RATE CARD 2020
Short Description

MEININGERs WEINWELT is the special interest publication for the wine drinker who wants to buy top-quality wines from good grapes at a fair price and enjoy them without complication.

MEININGERs WEINWELT focuses on the passion for enjoyment – the reader receives numerous practical orientation aids and lots of tips concerning all aspects of wine. Lifestyle-orientated topics, such as travel, gastronomy and spirits, as well as interviews with celebrities, round off the editorial concept.

The reader concentrates on the good things in life and belongs to the high-consumption, quality-conscious and brand-orientated target group aged between 30 and 50.
## Publisher’s Details

| **Publisher:** | **MEININGER VERLAG GmbH**  
Maximilianstrasse 7-17  
67433 Neustadt/Germany |
<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>Telephone:</strong></td>
<td>+49 (0) 63 21/89 08-0</td>
</tr>
</tbody>
</table>
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| **Internet:**  | www.meininger.de |
| **Publishing Frequency:** | Every two months |
| **Subscription Price:** | € 53.65 per year |
| **Terms of Payment:** | Immediately without discount. If paid in advance, deduct 2% discount. |
| **Bank:**      | Sparkasse Rhein-Haardt |
| **IBAN:**      | DE 22 5465 1240 0001 9261 46 |
| **BIC:**       | MALA DE 51DKH |
| **Terms of Business:** | The general terms and conditions for the publishing sector shall apply to all order processing (see respective order confirmation) |
Discount Table No. 22, effective from 01.01.2020

**Colour Advertisements:** 1/1 page 6,505 €

**Discount Rates:**
- Repeat Advertising Rebates
  - 2 x 3%
  - 4 x 5%
  - 6 x 7%
  - 8 x 10%

- Quantity Rebates:
  - 1 page 3%
  - 2 pages 5%
  - 4 pages 10%
  - 6 pages 15%

**Press run:** 49,000

**Paid circulation:** 45,300

**Mail subscription:** 9,600

**Magazine Format:** Width 230 mm x Height 300 mm

**Printing Area:**
- Width 195 mm x Height 260 mm
- 4 columns @ 45 mm wide
- 3 columns @ 61 mm wide

**Printing Process:** Rotary offset, 70 screen

**Bookbinding Process:** Adhesive binding

**Artwork:** See technical details

**Trimmed Advertisements:** No extra charge

**Mediation Fee:** 15% (incl. foreign countries)
4 Standard Formats for Printing Areas

1/1 page mm
Format: W195 x H 260

3/4 page upright mm
Format: W145 x H 260

3/4 page broadside mm
Format: W195 x H 193

2/3 page upright mm
Format: W128 x H260

2/3 page broadside mm
Format: W195 x H171

1/2 page upright mm
Format: B 95 x H260

1/2 page broadside mm
Format: W195 x H127

1/3 page upright mm
Format: W61.5 x H260

1/3 page broadside mm
Format: W195 x H83

1/4 page upright mm
Format: W 45 x H260

1/4 page broadside mm
Format: W195 x H 61

1/4 page corner field mm
Format: W 95 x H127
## Schedule of Topics and Dates for 2020

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Advertising deadline (= cancellation date)</th>
<th>Artwork deadline</th>
<th>Topics</th>
</tr>
</thead>
</table>
– Global harvest report  
– Top 100 food retail trade  
– Pinot family  
– Australia  
– Hidden vineyards  
– France |
| 3/2020 | 11.03.2020       | 07.02.2020                                 | 14.02.2020       | – Results of MUNDUS VINI BIOFACH  
– Preview ProWein  
– Argentina  
– Italy  
– Mosella  
– South Africa |
– Accessory  
– MEININGER AWARD  
– Austria  
– Wine roads and wine routes  
– Franconia  
– Rosé international |
| 5/2020 | 15.07.2020       | 12.06.2020                                 | 19.06.2020       | – BEST OF RIESLING  
– Trends for the summer  
– Recycling  
– France  
– Spain  
– Italy |
– Start-ups  
– France  
– Climat change  
– Italy  
– Wine logistics  
– The best of cooperatives |
– Collectors of wineries  
– France  
– Spain  
– Sparkling international  
– Wine emigrants  
– Rhine Hesse  
– USA  
– FORUM VINI |

PLUS: Every issue also offers new discoveries from food retailers and wine stores, along with individual highlights. Not forgetting market tips and trends. The schedule of topics is adjusted in line with current events on an ongoing basis.
## Advertisement Formats and Prices € (not including VAT)

*All prices for special colours in accordance with Euro scale

Minimum size in text section: 1/4 page; mm advertisements under the heading »Schaufenster«

<table>
<thead>
<tr>
<th>Sizes in Side Sections</th>
<th>Formats in Printing Area</th>
<th>Trimmed Advertisements plus 5 mm trimming of all edges</th>
<th>Advertisement Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Width (mm)</td>
<td>Height (mm)</td>
<td>Width (mm)</td>
</tr>
<tr>
<td>1/1 page</td>
<td>195</td>
<td>260</td>
<td>230</td>
</tr>
<tr>
<td>3/4 page upright</td>
<td>145</td>
<td>260</td>
<td>165</td>
</tr>
<tr>
<td>3/4 page broadside</td>
<td>195</td>
<td>193</td>
<td>230</td>
</tr>
<tr>
<td>2/3 page upright</td>
<td>128</td>
<td>260</td>
<td>148</td>
</tr>
<tr>
<td>2/3 page broadside</td>
<td>195</td>
<td>171</td>
<td>230</td>
</tr>
<tr>
<td>1/2 page upright</td>
<td>95</td>
<td>260</td>
<td>115</td>
</tr>
<tr>
<td>1/2 page broadside</td>
<td>195</td>
<td>127</td>
<td>230</td>
</tr>
<tr>
<td>1/3 page upright</td>
<td>61,5</td>
<td>260</td>
<td>81</td>
</tr>
<tr>
<td>1/3 page broadside</td>
<td>195</td>
<td>83</td>
<td>230</td>
</tr>
<tr>
<td>1/4 page upright</td>
<td>45</td>
<td>260</td>
<td>65</td>
</tr>
<tr>
<td>1/4 page broadside</td>
<td>195</td>
<td>61</td>
<td>230</td>
</tr>
<tr>
<td>1/4 page corner field</td>
<td>95</td>
<td>127</td>
<td>115</td>
</tr>
</tbody>
</table>
**Double Page Formats**

<table>
<thead>
<tr>
<th></th>
<th>2/1 pages</th>
<th>420</th>
<th>260</th>
<th>460</th>
<th>300</th>
<th>€ 12,045</th>
</tr>
</thead>
</table>

**Special Formats / Special Placements**

<table>
<thead>
<tr>
<th></th>
<th>2nd, 3rd, 4th cover page</th>
<th>195</th>
<th>260</th>
<th>230</th>
<th>300</th>
<th>€ 7,995</th>
</tr>
</thead>
</table>

**Cover page cancellation:** 6 weeks prior to publication  
**Special formats:** You can inquire at any time about advertisement formats not included in the pricelist. A check will be made without delay. Placement regulations (minimum size 1/2 page): 15%.

<table>
<thead>
<tr>
<th>Supplements incl. distribution costs</th>
<th>Inserts</th>
<th>Adhesive Inserts incl. distribution costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 25 g</td>
<td>€ 107 per thsd</td>
<td>4-page € 109 per thsd</td>
</tr>
<tr>
<td>up to 50 g</td>
<td>€ 122 per thsd</td>
<td>6-page € 142 per thsd</td>
</tr>
<tr>
<td>up to 75 g</td>
<td>€ 142 per thsd</td>
<td>8-page € 203 per thsd</td>
</tr>
<tr>
<td>up to 100 g</td>
<td>€ 203 per thsd</td>
<td>12-page € 204 per thsd</td>
</tr>
</tbody>
</table>

No discount on inserts, supplements and adhesive inserts. Partial inserts are possible in the various Nielsen areas; minimum circulation 20,000; further increments of 10,000. Format: maximum 225 width x 295 mm height.

**Advertisements in the “Schaufenster” section (Display Window) classified advertisements**

Purchase and Sale

Millimeter Price: € 5.90  
(column width 45 mm)  
1 column: 45 mm  
2 columns: 95 mm  
3 columns: 145 mm  
4 columns: 195 mm

Box Number Fee: € 7.00  
Colour surcharge: 25%
Die Weingärten von Neuseeland. 19930 Hektar Rebfläche von 34270 Hektar, die von Aktuell verfügt Neuseeland über eine jahrzehnten mehrere neue Anbaugebiete hinzugekommen, die mit Sauvignon Blanc rein gar nichts zu tun. Aber Neuseeland auf Sauvignon Blanc auch sehr kleines Weinland wurde. Neuseeland ein bekanntes, wenn auch immer mehr Weintypen und dazu, dass der Cuvées aus bordeilisaser Sorten und das enorm hohe Qualitätsniveau hervor und stürmen die internati- onale Bild nur ein wenig durch das geringe Schulze hier ist, die Produktivität der Rebfläche und, dass die Winzer Krems in Deutschland kaum denken der Cuvées im Winter und im Frühjahr führten zu einem langer Winter, jedoch ohne Frostschäden, und ausreichende niederschläge, ausgehen zu können. Doch die ersten Klagen der Vegetation mit Bravour gemeis-sen hat die Vegetation mit Bravour gemei-

Die Urgesteinslagen westlich der Stadt Krems, hohe Qualität und feinstes terroir bieten feinstes terroir. Die Urgesteinslagen westlich der Stadt Krems.
### Technical Printing Information

**Printing Process**  
Rotary offset, 70 screen

**Paper**  
**Envelope:** 250 g/m² LuxoArt Samt  
**Inside:** 115 g/m² LuxoArt Samt

**Colour advertisements**  
Colours from colour scale ISO 2846-1.  
Specific approval is required for special colours or shades that cannot be created by combining colours from the scale used. Details on request. The publishers reserve the right to also use the four-colour scale to compose decorative colours for technical reasons. Slight tone deviations are due to the tolerance range of the offset printing process.

**Artwork**  
Data to be supplied as a printable (300 dpi) PDF file and a binding galley 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](http://www.pva.de). If it is not possible to create a PDF file, then please supply a 300 dpi image file in the TIF and/or uncompressed EPS format including all the fonts used. The image data should be based on the offset print standard. Area coverage should not exceed 300% in total. The print edition is accompanied by a digital version. The print advertisements are converted so that they can be displayed digital. In isolated cases, this may lead minor colour deviations; in view of this, complaints relating to the digital issue shall not be accepted.

**Data transfer**  
Email: fassbender@meininger.de  
Any work required to produce the galley proofs or for setting will be invoiced at cost. Please also take note of our conditions of business stated in the order confirmation.

### Supplements

**Supplement formats:** Same format as MEININGERs WEINWELT, 230 x 300 mm (width x height), depending on trimming edge. In bundles, 3 mm cutting edge per sheet; same as 6 mm double page.  
Top trimming edge 5 mm, outer trimming edge 4 mm, foot edge max 5 mm; right-angled fold every 8 pages; head and foot flush (including each trimming edge).

- **Paper weight:**  
  - Minimum weight: single sheets from 100 g/m²  
  - Maximum weight: 2-8 sheets up to 200 g/m²  

- **Inserts**  
  - **Insert formats:**  
    - Minimum format: 105 x 148 mm  
    - Maximum format: 220 x 290 mm

- **Adhesive Inserts**  
  - **Paper weight:** 150-200 g/m²  
  - **Adhesive insert formats:**  
    - Minimum size: 100 x 100 mm  
    - Maximum format: 110 x 200 mm  
    - Mechanically glued: only possible in broadside format.

- **Delivery of Ad Specials**  
  - **Delivery Date:** 3 weeks before the first day of sale, with remark on delivery note: for MEININGERs WEINWELT No. ...

- **Delivery Address:**  
  As agreed with Production Management  
  Tel: +49 (0) 6321 / 890816
1. For the purpose of the General Terms and Conditions of Business set forth below, an "Advertorship Order" is the contract made between the publishing house and the customer relating to the publication of one or more advertisements of a media nature of which the business customer is called "Advertising(s)" by advertisers or other promoters (hereinafter together referred to as "Advertorships") in a magazine or newspaper with the aim of dissemination.

2. A "Closing" is a contract for the publication of several advertisements, due consideration being taken of the discounts that are to be granted to the Advertiser in accordance with the price list. Each publication is performed upon call by the customer. A core of work is the order for the publication of advertisements for which the publisher must ensure that the transmitted data is free from computer viruses. If the publishing house discovers a computer virus in a file that has been transmitted, it will delete such virus from the file without any claims on the part of the customer. The publishing house reserves the right to make damages claims against the customer if the damage is a loss as a result of such computer viruses transmitted by the customer.

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 different between the discount granted and the one corresponding with the actual purchase made, this being without prejudice to any other legal obligations. If nothing has been agreed to the contrary, the customer has a retroactive claim to the discount corresponding to the type of advertisement made.

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 or included in certain issues or certain editions or at certain locations in the magazine concerned are only to be considered for the publishing house upon submission for order, the price to be noted in the order to be considered for the publishing house upon submission for order. For the failure to perform an order in this way. Classified advertisements will be printed under the publishers' column heading without any express agreement to the effect being required.

6. Confirmations of placement are issued subject to reservation and placements in writing, with the details of technical reasons. The publishing house cannot be held liable in such cases.

7. Text-section advertisements which are advertised on at least three sides by test and not other advertisements. If advertisements are of a design that is not identifiable as advertising, they will be carried clearly with the word "advertisement" by the publishing house.

8. The publishing house reserves the right to reject advertisements including advertisements as part of a Closing – and orders for supplements if the following applies:
   - their content breaches the law or public-authority regulations or the Deutscher Werberat (German Advertising Standards Council) has objected to their content in complaint proceedings or
   - the publishing house, after examination, may be expected to publish them in view of their content, design, origin or technical form or
   - they are advertisements containing advertising of or for third parties, Orders placed by the customer for the publishing house for purposes of the publishing house upon submission and approval of the sample.

Advertisements containing advertising of or for third parties (so-called advertising of third parties) are subject to special single case to prior written acceptance by the publishing house. Such acceptance entitles the publishing house to make an extra charge for advertising of third parties. The statutory conditions of business named in the Annex of Supplements of which the form or design gives the reader the impression of being part of the newspaper or magazine or which contain external advertisements of the publishing house for reasons. The customer will be notified immediately of the rejection of an advertisement or other advertising medium.

9. 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 in a digital form, the customer must ensure that it is as required, in particular that it complies with the publishing house's format or technical specifications and is provided in due time before the start of publication.

10. Before digital artwork is supplied, the customer must ensure that the transmitted data is free from computer viruses. If the publishing house discovers a computer virus in a file that has been transmitted, it will delete such virus from the file without any claims on the part of the customer. The publishing house reserves the right to make damages claims against the customer if the damage is a loss as a result of such computer viruses transmitted by the customer.

11. The publishing house must pay the costs incurred by the publishing house for any computer or other equipment necessary to prepare the advertisement if this is responsible. The features and quality of the advertisements or other advertising media are to be agreed with the customer to the respective item (also in the case of large orders), ensuring that the customer is aware of this fact.· The customer is responsible for making the corrections of which the publishing house is as being as possible in view of the artwork provided. This only applies if this service is not included in the publishing house's specifications for preparation and supply of artwork.

12. If no special size rulings apply, invoice calculation will be based on the actual printing height as customary for the type of advertisement.

13. The invoice must be paid within the period stated in the price list, unless a different payment period or an advance payment has been agreed in writing. Possible discounts for early payment will be granted as per the price list.

14. Any discount credits and subsequent discount debts will not be paid until the period of grace ends.

15. In the event of payment default or deferral, customary bank interest rates and the costs of collection will be charged. In the event of payment default, the publishing house can postpone continued performance of the ongoing publication of advertisements, and can make advance payment due of the remaining advertisements.

16. If there is justified reason to doubt the customer's solvency, the publishing house will, at its own option, and as far as necessary, make the publication of further advertisements dependent on advance payment of the sum by the customer. In this case, the customer will be responsible for the correctness of an advance payment, irrespective of the payment date originally agreed.

17. The publishing house will supply an advertisement proof on request. Depending on the type and scope of the Advertisement Order, advertisement extracts, tear sheets or complete sample copies will be supplied. If a proof is no longer available, it will be replaced by legally binding confirmation by the publishing house that the advertisement was published and disseminated.

18. Pursuant to Sentence 2, a reduction in the print run in the event of a Closing covering several advertisements cannot in any event be claimed. If the overall average of the advertising year, beginning with the first advertising, falls short of the guaranteed print run, a reduction in the average run shall only constitute a justification a reduction in the year to the extent that:
   - if a reduction to at least 20 % for a guaranteed print run of up to 50,000 copies, a reduction to at least 50 % for a guaranteed print run of over 50,000 copies, and
   - a reduction in the print run for the reasons given in Number 3 will not be taken into account.

19. Additional claims for price reductions relating to Closings are ruled out. If the publishing house notified the customer of the drop in the print run in the event of a Closing covering several advertisements, it is to be reimbursed the cost of the advertisement in question, irrespective of the payment date originally agreed.

20. The publishing house will supply a proof of advertisement on request. Depending on the type and scope of the Advertising Order, advertisement extracts, tear sheets or complete sample copies will be supplied. If a proof is no longer available, it will be replaced by legally binding confirmation by the publishing house that the advertisement was published and disseminated.

21. Pursuant to Sentence 2, a reduction in the print run in the event of a Closing covering several advertisements cannot in any event be claimed. If the overall average of the advertising year, beginning with the first advertising, falls short of the guaranteed print run, a reduction in the year to the extent that:
   - if a reduction to at least 20 % for a guaranteed print run of up to 50,000 copies, a reduction to at least 50 % for a guaranteed print run of over 50,000 copies, and
   - a reduction in the print run for the reasons given in Number 3 will not be taken into account.

22. Any discounts and subsequent discount credits and debts will not be paid until the period of grace ends.

23. In the event of payment default or deferral, customary bank interest rates and the costs of collection will be charged. In the event of payment default, the publishing house can postpone continued performance of the ongoing publication of advertisements, and can make advance payment due of the remaining advertisements.

24. If there is justified reason to doubt the customer's solvency, the publishing house will, at its own option, and as far as necessary, make the publication of further advertisements dependent on advance payment of the sum by the customer. In this case, the customer will be responsible for the correctness of an advance payment, irrespective of the payment date originally agreed.

25. The publishing house will supply an advertisement proof on request. Depending on the type and scope of the Advertisement Order, advertisement extracts, tear sheets or complete sample copies will be supplied. If a proof is no longer available, it will be replaced by legally binding confirmation by the publishing house that the advertisement was published and disseminated.

26. Pursuant to Sentence 2, a reduction in the print run in the event of a Closing covering several advertisements cannot in any event be claimed. If the overall average of the advertising year, beginning with the first advertising, falls short of the guaranteed print run, a reduction in the year to the extent that:
   - if a reduction to at least 20 % for a guaranteed print run of up to 50,000 copies, a reduction to at least 50 % for a guaranteed print run of over 50,000 copies, and
   - a reduction in the print run for the reasons given in Number 3 will not be taken into account.

27. Any discounts and subsequent discount credits and debts will not be paid until the period of grace ends.