

Deutschlands großes Food-Magazin • www.essen-und-trinken.de • 8/2019 • 4,90 €

essen & trinken

**LIEBLING
DER KÖCHE**
EINE WÜRZPASTE
NAMENS MISO

Mallorca
Die besten
Adressen für
Genießer

**WASSER-
MELONE**
Gegrillt zu
Lamm, mit
Pulpo im Salat

SCHNELLE
REZEPTE FÜR
DEN ALLTAG

Für Ihre Gäste
Sommer in Italien

Bruschetta, eine große Schüssel Pasta, Fisch aus dem Ofen, Dolci – so geht Genuss auf Italienisch

Gut vorbereiten:
Rigatoni mit
Ossobuco-Ragout



Rate Card No. 43 - Valid from 01.01.2020

Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	212 x 275	26,100
1/1	normal	inside front cover	212 x 275	30,500
1/1	normal	outside back cover	212 x 275	31,300
2/3	vertical	inner	134 x 275	20,000
1/2	vertical	inner	103 x 275	16,900
1/2	horizontal	inner	212 x 135	16,900
1/3	vertical	inner	73 x 275	12,500
1/3	vertical	Editorial	73 x 275	14,900
3/12	horizontal	inner	212 x 75	9,900

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	424 x 275	52,100
2/1	normal	1st double page in issue	424 x 275	54,700
2/1	normal	inside front cover + page 3	424 x 275	61,000

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing. Furthermore, we reserve the right to give the preferred position to another advertiser who submits a written space order if the advertiser holding a reservation does not submit a written space order within three working days.

Trimming edge: add 5 mm to all sides. Live matter should be at least 5 mm removed from the trimming edge.
Special formats and preferred positions on request.
Advertising splits on request.

ADVERTORIALS

Advertorials are charged according to the currently valid advertising rate plus creation costs, and are included in a contractual year for discount purposes.

CREATION COSTS

(incl. concept, copy and layout, not incl. photo rights and photo productions)

Double page: 3,300

Full page: 2,700

1/2 page: 2,200

1/3 page: 1,900

Additional formats available on request. We will be happy to prepare an individual offer for photo productions. Advertorials are marked with the word "ANZEIGE" (Advertisement). Creation costs are not eligible for agency commission or discounts.

We require briefing, image and text materials no later than three weeks prior to the deadline for copy material – see also Closing Date Schedule.
Timing for individual photo productions on request.

All rates are shown in euros; the rates are in effect from 1 January 2020 for bookings with Gruner + Jahr GmbH respectively for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable.

LOOSE INSERTS						OVERSIZE-INSERTS			
Definition	Loose inserts are products which are supplied ready for loosely inserting in the magazine with the closed side to the binding edge. The maximum weight must be determined in advance. Product samples and CDs on request.					Oversize loose inserts extend outside the head of the issue (headers). They are loosely inserted in the magazine with the closed side to the binding edge. The maximum weight is subject to agreement.			
Rates per 1,000	Weights up to	Total	Subs	Partial circ. ex. Subs		Weights up to	Total	Subs	Partial circ. ex. Subs
	20 g	128	192	152		20 g	204	306	244
	30 g	144	216	172		30 g	231	346	276
	40 g	159	239	192		40 g	254	383	306
	50 g	173	260	209		50 g	277	416	334
	60 g	190	283	226		60 g	303	453	361
	every addl. 10 g	+16	+21	+18		every addl. 10 g	+22	+40	+28
	Loose inserts with tip-on elements on request.								
Circulation	Minimum circulation: 50,000 copies or domestic subscription circulation, total only					Minimum circulation: 50,000 copies or domestic subscription circulation, total only			
GLUED INSERTS						BOUND INSERTS			
Definition	Glued (tip-on) inserts are products which are supplied ready for processing and glued to a carrier ad so that they can be easily removed by the reader.					Bound inserts are printed materials/brochures from a single advertiser that are firmly bound into the issue. They can either be delivered ready for processing or produced by us on request.			
Rates per 1,000	Special ad format	Weights up to	Total	Subs	Partial circ. ex. Subs	Pages	Total	Subs	Partial circ. ex. Subs
	Booklet	10 g	92	139	111	4	158	237	189
	Booklet	20 g	112	169	135	8	181	271	217
	Booklet	30 g	130	195	156	12	198	298	238
	every addl. 10 g		+16	+22	+18	16	216	324	260
	Product sample	10 g	123	184	147	every addl. 4 pages	+17	+22	+20
	Product sample	20 g	137	205	164				
	Flat spray / Teabags*		141	211	169				
	*Plus 37 EUR per 1,000 additional technical costs and 50 EUR per 1,000 postal fees for thicker products. Other tip-ons on request.					Bound inserts with tip-on elements on request.			
Circulation	Minimum circulation: 100,000 copies or total domestic subscription circulation Carrier ad: minimum full page in the total circulation (rate according to rate card)					Minimum circulation: 100,000 copies or total domestic subscription circulation			
Price Quotes	Rates per thousand copies started. Rates for special ad formats may increase if their processing causes problems. Special ad formats from more than one advertiser are possible following special agreement. Weight-related postal fees charged by the German Post for booking the subscription circulation are included in these prices. If the minimum booking quantity is not reached, the minimum booking quantity is used as the basis for calculating the price.								
Circulation	For technical reasons the booked circulations are subject to fluctuation. For this reason the quantity of special ad formats actually required must be determined when placing the order. Different versions in the same issue are only possible on request.								
Technical Information and Delivery	Binding technical information, deadlines, samples, as well as delivery can be downloaded from www.adspecial-portal.de . An inquiry regarding the circulation can also be placed through the portal. In the event of any processing difficulties, the completion of the circulation takes precedence over the special ad format.								
Print Service	On request, the special ad formats can be produced by the publisher. Prices on request.								
<p>The price for the total circulation will be used when calculating the rate for the total circulation, the domestic circulation incl. subs and the domestic circulation without subs.</p> <p>All rates are shown in euros; the rates are in effect from 1 January 2020 for bookings with Gruner + Jahr GmbH respectively for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable.</p>									

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Last Minute Ads	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
2/20	08/01/2020	02	04/12/2019	13/12/2019	27/11/2019	17/12/2019
3/20	12/02/2020	07	15/01/2020	22/01/2020	08/01/2020	28/01/2020
4/20	11/03/2020	11	12/02/2020	19/02/2020	05/02/2020	25/02/2020
5/20	15/04/2020	16	16/03/2020	23/03/2020	09/03/2020	27/03/2020
6/20	13/05/2020	20	14/04/2020	21/04/2020	03/04/2020	27/04/2020
7/20	10/06/2020	24	11/05/2020	18/05/2020	04/05/2020	25/05/2020
8/20	08/07/2020	28	10/06/2020	17/06/2020	03/06/2020	23/06/2020
9/20	05/08/2020	32	08/07/2020	15/07/2020	01/07/2020	21/07/2020
10/20	09/09/2020	37	12/08/2020	19/08/2020	05/08/2020	25/08/2020
11/20	14/10/2020	42	16/09/2020	23/09/2020	09/09/2020	29/09/2020
12/20	11/11/2020	46	14/10/2020	21/10/2020	07/10/2020	27/10/2020
1/21	09/12/2020	50	11/11/2020	18/11/2020	04/11/2020	24/11/2020

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing.
For technical reasons only best-possible positions can be offered for last-minute ads (only one full page possible).

In addition to the ESSEN & TRINKEN main issues, single-topic SPEZIAL issues are also published. The SPEZIAL issues contain the concentrated competence of the ESSEN & TRINKEN editors on the respective major topic. The ESSEN & TRINKEN SPEZIAL issues are on sale for around 12 weeks.

During 2020 SPEZIAL issues will appear on the following topics:

- 1/20 Low Carb
- 2/20 Vegetables
- 3/20 Healthy and Happy from 50 On
- 4/20 Bestseller: "That was quick!"
- 5/20 Special Christmas Issue: "In the Christmas Bakery"

COVER PRICE 8.00 EUR

CIRCULATION 90,000 print run (publisher's figure)



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	212 x 275	10,900
1/1	normal	outside back cover	212 x 275	13,100
1/2	horizontal	inner	212 x 135	6,600
1/3	vertical	inner	73 x 275	5,000

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	424 x 275	21,800

Rates for special ad formats on request.

All rates are shown in euros; the rates are in effect from 1 January 2020 for bookings with Gruner + Jahr GmbH respectively for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable.

Trimming edge: add 5 mm to all sides. Live matter should be at least 5 mm removed from the trimming edge.

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Last Minute Ads	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/20	08/01/2020	02	04/12/2019	13/12/2019	27/11/2019	17/12/2019
2/20	15/04/2020	16	16/03/2020	23/03/2020	09/03/2020	27/03/2020
3/20	10/06/2020	24	11/05/2020	18/05/2020	04/05/2020	25/05/2020
4/20	05/08/2020	32	08/07/2020	15/07/2020	01/07/2020	21/07/2020
5/20	28/10/2020	44	30/09/2020	07/10/2020	23/09/2020	13/10/2020

ESSEN & TRINKEN THERMOMIX® SPEZIAL is a member of the ESSEN & TRINKEN family and stands – just like its relatives – for pure enjoyment, high-class recipe inspiration and the joy of cooking.

The single-topic SPEZIAL issues contain recipes developed in the ESSEN & TRINKEN test kitchen especially for Thermomix® cooking technology. Recipes that are guaranteed to succeed.

During 2020 two SPEZIAL issues will appear:

1/20 Bestseller: Hits from Italy

2/20 Bestseller: The Best Party Recipes



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	Inner section	212 x 275	10,900
1/1	normal	Outside back cover	212 x 275	13,100
1/2	vertical	Inner section	103 x 275	6,600
1/2	horizontal	Inner section	212 x 135	6,600
1/3	vertical	Inner section	73 x 275	5,000

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	Inner section	424 x 275	21,800

Rates for special ad formats on request.

All rates are shown in euros; the rates are in effect from 1 January 2020 for bookings with Gruner + Jahr GmbH respectively for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable.

Trimming edge: add 5 mm to all sides. Live matter should be at least 5 mm removed from the trimming edge.

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
01/2020	04/03/2020	10	21/01/2020
02/2020	27/05/2020	22	09/04/2020

PUBLISHER	G+J Food & Living GmbH & Co. KG
POSTAL ADDRESS	Brand Solutions + Direct Sales PO Box 33, 20444 Hamburg
VISITOR ADDRESS	Am Baumwall 11, 20459 Hamburg
MARKETERS	G+J eIMS, 20444 Hamburg, www.gujmedia.de Ad Alliance GmbH, 50679 Köln, www.ad-alliance.de
ORDER PROCESSING	Fax: (+49-40) 37 03 - 58 87 Email: auftragssteuerung@guj.de E-mail: auftragssteuerung@ems.ad-alliance.de OBS: Ads can also booked via the Online Booking System (OBS). www.obs-portal.de
	
AD MANAGEMENT	Phone: (+49-40) 37 03 - 23 48
SPECIAL AD FORMATS	Phone: (+49-40) 37 03 - 22 59
COPY MATERIAL	Mohn Media Mohndruck GmbH – Anzeigen MAT Email: anzeigen@bertelsmann.de Phone: (+49-5241) 80 - 897 00 Technical Specifications: Current and binding English-language information is available under: www.duon-portal.de Delivery of Copy Material: The centralized delivery address for copy material is: www.duon-portal.de For support please contact: support@duon-portal.de Telephone hotline: (+49-40) 37 41 - 17 50
	
	
INTERNET	www.internationalmediasales.net/essen-und-trinken
FREQUENCY	monthly
ON SALE DATE	Wednesday
COVER PRICE	4.90 EUR
PZN	ESSEN & TRINKEN 530097
CONDITIONS OF PAYMENT	Payment is due within 45 days after invoicing. A 2 % discount is granted for payments within 10 days after invoicing, provided no other amounts are outstanding. Special discounts are not eligible for a prepayment discount. An automatic bank debit transfer can be arranged. If an outstanding amount is not paid by the date of required payment, all other outstanding amounts are immediately due regardless of any payment agreements which had been previously made. Penalty interest on arrears will be charged according to Section 8 of the General Conditions of Business and based on current bank interest rates for running account credits.
CONDITIONS OF BUSINESS	All business conducted is subject to the Publisher's Conditions of Payment and Terms of Trade which are available from the publisher or under www.gujmedia.com/COB respectively under www.ad-alliance.de/AGB . Tax regulations require that you include your Company Tax Number and/or Turnover Tax ID when placing an advertising space order.
THE INFORMATION CONTAINED IN THIS RATE CARD IS SUBJECT TO CHANGE DURING THE COURSE OF THE YEAR. A CURRENT RATE CARD CAN BE FOUND UNDER WWW.INTERNATIONALMEDIASALES.NET . THE ENGLISH RATE CARD IS A TRANSLATION OF THE CURRENTLY VALID GERMAN RATE CARD. IN THE EVENT OF DISCREPANCIES, INACCURACIES OR OMISSIONS IN THIS TRANSLATION, THE GERMAN ORIGINAL RETAINS SOLE VALIDITY.	



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essen & trinken

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The current marketing portfolio can be found under www.internationalmediasales.net.

Gruner + Jahr GmbH | Registered Office: Hamburg, Commercial Register: District Court Hamburg HRA 151939

Executive Board: Julia Jäkel (CEO), Oliver Radtke, Stephan Schäfer