

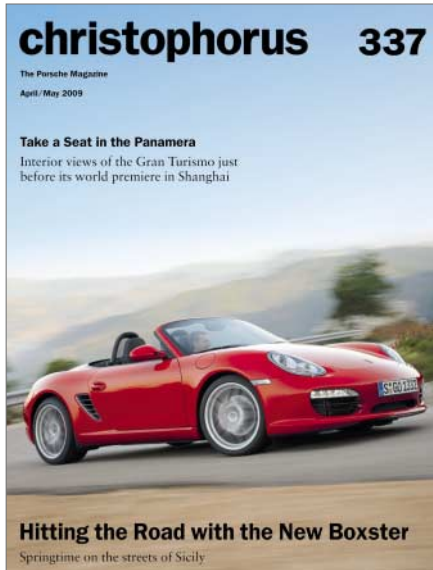
Rate card 2010

Rate list no. 41, effective 1st January 2010

christophorus

Das Porsche Magazin





Distributed Internationally

Christophorus Porsche Magazine is distributed in the core markets of Porsche AG in the following languages: German, English, Italian, French, Spanish, Chinese (simplified), Japanese, Korean, Russian and Portuguese.

Circulation

Worldwide 331.000 copies

Porsche Centres and Porsche Importers arrange subscriptions with their customers as an extra service. Subscribing Porsche-owners receive their copies personally addressed and wrapped in an envelope.

TOP-Target (results of Readership survey - for Germany and USA)

- male targeted (94% men in Germany and USA)
- most active phase of life (30 - 59 years)
- extremely high net household income
(in Germany: 44% earn 7,500 € per months or more)
(in USA: 60% earn 15,000 \$ per month or more)
- occupation: professional, senior executive

Fascination and image of Porsche

The Porsche brand stands worldwide for quality, power and emotion ...

For more details please see www.zs-mediateam.de; The readership surveys for Germany and USA are ready for download in PDF-file.

Rate list no. 41, valid as of 1 January 2010

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Das Porsche Magazin

Circulation:	German edition	101,000 copies
	Europe edition	151,000 copies
	USA-edition	110,000 copies
	Worldwide edition	331,000 copies

1/1 page
multi-color advertisements worldwide edition **18,100.– EUR**

Colour advertisements:

A reduction in the number of colours does not affect the price for colour advertisements.

For bound screen print formats with different spot colors on each side, price are determined separately for each side based on the rates for partial formats.

Slight deviations in shade are justified within the tolerance range for offset printing.

Bleed advertisements or those which exceed the type area:

please see table below for dimensions.

Deadlines:

please see the advertisement calendar.

The Publisher reserves the right to refuse advertising orders or artwork.

Technical specifications

magazine format:	215 mm wide x 280 mm high
type area:	187 mm wide x 247 mm high
print method:	offset printing
print process and binding procedure:	Sheet offset/adhesive binding
art work:	see technical requirements
colors:	Euroscale
proofs:	preferably matchprint (white base)

Publisher and Editorial Dr. Ing. h. c. F. Porsche Aktiengesellschaft
Porscheplatz 1, D-70435 Stuttgart

phone: +49-(0) 7 11-9 11-2 60 56
fax: +49-(0) 7 11-9 11-2 52 08

Advertisement sales: Z&S Mediateam GmbH
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www.zs-mediateam.de

Advertisement Director: Petra Sindel
phone: +49-(0) 9 123-9 62 30-11
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e-mail: sindel@zs-mediateam.de

Traffic dep.: Alfred Zügner
phone: +49-(0) 9 123-9 62 30-12
fax: +49-(0) 9 123-9 62 30-50
e-mail: zuegner@zs-mediateam.de

Bank: Sparkasse Nürnberg
Konto-Nr. 4 845 095
BLZ 760 501 01

Terms of payment:

Net within 30 days of invoice date.

For advance payment before publication date, 2 % discount if no outstanding accounts.

Discount:	multiple	bulk
	3+ ads 5%	3+ pages 5%
	6+ ads 10%	6+ pages 10%
		12+ pages 15%

Middle East Rates

	prices/EUR
Full Page	6.000,-
DPS	12.000,-
IFCS	14.400,-
Half Page	3.900,-

Christophorus - The Porsche Magazine is published in the following language versions:

German

English (UK)

English (USA)

French

Italian

Spanish

Chinese (simplified)

Japanese

Korean

Russian

Portuguese

Important notice for copy

Except for the German version, a design in English is required for all languages.
For all language versions, a language change in black is free of charge.

Please note for 4-c changes:

A 4-c change in English is free of charge.
For all other 4-c changes, a surcharge for technical expenses of **800 EUR** is due.

issue no.	publication date	order deadline & cancellation date	copy deadline	deadline for inserts, supplements, pasted inserts
1 Feb./March (342)	29. January 2010	09. December 2009	12. December 2009	04. January 2010
2 April/May (343)	31. March 2010	11. February 2010	15. February 2010	03. March 2010
3 June/July (344)	31. May 2010	12. April 2010	16. April 2010	05. May 2010
4 Aug./Sept. (345)	30. July 2010	11. June 2010	15. June 2010	05. July 2010
5 Okt./Nov. (346)	30. September 2010	13. August 2010	16. August 2010	02. September 2010
6 Dec./Jan. (347)	30. November 2010	13. October 2010	18. October 2010	03. November 2010

Print material sizes

Size	type ares		For bleed ads foresee 4 mm on trims		
	width mm	height mm	width mm	height mm	
1/1	187	247	215	280	
2/1	406	247	430	280	
1/2 upright	91	247	103	280	limited
1/3 upright	59	247	71	280	limited

Loose inserts: (German edition)

price: up to 20 g = **145.– EUR** per %
(non-discountable) each additional 5 g started = **15.– EUR** per %
maximum dimensions: 200 mm wide x 270 mm high

The inserts must be of a quality allowing problem-free automated processing.
Please ask the rate for international editions.

Mailing address for Inserts:

Meiller Direkt GmbH
Herr Blind
Gutenbergstr. 1
D-92421 Schwandorf

Bound inserts: (German edition)

(minimum paper weight 100 g/m²)

price: double-sided 135.– EUR %
(non-discountable) 4-sided 195.– EUR %
8-sided 245.– EUR %
untrimmed sheet format: 220 mm wide x 299 mm high
trim margin: head 5 mm, foot 14 mm, routing margin 4 mm

The bound inserts must be of a quality allowing problem-free automated processing.
Please ask the rate for international editions.

Mailing address for bound inserts:

Sachsendruck GmbH
Frau Tödtmann
Paul-Schneider-Str. 12
D-08523 Plauen

Pasted inserts: (German edition)

response cards or letters pasted onto full-page advertisements

prices: technical surcharges in addition to ad prices
(non-discountable) surcharges:
postcards 62.– EUR %
booklet upto 20 g 72.– EUR %

For prices for product samples and other printed matter, please contact us.

past zone: 15 mm minimum distance from binding and/or trim edge

The pasted inserts must be of a quality allowing problem-free automated processing.
Please ask the rate for international editions.

Mailing address for pasted inserts:

Media Bind
Herr Wimmer
Raudtener Str. 13
D-90475 Nürnberg

For inserts please submit sample with final (binding) specifications when orders are placed at: Z&S Mediateam GmbH, Marktplatz 30, D- 91207 Lauf.

General Terms and Conditions for advertisement and third-party inserts in newspapers and magazines

1. Within the meaning of the following general terms and conditions, an "advertising order" is a contract regarding the publication in a printed work of one or more advertisements on behalf of an advertiser for the purpose of distribution.

2. In case of doubt, advertisements are to be called in for publication within a year after the effective date of a contract. If the right to call in individual advertisements is granted within the scope of the sales order, the order is to be fulfilled within a year of the appearance of the first advertisement, provided that the first advertisement is called in and published within the time limit named in sentence 1.

3. For sale orders, the client is also entitled to call in additional advertisements, over and above the number of advertisements specified in the order, within the agreed upon time limit and/or within the time limit specified in clause 2. above.

4. If an order is not fulfilled due to circumstances beyond the publisher's control, the client must – irrespective of any potential legal obligations – reimburse the publisher for the difference between the discount granted and the discount corresponding to the actual purchase. This reimbursement does not apply if non-fulfillment follows from an act of God in an area within the publisher's risk.

5. Regards advertisements in textual sections. Inapplicable.

6. Orders for advertisements and inserts, which expressly are to be published only in particular issues, particular editions, or at particular places within the printed work, must be received by the publisher in such a timely manner that the client can be informed before the advertising deadline if the order cannot be carried out as desired. Classified advertisements will be printed under their corresponding category, without this requiring an additional express agreement.

7. First paragraph regards advertisements in textual sections. Inapplicable.

Advertisements which, due to their editorial design, are not recognizable as advertisements will be clearly labeled as such by the publisher with the word "advertisement".

8. The publisher reserves the right to reject advertising orders – including individual callings within the scope of a sales order – and orders for inserts on account of their content, their origin, or their technical form on the basis of the publisher's uniform, objectively justifiable principles, if their content violates a law or government regulations, or if their publication is unacceptable to the publisher. This also applies to orders placed by branch offices, agencies, or other legal representatives.

Orders for inserts become binding for the publisher only after a sample of the insert has been submitted and approved. Inserts which, due to their format or layout, may give the reader the impression that they are an integral part of the newspaper or magazine, or which contain third-party advertisements, will not be accepted.

The client is to be informed of the rejection of an order without delay.

9. The client is responsible for the timely delivery of the advertising text and perfect printing copy, or of the inserts. The publisher requires prompt replacement of discernably inappropriate or damaged printing copy.

The publisher guarantees the usual print quality for the title in which the advertisement appears, to the extent allowed by the condition of the printing copy.

10. If the printed advertisement is wholly or partially illegible, incorrect, or incomplete, the client has a claim to a reduction of payment or a replacement advertisement of acceptable quality, but only to the extent to which the object of the advertisement has been adversely affected. If the publisher allows a fair and reasonable deadline established for this to expire, or if the replacement advertisement is once again not acceptable, the client has a right to a reduction of payment or cancellation of the order.

Damage claims due to breach of obligation, culpa in contrahendo, and wrongful acts are excluded – whether the order has been placed by telephone or otherwise –; damage claims due to impossibility of performance and delay are limited to restitution of the foreseeable damages and to the remuneration to be paid for the advertisement or insert concerned. This does not apply

to wrongful intent or gross negligence on the part of the publisher, its legal representatives, and persons employed to assist in providing performance for which the publisher is vicariously liable. The publisher's liability for losses due to a lack of promised quality remains unaffected.

Furthermore, in commercial transactions the publisher is not liable for gross negligence on the part of persons employed to assist in providing performance; in other cases, liability for gross negligence vis-à-vis businesspersons is limited in extent to restitution of the foreseeable damages, up to the amount to be paid in remuneration for the advertisement concerned.

Complaints must be put forward within four weeks of receiving the invoice and specimen copy, except if the defects are not apparent.

11. Proofs will be supplied only at the client's express request. The client bears responsibility for the correctness of the proofs returned by him. The publisher will take into account all error corrections of which it is informed within the time limit set when the proofs are transmitted.

12. Regards billing according to number of copies printed; inapplicable.

13. If the client does not pay in advance, the invoice will be submitted to him immediately, or at the latest within 14 days after publication of the advertisement.

The invoice is to be paid before expiration of the deadline specified in the price list, which is calculated from the date of receipt of the invoice, unless another payment deadline or prepayment has been agreed upon for that particular case. Possible discounts for advance payment will be granted according to the price list.

14. If payment is unduly delayed, or if the time for payment has been extended, interest will be charged at the rate of 2 percent over the currently valid discount rate of the Deutsche Bundesbank (German National Bank), plus collection costs. If payment is unduly delayed, the publisher may suspend further execution of the current order until payment has been made and may require prepayment for the remaining advertisements.

If there exist well-founded doubts about the client's ability to pay, the publisher is entitled, even during the term of an advertising sales order, to make the appearance of additional advertisements contingent on prepayment of the sum and on the settlement of outstanding invoices, irrespective of any originally agreed-upon period for payment.

15. Upon request, the publisher will supply a voucher copy of the advertising order, clippings of the advertisement, or specimen copies of pages or of entire issues, will be supplied. If a specimen copy can no longer be obtained, it will be replaced by a legally binding certificate from the publisher attesting that the advertisement has been published and distributed.

16. The client bears the costs for printing blocks, mats, and drawings ordered, as well as for significant changes to the originally agreed design which are desired by the client or of which the client is responsible.

17. For a sales contract regarding multiple advertisements, a claim to a price reduction can be derived from a reduction in circulation if the individual circulation figures for the issues concerned fall below the guaranteed number of sold issues average. A reduction in circulation constitutes a defect that justifies a price reduction only if it amounts to

20%, for a circulation of up to 50,000 copies
15%, for a circulation of up to 100,000 copies
10%, for a circulation of up to 500,000 copies
5%, for a circulation of over 500,000 copies

Furthermore, claims to a price reduction are excluded for sales contracts if the publisher has given the client timely notification of the drop in circulation such that the client could have rescinded the contract before the advertisement appeared.

18. Regards classified advertisements with box numbers. Inapplicable.

19. Regards storage of mats. Inapplicable.

20. Place of performance is the publisher's corporate domicile. Place of jurisdiction is the publisher's corporate domicile. Provided that claims of the publisher are not asserted in court proceedings to recover debt, the place of jurisdiction for non-businesspersons is determined by their legal residence. If the client's legal or habitual residence is unknown at the time suit is filed, or if after the conclusion of a contract the client has transferred his legal or habitual residence outside the area where the law applies, the publisher's corporate domicile is stipulated as the place of jurisdiction.

Additional Terms and Conditions of the Publisher

a) The general and the additional terms and conditions of the publisher also apply mutatis mutandis to orders for pasted inserts, bound-in inserts, or technical special orders.

b) Each order becomes legally binding only after the publisher has confirmed it in writing.

c) Advertising middlemen and advertising agencies are obligated to be bound by the publisher's price list in their offers, contracts, and settlement of accounts with advertisers. The agent's commission paid by the publisher may not be passed on to the client, either wholly or in part.

d) A change to the advertising price list also applies to current orders as of its effective date, but not sooner than four months after its announcement.

e) For application of a group discount to subsidiary companies, equity participation of at least 50% is required.

f) Inserts are an advertiser's loose printed materials that are added to a periodical. Inserts that combine offers from multiple advertisers under a shared theme (association advertising) are possible by special agreement.

g) Bound-in inserts are an advertiser's printed materials that are firmly bound into the periodical. Bound-in inserts that combine offers from multiple advertisers under a shared theme (association advertising) are possible by special agreement.

h) Bound-in inserts which, due to their design, are not recognizable as advertisements must be clearly labeled with the word "advertisement". Details are to be arranged following submission of a sample.

i) The client bears sole responsibility for the content and the legal propriety of the original text and graphics made available for the insert. It is incumbent upon the client to release the publisher from third-party claims that accrue to it in the course of carrying out an order, even if the order should be cancelled. The publisher is not obligated to examine orders and advertisements as to whether they adversely affect the rights of a third party. If cancelled advertisements appear, the client is entitled to possible claims pursuant thereto only to the extent provided for by clause 10 of the general terms and conditions as stated above.

j) In case of stoppages or of interventions due to acts of God (e.g., labor disputes, attachments, and the like), the publisher has a claim to full payment for published advertisements if the orders are fulfilled with 80% of the guaranteed number of sold issues. Lesser performance is to be paid according to the thousand-page price pursuant to the guaranteed number of sold issues specified in the tariff rate schedule.

k) The obligation to store printed copies ends three months after the corresponding advertisement has appeared, provided that no express agreement to the contrary has been made.

l) Transmittal of more than two color originals, failure to deliver printing copy according to schedule, and the request for a printed reproduction that differs from the original can affect the placement and print quality of advertisements. Possible claims from this can be asserted only within the limits of clause 10 of the general terms and conditions as stated above. The publisher expressly reserves the right to bill for additional expenses that may accrue.

Z&S Mediateam GmbH, Marktplatz 30, 91207 Lauf an der Pegnitz

Data formats: All standard DTP formats. Preferred: QuarkXPress, Photoshop (images).
No locked files.
ISO – Codex: 27 L

Document formats: Bleed advertisements must be net format plus extra bleed trim.
Full page net format:
width 215 mm
height 280 mm + 4 mm cutoff trim on all sides

Data medium ISDN: ISDN 4-channel Leonardo XL **+49 (0) 37 41/ 21 31 66**
Internet E-Mail: **vorstufe.sachsendruck@sachsendruck.de**
Cartridges 44 MB / 88 MB / 135 MB / 200 MB
CD - ROM
DAT - Bänder (Reprospect) 4 mm / 9 mm / 20 mm
DLT - Tape III -XT (Reprospect)
3,5" diskette
100 MB - Zip disk
1 GB - JAZ disk
MOD drive 5^{1/4}" 600 MB / 1,2 GB / 1,3 GB /2,6 GB

Digital proof: EuroOffset. The Proof must be produced with the delivered data.

Data delivery Mac/PC:	Mac	PC
	QuarkXPress	QuarkXPress
	Free Hand	Free Hand
	Page Maker	Page Maker
	Photoshop	Corel Draw
	In Design	Word

Art work: Data and digital proof please send to:
Sachsendruck GmbH
Herr Sauer
Paul-Schneider-Str. 12
D-08523 Plauen
phone: +49 (0) 37 41 / 21 31 60
fax: +49 (0) 37 41 / 21 31 81

Claims arising from incorrect submissions or data will not be considered.

Your contacts – our advertising sales offices:

Advertisement sales:



Z&S Mediateam GmbH

Marktplatz 30
D-91207 Lauf an der Pegnitz
www.zs-mediateam.de
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Petra Sindel (Advertisement Manager)
phone +49 (0) 91 23 - 9 62 30-11
E-Mail: sindel@zs-mediateam.de

Alfred Zügner (Traffic dep.)
phone +49 (0) 91 23 - 9 62 30-12
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