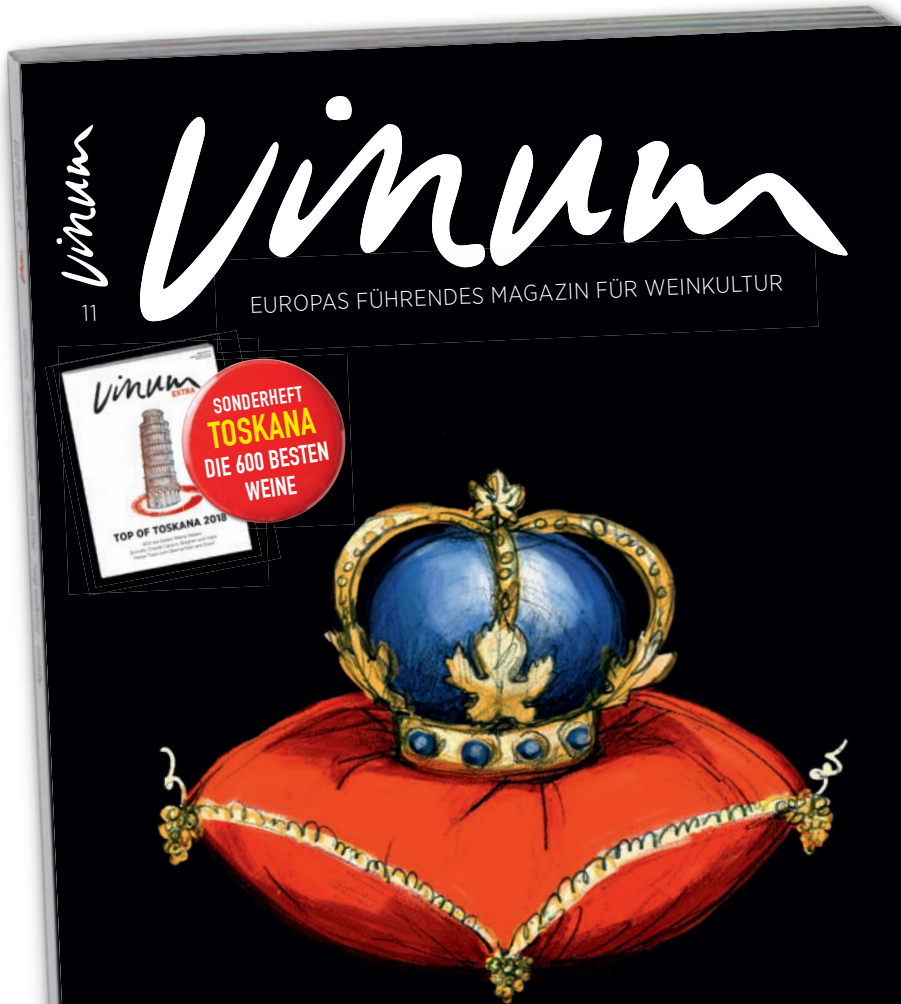


Media-Dokumentation 2018

Edition Germany and Edition Switzerland

VINUM
Readership
760 000 (BRS)
and
230 000 (CRF)
in Germany
(source AWAT)
231 000 (BRS)
and
70 000 (CRF)
in Switzerland
(source MACE Basic 2015-2)



Deutschlands Rotwein-Könige
Deutscher Rotweinpreis 2017 – die Gewinner und ihre 110 royalen Topgewächse
Edel und süß: 25 köstliche Dessertweine
70 weisse Spitzencreus aus Österreich

NOVEMBER 2017
WWW.VINUM.DE
PREIS: 6,50 EURO



wir beim Deutschen Rotweinpreis 2017
rd! Weine, die ganz vorn dabei waren,
bster. Erst nach diesem Härtestest hieß
Besten. **Text: Rudolf Knoll, Fotos: Jana Kay**

ger, diesmal
Wettbewerbswahl
die bekannt-
Nessa aus
rennt sich
als er beim
zwei-
der Bühne
ist mir als
kriegt gege-
heimal bei
er Front zu
ngipion und
Weinpremi-
erworten
Rampens-
Riesling
Wien
me: 1000

heim-Team bei
festung. Vor der
den die Flaschen
grätig verhält.



1840
VERKOSTETE WEINE
475
WEINE IM FINALE
110
WEINE IM STECHEN

liche Weine zu machen. Genau betrachtet
war ein Dorfelder von einem unbekann-
ten, heute nicht mehr existenten Weingut aus
Rheinhausen der Knackpunkt. Bei einer zu-
fälligen Verkostung gefiel der Wein und ver-
leitete zur Vermutung: Wenn schon ein No-
body so etwas zustande bringt, dann könnte
eine Suche via Wettbewerb weitere spannen-
de Gewächse zu Tage fördern. So war es denn
auch: Rund 300 Weine wurden seinerzeit
aufgehoben. Damals posierten Repräsen-
tanten folgender Betriebe für das Sieger-Foto:
Knäuper aus Laumenheim, Betriebskellerei
Markgräflerland aus Ehingen-Kirchen, Ge-
nossenschaftskellerei Heilbron-Erlenbach-
Weinsberg, Weingärtnergenossenschaft Dür-
renrotmünchens-Stockheim, Kloster Wolf aus Al-
bag und Huppert aus Gundenheim.

Von den Juratoren der ersten Stunde ist
mit Ausnahme des VINUM-Redaktors kei-
ner mehr in Amt und Würden. Aber es gibt
doch einige Profis, die schon etliche Jahre in
den Finalrunden (dies: Blindverkostungen)
ihre Bewertungen abgeben. Zu den dienst-
ältesten Verkostern gehören die Weinhand-
lerin Gisela Pöhler, der Gastronom Gunter
Schmidt und Betriebsleiter Dr. Rüdiger Hepp
(Schloss Vollads). Auch schon lange in den
Dienst der guten Sache stellen sich Prof.
Dr. Monika Christmann, Simone Göttfried,
Christine Schloter, Ute Bader, Cormac Clancy,
Wolfgang Heess und Edmund Diesler.

Sie alle haben einen wesentlichen Beitrag
dazu geleistet, dass es deutscher Rotwein
heute sogar mit der internationalen Konkur-
renz aufnehmen kann. Die Kompetenz der
Jury sagt sich scheinlich auch für einen Ver-
trauensvorschuss bei vielen Produzenten.
Ein Grossteil der deutschen Elite wirft seinen
Hut in den Ring, nimmt es in Kauf, dass die
Konkurrenz immer stärker und zahlreicher
wird und dass so manche Anstellung bereits
in der ersten Runde scheitert. In diesem Jahr
kämen nach einer „spiegelbildlichen“ Ausser-
setzung in der Vorrunde nur 26 Prozent der
Weine ins Finale.

Unter denen, die bei der Siegesfeier am
4. November in Fellbach auf das Treppchen
springen dürfen und schon am Nachmittag
bei öffentlichen Präsentationen ihre Kol-
lektoren vorstehen, sind wieder bekannte
Namen, aber ebenso Erzeuger, die (noch)
nicht zur Prominenz gehören. Die Plätze
schütten besonders gut ab, ebenso wieder
einmal die Württemberger, bei denen auch
dies Genossenschaften die Muskeln spielen
lassen, ebenso wie Baden und Rheinhessen.
Für die Ahr und die Nahe reicht es immer-
hin für einen Podiumsplatz.

Profis unter sich

Einige hundert Jahre Berufs-
erfahrung waren bei der Final-
verkostung in der Jury vereint.
Kurzfristig absagen musste
Prof. Dr. Monika Christmann aus
Gessenheim, die Präsidentin des
Welt-Önologenverbandes. Sie
berief als Stellvertreter einen ih-
rer Doktoranden aus Rumänien.

Ute Bader Önologin und Weinberaterin,
Kaisruhe

Simone Göttfried Gastronomie, Linz,
Österreich

Stefanie König Weinkennerin
Wien, Südtirol

Gisela Pöhler Weinberatung, Neunburg
vorm Wald

Christine Schloter Weinberatung
und Weinhandel, Leipzig

Valentin Brodbeck Weinguts-
vermittler, Mainz

Cormac Clancy Mehrfacher Deutscher
Meister im Weindegustieren, Frankfurt

Victor Cotea Doktorand Hochschule
Gießen

Edmund Diesler Präsident des Deut-
schen Önologenverbandes, Bingen

Christian Engel Kellermeister, Kiedrich

Mehlis Ganswohl Geschäftsführer
VDP Rheingau, Kiedrich

Wolfgang Heess Ehemaliger Präsident
des Deutschen Önologenverbandes,
Sprenning

Carsten Henn Redaktionsleitung
VINUM Deutschland

Günter Martin Weinhandeler, Meersburg

Steffen Röll, Önologe und Betriebs-
leiter, Baden-Baden

Ralph Ropohl, Önologe und Wein-
handeler, Freiburg im Breisgau

Gunter Schmidt Gastronom und
Weinberater, Speyer

Probenleitung: Rudolf Knoll,
Redaktionsleitung VINUM Deutschland

Unser Dank für eine grossartige Unter-
stützung geht nach Sprenning zur
Erzeugergemeinschaft Winzersek (Or-
ganisation der Vorrunde) sowie nach Ges-
senheim, wo ein Team der Fachhochschule
unter der Leitung von Ruth Lehart die
Weine für die Finalrunde vorortete und
den Service souverän meisterte.



Newcomer!!!

ENTDECKUNG DES JAHRES

Katja Rettig, Rheinhessen – Pinot Noir

Wenig bekannt, aber hochtalentiert und mit mehreren Weinen im Sortiment, das waren
die Kriterien für unsere Bestimmung-„Newcomer des Jahres beim Rotweinpreis“. Es hat
eine junge Winzerin aus Westhofen, die ihr Glück im verregneten Herbst
2017 kaum lassen konnte. Unser Partner Winzersek wird Katja Rettig in Fellbach einen
Sonderpreis überreichen. Die 32-jährige Weinbautechnikerin, die unter anderem bei
Bulkan-Wolf ausgebildet wurde, übernahm im Juli 2017 den Zwölf-Hektar-Betrieb von
Vater Klaus und Mutter Jutta. Beim Rotweinpreis trumpfte sie besonders mit einem
Pinot Noir aus dem Jahrgang 2015 auf, der es ins Stechen der Besten schaffte. Dazu hat
sie noch eine kraftvolle Cuvée auf. Wir wissen, dass Katja weitere Trümpfe im Keller hat.
Weingut Rettig, Westhofen (Rheinhessen), www.weingut-rettig.de

**«VINUM is not only
a special magazine,
but a whole
universe.»**

Roland Köhler publisher VINUM

Our Profile

Our Creed

VINUM stands for after-work relaxation, recreation, finding a slower pace, enjoying cherished topics and exploring new things. Information meets pleasure; entertainment meets utility.

Brief Characteristic

VINUM has been published since 1980 and enjoys a high level of acceptance among a large wine-interested audience, as well as among the producers, in trade and in high-class gastronomy. VINUM – that's sophisticated enjoyment. Stories about wine abound; readers are immersed in the cultural treasure the winegrowing regions of Switzerland, Germany, Austria, Italy, France and the world provide. Extensive tastings with recommendations provide readers with a secure basis for orientation and the purchase of wine. Travel and culture reports are an invitation to linger. Upscale tableware and stylish accessories round-off the wide spectrum of topics.

Readership

People who read VINUM are characterized above-average net incomes and lead exclusive lifestyles a high affinity for the enjoyment of life. Readers of VINUM have above-average net incomes and lead exclusive lifestyles. They inform themselves about good wines and an upscale lifestyle with VINUM (AWA).

Europe's Wine Magazine

With three country-specific print-editions – for Germany/Austria, Switzerland and French-speaking Switzerland/France – as well the international website, VINUM is Europe's largest wine magazine. The VINUM authors in Europe's major winegrowing regions (France, Italy, Germany, Switzerland, Spain, and Austria) ensure a high information value and an authentic coverage of the respective «terroir». Each county edition (Germany, German-speaking Switzerland, French-speaking Switzerland and Spain) has a distinct editorial local colour, whereas the same international magazine in each edition forms the binding element of the different country editions. Thus the mentality and market differences are taken into account.



**Active consumers. Brand-conscious.
Money to spend. Career-oriented.
Cosmopolitan. Quality-conscious.
Culture vultures. Connoisseurs
through and through...**

The *Vinum* readership

- VINUM readers are high earners and have above-average purchasing power thanks to a gross average salary of 75 000 euro.
- 80% of VINUM readers fall in the top consumption age group between 38 and 65.
- Around 80% of VINUM readers have a high level of education and are career-oriented.
- 68% of VINUM readers are gourmets – not just in terms of food and drink, but also when it comes to other elements of everyday life.
- VINUM readers estimate that they read an average of just under 80% of the magazine contents.
- With around 45 minutes of reading time per issue, VINUM is read in depth and with interest. There is no leafing through the pages, no cursory glance.

(Source: MA Leader, MACH, AWA complete study available at www.vinum.eu)

MAGAZIN

German-speaking Switzerland:
10 per year
French-speaking Switzerland:
5 per year
Germany/Austria: 10 per year



CLUB LES DOMAINES

The wine club for explorers. 6 x 3 exceptional wines a year, made by winemakers who have revolutionised the wine world with their craftsmanship and their quality philosophy. Selected by a group of top-level experts.



BOOKS & MORE

The perfect partner for the magazine: greater depth, more comprehensive and longer-term.



Vinum

KOSMOS

AWARDS/CONTESTS

Clear the stage for the best in their field:



CORPORATE PUBLISHING

Our tailor-made supplements, from advertorials to a comprehensive customer magazine: as full-service provider, VINUM guarantees the quality of all supplements.



VINUM WEINGUIDE

International stars, unconventional newcomers – every estate is important in the VINUM Germany WeineGuide. More than 11000 wines assessed, with information on every estate, wine trends, and drinking tips: available in paper form and as an app, the VINUM WeineGuide is the new must-have for all wine enthusiasts!



DIGITAL

Interactive website for the wine community with over 60000 users per month. Newsletter: over 75000 subscribers (international). Multimedia projects for iOS and Android (German, English). Social Media: Facebook with over 11681 fans, Twitter with over 2996 followers, Instagram with over 1832 followers.



EVENTS

Experience and enjoy – that's our motto. Whether a wine & dine event, grand tasting or master class, as a full event agency VINUM guarantees success and much more.



WINEGUIDES

VINUM tastes, assesses and presents noteworthy, special and exclusive wines. That's where our expertise lies!



TRADE FAIRS

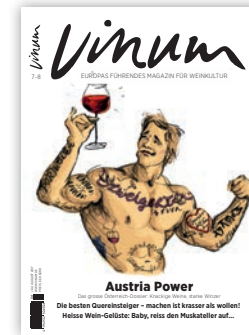
VINUM is present at all important wine events. Our highlight: ProWein – over 32 masterclasses, VIP-talks ... and 980 participants!



Publication Dates and Key Topics 2018

Issue VINUM Germany and issue VINUM Switzerland (German)

Issue	Publication Date	Advertising Deadline	Data Deadline	Themes International
1/2 January/ February	29.01.2018	20.12.2017	08.01.2018	VINUM trip: 48 hours in Vienna Armenia: Visiting the world's oldest wine village
3 March	26.02.2018	23.01.2018	05.02.2018	Interview: Three-star French chef Pierre Gagnaire Pro panel: Comparing Promis wines Vini d'amare: Do wines from the sea really taste different?
4 April	26.03.2018	23.02.2018	05.03.2018	VINUM trip: 48 hours in Porto Sangiovese from Romagna The Rhône trade (F)
5 May	30.04.2018	26.03.2018	10.04.2018	Interview: Dietmar Bär, 'Tatort' star and wine fanatic Pro panel: Pinot noir – ten years on 'The island's islands' – isles around Sicily and their wines
6 June	28.05.2018	18.04.2018	02.05.2018	VINUM trip: 48 hours in the vineyards around Rome Ribeira Sacra – the last great wine wonder of Spain Learn to taste in an hour
7/8 July/August	25.06.2018	22.05.2018	04.06.2018	Dossier: '50 Shades of Rosé' – rosé typologies and nuances explained through 50 wines
9 September	27.08.2018	23.07.2018	06.08.2018	Interview: Andrea Pirlo, Italian football icon and winery owner Cult wines and their history Into the wine mountains: from Gaillac to Marcillac (F)
10 October	24.09.2018	21.08.2018	03.09.2018	VINUM trip: 48 hours in Brda, Slovenia Tasting experiment: 10 wines – 3 generations The fanatical winemakers of the South Australian coast
11 November	29.10.2018	25.09.2018	08.10.2018	Interview: Francis Ford Coppola, cult director winery owner Pro panel: dry Chenin Blanc Dão – the Burgundy of Portugal
12 December	26.11.2018	23.10.2018	05.11.2018	Dossier: The VINUM Christmas dinner – multiple courses with special recipes and matching wines VINUM Top 100 – the best wines of the year



Key Topics 2018

Edition VINUM Switzerland/german and Germany

Issue	Themes: national issue Switzerland/german	Themes: national issue Germany	Wineguides	Extra
1/2 January/February	Pro panel: How recognisable are Chasselas terroirs?	Weinsberg anniversary Episcopal vineyards of Rudesheim & Trier	CHAD guide: Natural wines – no sulphites Spain: Ribera del Duero Red wine from Burgundy	Swiss Wine Extra: German-speaking Switzerland
3 March	The vineyard of the future – innovative winemakers	Can you taste the organic difference? Wines and winemakers before and after switching to organic Alcoholic bit on the side – winemakers producing beer and gin VINUM Dossier: ProWein	'Bit on the side' guide: Single malts and whiskeys from Germany, Austria and Switzerland Red and white Bandol from France Top Sardinian reds and whites	
4 April	Pro panel: Top Swiss Gamay meets the best of Beaujolais	German Wine List Award – Germany's top wine lists 'Hidden wines' – unknown wines from top winemakers	CHAD guide: Top wines from limestone soils South Tyrol reds Portuguese Vinho Verde	
5 May	Rolle, Vaud, wine village	Germany drinks in style – the country's best wine boutiques	CHAD guide: Pinot Noir from the barrel 'Bit on the side' guide: Cidre – Best of cider Franciacorta, Trento DOC	VINUM Extra: Geneva
6 June	Swiss Wine List Award – Switzerland's top wine lists	The old switcheroo – when winemakers swap grapes Cooperative Cup	CHAD guide: Müller-Thurgau Pét-Nat: sparkling wine Wines from northern Spain	VINUM Extra: World of Bordeaux
7/8 July/August	Exotic Newcomers	Not quiet on the eastern front – Brandenburg's first wines	CHAD guide: Underrated white varieties Wines of the lower Loire 'Bit on the side' guide: Gin	VINUM Extra: Organic Wine Award
9 September	Swiss Cider – the best ciders in Switzerland Swiss Wine Award – the nominees	VINUM Riesling Champion 2018	Riesling Champion 2018 Wines from Carnuntum, Lower Austria Eastern European red wines	
10 October	Weinfelden wine village – feasting in the far east	VINUM German Sekt Award 2018 VINUM Wine Guide nominees	'Bit on the side' guide: Craft beer Barbaresco 2015 Wines of the northern Rhône	
11 November	Swiss Wine Award – the winners	VINUM German Red Wine Award 2018 with guide	France: Beaujolais crus ÖTW location tasting: Riesling and Grüner Veltliner Malbec from Argentina	VINUM Extra: Top of Tuscany
12 December	Pro panel: Swiss Shiraz in a global comparison	The second man: the winemakers behind the star estates	CHAD guide: Merlot 'Bit on the side' guide: fruit wines Garnacha and Cariñena from Spain	VINUM Extra: Champagne VINUM Plus: Wine & delicacies



**VINUM readers enjoy life,
are distinguished connoisseurs and
therefore represent a welcome
target audience.**

VINUM readers are

- Twice as interested in economic issues (affinity value 214) and stock exchanges / investments / financial markets (affinity value 218)
- Real gourmets (affinity value 195), whether at home or more likely in restaurants
- Interested in culture, prefer literary works and enjoy classical concerts (jazz, classical)
- Of above-average education, with more than 50% holding a university degree

(Source: MA Leader, MACH, complete study available at www.vinum.eu)



Every year, the VINUM team samples up to 10 000 wines together with renowned wine experts from all over Europe. Thanks to this painstaking groundwork, VINUM is able to present high-quality discoveries in every price category in each edition.

Rudolf Knoll VINUM Editor



The VINUM travel articles not only take readers to selected winemakers, restaurants and hotels in Tuscany, Burgundy or Piedmont. We also reveal interesting routes through lesser known, yet idyllic wine regions, such as Extremadura in Spain, the Adriatic Coast in Croatia, inland Majorca or around Lake Constance.

Eva Maria Düllingen VINUM Editor





Our readers are true connoisseurs and the possible combinations between wine and food specialities are almost limitless. We focus on this topic in each edition of VINUM with newly-created dishes to accompany selected wines. Which wines go best with lobster, asparagus, tomatoes, pumpkin or game?

Ursula Heinzlmann VINUM food author



Advertising Rate/Technical Data

Prices in Euro (plus statutory sales tax), valid from 01.08.2018

Formats in Type Area	(Width × Height) 4-colour	Separate Editions			Combinations
		Germany/ Austria	Switzerland (German)	French-speaking Switzerland/ France	
1/1 Page	190×260mm	5495.-	4765.-	2330.-	Germany/ Austria Switzerland (German)
1/2 Page	92×260 mm or 190×127 mm	3330.-	3220.-	1460.-	4920.-
1/3 Page	59×260 mm or 190×82 mm	2220.-	2280.-	1050.-	3375.-
1/4 Page	92×127 mm or 43×260 mm or 190×60 mm	1680.-	1490.-	730.-	2380.-
1/8 Page	92×60 mm or 43×127 mm	850.-	795.-	405.-	1235.-
1/16 Page	43×60 mm or 92×28 mm	435.-	430.-	250.-	

VINUM issue German-speaking Switzerland 21000 copies 10 issues/year

VINUM issue Germany/Austria 30000 copies 10 issues/year

VINUM issue French-speaking Switzerland 6000 copies 5 issues/year

(* WEMF/SW 2017)

Technical Data

Format: 220 × 297 mm, Type area: 190 × 260 mm

Screen ruling: 60 lines/cm

Printing process: Cover: sheet offset; Contents: rotary offset

Colours: Euro scale: black, cyan, magenta, yellow (sequence)

No Pantone colours

Paper: Cover: white, glossy, coated, 250 g/m² wood-free

Contents: white, glossy, coated, 100 g/m²

Digital data

full page, InDesign files or high-end PDF with proof. Images, high-resolution – saved as InDesign, EPS or Tiff 300 dpi (with text elements in images at least 800 dpi resolution) – will be sent compressed. All fonts (no TrueTypes) must always be provided. All print data must be created in CMYK shades (no RGB- or Pantone colours). Advertisements created in Word, Excel or PowerPoint must be typographically re-processed by us. These will be charged separately. Total area coverage max. 300%.

Data transfer

digital (high-end-PDF) or on storage media

(CD-Rom), Labelling of shipping case: customer name/object/issue.

No liability will be assumed for the quality of transmission.

Per E-Mail: anzeigen@vinum.ch

Per CD: Intervinum AG

Postfach 11, CH-9001 St. Gallen

For questions: Manuela Deganello, manuela.deganello@vinum.ch

File formats

print-optimized PDF in accordance with PDF/X-1a. With EPS please vectorize fonts. Open files only possible upon request in the programs InDesign, FreeHand, Illustrator, Photoshop. 4-coloured images with 300 dpi in composite mode (CMYK).

Production of colour advertisements:

All colours are obtained from the euro scale. No special colours such as HKS or Pantone possible. Colours not established in the CMYK mode will automatically be converted according to ISOcoated_v2 in CMYK. This can lead to colour deviations. In this case claims are excluded.

Contact advertising marketing: see page 16

Advertisement Formats in Type Area

Discounts

Upon purchase in the course of 12 months in one country edition.

Quantity/Number scales

Number Scales

3 Advertisements: 5%
 6 Advertisements: 7%
 10 Advertisements: 10%
 15 Advertisements: 15%

Cover Pages

2nd CP: 6050 €
 4th CP: 6260 €



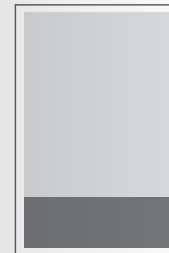
1/1 Page
 190 x 260
 (FA: 220 x 297)



1/4 Page
 92 x 127



1/2 Page
 92 x 260
 (FA: 104 x 297)



1/4 Page
 190 x 60
 (FA: 220 x 78)



1/2 Page
 190 x 127
 (FA: 220 x 145)



1/4 Page
 43 x 260
 (FA: 55 x 297)



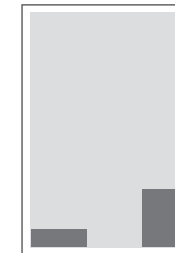
1/3 Page
 59 x 260
 (FA: 71 x 297)



1/8 Page
 43 x 127
 92 x 60



1/3 Page
 190 x 82
 (FA: 220 x 100)



1/16 Page
 92 x 28
 43 x 60



Panorama Advertisements

Type area 416 x 260 mm; full bleed 440 x 297 mm;
 at least 4 mm overlap on all outer edges.

Full Bleed Advertisements (FA)

Non-bleed text and images should be placed approximately 1 cm from the format trim.
 On all outer edges: + 6 mm edge trim.

Inserts

Prices

All prices per 1000 copies including distribution costs

Partial Circulation

Minimum circulation, 16 000 copies

Inserts Size

max. 210 × 285 mm, min. 105 × 148 mm

Fixed Inserts Size

max. final format 210 × 297 mm, min. final format 105 × 148 mm plus 3 mm gutter bleed, foot- and front trim, plus 5 mm head trim

Specifics

There is a limited availability of inserts. We kindly request an early reservation. Special printing, partial circulation of subscription copies upon request. VINUM Issue Germany: upon request Advertisements with glued inserts (postcard): basic price 1/1-advertisement (4-colour) plus technical costs € 45.- per thousand copies glued inserts

Surcharges

Piggyback surcharge: € 2000.-

Brochures with third-party advertising: For each advertisement a surcharge of 25% of the gross price for a black-white advertisement page (or the equivalent format) of the respective VINUM language issue will be added. Technical costs for the manual enclosure: upon request

Samples

Three samples must be sent to the advertising department to be reviewed prior to the final confirmation. For glued inserts a dummy/position sketch must be also be sent to the advertising department to be reviewed five weeks prior to publication.

Delivery Address According to the order confirmation

Delivery Date 14 days prior to publication

Agency Fee 15% of the net advertising value

Prices in Euro (plus statutory sales tax), valid from 01.08.2018

VINUM Issue Switzerland German-CH, 21 000 Copies							
Weight	Loose Inserts				Fixed Inserts		
	Advertising Value	Technical Costs	Postage	Total	Advertising Value	Technical Costs	Total
up to 25 g	4455 €	760 €	1175 €	6390 €	5240 €	1150 €	6390 €
up to 50 g	5240 €	760 €	1385 €	7385 €	6030 €	1150 €	7180 €
up to 75 g	6030 €	760 €	1595 €	8385 €	6930 €	1150 €	8080 €
75 g and above	upon request				upon request		

VINUM Issue Switzerland French-CH, 6000 Copies							
Weight	Loose Inserts				Fixed Inserts		
	Advertising Value	Technical Costs	Postage	Total	Advertising Value	Technical Costs	Total
up to 25 g	2175 €	255 €	330 €	2760 €	2560 €	400 €	2960 €
up to 50 g	2560 €	255 €	390 €	3205 €	2945 €	400 €	3345 €
up to 75 g	2945 €	255 €	480 €	3680 €	3385 €	400 €	3785 €
75 g and above	upon request				upon request		

* Weight: Paper at least 60 g/m² - max. 150 g/m². Supplements with affixed elements upon request.

Inserts

Prices in Euro (plus statutory sales tax), valid from 01.08.2018

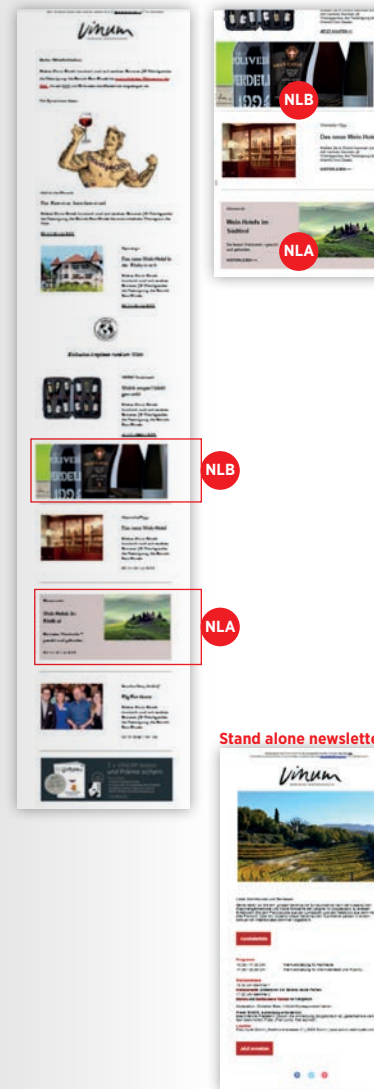
Weight	VINUM Issue Germany 40 000 Copies				
	Fixed Inserts		Fixed Inserts		
	Total Circulation 40 500 copies	Subscription 16 000 copies	Number of Pages	Total Circulation 40 500 copies	Subscription 16 000 copies
up to 25 g	134 €	168 €	2 pages	149 €	186 €
up to 30 g	138 €	173 €	4 pages	149 €	186 €
up to 35 g	151 €	189 €	8 pages	162 €	203 €
up to 40 g	155 €	194 €	12 pages	176 €	220 €
up to 45 g	169 €	211 €	16 pages	192 €	240 €
up to 50 g	174 €	218 €	more than 16 pages	upon request	
up to 60 g	188 €	235 €			
up to 75 g	212 €	265 €			
75 g and above	upon request				



VINUM-Newsletter

The VINUM newsletter: directly reach the personal mailboxes of our wine-oriented and pleasure-oriented readership.

Publication dates		
Jan.	11.01.	25.01.
Feb.	08.02.	22.02.
März	08.03.	22.03.
April	12.04.	26.04.
Mai	10.05.	24.05.
Juni	07.06.	21.06.
Juli	05.07.	19.07.
Aug.	14.08.	23.08.
Sept.	06.09.	20.09.
Okt.	11.10.	25.10.
Nov.	08.11.	22.11.
Dez.	05.12.	20.12.



Newsletter slot-advertorial NLA

Comprising:

- Image (300 x 222 pixels)
- Title (50 characters)
- Text (108 characters)
- Landing page with link (inc. external linking)

Price German edition
 € 2430.- (excl. VAT)
 (27 900 subscribers)
 Swiss edition (German)
 CHF 2625.- (excl. VAT)
 (22 600 subscribers)

Newsletter slot-banner NLB

600 px x 250 px,
 Client to supply ready-to-use file,
 inc. link to the URL
 Max. 1 banner per newsletter

Price German edition
 € 2190.- (excl. VAT)
 (27 900 subscribers)
 Swiss edition (German)
 CHF 2365.- (excl. VAT)
 (22 600 subscribers)

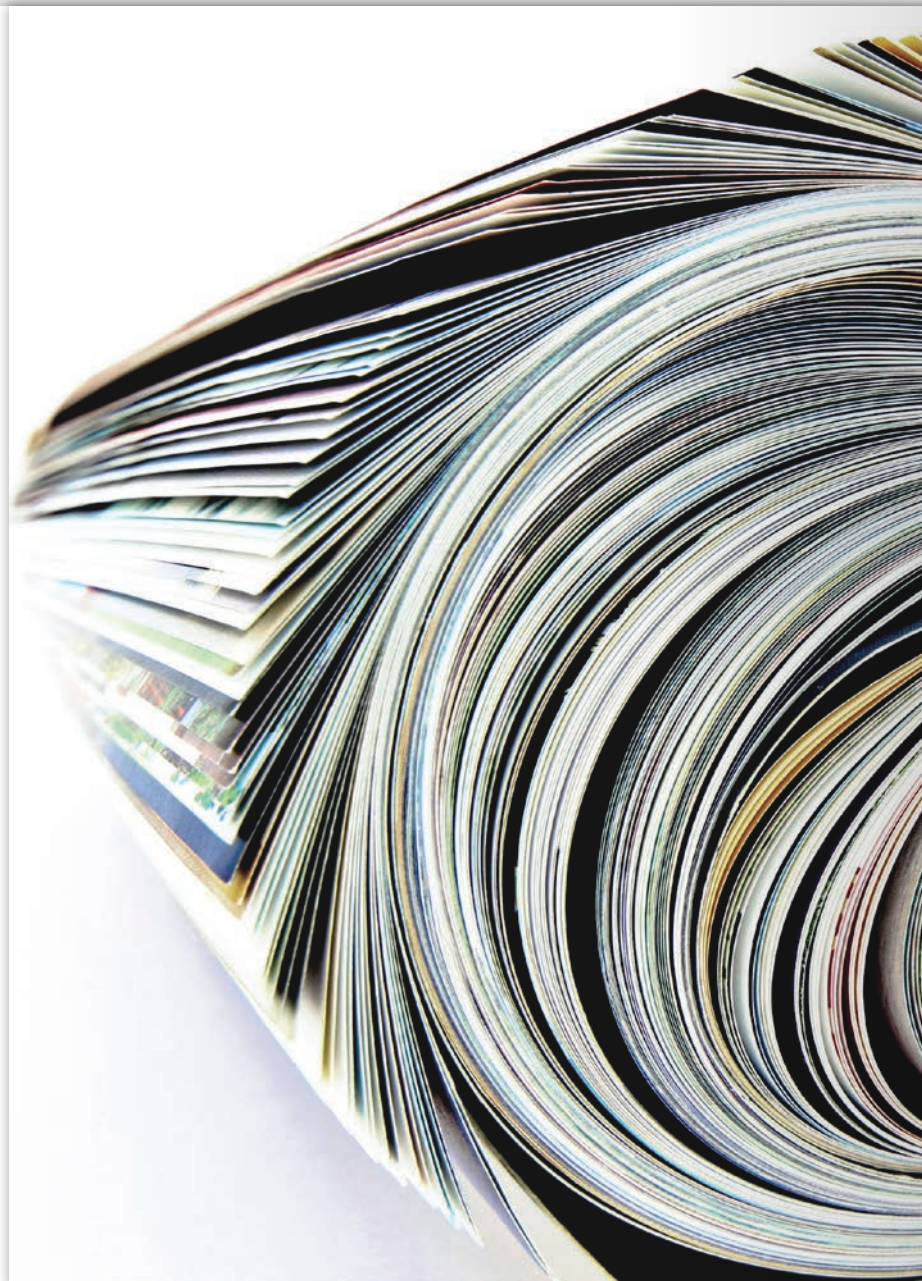
Standalone newsletter

Single-theme newsletter for special promotional or cooperative activities.

Comprising:

- Image (600 px x 350 px)
- Title (50 characters)
- Text (1250 characters) and
- Landing page/microsite (inc. link)

Price German edition
 € 3470.- (excl. VAT)
 (27 900 subscribers)
 Swiss edition (German)
 CHF 3750.- (excl. VAT)
 (22 600 subscribers)



Publisher's information/Addresses

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Terms and Conditions of the Publisher

1. According to the following terms and conditions "advertisement order" is the agreement of the publisher to publish one or more advertisements of an advertiser or other advertising parties in a publication for the purpose of distribution.

2. In case of any doubt, advertisements shall be released for publication within one year of the conclusion of the contract. If the contract grants the right to submit individual advertisements, the order shall be published within the time frame mentioned in the first sentence. Further advertisements shall be released for publication within one year of the appearance of the first advertisement.

3. When orders are placed, the customer shall also be entitled to release advertisements above and beyond the quantity stated in the order within the agreed or in paragraph 2 specified time period.

4. Should an order not be fulfilled due to circumstances beyond the control of the publisher, the customer shall reimburse the publisher the difference between the discount granted and the discount due according to the actual number of orders completed, regardless of any further legal obligations. Such refunds shall not apply if the non-fulfillment is due to force majeure in the publisher's sphere of risk.

5. Advertisements and third-party inserts in specific numbers, specific issues or specific places of the publication are accepted if the customer has declared that the advertisement or third-party insert should be published in specific numbers, specific issues or in specific places of the publication and this was explicitly confirmed by the publisher. Classified advertisements shall be printed in the respective category without this requiring an explicit agreement.

6. Text-embedded advertisements are advertisements that are bordered on at least three sides by text and not by any other advertisements. Advertisements that are not recognizable as advertisements due to their editorial layout are identified as advertisements by the publisher by adding the word "such".

7. The publisher reserves the right to decline advertisement orders, including individual requests for placement as part of a contract, and orders for inserts on the grounds of content, origin or technical form, if after due assessment the publisher discovers that the advertisement concerned violates laws, official regulations or the common decency or if the publisher finds its publication unacceptable. Orders for inserts will not be processed if the inserts, due to their format or presentation give the reader the impression that they are a part of the magazine or if they contain third-party advertisements. The publisher can also decline orders for inserts for technical and sales related reasons until a sample of the insert has been submitted. The above also applies to orders submitted to branch offices, agencies or sales representatives. The customer shall be notified of the rejection of a contract without delay.

8. The customer is responsible for the timely delivery of the advertisement text and flawless print documents or the insert (digital data transfer see technical data). The publisher needs immediate replacement of visibly unsuitable or damaged print documents. The publisher guarantees a print quality customary for the intended publication within the technical scope of the submitted print documents.

9. The customer is entitled to a price reduction or a flawless replacement advertisement if the printing of the advertisement is completely or partially illegible, incorrect or incomplete, but only to the extent to which the purpose of the advertisement was compromised. If the publisher does not rectify the defect within a reasonable amount of time set by the customer or if the replacement advertisement is not flawless, the customer shall have the right to withdraw from the contract. The publisher is not liable for negligence. The exclusion of liability does not apply in the case of the absence of guaranteed features. The publisher is liable towards non-traders for foreseeable damages in the event of delay or impossibility even in the case of simple negligence, yet only for the price of the concerned advertisement. Furthermore in commercial dealings the publisher is not liable for gross negligence towards merchants is limited to a replacement of the foreseeable damage up to the price of the concerned advertisement. Claims - other than in the case of non-obvious defects - must be brought forward within four weeks of receipt of the invoice and supporting documents.

10. Proofs will only be delivered upon explicit request. The customer shall be responsible for checking the returned proofs. The publisher takes all corrections of error into account that it is notified of within the period of time set with the sending of the proof.

11. If the customer does not make advance payment, the invoice will be sent immediately or within 14 days of publication of the advertisement. The invoice shall be paid within the given period as stipulated on the price list starting from the date of receipt of the invoice unless, in individual cases, a different deadline for payment or pre-payment has been agreed upon. Any discounts for early payment shall be granted according to the price list.

12. In the case of delayed or deferred payment, interest and collection costs shall be charged. In case of delayed payment the publisher may postpone the further completion of the current order until full payment is received and the publisher may then request pre-payment for the remaining advertisements. If there is a reasonable doubt about the customer's ability to pay the publisher may, even while the advertising contract is running and regardless of a previously agreed on deadline for payment, make the publication of further advertisements dependent on pre-payment of the sum and settlement of unpaid invoices.

13. If requested, the publisher shall supply an advertiser's copy after billing. Depending on the type and volume of the advertising order advertisement cuts, sample pages and complete issues will be delivered. If a sample copy is no longer available, then a legally binding certificate of the publisher regarding the publication and distribution of the advertisement shall serve as a substitute.

14. The customer shall bear the costs for the production of ordered films, print documents and drawings as well as for significant and reasonable changes of originally agreed upon versions requested by the customer.

15. Place of fulfillment is the registered office of the publisher. The place of jurisdiction is, unless the law stipulates otherwise, the registered office of the publisher.

Additional Terms and Conditions of the Publisher

a) Every order shall be based on the general terms and conditions, our additional terms and conditions, the order confirmation and the current valid price list. The advertisement order issued shall become legally binding only after being confirmed by the publisher.

b) The publisher shall not be liable for advertisements placed by telephone or changes or cancellations requested by telephone.

c) Placement requests are only valid if expressly confirmed by the publisher.

d) Unless another agreement has been explicitly made, in the event of price adjustments new tariffs shall be applicable immediately for current orders.

e) In cases of force majeure, labour disputes, seizure or operational disruptions the publisher shall be entitled to full payment for the published advertisements if 80% of the guaranteed paid circulation has been fulfilled. Should this percentage not be reached the invoice sum will be reduced in the same proportion as that of the guaranteed circulation to the actual paid circulation. Further claims for fulfillment of performance or damage are excluded.

f) If printing documents lead to additional costs, these will be invoiced. If defects in the print material are not immediately apparent, but only become apparent during printing, the customer is not entitled to claims in the event of an unsatisfactory print. If printing material is submitted after the deadline the publisher cannot guarantee a flawless print reproduction. The obligation to store printing materials ends three months after the publication of the advertisement, unless another agreement has been explicitly made. Control data that is missing or printed defectively does not entitle the customer to claims.

g) Written confirmation of a capital participation of at least 50% is necessary for the application of a group discount for subsidiaries.

h) Advertising agents and agencies are obliged to adhere to the publisher's price list in their proposals, contracts and settlements with advertisers. The agency commission granted by the publisher shall not be passed on to the customer, either fully or partially.

i) Pre-payment up to the advertising deadline can be requested of first-time customers or advertising agencies.

j) The customer alone is responsible for the contents and the legal admissibility of the advertising text/image. The customer shall be responsible for the exemption of the publisher from third-party claims that result from the fulfilment of the order, even if cancelled. The publisher shall not be obliged to check orders and advertisements as to whether they impair the rights of third parties. The publisher is entitled to make the publishing of advertisements for medicine or remedies dependent on written evidence of the responsible party in regard to their legitimacy and/or have experts examine the advertising material in regard to its legitimacy at the cost of the customer.

k) Suspensions, change of size, format and colour are not possible six or less working days prior to the advertising deadline. The publisher is not liable for the accuracy of advertisements placed by telephone or corrections requested by telephone. The publisher is also not liable in the case that defects of the template only become apparent upon reproduction or printing. In this case the customer will not be entitled to claims for an unsatisfactory print. Possibly arising additional costs must be passed on.

Advertisements can be rejected for reasons of company policy.

**«VINUM is not only
a special magazine,
but a whole
universe.»**

Roland Köhler publisher VINUM