



MEDIA KIT - 2011  
SPRING SUMMER | AUTUMN WINTER

inview™ 



## INVIEW LIFESTYLE MAGAZINE

Tailor made articles for a young, influential and decadent society presented in a clean and suitable design - these are the reasons why "Inview magazine" is one of the most promising, new magazines that is heading to be the next must-have item.

The content functions as **the perfect guide for the jet-set lifestyle avant-garde**. We deliver our readers information about trend setting fashion and style, grooming and fitness, cars and lifestyle goods, travel and the best night outs.

Our distribution network covers the western European metropolises, including the whole of Germany and Monaco.

### 3 | GENERAL INFORMATION



**HEAD QUARTERS:**

Inview Magazine  
Korianderstrasse 11  
D-65191 Wiesbaden  
Germany

**TELEPHONE:**

+49 (0) 611 98 82 68 16

**FAX:**

+49 (0) 611 52 55 51

**INTERNET:**

[www.inviewmagazine.com](http://www.inviewmagazine.com)

**FREQUENCY:**

twice a year

**COVER PRICE:**

5,00  CHF 10,00 | £ 6,00 | 8,00 USD

**CIRCULATION:**

10.000 copies

**WEBREADERS:**

18.000 times in 6 month per issue

**TERMS OF PAYMENT:**

14 days

**BANK DETAILS:**

Wiesbadener Volksbank  
A/C no. 43 300 903, Bank code 510 900 00

**GENERAL TERMS  
AND CONDITIONS:**

All advertising orders are executed exclusively  
in accordance with the general terms and  
conditions of inview.  
These can be found on the internet at:  
[www.inviewcg.com/inview/agb](http://www.inviewcg.com/inview/agb)

**EDITOR IN CHIEF:**

Antoine Henrich

**ADVERTISING MANAGER:**

Julien Crossfield  
[jc@inviewcg.com](mailto:jc@inviewcg.com)  
+49 (0) 173 68 72 341

## 4 | MORE INFORMATION



### DISTRIBUTION:

#### Stores

To reach our target group precisely, inview magazine is only sold and delivered in chosen fashion and lifestyle stores, that are located in European metropolises.

#### News Stands

Inview magazine will be sold at news stands in central locations, like airports and railway stations.

#### Lufthansa Lounges

The magazine is available at the Lufthansa first class terminal, business & senator lounge in Germany.

#### Subscriptions

The magazine will be sent to more then 650 inview subscribers.

### COUNTRIES:

Germany, France, Monaco, Italy, United Kingdom, Switzerland and Austria.

### WEB MAGAZINE:

An animated flash version of the actual printed inview magazine is also available on our website and will be published on chosen and well known websites.

### SCHEDULE:

#### ISSUE 002 (SPRING - SUMMER)

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Promotion booking deadline	March 14 <sup>th</sup> 2011
Ad booking deadline	March 21 <sup>st</sup> 2011
Data delivery	March 21 <sup>st</sup> 2011
First day of sale	<b>March 31<sup>st</sup> 2011</b>

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#### ISSUE 003 (AUTUMN - WINTER)

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Promotion booking deadline	September 06 <sup>th</sup> 2011
Ad booking deadline	September 13 <sup>th</sup> 2011
Data delivery	September 13 <sup>th</sup> 2011
First day of sale	<b>September 23<sup>rd</sup> 2011</b>

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The first day of sale is subject to change. If other booking dates have been agreed to in writing, then the aforementioned deadlines do not apply (includes all supplements). We reserve the right, in all editions, to make any necessary technical changes in production, processing and dates of publication.

If the print documents are not submitted in time, this might affect the positioning and the print quality. In such a case, any complaints will not be regarded as justifiable.

## 5 | BASIC RATES AND DISCOUNTS



**ADVERTISING RATE:** 1/1 page € 1000 | \$ 1369,80\*

### PREMIUM AND PERMANENT POSITIONS:

#### Cover Pages

The second cover page is only available as a double page with page 3.

#### Permanent positions / premium positions

Preliminary reservations must be firmly booked within a period of time specified in writing for each. In case that this predetermined period is not adhered to, the reservation is automatically forfeited. Permanent placements require the written consent of inview magazine.

### DISCOUNTS:

Quantity discount scale	
from 3 pages	6,0%
from 5 pages	9,0%
from 10 pages and more	20,0%

### SPECIAL DISCOUNTS:

20% retail discount
3% shades of class members
10% tourism businesses
10% gastronomy
10% hotels
(no further discount after quantity scale)

\* USD prices are presented for comparison only and are due to currency-change differences. All Invoices from inview magazine will be in € (EUR) only.

## 6 | ADVERTISEMENT RATES AND FORMATS

SIZE IN SEGMENTS	DATA FORMAT	FINAL FORMAT	ADVERTISING RATES 4c   b/w
2/1 pages**	432mm x 303mm	420mm x 297mm	€ 1650   \$ 2260,17*
1/1 page	216mm x 303mm	210mm x 297mm	€ 1000   \$ 1369,80*
1/2 page vertical	108mm x 303mm	105mm x 297mm	€ 650   \$ 890,37*
1/2 page horizontal	152mm x 216mm	149mm x 210mm	€ 650   \$ 890,37*

### PREMIUM POSITIONS

Opening spread	2nd cover page and page 3 (U2 + P3)	€ 3390   \$ 4643,62**
Cover pages	3th cover page (U3)	€ 1800   \$ 2465,64**
	4rd cover page (U4)	€ 2390   \$ 3273,82**

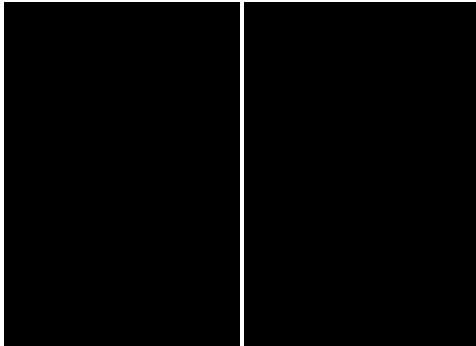
\* USD prices are presented for comparison only and are due to currency-change differences. All invoices from inview magazine will be in € (EUR) only.

\*\* If text or important picture elements cross the binding of a double page, the picture data must have doubling in the middle of 4mm per page.

Delivery, however, as **two separate single-page PDFs (= 2 files)**! This binding allowance must be included in the data format of the double page.

\*\*\* We are small business owners to §19 UStG and exempt of sale TAX. Our prices do not include TAX.

## 7 | ADVERTISING FORMATS



2/1 pages | 432mm x 303mm



1/1 page | 216mm x 303mm



1/2 pages vertical | 108mm x 303mm



1/2 page horizontal | 152mm x 216mm

## 8 | TECHNICAL DEALS / HANDLING



These specifications are subject to change at short notice. Please check our technical information regularly on the internet.

### FORMATS:

**Magazine format:**  
216mm x 303mm  
**Type area:**  
196mm x 277mm

### PAPER:

**Cover:** 235g/m<sup>2</sup>, wood-free, foil matt covered  
**Content:** 135g/m<sup>2</sup>, wood-free, matt covered  
A possible translucence of the the reverse page in the case of bright advertising motifs can not be excluded.

### BINDING:

Glued

### PRINT DOCUMENTS:

The delivery of files is possible **exclusively** in PDF format version 1.4 or 1.6 (according to guidelines we have provided) and a color-consistent proof.

Please take particular care that double-sided advertisements must be delivered as **two separate single-page PDFs (= 2 files)**. If other file formats, erroneous PDF files or (regarding colour deviation) if no or no correct proofs are delivered no complaints will be considered. Incidental costs incurred for proof reading and file checking will be forwarded to you.

Inview magazine guarantees first class quality in print production, providing a proof of adequate quality was delivered. adherence to the print data timetable is necessary in this regard. In the case of the print data being produced by Inview magazine, these costs will be billed separately.

### DATA CARRIER:

Please deliver us the PDF data via CD-ROM, DVD-ROM, FTP or email (max. 18mb).  
**The delivery of digital files must be accompanied by a proof.**

### DELIVERY:

Inview CG  
Advertising Service Inview  
Korianderstrasse 11  
D-65191 Wiesbaden  
Germany  
-or-  
ads@inviewcg.com

### CONTACT PERSON:

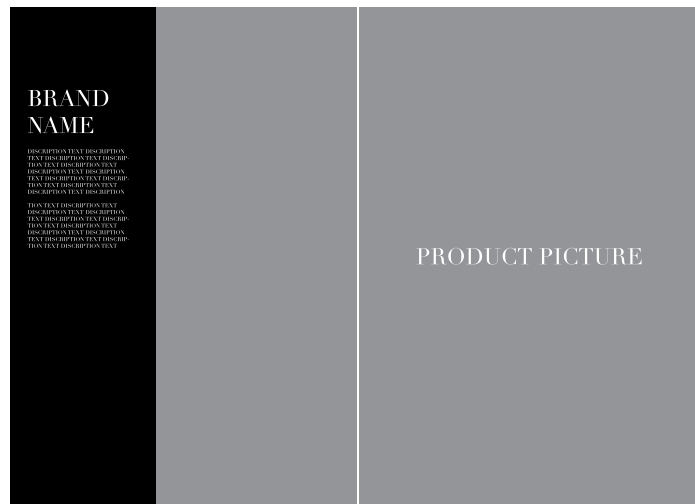
(Advertising manager)

Julien Crossfield  
Phone: +49 (0) 173 68 72 341  
jc@inviewcg.com

## 9 | PROMOTIONS

- PROMOTION SIZE:** 2/1 pages
- PRICING:** One product promotion € 790,00 | \$ 1082,14\*
- HANDLEING:** We receive from you your product or product picture (300dpi) and a description on this product (max. 210 words). We will then take a high quality shot of your product. We will than spread your product on a double page with a description.

### LAYOUT SAMPLE:



\* USD prices are presented for comparison only and are due to currency-change differences. All Invoices from inview magazine will be in € (EUR) only.

## THE inview™ READER

is in his age prime

ø-age: 34 years

has a high income

ø-net household income monthly: □4000

is well educated

48% have at least A-Level

has a successful career

89% value professional success

is a trendsetter

People with a flair for at latest: 25%

is luxury orientated

Luxury orientated consumers: 79%

is quality orientated

Mostly quality orientated consumers: 42%

is opinion leader

People with strong identities: 52%



PRINT



ONLINE



INTERACTIVE