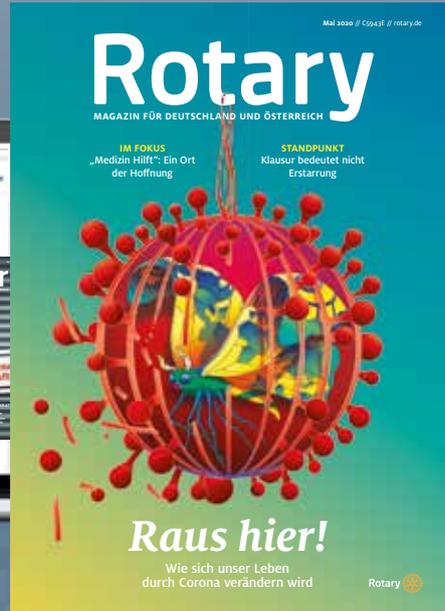
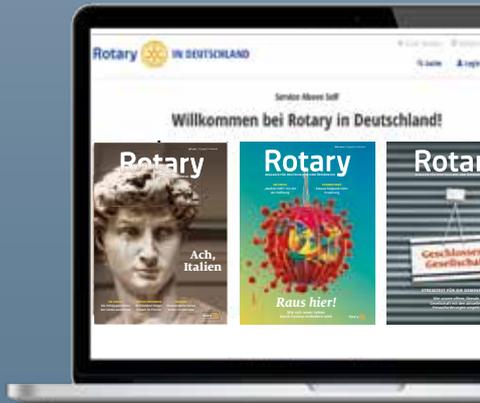


Rotary

Media pack 51/2021

Valid from
1.1.2021



Rotary Magazine

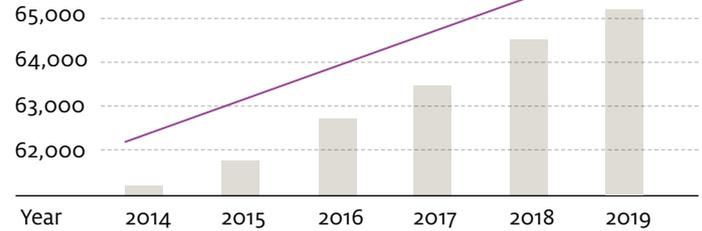
Rotary magazine is one of the leading background magazines in the German-speaking world. It stands for high-quality journalistic content from an independent perspective. A timeless layout underlines the character of a unique magazine with unique content. A perfect environment for brands with high standards: Rotary magazine reaches top decision-makers and multipliers from business and society – a premium readership which places the highest demands on journalistic and aesthetic quality in both words and pictures. Internationally oriented and therefore “open minded”, Rotary magazine offers a distinctive mix of topics each month, consisting of Rotarian focal points and socially relevant reading material.

Rotary magazine covers current and exciting developments happening throughout the world by means of sophisticated stories. The magazine offers a diverse range of content, which includes special topics such as education, cultural festivals and health.

Rotary magazine builds a bridge between you and an exclusive readership: opinion leaders with high purchasing power and social commitment.

Positive circulation development

Print run

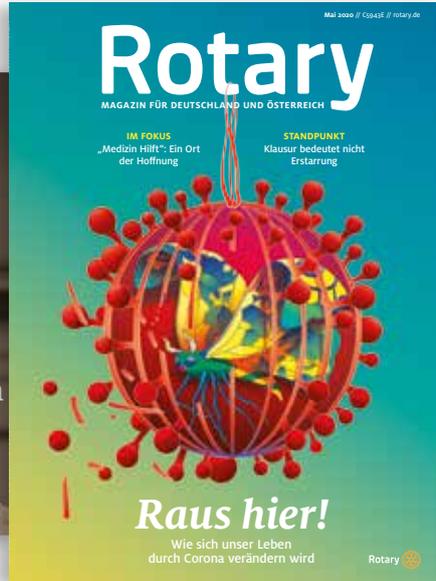


Total print run: 65,200 (IVW II/2020)

Subscription numbers (07/2020) Germany: 56,309 Austria: 7,630

Strong reasons to advertise with us

- High journalistic standards with the claim of a consumer magazine
- Our target group consists of decision-makers in business, politics and society. They have a high purchasing power, are internationally oriented and therefore “open minded”, but nevertheless still have social objectives.
- Wide reach and no waste coverage. Each magazine is delivered personalised.



Profile and readership	4/5	Marketplace/Classifieds.....	14
About Rotary.....	6	Membership directory.....	15
Production dates.....	7	Advertising on rotary.de.....	16/17
Print formats and advertising rates	8/9	Facts and figures.....	18
Inserts, bound-in inserts, glued-in inserts, advertorials.....	10/11	Technical information.....	19
Topic specials.....	12/13	GTC.....	Inside cover

The readership: Top decision makers

Rotary magazine readers are top-class, financially strong leaders who are at home in influential and high-income networks. They have strong personalities and a great need for information.

As above-average educated premium readers, they are united by a great social interest, an upscale lifestyle, a strong brand awareness and an open-mindedness towards everything new.

According to market research, readers of Rotary magazine are particularly interested in education, culture, finance, communication technology, health & medicine, travel, living, art and music. They are willing to spend more money for outstanding quality.

Planning security through 100% subscription share: Free from waste coverage, Rotary magazine is posted individually to the private addresses of German and Austrian Rotarians.

Net monthly household income



44.2%
€ 3,000 - 6,000



48.3%
€ 6,000 and more

University entrance qualifications



Self-employed / freelancers



Managerial staff / senior officials



■ **Rotary readership** – Based on 846 cases from an online survey
 ■ **Population average** – Daily newspaper data set ma 2016, 136,555 cases from German-speaking population 14 years and older

Opinion leader plus partner



93%

are highly educated,
have a university
entrance qualification



99%

are in an
executive position,
decision makers



81%

are
quality-oriented



40%

are interested
in art and culture



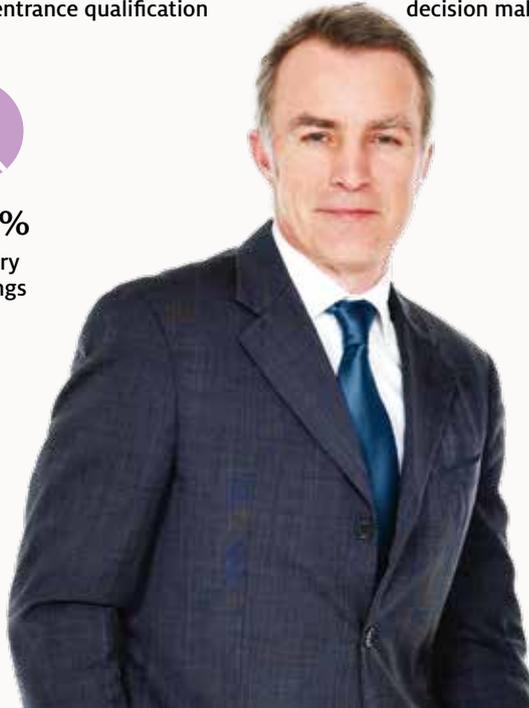
54%

like to try
new things



80%

are
optimists



**Top income and
quality awareness:**

**With the Rotary
magazine, you can
reach opinion lead-
ers with strong
personalities and
their partners.**

Rotary – the first service club in the world

Rotary unites personalities from all cultures and professions with the goal of serving the community and contributing to international understanding. Since the founding of its first club by four friends in Chicago more than 100 years ago, Rotary has grown into a worldwide network of dedicated men and women with a common vision: to help those who cannot help themselves. This happens both through local club activities and global humanitarian projects. Based on the Sustainable Development Goals of the UN, the following topics are in particular focus:

- Peacebuilding & conflict prevention
- Water, sanitation & hygiene
- Municipal economic development
- Basic education, reading & writing
- Health care for mothers & children
- Disease prevention & treatment

The most well-known Rotary project is “End Polio Now”, the worldwide fight against polio.



In addition to humanitarian aid projects, Rotary, the largest volunteer exchange organisation, enables thousands of young people to experience foreign cultures every year.

Your advantage: maximum exposure

Rotary magazine is published monthly with a circulation of 64,614 (IVW II/2020) copies in Germany and Austria. Reader surveys show that each issue is used intensively. Your advertising message will receive maximum attention.

Each issue comprises at least 96 pages, divided into the following sections:

- Rotary aktuell
approx. 30 pages with topics from the world of Rotary, both regional and international
- Cover story
approx. 20 pages of current debates and developments that are of great relevance to our society
- Forum
approx. 16 pages with articles and columns on topics from various areas
- Local Rotary
about 30 pages with current information from Rotary clubs and districts



39%*
pick up an issue of
Rotary magazine
four times
or more



60%*
of readers spend at
least half an hour
in a single issue of
Rotary magazine

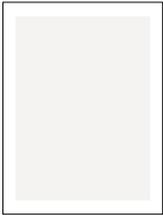
Production dates 2021

Month	ED	CD	PD	ID
January	31.12.20	01.12.20	08.12.20	11.12.20
February	01.02.	04.01.	11.01.	14.01.
March	01.03.	01.02.	10.02.	15.02.
April	01.04.	01.03.	10.03.	15.03.
May	30.04.	02.04.	09.04.	12.04.
June	01.06.	03.05.	10.05.	13.05.
July	01.07.	01.06.	10.06.	14.06.
August	31.07.	02.07.	12.07.	13.07.
September	01.09.	02.08.	10.08.	13.08.
October	01.10.	01.09.	10.09.	13.09.
November	30.10.	04.10.	11.10.	14.10.
December	01.12.	01.11.	10.11.	12.11.

ED = expected publication date CD = copy deadline
PD = print deadline ID = insert delivery deadline

Advertisement formats and prices

Page ¼



P: 176 × 242.5mm

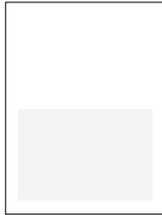
B: 210 × 280mm
(plus 3mm trim per bleed edge)

Page ¼
€ 12,200

C2 */C4
€ 13,900

C3*
€ 12,500

½ page landscape

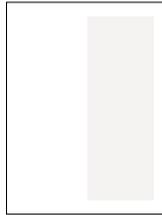


P: 176 × 120mm

B: 210 × 140mm
(plus 3mm trim per bleed edge)

Page ½
€ 6,500

½ page portrait



P: 86 × 242.5mm

B: 101 × 280mm
(plus 3mm trim per bleed edge)

⅓ page landscape

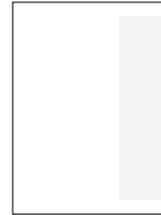


P: 176 × 74mm

B: 210 × 94mm
(plus 3mm trim per bleed edge)

Page ⅓
€ 4,600

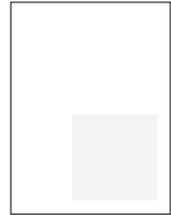
⅓ page portrait



P: 56 × 242.5mm

B: 71 × 280mm
(plus 3mm trim per bleed edge)

⅓ page corner



P: 112 × 113mm

B: 127 × 133mm
(plus 3mm trim per bleed edge)

P = Print space format
B = Bleed format
All prices in euros plus VAT.
All format specifications in width × height

* Note: The adhesive binding optically conceals approx. 4mm at the gutter. For inside cover pages (C2, C3), please maintain a clearance of at least 12mm from the gutter.

¼ page landscape



P: 176 × 52mm

B: 210 × 72mm
(plus 3mm trim
per bleed edge)

Page ¼
€ 3,500

¼ page portrait



P: 39 × 242.5mm

B: 74.5 × 280mm
(plus 3mm trim
per bleed edge)

¼ page corner



P: 86 × 120mm

B: 101 × 140mm
(plus 3mm trim
per bleed edge)

¼ page landscape

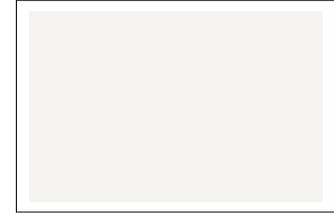


P: 176 × 39mm

B: 210 × 45mm
(plus 3mm trim
per bleed edge)

Page ¼
€ 2,400

Page ¼



P: 386 × 242.5mm

B: 420 × 280mm
(plus 3mm trim
per bleed edge)

Page ¼
€ 22,400

Print and online

Frequency discount

from 3 × 3 %

from 6 × 6 %

from 9 × 9 %

from 12 × 12 %

Volume discount

from 3 pages 3 %

from 6 pages 6 %

from 9 pages 9 %

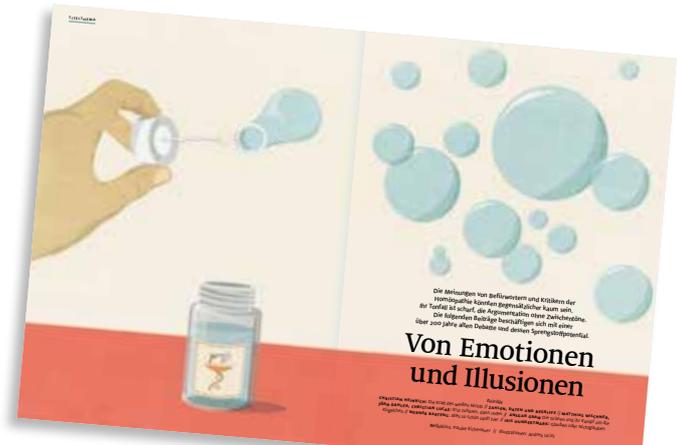
from 12 pages 12 %

Special conditions are
available for simultaneous
booking of print and online
advertising.

Publication date: at the beginning of the month

Copy deadline: 6 weeks before publication date

Other formats are possible on request.



Individual extras: Special forms of advertising

Inserts

Inserts are printed materials that are loosely inserted into the magazine. The insert must be one piece and be no larger than 190 × 260mm. Oversized inserts are possible on request and at extra charge. Minimum size 105 × 148mm. In the case of folded inserts, one side must be closed.

Insert prices for domestic circulation:

up to 25 g weight	each additional 10 g or part thereof
€ 168 PER THOUSAND.*	€ 8.40 PER THOUSAND.*

Insert prices for partial booking according to postcode areas:

up to 25 g weight	each additional 10 g or part thereof
€ 180 PER THOUSAND.*	€ 9.60 PER THOUSAND.*

Inserts, bound-in inserts and glued-in inserts must be properly bound and carefully labelled (incl. delivery note) and delivered no later than 14 days before the publication date. See order confirmation for valid address for delivery. Inserts must be closed towards the gutter of the magazine. Other types of inserts and flyers with zigzag folds are available at additional cost (on request).



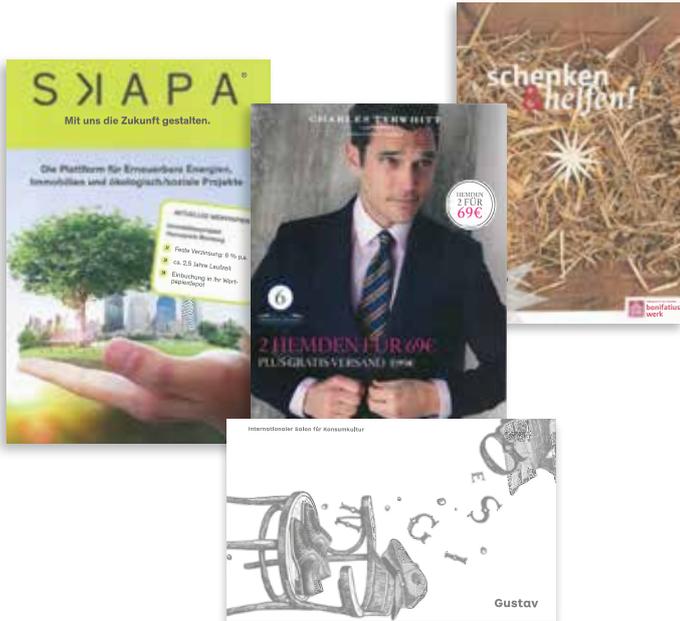
We ask for a sample of the insert in advance. The sample insert becomes part of the order and thus binding in terms of format/content/image etc. Please reserve your inserts in good time so that they can appear in the month of your choice. The current circulation must be requested before the advertising deadline or viewed on the Internet at rotary.de/anzeigen.

* plus postage. Partial bookings according to postcode areas as well as the entire Austrian circulation are possible. Please ask for detailed requirements when placing your order.

Bound-in inserts

Bound-in inserts are printed materials/brochures that are bound into the magazine. Closed format maximum 210 × 280 + 4mm bleed on top, bottom and outside, 2mm milled edge in the gutter. Bound-in inserts can only be booked for entire print runs. Please ask for detailed requirements when placing the order.

Price (max. 25 g) **upon request**



Glued-in inserts

Glue-in inserts are postcards or other rectangular printed materials that are glued to a master advertisement in such a way as to allow interested parties to detach and use them easily. Glue-in inserts with a master advertisement can only be booked for entire print runs. Please ask for detailed requirements.

Postcards (plus postage) **€ 72 PER THOUSAND**

Advertorials

This mixed form of editorial content and advertisement is based on the layout of the magazine. It offers you the opportunity to prepare advertising content editorially and present it to a broad readership in a particularly credible manner. The price for this advertising format includes the creative implementation of the advertorial with the images and texts you provided. A maximum of three advertorial pages are possible per issue. You can also choose to include an accompanying online advertorial.

Price **on request**

Ad specials

All information about our ad specials can be found on rotary.de/anzeigen.

Topic specials and supplements

Special issues as inserts

The special topics in Rotary magazine are a perfect environment for your advertisements and inserts. Whether as a supplement or as a series of articles in the magazine – the contributions are independent, informative, witty and always meet the high content requirements of our readers.

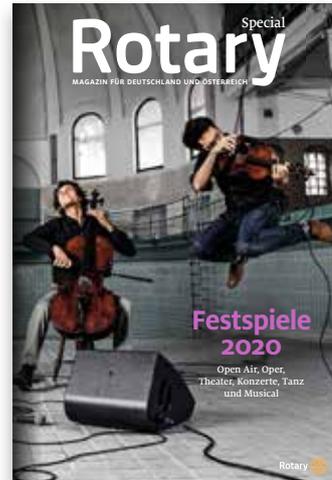
Festival

The festival calendar published in the spring of every year presents over 150 festivals and festival weeks in Germany and Austria. Besides an informative calendar of events, it also contains portraits of prominent Rotarian conductors, musicians, singers, actors and theatre managers as well as information on events staged by individual Rotary Clubs to accompany the festivals.

Fairs and exhibitions

The trade fair special combines a calendar of the most important trade and public fairs as well as commercial exhibitions in Austria and Germany with editorial contributions about the free exchange of goods, opinions and ideas.

Extras: The dates of the Rotary tables at the individual trade fairs.



Small and exclusive: the annual upcoming festival calendar



Marketplace

Categories

- Holiday homes
- Holidays and leisure
- Real estate and housing market
- Job vacancies
- Continuing education
- Capital and investment
- Automotive
- Art and culture
- Acquaintances
- Miscellaneous



© S. Schoenert (2), iStock; bluejayphoto, YinYang, cmfotoworks, BrianJackson



The premium marketplace: Here you can book classified ads in a variety of categories! Whether relaxing by the sea, hiking in the mountains or skiing, whether buying or renting property, selling cars or looking for a job ... here you will find the right offers for all situations. Interesting and popular reading material that can be booked both as a print version and – if desired – also online at rotary.de.

Classified ad acceptance: Doris Giese-Vetter
+49 4421 772 57 -74, Fax.: -55, info@adamsz.de

Whether private or commercial concerns, designed advertisement or running text – book your precisely tailored classified advertisement online at rotary.de/anzeigen, by e-mail or by phone.

Presence for a whole year: Membership directory

The membership directory of the German Rotary clubs contains detailed information about Rotary in Germany and the complete name and club registers for the German districts. Year after year, the directory is given exclusively to members of the German Rotary Clubs. The cover pages, inside pages and bound-in inserts are all bookable.

Publication frequency: annually at the end of June

Prices

Cover pages

C2/C3 or 1/1 page

€ 15,000

Bound-in inserts

Page 1/1

Placement right side (backside printed with Rotary or publisher motif)

€ 11,100

2/1 page bound-in insert

Printed front and back

€ 17,400

Electronic directory

Online advertising space and coverage **on request**

Your individual bookmark in the members directory

Booking of the bookmark is ideally done in conjunction with the C2 and/or C3 or a 1/1 page bound-in insert, but can also be booked solo. The bookmark should not exceed 90mm in width and 200mm in height and will be delivered in printed form in a print run of approx. 22,000 copies. If required, the printing and production costs for a bound-in advertisement and the bookmark can be calculated.

Prices **on request**

Top target group on over 2200 pages: The membership directory offers concentrated information about Rotary, the districts, clubs and members in Germany.

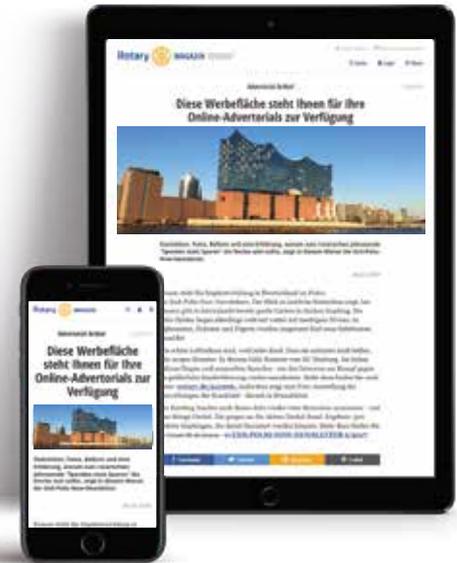


rotary.de: Enjoyable to read on all devices

High-quality magazine journalism and facts worth knowing – innovatively brought into the digital world: The online presence of Rotary in Germany combines general information about the organisation as well as news and contributions from the editorial staff of Rotary magazine.

Updated daily, this Rotary business card is read not only by Rotarians, but also by non-members who want to learn about the work of Rotary clubs and their service programmes. As the reach of our articles grows, so does your advertising potential: as a digital platform, rotary.de offers exciting opportunities to efficiently expand your print advertising or reach an exclusive readership online with pinpoint accuracy.

The forms of advertising offered are continuously developed. Current information and all prices can be found at rotary.de/anzeigen-online.



Online advertorials

Online advertorials on rotary.de will help you reach other interested readers in addition to Rotary members.

Newsletter

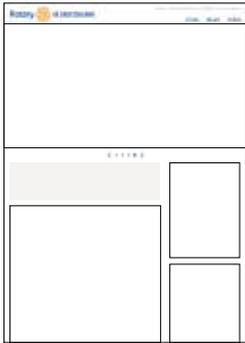
The weekly newsletter recommends new articles to Rotarians and interested users on the website “rotary.de”. This offers yet another interesting advertising opportunity for your company or your products.



Online advertisement formats

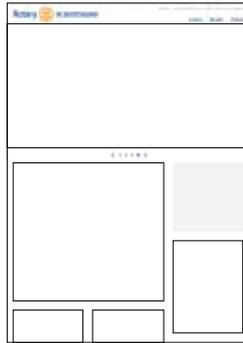
All banner sizes are responsive - they are scaled according to the device.

Billboard



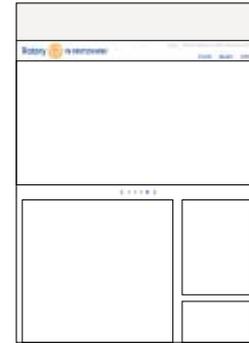
optical guideline for desktop view:
630 × 140 pixels
at a monitor resolution of 72 dpi

Medium Rectangle



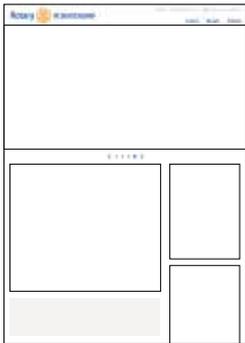
optical reference value for desktop view:
320 × 290 pixels
at a monitor resolution of 72 dpi

Superbanner



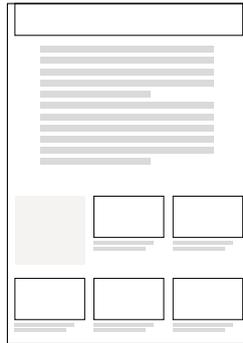
optical guideline for desktop view:
970 × 140 pixels
at a monitor resolution of 72 dpi

Advertorial



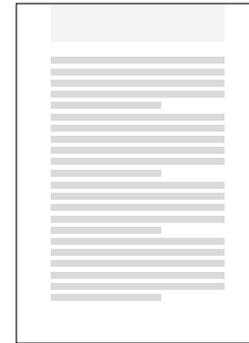
optical guideline for desktop view:
630 × 200 pixels
at a monitor resolution of 72 dpi

Teaser Display



optical guideline for desktop view:
230 × 200 pixels
at a monitor resolution of 72 dpi

Newsletter



600 × 140 pixels or
displayable width

Good to know

Rotary Verlags GmbH
 Ferdinandstr. 25, D-20095 Hamburg,
 +49 40 34 99 97-0, verlag@rotary.de
 rotary.de

VAT identification number:
 DE 201978041

IVW-approved

Total number of copies sold
 64,516 copies (IVW II/2020)

Subscription numbers for Germany (07/2020)
 56,309 copies

Subscription numbers for Austria (07/2020)
 7,630 copies

Publication frequency
 Monthly

Bank details
 Payments with releasing effect only to:
 Rotary Verlags GmbH
 Hamburger Sparkasse, Hamburg
 IBAN: DE68 2005 0550 1241 1329 17
 BIC-CODE: HASPDEHHXXX

Terms of payment
 Net payment due within 30 days of invoice date. We offer a 2% discount for advance payments received by us by the publication date.



Exciting topics meet exclusive readers: The Rotary Magazine offers a unique advertising environment for outstanding brands.

Technical information

Printing:

Offset (European scale)

Raster:

70s

Bleed:

top, bottom,
outside 4mm each

Binding:

Perfect binding

Programs

InDesign up to CS6 - CC
Photoshop up to CS6 - CC
Illustrator up to CS6 - CC

Prerequisite for digital advertising templates

- Fonts, images and graphics must be embedded or supplied as installable files.
Colour mode: CMYK or grayscale
- As far as possible, advertisements are to be delivered in PDF format and without encryption or password protection.
Print profile: ISOcoatedv2
- Open data may be packaged as Stuffit or ZIP files.
- When delivering data by e-mail, please mention e.g. product or customer name in the subject line.
- For advertisements on the second and third cover page, approx. 8mm are processed in the adhesive binding. Therefore, important picture and text components should have sufficient distance from the gutter.
- Send a PDF to your ad agency and to fire Dept. for layout and input control. Please also note the size of the ad, the publication date and a contact person with telephone number.

Technical queries

fire dept. GmbH
c/o JDB MEDIA GmbH
Schanzenstraße 70
D-20357 Hamburg
info@firehamburg.de
+49 40 28 41 63-0

Printing materials and proofs to

Your advertising agency

On behalf of
Rotary Verlags GmbH

General Terms and Conditions (GTC)

1. The term “Advertisement Order” as used in the following General Terms and Conditions shall refer to the contract concerning the publication of one or more advertisements of any advertiser or any other space buyer in a printed publication for circulation purposes.
2. In case of doubt, advertisements shall be called for publication within one year from the conclusion of the agreement. If, in the course of a contractual conclusion, the right to the calling for publication of individual advertisements is granted, then the agreement must be executed within a one year of publication of the initial advertisement, if the first advertisement is called for publication and published within the timeframe according to Sentence 1.
3. With respect to contractual conclusions, the Customer shall be entitled to call for the publication of further advertisements exceeding the advertising quantity specified in the contract within the agreed-upon timeframe or the timeframe specified in Clause 2.
4. If an order is not fulfilled due to circumstances not under control of the Publisher then the Customer will, notwithstanding any further legal obligations, reimburse the Publisher for the difference between the discount granted and the discount applicable for the quantity actually booked. The duty to reimburse shall not apply if the non-fulfilment results from acts of nature within the risk area of the Publisher.
5. Orders for advertisements and third party advertising inserts, meant by definition to be published exclusively in designated issues, designated editions or designated locations of the printed material will be provided to the Publisher timely enough so that the Customer can be notified prior to the advertisement deadline if the order cannot be executed as assigned.
6. Text section ads are any advertisements bordered by editorial text on at least three sides and not by other ads. Advertisements not recognizable as advertisements due to their editorial layout shall be clearly labelled as such by the Publisher with the word “Advertisement”.
7. The Publisher reserves the right to reject advertising orders – including individual calls for publication in accordance with a contractual conclusion – and insert orders due to the content, the origin or the technical form according to consistent, professionally justified principles of the Publisher if their content violates the law or any official regulations or if the publication thereof is unacceptable for the Publisher. Rotary magazine is a regional magazine certified by Rotary International. The principles of Rotary International (CODE OF POLICIES), especially the regulations for the use of Rotary Marks, are part of these General Terms and Conditions. The current version of the relevant articles of the CODE OF POLICIES can be found at www.rotary.de/anzeigen. This also applies for orders submitted to business outlets, receiving offices or representatives. Insert orders are binding for the Publisher only after the submission of a sample of the insert and its approval. Inserts which through format or layout give the reader the impression that they are an editorial component of the paper or magazine or include third-party advertising shall not be accepted. The Customer shall be notified of an order rejection immediately.
8. The Customer shall be responsible for the timely submission of the advertisement text and flawless printing material or inserts. The Publisher shall demand the immediate replacement of printing materials which are obviously unsuitable or damaged. The Publisher shall guarantee the standard print quality for the called publication in the framework of the possibilities given by the submitted materials.
9. The Customer shall have a claim to a reduction of payments or a flawless replacement advertisement if the print of the advertisement is, either in whole or in part, illegible, incorrect or incomplete, but only to the extent that the purpose of the advertisement has been compromised. If the Publisher does not act within a reasonable time limit set for this purpose or if the replacement advertisement is again not flawless the Customer shall have the right to demand a reduction in price or withdraw from the contract. Claims for damages from a positive violation of contractual obligations, from negligence at the time of conclusion of the contract and from unauthorised actions are excluded – also of orders placed by telephone; claims for damages arising from the impossibility of services and from delay are limited to the compensation of the foreseeable damage and to the price payable for the respective advertisement or insert.

- This shall not apply for intentional wrong-doing or gross negligence on part of the Publisher, his legal representative or vicarious agent. A liability on part of the Publisher for damages due to the lack of guaranteed quality features shall remain unaffected. In commercial business transactions the Publisher is, furthermore, not liable for gross negligence of vicarious agents; in the remaining cases the liability towards merchants for gross negligence is restricted in its extent to the foreseeable damage up to the amount for the remuneration for the advertisement in question. With the exception of cases where damage is not obvious claims must be brought forward within four weeks of receipt of the invoice and the print copy.
10. Proofs shall be supplied only upon express request. The Customer shall assume responsibility for the correctness of the returned proofs. The Publisher shall observe all error corrections communicated within the time limit set when the proof was sent.
 11. If the Customer does not make an advance payment, the invoice shall be sent immediately or preferably within 14 days after publication of the advertisement. The invoice must be paid within the timeframe specified on the price list which starts with the reception of the invoice, unless a shorter payment period or an advance payment has been agreed upon for this particular case. Any discounts for prepayment shall be granted according to the price list.
 12. If there is a delay or a respite in payment, interest shall be charged in accordance with our price list and collection costs. It shall be incumbent on the Customer to furnish evidence that the losses incurred by delayed payment were lower than those stated. In the event of payment default the Publisher may suspend the further execution of the current order until payment is received and may demand an advance

- payment for the remaining advertisements. In case of reasonable doubt of the solvency of the Customer the Publisher is, even during the course of a contractual conclusion, entitled to make the publication of remaining advertisements dependent upon advance payment of the amount charged and settlement of unpaid invoices, regardless of previously agreed terms of payment.
13. Upon request, the Publisher may supply proof of advertisements together with the invoice. Depending on the nature and size of the order, tear sheets, full pages, or complete copies of the issue that carried the advertisement shall be supplied. If a print copy can no longer be procured, the Publisher will provide in its place a legally binding certification that the advertisement has been published and circulated.
 14. The Customer must pay the costs for the fabrication of printing materials and drawings as well as for substantial changes of originally agreed-upon order specifications desired by or attributable to the Customer.
 15. With respect to a standing order for multiple advertisements a reduction in the number of copies circulated may lead to a claim for a price reduction if, as an overall average of the advertisement year which commences with the first placement, circulation falls short of the average circulation quoted in the price list or otherwise or – in case a circulation has not been named – is smaller than the average circulation sold (for trade journals, this can also be the average number actually distributed) during the previous calendar year. A circulation reduction is only deemed to be a defect justifying a price reduction if it amounts to 20 per cent of a print-run of up to 50,000 copies and to 15 per cent of up to 100,000 copies. Furthermore, any claims for price reduction are excluded if the Publisher has notified the Customer of the circulation re-

duction in due time, allowing the Customer to withdraw from the agreement before it was published.

16. Exclusion of competition is only granted in exceptional cases after a written agreement.
17. Advertising agencies and advertising agents shall be obliged to comply with the Publisher's price list in all their proposals, contracts and settlements with the advertisers.
18. The General and the Additional Terms and Conditions of the Publisher also apply correspondingly to orders for inserts, bound-in inserts or technical custom solutions. Each order shall only become legally binding following written confirmation by the Publisher.
19. If the advertisement price list is changed, the new conditions shall come into force immediately, including for current advertisement orders. This does not apply to non-merchants for orders that are to be processed within four months after conclusion of the contract.
20. If the business relationship is new the Publisher reserves the right to demand advance payment at the time of the advertising deadline.
21. The obligation to keep print documents ends eight weeks after publication or with cancellation of the respective advertisement, unless otherwise agreed in writing. Place of fulfilment and exclusive place of jurisdiction for both parties is Hamburg.
22. Upon publication of the new media pack, all previous versions lose their validity.

Find your media consultant online at rotary.de/anzeigen

Your contact person at the publishing house:

Christina Helwig

Rotary Verlags GmbH | Ferdinandstraße 25 | D-20095 Hamburg

+49 40 34 99 97-0 | verlag@rotary.de | www.rotary.de