

Publishing House Particulars and General Information

Publishing house:	HEEL Verlag GmbH Gut Pottscheidt D-53639 Königswinter Phone: +49 2223 9230-0 Fax: +49 2223 9230-26 www.heel-verlag.de www.armbanduhren-online.de	Representatives:	Nielsen 3a Werner Buhlmann (Hesse) Johann-Usener-Straße 7, D-60388 Frankfurt Phone: +49 6109 7335-61 Fax: +49 6109 7335-77 E-mail: werner@buhlmann-medien.de
Frequency:	Magazine issue: bimonthly Catalogue issue: once a year	Editorial concept:	Nielsen 3b and 4 (Baden-Wuerttemberg and Bavaria) Christian Keller Media Teckstraße 29, D-72631 Aichtal Phone: +49 7127 95506-31 Fax: +49 7127 95506-45 Mobile: +49 162 2015013 E-mail: c.k.keller@t-online.de
Price:	Magazine issue € 6,80 Catalogue issue € 19,90	Market positioning:	ARMBANDUHREN is a magazine about high quality mechanical wristwatches. Reports about novelties, fascinating classics and portraits of wristwatch companies, manufacturers and their history are giving competent and comprehensive information for watch enthusiasts. The popular readers' choice "Watch of the Year" is regarded as a report on voting trends by the international branch of wristwatches. The ARMBANDUHREN CATALOGUE is published once a year in September. As a reference book it gives an extensive overview of mechanical wristwatches by presenting dates and facts of over 1300 models from many manufacturers.
Circulation:	The circulation according to the IVW III/11: Total circulation: 13.380 copies Paid circulation: 12.850 copies	Size of the magazine:	210 mm width x 297 mm height
Managing director + Advertising manager:	Sabine Blüm Phone: +49 2223 9230-27 Fax: +49 2223 9230-26 E-mail: s.bluem@heel-verlag.de	Advertising sales:	Jasmin Noorani-Thelen Phone: +49 2223 9230-28 Fax: +49 2223 9230-26 E-mail: j.noorani-thelen@heel-verlag.de
Classified ads:	Heike Becker Phone: +49 2223 9230-29 Fax: +49 2223 9230-26 E-mail: h.becker@heel-verlag.de	Printing material:	Karin Steinkamp Phone: +49 2223 9230-17 Fax: +49 2223 9230-26 E-mail: k.steinkamp@heel-verlag.de

Publication Schedule and Topics 2012

ISSUE	PUBLISHING DATE	COPY DEADLINE*	MATERIAL DEADLINE	MAIN TOPICS
7/2011	07.12.2011	02.11.2011	09.11.2011	X-mas: Wristwatches and accessories for laying out presents Series: Individualists II
1/2012	27.01.2012	08.12.2011	16.12.2011	Preview: Wristwatch season 2012 New products on the occasion of SIHH and Inhorgenta 2012
2/2012	09.03.2012	01.02.2012	08.02.2012	BASELWORLD-Issue: The most important novelties Presentation: "Watch of the Year 2012"
3/2012	18.05.2012	29.03.2012	18.04.2012	Special: Sport & wristwatches The purpose of sports watches in everyday life
4/2012	13.07.2012	06.06.2012	15.06.2012	Dossier: Custom-made – ways to the ideal watch How to individualize a watch? What do brands offer – and at what price?
5/2012 Catalogue 2013	07.09.2012	24.07.2012	31.07.2012	Must-have for wristwatch-enthusiasts: Technical data and prizes of the current mechanical wristwatch-models of more than 150 brands
6/2012	05.10.2012	04.09.2012	10.09.2012	Subject: Wristwatches as an investment How is the price trend since the introduction of the Euro? Which wristwatch-models realized the highest growth?
7/2012	30.11.2012	29.10.2012	05.11.2012	X-mas: Gift ideas for wristwatch-enthusiasts Recommendations for small and for big money

*Cancellation right until copy deadline, for the inside frontcover, inside back cover and back cover one week before copy deadline

Technical Information

Printing Process:	Offset, European offset colour scale
Binding:	Perfect bound (Hotmelt)
Printing Material:	Digital data (preferably PDF/X3 files). We can't guarantee for the correct display of text elements smaller than 6 pt, and of lines thinner than 0.5 pt.
Data Carrier:	CD-ROM, DVD-ROM
Delivery of Data:	CD-ROM with proof, otherwise no responsibility can be taken for the correctness of colour. ISDN/FTP-transmission on request (phone: +49 2223 9230-17). Please mark the data file with the magazine's title and the customer's name and fax or e-mail a preview of the advertisement to Ms. Karin Steinkamp (fax: +49 2223 9230-26, e-mail: k.steinkamp@heel-verlag.de) before sending the printing materials via ISDN or FTP.
Delivery Address:	HEEL Verlag GmbH, Karin Steinkamp, Pottscheid 1, D-53639 Königswinter Delivery to the printing company only on request.

Format	Type area mm width x mm height	Trim size* mm width x mm height	b/w-price €	4c-price €	DISCOUNTS	
					Volume discount rate	Frequency discount rate
2/1	385 x 256	420 x 297	7.050,-	10.050,-	2 pages	5% from 2 ads 3%
1/1	175 x 256	210 x 297	3.750,-	5.250,-	3 pages	6% from 4 ads 6%
1/2 vertic.	85 x 256	106 x 297	2.130,-	2.970,-	4 pages	8% from 7 ads 10%
1/2 horiz.	175 x 125	210 x 143			6 pages	12% from 10 ads 13%
1/3 vertic.	55 x 256	74 x 297	1.590,-	2.150,-	12 pages	15% from 12 ads 15%
1/3 horiz.	175 x 85	210 x 106			15 pages	20%
1/4 vertic.	43 x 256	60 x 297	1.150,-	1.660,-	Terms of payment:	
1/4 horiz.	175 x 60	210 x 81			Advertisement rates plus VAT	
1/4 corner	85 x 125				Payment after receipt.	
* plus 3 mm bleed at each side. Vital elements should be 8 mm from bleed and back margin.					USt-ID: DE 123 372 828.	
					General terms and conditions of business and the supplementary terms and conditions of HEEL publishing apply to all advertising orders.	

SPECIAL PLACEMENTS	PRICE IN €
Inside front cover	6.250,-
Inside back cover	5.700,-
Back cover	6.650,-

Bank accounts:

Deutsche Bank AG, BLZ 380 700 59, Konto-Nr. 0246769
BIC (Swift-Code): DEUTDE33 380
IBAN: DE74 3807 0059 0024 6769 00

Sparkasse KölnBonn, BLZ 370 501 98, Konto-Nr.: 35659

CLASSIFIED ADS

Commercial and employment ads: € 2,55 per mm (1 column = 43 mm),
colour surcharge 15% on b/w-price

Ad Specials: Loose Inserts – Bound Inserts – Tip-on-Cards

GENERAL INFORMATION

Prices: Discounts are not given for ad specials.
Basis for calculation: The current circulation according to the standards of the IVW.
Order: The presentation of five valid technical samples is obligatory part of the order.
Quantity delivered: Please contact the advertising sales department.
Delivery: Free home delivery to the delivery address in the order confirmation with the delivery note: ARMBANDUHREN, issue No.: ...

LOOSE INSERTS

Price (up to 25g): € 160,- per thousand, every further 10 g plus € 15,- per thousand
Placement: print run, split run on request
Format: Minimum DIN A6, maximum 200 mm x 290 mm. Please send five technical samples to the advertising sales department.
Postal fee: current postal costs

BOUND INSERTS

Price:	2 pages	€ 143,- per thousand	8 pages	€ 174,- per thousand
	4 pages	€ 153,- per thousand	10 pages	€ 185,- per thousand
	6 pages	€ 164,- per thousand	12 pages	€ 195,- per thousand

Placement: print run, split run on request
Format: Bound inserts have to be delivered fold and in untrimmed size. Please send five technical samples to the advertising sales department until the material deadline.

TIP-ON-CARD

Price: € 49,- per thousand
Placement: print run, split run on request
Advertisement page: 1/1 page b/w or 4c, charges according to the rate card
Placement: The placement of the advertisement page and the positioning of the tip-on-card have to be coordinated with the advertising sales department.
Postal fee: current postal costs

SPECIAL ADS

Prices and formats on request, e.g. for a **bookmark** in the ARMBANDUHREN CATALOGUE