

Price List No. 10

effective 01.01.2012

Jolie
THE BEAUTIFUL LIFE GUIDE

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JOLIE. THE BEAUTIFUL LIFE GUIDE

Everything that makes life more beautiful – that's what JOLIE is about. Be it glamorous fashion shoots, authentic profiles and interviews, opulent beauty spreads, exciting reportage, service subjects, moving stories about real people, or exclusive photo productions with stars: JOLIE is the ultimate life guide for women between 20 and 39 years!

TRENDS, STORIES & STARS

JOLIE knows the latest trends and shows what is hot in fashion, beauty and lifestyle and what everyone's talking about. From star stylings, exclusive interviews with major Hollywood celebrities, and backstage gossip to high-quality portraits, home stories, and elaborate shoots with national stars – JOLIE gives its readers an insight into the world of celebs.

BEAUTY

Make-up, hairstyling, and skincare: JOLIE presents the latest beauty trends and tempts its readers with an attractive look – sometimes opulent, sometimes minimalist – and outstanding service expertise to try out and copy.

FASHION

Whether it's an opulent designer spread or

service-oriented style guides – in JOLIE the trend-conscious reader will find the most important must-haves, the best looks and accessories and lots of tips and tricks for the ultimate trendy style.

LOVE & LIFE

Every issue of JOLIE contains exciting stories that reflect everything life has to offer us. This ranges from global news reports right up to witty columns. Furthermore, there are real-life stories, psychological stories and tests as well as stories about men, relationships and sex.

MODERN LIVING

Finally, everything that makes life that little bit more worth living can be found on the Living pages: a major travel feature plus so-called urban stories in addition to presenting the latest



interior trends and practical ideas. Obviously, the culinary side of things is not neglected, either. From salad to pasta to something sweet, this is where we present unusual recipes and professional tricks that are easy to copy at home.

2 Publisher's Data

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JOLIE \ Jolie.de

PUBLISHER

Vision Media GmbH

ADDRESS

Leonrodstraße 52
80636 Munich
GERMANY

SALES

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Deputy Managing Director Marketing
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SCHEDULING

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E-MAIL

anzeigen@vision-media.de

BANK ACCOUNT DETAILS

IBAN: DE71 6835 0048 0001 0762 80
BIC: SOLADES1LOE
VAT ID Number: DE271427361

FREQUENCY OF PUBLICATION

Monthly

FIRST DAY OF SALE

Friday

FORMAT

Magazine format:
203 mm width, 270 mm height;
perfect binding
Pocket format:
168 mm width, 223 mm height;
perfect binding

COPY PRICE

€1.90 (pocket format)
€2.40 (magazine format)

GUARANTEED NUMBER OF COPIES SOLD

280,000 copies

CURRENT DATA AND SERVICES

www.vision-media.de
www.pz-online.de

PZ-NUMBER

579294

TECHNICAL INFORMATION

The current and binding technical information can be found at www.vision-media.de, also available as a PDF for download or at www.duon-portal.de.

ONLINE ADVERTISEMENT BOOKING

Advertisement bookings can also be submitted using the online booking system (OBS): www.obs-portal.de.

PAYMENT TERMS

Net cash payable within 30 days after invoice date. 2% discount if payment is received within 14 days after invoice date, provided that older invoices are not outstanding.

Default interest in accordance with Section 13 of the General Terms and Conditions: 8% above the respective current rate of discount of the Deutsche Bundesbank (German Federal Bank).

Our corporate guideline for new business relationships: advance invoice for first booking, payable until data delivery date.



3 The Readers

Price List No. 10 \ effective 01.01.2012
JOLIE \ Jolie.de

JOLIE READERS ARE YOUNG, DYNAMIC AND UNIQUE.

	Basis	JOLIE	Joy	Glamour	InStyle	Maxi	Petra
Reach in thousands	35,925	876	843	1,364	1,379	509	1,098

Age in %

20-29 years	13	42	43	35	38	29	16
30-39 years	14	14	14	16	20	13	19
40 years and over	66	18	13	21	26	42	60
Average age	48.7	27.6	26.4	29.5	31.7	36.3	44.6

Education in %

Secondary school without university entrance qualification	30	33	31	33	38	35	40
University entrance qualification with or without studies	22	29	33	33	32	24	19

Source: Media-Analyse 2011/II, based on all German women

3 The Readers

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JOLIE \ Jolie.de

JOLIE READERS LIKE TO TREAT THEMSELVES TO PERSONAL LUXURY.

	Basis	JOLIE	Joy	Glamour	InStyle	Maxi	Petra
Net household monthly income in %							
Below €1,500	26	18	20	19	21	17	18
€1,500 to below €2,500	35	27	29	32	29	33	34
€2,500 and more	38	55	50	49	50	49	48
Average	€2,409	€2,800	€2,664	€2,713	€2,737	€2,639	€2,626
Employed in %							
Employed or in training	59	86	88	88	87	80	69

Source: Media-Analyse 201 I/II, based on all German women

4 Schedule

Price List No. 10 \ effective 01.01.2012
JOLIE \ Jolie.de

ISSUE NO.	FIRST DAY OF SALE	ADVERTISING, PRINT COPY closing date	CLOSING DATE for Ad Specials
02/2012	05.01.2012	02.12.2011	04.11.2011
03/2012	03.02.2012	02.01.2012	05.12.2011
04/2012	02.03.2012	31.01.2012	03.01.2012
05/2012	05.04.2012	05.03.2012	06.02.2012
06/2012	04.05.2012	29.03.2012	01.03.2012
07/2012	01.06.2012	26.04.2012	29.03.2012
08/2012	06.07.2012	04.06.2012	07.05.2012
09/2012	03.08.2012	03.07.2012	05.06.2012
10/2012	07.09.2012	07.08.2012	10.07.2012
11/2012	05.10.2012	03.09.2012	06.08.2012
12/2012	02.11.2012	28.09.2012	31.08.2012
01/2013	07.12.2012	06.11.2012	09.10.2012

Last date of withdrawal: one week before each closing date for advertisements. Last closing date for bookings for cover pages is one week before the closing date for adverts. Last closing date for bookings for advertisements that cover part of a page is two weeks before the closing date for adverts. The last closing date for bookings for cover gate-folders is three weeks before the closing date for adverts. The publisher reserves the right to reject the reservation of cover pages if a gate-folder booking is made. Ad specials also include loose inserts, bound-in inserts and tip-ons.

5 Editorial Specials

ISSUE NO.	SPECIAL	BRIEF DESCRIPTION
03/2012	Trend booklet	Current spring/summer trends
04/2012	Beauty booklet	Make-up, hair, skincare
07/2012	Sex booklet	The ultimate sex guide
09/2012	Trend booklet	Current autumn/winter trends
01/2013	Astrology booklet	Your guide through 2013

Editorial specials can contain advertising pages or have an exclusive sponsor. We will be happy to provide you with detailed information and costs on request.

6 Sizes & Rates

FORMAT	TYPE AREA		BLEED		PRICES IN € (PLUS VAT)
	Width mm	Height mm	Width mm	Height mm	One- to four-colour advertisement
1/1 page	175	234	203	270	21,000
1/2 page	portrait	85	234	97	12,600
	landscape	175	116	203	
1/3 page	portrait	54	234	67	8,400
	landscape	175	71	203	

No guarantee of specific placement for advertisements that cover part of a page.

DOUBLE-PAGE SPREADS

2/1 page	382	234	407	270	42,000
2 x 1/2	382	116	407	134	25,200

Ad motif doubling of 5 mm per page towards the gutter.

SPECIAL PLACEMENTS

PRICES IN € (PLUS VAT)

TURNOVER SCALE IN € (PLUS VAT)

2 nd cover page + page 3 ¹⁾	2/1	46,000	from	63,000	3%
4 th cover page	1/1	24,000	from	126,000	6%
before/next to editorial	1/1	23,000	from	189,000	9%
1 st beauty advertisement	1/1	22,000	from	252,000	12%
in beauty section			from	315,000	15%
			from	378,000	18%

1) 2nd cover page can be booked only with page 3

Gross rates for ad placements are the basis for the graduated turnover

	LOOSE INSERTS		BOUND-IN INSERTS		TIP-ONS	
	Weight	Price	Length	Price	Type of tip-on	Price
Partial run: shipped copies	up to 20 g	90	up to 4 pages	90	Postcards	65
Price per thousand in €	up to 30 g	100	up to 8 pages	95	Brochure/other	75
plus VAT	up to 40 g	110	up to 12 pages	100	Merchandise samples	80
	up to 50 g	120	up to 16 pages	115	CD/DVD	75
Partial run: subscriber copies ²⁾	up to 20 g	110	up to 4 pages	105	Postcards	75
Price per thousand in €	up to 30 g	135	up to 8 pages	120	Brochure/other	100
plus VAT	up to 40 g	155	up to 12 pages	135	Merchandise samples ³⁾	85
	up to 50 g	175	up to 16 pages	150	CD/DVD ³⁾	100
Options	Total print run/Partial run: subscriber copies		Total print run		Total print run	
	Partial print run on request					
	Minimum number of copies 50,000					
Minimum format (width × height)	105 mm × 148 mm		⁴⁾ 115 mm × 140 mm		Pocket:	118 mm × 163 mm
Maximum format (width × height)	148 mm × 203 mm		⁵⁾ Pocket: 176 mm × 231 mm		Magazine:	118 mm × 183 mm
			⁵⁾ Magazin: 211 mm × 278 mm		Merch. sample:	80 mm × 120 mm

THE CURRENT SCHEDULED CIRCULATION MUST BE ENQUIRED THREE WEEKS BEFORE FIRST DAY OF SALE.

²⁾ Prices include weight-dependent postage charges. Additional postage charges due to enclosed objects from 2.5 to 30 mm shall be charged separately.

³⁾ Partial run subscriber copies merchandise sample > 10 g: price upon request; CD/DVD > 20 g: price upon request.

⁴⁾ The bound-in insert is attached to the head and cut with the magazine (trim 3 mm, routing margin 4 mm with final trimming of inside pages).

⁵⁾ The bound-in insert is trimmed on three sides with the magazine to 168 mm × 223 mm (pocket format) or 203 mm × 270 mm (magazine format) (trim 3 mm, routing margin 4 mm).

A placement specification is necessary for the exact position of the bound-in insert on the advertisement page.

	LOOSE INSERTS	BOUND-IN INSERTS	TIP-ONS
Total weight	Maximum weight dependent on format and size		maximum 20 g
Paper weight	from 120 g/m ² (2 pages)	up to 2 pages	min. 135 g/m ²
	from 70 g/m ² (4 pages)	up to 4 pages	min. 100 g/m ²
	from 60 g/m ² (multiple pages)	up to 8 pages	min. 100 g/m ²
		up to 12 pages	min. 70 g/m ²
		up to 16 pages	min. 54 g/m ²

DELIVERY ADDRESS
Prinovis Ltd. & Co. KG
Betrieb Itzehoe
Weiterverarbeitung, WES
Mr Torben Schmidt
Störfischerstraße
25524 Itzehoe, Germany

DELIVERY
16 working days before first day of sale sent at no charge to the printer. The ad specials must be supplied in such a way that they can be further processed without additional work. Palettes and accompanying documents must be marked with the precise number of copies and the information **JOLIE, Issue No./Year, Advertiser**.

2 weeks before the closing date for advertising at the latest, the artwork with 25 binding copies with the desired positioning is required.

If processing proves to be problematic after a first test, a trial run is conducted with 500 original samples. Acceptance of an order depends on the suc-

cessful completion of a trial run. Very bulky brochures and merchandise samples must be positioned on the advertisement page in such a way that it is possible to brickstack the magazines. If brochure tip-ons are particularly hard to process, the price for merchandise samples shall be charged.

TRIM SAFETY MARGINS
Design elements in the ad that should not be trimmed must be at least 8 mm from the edge of the format margin of the magazine.
In the case of tip-ons, the trim safety margin is **30 mm spacing from the gutter and 20 mm spacing from the magazine edge**. The binding tolerance is 10 mm.

SURCHARGE
A processing surcharge of 2.5 % is required.

RIGHT TO SHIFT
When the date is set, the publisher reserves the right to shift inserts for partial areas in favour of inserts for the total print run or larger areas.

The publisher reserves the right to reject orders for merchandise samples that cannot be easily disposed of with waste paper. If necessary, costs for separate disposal must be borne by the client.

Prices may rise if the characteristics of the ad specials make processing more difficult and cause additional expenses.

NOTE ON EXTERNAL PRODUCTS IN MAGAZINES
An information sheet on "Technische Richtlinien Fremdprodukte in Zeitschriften" can be ordered directly from: BUNDESVERBAND DRUCK UND MEDIEN E. V., Biebricher Allee 79, 65187 Wiesbaden, Germany.

Ad specials that entail an exclusion of the competition must be booked up to 8 weeks before the closing date for advertising without an option to cancel.

**PLEASE DELIVER ALL ADVERTISEMENTS ONLY IN THE MAGAZINE FORMAT.
WE WILL REDUCE THEM TO THE POCKET FORMAT.**

BLEED ALLOWANCE

4 mm all around.
Please keep printmarks outside the bleed area.

SAFETY MARGIN

Minimum margin between trim and copy and picture elements: left/right 8 mm, top/bottom 5 mm

TYPE SIZE

At least 10 pt. due to adaptation to pocket format

DOUBLE-PAGE SPREADS

Ad motif doubling of 5 mm per page towards the gutter

PRINTING PROCESS AND GAMUT MAPPING

Cover: Offset, ISOcoated_V2

Content: Gravure, PSR_LWC_Plus_V2_PT

Note:

If other data formats or faulty / incomplete files are supplied, this results in additional data handling and a further control proof. Any additional costs thus arising will be charged to you.

Gamut mapping must be conducted according to the appropriate printing standard of the printers concerned.

If the print data are delivered without a colour-binding proof, they will be “printed as delivered” and complaints about colour reproduction shall not be possible.

PAPER

Cover: paper type 1 and 2, glossy or matt coated, art printing

BINDING

Perfect binding

SUPPLY OF DATA

PDF: Adobe PDF /X-3 /X-1a

The proof must be certified and created one to one by the delivered data
CMYK mode, **no special colours!**

DELIVERY OF PRINT DOCUMENTS

CD-ROM or via DUON, email or FTP server
(You will receive access data on request)

Delivery address:

Vision Media GmbH

Kirstin Freund-Lippert/Advertising Department

Leonrodstrasse 52

80636 Munich

Germany

CONTACT AT THE PUBLISHER

Advertising Scheduling

Kirstin Freund-Lippert

Phone: + 49 (0) 89 69749-132

Fax: + 49 (0) 89 69749-35132

kirstin.freund-lippert@vision-media.de

PRINTER

Prinovis Itzehoe

JOLIE RUNWAY – Pure Front-row Feeling!

The high-fashion magazine JOLIE RUNWAY, which is published twice a year, presents the latest fashion trends and collections for the coming season – “straight from the catwalk”. Appearing in June and December, JOLIE RUNWAY is one of the first consumer titles to include photos from the shows of international designers. In addition to the most important looks, JOLIE RUNWAY also shows the environment in which the collections were created and presented: from the atmosphere of the

individual fashion centres right up to the most spectacular shows, from accessory highlights to make-up and hair trends, from the designers du jour and the models of the moment right up to the most famous front-row faces.

The 148-page high-quality magazine with a luxurious look and design informs fashion-conscious and trend-aware readers which designers are setting which trends – and, above all, which looks are a fashion must in the season ahead.

JOLIE RUNWAY is thus an indispensable guide to keeping you one step ahead.

JOLIE RUNWAY appears as a special issue under the umbrella brand of JOLIE with a print run of 100,000 copies.

Now also available in 4 other countries.



ISSUE NO.

02/2012
01/2013

FIRST DAY OF SALE

June 2012
December 2012

FORMATS

1/1 page
2/1 page

TYPE AREA

Width mm	Height mm
184	250
388	250

BLEED

Width mm	Height mm
210	280
420	280

PRICES IN € (PLUS VAT)

7,900
15,000

Bleed allowance: 5 mm all around.

Safety margins: minimum margin for trim because of the risk of bleed for copy and picture elements left/right = 8 mm, top/bottom = 5 mm.

Printing process: web offset, digital proof in ISOcoated_V2

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JOLIE advertorials are individually conceived and designed for you. From the creative idea right up to implementation, you have everything from a single source. We will be happy to draw up an integrated offer for JOLIE and Jolie.de for you. To implement the campaign in stores, promotional adverts can also take the form of special prints or a stand-up display (prices upon request).

PRICES

Photo shoot advertorials

Production costs (layout, copy, research, photo fees or production, technical costs, processing, etc.) are defined prior to implementation.

Basic advertorials

When the copy and picture material are supplied, the production costs cover services for layout, copy, and reproducible printing copies incl. 3 proofs:

1/1 page €2,000

PROCESSING AND IDENTIFICATION

The run-up time for an advertorial is approx. two weeks before the normal closing date for advertisements. The layout is compiled in close cooperation with the client or the agency responsible. Promotion pictures are identified with the word "ADVERTISEMENT".

CHRISTMAS ADVERTORIAL

Please request the current documents for the year in question.

COORDINATION

Advertising Department JOLIE

Telephone: +49 89 69749-373

Advertisement for AQUALLA THERMAL. The headline reads: "TESTEN SIE DEN NEUEN FRISCHE-KICK". The sub-headline says: "Noch nie hat sich empfindliche Haut so gesund und schön gefühlt: Überzeugen Sie sich und testen Sie das neue AQUALLA THERMAL von Vichy". The main text describes the benefits of the product, mentioning its mineral-rich water and soothing properties. A small box at the bottom right says "TESTEN SIE... AQUALLA THERMAL von Vichy".

Advertisement for BEAUTY IN BESTFORM. The headline reads: "BEAUTY IN BESTFORM". The sub-headline says: "h". The main text describes the benefits of the product, mentioning its natural ingredients and soothing properties. A small box at the bottom right says "BEAUTY IN BESTFORM".

Advertisement for Spielend in TOPFORM. The headline reads: "Spielend in TOPFORM". The sub-headline says: "MIT YOUR SUPER-GENES EVOLUTIONSBIOLOGIE". The main text describes the benefits of the product, mentioning its natural ingredients and soothing properties. A small box at the bottom right says "Spielend in TOPFORM".

CONCEPT

Jolie.de, the first online German socialising life-style magazine, perfectly complements the printed magazine with beauty, fashion and celebrity trends and offers the dynamically growing community lots of ways to join in, such as psychological tests or the interactive Beauty Styler.

The site gives you many opportunities to address your target group precisely according to the subjects they are interested in and to position your brand worlds and products where they will be seen.

KEY DATA (EVERY MONTH)

Unique User⁶⁾: 790,000
Visits⁷⁾: 1,692,802
Page Impressions⁷⁾: 40,591,901
Newsletter subscribers: ca. 41,000

You will find up-to-date data at:
www.vision-media.de

COORDINATION

Advertising Department Jolie.de
Telephone: +49 (0) 89 69749-160

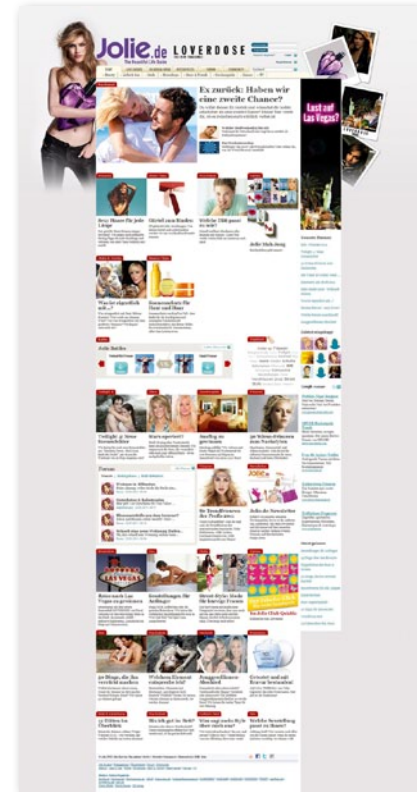
SPECIALS

Use our diverse special formats for your advertising campaign:

- \ Promotions
- \ Product tests
- \ Competition
- \ Sponsoring
- \ Newsletter

TARGET GROUP⁶⁾

- \ 67% are women
- \ 48% are 20 to 39 years old
- \ 42% are employed
- \ 53% have a net household monthly income of €2,000 or more
- \ 39% have an entrance qualification for a university / a university of applied science / a degree from an institute of higher education
- \ 64% are (very) interested in cosmetics and fashion for women
- \ 40% have bought cosmetics and fashion for women online



⁶⁾Source: AGOF internet facts 2011-06

⁷⁾Source: IWW, August 2011

PRICES AND FORMATS (PLUS VAT)
 STANDARD ADVERTISING MATERIAL CPM IN €

Advertising format	Format (in pixels)	KB	Environment/ homepage	Run of site	Vision Media Run of network	Extra charge for expandable ads
Super banner	728 x 90	40	30	25	15	15
Skyscraper	200 x 600	40	45	40	30	15
Medium rectangle	300 x 250	40	60	55	45	15
Layer ad	400 x 400	40	95	90	80	–
Wallpaper	728 x 90 + 200 x 600	80	80	70	60	15
Fireplace	1263 x 1024	120	90			
Half-page ad	300 x 600	40	80	70	65	–
Tandem ad	400 x 400 + 200 x 600 400 x 400 + 300 x 250	60	105	95	85	–

SPECIALS

Banderole ad	770 x 250 + 200 x 250	50	80	70	60	–
Prestitial/interstitial	Full-screen	50	120	110	90	–

EXAMPLE OF PRICE CALCULATION IN €

The price for posting ads is calculated from the CPM of the desired advertising format and the number of ad impressions (AIs).

No. AIs:	100,000
Format:	728 x 90 super banner
Placement:	homepage
CPM:	30
Calculation:	100,000 x 30/1,000
Cost:	3,000

PRICES AND FORMATS (PLUS VAT)
STANDARD ADVERTISING MATERIAL CPM IN €

Advertising form	Format (in pixels)	Homepage/section
HTML-NEWSLETTER ca. 41,000 subscribers	Picture/text teaser with max. 200 characters, graphic 200 x 150 px	On request (sent out on Wednesdays)
TARGETING		
Quantitative targeting	Time, region, frequency capping etc.	No surcharge
INTEGRATION*		
Promotion package S/M/L	4 weeks	7,500/12,500/19,250
Product test	8 weeks	15,000
Competition	2 weeks	1,800
Competition	4 weeks	2,500

*No further price discounts, agency commission deduction possible.
The Terms and Conditions of InteractiveMedia CCSP GmbH apply (www.interactivemedia.net).

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www.vision-media.de

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Region Nielsen IIIa
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Region Nielsen IV
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K.media
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See contact Madrid

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