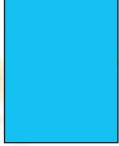


**MEDIA DATA**  
**CHRISTKINDLIMARKT MAGAZINE 2010**

Status: January 2010 – subject to change.

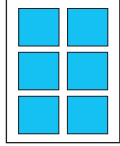
**Formats**

1/1 page



210 x 297 mm  
Bled-off

1/6 page



85 x 85 mm

1/3 panorama page



420 x 99 mm  
Bled-off

**Prices:** All prices excl. 7.6 % VAT.

Page components	Dimensions in mm	Price
1/1 page: Content	210 x 297	CHF 6,200.00
1/1 page: Cover page 2 or 3	210 x 297	CHF 6,500.00
1/1 page: Cover page 4	210 x 297	CHF 6,800.00
1/3 panorama page	420 x 99	CHF 6,400.00
1/6 page	85 x 85	CHF 1,200.00

Editing program: to be defined. You can download an example of last year's Christkindlimarkt Magazine at [www.christkindlimarkt.ch](http://www.christkindlimarkt.ch).

**WEBSITE WWW.CHRISTKINDLIMARKT.CH**

**Formats for banners**

Definition	Dimension in pixels	File format
Skyscraper	168 x 600	jpeg-, gif- or Flash file (swf), max. 29 KB
Small banner with adjoining text	468 x 60	jpeg-, gif- or Flash file (swf), max. 29 KB
Large banner with adjoining text	728 x 90	jpeg-, gif- or Flash file (swf), max. 29 KB
Corner banner	160 x 90	jpeg-, gif- or Flash file (swf), max. 29 KB

**Prices:** All prices excl. 7.6 % VAT.

Definition	Price and duration
Skyscraper	CHF 350.00 for one week 10 % discount from 3 weeks 20 % discount from 6 weeks
Small banner with adjoining text	CHF 280.00 for one week 10 % discount from 3 weeks 20 % discount from 6 weeks
Large banner with adjoining text	CHF 350.00 for one week 10 % discount from 3 weeks 20 % discount from 6 weeks
Corner banner	CHF 150.00 for one week 10 % discount from 3 weeks 20 % discount from 6 weeks

**Website visitors**

In 2010: Approx. 163,746 over the year  
In 2010, around 463 visitors a day

**Key data – Christkindlimarkt Magazine**

**Publisher**

CP9 advanced marketing solutions AG  
Webereistrasse 69  
8134 Adliswil  
Switzerland  
phone +41 (0)44 711 99 99  
fax +41 (0)44 711 99 98  
mail@cp9.ch  
www.cp9.ch

**Published**

annually for the Lucerne and Zurich Christkindlimarkt

**Print run:**

160,000 copies

**Free distribution**

As supplement in daily newspaper: December 2010  
As circular: December 2010  
Distribution and printing in RailCity Lucerne:  
27. November to 22. December 2010  
Distribution and printing in ShopVille-RailCity Zurich:  
26. November to 24. December 2010

**Closing date for advertisements**

Friday, 1<sup>st</sup> October 2010, 6 p.m.

**Format**

A4 magazine format, 210 x 297 mm (width x height)

**Scope and colours**

32 pages, all four-colour

**Paper and printing method**

Cover and content 80 gsm, web offset

**Print documents**

Data delivery and colour prints / proofs

**Order form**

<input type="checkbox"/> 1/1 page: content	CHF 6,200.00
<input type="checkbox"/> 1/1 page: cover page 2 or 3	CHF 6,500.00
<input type="checkbox"/> page: cover page 4	CHF 6,800.00
<input type="checkbox"/> 1/3 panorama page	CHF 6,400.00
<input type="checkbox"/> 1/6 page	CHF 1,200.00
<input type="checkbox"/> Banner prices for one week	
<input type="checkbox"/> Skyscraper	CHF 350.00*
<input type="checkbox"/> Small banner with adjoining text	CHF 280.00*
<input type="checkbox"/> Large banner with adjoining text	CHF 350.00*
<input type="checkbox"/> Corner banner	CHF 150.00*

\* Price for one week. 10 % discount from 3 weeks,  
20 % discount from 6 weeks

All prices excl. 7.6 % VAT.

**Company**

Ms.  Mr.

**Surname**

**First name**

**Address**

**Postcode / town**

**Telephone**

**Fax**

**E-mail**

Please fax this order form to +41 (0)44 711 99 98. Thank you!