

WES

Mediakit 2009



PRICES & SPECS

ANZEIGEN- PREISE	Germany France/ Italy/ Spain	U.K.	Scandi- navia / Benelux	Austria	U.S.A.	Canada	Australia & New Zealand	Japan
Back Cover	€14.400	£8.500	€12.500	€ 5.800	\$19.058	\$15.400 CAN	\$7.146 AUD	¥1.200.000
Front Spread	€15.300	£8.750	€13.300	€ 7.100	\$18.433	\$15.520 CAN	\$9.044 AUD	¥1.600.000
Inside Back Page	€ 8.200	£5.000	€7.150	€ 4.500	\$12.853	\$ 9.955 CAN	\$4.940 AUD	¥1.000.000
Spread	€10.950	£7.500	€9.500	€ 5.400	\$15.873	\$13.200 CAN	\$6.460 AUD	¥1.200.000
Full Page	€ 6.350	£4.000	€5.500	€ 3.500	\$ 9.520	\$ 7.700 CAN	\$3.800 AUD	¥ 700.000
Half Page	€ 3.450	£2.200	€3.000	€ 1.800	\$ 4.856	\$ 4.950 CAN	\$2.280 AUD	¥ 380.000
Quarter Page	€ 1.900	£1.150	€1.650	€ 1.200	\$ 3.427	\$ 2.750 CAN	\$1.368 AUD	¥ 200.000

(35% GROSS DISCOUNT ON WORLDWIDE BUYS)

DEADLINES

ISSUE	STREET DATE	BOOKING DEADLINE	ARTWORK DEADLINE	TRADE SHOW EXPOSURE
JANUARY 09 (V4N12)	15/12/08	01/12/08	02/12/08	-
FEBRUARY 09 (V5N1)	19/01/09	05/01/09	06/01/09	BBB, Bright
MARCH 09 (V5N2)	16/02/09	02/02/09	03/02/09	-
APRIL 09 (V5N3)	16/03/09	02/03/09	03/03/09	-
MAY 09 (V5N4)	14/04/09	30/03/09	31/03/09	-
JUNE 09 (V5N5)	18/05/09	04/05/09	05/05/09	-
JULY 09 (V5N6)	15/06/09	01/06/09	02/06/09	-
AUGUST 09 (V5N7) PHOTO	30/06/09	18/06/09	19/06/09	BBB, Bright
SEPTEMBER 09 (V5N8)	17/08/09	03/08/09	04/08/09	-
OCTOBER 09 (V5N9)	14/09/09	31/08/09	01/09/09	-
NOVEMBER 09 (V5N10)	12/10/09	28/09/09	29/09/09	-
DECEMBER 09 (V5N11)	16/11/09	02/11/09	03/11/09	-
JANUARY 10 (V5N12)	14/12/09	30/11/09	01/12/09	-
FESTIVAL GUIDE	30/04/09	09/04/09	10/04/09	-
BERLIN GUIDE 2009	22/06/09	04/06/09	05/06/09	-
STUDENT GUIDE	21/09/09	03/09/09	04/09/09	-

DISCOUNTS

AD BUY RATE	GROSS DISCOUNT
4X	10%
8X	12,5%
12X	15%

FORMATS

TRIM SIZE SPREAD.....426 x 276 mm
 LIVE AREA 394 x 257 mm
Due to the adhesive binding, horizontal displacement between both parts of the image may occur on double-spreads. Therefore we recommend a doubling of 3 mm of the image from the middle on each side of the page.

TRIM SIZE SINGLE PAGE 213 x 276 mm
 LIVE AREA 203 x 257 mm

NUR DOPPEL- UND EINZELSEITE:
bleed on all sides = 3 mm, always keep important info like photo credits etc. away from the bleed or they might get chopped. minimum space = 8 mm

1/2 PAGE HORIZONTAL.....197 x 124 mm
 1/2 PAGE VERTICAL.....95 x 257 mm
 1/4 PAGE.....95 x 124 mm

How and Where

File Formats: Quark/Indesign (embed all fonts and images), if you have to send as any other format please make Illustrator files with type converted to paths or TIFF.

We only accept PDFs according to our job-options (see "Graphics").

How and Where

All ads have to be sent in a digital format, either online or on CD. Files smaller than 10 MB can be zipped and emailed to ads@viceland.de. All bigger files have to be sent by post or uploaded to our server

Upload

Url viceland.com/germanyupload
 Username germanyupload
 Password de2006
 Directory ads

Email us when you have uploaded an ad.
Name your file: Client/Issue, Please don't just call it „Vice“!

Graphics

CMYK, no Spot Colours (e.g. Pantone), 300 dpi, resize Bitmaps to 1200 dpi.

Profiles (Out-/Inside: Iso-Coated / Web-coated) and job-options at:
 viceland.com/germany/job.zip

No liability for minor changes in the tolerance range of the print method.

Produktions-Kontakt

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PRESS

„You just don't know where to start, when lavishing praise on Vice Magazine ...“
—*Frankfurter Allgemeine Sonntagszeitung*

„Make way for the new honesty.“
—*Observer Magazine*

„Loved by young professionals.“
—*Welt am Sonntag*

„VICE has grown into a global music, publishing and fashion empire.“
—*The Guardian*

„It's so authentic.“
—*TAZ*

„They are taking over the world with their outstandingly cool magazine.“
—*de:bug*

„[Among the] biggest brand success stories of the year.“
—*Advertising Age, „The Marketing 50“*

„A more polished version of trash-journalism is almost unimaginable“
—*Berliner Zeitung*

„Inspired irreverence.“
—*i-D Magazine*

„Scurrilious ... the hottest magazine.“
—*NME*

„[A] hipper than-thou alternamag with dreams of world domination.“
—*The New Yorker*

„Vice is the rarest of beasts—a success story in the cut-throat style magazine sector.“
—*Media Guardian*

„Probably the best youth culture mag in the world.“
—*New York Press*

„The makers of Vice are true experts in all things cool and crude.“
—*Süddeutsche Zeitung*

TESTIMONIALS

„The most arrogant people I've ever met. I want to be in business with them.“
—*Van Toffler, President, MTV*

„Fully ignoring the conventions of the so-called “Trend-Magazine”, Vice has worked hard to position itself – not least due to the nature of its distribution - as one of the most progressive publications and communication platforms for the extremely critical, urban audience. Given the accompanying advertising strategy, a closer look is highly recommended.“
—*Till Buchner, Senior Audience Planner, Media Arts Berlin*

„Vice is fucking cool.“
—*Gwen Stefani*

„VICE both astounds and convinces a target group, who ignores (and thanks to the internet also berates) fakes and try-hards. If you're looking to found a 'Lovemark', i.e. a brand to which people will remain eternally loyal, you should not only take a look at the magazine itself, but also the examples of interlinking print, online and events. The reward? Truly authentic points of contact in the lives of the young target group. Only Vice can give you that!“
—*Tim Alexander, International Account Director, Saatchi & Saatchi*

„Congratulations. Finally a contentious and challenging print media. The perversions of pop-culture performing a backwards-somersault: it may not please everyone, but it delivers an honest, if at times painful, truth.“
—*Michael Müller, Geschäftsführer, Krauts PR*

„It's dope.“
—*Jay-Z*

„Vice is our *Vanity Fair*.“
—*Iris Alonzo, Creative Director, Americam Apparel*



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