The „Fine Wining“ Magazine

RATE CARD 2020
HIGH USER VALUE. ELEGANT FORM. IN-DEPTH COVERAGE.

MEININGERS SOMMELIER is the “fine wining” magazine for the top class gastronomy industry. We report on everything of interest to sommeliers – such as wine, beverages and luxury products – in an informative, in-depth and entertaining way.

In each issue you can read:

- **Panorama**: Reports from regions and wine-growing areas, both national and international
- **Profile**: Interviews with the industry’s leading figures and profiles of new concepts
- **Tasting**: A wide range of exciting compact tasting formats
- **Practice**: Categories covered include water, glasses and spirits as well as beers and cigars
- **Perlage**: Editorial expertise in the top segment of bottle-fermented sparkling wines

Plus: 8-page Sommelier-Union Intern

As official association publication of the Sommelier-Union Deutschland e.V., MEININGERS SOMMELIER reports on the latest topics from this member circle. The magazine offers a direct link between the sommelier union and top class gastronomy and sommelier industries.
Publisher’s details

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www.sommelier-magazin.de

**FREQUENCY**
4x annually

**SUBSCRIPTION PRICE**
annual subscription EUR 56.00 (EU)
incl. postage and VAT

**PAYMENT TERMS**
Immediately without deduction.
2% discount upon advance payment /
direct debit.

**BANK DETAILS**
Sparkasse Rhein-Haardt
IBAN: DE 22 5465 1240 0001 9261 46
BIC: MALA DE 51DKH

**TERMS OF BUSINESS**
Orders are subject to the general terms
and conditions of the publisher
(see order confirmation).
<table>
<thead>
<tr>
<th>No.</th>
<th>DATES</th>
<th>PANORAMA</th>
<th>PRACTICE</th>
<th>TASTING</th>
<th>PERLAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>I / 2020</td>
<td>Date of publication: 28th February 2020</td>
<td>Rhine Hesse Spain</td>
<td>Sake</td>
<td>Wines from Spanish Islands</td>
<td>Champagne</td>
</tr>
<tr>
<td></td>
<td>Advertisement deadline: 20th January 2020</td>
<td>Fascination Gose, Geuze &amp; co.</td>
<td>Aperitif trends</td>
<td>German Chardonnays</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Print document deadline: 27th January 2020</td>
<td>Bottled aged wines</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>ProWein, Vinitaly, MUNDUS VINI spring, BIOFACH</td>
<td></td>
</tr>
<tr>
<td>II / 2020</td>
<td>Date of publication: 29th May 2020</td>
<td>Franconia – Silvaner Italy</td>
<td>Fascination Gose, Geuze &amp; co.</td>
<td>Vinho Verde Italy</td>
<td>Pét Nat and Ancestrale</td>
</tr>
<tr>
<td></td>
<td>Advertisement deadline: 20th April 2020</td>
<td>Bottled aged wines</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Print document deadline: 27th April 2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TRADE FAIRS

- **BIOFACH**
  - 12.02. – 15.02.2020
  - Nuremberg

- **Wine Paris & Vinexpo**
  - 10.02. – 12.02.2020
  - Paris

- **MUNDUS VINI spring**
  - 18.02. – 23.02.2020
  - Neustadt

- **InterNorga**
  - 13.03. – 17.03.2020
  - Hamburg

- **ProWein**
  - 15.03. – 17.03.2020
  - Dusseldorf

- **ProWein-Asia**
  - 31.03. – 03.04.2020
  - Singapore
<table>
<thead>
<tr>
<th>No.</th>
<th>DATES</th>
<th>PANORAMA</th>
<th>PRACTICE</th>
<th>TASTING</th>
<th>PERLAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>III / 2020</td>
<td><strong>Date of publication:</strong> 04th September 2020</td>
<td>Baden – white France</td>
<td>Water Cider/Cidre</td>
<td>Lemberger Loire – Sauvignon</td>
<td>German traditional sparkling wines</td>
</tr>
<tr>
<td></td>
<td><strong>Advertisement deadline:</strong> 24th July 2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Print document deadline:</strong> 31st July 2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>IV / 2020</td>
<td><strong>Date of publication:</strong> 14th November 2020</td>
<td>Styles of Pinot noir Austria</td>
<td>Glass Fermented</td>
<td>New World Pinot Austria</td>
<td>Champagne</td>
</tr>
<tr>
<td></td>
<td><strong>Advertisement deadline:</strong> 09th October 2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Print document deadline:</strong> 16th October 2020</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**TRADE FAIRS**

- **Vinitaly**
  - 19.04. – 22.04.2020
  - Verona
- **VieVinum**
  - 06.06. – 08.06.2020
  - Wien
- **MUNDUS VINI summer**
  - 27.08. – 30.08.2020
  - Neustadt
- **FORUM VINI**
  - 13.11. – 15.11.2020
  - Munich
### Advertisement formats and rates in EUR (excl. VAT.)

<table>
<thead>
<tr>
<th>SIZE</th>
<th>FORMAT Width x height (mm)</th>
<th>PRICE 4 colour (Euro scale)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>225 x 290</td>
<td>3,495</td>
</tr>
<tr>
<td>1/1 page – Advertorial</td>
<td>225 x 290</td>
<td>3,800</td>
</tr>
<tr>
<td>1/2 page upright</td>
<td>102.5 x 290</td>
<td>2,055</td>
</tr>
<tr>
<td>1/2 page broadside</td>
<td>225 x 144</td>
<td>2,055</td>
</tr>
<tr>
<td>1/3 page upright</td>
<td>71 x 290</td>
<td>1,425</td>
</tr>
<tr>
<td>1/3 page broadside</td>
<td>225 x 97</td>
<td>1,425</td>
</tr>
</tbody>
</table>

### SPECIAL FORMATS* AND PLACEMENTS**

<table>
<thead>
<tr>
<th></th>
<th>FORMAT Width x height (mm)</th>
<th>PRICE 4 colour (Euro scale)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front cover</td>
<td>225 x 290</td>
<td>3,905</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>225 x 290</td>
<td>3,905</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>225 x 290</td>
<td>3,905</td>
</tr>
</tbody>
</table>

### ONLINE BUSINESS

Charlotte Diemer
diemer@meininger.de

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1/1page (mm) Format: W 225 x H 290

1/2 page upright (mm) Format: W 102.5 x H 290

1/2 page broadside (mm) Format: W 225 x H 144

1/3 page upright (mm) Format: W 71 x H 290

1/3 page broadside (mm) Format: W 225 x H 97

All advertisement formats: plus 3mm trim on all sides.
SERIES DISCOUNT

2 insertions =  5%
4 insertions =  10%

** Special formats: enquiries may also be made regarding advertisement formats which are not given in the price list. This will be checked immediately.

** Placement requirements (minimum size ½ page): 15%.

Cancellation deadline for cover pages: 6 weeks before date of publication
Print document deadline for advertorials: 4 weeks before date of publication

Fullservice: The professional production of your advertorials is guaranteed by the editorial and design expertise of the Meininger Verlag.

You, as the client, only supply the basic information – raw text and images. Our editorial and design departments assume text preparation and layout. Coordination and approval of advertorial upon agreement.

Prices and conditions by request: sievers@meininger.de
**COLOUR ADVERTISEMENTS**  
1/1 page EUR 3,495

<table>
<thead>
<tr>
<th><strong>PRINT RUN</strong> <strong>2</strong></th>
<th>6,400</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL CIRCULATION</strong></td>
<td>4,543</td>
</tr>
<tr>
<td><strong>MAIL SUBSCRIPTIONS</strong></td>
<td>1,987</td>
</tr>
<tr>
<td><strong>PAID CIRCULATION</strong></td>
<td>2,755</td>
</tr>
<tr>
<td><strong>CIRCULATION CONTROL</strong></td>
<td>![icon]</td>
</tr>
</tbody>
</table>

**MAGAZINE FORMAT**  
Width 225 mm x height 290 mm

**PRINTING AREA**  
Width 193 mm x height 248 mm  
3 columns, 45 mm width each  
4 columns, 41 mm width each

**PRINTING PROCESS**  
sheeted offset, 70 screen

**BINDING**  
adhesive binding

**PRINT DOCUMENTS**  
see technical printing details

**TRIMMED ADVERTISEMENTS**  
no extra charge

**MEDIATION FEE**  
15 % (also Abroad)

* II. quarter 2019  
**Since 01/01/2019 MEININGERS SOMMELIER is also distributed at newspaper kiosks and stores
## Technical printing information

### PRINTING PROCESS
- Sheeted offset, 70 screen

### PAPER
- **Cover:** 300 g/m² wood-free, matt coated image print, 1:1 volume
- **Inside:** 115 g/m² wood-free, matt coated image print, 1:1 volume
- With light advertising motifs, the reverse sides may occasionally show through.

### COLOURS
- Colours used are from the colour scale ISO 2846-1. Specific approval is required for special colours or shades that cannot be created by combining colours from this scale. Details on request. The publisher reserves the right to also use the four-colour scale to compose decorative colours if technical requirements make this necessary. Slight deviations may occur within the tolerance range of the offset printing process.

### PRINT DOCUMENTS
- Data to be supplied as a printable (300 dpi) PDF file and a binding proof in accordance with ISO 12647-7. The settings for the PDF file (ISO coated v2 300 %) can be downloaded from the www.pva.de website. If it is not possible to create a PDF file, please supply a 300 dpi image file as a TIFF and/or uncompressed EPS file, including all the fonts used. The standard of offset printing should be used as a guideline for the image data. Area coverage should not exceed 300 % in total. The print issue is accompanied by a digital version, whereby the print advertisements are converted for digital depiction. Slight colour deviations may occur. Any claims regarding the digital issue version are excluded.

### DATA TRANSFER
- Please send the printable PDF via mail to: fassbender@meininger.de.
- Any proof or setting work will be invoiced at own cost. Please also note our terms and conditions of business stated in the order confirmation.

### SUPPLEMENTS
- **Supplement format:** min. 10.5 x 14.8 cm (end format) Max. = 22.5 x 29 cm (end format)
- **Supplement thickness:** min 115 g/m² with individual sheets / otherwise 80-300 g/m²; top trim = 5 mm (top system); trim edge = 3 mm per page (double page = 6 mm in binding); Foot trim = 5-20 mm (= end trim if smaller than magazine format); front trim = 5mm (= end trim if smaller than magazine format)
- Attention: any motifs and text which run over to the binding will be partly covered by the adhesive binding! Special formats only upon request!

### INSERTS
- **Min. format:** 105 x 148 mm (end trim)
- **Max. format:** 220 x 285 mm (end trim)
- **Insert thickness:** min 115g/m² with individual sheets Max thickness: 3 mm
- **Inserts must be enclosed in binding.** Special formats only upon request.

### ADHESIVE INSERTS
- **Paper thickness:** 150 - 220 g/m²
- **Minimum format:** 100 x 100 mm
- Mechanically glued: only possible in landscape format
- **Maximum format:** 110 x 200 mm
- Mechanically glued: only possible in landscape format
- **Position:** at least 30 mm from the upper and lower border and 10 mm from the binding (max. distance from binding 50 mm). Position tolerance when gluing: up to 5 mm.

### DELIVERY OF AD SPECIALS
- 7 weeks before first day of sale with delivery note for MEININGERS SOMMELIER, issue ...

### DELIVERY ADDRESS
- **Address for inserts:** pva, Druck und Medien-Dienstleistungen GmbH, Mr Stefan Klotz Industriestraße 15, 76829 Landau/Pfalz, Germany
- **Tel:** +49 (0) 6321-8908-16
International Sales Representatives

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Piazza Fontane Marose, 3
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Fax: +39 0 10 56 65 78
Email: wine@ediconsult.com

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Bulnes 1985 P.8 C
C1425DKC Buenos Aires
Phone: +54 911 56 19 50 36
Fax: +54 11 48 28 06 22
Email: diego@clubsycountries.com

France
Ute Schalberger
Am Himmel 7b
50858 Köln, Germany
Phone: +49 (0)2 21 58 91 93 93
Email: ute.schalberger@t-online.de
1. For the purpose of the General Terms and Conditions of Business set forth below, an “Advertisement Order” is the contract made between the publishing house and the customer relating to the publication of one or more advertisements in any advertising medium or other advertising media (hereinafter together called “Advertisements”) by advertisers or other promoters (hereinafter together called “Advertisers”) in a magazine or newspaper with the aim of dissemination.

2. A “Closing” is a contract for the publication of several advertisements, with due respect to the deadlines and conditions. Advertisements, which in the process purposes include placing Advertisement Orders for several Advertisers to obtain a joint discount. If a right to call each advertisement is granted in a Closing, the Order is the undertaking within one year of publication of the first advertisement, insofar as the first advertisement is called and published within one year of the contract being made.

3. If an Order pursuant to Nos. 1 and 2 is not performed due to circumstances for which the publishing house is not responsible, the customer must reimburse the publishing house the difference between the discount granted and the one corresponding with the actual purchase made, this being without prejudice to any other legal effective if nothing has been agreed to the contrary, the customer has a retrospective claim to the discount corresponding to his actual purchase of advertisements within one year.

4. For calculation of purchased quantities, text millimetre lines will be converted into advertisement millimetres in accordance with the price.

5. Orders for advertisements and external supplements which are only to be published in a limited edition at certain editions or at certain times in the publication must be received by the publishing house in due time for publication in the respective edition at the latest. The publishing house reserves the right to refuse to accept any advertisement, for which the technical form or design is not appropriate or inadequate or for which approval has not been granted in the price list.

6. Advertisements for publications are advertisements which are included in advertisements, which are available for the purpose of dissemination.

7. The publishing house reserves the right to reject advertisements - including separate calls as part of a Closing – and orders for supplements if the following applies:
   - content breaches the law or public authorities regulations or - Deutscher Werbeverband (German Advertising Standards Council) has objected to their content in complaint proceedings or - the publishing house cannot reasonably be expected to publish them in view of their content, design, origin or technical form or - Advertisements containing advertising of or for third parties. Orders for other advertising media will only become binding for the publishing house upon submission and approval of the sample. Advertisements containing advertising of or for third parties (co-operative advertising) are subject in each single case to prior written acceptance by the publishing house. Such acceptance entitles the publishing house to make an extra charge and/or to refuse to publish the advertisements. Supplements of which the format or design gives the reader the impression of publishing house. Such acceptance entitles the publishing house to make an extra charge and/or to refuse to publish the advertisements.

8. Solely the customer is responsible for on-time supply and flawless quality of suitable artwork or other advertising media. If artwork for advertisements is supplied or dataset are transmitted in a digital form, the customer must ensure that it is as required, in particular that the artwork is error-free and meets the requirements of the printing process. The publishing house reserves the right to make damages claims against the customer if it has suffered a loss as a result of such computer viruses transmitted by the customer. If the artwork is not supplied within the deadline and any artwork amendments requested by the customer or for which said customer is responsible, those parts of the artwork that are not in compliance with the published standards are to be regarded as a warranty for the customer and the publishing house will charge for their processing. Artwork and any other advertising medium are agreed to be those customary for the respective item pursuant to the data given in the price list and in the confirmation of order, this being as far as possible in view of the artwork provided. The customer meets the publishing house’s specifications for preparation and supply of artwork.

9. Artwork will only be returned to the customer by special request. The publishing house’s obligation to keep artwork ends three months after initial publication of the advertisement.

10. If publication of the advertisement does not comply with the contractually agreed features and quality or performance, the customer shall have a claim to a reduction in payment or to a non-defective substitute advertisement or to substitute publication of the other advertising medium but only to the extent to which the purpose of the advertisement or the other advertising medium was adversely affected. Advertisements which are printed in the following form are not possible for the publishing house at a disproportionately high cost.

11. The publishing house has the right to refuse a substitute advertisement or substitute publication if:
   - this involves an amount of work which, in view of the content of the contractual arrangement and the advertising deadline, is grossly out of proportion with the customer’s interest in performance or
   - the customer’s interest in performance is not adversely affected. Any notices relating to non-apparent defects must be submitted within one year of the beginning of the statutory limitation period.

12. Claims arising from a breach of obligation, culpa in contra parte, culpa in omni event or culpa in omni event are limited to the costs of publication in the advertising medium or the medium of advertisement. The customer’s right to a reduction in payment or in payment in respect of the order is restricted to the amount of the advertising medium in the case of advertising medium. The customer has a right to a reduction in payment or in payment in respect of the order. The order is rescinded if the publishing house is not responsible for losses due to the lack of warranted features is not known when the legal action is filed or if the customer has not been notified by no later than the end of the advertising year.

13. The customer is solely responsible for the content of the advertising medium. In an individual agreement, the publishing house can be granted the right, as customer’s representative, to open the incoming offers instead and in the declared interest of the customer. No letters in excess of the acceptable DIN A4 format or products or book and catalogue consignments or packages will be accepted if they are not addressed to the publishing house.

14. The customer must hold the publishing house harmless in respect of all claims of third parties which may arise for reason of a breach of legal regulations, in particular a breach of competitive and copyright law. In addition, the publishing house will be held harmless in respect of the costs of the customer’s legal defence. The customer has an obligation to support the publishing house in good faith with its legal defence against third parties, by providing information and documents.

15. The customer warrants that he possesses all the necessary rights for placement of the advertisement. The customer is solely responsible for the content and for the legal acceptability of both the written and pictorial material provided for the advertisement, for the publishing house. Within the scope of the Advertisement Order, said customer will hold the publishing house harmless in respect of claims of third parties which may arise for reason of a breach of legal regulations, in particular a breach of competitive and copyright law. In addition, the publishing house will be held harmless in respect of the costs of the customer’s legal defence. The customer has an obligation to support the publishing house in good faith with its legal defence against third parties, by providing information and documents.

16. Pursuant to Sentence 2, a reduction in the print run in the event of a Closing covering several advertisements can justify a claim for price reduction if the overall average of the advertising year, beginning with the first advertisement, falls short of the guaranteed print run. A reduction in the print run only constitutes a defect if the reduction in the print run is not caused by the customer’s interest in performance, is only as long as the customer has the right to refuse a substitute advertisement or substitute publication if the customer has the right to refuse a substitute advertisement or substitute publication if:
   - this involves an amount of work which, in view of the content of the contractual arrangement and the advertising deadline, is grossly out of proportion with the customer’s interest in performance or
   - the customer’s interest in performance is not adversely affected. Any notices relating to non-apparent defects must be submitted within one year of the beginning of the statutory limitation period.

17. Claims arising from a breach of obligation, culpa in contra parte, culpa in omni event or culpa in omni event are limited to the costs of publication in the advertising medium or the medium of advertisement. The customer’s right to a reduction in payment or in payment in respect of the order is restricted to the amount of the advertising medium in the case of advertising medium. The customer has a right to a reduction in payment or in payment in respect of the order. The order is rescinded if the publishing house is not responsible for losses due to the lack of warranted features is not known when the legal action is filed or if the customer has not been notified by no later than the end of the advertising year.

18. The law of the Federal Republic of Germany applies to the Advertisement Order.

19. Advertising agencies and agents have an obligation to comply with the publishing house’s price list in their offers, contracts and invoices for Advertisements.

20. Price changes for Advertisement Orders already placed are effective for entire advertisement issues, unless they are announced by the publishing house at least one month before publication of the advertisement or other advertising medium. The customer holds a right of rescission if prices are increased. The right of rescission is reduced to four weeks if the price change is executed in writing within 14 days of receipt of notification of the price increase.

21. If a joint discount is claimed for affiliated enterprises, written evidence of the group status of the Advertiser will be required. Affiliated enterprises for the purpose of this provision are enterprises between which there is a capital participation of at least 50 per cent.

22. The customer warrants that he possesses all the necessary rights for placement of the advertisement. The customer is solely responsible for the content and for the legal acceptability of both the written and pictorial material provided for the advertisement, for the publishing house. Within the scope of the Advertisement Order, said customer will hold the publishing house harmless in respect of claims of third parties which may arise for reason of a breach of legal regulations, in particular a breach of competitive and copyright law. In addition, the publishing house will be held harmless in respect of the costs of the customer’s legal defence. The customer has an obligation to support the publishing house in good faith with its legal defence against third parties, by providing information and documents.

23. The customer must provide the payment by the costs of payment of any necessary counterpart of the advertisement rate applicable at the time. The customer accepts the use of all the utilisation, property protection and other rights under copyright law required for use of advertising in print and online media of all kinds, including the internet, such rights being reserved by the customer’s interest in performance of electronic data processing for the purposes of the publishing house.

24. In compliance with Section 33 of the Bundesdatenschutzgesetz (BDG), the data entered in the customer’s data is stored with the help of electronic data processing for the purposes of the business relationship.