

MEDIA INFORMATION 2010



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GWV MEDIA
Richtig schalten.

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QUIT ■

Your contact partners in the advertising marketing department

PHONE +49(0)611.7878-

-139



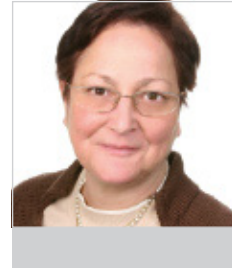
**ANNETTE
OBERLÄNDER-RENNER**
Ad management
annette.renner@gwv-media.de

-313



MANDY KRAUSE
Ad sales online
mandy.krause@gwv-media.de

-148



MONIKA DANNENBERGER
Ad placement
Fax: -443
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FAX +49(0)611.7878-430

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Title portrait

1 Brief description:

Editorial concept: versicherungsmagazin (Insurance magazine) is one of Germany's leading insurance industry trade magazines. Each month, experts give independent and well-founded information on current events within the industry, about the sale of financial products, information and communications technology, and tips and trends for sales. Sales and marketing strategies, and practical sales tips are traditional areas of focus. The service section complements the spectrum of subjects with company news, event information, Teach-Up and job vacancies.

In addition, the "PROINVEST" supplement is published with the magazine, with subjects covering funds, investments, property, participation models, private equity, secondary markets, financing and other investment products. **Readership:** The core readership is made up of insurance brokers, financial service intermediaries, tied agents and management in insurance companies, as well as independent financial advisors, investment advisors in sales organisations, insurance brokers who also supply investment products and all-round financial planning (investment portfolios, pensions, property financing, inheritance planning). Selected broker pools are supplied with versicherungsmagazin on an exclusive basis.

- 2 Frequency:** monthly
- 3 Year of publication:** 57th volume 2010
- 4 Internet:** www.versicherungsmagazin.de
- 5 Membership:** -
- 6 Organ:** -
- 7 Publisher:** -
- 8 Publishing company:** Springer Fachmedien Wiesbaden GmbH
Gabler Verlag
POB 1546, D-65173 Wiesbaden, Germany
Postal address: POB 1546, D-65173 Wiesbaden, Germany
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Fax: +49(0)611.7878-400
Internet: www.gww-media.de
e-mail: see contact partners

9 Editor:

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e-mail: bernhard.rudolf@springer.com

Annette Oberländer-Renner (Advertising Manager)
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11 Distribution:

Subscription service: Stefanie Druffelsmeyer
phone +49(0)5241.801968 · fax .809620
e-mail: gabler@abo-service.info

12 Subscription price:

yearly subscription	Germany	€ 129,- (incl. VAT)
	foreign countries	€ 162,- (incl. VAT)
single issue		€ 14,50 (incl. VAT)

13 ISSN:

1616 - 1963

14 Scope analysis 2008 = 12 issues

Size of journal:	210 mm width x 279 mm height
Total volume:	928 pages = 100,0%
Editorial part:	699 pages = 75,3%
Advertisement part:	229 pages = 24,7%

Supplements:

9 items

15 Content analysis of the editorial part 2008 = 699 pages

insurance market/products	435 pages = 62,2%
IT/organization safety	46 pages = 6,6%
job/personnel/career	59 pages = 8,4%
marketing/distribution/management/law	94 pages = 13,5%
content/editorial/others	65 pages = 9,3%



16 Circulation monitoring:

17 Circulation analysis:

average number of copies
per issue in one year
(July 1 2008 - June 30 2009)

Print run:	18.830		
Actual distributed circulation (ADC):	17.446	of which, abroad:	105
Copies sold	7.291	of which, abroad:	84
- Subscription copies:	6.977	members-copies:	153
- Other sale:	311		
- Individual copies sold:	3		
Voucher copies:	10.155		
Reminder, archive and records copies:	1.384		

18 Geographical distribution analysis:

Economic area	percentage of actual circulation	
	%	copies
Germany	99	17.341
Foreign countries	1	105
Actual distributed circulation	100	17.446

Coverage in Germany structured according to Nielsen areas:

Current coverage upon request.

Issue / Month Advertising deadline(AD) Copy deadline (CD) Publication date (PD)	Exhibitions, events, conferences	Trend	Insurance industry	Sales practice	IT and organisation	Special* PROINVEST
1 January AD 26.11.2009 CD 02.12.2009 PD 23.12.2009	11. Wiesbadener Strategietage (19-20.01.) FONDS professionell Kongress, Mannheim (27-28.01.)	Insurance sales in a difficult environment	Life, damage / accident, medical	Further training	Mobile CRM: (hardware and software)	
2 February AD 08.01.2010 CD 14.01.2010 PD 29.01.2010	Call Center World, Berlin (08-11.02.)	Assistance	Residential building / household effects, life, damage / accident, medical	Customer loyalty and acquisition of new customers	IT and data security	Guarantee funds / fund sales
3 March AD 29.01.2010 CD 05.02.2010 PD 26.02.2010	CeBIT, Hanover (02-06.03.) BCA, Wiesbaden (10-11.03.)	Brokerage and com- mission	Life, damage / acci- dent, medical	Target-group marketing	Telephony: providers, mobile phones, etc.	
4 April AD 26.02.2010 CD 05.03.2010 PD 26.03.2010	Invest, Stuttgart (23-25.04.)	Intermediary liability	Transport, life, damage/ accident, medical	Success factors in sales	CeBIT: trends and products	Rating: funds and fund poli- ces
5 May AD 30.03.2010 CD 09.04.2010 PD 30.04.2010	CHARTA-Marktplatz, Neuss (04-05.05.) LVFM (Leipziger Versicherungs- und Fondsmesse), Leipzig (05.05.) Payment, im Rhein-Main-Gebiet (18-20.05.)	BU	Reinsurance, life, damage/ accident, medical	Fee-based consultancy	Reduce costs: printers, scanners, etc.	
6 June AD 28.04.2010 CD 05.05.2010 PD 28.05.2010	Finance Forum, Wiesbaden (08-09.06.)	Product innovations	Industry, life, damage/ accident, medical	VM Award for insurance-industry entrepreneurs	Call centres in the insurance industry	Fund products: life and pension

Issue / Month Advertising deadline(AD) Copy deadline (CD) Publication date (PD)	Exhibitions, events, conferences	Trend	Insurance industry	Sales practice	IT and organisation	Special* PROINVEST
7 July AD 28.05.2010 CD 04.06.2010 PD 25.06.2010		Agency management	Legal protection, life, damage / accident, medical	Service for regular customers	VM Award: sales software	
8 August AD 02.07.2010 CD 08.07.2010 PD 30.07.2010		Medical insurance	Liability, life, damage/accident, medical	Sales channels examined closely	Office equipment: green IT	
9 September AD 29.07.2010 CD 05.08.2010 PD 26.08.2010	IAM , Düsseldorf (03-05.09.) DMS Expo , Cologne (21-23.09.)	Vehicle insurance	Occupational disability, life, damage/accident, medical	Sales cooperations	Broker portals: software and service companies	Successful sales of fund products
10 October AD 01.09.2010 CD 07.09.2010 PD 28.09.2010	EXPO REAL , Munich (04-06.10.) Security , Essen (05-08.10.) CRM Expo , Nuremberg (06-07.10.) it-sa , Nuremberg (19-21.10.) DKM , Dortmund (26-28.10.)	Life insurance	Reinsurance, life, damage/accident, medical	Cross-selling	Notebooks and mobile end devices	
11 November AD 28.09.2010 CD 05.10.2010 PD 26.10.2010	EURO FINANCE MARKET PLACE , Frankfurt/Main (15-17.11.) E.B.I.F. , Frankfurt/Main	Broker pools	Private pension, life, damage/ accident, medical	Further development of agencies and brokerage offices	Outsourcing in the insurance industry	
12 December AD 27.10.2010 CD 03.11.2010 PD 25.11.2010		The future of sales	Life, damage/ accident, medical	DKM follow-up report	Hardware and software for intermediaries	

Permanent sections: PROINVEST | new products | product of the month | teach up careers/appointments section

***Special topics** can also appear in other months in view of occasion.

This annual subject overview is only a small selection. You can find the whole topic preview for a month four weeks before the respective closing date for advertising at www.gwv-media.de or from annette.renner@gwv-media.de. The editorial team reserves the right to make changes.



- 1 Print run:**
distribution print run: 18.830
actual distributed circulation (ADC) (as defined in AMF-system 2): 17.446
- 2 Magazine size:** trimmed: 210 mm width x 279 mm height
Type area: 175 mm width x 240 mm height
- 3 Printing and binding process; setting copies:**
offset, digital transmission possible: see "Specifications for digital copy" page 9
- 4 Publication dates:**
rhythm of publication: monthly
date of publication/deadline for advertisement: cf. dates and subject plan pages 3+4

- 5 Publishing company:** Springer Fachmedien Wiesbaden GmbH
Gabler Verlag
Postal address: POB 1546, 65173 Wiesbaden, Germany
Office address: Abraham-Lincoln-Straße 46,
65189 Wiesbaden, Germany
- Advertising department:** phone +49(0)611.7878-139
fax +49(0)611.7878-430
- 6 Terms of payment:**
2% discount if payment is received before date of publication;
15% agency commission; prices plus VAT; to be paid upon receipt of invoice.
- Account details:**
Postbank Hamburg, Kto.-Nr. 576 826 201 (BLZ 200 100 20)

- 7 Advertisement formats and prices:** The currently valid VAT must be added to all prices.

Format		width x height in mm	Basic price b/w in Euro	2 colours in Euro	3 colours in Euro	4 colours in Euro
2/1 page		388 x 240	7.760,-	9.160,-	10.560,-	11.960,-
1/1 page		175 x 240	4.000,-	4.700,-	5.400,-	6.100,-
3/4 page	horizontal	175 x 178	3.000,-	3.700,-	4.400,-	5.100,-
2/3 page	upright	115 x 240	2.680,-	3.380,-	4.080,-	4.780,-
	horizontal	175 x 156				
Junior Page	-	115 x 178	2.400,-	3.100,-	3.800,-	4.500,-
1/2 page	upright	85 x 240	2.000,-	2.700,-	3.400,-	4.100,-
	horizontal	175 x 117				
1/3 page	upright	55 x 240	1.340,-	2.040,-	2.740,-	3.440,-
	horizontal	175 x 76				
	bloc	115 x 117				
1/4 page	upright	40 x 240	1.000,-	1.700,-	2.400,-	3.100,-
	horizontal	175 x 56				
	bloc	85 x 117				
1/6 page	upright	55 x 117	670,-	1.120,-	1.570,-	2.020,-
1/8 page	upright	55 x 86	500,-	900,-	1.300,-	1.700,-
	bloc	85 x 56				

Further formats on request.

Advertorial: 1/1 page 4c, € 6.100,-. Company/product presentation within the context of special topics. Presentation in magazine layout. The advertorial contains 2-4 illustrations/tables as well as the company contact details. Scope: text length (inc. blank spaces) approx. 3.000 characters: Once the text has been supplied, our editorial team will take care of the design. Discounts are granted based on quantity.

Industry entry: 1/6 page landscape b&w / 4c € 590,- each / The industry entry contains a brief profile inc. contact details and a logo. The industry entry can be booked for 6 or 12 issues.

8 Surcharges:

cover page 4c, plus € 1.525,-
 4th cover page 4c, plus € 1.220,-
 2nd and 3rd cover page 4c, plus € 915,-

Extra charges for colours:

per normal colour (European standard), plus € 700,-
 special colours, plus on request

Special formats:

ads reaching into cords, plus 10% of b/w price
 isolated ads (text on every side), plus 60% of b/w price
 satellite ads, plus 10% of b/w price
 bleed ads, plus 10% of b/w price

Formats for bleed ads (incl. bleed difference)

	w x h (in mm)		w x h (in mm)	
1/1 page		216 x 285		
1/2 page	upright	107 x 285	horizontal	216 x 143
1/3 page	upright	69 x 285	horizontal	216 x 92
1/4 page	bloc	107 x 140	horizontal	216 x 69
Other formats upon request.				

9 Vacancies or business contacts: on request

10 Special Ads: on request

11 Discounts: for placement in one insertion year:

by number of ads		by number of pages	
3 times appearing	3%	3 pages	5%
6 times appearing	5%	6 pages	10%
9 times appearing	10%	9 pages	15%
12 times appearing	15%	12 pages	20%

12 Discounts for insertion in more than one magazine: on request

Only one discount table for every placement.

All extra charges - colour, placement, special formats - are liable for discount.
 Special prices are not liable for discount.

13 Bound inserts:

2 pages € 4.560,-
 4 pages € 5.950,-
 6 pages € 7.340,-
 8 pages € 8.730,-
 Price for paper weight up to 170 g.
 Delivery untrimmed, trimming size on request
 Discount by number of pages
 (2 insert page = 1/1 page)

14 Supplements: unbound, maximum format 203 mm width x 272 mm height.
 price: up to 25 g per thousand € 285,-
 up to 30 g per thousand € 295,-

Number of supplements on request
 Price for heavier supplements on request

15 Tip-on-cards, samples and others:

price per thousand for tip-on-cards € 250,-
 price per thousand for CDs, booklets € 290,-
 Number of cards on inquiry. Bigger and heavier formats on request
 (applies also to samples).
 No discounts.

16 Forwarding address: (for pos. 13 - 15) on request

Delivery note: „versicherungsmagazin“ (no.)

Find our general terms and conditions on www.gwv-media.de



- 1 Web address (URL):** www.versicherungsmagazin.de
- 2 Brief description:** The website Versicherungsmagazin.de is one of the leading online platforms for the insurance industry in Germany. The focus is on up-to-the-minute information on insurance industry topics, the latest trends in Information and Communications Technology, plus tips for financial sales.
- 3 Target group:** Key target readership includes insurance brokers, financial services intermediaries, tied agents, and insurance company managers.
- 4 Publisher:** Springer Fachmedien Wiesbaden GmbH
Gabler Verlag
Abraham-Lincoln-Str. 46
65189 Wiesbaden, Germany
phone +49(0)611.7878-0 · fax -400
- 5 Contact:** **Mandy Krause**
phone +49(0)611.7878-313 · fax -430
e-mail: mandy.krause@gwv-media.de

- 6 Traffic controller:** 
- 7 Traffic:** on request, alternatively: www.ivw.de
sector "online Nutzungsdaten"

- 8 Data delivery:** By 2 working days before publication to banner@gwv-media.de
GIF, JPG, HTML, Flash, DHTML or
Java up to 15 KB (larger on inquiry)

Info Flash:

```
Actionscript 1+ 2
on (release) {
  getURL (_level0.clickTag, "_blank");
}
or
ActionScript 3.0 (Flash CS3)
var _url:String = "";
if (LoaderInfo(root.loaderInfo).parameters.clickTag)
{ _url = LoaderInfo(root.loaderInfo).parameters.clickTag;
  myButton.addEventListener(MouseEvent.CLICK, handleMouse); }
function handleMouse(event:MouseEvent):void
{ navigateToURL(new URLRequest(_url), "_blank");
}
```

- 9 use external ad servers:** possible

10.1 Advertising formats and prices: The current rate of VAT must be added to all prices.

Web	Pixel Format	CPT in €	Kilobites
1 Textad + Logo (GIF)	300 x 115	55,-	max. 100
2 Rectangle	300 x 250	75,-	max. 100
3 Video Rectangle (polite streaming)	300 x 250	75,-	max. 100
4 Expandable Rectangle Small	630 x 250	100,-	max. 100
5 Expandable Rectangle Large	630 x 350	125,-	max. 100
6 Corner Ad (bottom left)	on request	100,-	max. 100
7 Layer Ad + Rectangle Reminder (Tandem Ad)	on request	150,-	max. 100
8 Half page	300 x 600	150,-	max. 100
9 Expandable Half page	630 x 600	on request	max. 100
Web (ad specials)	Pixel Format	Fixprice in €	Kilobites
1 Whitepaper / Best Practice	.pdf	1.500,- (4 weeks)	max. 500
2 WebTV / Webcast	.avi .mpg .mov .wmv	1.200,- (4 weeks)*	on request
3 Stand-Alone-Newsletter		0,75 pro eMail adress	on request
4 Microsite		1.500,- (4 weeks) + Setup	on request
5 Sponsorpackage Business-Partner		13.800,- (12 months)**	on request
6 Sponsorpackage Premium-Partner		27.000,- (12 months)**	on request
7 BranchenIndex Business		440,- (12 months)**	on request
8 BranchenIndex FirstClass		780,- (12 months)**	on request
Newsletter	Pixel Format	CPT in €	Kilobites
1 Advertorial/Textad + Logo/Picture (GIF or JPEG)	150 x 100 Text 300 charakters***	55,-	max. 50
2 Advertorial/Textad + Logo/Picture (GIF or JPEG)	150 x 100 Text 650 charakters***	75,-	max. 50
3 Rectangle (GIF or JPEG)	300 x 250	75,-	max. 50

*) Video creating on request
 **) Package content on request
 ***) inkl. space

11 Discounts: on request

Conditions agreed for print media will not be applied for online media

12 Terms of payment:
 2% discount if payment is received before publication;
 15% commision for agencies;
 prices plus VAT.
 Payable upon receipt of invoice

Account details:
 Postbank Hamburg, account number 576 826 201, bank code 200 100 20

Find our general terms and conditions on www.gwv-media.de



Specifications for digital copy

Contact

Monika Dannenberger, advertising placement
phone +49(0)611.7878-148
fax +49(0)611.7878-443

Data provision

- Please deliver printable PDF/X3 files in the size of the advertising format (with no white edges).
- Trimmed (bleed-off) advertisements must have a 3 mm bleed difference on the relevant edges.
- Special colours must be defined as HKS or Pantone.
- The maximum ink deposit should not exceed 300%.

Proofs

As we print according to process standard offset (PSO) we do not need proofs.

Links

- **FTP:** access data on request

- **Email:** monika.dannenberger@gwv-media.de

Data transmitted by email should not exceed 10 MB in volume!

Data transfer

- Please use Winzip (.ZIP) for data compression purposes.
- Give the zip file a name beginning with the periodical title followed by the issue and the client.

For support with

- Creating PDF/X3 files
- Distiller JobOptions
- Pitstop Settings, etc.,
please ring +49(0)931.385-332 | Stürtz GmbH

Successful cross-media communication with



GWV MEDIA
Richtig schalten.

Corporate Publishing

- corporate books
- customer magazines
- internal communication
- membership magazines
- annual reports
- business-tv
- event marketing

Multimedia

- blogs
- community
- newsletter
- web-tv
- e-detailing
- whitepaper
- audio-slide
- e-magazines

Contact

- **Tanja Pfisterer**
Head of advertising
Key Account Management & Online
T: +49(0)611.7878-146
tanja.pfisterer@gwv-media.de

Corporate
Publishing

Print

integrated
communication

Multimedia

Online

Print

- magazines
- books
- supplements
- specials

Online

- portales
- b2b-search-engines
- planning-tools

- **Elisabeth Maßfeller**
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- **Sabine Schüler**
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Cross Media →

www.workingoffice.de

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www.call-center-international.com

www.bankmagazin.de

www.versicherungsmagazin.de

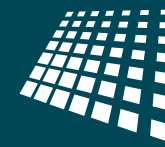
www.innovativeverwaltung.de

www.salesbusiness.de

Book Program

IndustryContact-series

Specials and "extras"



GWV MEDIA
Richtig schalten.