

# Price List No. 3

effective ab 01.01.2012

# OFFICIEL HOMMES

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## Title Profile

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L'OFFICIEL HOMMES

### THE MAGAZINE PROFILE

L'Official Hommes – one of the world's best fashion magazines for men – has been available in Germany since 2010.

L'Official Hommes does not react to the fashion zeitgeist – it sets the fashion zeitgeist.

L'Official Hommes – what the ambitious man needs to know, four times a year – the most important trends in fashion, body care and culture.

OFFICIEL  
HOMMES



MADAME VERLAG GMBH

## 2 Publisher's Data

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HOMMES

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L'OFFICIEL HOMMES

### Publisher

MADAME Verlag GmbH

### Address

L'OFFICIEL HOMMES Advertising Department  
Leonrodstraße 52, 80636 Munich, Germany

### Visitors

Leonrodstraße 52, 80636 Munich, Germany

### Telephone

+49 89 551 35-0

Direct Dial Advertising Department:

Management MADAME Verlag:

+49 89 697 49-250

Advertising Sales Management:

+49 89 551 35-268

Advertising Sales:

+49 89 551 35-230

Advertising Scheduling:

+49 89 551 35-116/-119

### Fax

+49 89 551 35-110

### E-Mail

See back/contacts

### Bank Account Details

Sparkasse Lörrach-Rheinfelden

IBAN: DE71 6835 0048 0001 0762 80

BIC: SOLADES1LOE

VAT ID Number: DE271427361

### Frequency of Publication

four times a year

### Print Run

60,000

### Copyprice:

8 €

PZ-No.: 537544

### Sizes

Magazine size:

225 mm width, 295 mm height

### Payment Terms

Our Group requirements for new clients: advance payment with the first booking, payable by the data delivery date.

### 3 Sizes & Rates

Sizes	Bleed <sup>1</sup>		Prices in €
	Width mm	Height mm	b/w and 4-colour
1/1 page	225	295	13,800
Double-page Spreads			
2/1 page	450	295	27,600

#### Special Placements

Placement		Prices in €
3rd cover page	1/1	15,500
4th cover page	1/1	21,800
2nd cover page in combination with page 3 <sup>2</sup>	2/1	38,000
1. double-page spread	2/1	36,000
2. double-page spread	2/1	35,500
3. double-page spread	2/1	35,000
4. double-page spread	2/1	34,500
5. double-page spread	2/1	34,000

<sup>1</sup>Bleed allowance: 5 mm per cut edge; special formats available on request.

<sup>2</sup>2nd cover page can only be booked as a double page in combination with page 3.

### 3 Sizes & Rates

Discounts (on purchase within a contract year). The discounts are valid for all print turnover in L'Officiel Hommes.

Scales of frequency		Scales of volume		Scales of turnover <sup>1</sup>	
for appearing 3 times	3%	from 3 pages	5%	from € 41,400	5%
for appearing 6 times	5%	from 6 pages	10%	from € 82,800	10%
for appearing 12 times	10%	from 9 pages	15%	from € 124,200	15%
for appearing 24 times	15%	from 12 pages	20%	from € 165,600	20%

### 4 Schedule

Issue no.	First day of sale	Advertising closing date	Printing documents closing date	Ad Specials
01/12	29.03.12	27.02.12	27.02.12	12.03.12
02/12	28.06.12	28.05.12	28.05.12	11.06.12
03/12	27.09.12	27.08.12	27.08.12	10.09.12
04/12	06.12.12	05.11.12	05.11.12	19.11.12

<sup>1</sup>The basis for the scale of turnover is the gross rate for advertising insertions

	Loose Inserts <sup>1,2</sup> Printed products supplied ready for processing to be inserted loosely.		Bound-in Inserts <sup>1,2</sup> Printed products that are bound firmly into the magazine.		Tip-ons <sup>1,2</sup> Products supplied ready for processing that are glued to an advertising page and can be removed by the reader.	
Price per thousand in €	Weight	Price <sup>1</sup>	Length	Price <sup>1</sup>	Type of tip-on	Price <sup>1</sup>
	up to 25 g	95	up to 2 pages	100	postcards <sup>5</sup>	55
Ad specials are not	up to 30 g	100	up to 4 pages	120	Booklet from <sup>2</sup>	70
subject to discounts,	up to 50 g	105	up to 8 pages	135	Merchandise sample from <sup>2</sup>	70
only to agency commission			up to 12 pages	140	CD from <sup>2</sup>	70
			up to 16 pages	145		
			up to 20 pages	150		
Total print run (Germany + Austria + Switzerland), partial print run possible						
Booking options	\ Minimum print run 2,000 copies		\ Minimum print run 10,000 copies		\ Minimum print run 10,000 copies	
	\ Agreement of conditions in advance with the publisher		\ Agreement of conditions in advance with the publisher		\ Agreement of conditions in advance with the publisher	
	\ Processing surcharge: plus 2%, but at least 100 copies		\ Processing surcharge: plus 2%		\ Processing surcharge: plus 2%	
Dimensions (width x height)	minimum size	105 mm x 148 mm <sup>3</sup>	125 mm x 150 mm (incl. trim) <sup>4</sup>		60 mm x 100 mm	
	maximum size	215 mm x 285 mm <sup>3</sup>	235 mm x 305 mm (incl. trim) <sup>4</sup>		148 mm x 210 mm	
					CD/Merchandise sample – on request	
minimum weight	for 2 pages DIN A6/A5 min. 150 g/qm		2 pages min. 100 g/qm		on request	
	for 4 pages DIN A5/A4 min. 90 g/qm		4 – 6 pages min. 80 g/qm			
maximum weight	70 g / Exemplar					

<sup>1</sup>Machine processing.

<sup>2</sup>All prices vary depending on weight and size.

<sup>3</sup>In the case of multi-page inserts, there has to be one closed page.

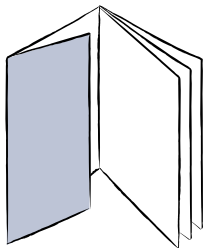
<sup>4</sup>Size compliant with L'Officiel Homme, trimmed to 225 mm width and 295 mm height. In a binding per page 3 mm grind off; equal to each double-page spread 6 mm. Front and tail trim min. 3 mm, Header trim 6 mm.

<sup>5</sup>Please note the postal regulations in Germany

	Technical Notes	Delivery (conditions upon request from publisher)
	Before the order is placed, we request that at least 10 samples be delivered to the publisher (Advertising Scheduling).	Every consignment and the enclosed delivery note must be identified as follows:
Loose Inserts	<p>The following applies to machine processing: the weight of the loose insert must not exceed that of the magazine. Loose inserts must be bound on one side; inserts with an accordion fold (zigzag) cannot be processed by machine. Specific placement cannot be guaranteed.</p> <p>Deviating formats/designs and specific placements are possible on request and for a surcharge. Inserts with glued-on elements and die-cut contours must be discussed with the publisher and samples, sketches, or detailed product descriptions must be provided in advance.</p>	<ul style="list-style-type: none"> <li>\ Content (loose insert, bound-in insert, tip-on, merchandise sample)</li> <li>\ Magazine title and issue</li> <li>\ Total quantity, number of packed units.</li> </ul>
Bound-in Inserts	Bound-in inserts must be supplied folded.	The consignment must be packaged securely on Euro pallets. Banderoles, ties/elastic bands, and other packaging aids should be avoided. Cardboard boxes must not be glued. The earliest delivery is five working days before the delivery date according to the media data.
Tip-ons	<p>Tip-ons require a 1/1 page carrier advertisement. The following applies to machine processing: placement only on certain pages. Minimum distance on all sides to the margin/gutter: min. 20 mm. Slight positioning deviations are within the tolerance range. Booklets must be bound on one side, with the processed edge towards the gutter. CD packaging requires a gripper margin. Merchandise samples, products packaged in plastic, and CDs are possible only after discussion with the publisher and after samples have been supplied.</p> <p>Deviating formats/designs and specific placements are possible on request and for a surcharge. Any disposal costs incurred shall be borne by the client. The client must bear the costs of any additional expense arising from non-compliance with the Technical Notes. The publisher shall be exempt from claims by third parties that may arise from the tip-on. Optical distortion of the tip-on where it is glued occurs during production and is not a reason for complaint.</p>	

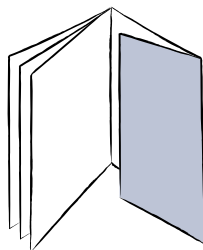
## 6 Special advertising formats

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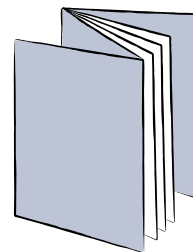
### Cover with folded front page (Cover gatefold with page 3)

Advertising page(s) folded on one side – the 2nd cover page. A total of 4 – 6 advertising pages are available.



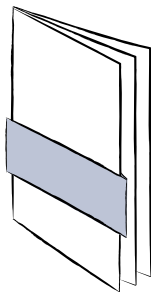
### Cover with folded back page (Back gatefold with 3rd cover page)

Advertising page(s) folded on one side – the 3rd cover page. A total of 4 – 6 advertising pages are available.



### Cover with folded full-page front (Cover gatefold with outward folding)

A total of 2 – 4 advertising pages are available.



### Paper banderole

A printed / punched banderole – a narrow paper strip – is positioned manually around the copy and fixed with a transparent glue dot. The reader has to remove the banderole before opening the magazine, which makes it particularly eye-catching.

### Tipped-in banderole

The banderole leads directly to an advertisement. In this case, the banderole leads to an additionally booked 2-page advertisement.

Banderoles can only be booked on request!

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# 7 Advertorials

Advertorials are advertisements with an editorial look and a layout that can basically have the characteristics of an editorial page of the magazine. Advertorials can be designed by the advertisers themselves, but at the request of the customer, the publishing company can also provide the individual design if at least 1/1 page is booked.

The advertising price is the same as the regular page price and is subject to discount and agency commission.

Due to German media law, which requires a strict separation between editorial content and advertisements, an advertorial has to be clearly marked as an ADVERTISEMENT.

## Production Costs

1/1 page € 2.000

The production costs cover the layout, copy, and reproducible printing documents. They are not subject to agency commission or discount. Individual requests, such as photo shoots or illustrations, will be charged separately.

## Processing

Advertorial pages need a longer handling time. The picture and text material has to be provided at least 6 weeks before the advertising deadline of the requested issue.

The advertorial will be created in a printable form after two adjustments with the customer at most.

In the case of repetitions, technical costs will be charged to the customer. First repetition 70%, further repetitions 50%.

## 8 Technical Guidelines/Handling

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### Sizes

- 1/1 page: 225 mm x 295 mm  
+ 5 mm trim on all sides
- 2/1 page: 450 mm x 295 mm  
+ 5 mm trim on all sides

### Printing process

- Body: offset  
digital proof in ISOcoated\_V2\_eci
- Cover: offset  
digital proof in ISOcoated\_V2\_eci

### Paper

- Cover: 250 g/m<sup>2</sup> woodfree double-coated glossy illustration printing paper, UV varnish
- Body: 90 g/m<sup>2</sup> woodfree double-coated glossy illustration printing paper

### Binding

Perfect binding

### Printing Copies

#### Please send data to:

ftp.meyle-mueller.de  
User: vision\_media\_loh  
Password: h95m4qG6D

Please include a written reference to the magazine concerned, **e.g. L'Officiel Hommes, issue no./year, advertiser.**

Transmissions without a written notification cannot be processed!

### Digital Printing Copies

With individual adjustment, Epson/GMG or ICC.

### Delivery of printing documents

Layout files:

InDesign, QuarkXPress, Illustrator, PDF

Picture files:

Photoshop (Mac and PC)

Colour pictures:

EPS, TIFF in CMYK-Modus, 300 dpi or 120 l/cm,  
NO spot colours!

b/w-pictures:

EPS, TIFF in grey level mode, 300 dpi or  
120 l/cm

Line art:

TIFF in Bitmap mode, 1200 lpi or 480 l/cm

Fonts:

OpenType fonts can preferably be used. This is also the case for any illustrations or logos in EPS format. Type must not be smaller than 6 pt. Line weights min. 0.5 pt (negative 0.6 pt). Digital modification of typefaces is not allowed.

## 8 Technical Guidelines/Handling

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### Supplying printing documents

CD-ROM (ISO 9660)

Labelling of the data carrier:

Data carriers must be supplied with a printed list of contents.

A data carrier shall contain only one fully corrected advertisement identified as (JOB): with a written reference to the magazine concerned, e.g. **L'Officiel Hommes, issue no./year, advertiser** including details of a contact person to clarify technical problems with the data supplied.

### 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.

### Delivery address for printing documents

MADAME Verlag GmbH

Advertising Scheduling

Attn. Sylvia Salzmann/Doreen Kottler

Leonrodstraße 52

80636 Munich

Germany

### Contact at the Publisher

Advertising Scheduling

### Sylvia Salzmann

Phone: +49 89 551 35-119

Fax: +49 89 551 35-35 119

E-Mail: [sylvia.salzmann@madame-verlag.de](mailto:sylvia.salzmann@madame-verlag.de)

### Doreen Kottler

Phone: +49 89 551 35-116

Fax: +49 89 551 35-35 116

E-Mail: [doreen.kottler@madame-verlag.de](mailto:doreen.kottler@madame-verlag.de)

### Note on external products in magazines –

also applies to side products cited in the price.

An information sheet on "Technische Richtlinien Fremdprodukte in Zeitschriften", published by BUNDESVERBAND DRUCK UND MEDIEN, can be ordered directly from: BUNDESVERBAND DRUCK UND MEDIEN E. V., Biebricher Allee 79, 65187 Wiesbaden, Germany

# 8 Fax Form for Providing the Data on the Server

!! Please send Fax to both addresses !!

OFFICIEL  
HOMMES

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L'OFFICIEL HOMMES

To

Meyle+Müller GmbH +Co.KG

Fax: +49 (0) 7231 941-297

MADAME Verlag GmbH

Advertising Scheduling

Attn. Sylvia Salzmann, Doreen Kottler

Leonrodstraße 52

80636 Munich, Germany

Phone: +49 89 551 35-119/-116

Fax: +49 89 551 35-35 119

From

Company:

Contact person:

Phone:

Fax:

E-Mail:

A colour-binding digital proof has been made of the data supplied (according to the guidelines on pages 10-11 of the media kit LOH 2012) and also sent to MADAME Verlag GmbH on .....

Date

## Advertisement Information

For L'Officiel Hommes issues:

Client:

Motif:

Colours:

**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.**

Date

Signature

MADAME VERLAG GMBH

## ISSUE 01/2012

(FIRST DAY OF SALE 29 MARCH 2012,  
AD DEADLINE 27 FEBRUARY 2012)

- Focus on fashion, the latest runway fashion trends
- Body care
- Accessories (watches, jewellery, bags)
- Art
- Culture
- Film, music

## ISSUE 02/2012

(FIRST DAY OF SALE 28 JUNE 2012,  
AD DEADLINE 28 MAY 2012)

- Fashion
- Body care
- Travelling
- Diet
- Sports
- Accessories (watches, jewellery, bags)
- Art
- Culture
- Film, music

## ISSUE 03/2012

(FIRST DAY OF SALE 27 SEPTEMBER 2012,  
AD DEADLINE 27 AUGUST 2012)

- Focus on fashion, the latest runway fashion trends
- Body care
- Accessories (watches, jewellery, bags)
- Art
- Culture
- Film, music

## ISSUE 04/2012

(FIRST DAY OF SALE 6 DECEMBER 2012,  
AD DEADLINE 5 DECEMBER 2012)

- Focus on accessories (watches, jewellery, bags)
- Fashion
- Body care
- Consumer electronics
- Art
- Culture
- Film, music

## PUBLISHER:

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www.madame.de

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## AD SALES REPRESENTATIVES NATIONAL:

Region Nielsen I  
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Fax: +49 (0) 40 209 40 39-9  
peer.mazaraki@vision-media.de

Region Nielsen II  
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Fax: +49 (0) 211 164 52 89-9  
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Region Nielsen IIIa  
Partners Concept Media  
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ehle@partners-concept-media.com  
timosci@partners-concept-media.com  
www.partners-concept-media.com

Region Nielsen IIIb  
Verlagsbüro Leo Krimmer GmbH  
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73230 Kirchheim/Teck  
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Fax: +49 (0) 7021 71733  
stuttgart@krimmer.com  
www.krimmer.com

Region Nielsen IV  
Media Anzeigen-Verkaufs GmbH  
**Markus Pienl**  
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GERMANY  
Phone: +49 (0) 89 74 50 83-0  
Fax: +49 (0) 89 759 55 01  
info@mav-muenchen.com  
www.mav-muenchen.com

Region Nielsen V, VI, VII  
Verlagsbüro Leo Krimmer GmbH  
**Ralf Hünninghaus**  
Bülowstraße 66  
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GERMANY  
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Fax: +49 (0) 30 89 38 27-33  
berlin@krimmer.com  
www.krimmer.com

## AD SALES REPRESENTATIVES INTERNATIONAL

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Thomas Pelzel OHG  
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