

# RATE- CARD



Effective 01.01.2010 (IN)

**Address****Keinergasse 29/7****1030 Vienna****Austria****phone: (43) 1 715 24 24****Fax: (43) 1 715 24 70****office@luerzersarchive.com****www.luerzersarchive.com****Bank**

Germany:

BHF Bank AG

Account No.: 640 003

Bank Code: 500 202 00

SWIFT: BHFBDEFF

IBAN: DE95 50020200 0000 640003

Austria:

Schöller Bank

Account No.: 60594245000

Bank Code: 19200

SWIFT: SCHOATWW

IBAN: AT62 19200 60594245000

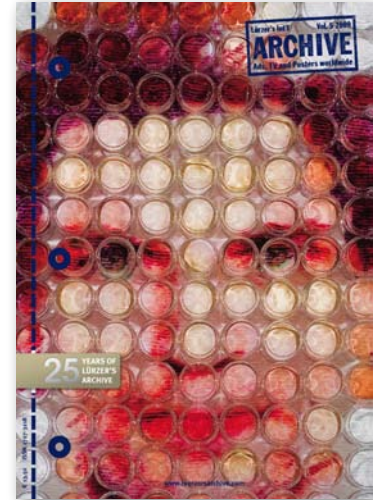
## Lürzer's Archive – Ads, TV and Posters worldwide



**Lürzer's Archive** is regarded by creatives throughout the world as the leading ad industry compendium, each issue featuring the pick of the crop of new international print campaigns and TV commercials. Ever since its launch in 1984, the publication has been the prime source of



information for more than 150.000 ad professionals around the world, and has the largest number of readers in this segment. Lürzer's Archive is published every two months, with each of the six issues appearing in a German, European, US, International, and now even a Chinese edition. A March 2009 poll of



Lürzer's Archive readers – conducted by Readex Inc. in the USA, CBMS in Germany, Atemso in France, and Timscris in the UK – revealed that an average of 90 % of all respondents, when presented with a selection of 42 magazines, consider Lürzer's Archive to be the “most useful magazine for creatives.”

*Lürzer's Archive is published every two months, i.e. 6 times a year*

<b>German edition</b>	<i>Circulation</i>	<i>Advertising rate 1/1</i>	<i>2/1 (DPS)</i>	<i>OBC</i>	<i>IFC/IBC</i>
Germany, Austria, Switzerland	<b>9.000</b>	€ 2.450	€ 4.900	€ 2.980	€ 2.730

<b>European edition</b>	<i>Circulation</i>	<i>Advertising rate 1/1</i>	<i>2/1 (DPS)</i>	<i>OBC</i>	<i>IFC/IBC</i>
Belgium, Denmark, Eastern Europe, Finland, France, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Turkey, UK	<b>8.500</b>	€ 1.800	€ 3.600	€ 2.790	€ 2.300

<b>US edition</b>	<i>Circulation</i>	<i>Advertising rate 1/1</i>	<i>2/1 (DPS)</i>	<i>OBC</i>	<i>IFC/IBC</i>
USA, Canada	<b>15.000</b>	\$ 3.850	\$ 7.700	\$ 7.900	\$ 8.750

<b>International edition</b>	<i>Circulation</i>	<i>Advertising rate 1/1</i>	<i>2/1 (DPS)</i>	<i>OBC</i>	<i>IFC/IBC</i>
Argentina, Australia, Brazil, China (parts of country), Costa Rica, Hong Kong, India, Japan, Korea, Malaysia, Mexico, New Zealand, Singapore, South Africa, Taiwan (parts of country), Thailand, United Arab Emirates, Uruguay, Venezuela	<b>8.500</b>	\$ 1.800	\$ 3.600	\$ 2.790	\$ 2.300

<b>Chinese edition</b>	<i>Circulation</i>	<i>Advertising rate 1/1</i>	<i>2/1 (DPS)</i>	<i>OBC</i>	<i>IFC/IBC</i>
China (parts of country), Hong Kong, Malaysia, Singapore, Taiwan (parts of country)	<b>4.000</b>	\$ 850	\$ 1.700	\$ 1.100	\$ 980

## Volume discounts / Issue

2 pages / DPS	5 %
4 pages	10 %
6 pages	15 %
10 pages	20 %
12 pages	25 %

Multiple insertions attract the combination discount rate, i.e. the rate then payable is the combination discount less the volume discount.

## Inserts

per 1.000, max. size 190 x 270 mm plus postage (no discounts available)

up to 25 g	€ 180
up to 50 g	€ 270

Rates for Int'l edition on request  
The supporting documents must contain information on the number of shipping units and issue number.

## Bound-ins

max. size 205 x 285 mm  
+ 3 mm trim on all four sides  
plus postage

Rates on request

## Tip-ins, gatefolds, Dutch doors, multi-page ads

Rates on request

## Origination as PDF data (no handling fee)

Wherever possible, please send us your advertising origination in the form of PDF files (Acrobat 7/8/9-compatible) with a required minimum resolution of 350 dpi. Please utilize TIFF or EPS image types – not PICT or GIF data – when generating the PDF file, and use CMYK colour space only (no RGB). Type 1 fonts only, i.e. do not include any TrueType fonts. Similarly, please do not use JPEG compression in the Acrobat Distiller.

Please include true-colour proofs. Iris proofs and other digital test prints must conform to the FOGRA standards if they are to show actual print quality.

## Origination as open data

Any handling costs incurred shall be billed according to hours logged / total outlay.

## Litho-based origination (+ € 40 handling fee)

1:1, 70 screen, preprints / pulls on wood-free, glossy art paper, true-colour proof. Iris proofs and other digital test prints must conform to the FOGRA standards if they are to show actual print quality. Individual pages must be supplied with a 3 mm trim on all four sides. All spreads must be supplied in the form of two separate pages (205 x 285 mm), each with a 3 mm trim on all four sides.

## Frequency, formats, and mechanicals

Frequency	Bimonthly, 6 issues a year
Single copy price	€ 13.50
Annual subscription	€ 80.00
Pages per issue	180-200 pp
Book size in mm	205 x 285
Type area in mm	165 x 250
Print process	Sheet-fed offset
Binding	Adhesive

<b>Combination discounts</b> <i>combination buy in different editions</i>	<i>Circulation</i>	<i>Discount</i>
German + European	17.500	10 %
German + International	17.500	10 %
German + US	24.000	10 %
German + Chinese	13.000	10 %
German + US + European	32.500	15 %
German + US + International	32.500	15 %
German + European + International	26.000	15 %
German + European + Chinese	21.500	15 %
German + International + Chinese	21.500	15 %
German + European + International + US	41.000	20 %
German + International + US + Chinese	36.500	20 %
German + European + US + Chinese	36.500	20 %
German + European + International + Chinese	30.000	20 %
German + European + International + Chinese + US	45.000	25 %
European + International	17.000	10 %
European + US	23.500	10 %
European + Chinese	12.500	10 %
European + US + International	32.000	15 %
European + US + Chinese	27.500	15 %
European + International + Chinese	21.000	15 %
European + US + International + Chinese	36,000	20 %
International + US	23,500	10 %
International + Chinese	12,500	10 %
International + US + Chinese	27.500	15 %
US + Chinese	19.000	10 %

## **Distribution and circulation in the respective countries**

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**German edition** *9,000 copies*  
Germany, Austria, Switzerland

**European edition** *8,500 copies*  
Belgium, Denmark, Eastern Europe,  
Finland, France, Greece, Hungary, Ireland,  
Italy, Netherlands, Norway, Portugal, Spain,  
Sweden, Turkey, UK

**US edition** *15,000 copies*  
USA, Canada

**International edition** *8,500 copies*  
Argentina, Australia, Brazil, China (parts  
of country), Costa Rica, Hong Kong, India,  
Japan, Korea, Malaysia, Mexico, New  
Zealand, Singapore, South Africa, Taiwan  
(parts of country), Thailand, United Arab  
Emirates, Uruguay, Venezuela

**Chinese edition** *4,000 copies*  
China (parts of country), Hong Kong,  
Malaysia, Singapore, Taiwan (parts of  
country)

<b>Publication schedule</b>	<i>German edition</i>	<i>European edition</i>	<i>US edition</i>	<i>International edition</i>	<i>Chinese edition</i>
<b>01-2010</b>	14.01.2010	14.01.2010	14.01.2010	21.12.2009	14.01.2010
<b>02-2010</b>	11.03.2010	11.03.2010	11.03.2010	18.02.2010	11.03.2010
<b>03-2010</b>	06.05.2010	06.05.2010	06.05.2010	16.04.2010	06.05.2010
<b>04-2010</b>	01.07.2010	01.07.2010	01.07.2010	10.06.2010	01.07.2010
<b>05-2010</b>	02.09.2010	02.09.2010	02.09.2010	12.08.2010	02.09.2010
<b>06-2010</b>	04.11.2010	04.11.2010	04.11.2010	14.10.2010	04.11.2010

<b>Ad closing</b>	<i>German edition</i>	<i>European edition</i>	<i>US edition</i>	<i>International edition</i>	<i>Chinese edition</i>
<b>01-2010</b>	04.12.2009	04.12.2009	12.11.2009	12.11.2009	04.12.2009
<b>02-2010</b>	01.02.2010	01.02.2010	11.01.2010	11.01.2010	01.02.2010
<b>03-2010</b>	29.03.2010	29.03.2010	08.03.2010	08.03.2010	29.03.2010
<b>04-2010</b>	24.05.2010	24.05.2010	30.04.2010	30.04.2010	24.05.2010
<b>05-2010</b>	26.07.2010	26.07.2010	02.07.2010	02.07.2010	26.07.2010
<b>06-2010</b>	21.09.2010	21.09.2010	03.09.2010	03.09.2010	21.09.2010

<b>Origination deadline</b>	<i>German edition</i>	<i>European edition</i>	<i>US edition</i>	<i>International edition</i>	<i>Chinese edition</i>
<b>01-2010</b>	16.12.2009	16.12.2009	26.11.2009	26.11.2009	16.12.2009
<b>02-2010</b>	15.02.2010	15.02.2010	21.01.2010	21.01.2010	15.02.2010
<b>03-2010</b>	12.04.2010	12.04.2010	16.03.2010	16.03.2010	12.04.2010
<b>04-2010</b>	07.06.2010	07.06.2010	13.05.2010	13.05.2010	07.06.2010
<b>05-2010</b>	09.08.2010	09.08.2010	15.07.2010	15.07.2010	09.08.2010
<b>06-2010</b>	01.10.2010	01.10.2010	16.09.2010	16.09.2010	01.10.2010

## Results of the readership survey: Lürzer's Archive

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### Most useful creative magazine

Lürzer's Archive	90 %
Communication Arts	66 %
Creative Review	49 %
Print	25 %
Graphis	23 %
Advertising Age	2 %

### Occupational group

Creative Director	32 %
Senior Management	25 %
Art Director	5 %
Producer / Director	5 %

### In advertising since

+10 Years	80 %
5-9 Years	13 %
3-4 Years	5 %
1-2 Years	2 %

### Average total household income

USA	\$ 117.000 p.a.
United Kingdom	\$ 110.000 p.a.
France	€ 95.000 p.a.
Germany	€ 84.000 p.a.

### Decision maker in (multiple answer)

Photography	60 %	Photographic services	40 %
Computer software	56 %	Paper	33 %
Printing	49 %	Video production	30 %
Illustration	48 %	Special effects	27 %
Art supplies	47 %	Film produktion	23 %
Computer hardware	45 %	Typesetting	16 %
Cameras	41 %	Film processing services	3 %
Office equipment	40 %	Film processing equipment	3 %

## Readers assessments of Lürzer's Archive

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In all four markets, an average of 88 % of the Lürzer's Archive readership work in the advertising business.

On average, 60 % of all copies of each issue are read by four to five persons.

## Standard Terms & Conditions

### Standards Terms & Conditions for advertisements and third-party inserts in newspapers and magazines.

1. "Space order" as defined in these Standard Terms & Conditions is an agreement to publish one or several insertions placed by an advertiser or other client in a printed title for the purpose of dissemination therein.
2. In case of doubt, space orders shall be executed not later than one year after the agreement is concluded. Where Advertiser is accorded the right to call individual insertions within the term of an individual contract booking, the order must be fully executed not later than one year after the first advertisement appears, assuming that the first space order has been called and published within the previously specified oneyear period.
3. In the case of contract bookings, Advertisers booking contracts for a specific period, or the period stated in (2), may make additional insertions above and beyond the volume originally agreed during the term of any such agreement.
4. In the event that an order fail to be executed for reasons that are not the responsibility of the Publisher, Advertiser shall - without prejudice to any further statutory duties that may apply - refund to Publisher the difference between the discount granted and that due on the number of insertions actually made. Such refunds shall not apply if the order could not be executed because Publisher was prevented from doing so by acts of God occurring within the area of risks to be assumed by Publisher.
5. Re: Full-position ads - n/a
6. Space orders for advertisements and third-party inserts which Advertiser expressly wishes to appear in certain issues, certain editions, or in specific positions in the printed title, must reach Publisher in good time for Advertiser to be notified prior to their respective closing date in the event that the order cannot be executed in the desired manner. Classified advertisements shall be published in the respective section applying without any such prior arrangement being required.
7. 1. Section relating to full-position ads - n/a
8. Publisher reserves the right to refuse to accept space orders - including those forming part of a previously agreed contract booking - on account of their content, origin, or technical form. Such rejections shall be made in accordance with uniform, factually justified principles adhered to by the Publisher in instances where the content may violate laws or legal provisions, or whose publication is deemed unacceptable by Publisher. This shall also apply to orders submitted through field offices, local advertisement offices, or advertising representatives. Orders for supplements/inserts shall be considered binding by Publisher only upon presentation of samples inserts and subsequent approval thereof. Publisher shall accept no supplements or inserts which, by virtue of their size, format, or manner of presentation, may lead the reader to believe that they form a part of the actual publication, or which contain third-party advertisements. Advertiser shall receive immediate notification of any such rejection.
9. Advertiser shall be responsible for the timely delivery of appropriate and correctly prepared origination for advertisements and loose or bound-in inserts. In the event that origination proves to be obviously unsuitable or faulty, Publisher shall immediately request replacements. Publisher shall guarantee the print quality customary for the title in which the space order appears to the extent that this is possible using the origination as supplied.
10. In the event of wholly or partially illegible, incorrect or incomplete printing of the advertisement, Advertiser shall be entitled to deduct a part of the sum billed, or demand that a replacement advertisement be run, yet only to the extent that the aim and purpose of the advertisement was impaired by such errors. Where Publisher fails to meet the deadline set for the repeat insertion, or such repeat advertisement is again defective, Advertiser shall be entitled to deduct a part of the sum billed, or to countermand order. Damage claims resulting from positive breach of obligation, culpa in contrahendo, or tortious act shall - also in the case of orders placed by telephone

- be excluded. Damage claims resulting from impossibility of performance and delayed performance shall be limited to the foreseeable damage, and to the rate payable for the space order or supplement/insert. This shall not apply in the case of willful intent or gross negligence on the part of Publisher, its statutory representatives, agents, or employees. Liability on the part of Publisher due to the absence of previously assured properties and qualities shall remain unaffected by this. In all commercial business transactions, Publisher shall similarly not be held liable for gross negligence on the part of persons in its employ that are not members of senior personnel. In all other cases, liability for gross negligence towards registered companies shall, in accordance with the magnitude of the foreseeable damage, be limited to the rate payable for the insertion. Complaints must - except in the case of defects that are not immediately apparent - be made not later than 4 weeks after receipt of the invoice and checking copy.
11. Proofs shall be supplied only when expressly requested. Advertiser shall bear sole responsibility for the correctness of the proofs returned to Publisher. Publisher shall take account of all corrections reported within the final deadline set for return when proofs are sent to Advertiser.
12. Where there are no specific provisions with regard to size, the sum invoiced shall be calculated on the basis of the actual print height customary for the respective type of space order.
13. (1) Section relating to billing in case of newspapers - n/a  
Accounts shall be settled within the payment period from receipt of invoice set out in the Rate Card, except in such cases where other payment terms, or prepayment, have been agreed. All and any discounts for earlier payment shall be granted as per Rate Card.
14. Should payment periods be exceeded or deferment of payment requested, interest and collection costs shall be charged as per Rate Card. It shall be incumbent on Advertiser to furnish evidence that the losses incurred by delayed payment were lower than those stated. In the event of delayed payment, Publisher is authorized to defer all further processing of current orders until such time as payment has been received, and to demand advance payment for all remaining insertions. Where there are reasonable grounds to doubt the solvency of the Advertiser, Publisher shall be authorized, also during the terms of an agreed contract booking, to make the publication of further advertisements conditional - without regard for previously agreed payment terms - upon advanced payment of the respective sum due, and the settlement of outstanding accounts.
15. On request, Publisher shall supply a checking copy of the advertisement with the invoice. Depending on the nature and size of the order, tearsheets, full pages, or complete copies of the issue that carried the advertisement shall be supplied. Where it proves impossible to obtain checking copies, these shall be replaced with a legally binding certificate issued by the Publishing, confirming that the advertisement was published and distributed.
16. The cost of producing printed plates, blocks, matrices, drawings, and any substantive changes requested or occasioned by Advertiser, shall be met by Advertiser.
17. A fall in circulation can, in the case of contract bookings covering several insertions, serve as grounds for diminution claims where the average circulation during the calendar year for which the Rate Card applies falls below that of the preceding year. Decisive in the case of IWW-audited titles is the net paid circulation as reported by IWW, and the circulation figures reported by Publisher in all other instances. A fall in circulation shall only be deemed a defect justifying a reduction in the rate payable when the decline exceeds 20% in the case of circulations of up to 50,000, 15% in the case of circulations up to 100,000, 10% in the case of circulations up to 500,000, and 5% in the case of circulations of 500,000 or more. Moreover, diminution claims shall be excluded in the case of contract bookings when Publisher has informed Advertiser of the fall in circulation in good time for the latter to have cancelled the order prior to publication of the advertisement.
18. Re box number ads - n/a

19. Re archiving of matrices - n/a
20. Place of performance is Salzburg. In business transaction conducted with firms listed in the commercial register, public-law entities, or public-law trusts, the place of jurisdiction in the event of any disputes shall be Salzburg. Where Advertiser's place of residence or customary place of abode - also in the case of firms and persons not listed in the commercial register - is not known when litigation papers are served, or where Advertiser's place of residence or customary place of abode has changed since the space order agreement was concluded, the agreed place of jurisdiction shall be Salzburg.

### Publisher's Additional Terms & Conditions of Business

- a) Advertising agencies and other intermediaries hereby give an undertaking to adhere to the prices shown in the Publisher's Rate Card in all quotations, agreements, and invoicing procedures. The commission paid by Publisher may not be passed on to Advertiser in either part or full.
- b) The Standard Terms & Conditions and Publisher's Additional Terms & Conditions of Business shall apply correspondingly to tip-ons, bound-ins, or other forms of technical reproduction. Each such order shall be considered binding only after having been confirmed in writing by Publisher.
- c) From the date on which they become effective, all changes to the Rate Card shall also apply to existing contract bookings, though not before 4 months after the announcement of such changes have elapsed.
- d) Where applications for joint discounts are made by companies belonging to the same group, written notification that an interest of at least 50% is held in the company must be furnished.
- e) On the establishment of new business relations, Publisher shall reserve the right to demand that advance payment be made by the closing date for advertisements.
- f) Advertiser shall bear sole responsibility for the content of advertisement, and for ensuring that all copy and visual material made available for the insertion conform with all relevant legal provisions. Advertiser hereby undertakes to indemnify Publisher against all third-party claims which may be brought against Publisher following execution of the space order, even where such order is subsequently cancelled or withdrawn. Publisher shall not be obliged to examine whether space orders and advertisements infringe the rights of third parties.
- g) In the event of plant stoppages and operational failures, acts of God, industrial disputes, confiscations, traffic disruptions, general shortages of fuel, raw materials, energy and the suchlike - at both Publisher's operations and those of third-party companies on which Publisher depends for the discharging of duties and liabilities - Publisher shall be authorized to demand full payment in respect of published advertisements, where the respective publication has a circulation equivalent to 80% of the average number of copies sold or otherwise distributed during the previous four quarters. In the event that fewer copies be distributed, the sum billed to Advertiser shall be reduced in proportion to the relation between the guaranteed paid or otherwise distributed circulation and the actually distributed number of copies. Falls in circulation occasioned by the reasons outlined in (g) shall be disregarded under the terms of Section 17 of the Standard Terms & Conditions.
- h) The duty to retain origination supplied shall end 3 months after expiry of the agreement, except where other provisions have been expressly agreed.
- i) The forwarding of 2 or more colour copies, failure to supply origination in a timely manner, and the wish to have copy reproduced in a manner other than that customarily applied for the origination type supplied may have an effect on the position and print quality of the advertisement, which shall not be considered grounds for a complaint. Publisher reserves the right to make additional charges to cover any costs thus incurred.