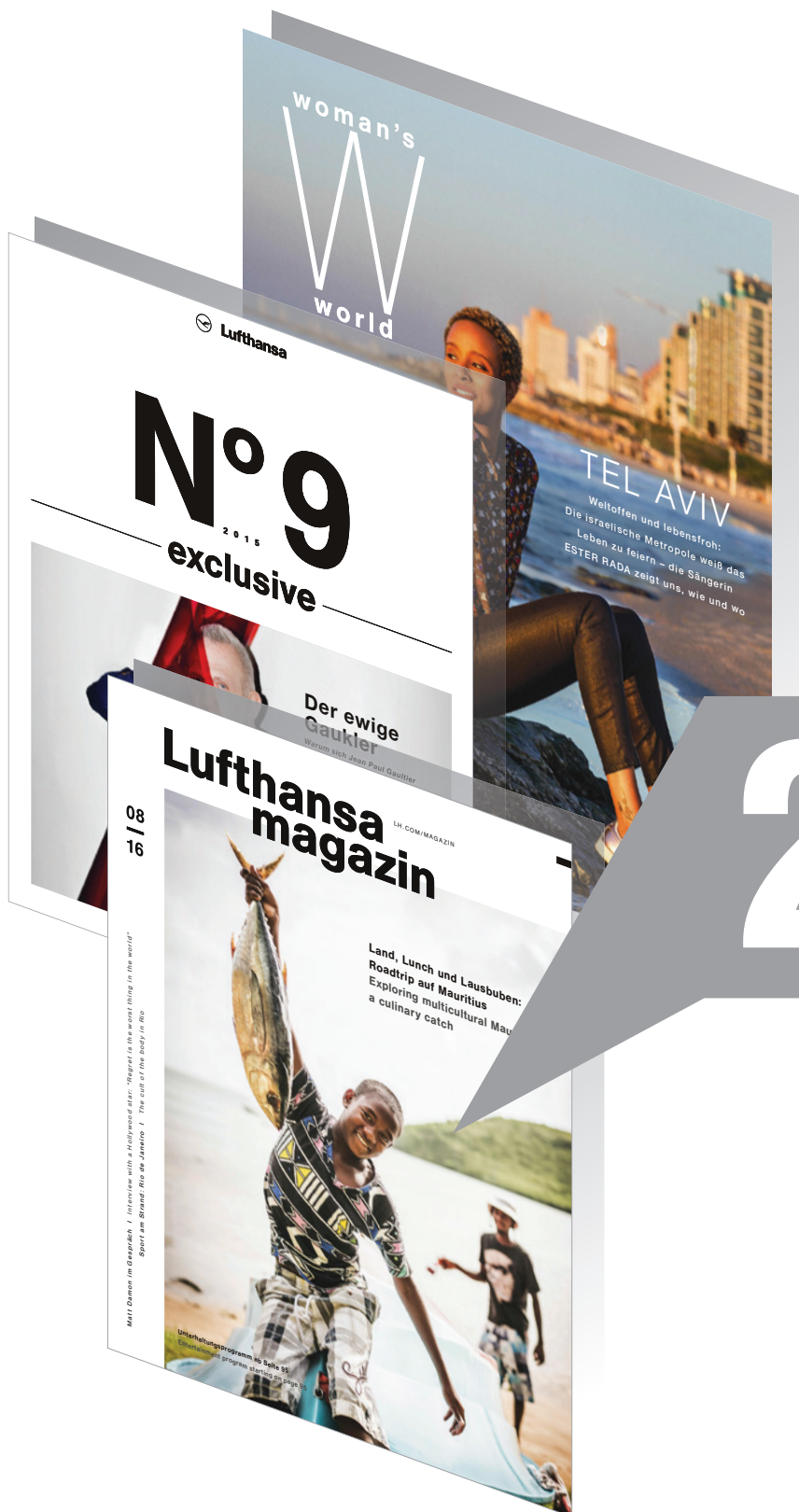


RATE CARD NO. 24



VALID FROM
1 JANUARY

2017

Gruner+Jahr GmbH & Co KG
www.internationalmediasales.net

LUFTHANSA MAGAZIN Total

Ad Formats on Single Pages	Mono/Multi colour
Full page (inner)	34,400
Full page (IFC)	40,900
Full page (IBC)	38,200
Full page (OBC)	42,700
Full page (1st right-hand full page ad after Contents)	39,600
Full page (right-hand page opposite Contents)	39,600
Full page (left-hand page opposite Editorial)	39,600
1/2 page	20,100
1/3 page	13,500
1/3 page (horiz., in service section)	8,000
1/8 page (Route Map in service section)	3,350

Ad Formats on Double Pages**Mono/Multi colour**

Double page (inner)	63,300
Double page (1st double page in the issue)	72,900
Double page (IFC + page 3)	76,400

LUFTHANSA EXCLUSIVE

Ad Formats on Single Pages**Mono/Multi colour**

Full page (inner)	23,900
Full page (IFC/IBC/OBC)*	–
Full page (1st right-hand full page ad after Contents)	27,500
Full page (right-hand page opposite Contents)	27,500
Full page (left-hand page opposite Editorial)	27,500
1/2 page	14,200
1/3 page	9,300

Ad Formats on Double Pages**Mono/Multi colour**

Double page (inner)	45,900
Double page (1st double page in the issue)	51,700
Double page (IFC + page 3)*	–

* Only possible in LUFTHANSA MAGAZIN total edition.

All rates are shown in euros; Value Added Tax will be charged on the net invoice amount if applicable.



ADVERTISEMENT RATES

Lufthansa Magazin
Lufthansa Exclusive
Lufthansa woman's world

LUFTHANSA Woman's World

Ad Formats on Single Pages	Mono/Multi colour
Full page (inner)	17,200
Full page (IFC)	20,600
Full page (IBC)	18,500
Full page (OBC)	21,300
Full page (1st right-hand full page ad after Contents)	18,700
Full page (right-hand page opposite Contents)	18,700
Full page (left-hand page opposite Editorial)	18,700

Ad Formats on Double Pages	Mono/Multi colour
Double page (inner)	32,600
Double page (1st double page in the issue)	37,400
Double page (IFC + page 3)	39,500

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.

Please note the timing regarding copy material deadlines under "Closing Date Schedule".

All rates are shown in euros; Value Added Tax will be charged on the net invoice amount if applicable.

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ADVERTISEMENT FORMATS

Lufthansa Magazin
Lufthansa Exclusive
Lufthansa woman's world

LUFTHANSA MAGAZIN

Ad Formats on Single Pages

Bleed Format (width x height)

Full page	205 mm x 260 mm
1/2 page vert.	98 mm x 260 mm
1/2 page horiz.	205 mm x 130 mm
1/3 page vert.	68 mm x 260 mm
1/3 page horiz.	205 mm x 85 mm
1/8 Route Map in service section	180 mm x 30 mm

Ad Formats on Double Pages

Double page	410 mm x 260 mm
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LUFTHANSA EXCLUSIVE

Ad Formats on Single Pages

Bleed Format (width x height)

Full page	205 mm x 260 mm
1/2 page vert.	98 mm x 260 mm
1/2 page horiz.	205 mm x 130 mm
1/3 page vert.	68 mm x 260 mm
1/3 page horiz.	205 mm x 85 mm

Ad Formats on Double Pages

Double page	410 mm x 260 mm
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LUFTHANSA WOMAN'S WORLD

Ad Formats on Single Pages

Bleed Format (width x height)

Full page	205 mm x 260 mm
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Ad Formats on Double Pages

Double page	410 mm x 260 mm
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Type area formats on request. Trimming edge: add 5 mm to all sides. Live matter should be at least 5 mm removed from the trimming edge.

LOOSE INSERTS/OVERSIZE LOOSE 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 is subject to agreement.

Rates per 1,000	Postal Circ.	LHE		LWW	
		Total*	Partial Circ.	Total*	Partial Circ.
up to 14 g		126	146	170	195
up to 24 g		137	157	181	208
up to 34 g		147	170	191	219
up to 44 g		157	181	200	230
up to 54 g		197	226	239	274
every addl. 10 g		+ 10	+ 12	+ 10	+ 12

Circulation Total or partial circulations (of the postal circulation) possible.
Minimum circulation: 50,000 copies

GLUED (TIP-ON) 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.

Rates per 1,000	On-Board Circ.		Partial Circ.
	Total*	Partial Circ.	
Postcards/Booklets			
Weight up to 34 g	62		71
up to 54 g	85		98
every addl. 10 g	+ 11		+ 13
Postal Circ.			
Postcards/Booklets			
up to 24 g	107		123
up to 34 g	117		134
up to 44 g	127		146
up to 54 g	136		156
every addl. 10 g	+ 10		+ 12

Other tip-ons on request.

Circulation Total or domestic split run.
Minimum circulation: 50,000 copies

BOUND INSERTS

Definition 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.

	On-Board Circ.		Postal Circ.	
	Total*	Partial Circ.	Total*	Partial Circ.
2 pages	154	178	203	233
4 pages	190	218	239	274
6 pages	207	239	249	286
8 pages	226	260	267	307
12 pages	261	300	301	347
every addl. 4 pages	+ 27	+ 31	+ 24	+ 28

Rates up to 54 g.
Other bound inserts on request.

Circulation Total or domestic split run.
Minimum circulation: 50,000 copies

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.

Circulation For technical reasons the distribution areas booked 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 information 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.

* This price will be calculated when booking the total circulation.

** Oversize loose inserts are possible. Rates and technical information on request.

All rates are shown in euros; Value Added Tax will be charged on the net invoice amount if applicable.

ADVERTISEMENTS									SPECIAL AD FORMATS	
Issue No.	Month	On Sale Date	Calendar Week	Booking & Cancellation Date	Copy Material Deadline	Last Minute Ads* Ad Closing & Copy Material Deadline	Booking and Cancellation Date Loose, Glued, Bound Inserts	Delivery Loose, Glued, Bound Inserts		
LUFTHANSA MAGAZIN / LUFTHANSA EXCLUSIVE										
1/2017	January	1 Jan. 2017	1	25 Oct. 2016	8 Nov. 2016	21 Nov. 2016	25 Oct. 2016	28 Nov. 2016		
2/2017	February	1 Feb. 2017	5	2 Dec. 2016	16 Dec. 2016	30 Dec. 2016	2 Dec. 2016	6 Jan. 2017		
3/2017	March	1 Mar. 2017	9	2 Jan. 2017	16 Jan. 2017	27 Jan. 2017	2 Jan. 2017	3 Feb. 2017		
4/2017	April	1 Apr. 2017	13	1 Feb. 2017	15 Feb. 2017	28 Feb. 2017	1 Feb. 2017	7 Mar. 2017		
5/2017	May	1 May 2017	18	27 Feb. 2017	13 Mar. 2017	24 Mar. 2017	27 Feb. 2017	31 Mar. 2017		
6/2017	June	1 June 2017	22	29 Mar. 2017	12 Apr. 2017	27 Apr. 2017	29 Mar. 2017	5 May 2017		
7/2017	July	1 July 2017	26	28 Apr. 2017	15 May 2017	29 May 2017	28 Apr. 2017	6 June 2017		
8/2017	August	1 Aug. 2017	31	1 June 2017	16 June 2017	29 June 2017	1 June 2017	6 July 2017		
9/2017	September	1 Sep. 2017	35	5 July 2017	19 July 2017	1 Aug. 2017	5 July 2017	8 Aug. 2017		
10/2017	October	1 Oct. 2017	39	2 Aug. 2017	16 Aug. 2017	29 Aug. 2017	2 Aug. 2017	5 Sep. 2017		
11/2017	November	1 Nov. 2017	44	30 Aug. 2017	13 Sep. 2017	26 Sep. 2017	30 Aug. 2017	4 Oct. 2017		
12/2017	December	1 Dec. 2017	48	2 Oct. 2017	17 Oct. 2017	30 Oct. 2017	2 Oct. 2017	7 Nov. 2017		
LUFTHANSA WOMAN'S WORLD (LWW)										
1/2017	April	1 Apr. 2017	13	30 Jan. 2017	9 Feb. 2017	27 Feb. 2017	30 Jan. 2017	2 Mar. 2017		
2/2017	June	1 June 2017	22	27 Mar. 2017	6 Apr. 2017	26 Apr. 2017	27 Mar. 2017	2 May 2017		
3/2017	September	1 Sep. 2017	35	3 July 2017	13 July 2017	31 July 2017	3 July 2017	3 Aug. 2017		
4/2017	December	1 Dec. 2017	48	28 Sep. 2017	11 Oct. 2017	27 Oct. 2017	28 Sep. 2017	2 Nov. 2017		

* For technical reasons only best-possible positions can be offered for last-minute ads (only full and double pages possible).

TIMING FOR ADVERTORIALS

We require the briefing, photo and copy material no later than:

Double page: 4 weeks prior to printing

Full page: 3 weeks prior to printing

Timing for individual photo productions on request.

LUFTHANSA INFLIGHT ENTERTAINMENT**AD SPOT**

- Prominent inclusion of ad spots in the popular and often-used on-board entertainment programme.
- Effective communication with passengers in Economy, Business and First Classes on all long-haul flights.
- OTS: more than 1.3 mill. per month
- Price: from 690 EUR/second

LUFTHANSA LOUNGE SCREENS**AD SPOT**

- Digital ad medium in the exclusive ambience of the Lufthansa Business and Senator lounges
- High-attention viewing on a total of 44 47-inch monitors
- OTS: 325,000 per month
- Price: 1,200 EUR/second

LUFTHANSA BUSINESS REFRESHING TISSUES**BRANDING**

- Presented to Lufthansa Business Class guests together with the meals on board German and European flights
- Including production and distribution
- Circulation: from 220,000/month
- Price: from 14,600 EUR

CONTACT:

Deutsche Lufthansa AG
Lufthansa Aviation Center
LAC Airportring
60546 Frankfurt, Germany
E-mail: lh-media@dlh.de
www.LH.com/media



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GENERAL INFORMATION

Lufthansa Magazin
Lufthansa Exclusive
Lufthansa woman's world

PUBLISHER

TERRITORY Content to Results GmbH

DIRECT SALES

G+J e|MS
Direct Sales
PO Box 11, 20444 Hamburg

VISITORS

Am Baumwall 11, 20459 Hamburg

ORDER PROCESSING



Fax: (+49-40) 37 03 - 58 87
E-Mail: auftragssteuerung@guj.de
OBS: Ads can also booked via the Online Booking System (OBS).
www.obs-portal.de

AD MANAGEMENT

Tel.: (+49-40) 37 03 - 53 08

COPY MATERIAL



pro medien
E-Mail: produktbetreuung@pro-medien-produktion.de
Tel.: (+49-40) 30 97 22 57

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



Binding technical specifications for special ad formats are available online at www.adspecial-portal.de

HOME PAGE

www.lhm-lounge.de

PRINT RUN

**LUFTHANSA MAGAZIN AND
LUFTHANSA EXCLUSIVE** 525,500 (IVW II/2016)

LUFTHANSA EXCLUSIVE 284,800 (IVW II/2016)
LUFTHANSA WOMAN'S WORLD 188,000 (IVW II/2016)

PZN (MAGAZINE CODE NUMBER)

LUFTHANSA MAGAZIN 565 725
LUFTHANSA WOMAN'S WORLD 539 057

LUFTHANSA EXCLUSIVE 558 510

CONDITIONS OF PAYMENT

Payment is due on the on sale date of the issue in which the advertisement appears.
A 2% discount is granted for prepayment in full which is received by the publisher prior to the respective on sale date, 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.

BANK

Deutsche Bank AG, Hamburg
Account No. 032 93 67, Bank Code No. 200 700 00
IBAN DE51200700000032936700
BIC (Swift Code) DEUTDEHH

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. 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.



Member of
Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern e.V.
(German Audit Bureau of Circulation)



SALES OFFICES

Lufthansa Magazin
Lufthansa Exclusive
Lufthansa woman's world

Headquarters

Gruner + Jahr GmbH & Co KG International Media Sales

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E-mail ims@guj.de
www.internationalmediasales.net

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Fax +852 / 25 72 51 58
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Executive Board (Geschäftsführung): Julia Jäkel (CEO), Oliver Radtke, Stephan Schäfer