de

**LHM-Lounge:** <http://www.lhm-lounge.de>

**Bank:** Deutsche Bank AG, Hamburg  
Account No. 0623 538  
Bank Routing Code No. 200 700 00

**Print Circulation:** 606,500 (IVW II/07)

**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 days' 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](http://www.gujmedia.com/COB)

This is a translation of the German "Preisliste Nr. 15", valid 1 January 2008. In the event of discrepancies, inaccuracies or omissions in this translation, the German original retains sole validity. Any updates or changes to this rate card can be found under [www.gujmedia.com](http://www.gujmedia.com). For tax reasons, we ask that you include your **Company Tax Number** and/or **Turnover Tax ID** when placing an advertisement space order.

**Technical Details:** Please find our technical details under: [www.guj-corporate-media.de/techdata](http://www.guj-corporate-media.de/techdata) as PDF download.

	<b>Rate Zone 1</b> 1 Jan. – 29 Feb. 1 May – 31 Aug.	<b>Rate Zone 2</b> 1 Mar. – 30 Apr. 1 Sept. – 31 Dec.	<b>Average Rate</b> (Not Bookable)
<b>Multi-Colour Ads:</b>			
<b>Full page LUFTHANSA MAGAZIN total</b>	<b>27,300</b>	<b>28,800</b>	<b>28,050</b>
<b>Full page LUFTHANSA EXCLUSIVE</b>	<b>18,200</b>	<b>19,900</b>	<b>19,050</b>

**Multi-Colour Ads:**

<b>Full page LH WOMAN'S WORLD</b>	<b>1 Jan. – 31 Dec. 2008</b>	<b>13,900</b>
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**The average rates shown are weighted averages for the entire year. These rates cannot be booked. Issues are allocated to rate zones according to their on sale dates.**

<b>Discounts:</b>	<b>Volume</b>			
	2 pages	2%	6 pages	11%
	3 pages	3%	9 pages	15%
	4 pages	5%	12 pages	20%
	5 pages	7%		

**Ad Specials:** Sizes and rates on request.

- Double gatefold
- Inside front cover with fold-out page
- Inside back cover with fold-out page
- Island advertisements
- Multi-page advertisements
- Promotion advertisements
- Product samples

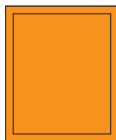
**Ambient Media:** See section 8.

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## Advertisement Sizes

Lufthansa Magazin  
Lufthansa Exclusive  
Lufthansa woman's world

TA: Type Area  
TS: Trim Size\*



1/1 page  
TA: 180 x 240 mm  
TS: 205 x 260 mm



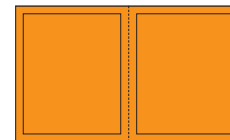
1/1 page  
TA: 180 x 240 mm  
TS: 205 x 260 mm



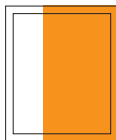
1/1 page  
TA: 180 x 240 mm  
TS: 205 x 260 mm



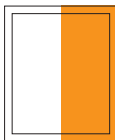
1/1 page  
TA: 180 x 240 mm  
TS: 205 x 260 mm



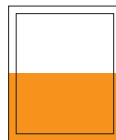
2/1 page  
TA: 385 x 240 mm  
TS: 410 x 260 mm



2/3 page vert.  
TA: 122 x 240 mm  
TS: 135 x 260 mm



1/2 page vert.  
TA: 85 x 240 mm  
TS: 98 x 260 mm



1/2 page horiz.  
TA: 180 x 120 mm  
TS: 205 x 130 mm



1/3 page vert.  
TA: 55 x 240 mm  
TS: 68 x 260 mm



1/3 page horiz.  
TA: 180 x 75 mm  
TS: 205 x 85 mm

### Route Maps

Route maps are only available in the on-board issues of LUFTHANSA MAGAZIN



1/8 page map card  
TA: 180 x 30 mm

### Preferred Positions:



Inside front cover + page 3



First double-page spread



First right-hand page



Left-hand page opposite "Contents"



Right-hand page opposite "Contents"



Left-hand page opposite "Editorial"

\* For bleed allow 5 mm on all sides.

LUFTHANSA MAGAZIN total (LHM)	Rate Zone 1	Rate Zone 2	Average Rate (Not Bookable)
	1 Jan. – 29 Feb.	1 Mar. – 30 Apr.	
	1 May – 31 Aug.	1 Sept. – 31 Dec.	
Full page	27,300	28,800	28,050
Inside front cover	32,400	34,100	33,250
Inside back cover	30,300	32,000	31,150
Outside back cover	34,000	35,750	34,875
Double page	50,650	53,250	51,950
2/3 page	20,900	22,600	21,750
1/2 page	15,700	16,950	16,325
1/3 page	10,450	11,250	10,850
1/8 page	2,660	2,800	2,730
IFC + page 3	60,800	64,000	62,400
1st double page	58,300	61,300	59,800
1st right-hand page	31,400	33,100	32,250
Left opposite "Contents"	31,400	33,100	32,250
Right opposite "Contents"	31,400	33,100	32,250
Left opposite "Editorial"	31,400	33,100	32,250

**LUFTHANSA WOMAN'S WORLD  
(LWW)**

1 Jan. – 31 Dec. 2008

Full page	13,900
Inside front cover	16,800
Inside back cover	15,200
Outside back cover	17,400
Double page	26,400
2/3 page	not bookable
1/2 page	not bookable
1/3 page	not bookable
1/8 page	not bookable
IFC + page 3	32,000
1st double page	30,400
1st right-hand page	15,400
Left opposite "Contents"	15,400
Left opposite "Editorial"	not bookable

LUFTHANSA EXCLUSIVE (LHE)	Rate Zone 1	Rate Zone 2	Average Rate (Not Bookable)
	1 Jan. – 29 Feb.	1 Mar. – 30 Apr.	
	1 May – 31 Aug.	1 Sept. – 31 Dec.	
Full page	18,200	19,900	19,050
Inside front cover	not bookable	not bookable	not bookable
Inside back cover	not bookable	not bookable	not bookable
Outside back cover	not bookable	not bookable	not bookable
Double page	35,200	38,600	36,900
2/3 page	14,500	15,700	15,100
1/2 page	10,850	11,800	11,325
1/3 page	7,300	7,800	7,550
1/8 page	not bookable	not bookable	not bookable
IFC + page 3	not bookable	not bookable	not bookable
1st double page	39,500	43,300	41,400
1st right-hand page	20,900	22,900	21,900
Left opposite "Contents"	20,900	22,900	21,900
Right opposite "Contents"	20,900	22,900	21,900
Left opposite "Editorial"	20,900	22,900	21,900

**LUFTHANSA MAGAZIN/LUFTHANSA EXCLUSIVE (LHM/LHE)**

	Issue No.	Month	On Sale Date	Ad Closing and Cancellation Date	Digital Copy Date
<b>Rate Zone 1</b> 1 Jan. – 29 Feb. 1 May – 31 Aug.	1/2008	January	1 Jan. 2008	31 Oct. 2007	14 Nov. 2007
	2/2008	February	1 Feb. 2008	30 Nov. 2007	14 Dec. 2007
<b>Rate Zone 2</b> 1 Mar. – 30 Apr. 1 Sept. – 31 Dec.	3/2008	March	1 Mar. 2008	3 Jan. 2008	17 Jan. 2008
	4/2008	April	1 Apr. 2008	30 Jan. 2008	13 Feb. 2008
<b>Rate Zone 1</b> 1 Jan. – 29 Feb. 1 May – 31 Aug.	5/2008	May	1 May 2008	29 Feb. 2008	14 Mar. 2008
	6/2008	June	1 June 2008	1 Apr. 2008	15 Apr. 2008
	7/2008	July	1 July 2008	30 Apr. 2008	16 May 2008
	8/2008	August	1 Aug. 2008	4 June 2008	18 June 2008
<b>Rate Zone 2</b> 1 Mar. – 30 Apr. 1 Sept. – 31 Dec.	9/2008	September	1 Sept. 2008	3 July 2008	17 July 2008
	10/2008	October	1 Oct. 2008	4 Aug. 2008	18 Aug. 2008
	11/2008	November	1 Nov. 2008	3 Sept. 2008	17 Sept. 2008
	12/2008	December	1 Dec. 2008	1 Oct. 2008	16 Oct. 2008

**LUFTHANSA WOMAN'S WORLD (LWW)**

	Issue No.	Month	On Sale Date	Ad Closing and Cancellation Date	Digital Copy Date
<b>Rate Zone 1</b> 1 Jan. – 31 Dec.	1/2008	March	15 Mar. 2008	17 Jan. 2008	31 Jan. 2008
	2/2008	May	15 May 2008	12 Mar. 2008	28 Mar. 2008
	3/2008	September	15 Sept. 2008	21 July 2008	31 July 2008
	4/2008	November	15 Nov. 2008	17 Sept. 2008	1 Oct. 2008

Issues are allocated to rate zones according to their on sale dates. Further special positions on request.

	Loose inserts	Tip-ons	Bound inserts
<b>Definitions</b>	Loose inserts are products supplied ready for processing and loosely enclosed within the magazine.	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.	Bound inserts are printed materials/brochures from a single advertiser that are firmly bound into the magazine. They can either be delivered ready for processing by the advertiser or produced by us on request.
<b>Rates per 1,000 copies</b>	<b>Mail circulation</b> LHE up to 14 g 105 up to 24 g 114 up to 34 g 122  Larger inserts on request	Postcards Booklets <b>On board circulation (lounges/on board display)</b> up to 14 g 51 70 up to 24 g 51 70 up to 34 g 51 70 <b>Mail order</b> up to 14 g 60 79 up to 24 g 68 87 up to 34 g 76 96 Larger inserts on request	2-page 4-page <b>On board circulation (lounges/on board display)</b> up to 14 g 127 157 up to 24 g 127 157 up to 34 g 127 157 <b>Mail order</b> up to 14 g 135 165 up to 24 g 143 173 up to 34 g 152 182 Larger inserts on request
<b>Rates per 1,000 copies</b>	<b>Mail circulation</b> LHE LWW up to 14 g 116 154 up to 24 g 125 164 up to 34 g 133 173  Larger inserts on request	Postcards Booklets <b>On board circulation (lounges/on board display)</b> up to 14 g 56 77 up to 24 g 56 77 up to 34 g 56 77 <b>Mail order</b> up to 14 g 66 86 up to 24 g 75 96 up to 34 g 83 105 Larger inserts on request	2-page 4-page <b>On board circulation (lounges/on board display)</b> up to 14 g 140 172 up to 24 g 140 172 up to 34 g 140 172 <b>Mail order</b> up to 14 g 148 181 up to 24 g 156 190 up to 34 g 167 200 Larger inserts on request
Rates for co-op inserts from more than one advertiser on request.			
These rates include any German Post Office surcharges which result from booking the postal (subscription) split run. For discounts on special ad formats, please refer to section 2 of this rate card. Rates for special ad formats may increase if their inserting hinders processing in any way.			
<b>Booking and cancellation deadline</b>	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.		
<b>Booking</b>	Total circulation.	Total circulation or parts thereof . Minimum booking: 50,000 copies.	Total circulation or parts thereof. Minimum booking 50,000 copies.
<b>Insert format</b>	Min. size: 135 x 135 mm Max. size: 190 x 245 mm Special sizes: On request	Min. size: 75 x 95 mm Max. size: 165 x 205 mm Special sizes: On request	Min. size: Untrimmed 105 x 148 mm Min. size: Final trimmed 108 x 157 mm Max. size: Untrimmed 212 x 268 mm Max. size: Final trimmed 205 x 260 mm
<b>Paper weight</b>	2-page inserts: min. 135 g/m <sup>2</sup> 4-page inserts: min. 100 g/m <sup>2</sup> Larger inserts: On request		2-page inserts: min. 150 g/m <sup>2</sup> 4-page inserts: min. 100 g/m <sup>2</sup> Larger inserts: On request

All further technical information on request and will also be provided with the order confirmation.

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

Issues are allocated to rate zones according to their on sale dates. Further special positions on request.

Rate Card No. 15, Valid from 1 January 2008

**Lufthansa Media World****Concept**

The Media World program magazine provides a clear overview of the range of entertainment options.

Every passenger in First Class and Business Class is provided with the monthly program magazine.

Advertisements benefit from exclusive attention and first-class positioning on all intercontinental Lufthansa flights.

**Technical details and discounts**

Frequency	monthly
Number of pages	36
Number of pages from April onwards	44
Language	English/German
Circulation	55,000 copies

**Ad rates**

Inside Front Cover	7,500
Outside Back Cover	9,000
1/1 4c from April onwards	6,500

**Schedule and discounts on request.****Contact:**

Elke Miersen, Telephone: (+49-40) 8 83 03 53 07

E-mail: miersen.elke@guj.de

**Lufthansa Exclusive International****Concept**

Lufthansa Exclusive International is sent 4 times a year to all international frequent flyers of Lufthansa. There are 17 different versions in 7 languages:

English (UK/US)

Spanish

Chinese

Japanese

French

Polish

German

**Circulation** 370,000

**Ad rate**

1/1 4c 21,900

**Schedule and discounts on request.****Contact:**

Elke Miersen, Telephone: (+49-40) 8 83 03 53 07

E-Mail: miersen.elke@guj.de

## Gate Cups



### Advertising with content

At the Lufthansa gates in Frankfurt and Munich, the gate cups for coffee and tea offer you space for your own individual advertising message.

Deliver your advertising message in a handy format and secure yourself a presence at Germany's busiest airports.

## Boarding cards



### Accompany your customers on board

The passenger gets his / her boarding card and passenger receipt at Lufthansa check-in kiosks worldwide. Place your advertising message on the back of the electronic ticket and reach over 8 million customers per year.

Stay with the passenger even after the flight is over.

## Mini-Flyer



### Information in calling card format

Passengers in Business Class are served a meal on German domestic flights, European flights and intercontinental flights, and passengers in Economy Class are served a meal on intercontinental routes. Together with the food on the tray, the traveller is personally handed a mini-flyer by the cabin crew. Use the mini-flyer to inform and entertain the passenger with your advertising messages during the meal.

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

We will be pleased to discuss additional Lufthansa ad media and to prepare custom-made communication solutions.

### Contact:

Gruner + Jahr International Media Sales, Am Baumwall 11, 20459 Hamburg, Germany

Telephone: (+49-40) 37 03 29 48

E-mail: [ims@guj.de](mailto:ims@guj.de)



# Lufthansa

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