

GET SLANTED

MAGAZINE

&

BLOG

*TYPOGRAPHY
&
GRAPHIC DESIGN*



MEDIA RATES 2012

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<http://www.slanted.de/mediarates>

001 \ PROFILE

Slanted.de is a weblog that has typography and design as its topic. Founded in 2004 it has grown into one of the most important design portals and discussion forums in the German-speaking area. It informs its readers about international design trends and events day by day in numerous categories and is always in tune with the zeitgeist of design and typography.

Slanted is represented internationally through many media cooperations and linkings.

The typography magazine SLANTED, in existence since 2005 and complementing the weblog, is published quarterly and combines the sectors typography, layout, illustration and photography. It attends to the topics in greater detail and more intensive.

Both blog and magazine encourage and call for a debate on these subjects as an experimental field.



Slanted Magazine #15 – Experimental

002 \ AWARDS (SELECTION)

Designpreis der BRD 2009 (Silber)

Berliner Type 2008, 2009

Laus Award 2009

Type Directors Club NY 2007, 2008, 2011

Lead Awards 2007, 2008

red dot Award Communication Design 2008

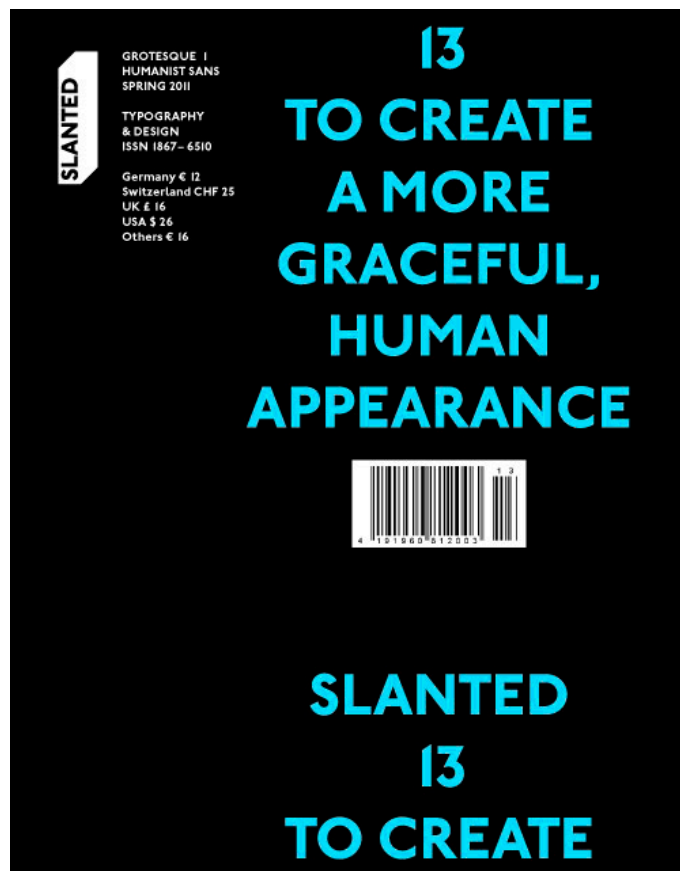
Annual Multimedia 2008

ADC of Europe 2008, 2010

European Design Award 2008, 2011

ADC Wettbewerb 2007, 2008, 2010, 2011

iF communication design award 2007



003 \ TARGET GROUP

Slanted aims to people that are interested in design, fashion, hard- and software, photography and lifestyle. They have following attributes in common: spend-happy, ambitious, authentic, urban. The readers are trendsetters, design- and technology-lovers and opinion formers.

They love design. People that emphasize strong concepts and good realization. They are courageous, interested in opinions and want to cross borders. They are open for new things and critical with their qualitative rating.

Essential readership

- › Graphic designers
- › Communication and multimedia designers
- › Type designer and type foundries
- › Design orientated and culturally interested readers
- › Decision makers from print and paper industry
- › Students

Data about our readership

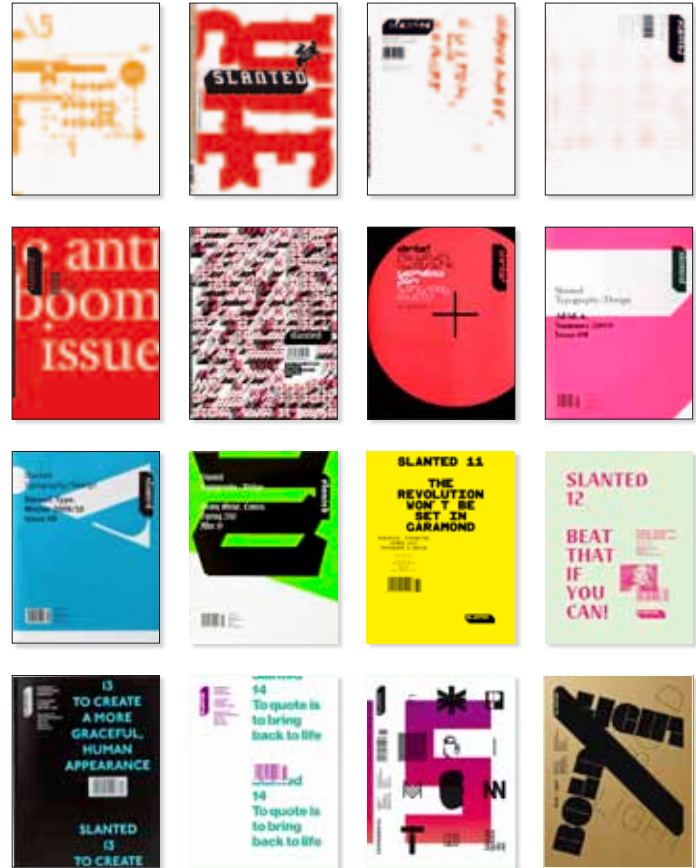
- › 3 Mio. living in the German speaking area
- › 90% aged between 18 and 44 years
- › Sociodemography:
Blog and Magazine: 55% male, 45% female
- › Slanted readers are superior educated,
65% left school with A-levels.
- › Our target group has a high-income:
34% net over 3.000 €.
- › They use the world wide web very often to get the latest information about technics, brands, culture, TV.
- › The experiences with e-commerce is superior, often based on renting a car, booking a journey, effecting an insurance as well as purchasing computer software, hardware and equipment, textiles and accessories.

004 \ MAGAZINE

The magazine combines the fields of typography, design, illustration and photography. It includes professional analysis and reports, type experiments, interesting portraits of designers, exceptional interviews with international stars and no-names of the design scene, extravagant graphics and design and ambitious photography.

Each issue of the magazine is dedicated to a special (typographic) topic. Thereby it gains a special quality and longevity and is collected as a reference book by our readers.

Look and layout of the magazine reflect the (specific) topic of each issue and is classified as cutting-edge design and always up-to-date. Creation is the base of the magazine, typography and design its content.



004 \ MAGAZINE > TITLE PORTRAIT

Size

240 × 320 mm

Print run

10.000 copies

Volume

164 pages

ISSN

1867-6510

Print

Offset, E & B Engelhardt and Bauer, Karlsruhe

Frequency

4 × per annual, spring/summer/autumn/winter

Distribution

Slanted, Export Press SAS, IPS Pressevertrieb

Sales

Directly via www.slanted.de, Amazon marketplace, selected bookstores, museum shops and concept stores worldwide and at international stations and airports

Retail price

Germany: € 14,-

Switzerland: CHF 25,-

UK: £ 16,-

USA: \$ 26,-

Other countries: € 16,-

Subscriptions (incl. tax and postage)

Annual subscription national: € 48,-

Annual subscription reduced national: € 38,-

Annual subscription international: € 65,-

Publishing house

MAGMA Brand Design GmbH & Co. KG

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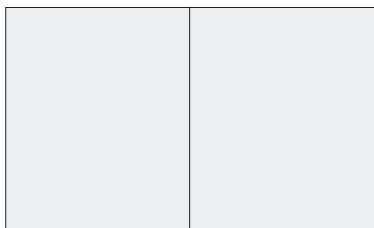
Julia Kahl

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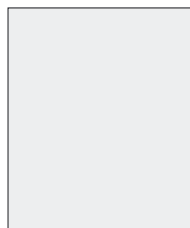
004 \ MAGAZINE › CALENDAR 2012

ISSUE	TOPIC	RELEASE	AD CLOSE	ARTWORK DEADLINE
Slanted #17	Comic Spring Issue	22.03.2012	09.02.2012	16.02.2012
Slanted #18	Signage Summer Issue	06.06.2012	24.04.2012	30.04.2012
Slanted #19	Super Families Autumn Issue	30.08.2012	19.07.2012	26.07.2012
Slanted #20	Egyptienne Winter Issue	22.11.2012	11.10.2012	18.10.2012

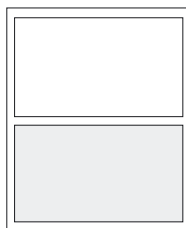
004 \ MAGAZINE › AD FORMATS & CONDITIONS



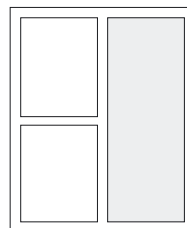
2/1
480 × 320 mm



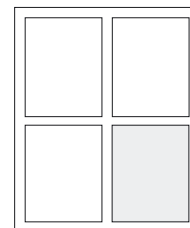
1/1
240 × 320 mm



1/2
215 × 150 mm



1/2
105 × 305 mm



1/4
105 × 150 mm

AD FORMAT	COLOR	CROPPED (MM)	PRIZE €
2/1 page	CMYK across gutter	480 × 320	6.500,-
2/1 page	greyscale across gutter	480 × 320	5.800,-
1/1 page	CMYK	240 × 320	4.300,-
1/1 page	greyscale	240 × 320	3.500,-
2nd cover	CMYK	240 × 320	5.500,-
3rd cover	CMYK	240 × 320	5.000,-
4th cover	CMYK	240 × 320	6.500,-
1/2 page	4c	105 × 305	2.500,-
1/2 page	greyscale	105 × 305	2.000,-
1/2 page	4c	215 × 150	2.500,-
1/2 page	greyscale	215 × 150	2.000,-
1/4 page	CMYK	105 × 150	1.300,-
1/4 page	greyscale	105 × 150	1.100,-

004 \ MAGAZINE › VOLUME DISCOUNT

(circuit within 12 months)

QUANTITY SCALE	NET	COMBINATION MAG + BLOG
as of 2 pages	3 %	20 %
as of 3 pages	5 %	20 %
as of 6 pages	10 %	20 %
as of 9 pages	15 %	20 %



004 \ MAGAZINE › SUPPLEMENTS, INSERTS

Supplements Loose, bound and glued inserts have to be delivered in such a way that no additional manual preparation is required.

Inserts Inserts are bound with the magazine. They have to be ready for processing when provided. Maximum size: 210 × 270 mm plus bleed difference: top 13 mm, bottom 22 mm, outside 5 mm, grind off 3 mm. Sizes for inserts with outside cover: 209 × 270 mm plus bleed difference as described above.

Important Before we can affirmate your request, there have to be sent print examples of the insert or supplement for checking. Please send examples minimum 5 weekdays before ad close. We will send the delivery adress with the confirmation of your order.

Just ask and we will develop a fitted offer!

004 \ MAGAZINE › SPECIFICATIONS FOR DIGITAL DATA

Bleed

All adverts as final artwork plus 3mm bleed

Print colour

CMYK Euroscale respectively greyscale.

Printing profile

Deliver files only as PDF/X-3 with reference proof. If you deliver other file formats or defective pdf files there is no claim for complaint. Without a proof according to ISO 12647-2 we can not guarantee for colour discrepancy.

Placing

The publishing house can only note special placings and try to realize the request. Obligatory placings are charged with additional costs.

Payment conditions

Payment without deductions within 14 days of the date of the bill.

Provision of printing data

Please send your digital files zipped to e-mail adress magazine@slanted.de. If you cannot provide the files on this way please send a data medium (DVD/CD) via mail.

Images

Image data in CMYK mode, minimum resolution 300 dpi (in the case of approx. 100% positioning). The use of LZW compression for TIFF files is allowed. EPS files may be saved as a JPEG (maximum quality). For the magazine form the ISO Coated v2 (ECI Standard; www.eci.org) profile must be used.

Special requests

Short-term booking, special advertising forms, individual colour and format options on request possible.

We make the impossible possible.

Please contact Mrs. Julia Kahl:

T: +49 (0) 721 - 824 858-50

004 \ MAGAZINE › FINISHES AND PAPER

Slanted presents high-end finishing techniques and high-quality paper from innovative producers and providers in the magazine.

Those who read Slanted magazine like to discover quality and are curious for the unknown. And how could you better present your product as in use?

Whether on the cover or as a poster or in the magazine itself – there is no limitation to fantasy.

We would like to offer an opportunity to innovative finishing companies, service providers and manufacturers to feature a special finish, a particular technique, a new colour or a special paper.

Benefit from our opportunities in the magazine and on the weblog to support your brand or product and help us to present it to our readers.

We would be delighted to advise you about the opportunities open to you.



Slanted Magazine #8, hot foil finishing and relief embossing



Slanted Magazine #12, Cover, printed with special color

005 \ WEBLOG

The weblog informs daily about current international trends and events in 16 categories: education/university, design, theses, foundries, finds, illustration, interviews, magazines, typefaces, Typo Berlin, raffles and many more. Many design terms and definitions found in the world wide web link directly to slanted.de.

The selected and defined information call for interaction and lead to loyalty and credibility next to the readers.

All postings are embedded automatically in our Facebook and Twitter (2.370, 07.10.2011) account and can be commented at every time. This leads to discussions, linkings, comments and suggestions at many postings. We are opinion makers and reach people around the globe. Numerous users visit slanted.de several times a day and use the blog as a reliable and up-to-date source of information.

> www.slanted.de

Slanted was awarded with gold as weblog of the year at the Lead Awards 2008 in Hamburg.



005 \ WEBLOG > FACTS (2011.12.09, GOOGLE ANALYTICS)

URL

http://www.slanted.de

Visits

135.504

Page Impressions

328.226

Besuchszeit

2 min 20 sek

Seitenaufrufe pro Besuch

2,42

Neue Besuche

34,82%

Map overlay

Visitors from 129 countries.

Top 10: Germany, Switzerland, United States of America, Austria, United Kingdom, France, Italy, Netherlands, Spain, China

Resource of visitors



Linking-websites: 48.149,00 (35,53 %)
Direct pageviews: 43.566,00 (32,15 %)
Search engines: 42.123,00 (31,09 %)
Others: 1.666 (1,23 %)

Social Networks (selection)

Facebook Followers: 7.388

Twitter Followers: 2.698

Blog articles

4.885

Blog rubrics

21 categories: Books, Competitions, Design, Events, Exhibitions, Findings, Graphics, Illustration, Interactive, Interviews, Lotteries, Magazines, Miscellaneous, Music, Objects, Photography, Study Projects, Type Foundries, Typefaces, Typo Berlin, University, Webseiten

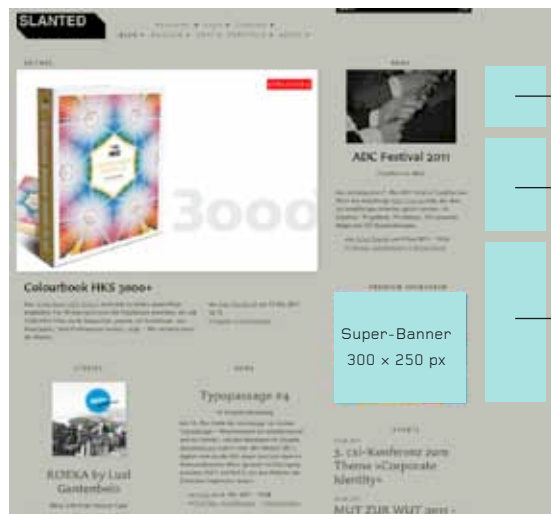
Media consulting

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005 \ WEBLOG > AD FORMATS & CONDITIONS



Super-Banner
300 x 250 px



Banner S
138 x 138 px

Banner M
138 x 220 px

Banner L
138 x 400 px

Super-Banner
300 x 250 px

ADVERTISING FORM PIXEL

FIXED PRIZE IN € Permanent/Rotation

		2 weeks	4 weeks	6 weeks	8 weeks
Super-Banner	300 x 250	1.500/1.250	2.500/2.250	4.250/3.250	5.000/4.250
Banner S	138 x 138	800/650	1.500/1.200	2.200/1.700	2.750/2.250
Banner M	138 x 220	900/750	1.650/1.400	2.500/2.100	3.150/2.500
Banner L	138 x 400	1.100/950	2.000/1.750	3.000/2.650	3.750/3.250

005 \ WEBLOG > VOLUME DISCOUNT

(circuit within 12 months)

VOLUME	NET	COMBINATION MAG + BLOG
ab € 2.500,-	2,5 %	20 %
ab € 5.000,-	5 %	20 %
ab € 10.000,-	10 %	20 %



005 \ WEBLOG > SPECIFICATIONS FOR DIGITAL DATA

File formats

GIF (normal or animated), JPG,
SWF (hard-coded)

File size

Max. 30 KB

Placing

Placing request only with prior consultation and depending on advertising capacity.

Sound

Sound may only be activated by user activation (click). This has to be realized by text or a graphic speaker icon. The user must have the possibility to stop the sound at every time, not depending on lengths of the sound element. Sound may not be played in loop or with mouse-over.

006 \ CONTACT

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CEO

Lars Harmsen, Ulrich Weiß, Flo Gaertner
Registered office: Karlsruhe
RG Mannheim HRA 701 472

Full liability

MAGMA Brand Design Verwaltung GmbH
Registered office: Karlsruhe
RG Mannheim HRB 703 722

Payment conditions

Payment without deductions within 14 days of the date of the bill. Our standard terms and conditions are valid.

007 \ STANDARD TERMS AND CONDITIONS

1. “Advertising contract” within the meaning of the following General Terms and Conditions shall be the contact governing the publication of one or several advertisements placed by advertising professionals or other advertisers in print form for the purpose of distribution. The contract shall become legally binding through written confirmation to the client.
2. In case of doubt, advertisements shall be used for publication within one year of the contract having been concluded. Should, as part of the agreement, the right to the use of individual advertisements have been granted, then the contract must be brought to termination within one year of the first advertisement appearing, provided that the first advertisement is used and published within the period of time stated in sentence 1.
3. The advertisement prices shall be determined by the publisher’s advertisement price list valid at the time of conclusion of the contract. Should the price of advertisements change following conclusion of the contract the publisher shall be entitled to calculate the price in accordance with the price list valid at the time of publication; this shall not apply in the case of business transactions with non-commercial parties, provided that no longer than four months have passed since conclusion of the contract and time of publication. Advertising agencies and advertising intermediaries shall not be permitted to pass on to their clients in part or in full the intermediary fees paid by the publisher.
4. Should a contract not be fulfilled on account of circumstances for which the publisher is not responsible the client, regardless of any further legal obligations, shall reimburse to the publisher the amount resulting from the difference between the volume purchased and that actually used. Should the magazine, on account of force majeure (for example war, mobilization, industrial action or other unpredictable occurrences) appear not at all, not in full, or not on time, the client shall have no right to make a claim
5. Contracts for advertisements and external supplements, which, it has been declared, shall be published in specific numbers, specific editions, and in specific places of the print version must reach the publisher in such time that the client can be informed prior to the closing date for advertisements if the contract cannot be fulfilled in this way. Rubricated advertisements shall be printed in the relevant rubric without any express agreement being required.
6. The publisher shall be entitled to make advertisements which, given their editorial design are not recognizable as such, clearly identifiable with the word “Advertisement”.
7. The publisher shall reserve the right to refuse advertisement contracts, including individual uses within an agreement, as well as supplement contracts on the basis of uniform, professionally justified principles on account of their technical form or their origin; the same shall apply if the content violates laws or official stipulations or publication of which is unacceptable for the publisher. This shall also apply to contracts submitted to company offices, order receipt agencies and representatives. Supplement contracts shall only be binding for the publisher following presentation of a sample of the supplement and its approval. Supplements which, given their format or presentation give the reader the impression they are an integral part of the newspaper or magazine, or contain external advertisements, shall not be accepted. The client shall be informed immediately of any refusal to accept its contract.
8. The client shall be responsible for the timely delivery of the advertisement text and faultless print documents or the supplements. For the documented issue the publisher shall guarantee the usual printing quality within the possibilities offered by the print documents.
9. In the case of an advertisement being totally or partially illegible, as well as incorrectly or incompletely printed the client shall have a right to a reduction in price to the extent to which the purpose of the advertisement was impaired, or to a faultless replacement advertisement. Should the publisher allow an appropriate length of time granted to it for the publication of such to pass, or should the replacement advertisement once again not be faultless, the client shall have the right to a reduction in price or to cancellation of the contract. Any further liability on the part of the publisher shall be ruled out. Claims for compensation in accordance with section 280 I of the German Civil Code (BGB) on account of active breach of conditions, with section 311 para. 2, 3, 241 para. 2, 280 para. 1 of the German Civil Code (BGB) and unauthorized action, in particular in the case of award of contract by telephone shall be excluded; claims for compensation resulting from the contract proving impossible and delay shall be restricted to reimbursement of the foreseeable damage and in terms of amount to the fee paid for the relevant advertisement or supplement. This shall not apply in the case of intent and gross negligence on the part of the publisher, its legal representative and fulfillment agents. This shall not affect the publisher’s liability for damage resulting from the lack of assured features. Furthermore, in commercial business transactions the publisher shall not be liable for gross negligence on the part of simple fulfillment agents; in other cases, in terms of size liability on the part of businessmen for gross negligence shall be limited to the foreseeable damage up to the fee for the relevant advertisement. Claims must be submitted within four weeks after receipt of the invoice.

10. Should the client not have paid in advance, the bill shall be sent immediately, where possible though 14 days after publication of the advert. The bill shall be payable within the period of time stated in the price list; this shall begin with receipt of the bill unless in individual cases another period for payment or pre-payment was agreed. Any deductions for premature payment shall be granted in accordance with the price list.

11. In the case of delayed payment the publisher, under the proviso of further rights, shall charge interest on arrears of 7 % above the valid discount rate set by the Deutsche Bundesbank. In the case of delayed payment the publisher shall be entitled to postpone fulfillment of the current contract until payment has been made, and demand pre-payment for the remaining advertisements. Should there be well-founded doubts about the solvency the client shall be entitled, even during an on-going advertisement contract and without taking into consideration any originally agreed payment goal, to make the appearance of further advertisements dependent on the pre-payment of the amount and the settlement of outstanding bills.

12. On request the publisher shall send a copy of the advertisement with the bill. Depending on the type and volume of the advertisement contract excerpts from advertisements, advertisement pages or entire copies shall be sent. Should a copy no longer be able to be procured it can be replaced by legally binding certification by the publisher of the publication and distribution of the advertisement.

13. The client shall bear the cost of the preparation of ordered print documents and drawings, as well as for major changes to the originally agreed version desired by the client and for which the latter bears responsibility.

14. In the case of box number advertisements the publisher shall make use of the diligence of a prudent businessman for the custody and timely forwarding of the relevant services. Registered and express delivery letters to box number advertisements shall be forwarded by normal post only. Replies to box number advertisements shall be kept for four weeks. Replies not collected within this period of time shall be destroyed. Without being obliged to do so the publisher shall return valuable documents.

15. Confirmations of placement shall apply only under proviso and can be changed for technical reasons. In such cases the publisher shall not be able to be made liable.

16. Print documents shall be returned to the client only if specifically required to do so. The storage obligation shall end three months after termination of the contract.

17. The place of fulfillment shall be the domicile of the publisher. In business dealings with businessmen, legal persons under public law or in the case of special assets under public law; the

place of jurisdiction in case of legal action shall be the domicile of the publisher. Inasmuch as claims on the part of the publisher cannot be asserted by summary proceedings, in the case of non-commercial parties the place of jurisdiction shall be determined by their place of residence. Should the place of residence or usual address of the client, in the case of non-commercial parties as well, be unknown at the time the legal action instigated, or should the client, following conclusion of the contract, have moved his place of residence or usual address outside the area of validity of the law, the place of jurisdiction shall be agreed as being the domicile of the publisher.

