



EINKAUF FAKTUELL

Media kit & advertising rates – inserts

All the information you need for your
planning – effective January 2021

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Your potential reach*



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For information regarding inserts, please refer to our brochure "EINKAUFAKTUELL Media Kit & Advertising Rates – Advertisements".

*Effective from August 1, 2020 "No advertising" households excluded. For placements of only one insert, or with none, we reserve the right in certain delivery districts to include the carrier medium and use wrapping. Subject to special delivery and holiday regulations.

The benefits for you

Einkaufaktuell at a glance

Advertising with weekly reach of up to 20 million households*

Einkaufaktuell is advertising that makes a good impression on your customers in two ways: It provides a unique combination of regional household advertising with useful added value for the consumer.

You have the option of choosing one of the two advertising formats or a combination of the two.

- Ads – high-visibility placement in our carrier medium, the TV guide
- Inserts – efficiently packaged and attractively bundled with other advertising brochures

Reach

- 28 metropolitan areas
- A single issue can have a reach of up to 20 million households*
- Total audience (TA) of 25.81 million**

Quality

- Carrier medium as door-opener for household advertising
- Direct delivery to mailbox
- Individualized selection options for low scatter loss

Reliability*

- On-time delivery by Deutsche Post
- Delivery number on carrier medium identifies each item

One-stop service

- One contact for all of Germany
- Single source – from planning to implementation
- Expert advice for ads and inserts

*Effective from August 1, 2020 Delivery depends on the brochure distribution areas which have been selected. To be excluded from delivery, households must clearly indicate on their mailboxes that they do not wish to receive advertising (with a "No advertising" sticker, for instance). For placements of only one insert, or with none, we reserve the right in certain delivery districts to include the carrier medium and use wrapping. Subject to special delivery and holiday regulations.

**Source: AWA 2020. Population base is the German-speaking population in Germany ages 14 and above in private households at the location of primary residence (70.64 million). Sample size n = 23,191. Einkaufaktuell's reach was determined by surveys asking how much of the magazine or enclosed brochures is read or viewed by readers.

Attractive magazine format invites recipients to open it up and explore*

Rely on an attractive carrier medium that makes consumers feel compelled to open it – in some households it can attain a lifespan of up to a week.

A weekly TV guide that highlights select films and shows is enhanced with a mix of editorial content, puzzles and contests, space permitting.

It makes for real value that households look forward to receiving every Saturday. And remember: printed on 100% recycled paper, EINKAUFAKTUELL proudly carries the Blue Angel eco-label.

The carrier medium provides plenty of room for your regional and national ad placements. Choose between traditional ad formats and high exposure, attention-grabbing special formats.



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Your inserts

Delivered efficiently and reliably

Which aspects are important for distribution of your inserts?

With our low prices and targeted distribution with no scatter loss, your inserts will reach your customers reliably.

Quality at an affordable price

- We ensure good value for money by bundling multiple inserts and packaging them automatically.

Targeted selection

- You can select distribution with blanket coverage or only in selected zip code ranges, cities or districts.

Guaranteed quality control

- With the delivery code on the carrier medium, every item can be identified.

Pricing

Weight class	Base prices excl. VAT
Up to 20 g	€ 62.00
Up to 30 g	€ 69.00
Up to 40 g	€ 75.00
Up to 50 g	€ 80.00
More than 50 g	On request

Pricing for distribution of inserts per thousand



Options for distribution of your inserts

Which form of targeted distribution will make your ads successful?

Place your ads where your customers are

- Every Deutsche Post delivery agent distributes customized versions of Einkaufsfaktuell.
- You can place ads with blanket coverage or only in selected zip code ranges, cities or districts.
- Using an innovative geographical information system, experienced media planners find exactly the right distribution areas and present them on maps. For example, selection by area radius, driving time or driving distance.

Basic representation

Example: selection by driving distance, in this case: 30 min

Example: selection by area radius, in this case: 25 km

Einkaufaktuell readers

Allensbach Media Market Analysis (AWA)*

Who reads Einkaufaktuell? Are your customers included?

A broad audience that is highly receptive to advertising

Einkaufaktuell readers are open-minded about advertising and perceive it as credible and useful, and it inspires them to make purchases.

How is testing done?

The Institut für Demoskopie Allensbach conducts an annual media market analysis ranking print media reach and providing comprehensive insights into media consumption.

Einkaufaktuell reader profile

- 91% are over 30 years of age.
- 67% live alone or in two-person households.
- 71% have an income of more than €2,000/month.
- 64% are female, 36% male.
- 45% have a high affinity for print.

Basis of the 2020 analysis

- Commissioned by around 60 publishers.
- Approx. 23,000 people surveyed in face-to-face interviews.
- Population base: 70.64 million people in the German-speaking population ages 14 or above Sample size n = 23,191.

		readers per issue (RPI) in %	Index	Absolute (million persons)	
Gender	female	64	125	9,09	
	male	36	74	5,12	
Age	14-29 years	9	27	1,25	
	30-59 years	48	94	6,87	
	60 years and up	43	135	6,09	
Household size	1-person household	24	107	3,48	
	2-person household	43	110	6,16	
	3-person household	14	89	2,02	
	4-person household	13	83	1,79	
	5 or more persons in the household	5	73	0,76	
Household income (net)	up to less than €2000	29	88	4,15	
	€2000 up to less than €3500	38	108	5,35	
	€3500 up to less than €5000	21	93	3,02	
	€5000 and above	12	88	1,69	
Print affinity	High affinity for print	45	124	6,45	

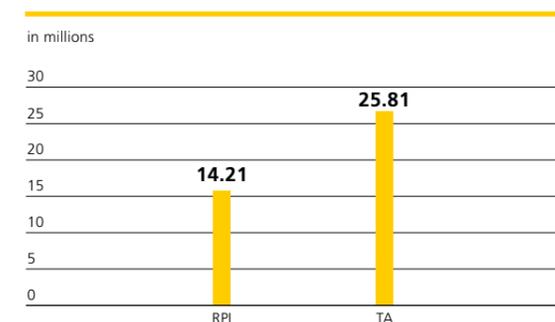
*Source: AWA 2020. Population base is the German-speaking population in Germany ages 14 and above in private households at the location of primary residence (70.64 million). Sample size n = 23,191. Einkaufaktuell's reach was determined by surveys asking how much of the magazine or enclosed brochures is read or viewed by readers

Audience

Reach, frequency and page exposure

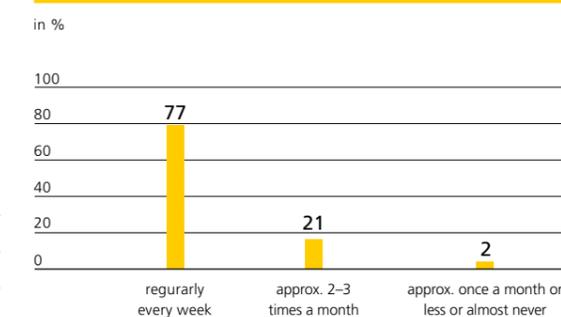
Reach*

The reach of Einkaufaktuell is determined annually by the Allensbach Media Market Analysis (AWA). The total audience (TA) is 25.81 million and the number of readers per issue (RPI) is 14.21 million. According to AWA 2020, you reach almost 15 million people 14 or older across Germany with one issue of Einkaufaktuell.



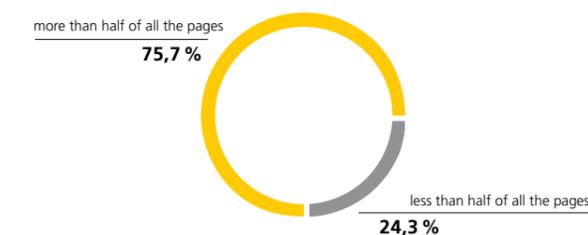
Frequency*

Einkaufaktuell is used frequently by its readers, with 95% of Einkaufaktuell readers using at least every other issue and 77% even using every single issue.



Page exposure*

The page exposure also speaks for itself: 76% of regular readers (RPI) use the carrier medium and the enclosures intensively, reading half or more of all pages.



RPI = Readers per issue

The RPI is a measure of the average size of the readership of a newspaper or magazine, i.e., the reach. The size of the RPI is also called the reach or coverage of a publication in media parlance. Mathematically, the RPI is the average probability of use (= p-value) of a publication multiplied by 100.

Total audience (TA)

The total audience (TA) of a newspaper or magazine expresses the number of people who have come into contact with one of the last 12 issues of that newspaper or magazine.

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Inserts

Technical guidelines

1. 1. Preparing offers

1.1.1.1 Offers, reservations and booking

The following information is required from the client for the preparation of a specific offer:

- The delivery area to be covered (zip code area, cities, districts) or the number of brochures to be distributed,
- The format, number of pages and weight of the individual brochures,
- The desired distribution date.

1.2 Reservations

Dates can be reserved by arrangement with Deutsche Post. A binding confirmation/cancellation is required in writing no later than 30 calendar days before publication. If this requirement is not met, the reservation will become void.

1.3 Booking

Orders or bookings must be submitted in writing no later than 13 working days before the publication date (usually on Friday) and must include the information specified in section 1 above.

Subject to special conditions for holidays.

1.4 Second deliveries/double deliveries

All of the provisions of the Technical Guidelines also apply to additional brochure distributions for a customer on the same publication date. A capacity review is also required in advance.

2. 2. Dimensions, weights, number of pages and technical parameters

For the processing of your brochures, please be sure to comply with the following technical guidelines. As a rule, brochures that do not comply with these guidelines cannot be processed. Therefore, to ensure smooth processing, please also inform your respective contract partners.

2.1 Samples

If a new or modified insert is to be processed for the first time, five samples must be submitted no later than 17 working days before the distribution date. Only after approval of the samples are brochure orders binding for Deutsche Post. Please mark your sample brochures with an item number.

If the characteristics (dimensions, number of pages, paper quality, etc.) of the brochures cannot be assessed for production based on the above-mentioned samples, please send 50 samples at short notice for a test run under real production conditions. If no samples as described above are provided, then the first distribution counts as a test.

2.2 Dimensions

- Maximum size
 - Single sheets: 220 × 300 mm
 - Multi-page inserts: 235 × 315 mm
 - Minimum size: 98 × 210 mm
- Other dimensions require special approval.

2.3 Weights

- Minimum weight: 5 g per copy
 - Maximum weight: 100 g per copy
- Other weights require special approval.

2.4 Single Sheets

Taking into consideration '2.2 Dimensions' and '2.3 Weights', the following special conditions apply:

- Single sheets DIN A4 with perforations: at least 135 g/m²
- Larger formats with a paper weight of at least 50 g/m² need to be folded to A4 size (210 × 297 mm).

2.5 Number of pages

Brochures should have a minimum of 8 pages. For smaller sizes (4 and 6 pages), a paper weight of at least 100 g/m²

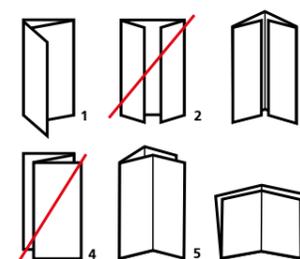
Inserts

Technical guidelines

(for folded brochures) is required. All folds must be lengthwise.

2.6 Fold types

These fold types can be processed: letter fold (1), 8-page gate fold (3), double-parallel fold (5) and French fold (6). These fold types cannot be processed: gate fold (2) and accordion fold (4). All folds must be lengthwise.



2.7 Trimming

All brochures must be trimmed at right angles and to the same format.

2.8 Supplements and special formats

As a rule, supplements must be glued to the inside of brochures. They must be glued in the fold flush with the top or bottom of the brochure.

Consultation with Deutsche Post is required for all brochures with supplements glued on the inside or the outside.

Automatic processing of brochures with special formats or samples is not possible without prior technical verification by Deutsche Post.

2.9 Brochures with loose inserts

- Loose inserts must be placed in the middle of the jacket product with an edge flush in the fold.
- Loose inserts may not be thicker, larger or heavier than the jacket product.
- For A4 inserts, the insert must not be smaller than A5.
- Enclosures smaller than A5 with inserts require special approval.

2.10 Brochures with loose folders

Brochures with loose folders require special approval.

2.11 Binding/stapling

Brochures should generally be produced with fold gluing; back gluing requires special approval. For saddle-stitched brochures, the thickness and length of the staples used should be appropriate in relation to the thickness and length of the spine. The brochure must be 1.5 times thicker than the staples (e.g., 0.550 mm staples = min. 0.825 mm fold thickness).

Stapling brochures of less than 16 pages is not permitted.

Note for the printer:

In addition to the thickness of the staples used, the number of pages and the paper weight must also be taken into account as a guide:

Stapling of inserts

Number of pages	Paper weight	Staple thickness
< 16		no staples
16	≥ 52 g/m ²	≤ 0.45 mm
20–40	≥ 52 g/m ²	≤ 0.45 mm
> 40	≥ 52 g/m ²	max. 0.8 mm

Since every printer has different general terms and conditions, a sample review is also possible in case of doubt. When making any inquiries, it is imperative to specify the necessary parameters for the paper and staples.

2.12 Perforation

For brochures with a perforation on a cover page, there must be a gutter of at least 5 mm between the last fold of the brochure and the perforation. As a rule, the maximum cut-to-gutter ratio is 1.5:1 (this also applies for single-sheet coupon flyers).

Inserts

Technical guidelines



3. Packaging, delivered quantities and transport

3.1 Delivery

The customer posts the advertising material free of charge with complete accompanying documents.

The delivery note must state the following:

- The word "Einkaufaktuell"
- Publication (distribution) date
- Customer
- Einkaufaktuell distribution area
- Brochure title, item number or motif/theme and/or advertised location (version number for brochure versions within the same distribution week)
- Sender and recipient
- Number of pallets
- Total number of delivered brochures (by version if applicable)
- Number of brochures per pallet
- Please ensure that the same text is used on the delivery note and the pallet note, and leave room for comments/remarks.

Strict compliance with the deadlines stated below is necessary in order to ensure proper processing. Every delivery must be announced in advance by telephone.

Earliest delivery date:

8 working days before publication of the booked issue (usually starting on Thursday of the preceding week). For deliveries that are too early (9 or more working days before publication date), Deutsche Post reserves the right to reject the delivery and agree on a later date within the scheduled delivery period.



Latest delivery date for Saturday distribution:

6 p.m. on the 5th working day before publication of the booked issue (usually Monday at 6 p.m.).

Due to production reasons, if the deadlines are not met, the brochures cannot be distributed. Deutsche Post reserves the right to postpone the delivery until the next possible publication date. This date will be agreed with the customer. The customer shall bear the cost of non-scheduled posting.

3.2 Delivery quantities

For technical reasons, the quantity delivered must be 1.5% greater than the quantity booked. As the items are processed automatically, the minimum booking quantity is 30,000 items per insert version.

Inserts

Technical guidelines

3.3 Condition on delivery

All delivered brochures must be of a type and shape permitting immediate and flawless machine processing. In exceptional cases, corrections can be made to brochures by agreement with Deutsche Post and subject to an extra charge. The following cannot be processed:

- Brochures that are damp or stuck together or have a high electrostatic charge
- Brochures with creased corners or edges, crimps or misaligned (rounded) spines

3.4 Stacks

- Stack height: 80 – 100 mm; uncrossed, straight-edged
- Strictly no tying or packaging of individual stacks or bundles. If brochures are nonetheless delivered tied or packaged, the costs incurred shall be borne by the customer.

3.5 Palletizing

No mixed pallets may be delivered. Each pallet may only contain brochures for one Einkaufaktuell area. And only one version per pallet.

- Brochures must be stacked on reusable Euro-pallets (80 x 120 cm); the maximum pallet height is 1.20 m.
- Brochures must be protected against damage during transport (mechanical strain) as well as from moisture and dirt.
- All palletized inserts must be secured with stretch/shrink wrap.
- If necessary, sturdy cardboard should be inserted between stacks to prevent sagging.
- Brochures must not be damaged or bent by the packaging/strapping.
- As with the delivery note, every pallet must be identified with a clearly visible pallet card stating its contents and quantity details.
- Please avoid steel strapping.
- The pallets must not be stacked.
- The maximum gross weight is 700 kg.

3.6 Use of packaging

- Packaging must be kept to a minimum in line with section 3.5.
- Use reusable pallets and lid boards.
- Plastics and cardboard must be recyclable.
- Please avoid the use of composite materials for packaging.

3.7 Delivery in boxes

Delivery in boxes hinders the smooth packaging of the inserts and is generally not permitted.

Exemption following approval:

If an insert that is basically suitable for automatic processing as per section 2 cannot be palletized, an individual arrangement must be made with Deutsche Post AG 15 working days before the distribution date. In the event of a delivery in boxes that has not been agreed, the customer will be invoiced for the additional costs incurred. Sections 3.1 to 3.6 apply analogously to delivery in boxes.

After approval by Deutsche Post, delivery of the boxes on pallets is mandatory with the following labeling on each box:

- The word "Einkaufaktuell"
- Publication (distribution) date
- Serial number (e.g., box 1 of 5)
- Brochure title and insert version
- Number of brochures per box

The following must absolutely be avoided:

- Delivery of several insert versions in one box
- Bundling or interleaving inserts in the box
- Tying up the boxes

Inserts

Delivery addresses*

Please note: expansion of paper banderole use means a change in the structure of packaging service providers.

Distribution areas	as of now	as of 04/15/21	as of 06/24/21
Berlin*	G		
Sub-area Brandenburg*	B	G	
Flensburg	A		I
Göttingen	B		
Hamburg	A	B	
Hannover/Braunschweig	B		
Karlsruhe	F		
Kassel	B		
Kiel	A		I
Koblenz	E		
Kölner Bucht	E		
Leipzig	G		
Lübeck	A		B
München	H		
Münster/Osnabrück	C		
Niederbayern	H		
Niederrhein	D		
Nürnberg	H		
Ostwestfalen	C		
Pfalz	F		
Regensburg	H		
Rhein/Main	F		
Rhein/Neckar	F		
Rheinland	E		
Ruhr	D		
Ruhr/Lippe	D		
Saarland	F		
Stuttgart	F		
Weser/Ems	B	D	

In order to avoid unnecessary waiting times when unloading trucks, all deliveries must be announced 24 hours in advance by telephone.

Deutsche Post's ongoing aim is to make all its products as environmentally friendly as possible while at the same time maintaining both the necessary cost effectiveness and the quality our customers are used to. For Einkaufsfaktuell, this means achieving a complete switch to the paper banderole by the end of 2022.

For this reason, 2021 will see a change in the structure of packaging service providers and packaging sites.

Delivery addresses*

Adresse A Deutsche Post EPS GmbH Gewerbegebiet Mienenbüttel Bei der Lehmkuhle 2 21629 Neu Wulmstorf (Germany) Telephone: +49 (0)4168 91800-15 Inbound goods opening hours Mon. (6 a.m. until Tue. 9 p.m.), Wed. and Thu. (6 a.m. until 9 p.m.), Fri. (6 a.m. until 6 p.m.)	Adresse F Campaign Services Neckarsulm GmbH Rötzelstraße 3 74172 Neckarsulm (Germany) Telephone: +49 (0)7132 979-240 Inbound goods opening hours Mon.-Fri. (6 a.m. until 9 p.m.)
Adresse B Deutsche Post EPS GmbH Einkaufsfaktuell Hansestraße 2 37574 Einbeck (Germany) Telephone: +49 (0)5561 314-438 Inbound goods opening hours Mon. (6 a.m. until Tue. 9 p.m.), Wed. and Thu. (6 a.m. until 9 p.m.), Fri. (6 a.m. until 6 p.m.)	Adresse G tab distribution Bitterfeld Einkaufsfaktuell Sonnenallee 14-30 06766 Bitterfeld-Wolfen OT Thalheim (Germany) Telephone: +49 (0)3494 3920-052 Inbound goods opening hours Mon.-Fri. (6 a.m. until 9 p.m.)
Adresse C direct services Güterlosh GmbH Einkaufsfaktuell Warenannahme 20 An der Autobahn 33310 Gütersloh (Germany) Telephone: +49 (0)5241 80-88770 Inbound goods opening hours Mon.-Fri. (6 a.m. until 9 p.m.)	Adresse H KS-Europe s.r.o. Einkaufsfaktuell Komenského 598 33203 Stáhlavy (Czech Republic) Telephone: +420 377 862-310 Inbound goods opening hours Mon.-Fri. (6 a.m. until 12 a.m.)
Adresse D Deutsche Post EPS GmbH Konrad-Zuse-Straße 8 58239 Schwerte (Germany) Telephone: +49 (0)2304 9420240-10 Inbound goods opening hours Mon. (6 a.m. until Tue. 9 p.m.), Wed. and Thu. (6 a.m. until 9 p.m.), Fri. (6 a.m. until 6 p.m.)	Adresse I FK Distribution A/S Blomstervej 56 8381 Tilst (Denmark) Inbound goods opening hours Mon., Wed.-Fri. (7 a.m. until 3 p.m.), Tue. (7 a.m. until 8 p.m.) deliveries outside these times by appointment and notification: telephone number +45 43487849
Adresse E Bagel Direkt GmbH & Co. KG Einkaufsfaktuell Grunewaldstraße 59 41066 Mönchengladbach (Germany) Telephone: +49 (0)2161 692-2099 Inbound goods opening hours Mon.-Fri. (6 a.m. until 10 p.m.)	

The following applies to all inbound shipments: deliveries outside opening hours by appointment only.

*Packaging for the Berlin distribution area will be carried out at two locations, requiring separate delivery to Bitterfeld for the Berlin sub-area and to Einbeck for the Brandenburg sub-area. Starting April 15, 2021, packaging for both sub-areas will be carried out at the Bitterfeld site.

Your contacts

National and regional

NATIONWIDE	 Special ad formats/national ad sales David Müller +49 (0)152 53 00 20 46 david.mueller@deutschepost.de ■ West ■ Süd	 National ad sales Verena von Rittberg +49 (0)171 765 70 86 verena.rittberg@deutschepost.de ■ Nord	
NORTH	 NORTH Doreen Oestergaard +49 (0)170 914 31 42 d.oestergaard@deutschepost.de ■ Berlin	 NORTH Algis Wessels +49 (0)160 96 93 12 75 a.wessels@deutschepost.de ■ Münster/Osnabrück ■ Weser/Ems	 NORTH Tanja Wilhöft +49 (0)170 331 57 70 t.wilhoeft@deutschepost.de ■ Hamburg
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WEST	 WEST Thomas Lindemann +49 (0)160 90 96 72 07 t.lindemann3@deutschepost.de ■ Niederrhein ■ Rheinland ■ Benelux	 WEST Patrick Hinzer +49 (0)171 302 12 43 Patrick.Hinzer@deutschepost.de ■ Ruhr ■ Ruhr/Lippe ■ Ostwestfalen	 WEST Frank Schmich +49 (0)173 469 79 05 f.schmich@deutschepost.de
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