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Atrium

Interiors
Garden
Architecture
Design

Price list 2010 Valid from 1. january 2010



6x per year

february, april,
june, august,
october, december

Single-copy price: € 7.-
Germany

Printing: 63 500 copies
Distribution: 47 586 copies
Sales: 42 995 copies



11/09

**Publisher,
editorial offices:**

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Rieterstr. 35
CH-8002 Zürich
Switzerland
T +41 44 204 18 18
F +41 44 204 18 80
www.archithema.com

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Atrium Interiors
Garden
Architecture
Design

Atrium is:

a shaper of today's styles, avant-garde and pure.

If you would like to reach readers who follow the latest trends, then Atrium is the publication for you.

Atrium covers and illustrates today's directions in architecture and design, and that is why it clearly reflects the taste of a readership that is orientated to urban living and in step with the times.

Now in its 22nd year, Atrium is the magazine of choice for everyone seeking the inspiration to discover a sophisticated lifestyle with the individualistic flavour of the avant-garde.

Presented in a new, modern design, Atrium sets the standards in terms of contemporary focus, images and articles.

The clear structure of its content provides readers with an interface linked to their interests.

The world's best architecture, the latest German design scene trends, fascinating portraits of important figures in the field, complemented by special features offering advice to readers planning purchases in the bath, kitchen, bedroom and multimedia segments — Atrium delivers coverage that ideally meets the needs of its readers.

Atrium is where today's style lives!

Schedule and Topic Plan

Issue	Deadline	Focus
02/2010	PD 11.02.2010	New kitchens and kitchen equipment
	AD 06.01.2010	
	PC 07.01.2010	
03/2010	PD 15.04.2010	Trendy floor coverings
	AD 05.03.2010	For summer: garden furniture
	PC 08.03.2010	imm cologne
04/2010	PD 17.06.2010	Around the bathroom
	AD 07.05.2010	salone del mobile, Milano
	PC 10.05.2010	
05/2010	PD 12.08.2010	The kitchen world
	AD 07.07.2010	Bedrooms and upholstered furniture
	PC 08.07.2010	
06/2010	PD 14.10.2010	Home entertainment
	AD 08.09.2010	Major lighting special
	PC 09.09.2010	
01/2011	PD 02.12.2010	The set table
	AD 27.10.2010	Bathrooms
	PC 28.10.2010	Watches
PD = Publishing date	AD = Ad deadline	PC = Print copy deadline

Six issues of Atrium appear annually, presenting a lively blend of
→ exciting portraits → fascinating architecture → the latest design → and lovely garden stories

Advertising Prices

Rates

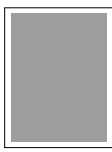
Format in page coverage	black & White €	4 colors €
2/1	14 560.-	20 800.-
1/1	7 280.-	10 400.-
1/2 portrait/horizontal	3 640.-	5 200.-
1/3 portrait/horizontal	2 500.-	3 470.-
1/4 portrait/2-columns/horizontal	1 820.-	2 600.-
inside front cover:		11 400.-
opposite inside front cover:		11 200.-
inside back cover:		12 400.-

2nd and 4th cover page may be in 4 colors only.
Smaller advertising formats on request!

Type area formats in mm (width x height)



2/1 page
430 x 265



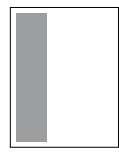
1/1 page
200 x 265



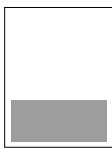
1/2 portrait
98 x 265



1/2 horizontal
200 x 128



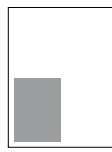
1/3 portrait
64 x 265



1/3 horizontal
200 x 85



1/4 1 col.
47 x 265



1/4 2 col.
98 x 131



1/4 4 col.
200 x 63

Bleed formats in mm (width x height or page size + 3 mm trim)



2/1 page
460 x 297



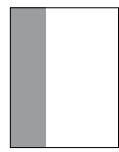
1/1 page
230 x 297



1/2 portrait
109 x 297



1/2 horizontal
230 x 144



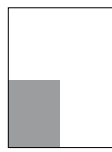
1/3 portrait
76 x 297



1/3 horizontal
230 x 97



1/4 1 col.
60 x 297



1/4 2 col.
109 x 144



1/4 4 col.
230 x 76

Printing process

Cover	Sheet offset Paper: 200 g/m ² , wood-free, white, glossy coated, UV lacquered
Content	Roll offset 60 screen Tonal range increase: 18 % in 40 % screen area 12 % in 80 % screen area Colors: Euroscale Marginal tonal range variances in the tolerance range for roll offset prints are acceptable. Paper: 90 g/m ² , wood-free, white, glossy coated

Mail	Please send a CD-ROM with color proof to: Dr. Cantz'sche Druckerei GmbH, Zeppelinstr. 29, 73760 Ostfildern, Germany ISDN	Text and layout	Printable pdf, InDesign, QuarkXPress (Mac) Please embed all fonts Colors: CMYK color space
ISDN	ISDN-number: +49 711 44 00 578 (Please call in advance: +49 711 44 05 119)	Image files	Photoshop (Mac) CMYK images (UCR 320 %), resolution 305 dpi, as eps-jpeg (max. quality) or tiff Grayscale images, resolution 305 dpi, as tiff Bitmap images, resolution min. 600 dpi, as tiff
Mail	High-end-pdf to archithema@cantz.de In any case please send a fax to the publishing company: +41 44 204 18 80	Logos and graphics	Illustrator or Freehand (Mac), as eps Fonts: convert to curves Colors: CMYK color space

Atrium Special Publications

Garten	61 000 copies	PD	18.03.2010	Everything in your backyard; garden design, winter gardens, fencing, garden equipment, lighting, ground coverings, natural stone, swimming and bathing pools
		AD	10.02.2010	
		PC	11.02.2010	
Küchen	54 000 copies	PD	20.05.2010	Everything in your kitchen; tips on kitchen planning; new products; kitchen equipment; all kitchen furniture; accessories and little helpers
		AD	13.04.2010	
		PC	14.04.2010	
Bäder	54 000 copies	PD	16.09.2010	The latest from the bath; floor planning, wellness, sauna, swimming pool major product overview of fittings, bath furnishings, ceramics, showers, bathtubs
		AD	11.08.2010	
		PC	12.08.2010	
Wärme	49 000 copies	PD	25.11.2010	News and the latest trends in heating; Major specialist section: everything about various heating systems (oil, gas, heat pumps, wood and solar energy) comprehensive market overview (heating systems, chimneys, wood stoves)
		AD	19.10.2010	
		PC	20.10.2010	

PD = Publishing date

AD = Ad deadline

PC = Print copy deadline



Format in page coverage	black & white €	4 colors €
2/1	10 750.-	16 100.-
1/1	5 400.-	8 050.-
1/2 portrait/horizontal	2 700.-	4 025.-
1/3 portrait/horizontal	1 785.-	2 700.-
1/4 portrait/2-columns/horizontal	1 350.-	2 012.-
inside front cover:		8 800.-
opposite inside front cover:		8 400.-
inside back cover:		9 250.-

Inside front or back cover may be in 4 colors only.

Formats: see page 5. Smaller advertising formats on request.

Discounts on Atrium and Atrium Specials

(when taken out within 12 months)

quantity scale: times scale:

2 pages	5.0%	2 ads	3.0%
3 pages	7.5%	3 ads	5.0%
4 pages	10.0%	4 ads	7.5%
5 pages	12.5%	6 ads	10.0%
6 pages	15.0%		
8 pages	17.5%		

Payment terms:

Payable net 30 days from the invoice date; 2% cash discount for payments within 8 days from the invoice date

Bank information:

Dresdner Bank AG, Singen

BLZ: 692 800 35, Kto.-Nr.: 8 406 091 00

IBAN: DE83692800350840609100

SWIFT-Code: DRES DE FF 692

Supplements, Inserts, Attached Inserts (not discountable)

Promotions

The manufacturer provides editorial background information as well as image material. The editorial staff transforms these into a promotion together with the customer.

Promotion price:

1 two-page spread for the price of a 1/1, 4-colors page € 10 400.-

Copy and litho cost flat-rate € 1 500.-

Attached Inserts

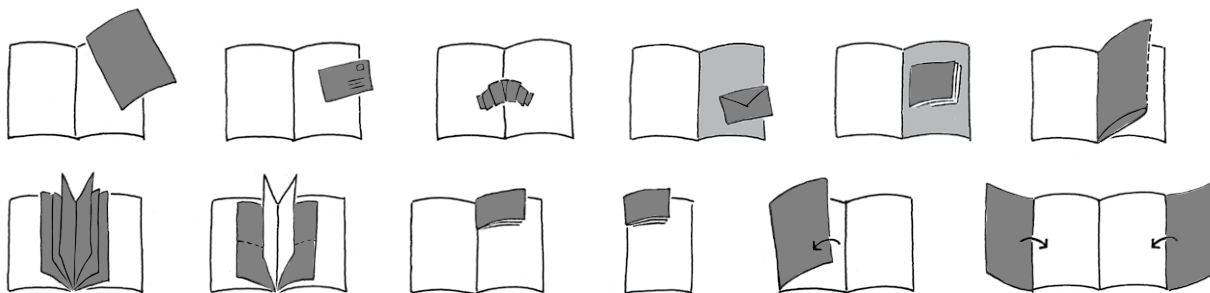
Attached inserts are glued in the same scale to the base ad (black and white or color) so that the customer can remove the insert without difficulty.

Attached insert prices (for each broken thousand copies)

Attached insert price up to 25g € 45.-*

All other attached inserts on request

* plus postal charges in the subscription run (for each broken thousand)



Special
advertising
forms
(available
on request)

Supplements

Supplements are printed inserts or brochures permanently affixed in the magazine. They can be provided as finished products by the customer or produced as a separate print order in our print shop.

Supplement prices (min. 60 g/m² – max. 150 g/m²) Prices for overall run, including postage (for each broken thousand):

4-page	€ 92.–	12-pages	€ 138.–
8-pages	€ 117.–	16-pages	€ 148.–

Scope Several page supplements must be delivered bound at the binding (left edge).
Over 8-page bundles must be bound at the binding and upper edge.

Supplement format Maximal format 230x297 mm (format save as medium), minimal 115x140 mm

Delivery format Width: 236 mm incl. 3 mm spine and edge trim
Height: 306 mm incl. 6 mm top and 3 mm bottom trim

Inserts

Insert formats Minimal format 105x148 mm (DIN A6) maximal format 210x287 mm maximal weight 150 g

Insert prices (For each for each broken thousand)

Whole circulation	distribution costs:	– 25 g	€ 95.–*
	each additional	5g plus	€ 5.–
Subscription circulation only	distribution costs:	– 25 g	€ 105.–
	each additional	5g plus	€ 5.–

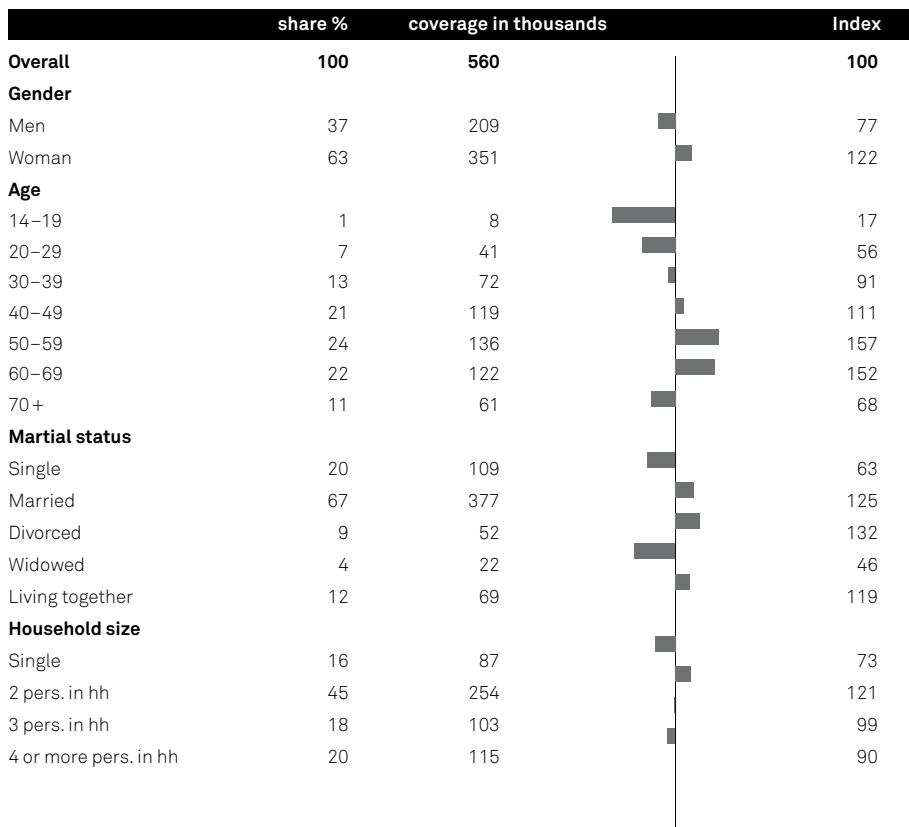
Partial inserts On request

Delivery Supplements, inserts, attached inserts must be packed perfectly and ready for machine handling as well as labeled with the magazine title. Delivery address: Vogel Druck und Medienservice GmbH & Co. KG, Leibnizstrasse 5, 97204 Höchberg

* plus postal charges in the subscription run (for each broken thousand), price on request

AWA 2009 Readership

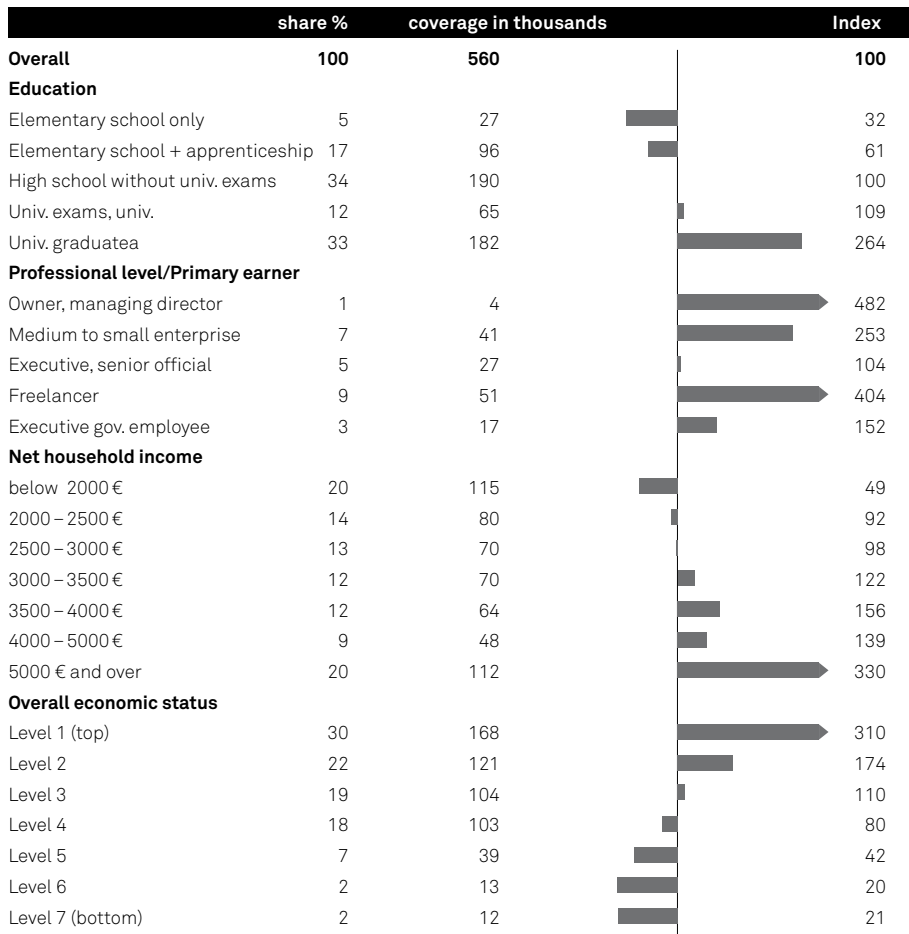
Socio-demographic numbers (extract from the Allensbacher Werbeträger Analyse AWA 2009)



Readership highlights (Index share %) 0 100 200 300

› Continued on page 14

Readership



Readership highlights (Index share %)



The publisher's general terms and conditions

1. An advertising order within the meaning of the following General Terms and Conditions is a contract for the publishing of one or more ads from an advertiser or other interested party in a publication for the purpose of circulation.

2. Ads may be withdrawn within one year after a contract has been finalized when in doubt about publication. If the right of withdrawal has been specified for individual ads when the contract was finalized, the first ad must be withdrawn within the deadline in clause 1. The further ads are to be withdrawn within one year since the appearance of the first ad.

3. When taking out a contract, the customer is also entitled to withdraw ads that are greater than the advertising quantity specified in the order within the agreed deadline or that specified in section 2.

4. If it is not possible for an order to be filled for circumstances beyond the control of the publisher, the customer shall pay the publisher the difference between the allowed and the actual amount notwithstanding any further legal obligations. This payment shall be dropped if the non-fulfillment is the result of an act of God within the publisher's realm of risk.

5. The acceptance of ads and outside supplements in specific numbers, specific issues or at specific locations in the printed material shall then take place if the customer has stated that the ad or outside supplement should appear in specific versions, specific issues or at specific locations and this has been expressly confirmed by the publisher. Categorized ads will be printed in the corresponding category without the need for a specific agreement.

6. Copy section ads are ads with at least three pages bordering on the copy and not on other ads. Ads, which are not recognizable as ads because of their copy content, will be clearly designated as such with the word "Advertisement".

7. The publisher reserves the right to refuse advertising orders – including individual withdrawals as part of a global agreement – and supplement orders for reasons of content, origin or technical form if in the opinion of the publisher, as part of its due diligence, feels that the ad concerned could violate laws, official regulations or common decency or if publication is recognizably unacceptable for the publisher. Supplement orders will not be executed if the supplement awakens the impression on the part of the reader through its format or appearance that it is an integral component of the publication or if the insert itself contains further outside advertising.

Furthermore, the publisher may refuse supplement order for technical and operational reasons up to the

point when a sample of the supplement is submitted and approved.

The above shall also apply for orders, which were submitted at branch offices, agencies or representatives. The customer will be notified immediately of the refusal of an order.

8. The customer is responsible for the timely delivery of the advertising copy and error-free pre-print material (see technical information sheet for digital data transmission) or supplement. The publisher will request a replacement immediately for recognizably unsuitable or damaged pre-print material. The publisher guarantees standard printing quality for the reserved issue within the scope of what is possible with the given pre-print material.

9. For the entirely or partially unreadable, incorrect or incomplete printing of the ad, the customer shall have the right to a reduced payment or an error-free replacement ad, but only to the extent of the reduced effectiveness of the purpose of the ad. If the publisher does not fulfill this requirement within a reasonable allowed period or if the replacement ad is not error-free, the customer shall have the right of withdrawal. The publisher may not be held liable for negligence. This liability exclusion shall not apply in case of a lack of assured qualification. However, the publisher is liable to non-businessmen for unforeseeable damages from delays or impossibility as well as from mild negligence but only in the amount of the advertising compensation concerned.

In commercial business transactions, the publisher is not also further liable for gross negligence through fulfillment assistants; in other cases, liability for gross negligence to businessmen is limited to compensation for foreseeable damages up to the amount of the advertising compensation concerned. Complaints must be made – with the exception of hidden defects – within four weeks of the receipt of the invoice and the copy.

10. Sample printouts are only provided if specifically requested. The customer bears the responsibility for the correctness of the sample printout sent. The publisher shall take all error corrections into consideration that are submitted to it within the deadline established when the sample printout was sent.

11. If the customer does not make pre-payments, the invoice will be issued immediately, but if possible 14 days after the publication of the ad. The invoice is payable by the deadline stipulated on the price list from the date the invoice is received unless another payment deadline or pre-payment was worked out on an individual case basis. Any deductions to be granted

in accordance with the price list will be deducted for pre-payments.

12. Interest and collection fees will be charged for late or deferred payments. The publisher may postpone the further publication of an ongoing order until payment is received and demand pre-payment for the remaining ads in cases of late payments.

In cases where the customer's ability to pay is in doubt, the publisher may make the publication of further ads dependent on the pre-payment of the amount due and make a continued campaign dependent on the settling of open invoice amounts even during the life of an ad agreement and without respect for the originally agreed payment goal.

13. The publisher will also provide an ad tear sheet with the invoice on request. Depending on the type and scope of the ad order, ad sections, pages or the entire issue will be provided. If it is not possible to provide a copy, a legally binding certificate from the publisher about the publication and distribution of the ad will be substituted.

14. The costs for preparing films, pre-print documents and drawings that were ordered as well as the requested and reasonable major changes from originally agreed versions shall be borne by the customer.

15. The place of fulfillment is the domicile of the publisher's headquarters. The place of jurisdiction, unless provided for otherwise by law, is the publisher's headquarters.

Additional publisher's general terms and conditions

a) The General Terms and Conditions and our Additional Terms and Conditions, the order confirmation and the current price list are definitive for each order. The ad order only becomes legally binding after written confirmation from the publisher.

b) The publisher shall not be held liable for changes and cancellations taken or issued by telephone.

c) Placement regulations will only be recognized through an express confirmation from the publisher.

d) As long as another agreement is reached expressly, the new rates take effect immediately, for running orders as well, when price adjustments are made.

e) In case of an act of God, labor unrest, confiscation or operational interruption, the publisher shall have the right to full payment for the ads if the order has been filled to 80% of guaranteed issue sales.

For smaller publisher deliveries, the invoice amount will be adjusted in the same proportion as the guaranteed issue sales are in relationship to the actual issue sales. All other claims related to fulfillment or damages are excluded.

f) For pre-print material that results in the incurring of additional costs, the latter will be invoiced. If possible errors in the pre-print material is not recognized immediately but are only clearly apparent during printing, the advertiser shall not have the right to claim damages if the imprint is insufficient. If the planned schedule deadline for the transmission of the pre-print material is missed, no guarantee shall be assumed for perfect print reproduction. The obligation to save pre-print material expires 3 months after the appearance of the ad unless another specific agreement has been reached. Missing or erroneously printed control printouts are not grounds for a claim for the customer.

g) To qualify for a corporate discount for subsidiaries, written proof of a capital participation of more than 50% is necessary.

h) The advertising agency and the advertising agency are obligated to stick to the publisher's price list in making their offers, contracts, and charges with and to the advertisers. The commissions offered by the publisher may not be passed on in part or entirely to the advertiser.

i) It is possible that a pre-payment will be required for customer or advertising agency until the final ad deadline when doing business with the publisher for the first time.

j) The customer is solely responsible for the content and the legal permissibility of the advertising copy or image subject. It is incumbent on the customer to release the publisher from all third-party claims that might arise as a result of the execution of this order even if it is cancelled. The publisher is not obligated to check orders and ads for possible third-party rights violations. The publisher is entitled to make the publication of advertisements for medication and drugs dependent on written assurance from those responsible about the legal permissibility and/or to have the legal admissibility of the advertising submission checked by experts at the customer's expense.

k) Stoppages, size, format and color changes or alterations are no longer possible 6 days before the advertising deadline. The publisher is not liable for the accuracy of the reproduction for corrections or submitted ads made by telephone. Liability will also not be assumed if defects in the submission are only apparent during reproduction or printing. The advertiser may make no claims for insufficient imprint. Any possible additional costs must be passed on.

Ads may be refused for business policy reasons.

Sales representatives

Nielsen 1 + 2 + 5 + 6 + 7

MSM Medien-Service Meins

Thorsten Meins

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22391 Hamburg

Germany

T 040 69 79 59 15

F 040 61 13 61 83

medienservice-meins@gmx.de

www.msmeins.de

Nielsen 3a

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Germany

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F 069 4 99 03 86

karpenfeld@mdmedien.de

Nielsen 3b + 4

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