



schmuck  
MAGAZIN

# MEDIA RATES 2020

*Design - Trends - Ästhetik*



GERMANY'S TOP JEWELLERY MAGAZINE

(2nd quarter/2019)

circulation	18,624
retail sales	14,809
subscriptions	4,162

# SCHMUCK MAGAZIN – *Portrait*

Schmuck Magazin – Germany's top jewellery magazine – has been published by Meth Media VerlagsgmbH in Stuttgart since 2010. As an informative magazine for consumers, jewellers, goldsmiths, producers and designers, it's always on the pulse of time. A unique medium for consumers, available at kiosks, with a large base of subscribers.



**GERMANY'S  
TOP JEWELLERY MAGAZINE**

## DESIGN

A connection of tradition: Schmuck Magazin creates a forum for the sophisticated jewellery culture of our time. We provide an overview of a wide spectrum of artistry in jewellery design – from established jewellers to up-and-coming designers in the industry.

## AESTHETICS

Die Beauty is in the eye of the beholder. Schmuck Magazin shows the aesthetics of exceptional designs. Exciting photoshoots and creative arrangements set the most thrilling creations into favourable light.

## SPECTRUM & TRENDS

With Schmuck Magazin we provide a forum for friends and retailers of diamonds, gems and pearls. We comment on current jewellery trends and show recent highlights of the industry.

## INFORMATION

Knowing what is going on: Schmuck Magazin keeps you updated with portraits, interviews, background stories and news of the industry. And – thanks to competitions and exciting photographic events – the magazine consistently becomes the centre of attention for retailers and consumers.

# OUR *Readership*

## OUR READERSHIP

Schmuck Magazin is read by

- ◆ consumers interested in jewellery
- ◆ jewellers and goldsmiths
- ◆ designers and jewellery artists
- ◆ design newcomers
- ◆ jewellery artists and experts

## TARGETED FURHTER USE

Portrayed manufacturers distribute Schmuck Magazine through their retailers and hand them to interested consumers.



*Aesthetics*



In the category "aesthetics" it is all about the exciting mis-en-scène of jewellery.

In time for the industry's trade fairs (Inhorgenta, Basel, Tendence, Midora etc.), Schmuck Magazin presents the recent jewellery trends in creative foto shootings - a perfect stage for new and subtle collections.



# Forums



## DESIGN FORUM

With the Design Forum, Schmuck Magazin offers a space for the international and especially the regional design scene.

Here, both established and young designers and goldsmiths have the opportunity to present their latest creations to a wide public. We are looking forward to a close cooperation with ambitious design teams and to realising exciting photo series, articles and interviews.

Designers, goldsmiths and jewellery producers have the opportunity in the design forum to present their current collections on individualized pages.

## PRICES

on request

## CONTACT

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# WEDDING RINGS SPECIAL

## *En Detail and Design forum*

PRICES  
on request

### EN DETAIL SPECIAL: WEDDING RINGS

Just in time for spring, we are expanding our en detail-photo gallery and present readers the wedding ring novelties for 2020.

### DESIGN FORUM SPECIAL: WEDDING RINGS & BRIDAL JEWELRY

Just in time for autumn, we are expanding our design forum to include wedding rings and bridal jewelry and give designers and manufacturers the opportunity to present their novelties.



Use the En Detail-wedding special to present your highlights from your current collection.



Use the design forum special to present your highlights from your current wedding ring and bridal jewelry collection in autumn.

## SCHMUCK MAGAZIN – PORTRAIT

# Campaigns

### AWARDS & COMPETITIONS

Every year, Schmuck Magazin challenges the industry – jewellers, producers, goldsmiths and designers – to be creative and to hand in own creations to compete in the “Schmuck Award”.

The winners will receive awards and are widely featured in Schmuck Magazin. Also, Schmuck Magazin honours the best jewellers of the Germanspeaking world with the coveted “Exzellente Schmuckkultur” award.

The trends for the upcoming year are presented as a model shooting: „Look of the Year”!

### EXZELLENT E SCHMUCKKULTUR

In the second issue of Schmuck Magazin, we present jewellers and goldsmiths which were honoured with the award “Exzellente Schmuckkultur”.



### SCHMUCK AWARD

At the middle of the year, Schmuck Magazin invites jewellery producers to participate in the “Schmuck Award”. In the second issue, we show the best submissions. The winners are presented in the fourth issue.



### LOOK OF THE YEAR

Once every year, Schmuck Magazin presents the currently most beautiful jewellery designs in the “Look of the Year”-shooting.



# DATES AND EDITORIAL PLAN

issue	month	publication date	advertisement deadline	printing data deadline	editorial deadline	topics *
1	february – april	07.02.2020	03.01.2020	10.01.2020	29.11.2019	preview: Inhorgenta & spring trade shows
						jewellery design: inspirations
						special: new rings 2020
						extra: wedding rings
						gemstone forum
2	may – july	15.05.2020	03.04.2020	10.04.2020	06.03.2020	jewellery from Benelux
						jewellery design: exhibition highlights
						special: bracelets for summer
						gemstone forum
						highlights from the trade shows
						jewellery from Poland
						Schmuck Award: the nominees
Exzellente Schmuckkultur – Top 100 jewellers						
3	august – october	21.08.2020	10.07.2020	17.07.2020	12.06.2020	jewellery design: surface structures
						special: necklaces & colliers 2020
						special: wedding
						gemstone forum
						Schmuck Award: the winners
						preview: trade shows in autumn
						jewellery from Italy
4	november – january	13.11.2020	11.10.2020	09.10.2020	04.09.2020	jewellery design: academies
						presents: ideas Christmas
						gemstone forum
						special: mini and maxi earrings
						shooting: Look of the Year
						jewellery from Northern Europe

\* technical changes reserved



# ADS AND SPECIAL PLACEMENTS

## SUBMISSION AND PRICES

### GENERAL INFORMATION

All formats are stated net plus 3 mm trim on outer edges. All prices in Euros subject to VAT. Magazine format: 210 mm wide x 280 mm high.

### PRINTING MATERIALS

Please send us a clearly labeled, printable PDF, in CMYK color mode, high resolution (300 dpi) and all used typefaces. Logos must be sent in .tiff or .eps format.



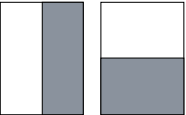
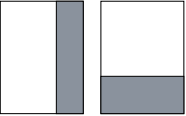
### DELIVERY

- E-Mail: [anzeigen@schmuckmagazin.de](mailto:anzeigen@schmuckmagazin.de)

### BANK DETAILS

Oberbank Landshut, BLZ 701 207 00  
Konto Nr. 105 113 591 9

IBAN: DE97 701 20 700 105 113 59 19  
Swift-Code: OBKLDL33

Advertisement size	Bleed formats (width x height)	type and formats (width x height)	prices b/w and 4 color
	1/1 page 210 x 280 mm	1/1 page 170 x 230 mm	Euro 4,412.-
	2/1 double page 420 x 280 mm gutter bleed + 3 mm double page spread		Euro 8,250.-
	1/2 page vertical 99 x 280 mm	1/2 page vertical 85 x 230 mm	Euro 2,706.-
	1/2 page horizontal 210 x 140 mm	1/2 page horizontal 170 x 115 mm	
	1/3 page vertical 72 x 280 mm	1/3 page vertical 57 x 230 mm	Euro 1,883.-
	1/3 page horizontal 210 x 92 mm	1/3 page horizontal 170 x 76 mm	

The price stated is the net price in with the respective statutory value-added tax being additionally payable.

Prices valid starting January 1st, 2020.

# ADS AND SPECIAL PLACEMENTS

## SUBMISSION AND PRICES

### SPECIAL ADVERTISING FORMATS

These special offers are also available on request:

#### PERSONALIZED JACKET FLAP

- best placement
- logo can be printed in B/W or CMYK



The personalized jacket flap provides special placement for producers and their retailers.

### SPECIAL PLACEMENTS

U2 (inside cover)	= Euro 4,600.-
U3 (back-inside cover)	= Euro 4,412.-
U4 (back cover)	= Euro 4,600.-

Special placement: 5 % additional charge.

Reservations: reserved advertisements with placement covenant can be cancelled 2 weeks before ad close.

### QUANTITY DISCOUNTS:

3 pages = 5 %

4 pages = 10 %

## TERMS AND CONDITIONS

1. "Advertising Order" within the meaning of the following Standard Terms and Conditions of Business is a contract for publication of one or more of an advertiser's advertisements, in a printed publication, for the purpose of dissemination.
2. In case of doubt, advertisements must be called off for publication within one year of the contract being concluded. If the right to carry out individual advertisements is granted in the framework of the contract, the order shall be carried out in the issues that appear within the twelve months following appearance of the first advertisement provided that the first advertisement has been called off and published within the period specified in sentence 1.
3. Advertising prices are based on the publishing house's valid advertising price list at the time the contract is concluded. If the advertisement rate changes after the contract is concluded, the publishing house shall be entitled to calculate the price according to the price list valid at the time of publication; this shall not apply to business transactions with nonmerchants provided that the period between conclusion of the contract and publication does not exceed 4 months. Advertising agencies and brokers shall be prohibited from passing on all or any of the agency commission granted by the publishing house to their customers.
4. If an order is not carried out through no fault of the publishing house, the customer shall – irrespective of any other legal obligations - reimburse the publishing house the difference between the discount for the quantity of insertions agreed and the actual volume of advertisements inserted. If the magazine cannot appear at all owing to force majeure (e.g. war, mobilization, labour disputes or any other unforeseeable circumstances), or cannot appear in full or on schedule, this shall not entitle the customer to assert claims accordingly.
5. With regard to the calculation of the quantities of advertisements purchased, text millimetre lines will be converted into advertisement millimetres according to the price.
6. Any orders for advertisements and external supplements which are expressly to be published exclusively in certain issues, in certain editions or at certain positions in the publication must be received by the publishing house in such good time that the customer can still be notified before the closing date for advertisements if the order cannot be carried out in this way. Classified advertisements will be printed in the relevant section without any need for express agreement.
7. Full-position advertisements are advertisements which border at least two pages of reading matter and do not border any other advertisements. Advertisements which, due to their editorial nature, are not recognizable as ads, shall be identified as such with the word "advertisement" by the publishing house.
8. The publishing house reserves the right to refuse advertising orders or orders for supplements – even individual call offs within the framework of a multi-ad package deal – on grounds of content, origin, or technical form. The publishing house also reserves the right to refuse advertising orders if the content of such orders violates laws or official provisions or if it would be unreasonable to expect the publishing house to publish the same. This also applies to orders placed with branch offices, advertisement offices or agents. Supplement orders will only be binding on the publishing house after submission of a specimen of the supplement and its approval. Supplements which, because of their format or layout, give the reader the impression that they are a constituent part of the newspaper or journal or which contain any external advertisements will not be accepted. The customer shall be notified of rejection of an order immediately.
9. The customer is responsible for timely delivery of flawless masters or supplements. The publishing house guarantees the printing quality customary for the publication in question as permitted by the masters.
10. In the event of illegible, incorrect, or incomplete printing of the advertisement, the customer shall be entitled to either a reduction in payment or a flawless substitute advertisement to the extent that the objective of the advertisement was impaired. If the publishing house allows a reasonable period granted to it for this purpose to expire or if the replacement advertisement is once again not flawless, the customer shall be entitled to a reduction in payment or may cancel the contract. Damage claims resulting from the positive breach of obligations, from culpa in contrahendo and from tortious acts will be excluded, including but not limited to cases in which orders are placed by telephone. Damage claims arising from impossibility of performance and delay in providing the service will be limited to the refunding of the foreseeable damage and to the remuneration to be paid for the advertisement or supplement concerned. This shall not apply in cases of wrongful intent or gross negligence on the part of the publishing house, its legal representatives or agents in performance. This will not affect any liability of the publishing house for damages caused by the lack of warranted characteristics. Furthermore, the publishing house will not be liable for the gross negligence of agents in performance in commercial business dealings; in all other cases, the liability for gross negligence in relation to merchants will, according to the scope, be limited to the foreseeable damage up to the amount of the advertisement remuneration in question. Any complaints (except in the case of non-evident deficiencies) must be asserted within four weeks of receipt of the invoice and the copy.
11. Proof sheets will only be supplied upon express request. The customer shall be responsible for the correctness of the returned proof sheets. The publishing house will take account of all the error corrections communicated to it within the period set at the time when the proof sheet was sent.
12. If no particular size stipulations are made, the size will be based on the actual printing height of the calculation which is customary for the type of advertisement.
13. If the customer does not effect advance payments, the invoice will be sent immediately, but if at all possible 14 days after the publication of the advertisement. The invoice must be paid within the period calculated from receipt of the invoice, as indicated on the price list, unless a different payment term or advance payment has been agreed upon in the specific case.
14. In the event of default on payment the publishing house shall, subject to the proviso of more extensive rights, be entitled to charge interest on arrears of 1% above the base rate of the European Central Bank. If payment is delayed, the publishing house will be able to postpone the further execution of the ongoing order until payment has been effected and to demand an advance payment for the remaining advertisements. If there are any justified doubts about the solvency of the customer, the publishing house will be entitled, even during the term of an advertisement transaction, to make the publication of additional advertisements dependent on the advance payment of the amount and on the settlement of outstanding invoices without taking account of any originally agreed time allowed for payment.
15. Upon request, the publishing house will provide an advertiser's copy together with the invoice. Advertisement excerpts, copy pages or complete copy issues will be supplied depending on the type and scope of the advertisement order. If it is no longer possible to procure a copy, this will be replaced by a legally binding attestation of the publishing house with regard to the publication and circulation of the advertisement.
16. The customer shall bear any costs incurred for the production of ordered printing documents and drawings as well as for significant amendments to originally agreed designs made at the request of the customer or for reasons for which the customer is responsible.
17. If a transaction relates to several advertisements, a claim for a price reduction may be derived from a decrease in the press run if the total average press run in the year beginning with the placement of the first advertisement is lower than the average press run specified on the price list or in any other way or, if a press run is not specified, than the press run sold on average in the preceding calendar year (if applicable, the average press run actually circulated in the case of trade journals). A decrease in the press run will only be a deficiency justifying a price reduction if it amounts to 20% with a press run of up to 50,000 copies. Furthermore, price-reduction claims will be excluded in the case of transactions if the publishing house has notified the customer of the decrease in the press run in such good time that the customer would have been able to withdraw from the contract before the advertisement was published.
18. In the case of box-number advertisements, the publishing house will apply the due diligence of a prudent businessman with regard to the safekeeping of the offers and to their forwarding in good time. Registered letters and express letters in response to box-number advertisements will only be forwarded by normal mail. The received replies to box-number advertisements will be kept for four weeks. Any replies which are not collected within this period will be destroyed. The publishing house will return any valuable documents without being obliged to do so. In the interest and for the protection of the customer, the publishing house will reserve the right to open the incoming offers for checking purposes in order to prevent the misuse of the box-number service. The publishing house will not be obliged to pass on any business recommendations or placement offers.
19. Printing documents will only be returned to the customer upon particular request. The obligation to keep them will end three months after the order has expired.
20. Discount credit memos and short rates shall only be settled at the end of the year of insertion.
21. The validity of placement confirmations shall be conditional and subject to change for technical reasons. In such cases the publishing house shall not be liable.
22. The place of performance will be the head office of the publishing house. In business dealings with merchants and legal entities under public law or in the case of special funds under public law, the place of jurisdiction for legal actions will be the head office of the publishing house. In so far as any legal actions on the part of the publishing house cannot be asserted in the summary proceedings for the recovery of debts, the place of jurisdiction for non-merchants will be determined according to their place of residence. If the place of residence or habitual abode of the customer (also in the case of non-merchants) is unknown at the time when a legal action is commenced or if the customer has, after the contract has been concluded, transferred his place of residence or habitual abode outside the territorial scope of the law, it is agreed that the head office of the publishing house will be the place of jurisdiction.



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MAGAZIN

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Wimbergergasse 28  
AT - 1070 Wien

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