

Media Information

Ranking:	Germany's leading consumer magazine about wine.		
Frequency:	6 times a year		
Volume/year:	22 st volume 2004		
Circulation:	60,020 (sold at newsstand, 11,173 subscriptions – more than any other German-language wine magazine, 20,000 copies are displayed in the first and business class section on Lufthansa flights around the world (ivw audit: 04/03)		
	Twice a year, "ALLES ÜBER WEIN" also publishes "Reisen & Genießen" (Travel & Indulge), a 40,000 circulation magazine catering to the travel and lifestyle needs of its unique readership.		
Publisher:	Woschek Verlags GmbH Wilhelm-Theodor-Römheld-Straße 34 D-55130 Mainz Germany		
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Advertising director:	+49-(0)6131-98390-40 (Petra Binz)		
Internet:	www.alles-ueber-wein.de		
Purchase price:	single copy:		
	Germany	7.65 €	
	Switzerland	15.00 sfr	
	Austria	8.70 €	
	Luxembourg	9.00 €	
	subscription rate for 6 issues:		
	Germany	41.00 € (incl. postage & VAT)	
	Switzerland	90.00 sfr (incl. postage)	
	Other countries	29.90 € (incl. postage)	

Description and target group

Germany is a prosperous country of 82 million people and one of the biggest wine-drinking and wine-producing countries in the world. Germany has a large base of affluent and sophisticated wine lovers. That's the target market for "ALLES ÜBER WEIN" – German-speaking who have a passion for all things wine. That includes upscale consumers, as well as wine makers, wine sellers, and restaurateurs. In other words, trend-setters, not just trend-followers.

"ALLES ÜBER WEIN" is Germany's leading wine magazine because the high quality and worldwide content focus is designed to open up new perspectives for these discerning readers. If you want to know about an extraordinary German riesling, you will find it in "ALLES ÜBER WEIN", but our mission is also to explore the many wine regions of the world – the well-known and the emerging ones – and to highlight new developments and changing styles and tastes.

Our readership surveys and coverage analyses have shown that "ALLES ÜBER WEIN" readers are from the highest income brackets. They are quality-, brand- and style-conscious and have a pronounced propensity to consume. They are connoisseurs with spending power and taste.

Readers of "ALLES ÜBER WEIN" invest in collecting, stocking and storing of wines and they have high standards when it comes to enjoying wines. They purchase a variety of superior wines and wine storing and serving accessories (90 percent spend more than 50 € and 50 percent spend more than 150 € a month on wine, etc.). Good wine and good food always go together and our readers are major spenders on restaurants and on culinary preparation in their homes.

They are also more likely than the average consumer to be heavy spenders on travel and on upscale brands – from wine to luxury cars. They like travelling and often travel to wine and cultural destinations.

"ALLES ÜBER WEIN" - Schedule 2004

Issue no.	Publication date*	Closing date/cancellation	Deadline printing material / Data
1/2004	Feb 7, 2004	Jan 7, 2004	Jan 12, 2004
2/2004	March 31, 2004	Feb 27, 2004	March 5, 2004
3/2004	May 26, 2004	Apr 23, 2004	Apr 30, 2004
4/2004	Jul 28, 2004	Jun 26, 2004	Jul 2, 2004
5/2004	Sep 29, 2004	Aug 23, 2004	Aug 31, 2004
6/2004	Nov 17, 2004	Oct 12, 2004	Oct 19, 2004

*Issue on sale in retail; subscribers receive their issue a couple of days prior to the start of newsstand sales. Right of cancellation up to the relevant closing date (not applicable to bound inserts, loose inserts and tip-ons). Deadline for bound inserts, loose inserts and tip-ons is four weeks prior to publication date.

Readership survey 07/2002

Age:	over 50 percent are between 30 and 49 years old
Sex:	2 percent are men
Education:	48 percent have the German equivalent of A-levels (Abitur), university entrance qualifications or have been to university
Occupation:	40 percent own a company, are self-employed, have an independent profession or are senior managers
Net income:	76 percent have a monthly household income of more than 2,500 €.
"AüW" rating by readers:	23 percent rate "AüW" as very good, 65 percent think "AüW" is good
Coverage/contacts:	63 percent among second-time and multiple readers
Reader loyalty:	77 percent have read "AüW" for 3 years or longer
Acceptance:	75 percent read more than half of an issue 71 percent collect all issues 75 percent read all issues within a year
Consumption habits:	90 percent spend more than 50 € per month on wine, 50 percent spend 150 € or more Readers consume, on average, 17 bottles a month

Source: Market Research survey July 2002

Survey method: 1,112 readers participated in the survey. 1,003 questionnaires were analysed for this survey. The survey and analysis was carried out in July 2002 by Market Research on behalf of Woschek Verlag

Ad sizes and & rates

Size of magazine	220mm wide x 297mm high
Type area	195mm wide x 272mm high

Ad sizes	Type area in mm	Bleed sizes in mm	Rates in € excl. VAT
2/1 page	420 x 272	440 x 297	8.650
1/1 page	195 x 272	220 x 297	4.550
2/3 page (vert)	129 x 272	139 x 297	3.790
2/3 page (horiz)	195 x 180	220 x 195	3.790
1/2 page (vert)	96 x 272	106 x 297	3.200
1/2 page (horiz)	195 x 134	220 x 149	3.200
1/3 page (vert)	63 x 272	73 x 297	2.360
1/3 page (horiz)	195 x 88	220 x 103	2.360
1/4 page (vert)	46 x 272	56 x 297	1.510
1/4 page (horiz)	195 x 65	220 x 80	1.510
1/4 page (corner)	96 x 134		1.510
1/8 page	96 x 65		790
Inside front cover	195 x 272	220 x 297	6.400
Inside back cover	195 x 272	220 x 297	5.950
Outside back cover	195 x 272	220 x 297	7.300

Add 5mm at all outer edges for bleed advertisements.

Classified ads

Classified ads: The classifieds section accepts ads up to 1/3 page, column width 63mm, 5.00 € per column millimetre plus any necessary typesetting or scanning costs.

Single column advert	63mm wide
Double column advert	129mm wide

Technical Data

Printing process:	Offset (computer-to-plate)
Screen:	60
Binding:	Adhesive binding
Size of Magazine:	220mm x 297mm
Type area:	195mm x 272mm
Bleed format:	Add 5mm at all outer edges for bleed pages

Data formats:	Digital copy only. Please submit your copy as open QuarkXpress-files with all images and associated fonts, PDF-files saved at 300dpi or EPS-files on CD or via ISDN. For exact colour match please provide colour proof. If you have any questions, please contact the "ALLES ÜBER WEIN" graphics department, telephone +49-(0)6131-98390-0. Telephone number for data transmission via Leonardo-card ISDN +49-(0)6131-98390-70.
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