

Frequency & distribution 5 times per annum

90% of the total run is sent by postal service to registered regular customers of Feinkost Käfer.

10% of the total run is displayed at the Feinkost Käfer main store, the Feinkost Käfer branches & restaurants and at prestigious shopping addresses.



Sizes

Print space:

Width 324 mm
Height 474 mm
Column 43 mm
7 columns

Column width:

1 column 43,0 mm
2 columns 91,5 mm
3 columns 138,0 mm
4 columns 184,5 mm
5 columns 231,0 mm
6 columns 277,5 mm
7 columns 324,0 mm

Insert rates

Minimum booking 10.000 copies
Minimum size: 105 x 148 mm
Maximum size: 240 x 340 mm

A printed copy of the insert has to be sent to:

Schörghuber Medien GmbH,
Schellingstr. 36, 80799 München

for approval.

Per 1000 copies:

up to 20 g	Euro	82,-
up to 30 g	Euro	89,-
up to 40 g	Euro	96,-
up to 50 g	Euro	103,-
over 50 g:		Please contact us

Print documents

The printing data for ads should be delivered as stated below:

- PDF-files with fonts embedded
- Photoshop-files with fonts embedded

General Terms & Conditions

Commercial advertising is subject to our General Terms and Conditions. Please contact us to get a copy. Available only in German.

Käfer

DIE ZEITUNG



FOOD, TRAVEL & LIFESTYLE

5 x per annum

Since 1930 the delicatessen shop „Feinkost Käfer“ has been one of the most reputable retailers and brands in Munich and Germany. Customers know about the freshness, quality and exclusivity of the product range, have confidence in the high standards of the „Käfer“ shop and love to be inspired by the variety of the assortment.

The „Käfer Zeitung“ is designed to match this philosophy and image. We provide content that is favoured by our sophisticated readership: Travel and gourmet recommendations, travel stories, VIP-events, furniture and design pages, lifestyle, fashion and beauty topics.

Our advertisement partners benefit from a well-funded target group.

The newspaper appears **5 times per annum**. 90 % of the total run is sent per postal service directly to registered customers of „Käfer“ within the German postcode area 8 (Bavaria with focus on the Munich metropolitan area). The rest of the run is displayed at the „Käfer“ shops and Restaurants in Munich and Berlin.

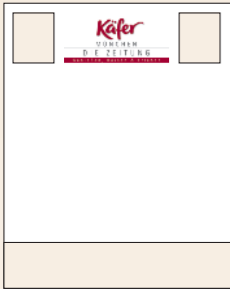
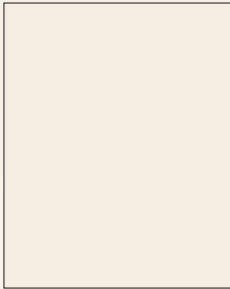
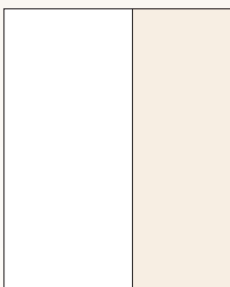

Advertising rates



Schörghuber
Medien


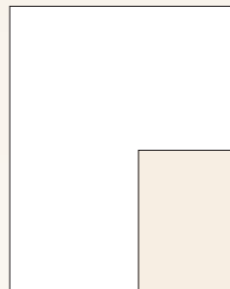
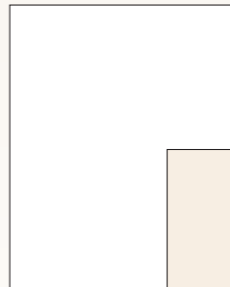
Schörghuber Medien GmbH
Schellingstr. 36 · 80799 München
Tel. 0 89/287 24 64-10 · Fax 0 89/287 24 64-20
info@schoerghuber-medien.de
www.kaefer-die-zeitung.de

Advertising samples

	1 booking	2 booking Discount 5%	3 booking Discount 10%	4 booking Discount 20%
 <p>Masterhead ad Width 65 mm Height 75 mm</p> <p>Frontpage bottom ad Width 324 mm Height 80 mm</p>	860 €			
 <p>1/1 page Width 324 mm Height 474 mm</p>	6.470,10 €	6.146,60 €	5.823,10 €	5.176,10 €
 <p>1/2 page Width 324 mm Height 237 mm</p>	3.235 €	3.073,25 €	2.911,50 €	2.588 €
 <p>3 Sp/474 mm Width 138 mm Height 474 mm</p>	2.772,90 €	2.634,25 €	2.495,60 €	2.218,30 €
 <p>7 Sp/150 mm Width 324 mm Height 150 mm</p>	2.310 €	2.194,50 €	2.079 €	1.848 €

Die gesetzliche Mehrwertsteuer wird auf den Netto-Rechnungsbetrag aufgeschlagen

Advertising samples

	1 booking	2 booking Discount 5%	3 booking Discount 10%	4 booking Discount 20%
 <p>2 Sp/474 mm Width 91,5 mm Height 474 mm</p>	2.085,60 €	1.981,32 €	1.877,04 €	1.668,48 €
 <p>4 Sp/230 mm Width 184,5 mm Height 230 mm</p>	2.024 €	1.922,80 €	1.821,60 €	1.619,20 €
 <p>3 Sp/230 mm Width 138 mm Height 230 mm</p>	1.518 €	1.442,10 €	1.366,20 €	1.214,40 €
 <p>2 Sp/230 mm Width 91,5 mm Height 230 mm</p>	1.058 €	1.005,10 €	952,20 €	846,40 €
 <p>2 Sp/150 mm Width 91,5 mm Height 150 mm</p>	690 €	655,50 €	621 €	552 €

Die gesetzliche Mehrwertsteuer wird auf den Netto-Rechnungsbetrag aufgeschlagen

Millimeter rates

1 - 499 mm	2,30 € pro mm
500 - 1099 mm	2,20 € pro mm
ab 1100 mm	1,95 € pro mm
Calculation: Advertising height in mm x number of columns	