

# NEW IN THE CITY

Germany's bilingual relocation guide for newcomers

## Print, eBook & Online Media Guide 2022

Valid from Mai 01, 2022

NEW IN THE CITY e.K.  
Verlag & Werbeagentur  
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82319 Starnberg  
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Fax 0 81 51/97 31 885  
www.newinthecity.de  
HRA 99991  
Amtsgericht München

A guaranteed  
new target group!

Complete  
bilingual!



Berlin, Hamburg, Munich, Frankfurt/Rhein-Main, Stuttgart

# NEW IN THE CITY

## Starting over is easy!

### General information

Every year, hundreds of thousands of people change their place of residence, mainly due to work commitments. Since 2003, the team at NEW IN THE CITY has made the introduction of new citizens to the cities of Berlin, Hamburg, Frankfurt, Munich and Stuttgart much easier.

Our bilingual (German/English) annual magazine NEW IN THE CITY contains a wealth of information for German and international citizens living in Germany. We cover everything from finding somewhere to live, dealing with the authorities to using local public transportation and finding a job. Each city also has a detailed profile of all the city districts.

NEW IN THE CITY contains extensive guides to shopping, restaurants and bars as well as what to do in your free time. Alongside insider tips, readers also have an overview of sport and recreational pursuits as well as information and addresses for cinemas, cultural venues and events. A guide to all important events throughout the year guarantees that not only new citizens, but also locals, don't miss out on any highlights in their cities.

### Availability

NEW IN THE CITY is available for € 8.90 in newsagents and bookstores, at airports and railway stations throughout Germany, at kiosks, gas stations, supermarkets and online bookstores. Additionally, NEW IN THE CITY is also supplied in large numbers as part of a Welcome Pack by relocation agencies for their customers and large companies for new employees.

### NEW >> Free eBooks to download

Since 2020, all magazines have also been available as a free download on our website and on partner sites such as **Wirtschaftsförderung Frankfurt** or **Berlin Partner!** As a result, thousands of eBooks are downloaded by newcomers – even before their arrival. This share is growing steadily.

### NEW IN THE CITY Online

To complement the magazine, our Web site [www.newinthecity.de](http://www.newinthecity.de) can also offer effective advertising next to excellent editorial information.





**Newsagents:** Newsagents, airports and railway stations, gas stations, supermarkets and kiosks all over Germany

**Bookstores:** Available to order throughout Germany in every bookstore with an ISBN number.

**Internet:** [www.amazon.de](http://www.amazon.de), [www.libri.de](http://www.libri.de), [www.buch.de](http://www.buch.de), [www.bol.de](http://www.bol.de), [www.thalia.de](http://www.thalia.de)

**Direct marketing:** Numerous international companies throughout Germany find NEW IN THE CITY useful for their customers, guests and new employees. Additionally, many language schools, relocation agencies, apartment hotels, embassies, consulates and registration offices receive our magazine (see reference list on the right).

## International companies

AGIS Allians Dresden  
Allianz SE  
Applios International  
ASV Vertriebs GmbH  
ATOTECH Deutschland GmbH  
Australische Botschaft  
Axel Springer AG  
Axom Software AG  
Babelsberg Film  
BAE Systems (International) Limited  
Bayerische Hypo- und Vereinsbank AG  
Bayerischer Rundfunk  
Berlin Partner GmbH  
BGI  
BMW AG  
Booz Allen Hamilton  
BSH Bosch und Siemens GmbH  
Coca-Cola GmbH  
Daimler Financial Services AG  
Deutsche Lufthansa AG  
Deutsches Reisebüro GmbH  
Donath Relocation  
E.ON Energie AG  
EADS Deutschland GmbH  
eBay International AG  
ERG Universitätsservice GmbH  
Ernst & Young  
Europäisches Patentamt

Freie Universität Berlin  
Fresenius Kabi AG  
Fresenius SE  
FROESCH Mobility GmbH  
HECO  
Heine Optotechnik  
Hewlett Packard GmbH  
Holiday Autos gmbh  
IKEA  
ims Internationaler Medien Service GmbH & Co. KG  
Intercom GmbH  
Linde AG  
Max-Planck-Institut  
McKinsey & Company Inc. Deutschland  
MediGene AG  
Microsoft Deutschland GmbH  
MRI Overseas Property Berlin  
MSD Sharp & Dohme GmbH  
Novartis Consumer Health GmbH  
Pfizer Pharma GmbH  
Plastic Omnium GmbH  
PricewaterhouseCoopers AG WPG  
ProSiebenSat.1 Media AG  
Rodenstock GmbH  
Rohde & Schwarz GmbH & Co. KG  
SCA Hygiene Products AG  
Siemens Enterprise Communications GmbH & Co. KG  
Springer Science+Business Media Deutschland GmbH  
Star Alliance Services GmbH  
Süd-Chemie AG

Umicore AG + Co. KG  
Verband der Angestellten-Krankenkassen e. V.  
Wrigley GmbH  
Z1-best invest GmbH & Co. KG

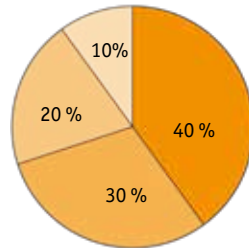
## Relocation agencies

arriva relocation services  
Baungartner Professional Organizers  
Munich GmbH  
Cheryl Koenig Relocation  
Crown Relocation  
Elisabeth Sommer Relocation  
First Relocating  
Frank-Schwarz Relocation  
HWC – Hamburg Welcome Center  
Interdean AG Intern. Relocation  
IRC-Berlin  
irema Relocation Services GmbH  
mainrelocation  
MULTI SERVICE International  
Prime-Relocation  
relocation and more OHG AB  
Relocation Services Nanda Leick  
RTS Relocation Service  
Start up services GmbH  
Swift Relocation  
Team Relocations GmbH  
TM Relocation Services GmbH  
And many more...

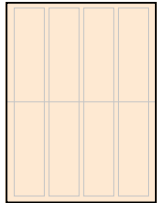
## Distribution

Print run of 20,000 per issue:

- Newsagents & bookstores: 40 %
- Companies: 30%
- Relocation agencies, language schools, apartment hotels: 20%
- Other: 10%

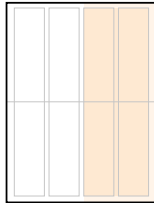


1/1 full page



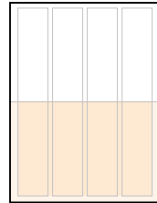
Non bleed 195 x 251  
Bleed 225 x 300

1/2 portrait



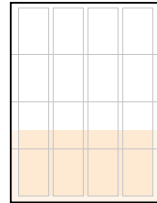
Non bleed 95 x 251  
Bleed 110 x 300

1/2 landscape



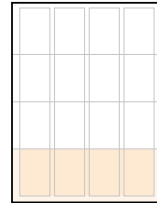
Non bleed 195 x 123  
Bleed 225 x 147

1/3 landscape



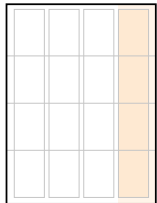
Non bleed 195 x 80  
Bleed 225 x 102

1/4 landscape



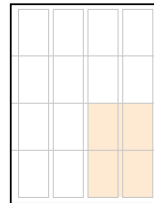
Non bleed 195 x 59  
Bleed 225 x 82

1/4 portrait



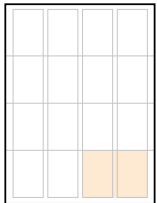
Non bleed 45 x 251  
Bleed 60 x 300

1/4 corner



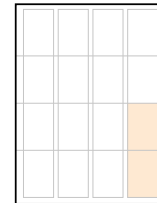
Non bleed 95 x 123

1/8 landscape



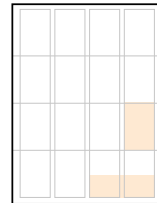
Non bleed 95 x 59

1/8 portrait



Non bleed 45 x 123

1/16



Portrait 45 x 59  
Landscape 95 x 27

### Supplements/inserts:

93 € (Agency)  
79 € (Local)  
per 1,000 (up to 25g)  
3,80 € for each additional 5g  
Minimum 10,000

### Frequency discounts:

2 issues: 3%  
3 issues: 5%  
4 issues: 10%  
5 issues: 15%  
6 issues: 18%  
7 issues & up: 20%

**NEW IN THE CITY is the  
ideal opportunity to  
promote your business  
for a whole year to a new  
audience!**

### Agency (€)

plus sales tax

Size	b/w	2/3 c	4 c
<b>Cover 4</b>			5,295
<b>Inside front cover</b>			4,942
<b>Inside back cover</b>			4,942
<b>2/1</b>	4,671	5,600	6,582
<b>1/1</b>	2,706	3,200	3,765
<b>1/2</b>	1,506	1,777	2,095
<b>1/3</b>	1,100	1,295	1,530
<b>1/4</b>	789	930	1,106
<b>1/8</b>	407	480	565
<b>1/16</b>	212	250	294

### Local (€)

plus sales tax

Size	b/w	2/3 c	4 c
<b>Cover 4</b>			4,500
<b>Inside front cover</b>			4,200
<b>Inside back cover</b>			4,200
<b>2/1</b>	3,970	4,760	5,600
<b>1/1</b>	2,300	2,720	3,200
<b>1/2</b>	1,280	1,510	1,780
<b>1/3</b>	935	1,100	1,300
<b>1/4</b>	670	790	940
<b>1/8</b>	346	408	480
<b>1/16</b>	180	212	250

## NEW IN THE CITY Online I

43.937 Visits  
38.695 Unique User  
63.750 PIs

Quelle: Google Analytics, April 2015

NEW IN THE CITY's attractive website offers an excellent additional way to promote your business nationally and internationally.

Visitors from all over the world, as well as Germany, prepare themselves for lives in their new city by logging on to www.newinthecity.de to get all the information they need.

Cost-per-Mille (CPM) (€)				
Size	Size (Pixel/Kilobyte)	CPM*		Incl. mobile devices
		Agency	Local	
1 Bigsize	1.140 x 180 (60KB)	94	80	✓
2 Top banner	728 x 90 (30KB)	47	40	✓
3 Super banner	728 x 250 (50KB)	82	70	✓
4 Content banner	280 x 150 (30KB)	47	40	✓
5 Side banner	300 x 70 (10KB)	24	20	✓
6 Rectangle	300 x 250 (30KB)	41	35	✓
7 Advertorial 1	Up to 150 words, 3 photos	33	28	✓
7 Advertorial 2	Up to 300 words, 6 photos	55	47	✓

\* Minimum 10.000 Ad Impressions

## Banner-Platzierungen



### NEW IN THE CITY Online II

Fixed rates (€/month)						plus sales tax
Size	Size (Pixel/Kilobyte)	main pages		sub pages		Incl. mobile devices
		Agency	Local	Agency	Local	
1 Bigsize	1.140 x 180 (60KB)	143	122	120	102	✓
2 Top banner	728 x 90 (30KB)	85	72	71	60	✓
3 Super banner	728 x 250 (50KB)	176	150	147	125	✓
4 Content banner	280 x 150 (30KB)	112	96	94	80	✓
5 Side banner	300 x 70 (10KB)	28	24	24	20	✓
6 Rectangle	300 x 250 (30KB)	56	48	47	40	✓
7 Advertorial 1*	Up to 150 words and 3 photos	59	50	49	42	✓
7 Advertorial 2*	Up to 300 words and 6 photos	66	56	55	47	✓
8 Featured entry in listing *	500 characters, up to 5 photos			94	80	✓

\*Minimum 6 month

### Advertorial & Featured Listing





## Specification

### Publication date 2022 (annually): Advertising deadlines\*

	Booking	Ad material	Publication
<b>Berlin:</b>	17 June '22	24 June '22	July '22
<b>Frankfurt:</b>	17 June '22	24 June '22	July '22
<b>Hamburg:</b>	23 Sep '22	30 Sep '22	July '22
<b>Munich:</b>	14 Oct '22	21 Oct '22	Nov '22

\*Planned dates - may be postponed slightly.

<b>Print run:</b>	20,000 copies (15,000 print issues, 5,000 eBooks)
<b>Trim size:</b>	225 x 300 mm
<b>Type area:</b>	195 x 270 mm
<b>Print:</b>	Process standard offset (4 c), Cover: Sheetfeed offset, Inside: Sheetfeed offset
<b>File format:</b>	PDF, tiff, jpg, etc.
<b>Resolution:</b>	300 dpi, high resolution
<b>Bleed:</b>	3 mm on each side
<b>Screen:</b>	Raster, 60 lines per cm
<b>Price:</b>	8,90 Euro
<b>Size:</b>	164-196 pages
<b>Language:</b>	Bilingual (German/English)
<b>Send data to:</b>	grafik@newinthecity.de

Small variations as well as deviations in color from the proof are justified in the tolerance range of the offset procedure. Complaints due to incorrectly printed proofs can therefore not be recognized.

## Publishing company

### Address & phone:

NEW IN THE CITY e.K.  
Publishers & ad agency  
Kaiser-Wilhelm-Str. 26  
82319 Starnberg  
Tel. +49 (0) 8151/97 31 880  
Fax. +49 (0) 8151/97 31 885

HRA 99991, AG München  
Ust-IdNr.: DE134763567  
www.newinthecity.de

**Conditions of payment:**  
Invoice payable within  
14 days, net cash.

### File transfer to:

grafik@newinthecity.de

### Bank details:

Sparkasse Westholstein  
IbanNr.: DE65222500200021011150  
BIC: NOLADE21WHO

## Graphic design

We will gladly take on the setting of your advertisement or supplement.

**Prices:** 1/16, 1/8 page = 120 euros, 1/4 page = 200 euros  
Further quotations and prices available on request.

## Personalized special editions (print & eBook)

Starting at a print run of 1,000 issues, NEW AND THE CITY can offer you a personalized special edition, where the cover is printed in your CI-colors, with your logo and with your chosen photo.

### Previous special editions:

HWC – Hamburg Welcome Center, Berlin Partner  
Invest in Bavaria (Business promotion agency of the  
Bavarian Ministry of Economic Affairs)

Quotation on request.



## General Terms and Conditions for Advertisements and Third-Party Inserts in Newspapers and Magazine Publications

**These terms and conditions are applicable for use in the advertising and insertions business of the publisher in conjunction with the rate card. Additional conditions of the advertiser which deviate from the terms of the publisher are therefore not legally binding.**

1. "Advertising order" in the intendment of the following general terms and conditions shall be the contract on publishing one of several advertisements of an advertising party or other advertisers in a publication for the purpose of distribution. Advertising orders from agencies shall be accepted in their name and on their account.
2. In case of doubt, advertisements shall be called within one year after concluding a contract.
3. If the right to call individual advertisements has been conceded in the framework of concluding a contract, the order shall be handled within one year since the publication of the first advertisement to the extent that the first advertisement was called and published within the period of time specified in sentence 1. When contracts are concluded, the client shall be entitled to call other advertisements within the period of time agreed upon or specified in sentence 2 even beyond the number of advertisements specified in the order.
4. If an order is not fulfilled under certain circumstances that the publishing house is not responsible for, the client, notwithstanding any other legal obligations, shall reimburse the publishing house for the difference between the reduction granted and the reduction corresponding to the actual procurement. Reimbursement shall not apply if non-compliance is based upon force majeure in the publishing house's area of risk.
5. The publishing house shall make advertisements that cannot be recognised as such because of their editorial layout clearly recognisable as advertisements with the word "advertisement".
6. The publishing house reserves the right to accept or reject advertisements or inserts or single orders at its own discretion at any time during the process of concluding a scheduled contract. The publishing house also has the final

decision on accepting or rejecting orders that were accepted by its representatives or anyone assisting the company or its representatives. Clients will be immediately informed about a potential cancellation.

7. Orders for inserts shall only be binding for the publishing house after a sample of the insert has been submitted and approved. Clients will be immediately informed if an order is rejected. Inserts that advertise two or more companies will be invoiced as two or more inserts. The publishing house is not responsible for checking the number of inserts submitted. Outsourced inserts must be received by the publishing house within sufficient time before the advertising closure deadline to enable the client to be informed if the order cannot be fulfilled in the manner stated above.
8. The client shall be responsible for delivering the text of the advertisement in due time and the printing documents or inserts being in proper order. The publishing house will request a replacement for printing documents that are recognisably unsuited or damaged. The publishing house shall guarantee the printing quality normal for the attached titles in the framework of the possibilities given by the printing documents.
9. The client shall have a claim to reduction of payment or a flawless substitute advertisement if the print is wholly or partially illegible, incorrect or if the print of the advertisement is incomplete, however only to the extent that the purpose of the advertisement was impaired. If the publishing house allows an appropriate period of time set him for this to expire or if the substitute advertisement is not flawless again, the client shall have the right to reduction of payment or cancelling the order. Claims to compensation for damage from positive breach of an obligation, fault when the contract was concluded and wrongful acts, even if the order was issued by telephone, shall be excluded. Claims to compensation for damage because of the impossibility of performance and delay shall be limited to the remuneration to be paid for the advertisement or supplement concerned. The publishing house shall only be liable in commercially organised business transactions with gross negligence limited to the amount of the remuneration for the advertisement concerned. Complaints have to be asserted within four weeks after receiving the invoice and document.
10. Proofs shall only be supplied upon express request. The client shall bear the responsibility for the correctness of the proofs sent back. The publishing house shall include all corrections of errors that it is notified of within the period of time set when sending the proof.
11. If no special size specifications have been given, the

calculation shall be based upon the actual printing height usual for the type of advertisement.

12. If the client has not made an advance payment, the invoice will be sent immediately, but not later than 14 days after the publication of the advertisement. The invoice must be paid in net cash according to the conditions in the mediapack. The time limit begins on receipt of the invoice, unless a different payment date or advance payment has been agreed in advance.
13. If a special price has been agreed upon, the client forfeits any further listed discounts, such as frequency discounts and agency commission.
14. If there is a delay or a respite in payment, interest shall be charged in accordance with our price list and collection costs. The publishing house may set back the further implementation of the current order until payment is made and it may demand advance payment for the remaining advertisements. If there is a justified reason to doubt the client's ability to pay, the publishing house shall be entitled to make publishing further advertisements dependent upon advance payment of the amount and settling outstanding amounts invoiced even during the term of an advertisement contract without taking the originally agreed-upon date of due payment into consideration.
15. The publishing house shall supply a proof of advertisement. If it is no longer possible to procure a proof, it shall be replaced by a legally binding certificate of the publishing house on publishing and distributing the advertisement. The publishing house will deliver with the invoice an example of the advertisement, if desired. Depending on the type and measurements, advertisement samples, insert pages or the full number of inserts will be delivered. If an example is not possible, then the legally binding certificate of the publishing house on publishing and distributing the advertisement takes effect.
16. Printing documents shall only be sent back to the client upon special request. The duty to store shall end three months after the order has expired.
17. The place of fulfilment is the publishing house's principal place of business. In cases involving legal proceedings concerning business transactions with merchants, legal entities of public law or with special funds regulated by public law, the place of jurisdiction is the headquarters of the publishing house. If the address or usual place of residence of the client, including non commercial persons, is not known at the time of commencement of legal proceedings, or if the client has changed his or her address or usual place of residence beyond the jurisdiction of statutory

law, then the local jurisdiction of the place of the publishing house takes effect.

18. Advertising agents and advertising agencies are required to abide by the prices set by the publishing house when making offers, contracts and invoices with advertising clients.
  19. The client bears single responsibility for the contents and the legal permissibility for the insertion of the text and art materials that are made available. The client is deemed to discharge the publishing house of any claims by third parties that might arise through the infringement of laws or regulations. The publishing house is not required to verify whether the legal rights of third parties have been infringed by its accepting these materials. In addition, the publishing house is discharged from the costs of any resulting legal defense costs.
  20. Terminations of advertisement orders are not possible.
  21. The placement of the advertisement is carried out by the publisher and placement requests included in the advertisement order are considered recommendations; the publisher will endeavour to fulfil these requests in the context of the technical and design alternatives. Excluded from these rules are advertisements within specified categories or those which have had a specific placement surcharge.
  22. In the case of stoppages or in cases of force majeure, industrial dispute, illegal confiscation, traffic disturbances, general raw material or energy shortage and the like - in both the publishers' plant and external plants used by the publishers to fulfil their obligations - the publishers are entitled to demand full payment for the published ads, provided that 80% of the average circulation of the publication sold in the last four quarters has been delivered by the publishers. In the case of lower output by the publishers the invoice amount is to be reduced in direct proportion to the extent to which the guaranteed sold circulation has been reduced.
  23. In accordance with §§ 26 and 34 of the Bundesdatenschutzgesetz of 1. 1. 1978 we herewith give notice that we shall be employing electronic data processing for administration and invoicing of the contract. For this purpose we or a third party shall be storing personally applicable data insofar as it is of significance for the performance of the contract.
- Court of jurisdiction is Munich.  
Status: January 2021