

MEDIAKIT

2012



6/2011 Juni 2011 - 9,80 Euro - 57. Jahrgang - H 30859F

OST-WEST CONTACT
Das Wirtschaftsmagazin für Ost-West-Kooperation

Energie

Mehr Raum für russisches Gas

- **SPECIAL Polen** Land der Gelegenheiten
- **Belarus** 100 Fragen und Antworten
- **Bulgarien** Heiße Rallye am Mobilfunkmarkt
- **OMV** Kroatien – An der Schwelle zur EU

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SUCCESS ON THE BASIS OF PROFOUND INFORMATION

The business magazine OST-WEST-CONTACT – founded in 1955 – informs about latest economic developments in the countries of Central and Eastern Europe, the Caucasus, and markets in Central Asia. Coverage focuses on German entrepreneurs' first hand experience made in these countries in the course of establishing their business there. An exclusive network of competent authors – among them lawyers, bankers, consultants, experts in logistics, personnel consultants as well as representatives of German Chambers of Commerce Abroad and trade associations – assists editorial staff of OWC, who regularly visit the region. Therefore, both "newcomers" and "old hands" in the business with Eastern countries can rely on latest reports, background information, and analyses as a profound basis for their cooperation approaches and investment decisions.

COOPERATIONS

Numerous associations of German business circles, amongst them

- ▶ the Association for East and Central Europe, Hamburg
- ▶ the Committee on Eastern European Economic Relations, Berlin
- ▶ the German-Russian Chamber of Commerce, Moscow and
- ▶ other Chambers of Commerce Abroad, Chambers of Industry and Commerce in Germany as well as embassies in the respective countries

cooperate with Ost-West-Contact by supplying information, distributing OWC at their various events and recommending the magazine to their members. Media partnerships with the organizers of trade fairs and symposia as well as the OWC website provide an ideal mix of market presence.

As the business magazine specialised in Central and Eastern Europe with the largest circulation in German-speaking countries Ost-West-Contact is the appropriate communication media for your advertisements.

"General terms and conditions" of the publishing house are binding.

Frequency of Publication:

Ost-West-Contact is published monthly with 84 pages at least. The supplement "Ost-Ausschuss Informationen" is attached to a part of the print run.

Circulation:

Print run 12,000 copies
 Sold run: 8,150 copies
 Total number of distributed copies: 11,825 copies (IVW III/2011)
 Each copy is read by 4.4 individuals, therefore each OWC issue reaches more than 50,000 readers.



Certified by IVW

Readership:

Managers in industry, trade, service sector, banking industry, insurance companies, and other financial institutions, associations and organisations with existing or planned engagement in CEE-countries.

Structure of Readership:

45 % Board of Directors / Executive Board / Owners
 48 % Other executives
 7 % Private subscribers / Students / Miscellaneous

Readers by Sector:

48 % Industry
 20 % Consulting / Law
 5 % Logistics
 12 % Associations / Ministries / Embassies
 3 % Research sector/ Education sector
 2 % Information technology
 2 % Trade fairs / Conventions
 2 % Travel sector / Hotels / Airlines
 2 % Banking industry / Finance sector
 4 % Private subscribers / Students / Miscellaneous

(Source: OWC investigation)

Size of Enterprise:

17 % more than 3,000 employees
 14 % 501 to 3,000 employees
 26 % 51 to 500 employees
 18 % 11 to 50 employees
 25 % up to 10 employees

Media Kit 2012

Distribution:

- ▶ Subscribers in Germany, Austria, Switzerland and in Central and Eastern Europe (CEE)
- ▶ Alternating mailings to decision-makers in companies and organisations with business activities in CEE
- ▶ About 2,000 copies/month at conferences, work shops, symposia, and trade fairs in cooperation with more than 100 event organizers*
- ▶ Distribution via embassies, consulates, chambers of commerce, institutions of business development in Germany and CEE
- ▶ Distribution to members of trade associations

Extra Distribution of Country Specials:

The OWC Country Specials are an integral part of the respective OWC issue. There is an extra distribution as off-print of at least 3,000 copies per issue: About

- ▶ 1,500 copies are distributed via multipliers (Chambers of Commerce in Germany and abroad, bilateral associations, embassies and consulates) in Germany and the respective country
- ▶ 1,000 copies are distributed by direct mailings to companies in Germany and in the respective countries
- ▶ 500 copies are distributed at country-specific events.

Therefore, approx. 1,000 copies are distributed in the target country and about 2,000 in Germany.

* *OST-WEST-CONTACT is distributed by up to 80 cooperation partners every month, who hand over the magazines to their members, business partners and to participants of symposia and conventions. Part of this network are the Chambers of Industry and Commerce in Germany, the Chambers of Industry and Commerce Abroad, business associations, embassies, consulates general, honorary consulates as well as the following organizers of trade fairs, conventions and events: AIF, AWZ-Bayern, BDI, Berlin Partner, BVL e.V. Coface, Commit Group, Handelskammer Hamburg, InWEnt, Maleki, Messe Berlin, Messe Düsseldorf, Messe Hannover, Messe München, OSEC Schweiz, Ost-Ausschuss der Deutschen Wirtschaft, Ost- und Mitteleuropa Verein, Ost-West-Wissenschaftszentrum, Reed Exhibitions, Russland-Kompetenzzentrum*

Issue	Advertising Deadline	Print Material Deadline	Date of Publication	SPECIAL	Country Focus	Editorial Focus
1/2012 January	Jan 6, 2012	Jan 11, 2012	Jan 20, 2012	Poland	Russian Federation Azerbaijan, Baltic States	Transportation & Logistics
2/2012 February	Jan 27, 2012	Feb 3, 2012	Feb 17, 2012	Directory OstWestContacter	Statistics, Addresses, Profiles 30 th Edition	International Service Provider with Competence in CEE
3/2012 March	Feb 17, 2012	Feb 24, 2012	March 9, 2012	Hungary	Russian Federation, Hungary Slovenia	Trade Fairs & Conventions Business Travel
4/2012 April	March 16, 2012	March 23, 2012	April 5, 2012	Kazakhstan	Czech Republic, Serbia, The Caucasus	100 Question and Answers for Business in Kazakhstan
5/2012 May	April 13, 2012	April 20, 2012	May 4, 2012	Romania	Russian Federation, Central Asia, Croatia	Financing & SME
6/2012 June	May 11, 2012	May 18, 2012	June 1, 2012	Poland	Baltic Staates, Belarus, Bulgaria	Environmental Protection Technologies & Power Industry
7/2012 July	June 15, 2012	June 22, 2012	July 6, 2012	Ukraine	Russian Federation, Moldova Bosnia and Herzegovina	100 Question and Answers for Business in Russia
8/2012 August	July 20, 2012	July 27, 2012	Aug 17, 2012	Directory OstWestContacter	Statistics, Addresses, Profiles 31 st Edition	International Service Provider with Competence in CEE
9/2012 September	Aug 17, 2012	Aug 24, 2012	Sep 7, 2012	Czech Republic	Russland, Turkmenistan Hungary	Trade Fairs & Conventions
10/2012 October	Sep 14, 2012	Sep 21, 2012	Oct 5, 2012	Turkey	Kazakhstan, Romania, South East Europa	Real Estate Industry Transportation & Logistics
11/2012 November	Oct 12, 2012	Oct 19, 2012	Nov 2, 2012	Serbia	Russian Federation, Uzbekistan Belarus	Financing
12/2012 December	Nov 16, 2012	Nov 23, 2012	Dec 7, 2012	Bulgaria	Ukraine, Croatia Slovakia	Trade Fairs 2013
1/2013 January	Jan 11, 2013	Jan 15, 2013	Jan 25, 2013	Poland	Russian Federation, Azerbaijan, Baltic States	Transportation & Logistics

Issue	Advertising Deadline	Print Material Deadline	Date of Publication		Distribution
EXTRA 2012	March 16, 2012	March 23, 20	April 5, 2012	Switzerland	Supplement in OWC 4/2012 plus extra distribution
EXTRA 2012	May 11, 2012	May 18, 2012	June 1, 2012	Baden-Wuerttemberg	Supplement in OWC 6/2012 plus extra distribution
EXTRA 2012	Aug 17, 2012	Aug 24, 2012	Sep 7, 2012	North-Rhine Westphalia	Supplement in OWC 9/2012 plus extra distribution
EXTRA 2012	Oct 12, 2012	Oct 19, 2012	Nov 2, 2012	Austria	Supplement in OWC 11/2012 plus extra distribution

EXTRA

The OWC-Extra issues appear as supplement to the total circulation (12,000 copies) of the respective Ost-West-Contact issue and additionally come out as extra circulation between 3,000 and 9,000 copies. Despite increased circulation the advertising rates specified on page 7 of this Media Kit remain valid.
Total circulation: 15,000 – 21,000 copies

SPECIAL

OWC-Special: On at least 32 pages readers get condensed information about the respective market. The Special issues are an integral part of the respective OWC issue. There is an extra distribution as off-print of at least 3,000 copies per issue. Topics and deadlines: see page 4.
Total circulation: 15,000 copies

OWC reports on the following markets:

Albania	Croatia	Lithuania	Slovakia
Armenia	Estonia	Macedonia	Slovenia
Azerbaijan	Georgia	Moldavia	Tadzhikistan
Belarus	Hungary	Montenegro	Turkey
Bosnia and Herzegovina	Kazakhstan	Poland	Turkmenistan
Bulgaria	Kosovo	Romania	Ukraine
Czech Republic	Kyrgyzstan	Russia	Uzbekistan
	Latvia	Serbia	

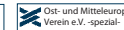
For detailed information on editorial contents of the respective issues, pls ask for the "Media Profile".

anzeigen@owc.de
+49 (0) 211-55 04 26-0

Permanent Topics and Rubrics

Industries & Companies
Business Service
Financing
Calendar of Events
Business Travel
contact Data
Country Report
Book Review

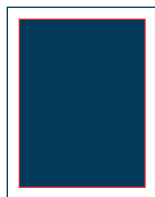
Logistics/Transportation
Trade Fairs & Conventions
News in Brief
Personalia
Statistical Dataen
Business Law

**Industrial reports on:**

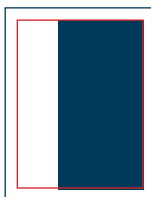
Automotive Industry
Telecommunication/IT
Engineering /Plant Construction
Green Technology/Power Industry
Agricultural Technology
Medical Engineering
Trade and Commerce



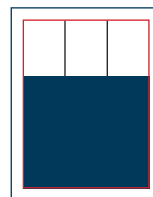
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Page Bleed 420 x 297 mm



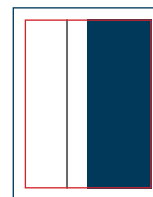
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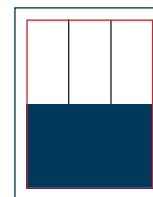
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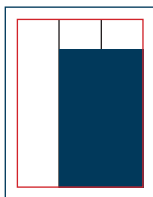
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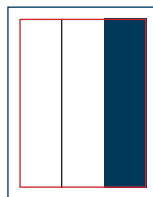
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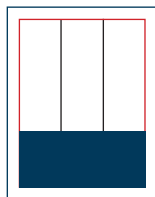
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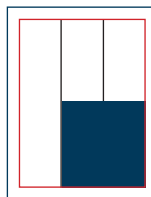
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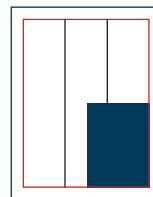
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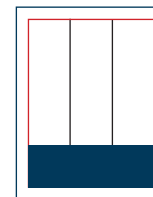
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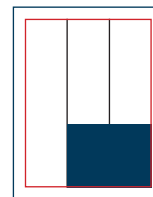
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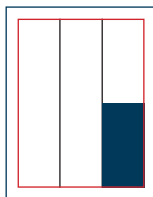
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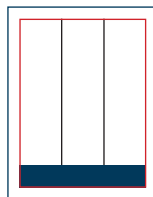
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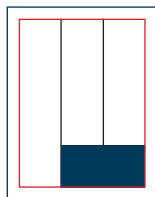
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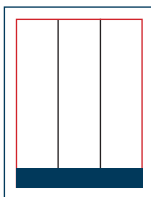
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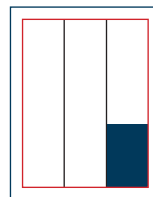
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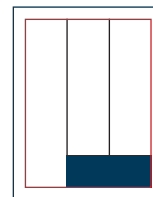
1/6 Page 2 columns
115 x 65 mm



1/8 Page horizontal
175 x 30 mm



1/8 Page 1 column
55 x 85 mm



1/8 Page 2 columns
115 x 42 mm

Technical Information

Paper Size (W x H):
210 mm x 297 mm
200 mm x 290 mm
(Extras)

Print Space (W x H):
175 mm x 265 mm

Bleed:
Paper size plus
3 mm reserve for
each cutting edge

Colour Ads:
Euro scale

Ad Size	Advertising Formats		Advertising Rates in Euro		
	Width	Height	Black/White	+ 1 Additional Colour	Full Colour
Cover Pages	210	297	—	—	4,500
1/1 Page	175	265	3,100	3,600	4,100
2/1 Page	395	265	5,900	6,900	7,900
2/3 Page horizontal	175	175			
2/3 Page vertical	115	265	2,000	2,400	2,800
1/2 Page horizontal	175	130			
1/2 Page vertical	85	265	1,600	2,000	2,400
1/2 Page 2 columns	115	195			
1/3 Page horizontal	175	85			
1/3 Page vertical	55	265	1,250	1,500	1,750
1/3 Page 2 columns	115	130			
1/4 Page horizontal	175	65			
1/4 Page vertical	85	130	1,000	1,250	1,500
1/4 Page 2 columns	115	90			
1/6 Page horizontal	175	42			
1/6 Page vertical	55	130	750	1,000	1,250
1/6 Page 2 columns	115	65			
1/8 Page horizontal	175	30			
1/8 Page 1 column	55	85	600	750	900
1/8 Page 2 columns	115	42			

All Prices in Euro (plus legal VAT), Price List No 40, valid from December 1, 2011.

By Volume

2 Pages: 3 %
3 Pages: 5 %
6 Pages: 10 %
9 Pages: 15 %
12 Pages: 20 %
18 Pages: 25 %
24 Pages: 30 %

By Frequency

3 Ads: 3 %
6 Ads: 5 %
9 Ads: 10 %
12 Ads: 15 %
18 Ads: 20 %
24 Ads: 25 %
30 Ads: 30 %

Discounts for ads placed simultaneously within a twelve-months period are calculated according to either the volume or the frequency discount formula.

Surcharges:

Bleed Advertisements: + 10 % of the B/W Rate
Preferential Positioning: + 10 % of the B/W Rate

Supplements:

290 Euro per 1,000 / complete print run
320 Euro per 1,000 / part of print run
- at least 3,000 copies necessary

(up to 25 g individual weight) plus postage

Bound-in Inserts: 4 pages: 4,300 Euro
8 pages: 4,900 Euro

Job Advertisements: 10 Euro per line of 30 characters

Technical Information

Paper Size (W x H): 210 mm x 297 mm
200 mm x 290 mm (Extra)

Print Space (W x H): 175 mm x 265 mm

Bleed:

Paper size plus 3 mm reserve for each cutting edge
Colour Ads: According to the colour panel of Euroscale

Print Material: For more information pls visit
www.owc.de/download/Info-E.pdf

Print Material Service: Barbara Keizers
Phone + 49 (0) 251 - 92 43 09-23
E-mail satz@owc.de



PRINT MEETS ONLINE

- Daily coverage of German companies' markets in Russia, Kazakhstan, China and India
- Placing of service-oriented advertorials
- Crossmedia placements – any combination possible

For more information pls visit
www.owc.de/mediadaten

Publications of OWC Publishing House:

