

MEDIA KIT

inter/VIEW



2018

PRINT



DISTRIBUTION

Frequency: 6 issues per year
ø sold issues: 70.000 copies
Price per copy: 9,80€
PZN: 501126

EXCLUSIVE SALES

Global distribution: selected newsstands, airports and railway bookshops, editions in selected hotels (5-star, lifestyle/designer hotels), sports clubs, spas, concept stores, golf courses, top hair salons, museums/galleries, private jets and cafés/restaurants.



RATES

1/1 page: 20.400€
2/1 page: 40.800€

PREMIUM PLACEMENTS

Cover gatefold (4 pages): 78.000€
Opening spread: 54.300€
Outside back cover: 32.400€
Inside back cover: 21.400€
1. campaign: 46.500€
2. – 4. campaign: 44.400€
1/1 page facing content 1: 21.900€
1/1 page facing content 2: 21.400€
1/1 page facing EDITORIAL: 21.900€

DISCOUNTS

Scale:
From 3 pages: 5%
From 6 pages: 10%
From 9 pages: 15%
From 13+ pages: 17.5%

Sector Discounts:

For museums and galleries, tourist enterprises, hotels and restaurants: 20%

Agency Commission: 15%

SPECIAL // FIXED PLACEMENTS

Cover Pages

An inside front and back cover will only be provided if at least 2 additional advertising pages are booked in a 12-month period (only in consultation with the publisher). The inside front cover is only offered as a double page spread in conjunction with page 3. The publisher reserves the right to cancel the reservation of cover pages if there is a booking for a cover gatefold.

Fixed / premium placements

Previously reserved pages must be confirmed within a period specified in writing. If this specified period is not complied with, the reservation will automatically lapse. Fixed placements require the written confirmation of the publisher. No free pages may be taken on premium placements.

ALL PRICES IN GERMANY ARE SUBJECT TO VAT THE STATUTORY RATE. ALL PRICES FOR ADVERTISEMENTS ARE IN EURO, 4C OR B/W, AS PER SCALE.

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INTERVIEW	FIRST DAY OF SALE	COPY DEADLINE & LAST DATE FOR CANCELLATION	COPY DEADLINE & LAST DATE FOR CANCELLATION (AD-SPECIALS&US)	DATA TRANSFER DEADLINE
0 1 / 2 0 1 8	2 1 . 0 2 . 1 8	2 4 . 0 1 . 1 8	1 2 . 0 1 . 1 8	3 1 . 0 1 . 1 8
0 2 / 2 0 1 8	1 1 . 0 4 . 1 8	1 4 . 0 3 . 1 8	0 2 . 0 3 . 1 8	2 1 . 0 3 . 1 8
0 3 / 2 0 1 8	3 0 . 0 5 . 1 8	0 2 . 0 5 . 1 8	2 0 . 0 4 . 1 8	0 9 . 0 5 . 1 8
0 4 / 2 0 1 8	2 2 . 0 8 . 1 8	2 5 . 0 7 . 1 8	1 3 . 0 7 . 1 8	0 1 . 0 8 . 1 8
0 5 / 2 0 1 8	2 6 . 0 9 . 1 8	0 5 . 0 9 . 1 8	2 4 . 0 8 . 1 8	1 2 . 0 9 . 1 8
0 6 / 2 0 1 8	2 8 . 1 1 . 1 8	3 1 . 1 0 . 1 8	1 9 . 1 0 . 1 8	0 7 . 1 1 . 1 8



DATA - DELIVERY

PDF/X-3 with Output Intent:
ISOcoated_V2_300_eci.icc
Contact proof 1:1 for ISOcoated_v2_eci

1. Please upload to the following FTP server:

Server: <http://ftp.interview.de>
Port: 21
IP/Server: 176.94.152.130
Username: InterviewAds
Password: 27Magazine01

Please confirm the upload via email to:
advertising@interview.de

Delivery on a data carrier (CD- / DVD-ROM) is possible.

2. We also require a contact proof to the following address:

Atelier Publications Deutschland GmbH & Co. KG
Advertising Service inter/VIEW
Alt-Moabit 104
D-10559 Berlin

TECHNICAL SPECIFICATIONS

Full Bleed Ads (width x height in mm)
464 x 298
232 x 298

Bleed margin on all outer edges 4 mm.

Picture Data:

406 dpi (minimum 300 dpi)

PLEASE NOTE:

Bleed margin on all outer edges: 4 mm for bleed advertisements. For double page advertisements, the left and right page must be delivered separately. If text or important picture elements run through the seam on double pages, the picture data in the middle must have a duplication of 4 mm on each side. Please also send the digital data as a complete double page for free publication in the ePaper (identical to the print edition).

PRINTING PROCESSES

Cover: sheet-fed offset
Content: web offset
Paper: cover 300 g/m2,
content 85 g/m2
Adhesive binding

CONTACT

Susann Buchroth
(Advertising Director)
T +49 30 58 58 449 - 27
susann.buchroth@atelier-publications.de

The specified first dates of sale are non-binding. If other deadlines are agreed in writing, the above deadlines (including all deadlines for supplements) are invalid. The publisher reserves the right to make changes to production, processing and frequency of publication for technical reasons, provided the changes are not significant and are reasonable for the client. The scheduling for advertorials is irrespective of the number of pages and must be requested separately. Late delivery of print documents may impact placements and print quality, which does not entitle the client to any claims, unless otherwise provided for by section 4 or 8 of the general terms and conditions of the publisher.

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BOUND-INSERTS

Exclusive Subscription	Subscription print run
2 pages	150 € 170 €
4 pages	150 € 180 €
6 pages	200 € 270 €
8 – 10 pages	210 € 290 €
12 – 14 pages	260 € 360 €
up to 16 pages	auf Anfrage „ ... “

! PLEASE NOTE !

- 15% surcharge for the first technical station or the first bound insert
- 10% surcharge for the second technical station or the second bound insert

TECHNICAL SPECIFICATIONS

1 sheet (= 2 pages) printed on both sides:

Minimum weight:	115 g/m ²
For 4-6 pages:	80 g/m ²
For 6+ pages:	60 g/m ²

TIP-ONS

Exclusive Subscription	Subscription print run
Postcards	60 € 79 €
Prospekte / Booklets / Brochures / Samples / Credit Card Formats:	
up to 10 g	110 € 130 €
up to 20 g	110 € 140 €

! PLEASE NOTE !

- 15% surcharge for the first technical station or the first tip-on
- 10% surcharge for the second technical station or the second tip-on

Carrier adverts must be at least one full page.



INSERTS

Exclusive Subscription	Subscription print run
up to 20 g	170 € 200 €
up to 30 g	180 € 200 €
over 30 g	on request „ ... “

CONTACT-DETAILS

Susann Buchroth
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DELIVERY ADDRESS

Dierichs Druck + Media GmbH & Co. KG
Frankfurter Straße 168
D-34121 Kassel

interVIEW

Delivery Deadline:

Date of Delivery in agreement with Advertising Sales Manager

General Delivery Notes:

The accompanying documents shall indicate the number of transport units, magazine title and issue number. Each packaging unit should have a clearly visible sample attached on top. To avoid loss of performance and additional costs, all kinds of inserts have to be delivered in batch without rubber band and must not stick together. Please ask for the exact packaging guidelines in the Advertising Service Department.

PLEASE NOTE:

Binding technical details, information on deadlines, samples and delivery can be obtained using the download function at www.ddm.de/downloads. The customer guarantees proper delivery of ad specials and product samples matching the samples reviewed and approved beforehand by Atelier Publications Deutschland GmbH & Co. KG. Atelier Publications Deutschland GmbH & Co. KG cannot accept responsibility for incorrect or damaged goods. The customer will be notified of all foreseeable production costs immediately after review of sample(s). Should unforeseen additional costs occur during the course of processing, Atelier Publications Deutschland GmbH & Co. KG reserves the right to charge these to the customer subsequently.

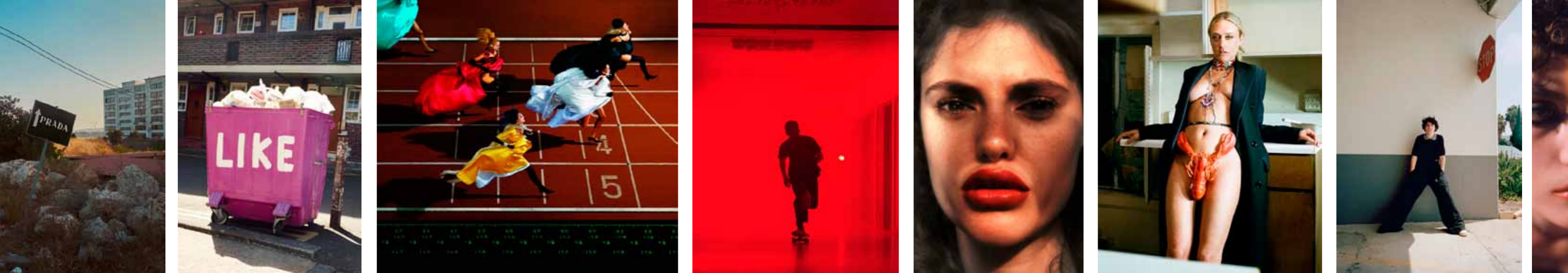
Delivery for Bound Inserts:

Delivery must be in uncut format for further processing with head lay (4 mm).

Samples:

To calculate price and for technical review, a sample and/or exact format and weight details is always required. Please send 5 samples using the stipulated format and paper to the publisher in advance for technical review. After printing, send 10 copies to the advertising service.

AD-SPECIALS



ONLINE

R E A C H

Interview.de achieves over 100k/165k page impressions and over 50k uniques per month.

T A B L E T

Each print issue of **inter/VIEW** is also available as an ePaper on the date of publication of the print magazine. All advertisements in the print edition automatically appear in the respective digital edition free of charge.

S O C I A L - M E D I A

inter/VIEW has more than 120.000 followers on the social networks Facebook (+65.000) and Instagram (+55.000). **inter/VIEW** readers are not only brand- and trend-conscious, they are also particularly well-connected and take on leadership roles.

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ADVERTISING-FORMATS (EURO // TKP)

Standard Skyscraper (160x600)	60 €
Medium Rectangle (300x250)	55 €
Billboard Ad (970x250)	65 €
Halfpage Ad (300x600)	60 €
Superbanner (700x900)	55 €
Small Banner (300x300)	45 €
Site Skin	on request

A D - S P E C I A L S

Advertorial	2.500 €
Raffle	850 €
Sponsorship: full takeover	on request
Microsite: free site-in-site solution	on request

inter/VIEW

IS...

... unpredictable, modern, international, urban, fast, unique, eclectic, visionary, cosmopolitan.

SEES ITSELF AS...

... a creative "cabinet of curiosities" of modern life.

REPRESENTS...

... exclusive interviews, unique content, spectacular photos, behind-the-scenes impressions

IS A MIX OF...

... fashion, art, culture, music, society as well as intellectual aspiration and brazen inquiry

SPEAKS TO...

... the modern, urban people of today who want to be informed about current topics on a daily basis with just the right amount of knowing irreverence and journalistic depth.

PUBLISHER-DETAILS

Atelier Publications Deutschland GmbH & Co. KG
Alt Moabit 104
10559 Berlin
T +49 30 58 58 449-44
F +49 30 58 58 449-48

PAYMENT-TERMS (AFTER INVOICE)

30 days after the date of invoice without discount,
2% discount for payment within 10 days.

PAYMENT-DETAILS

Berliner Sparkasse
IBAN: DE45 1005 0000 0190 0449 42
BIC: BELADEVB33XXX



interVIEW



CONTACT-DETAILS

AD Manager

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(Italy)**

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