



BRW has changed its name to  
**BRmedia GmbH**

BRW rates / publications for  
2010 apply equally for BRmedia.  
Replace brw by br-media  
in e-mail and internet addresses.

# Radio Rate Card 2010





## Dear Business Partner,

Every working day, over 5.7 million listeners throughout Germany choose to listen to one of the five Bayerische Rundfunk radio programmes; at its largest, the audience reaches 11.3 million people.

Compared with the previous year, Bayern 1 has attracted 29.6% more lovers of “golden oldies”, making it the number one – the programme that reaches the biggest audience in Germany, in Bavaria and amongst the most promising „Best Ager“ target group. Bayern 2 – the award-winning information and cultural station – has grown by 16.9 % – and BR-KLASSIK has actually been able to win over 28.8% more listeners to its collection of e-music, which is unique in breadth and diversity. BAYERN 3, with its distinctive mixture of serious information, expert services and wide-ranging music selections, is now reaching 9.3% more listeners (core target group 14 - 49 year-olds: + 9.6%). B5 aktuell remains Germany’s most successful radio news programme, and is the station of choice for the professional decision-maker target group.

You too can use these strong radio brands for your successful radio advertising in Bavaria – the 2010 Radio Rate Card provides all the relevant information for this. Our competent sales team will be happy to advise you personally.

We would like to take this opportunity to wish you a successful 2010 and look forward to working with you.

Yours sincerely,

A handwritten signature in blue ink that reads "Lausberg". The signature is fluid and cursive, with a long, sweeping underline.

Ludger Lausberg  
Managing Director

# Radio contact people at BRW

## Sales Direction



### Peter Jakob

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 Fax +49 (0)89/59 00 - 18 42 74\*  
 e-mail peter.jakob@brw.de

## Sales Management



### Michael Walter

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 Fax +49 (0)89/59 00 - 18 42 74\*  
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## Sales advice in / for Austria



### Heinz Brückl

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## Creative Media



### Robert Urban

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 Fax +49 (0)89/59 00 - 18 42 39\*  
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## Media – Strategy and Planning



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 Fax +49 (0)89/59 00 - 18 42 74\*  
 e-mail klaus.obermeier@brw.de



### Damir Salopek

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## Sponsorship BR-Radio



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 e-mail joachim.steinbach@brw.de

## Order Management and (On-the-)Spot Coordination



### Angie Hunger

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 e-mail dispo.radio@brw.de



### Michael Schroth

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 Fax +49 (0)89/59 00 - 18 42 74\*  
 e-mail dispo.radio@brw.de

## Event Sponsorship

### Kontakt:

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 Fax +49 (0)89/59 00 - 42 74  
 Fax +49 (0)89/59 00 - 18 42 74\*

\* Effective Mar. 11, 2010

# Radio orders acceptance and management

## Regional marketing

for orders  
affecting BRW only

Bayerische Rundfunkwerbung GmbH  
 Order Management  
 and (On-the-)Spot Coordination  
 Hopfenstraße 4  
 D-80335 Munich  
 e-mail dispo.radio@brw.de

www.brw.de

## National marketing

for orders affecting  
several other ARD advertising  
companies

AS&S Radio GmbH  
 Order Acceptance /  
 Management  
 Bertramstraße 8 / D-Bau  
 D-60320 Frankfurt am Main

Group Management  
**Scarlett Klement**  
 Tel. +49 (0)69/154 24 - 236  
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**Ingrid Vonrhein**  
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www.ass-radio.de



# We love oldies.



## Programme

**N°1\*** in Germany!

**N°1\*** in Bavaria!

**N°1\*** amongst the Best Ager!

From dusk till dawn, Bayern 1 follows its listeners through the day in the way they love best. Over three million people enjoy the great hits of their youth every working day. They love the oldies, and Bayern 1 plays them – from Abba to Simon and Garfunkel, from the Beatles to Elton John, from Elvis to Whitney Houston.

But Bayern 1 offers these active, high-consuming listeners far more than just their favourite music. With its expertise

in gathering and presenting information, the station makes sure that its listeners are well informed and can join in any discussion about what's happening in Bavaria. Bayern 1 has hundreds of employees in every corner of Bavaria. The station's steady expansion of its regional reporting services means listeners are constantly switching on and tuning in.

And when the popular, well-known presenters and comedians pack their bags and travel to all parts of Bavaria to appear in professional events, several thousands of listeners are enthusiastically out there with them.

\* ma 2009 Radio II – average hour with advertising



## Internet

[www.bayern1.de](http://www.bayern1.de)

Advertising time <sup>3)</sup> Mon. - Sat.	On-air prices 2010 in euro <sup>1) 2)</sup>							
	Monday - Friday			Saturday			Ø Mon. - Sat. <sup>9)</sup>	
	PG	1 sec.	30 sec.	PG	1 sec.	30 sec.	1 sec.	30 sec.
5.00 - 6.00 hrs.	08	21.00	630.00	01	5.00	150.00	18.33	550.00
6.00 - 7.00 hrs.	25	60.00	1,800.00	03	14.00	420.00	52.33	1,570.00
7.00 - 8.00 hrs.	29	106.00	3,180.00	21	50.00	1,500.00	96.67	2,900.00
8.00 - 9.00 hrs.	30	110.00	3,300.00	27	69.00	2,070.00	103.17	3,095.00
9.00 - 10.00 hrs.	28	70.00	2,100.00	22	53.00	1,590.00	67.17	2,015.00
10.00 - 11.00 hrs.	24	59.00	1,770.00	22	53.00	1,590.00	58.00	1,740.00
11.00 - 12.00 hrs.	23	54.00	1,620.00	17	45.00	1,350.00	52.50	1,575.00
12.00 - 13.00 hrs.	24	59.00	1,770.00	19	48.00	1,440.00	57.17	1,715.00
13.00 - 14.00 hrs.	18	46.00	1,380.00	10	25.00	750.00	42.50	1,275.00
14.00 - 15.00 hrs.	15	37.00	1,110.00	05	18.00	540.00	33.83	1,015.00
15.00 - 16.00 hrs.	14	33.00	990.00	16 06	38.00 <sup>4)</sup> 19.00 <sup>7)</sup>	1,140.00 <sup>4)</sup> 570.00 <sup>7)</sup>	32.74	982.10
16.00 - 17.00 hrs.	20	49.00	1,470.00	26 17 12	67.00 <sup>5)</sup> 45.00 <sup>4)</sup> 30.00 <sup>7)</sup>	2,010.00 <sup>5)</sup> 1,350.00 <sup>4)</sup> 900.00 <sup>7)</sup>	48.67	1,460.00
17.00 - 18.00 hrs.	20	49.00	1,470.00	26 17 12	67.00 <sup>5)</sup> 45.00 <sup>4)</sup> 30.00 <sup>7)</sup>	2,010.00 <sup>5)</sup> 1,350.00 <sup>4)</sup> 900.00 <sup>7)</sup>	48.67	1,460.00
18.00 - 19.00 hrs.	13	32.00	960.00	11 04	29.00 <sup>4)</sup> 16.00 <sup>7)</sup>	870.00 <sup>4)</sup> 480.00 <sup>7)</sup>	30.75	922.50
19.00 - 20.00 hrs.	07	20.00	600.00	09 02	22.00 <sup>6)</sup> 13.00 <sup>8)</sup>	660.00 <sup>6)</sup> 390.00 <sup>8)</sup>	19.01	570.20
Ø 6.00 - 18.00 hrs. <sup>9)</sup>		61.00	1,830.00		41.70	1,251.05	57.79	1,733.51

<sup>1)</sup> VAT will be billed separately.

<sup>2)</sup> BRW reserves the right to charge supplements on top of the above prices for spots at the start and end of blocks.

<sup>3)</sup> In the advertising time window from 5 - 20 hrs, advertising is broadcast on Mondays to Saturdays in two blocks per hour, generally at approx. XX.27 and XX.56/57 hrs.

**Exceptions – only one commercial block / hour:**

5 - 6 hrs. = approx. 5.55 hrs. (Mon.-Fri.) /

approx. 5.56 hrs. (Sat.)

12-13 hrs. = approx. 12.57 hrs. (Mon.-Fri.)

15-16 hrs. = approx. 15.20 hrs.

(Sat. with German Soccer League)

19-20 hrs. = approx. 19.49 hrs (Mon.-Sat. / not on Saturdays with Bavarian soccer NATIONAL LEAGUE top match / 18.30 hrs.)

**Differences in broadcasting times**

with two advertising blocks / hour:

16-17 hrs. = approx. 16.20 hrs. and

16.50 hrs. (Sat. with

German Soccer League)

17-18 hrs. = approx. 17.20 hrs. and

17.50 hrs. (Sat. with

German Soccer League)

<sup>4)</sup> Sat.: Bayern 1 – Heute im Stadion 15.00 - 19.00 hrs.

(with German Soccer League reports – approx. 34 Saturdays / year):

Advertising blocks at approx. 15.20, 16.20, 17.50, 18.27 and 18.57 hrs.

<sup>5)</sup> Sat.: Bayern 1 – Heute im Stadion 15.00 - 19.00 hrs.

(with German Soccer League reports – approx. 34 Saturdays / year):

<sup>6)</sup> Sat.: Bayern 1 – Heute im Stadion extended to 15.00 - 20.15 hrs (only with top matches involving Bavarian teams starting at 18.30 hrs – approx. 6 Saturdays / year): in addition to the advertising blocks from footnotes 4 and 5 advertising additionally at approx. 19.27 and 19.57 hrs.

<sup>7)</sup> Sat.: Bayern 1 am Nachmittag 15.00 - 19.00 hrs. (approx. 18 Saturdays / year): advertising blocks at approx. 15.27, 15.56, 16.27, 16.56, 17.27, 17.57, 18.27 and 18.57 hrs.

<sup>8)</sup> Sat.: Bayern 1 – Volksmusik 19.00 - 20.00 hrs. (approx. 46 Saturdays / year): advertising block at approx. 19.49 hrs.

<sup>9)</sup> Average prices are only given to assist planning.

Advertisements cannot be booked and changed at average prices.

Stunden	Montag bis Freitag	Stunden	Samstag
5 - 6	<b>Bayern 1 am Morgen</b> 5.30 hrs.: <b>Nachrichten-Schlagzeilen</b> 5.58 hrs.: <b>Gedanken zum Tag</b> 6.30, 7.30 and 8.30 hrs.: <b>Das Wichtigste aus Ihrer Region</b> (separate broadcast via the six VHF station groups: Munich, Upper Bavaria, Lower Bavaria / Upper Palatinate, Upper and Middle Franconia, Main Franconia, Swabia)	5 - 6	<b>Bayern 1 – Rucksackradio</b> 5.30 hrs.: <b>Nachrichten-Schlagzeilen</b>
6 - 7		6 - 7	
7 - 8		7 - 8	
8 - 9		8 - 9	
9 - 10	<b>Bayern 1 am Vormittag</b> 9.30, 10.30 and 11.30 hrs.: <b>Das Wichtigste aus Ihrer Region</b> (separate broadcast see 6.30 hrs.)	9 - 10	<b>Der lange Samstag auf Bayern 1</b> 7.30 and 8.30 hrs.: <b>Das Wichtigste aus Ihrer Region</b> 9.30 hrs.: <b>Veranstaltungen in Ihrer Region</b> (separate broadcast see Mo. - Fri. 6.30 hrs.)
10 - 11		10 - 11	
11 - 12		11 - 12	
12 - 13	<b>Bayern 1 – Mittags in...</b> (separate broadcast see 6.30 hrs.)	12 - 13	<b>Bayern 1 am Mittag</b>
13 - 14	<b>Bayern 1 am Nachmittag</b> 13.30, 14.30, 15.30 and 16.30 hrs.: <b>Das Wichtigste aus Ihrer Region</b> (separate broadcast see 6.30 hrs.)	13 - 14	
14 - 15		14 - 15	
15 - 16		15 - 16	
16 - 17	<b>Bayern 1 – Das Bayernmagazin</b> 17.30 hrs.: <b>Das Wichtigste aus Ihrer Region</b> 18.30 hrs.: <b>Sport-Telegramm</b>	16 - 17	On days when league soccer is played: <b>Bayern 1 – Heute im Stadion</b> <sup>1)</sup>  On days when no league soccer is played: <b>Bayern 1 am Nachmittag</b>
17 - 18		17 - 18	
18 - 19		18 - 19	
19 - 20		<b>Bayern 1 – Volksmusik</b> Mon., Tues., Thurs. and Fri.: separate broadcast in two regions: Altbayern-Swabia and Franconia · 19.55 hrs.: <b>Betthupferl</b>	19 - 20
20 - 21	<b>Bayern 1 am Abend</b> 20.00 - 21.00 hrs.: <b>Deutsch nach acht</b> 22.58 hrs.: <b>Auf ein Wort</b>	20 - 21	<b>Bayern 1 – Deutsche Schlagerparade</b> <sup>1)</sup>
21 - 22		21 - 22	<b>Bayern 1 – Schmankerl</b>
22 - 23		22 - 23	<b>Bayern 1 – Operetten Boulevard</b>
23 - 24		23 - 24	<b>Bayern 1 – Showbühne</b>
0 - 5		<b>ARD-Nachtexpress</b>	0 - 5

In the advertising time window from 5 - 20 hrs, advertising is broadcast on Mondays to Fridays in two blocks per hour, generally at approx. XX.27 and approx. XX.56 / 57 hrs.  
 Exceptions: see footnotes / pages "Bayern 1 Prices 2010"

<sup>1)</sup> In Bavarian teams taking part (FC Bayern München and / or 1st FC Nürnberg) in Saturday 18.30 hrs. top matches, "Bayern 1 – Heute im Stadion" is extended to 15.00 - 20.15 hrs. On these Saturdays, there will be no "Bayern 1 – Volksmusik", and "Bayern 1 – Deutsche Schlagerparade" will be reduced to 45 minutes (20.15 - 21.00 hrs).

News and traffic: on the hour

	Adult 10+	Best Ager (Adult 45 - 69)
Total listeners (Mon. - Sun.)	6,005,000 listeners	3,128,000 listeners
Daytime service range (Mon. - Sat.)	3,019,000 listeners	1,757,000 listeners
Listening time (Mon. - Sat.)	226 mins.	226 mins.
Average price 2010 (Mon. - Sat. / 30 sec.)	1,733.51 euro	1,733.51 euro
Average hour with commercials	1,082,000 listeners	638,000 listeners
Average cost per thousand listeners	1.60 euro	2.72 euro

Sources: ma 2009 Radio II · D + EU 10+ / FRG – Prices 2010

- For
- ▶ further media-specific information
  - ▶ analyses of target groups
  - ▶ selection of media and broadcasting times
  - ▶ strategic advice and media recommendations
  - ▶ evaluation and optimisation
- through to
- ▶ ex-post-analysis

contact the BRW division "Media – Strategy and Planning" any time:

**Klaus Obermeier:** Tel. +49 (0)89 / 59 00 - 42 65  
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**Damir Salopek:** Tel. +49 (0)89 / 59 00 - 42 21  
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## Sponsorship of selected Bayern 1 broadcasting areas

For more details of opportunities / packages, price / performance data, please contact:

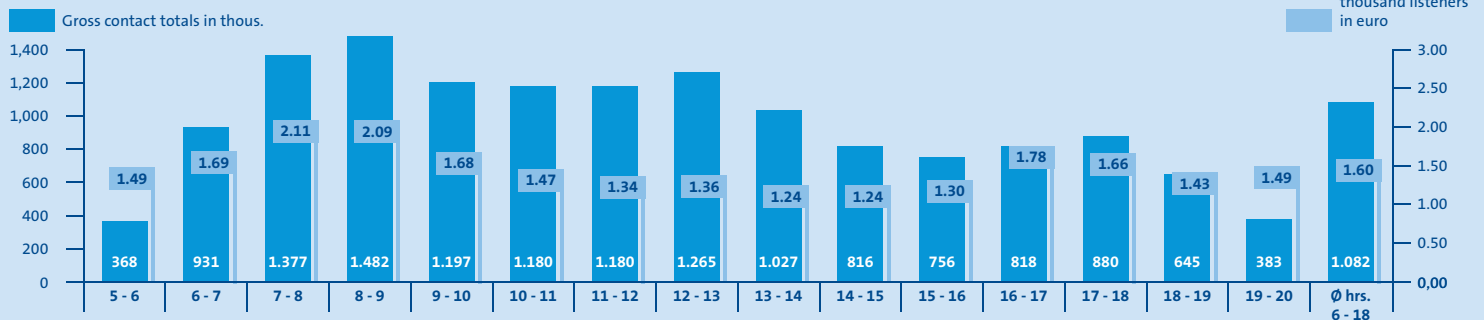
**Joachim Steinbach:** Tel. +49 (0)89 / 59 00 - 42 23  
e-mail: joachim.steinbach@brw.de

## Sponsorship of selected Bayern 1 off-air events

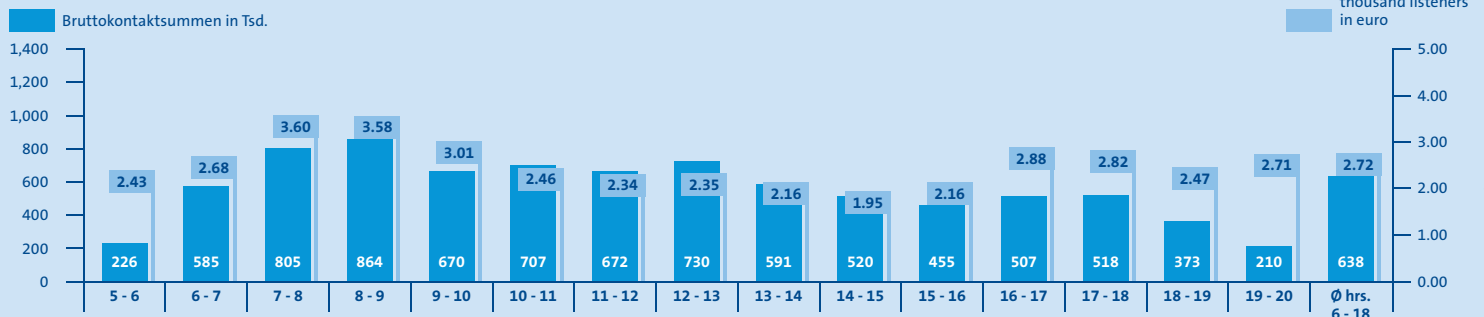
**Contact:** Tel. +49 (0)89 / 59 00 - 42 72

# Gross contact totals / Average cost per thousand listeners

## Adult 10+



## Best Ager (E. 45 - 69)



Sources: ma 2009 Radio II · D + EU 10+ / FRG – Prices 2010



# Infinite listening.



## Programme

Grow a little more intelligent every day. Bayern 2 is an award-winning station that is one of the most successful information and cultural stations in Germany. Many of its programmes and contributions have received awards – media awards, audio book prizes and prizes for social involvement.

It's the ideal station for an audience that listens actively, searches for discoveries and is interested in the stories behind the facts – with carefully researched reporting, outstanding radio plays, features by famous authors and literature as a special listening treat.

Bayern 2 provides comprehensive, up-to-date information – with ideas and consumer tips – but it also takes a wry look at our everyday lives. Cabaret and satire is just as important here as portraits of interesting people and fascinating discussions. A treasure trove of knowledge for all walks of life, with additional material available online, in podcasts and scripts. The hand-picked music selections present legends and new talent, and are sophisticated, relaxed and cosmopolitan – and beyond mainstream.



## Internet

[www.bayern2.de](http://www.bayern2.de)

Advertising time Mon. - Fri.	On-air prices 2010 in euro <sup>1) 2)</sup>				
	PG	Monday - Friday 1 sec.	30 sec.	Ø Mon. - Fri. 1 sec.	30 sec.
7.28 - 7.30 hrs.	02	11.00	330.00	11.00	330.00
11.56 - 12.00 hrs.	02	11.00	330.00	11.00	330.00
17.23 - 17.25 hrs.	01	6.75	202.50	6.75	202.50
Ø <sup>3)</sup>		9.58	287.50	9.58	287.50

<sup>1)</sup> VAT will be billed separately.

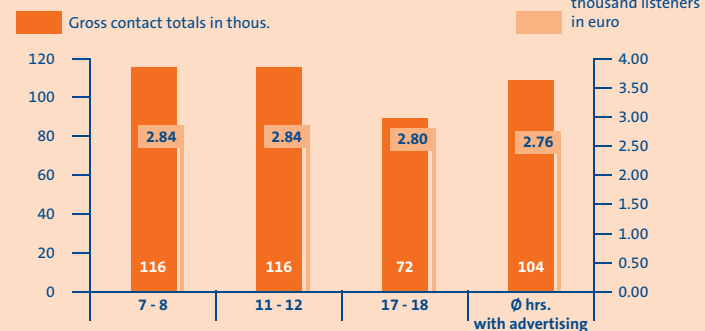
<sup>2)</sup> BRW reserves the right to charge supplements on top of the above prices for **spots at the start and end of blocks**.

<sup>3)</sup> **Average prices** are only given to assist planning. Advertisements cannot be booked and changed at average prices.

## Key facts / Gross contact totals / Average cost per thousand listeners

	Adult 10+
Total listeners (Mon. - Sun.)	1,565,000 listeners
Daytime service range (Mon. - Sat.)	393,000 listeners
Listening time (Mon. - Sat.)	118 mins.
Average price 2010 (Mon. - Sat. / 30 sec.)	287.50 euro
Average hour with commercials	104,000 listeners
Average cost per thousand listeners	2.76 euro

### Adult 10+



For

► further media-specific information

► strategic advice and media recommendations

► analyses of target groups

► evaluation and optimisation

► selection of media and broadcasting times

► through to ex-post-analysis

contact the BRW division "Media – Strategy and Planning" any time:

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**Damir Salopek:** Tel. +49 (0)89 / 59 00 - 42 21 · e-mail: damir.salopek@brw.de

# Programme schedule 2010

in the time window containing the advertising (Monday - Friday)

Times	Monday	Tuesday	Wednesday	Thursday	Friday
6 - 7		6.00 hrs. <b>Nachrichten, Wetter, Verkehr</b>			
7 - 8		6.05 hrs. <b>radioWelt</b> Magazin am Morgen with <b>Gedanken zum Tag</b> and <b>Ende der Welt</b> with <b>Nachrichten-Schlagzeilen, Verkehr</b> at 6.30 and 7.30 hrs. with <b>Nachrichten, Wetter, Verkehr</b> at 7.00 and 8.00 hrs.			
8 - 9		8.30 hrs. <b>kulturWelt</b> Feuilleton			
10 - 11		10.00 hrs. <b>Nachrichten, Wetter</b>			
11 - 12		10.05 hrs. <b>Notizbuch</b> with <b>Nachrichten, Wetter</b> at 11.00 hrs.			
17 - 18		17.00 hrs. <b>Nachrichten, Wetter, Verkehr</b> 17.05 hrs. <b>radioWelt</b> Evening magazine with <b>Börseninformationen</b> at 17.25 hrs. with <b>Nachrichten-Schlagzeilen, Verkehr</b> at 17.30 hrs.			

**Advertising space in Bayern 2 – Mondays to Fridays in each case:**

- 7.28 - 7.30 hrs. in "radioWelt – Morning magazine"
- 11.56 - 12.00 hrs. immediately following "Notizbuch"
- 17.23 - 17.25 hrs. immediately before "Börseninformationen" in "radioWelt – Evening magazine"



# Sounds three times as good.



## Programme

BAYERN 3 has been a trusted companion throughout Bavaria since 1971 – and not just in the car. Every working day (Mon. - Sat.), more than 2.4 million listeners tune in to the unique mixture of reputable information, useful services and wide variety of music. Whether they're old or young – everyone knows and loves “Sigi” – the world-famous traffic signal theme which is BAYERN 3's audible business card. BAYERN 3 has been broadcasting non-stop around the clock since 2008.

BAYERN 3 – Radio für die ganze Familie.

### Information:

Numerous correspondents throughout Bavaria, Germany and the world provide fast, reputable and reliable information about everything that's happening now: in the news bulletins on the hour, and on the half hour in *Bayern Kompakt*. Bayern 3 broadcasts live from wherever the action is! Even at night if it needs to!

### Service:

Around 14,000 drivers in Bavaria are out there on our behalf reporting back on traffic jams, thus creating Bavaria's most up-to-date traffic service. Around 2,500 weather reporters monitor the local weather, which makes Bavaria's best weather report even better. Help with everyday matters and useful consumer tips round off our wide range of services.

### Music:

Bayern 3 broadcasts the most varied mixture of the latest hits and cult classics (according to a study by *Jugend forscht*). And it encourages international newcomers such as Duffy or Milow plus up and coming Bavarian artists such as Claudia Koreck or Liza23. The *Schlager der Woche* on Friday evening are just as famous as the *One-Hit Wonders* or *Stars & Hits*, the celebrity talk show on Sunday morning.



## Internet

[www.bayern3.de](http://www.bayern3.de)

Advertising time <sup>3)</sup> Mon. - Sat.	On-air prices 2010 in euro <sup>1) 2)</sup>							
	Monday - Friday			Saturday			Ø Mon. - Sat. <sup>5)</sup>	
	PG	1 sec.	30 sec.	PG	1 sec.	30 sec.	1 sec.	30 sec.
5.00 - 6.00 hrs.	10	25.00	750.00	01	4.00	120.00	21.50	645.00
6.00 - 7.00 hrs. <sup>4)</sup>	22	79.00	2,370.00	03	11.00	330.00	67.67	2,030.00
7.00 - 8.00 hrs. <sup>4)</sup>	23	97.00	2,910.00	13	32.00	960.00	86.17	2,585.00
8.00 - 9.00 hrs. <sup>4)</sup>	21	74.00	2,220.00	19	48.00	1,440.00	69.67	2,090.00
9.00 - 10.00 hrs. <sup>4)</sup>	18	45.00	1,350.00	16	42.00	1,260.00	44.50	1,335.00
10.00 - 11.00 hrs.	14	34.00	1,020.00	13	32.00	960.00	33.67	1,010.00
11.00 - 12.00 hrs.	12	31.00	930.00	13	32.00	960.00	31.17	935.00
12.00 - 13.00 hrs.	15	35.00	1,050.00	10	25.00	750.00	33.33	1.000.00
13.00 - 14.00 hrs.	12	31.00	930.00	08	22.00	660.00	29.50	885.00
14.00 - 15.00 hrs.	11	28.00	840.00	07	20.00	600.00	26.67	800.00
15.00 - 16.00 hrs.	13	32.00	960.00	07	20.00	600.00	30.00	900.00
16.00 - 17.00 hrs. <sup>4)</sup>	20	50.00	1,500.00	08	22.00	660.00	45.33	1.360.00
17.00 - 18.00 hrs. <sup>4)</sup>	17	43.00	1,290.00	09	24.00	720.00	39.83	1.195.00
18.00 - 19.00 hrs. <sup>4)</sup>	12	31.00	930.00	05	14.00	420.00	28.17	845.00
19.00 - 20.00 hrs.	09	24.00	720.00	04	12.00	360.00	22.00	660.00
20.00 - 21.00 hrs.	06	15.00	450.00	02	10.00	300.00	14.17	425.00
Ø 6.00 - 18.00 hrs. <sup>5)</sup>		48.25	1,447.50		27.50	825.00	44.79	1,343.75

<sup>1)</sup> VAT will be billed separately.

<sup>2)</sup> BRW reserves the right to charge supplements on top of the above prices for **spots at the start and end of blocks**.

<sup>3)</sup> **Advertising blocks Mon. - Sat.**

5 - 6 hrs. approx. 5.50 hrs.

6 - 21 hrs. approx. XX.20, approx. XX.50 hrs. (Mon.-Fri. / 19-20 hrs. approx. 19.25 and 19.55 hrs.)

<sup>4)</sup> In addition, on Mondays to Fridays at 6.59, 7.59, 8.59 and 9.59 hrs. and at 16.59, 17.59 and 18.59 hrs., it is possible to have a single 30-second spot immediately before the news on the hour. **Positioning supplement** for this: 25 % on top of the price valid for that hour.

<sup>5)</sup> **Average prices** are only given to assist planning. Advertisements cannot be booked and changed at average prices.

# Programme schedule 2010 (valid from 3 Mai)



Times	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
0 - 5	<b>BAYERN 3 – die Nacht</b> The interactive show for those that stay awake, can't sleep and get up early – with Jasmin Leuxner (Mon.) / Jürgen Törkott (Tues. - Thurs.)				<b>BAYERN 3 – die ARD-Popnacht</b> with Jürgen Törkott	<b>Matuschke – die BAYERN 3-Kultnacht</b> with Matthias Matuschik
5 - 6	<b>BAYERN 3 – die Frühaufdreher</b> Get up, turn on & take off with Claudia Conrath, Marcus Fahn & Bernhard Fleischmann					<b>BAYERN 3 am Samstagmorgen</b> Information, service and music to start the weekend 5.20 hrs.: Leslie Rows Horoskop Arnd Zeiglers Wunderbare Welt des Fußballs
6 - 7	6.40 hrs.: <b>Verhörhammer</b> · 7.20 hrs.: <b>Fränglisch mit Loddar</b> <b>Anrufbeantworter · Kapitän Nuschel · Showshredder · Hit-Tipp</b>					
7 - 8						
8 - 9						
9 - 10	<b>BAYERN 3 am Vormittag</b> Consumer tips & lots of music – with Jürgen Kaul / Roman Roell					<b>Die Zwei in BAYERN 3</b> The battle of the sexes with Brigitte Theile & Axel Robert Müller 9.40 hrs.: <b>Leslie Rows Horoskop</b>
10 - 11	9.40 hrs.: <b>Leslie Rows Horoskop</b> Pluspunkt – die Verbraucher-Info Ulli Wengers One-Hit-Wonder Chris Boettchers unglaublicher Fußball-Stammtisch	9.40 hrs.: <b>Leslie Rows Horoskop</b> Pluspunkt – die Verbraucher-Info Karl Auer – der Telefonschreck aus Rothalmünster	9.40 hrs.: <b>Leslie Rows Horoskop</b> Pluspunkt – die Verbraucher-Info Claus von Wagners Tagebuch des täglichen Wahnsinns Ulli Wengers HitCycling	9.40 hrs.: <b>Leslie Rows Horoskop</b> Pluspunkt – die Verbraucher-Info Kino-Tipp Kapitän Nuschel	9.40 hrs.: <b>Leslie Rows Horoskop</b> 10.10 Uhr: <b>Kinderleicht kochen mit Alfons Schuhbeck</b> Bruno Jonas: <b>So war die Woche</b>	
11 - 12						
12 - 13	<b>BAYERN 3-Update</b> Latest news from Bavaria, Germany and the world – with Christine Rose / Stefan Kreutzer					<b>BAYERN 3 am Samstag</b> Comedy highlights of the week with André Siems / Stefan Kreutzer
13 - 14	<b>Die Susanne Rohrer-Show / Die Katja Wunderlich-Show</b> The new afternoon show on BAYERN 3 – with Susanne Rohrer / Katja Wunderlich					
14 - 15	Prof. Rohrer's / Wunderlichs Gehirnaerobic Kapitän Nuschel & seine Stewardessen Der letzte Schrei	Prof. Rohrer's / Wunderlichs Gehirnaerobic Volles Rohr – Susanne Rohrer's Autotest Kapitän Nuschel & seine Stewardessen Der letzte Schrei	Prof. Rohrer's / Wunderlichs Gehirnaerobic Voll im Trend: Katja Wunderlichs Modetipps Kapitän Nuschel & seine Stewardessen Der letzte Schrei	Prof. Rohrer's / Wunderlichs Gehirnaerobic Kino-Tipp Kapitän Nuschel & seine Stewardessen Der letzte Schrei	Prof. Rohrer's / Wunderlichs Gehirnaerobic Arnd Zeiglers Wunderbare Welt des Fußballs Kapitän Nuschel & seine Stewardessen Der letzte Schrei	
15 - 16						
16 - 17	<b>BAYERN 3-Extra</b> Start the evening in a great mood and well informed – with Axel Robert Müller / Dominik Pöll					<b>BAYERN 3 – Greatest Hits</b> Four hours of non-stop listeners' requests with Christine Rose / Marion Fuchs / Claus Kruesken Free request hotline: 0800 / 800 3 800 E-Mail: musikwunsch@bayern3.de
17 - 18	16.10 hrs.: <b>Top-Thema des Tages</b> 16.20 hrs.: <b>Fränglisch mit Loddar</b> 17.10 hrs.: <b>Der BAYERN 3-Kini</b> 18.10 hrs.: <b>Chris Boettchers unglaublicher Fußball-Stammtisch</b>	16.10 hrs.: <b>Top-Thema des Tages</b> 16.20 hrs.: <b>Fränglisch mit Loddar</b> 17.10 hrs.: <b>Der BAYERN 3-Kini</b> 18.10 hrs.: <b>Karl Auer – der Telefonschreck aus Rothalmünster</b>	16.10 hrs.: <b>Top-Thema des Tages</b> 16.20 hrs.: <b>Fränglisch mit Loddar</b> 17.10 hrs.: <b>Der BAYERN 3-Kini</b> 18.10 hrs.: <b>Claus von Wagners Tagebuch des täglichen Wahnsinns</b>	16.10 hrs.: <b>Top-Thema des Tages</b> 16.20 hrs.: <b>Fränglisch mit Loddar</b> 17.10 hrs.: <b>Der BAYERN 3-Kini</b> 18.10 hrs.: <b>Kapitän Nuschel</b> <b>Kino kompakt: Neue Filme im Überblick</b>	16.10 hrs.: <b>Top-Thema des Tages</b> 16.20 hrs.: <b>Fränglisch mit Loddar</b> 17.10 hrs.: <b>Der BAYERN 3-Kini</b> 18.10 hrs.: <b>Bruno Jonas: So war die Woche</b>	
18 - 19						
19 - 20	<b>Mensch Otto! / Mensch, Theile!</b> Conversations, stories and feelings shared with Thorsten Otto / Brigitte Theile					
20 - 21	<b>Matuschke – der andere Abend in BAYERN 3</b> with Matthias Matuschik				<b>Die Schlager der Woche</b> The official Bavarian charts – with Chris Baumann 21.58 hrs.: <b>Auf ein Wort</b>	<b>Schwabeneder &amp; Friends</b> The big Saturday evening show on BAYERN 3 with Stefan Schwabeneder and a guest 21.58 hrs.: <b>Auf ein Wort</b>
21 - 22	21.58 hrs.: <b>Auf ein Wort</b>					
22 - 23	<b>BAYERN 3 – NightLife</b>				<b>BAYERN 3 – die NewcomerShow</b> with Dagmar Golle Bavarian demo – the opportunity for musicians without a recording contract	
23 - 24	<b>Singers &amp; Songs</b> with Jim Sampson	<b>Classic Rock</b> with Tom Glas	<b>Modern Rock</b> with Chris Baumann	<b>Kultsongs &amp; Neuheiten</b> with Claus Kruesken / Thomas Resch		

**Advertising blocks Mon. -Sat.:** 5 - 6 hrs. approx. 5.50 hrs. · 6 - 21 hrs. approx. XX.20, approx. XX.50 hrs. (Mon. - Fri. / 19 - 20 hrs. approx. 19.25 and 19.55 hrs.)  
**Single items Mon. -Fri.:** 6 - 10 a.m. and 4 - 7 p.m. at XX.59 hrs. each hour.

**News:** on the hour (1 a.m. to midnight). Also on the half hour Mon. - Fri. during prime time (5.30 - 8.30 a.m. and 4.30 - 6.30 p.m.)  
**Weather:** on the hour and on the half hour  
**Traffic:** every half hour and as necessary  
**Sport:** Mon. - Fri. 12.03 p.m. and 5.03 p.m., Saturday between 1.30 and 8.30 p.m.: at 3 minutes and 30 minutes past the hour  
**Bayern Kompakt:** the most important news from Bavaria, Mon. - Fri. 9.30 a.m. - 3.30 p.m., on the half hour

	E. 10+	E. 14 - 49
Total listeners (Mon. - Sun.)	7,463,000 listeners	4,331,000 listeners
Daytime service range (Mon. - Sat.)	2,435,000 listeners	1,654,000 listeners
Listening time (Mon. - Sat.)	152 mins.	158 mins.
Average price 2010 (Mon. - Sat. / 30 sec.)	1,343.75 euro	1,343.75 euro
Average hour with commercials	622,000 listeners	444,000 listeners
Average cost per thousand listeners	2.16 euro	3.03 euro

Sources: ma 2009 Radio II · D + EU 10+ / FRG – Prices 2010

- For
- ▶ further media-specific information
  - ▶ analyses of target groups
  - ▶ selection of media and broadcasting times
  - ▶ strategic advice and media recommendations
  - ▶ evaluation and optimisation
- through to
- ▶ ex-post-analysis

contact the BRW division “Media – Strategy and Planing“ any time:

**Klaus Obermeier:** Tel. +49 (0)89 / 59 00 - 42 65  
e-mail: klaus.obermeier@brw.de

**Damir Salopek:** Tel. +49 (0)89 / 59 00 - 42 21  
e-mail: damir.salopek@brw.de

## Sponsorship of selected Bayern 1 broadcasting areas

For more details of opportunities / packages, price / performance data, please contact:

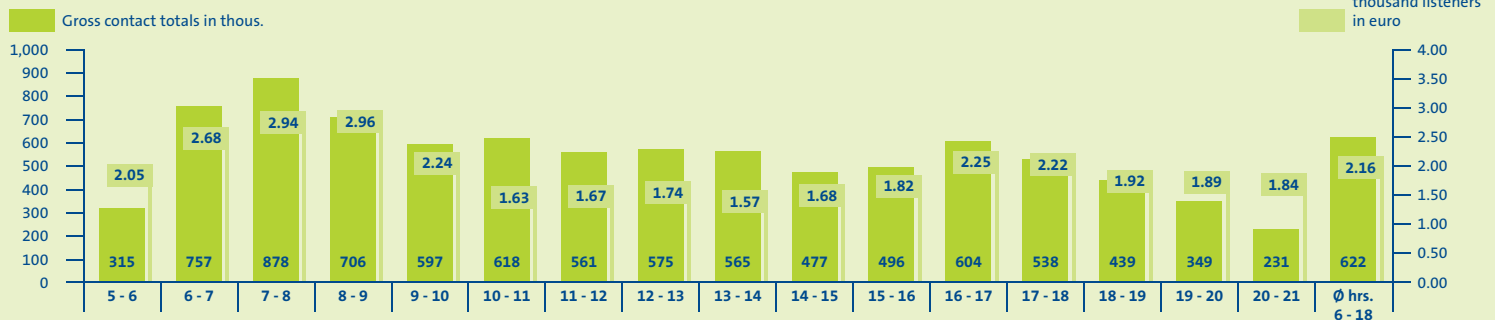
**Joachim Steinbach:** Tel. +49 (0)89 / 59 00 - 42 23  
e-mail: joachim.steinbach@brw.de

## Sponsorship of selected Bayer1 off-air events

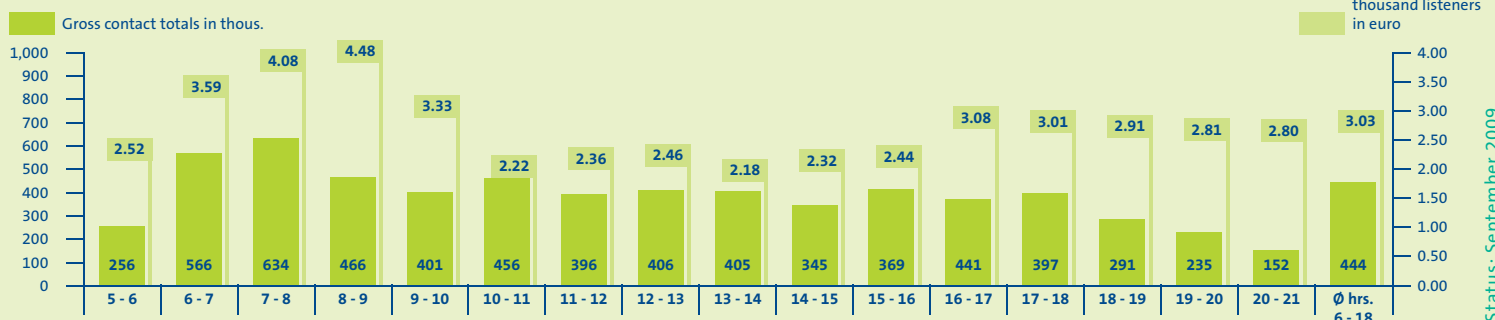
**Contact:** Tel. +49 (0)89 / 59 00 - 42 72

# Gross contact totals / Average cost per thousand listeners

## Adult 10+



## Adult 14 - 49



Sources: ma 2009 Radio II · D + EU 10+ / FRG – Prices 2010



## Nutrition for the senses.



### Programme

BR-KLASSIK offers musical enjoyment around the clock. Classic stars and world-famous orchestras set the tone. The station appeals to both long-standing lovers of classical music and newcomers to the classics. BR-KLASSIK regards itself as a cultural station that conveys a love of music in the most attractive way, using modern radiophonic forms – including magazines for children and young people – whilst also meeting the toughest demands of its regular listening public. It provides high-quality transmissions of concerts and operas, plus jazz, film music and special broadcasts (music features, „CD tips“, „Great pieces – masterpieces of music“).

BR-KLASSIK is a station with all sorts of fascinating facets. Bayerische Rundfunk's classic station offers a love of music of the highest artistic and technical quality (many broadcasts in Surround Sound via DVB-S-Radio in 5.1 multichannel technology).

BR-KLASSIK is also a top address for music journalism: its classic magazines at prime times („Allegro“ from 6 a.m. to 9 a.m., and „Leporello“ from 4 p.m. to 7 p.m.) inform listeners about international musical life in the form of the latest critiques, interviews and reports.

From Monteverdi to Morricone – BR-KLASSIK provides the best music of all time – 24 hours a day.



### Internet

[www.br-klassik.de](http://www.br-klassik.de)

Advertising time Mon. - Sat.	On-air prices 2010 in euro <sup>1) 2)</sup>							
	Monday - Friday			Saturday			Ø Mon. - Sat. <sup>3)</sup>	
	PG	1 sec.	30 sec.	PG	1 sec.	30 sec.	1 sec.	30 sec.
8.57 - 9.00 hrs. <sup>4)</sup>	02	7.70	231.00	01	5.00	150.00	7.25	217.50
Ø		7.70	231.00		5.00	150.00	7.25	217.50

<sup>1)</sup> VAT will be billed separately.

<sup>2)</sup> BRW reserves the right to charge supplements on top of the above prices for **spots at the start and end of blocks**.

<sup>3)</sup> **Average prices** are only given to assist planning. Advertisements cannot be booked and changed at average prices.

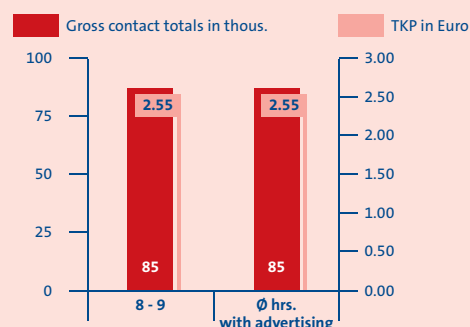
<sup>4)</sup> **Type of advertising**

In BR-KLASSIK advertising can be positioned which is appropriate for the character of the station (serious music). This applies in particular for spots that contain music elements.

## Key facts / Gross contact totals / Average cost per thousand listeners

	Adult 10+
Total listeners (Mon. - Sun.)	1,482,000 listeners
Daytime service range (Mon. - Sat.)	245,000 listeners
Listening time (Mon. - Sat.)	120 mins.
Average price 2010 (Mon. - Sat. / 30 sec.)	217.50 euro
Average hour with commercials	85,000 listeners
Average cost per thousand listeners	2.55 euro

### Adult 10+



For

► further media-specific information

► strategic advice and media recommendations

► analyses of target groups

► evaluation and optimisation

► selection of media and broadcasting times

► through to ex-post-analysis

contact the BRW division "Media – Strategy and Planning" any time:

**Klaus Obermeier:** Tel. +49 (0)89 / 59 00 - 42 65 · e-mail: klaus.obermeier@brw.de

**Damir Salopek:** Tel. +49 (0)89 / 59 00 - 42 21 · e-mail: damir.salopek@brw.de

# Programme schedule 2010



Times	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday					
6 - 7	<p><b>Allegro</b> with information, articles, criticisms and service 8.30 hrs.: <b>Was heute geschah</b></p>					<b>Auftakt</b>					
7 - 8						<p><b>CD-Box</b> New releases – unpacked &amp; played</p>	<p><b>Philharmonie (Mo: Junge Philharmonie)</b> 11.55 hrs.: <b>Terminkalender</b></p>	<p><b>Mittagsmusik</b> with request</p>	<p><b>Piazza</b> The classical meeting place at the weekend CD-tips, articles and services 11.05 hrs.: <b>Meine Musik</b> Famous guests and their favourite music CDs 11.55 hrs.: <b>Terminkalender</b></p>		
8 - 9											
9 - 10	<p><b>Concertino</b></p>					<p><b>Après-midi</b></p>					
10 - 11											
11 - 12						<p><b>Cantabile</b></p>					<p><b>Pour le Piano – Tastenspiele</b> (Fr: Jazz)</p>
12 - 13											
13 - 14	<p><b>Leporello</b> with information, articles, criticisms and service 16.50 hrs.: <b>Was heute geschah</b> 17.20 hrs.: <b>Interview des Tages</b> 18.20 hrs.: <b>CD-aktuell</b></p>										
14 - 15											
15 - 16						<p><b>Konzert</b> Symphonies, orators, recordings of the EBU</p>					<p><b>Konzert</b> Symphonic Music</p>
16 - 17	<p><b>Oper</b> Full recordings</p>										
17 - 18											
18 - 19						<p><b>Kammermusik</b> Concert recordings</p>					
19 - 20	<p><b>Konzert</b> Symphonic Music</p>										
20 - 21											<p><b>Klassik Plus</b> The music forum</p>
21 - 22						<p>Music feature „Thema Musik“, „Contrapunkt“</p>					
22 - 23	<p>The music forum</p>										
23 - 24											<p><b>Horizonte</b> Studio for music, „musica viva“</p>
0 - 6						<p><b>Der Chor des Bayer. Rundfunks</b></p>					
	<p><b>Horizonte</b> Studio for music, „musica viva“</p>										
											<p><b>Orgelmusik</b></p>
						<p><b>Jazztime</b></p>					
	<p><b>ARD-Nachtkonzert</b></p>										
											<p><b>Musik der Welt</b></p>
						<p><b>Forum Alte Musik</b></p>					
	<p><b>Klassik Plus</b> Music feature, „comparing interpret.“</p>										
											<p><b>Musik der Welt</b></p>
						<p><b>ARD-Nachtkonzert</b></p>					

Advertising in BR-KLASSIK is broadcast Saturdays between 8.57 and 9.00 hrs.

News: Mon. - Fri. on the hour, except for 11.00, 14.00, 20.00 hrs. · Saturdays on the hour, except for 14.00, 17.00, 20.00 hrs.



# The world can change in 15 minutes.



## Programme

The latest information – available all the time. Anyone who tunes in to B5 aktuell can be certain that they'll have an overview of what's currently happening within a quarter of an hour. The news bulletins and headlines are supplemented by background analyses plus reports and information from Bavaria, and from the worlds of business, culture and sport. There's also a stock exchange review every half and hour and traffic and weather reports every 15 minutes. So it's a complete audio-newspaper, constantly added to and updated from 6 in the morning until midnight, from Monday to Saturday.

Available at home, in the car, at the desk – and live streaming via the internet. Programmes are interrupted to broadcast breaking news. This could be a government statement or a major court judgement – or even the

results of an international soccer match. And there are even more live broadcasts on B5 plus, B5 aktuell's ongoing digital channel. You can listen to parliamentary debates, discussion forums and football analyses via digital radio, satellite, internet and cable.

And then on Sundays, weekly reviews of the most important events in politics, business and society are integrated into the framework of news bulletins. And there are also the latest sports reports and discussions with listeners. In "Sunday at 11", listeners have their say and are able to exchange views on the topics of the week. Live over the phone, with presenters and studio guests.

B5 aktuell – the station for the information society.



## Internet

[www.b5aktuell.de](http://www.b5aktuell.de)

Advertising time Mon. - Sat.	On-air prices 2010 in euro <sup>1) 2)</sup>							
	Monday - Friday			Saturday			Ø Mon. - Sat. <sup>3)</sup>	
	PG	1 sec.	30 sec.	PG	1 sec.	30 sec.	1 sec.	30 sec.
6.14 - 6.15 hrs.	08	16.50	495.00	03	6.00	180.00	14.75	442.50
6.29 - 6.30 hrs.	08	16.50	495.00	03	6.00	180.00	14.75	442.50
6.44 - 6.45 hrs.	08	16.50	495.00	03	6.00	180.00	14.75	442.50
6.59 - 7.00 hrs.	08	16.50	495.00	03	6.00	180.00	14.75	442.50
7.14 - 7.15 hrs.	09	18.00	540.00	05	9.00	270.00	16.50	495.00
7.29 - 7.30 hrs.	09	18.00	540.00	05	9.00	270.00	16.50	495.00
7.44 - 7.45 hrs.	09	18.00	540.00	05	9.00	270.00	16.50	495.00
7.59 - 8.00 hrs.	09	18.00	540.00	05	9.00	270.00	16.50	495.00
8.14 - 8.15 hrs.	07	14.50	435.00	04	8.00	240.00	13.42	402.50
8.29 - 8.30 hrs.	07	14.50	435.00	04	8.00	240.00	13.42	402.50
8.44 - 8.45 hrs.	07	14.50	435.00	04	8.00	240.00	13.42	402.50
8.59 - 9.00 hrs.	07	14.50	435.00	04	8.00	240.00	13.42	402.50
9.14 - 9.15 hrs.	06	10.00	300.00	01	4.50	135.00	9.08	272.50
9.29 - 9.30 hrs.	06	10.00	300.00	01	4.50	135.00	9.08	272.50
9.44 - 9.45 hrs.	06	10.00	300.00	01	4.50	135.00	9.08	272.50
9.59 - 10.00 hrs.	06	10.00	300.00	01	4.50	135.00	9.08	272.50
16.14 - 16.15 hrs.	06	10.00	300.00	02	5.50	165.00	9.25	277.50
16.29 - 16.30 hrs.	06	10.00	300.00	02	5.50	165.00	9.25	277.50
16.44 - 16.45 hrs.	06	10.00	300.00	02	5.50	165.00	9.25	277.50
16.59 - 17.00 hrs.	06	10.00	300.00	02	5.50	165.00	9.25	277.50
Ø <sup>3)</sup>		13.80	414.00		6.60	198.00	12.60	378.00

<sup>1)</sup> VAT will be billed separately.

<sup>2)</sup> BRW reserves the right to charge supplements on top of the above prices for spots at the start and end of blocks.

<sup>3)</sup> Average prices are only given to assist planning. Advertisements cannot be booked and changed at average prices.

Times	Times-programme schedule Monday - Saturday 6.00 - 24.00 hrs.
0.00	Nachrichten mit Originaltönen und Kurzberichten von Korrespondenten
0.08	B5 Bayern
0.12	B5 Börse
0.13	Verkehr und Wetter
0.14	Werbung
0.15	Nachrichten
0.20	B5 Hintergrund
0.24	B5 Kultur
0.28	Verkehr und Wetter
0.29	Werbung
0.30	Nachrichten mit Originaltönen und Kurzberichten von Korrespondenten
0.38	B5 Wirtschaft
0.42	B5 Börse
0.43	Verkehr und Wetter
0.44	Werbung
0.45	Nachrichten
0.50	B5 Hintergrund
0.54	B5 Sport
0.58	Verkehr und Wetter
0.59	Werbung

The advertising in B5 aktuell is broadcast on Mondays to Saturdays in one-minute inserts at:

6.14 / 6.29 / 6.44 / 6.59 hrs.

8.14 / 8.29 / 8.44 / 8.59 hrs.

16.14 / 16.29 / 16.44 / 16.59 hrs.

7.14 / 7.29 / 7.44 / 7.59 hrs.

9.14 / 9.29 / 9.44 / 9.59 hrs.

	Adult 10+
Total listeners (Mon. - Sun.)	2,543,000 listeners
Daytime service range (Mon. - Sat.)	525,000 listeners
Listening time (Mon. - Sat.)	78 mins.
Average price 2010 (Mon. - Sat. / 30 sec.)	378.00 euro
Average hour with commercials	119,000 listeners
Average cost per thousand listeners	3.18 euro

For

- ▶ further media-specific information
- ▶ analyses of target groups
- ▶ selection of media and broadcasting times
- ▶ strategic advice and media recommendations
- ▶ evaluation and optimisation through to
- ▶ ex-post-analysis

contact the BRW division "Media – Strategy and Planning" any time:

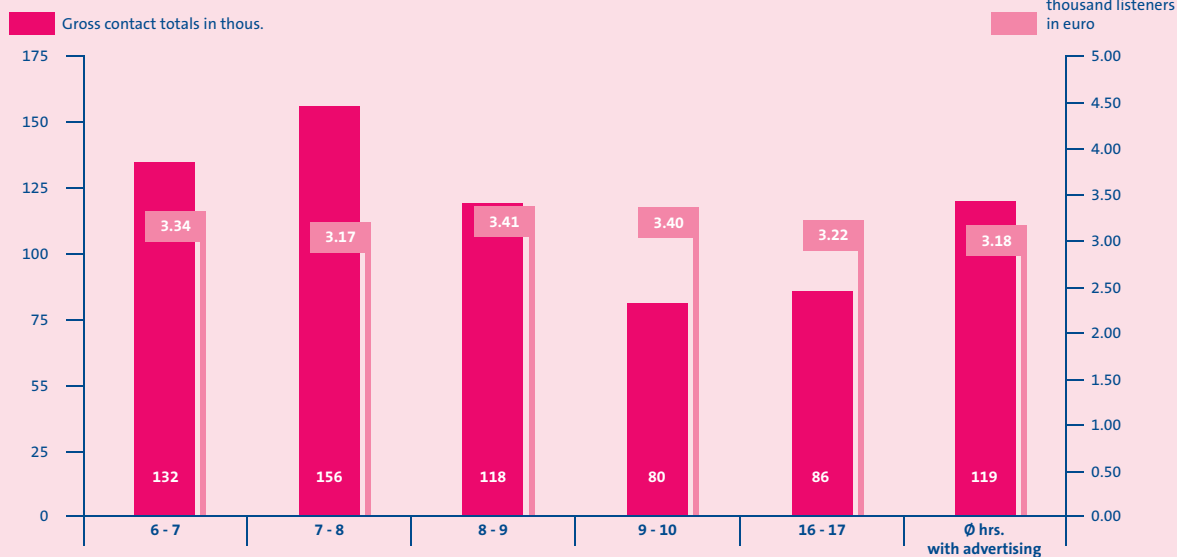
**Klaus Obermeier:** Tel. +49 (0)89 / 59 00 - 42 65  
e-mail: klaus.obermeier@brw.de

**Damir Salopek:** Tel. +49 (0)89 / 59 00 - 42 21  
e-mail: damir.salopek@brw.de

Sources: ma 2009 Radio II · D + EU 10+ / FRG – Prices 2010

## Gross contact totals / Average cost per thousand listeners

### Adult 10+



Sources: ma 2009 Radio II · D + EU 10+ / FRG – Prices 2010



# All of Bavaria from a single source.

■  
Programme(s)



The power package with a great service range: Bayern 1 and Bayern 3.

Bringing together what belongs together:  
tradition and trends  
satire and Bavarian humour  
lederhosen and Bermuda shorts  
young people and best agers  
golden oldies and chart stormers  
singles and families  
love of consumption and buying power  
and more

It's the mixture that makes it:  
Bavaria's strongest radio combination –  
of just two stations.

■  
Internet

[www.bayern1.de](http://www.bayern1.de)  
[www.bayern3.de](http://www.bayern3.de)  
[www.brw.de](http://www.brw.de)

# Prices 2010

Advertising time <sup>3)</sup> Mon. - Sat.	On-air prices 2010 in euro <sup>1) 2)</sup>							
	Monday - Friday			Saturday			Ø Mon. - Sat. <sup>9)</sup>	
	PG	1 sec.	30 sec.	PG	1 sec.	30 sec.	1 sec.	30 sec.
5.00 - 6.00 hrs.	08	44.00	1,320.00	01	9.00	270.00	38.17	1,145.00
6.00 - 7.00 hrs.	29	134.00	4,020.00	02	24.00	720.00	115.67	3,470.00
7.00 - 8.00 hrs.	31	195.00	5,850.00	19	79.00	2,370.00	175.67	5,270.00
8.00 - 9.00 hrs.	30	177.00	5,310.00	28	112.00	3,360.00	166.17	4,985.00
9.00 - 10.00 hrs.	27	111.00	3,330.00	25	91.00	2,730.00	107.67	3,230.00
10.00 - 11.00 hrs.	23	89.00	2,670.00	20	82.00	2,460.00	87.83	2,635.00
11.00 - 12.00 hrs.	20	82.00	2,460.00	18	74.00	2,220.00	80.67	2,420.00
12.00 - 13.00 hrs.	24	90.00	2,700.00	17	70.00	2,100.00	86.67	2,600.00
13.00 - 14.00 hrs.	18	74.00	2,220.00	09	45.00	1,350.00	69.17	2,075.00
14.00 - 15.00 hrs.	14	62.00	1,860.00	05	37.00	1,110.00	57.83	1,735.00
15.00 - 16.00 hrs.	14	62.00	1,860.00	12 05	56.00 <sup>4)</sup> 37.00 <sup>7)</sup>	1,680.00 <sup>4)</sup> 1,110.00 <sup>7)</sup>	59.90	1,797.10
16.00 - 17.00 hrs.	26	95.00	2,850.00	21 15 10	86.00 <sup>5)</sup> 64.00 <sup>4)</sup> 50.00 <sup>7)</sup>	2,580.00 <sup>5)</sup> 1,920.00 <sup>4)</sup> 1,500.00 <sup>7)</sup>	90.23	2,706.75
17.00 - 18.00 hrs.	23	89.00	2,670.00	22 16 11	87.00 <sup>5)</sup> 66.00 <sup>4)</sup> 52.00 <sup>7)</sup>	2,610.00 <sup>5)</sup> 1,980.00 <sup>4)</sup> 1,560.00 <sup>7)</sup>	85.50	2,565.10
18.00 - 19.00 hrs.	13	61.00	1,830.00	06 03	41.00 <sup>4)</sup> 29.00 <sup>7)</sup>	1,230.00 <sup>4)</sup> 870.00 <sup>7)</sup>	56.98	1,709.25
19.00 - 20.00 hrs.	07	42.00	1,260.00	04 02	33.00 <sup>6)</sup> 24.00 <sup>8)</sup>	990.00 <sup>6)</sup> 720.00 <sup>8)</sup>	39.17	1,175.20
Ø 6.00 - 18.00 hrs. <sup>9)</sup>		105.00	3,150.00		66.48	1,994.48	98.58	2,957.41

<sup>1)</sup> VAT will be billed separately

<sup>2)</sup> BRW reserves the right to charge supplements on top of the above prices for spots at the start and end of blocks.

<sup>3)</sup> In the advertising window 5 - 20 hrs., advertising is broadcast on Mondays to Saturdays on both channels participating in the combination on the same day and at the same time

<sup>4)</sup> Sat.: Bayern 1 – Heute im Stadion 15.00 - 19.00 hrs. (with German Soccer League reports – approx. 34 Saturdays / year): Advertising blocks at approx. 15.20, 16.20, 17.50, 18.27 and 18.57 hrs.

<sup>5)</sup> Sat.: Bayern 1 – Heute im Stadion 15.00 - 19.00 hrs. (with German Soccer League reports – approx. 34 Saturdays / year): LIGA LIVE advertising blocks at approx. 16.50 and 17.20 hrs.

<sup>6)</sup> Sat.: Bayern 1 – Heute im Stadion extended to 15.00 - 20.15 hrs (only with top matches involving Bavarian teams starting at 18.30 hrs – approx. 6 Saturdays / year): in addition to the advertising blocks from footnotes 4 and 5 advertising additionally at approx. 19.27 and 19.57 hrs.

<sup>7)</sup> Sat.: Bayern 1 am Nachmittag 15.00 - 19.00 hrs. (approx. 18 Saturdays / year): advertising blocks at approx. 15.27, 15.56, 16.27, 16.56, 17.27, 17.57, 18.27 and 18.57 hrs.

<sup>8)</sup> Sat.: Bayern 1 – Volksmusik 19.00 - 20.00 hrs. (approx. 46 Saturdays / year): advertising block at approx. 19.49 hrs.

<sup>9)</sup> Average prices are only given to assist planning. Advertisements cannot be booked and changed at average prices.

	Adults 10+	ME (Main earner)
Total listeners (Mon. - Sun.)	10,371,000 listeners	5,774,000 listeners
Daytime service range (Mon. - Sat.)	4,999,000 listeners	2,920,000 listeners
Listening time (Mon. - Sat.)	207 mins.	215 mins.
Average price 2010 (Mon. - Sat. / 30 sec.)	2,957.41 euro	2,957.41 euro
Average hour with commercials	1,704,000 listeners	989,000 listeners
Average cost per thousand listeners	1.74 euro	2.99 euro

For

- ▶ further media-specific information
- ▶ analyses of target groups
- ▶ selection of media and broadcasting times
- ▶ strategic advice and media recommendations
- ▶ evaluation and optimisation through to
- ▶ ex-post-analysis

contact the BRW division "Media – Strategy and Planning" any time:

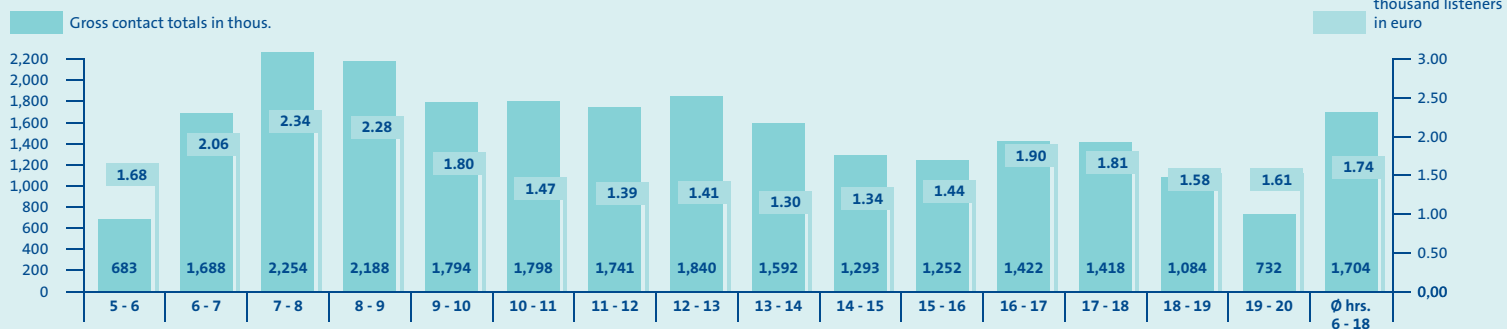
**Klaus Obermeier:** Tel. +49 (0)89 / 59 00 - 42 65  
e-mail: klaus.obermeier@brw.de

**Damir Salopek:** Tel. +49 (0)89 / 59 00 - 42 21  
e-mail: damir.salopek@brw.de

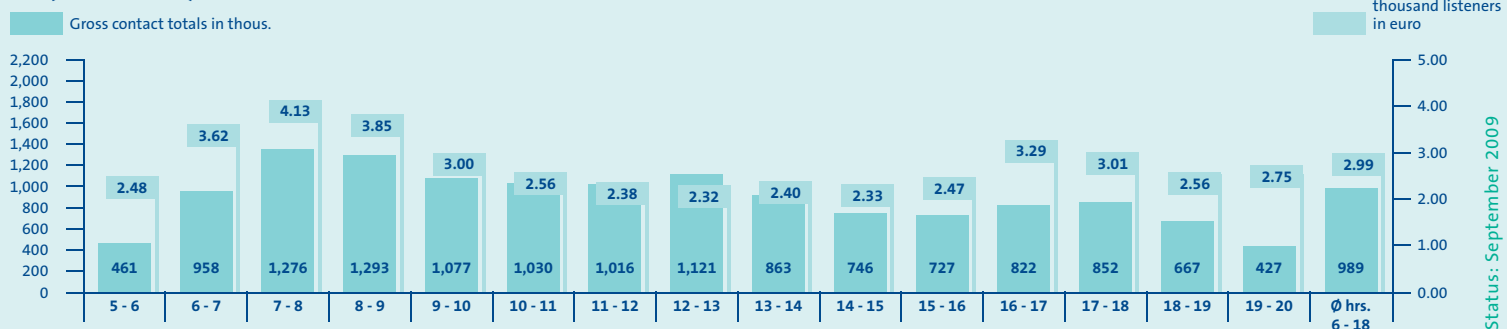
Sources: ma 2009 Radio II · D + EU 10+ / FRG – Prices 2010

## Gross contact totals / Average cost per thousand listeners

### Adult 10+



### ME (Main earner)



Sources: ma 2009 Radio II · D + EU 10+ / FRG – Prices 2010

# Order Management 2009

## 1 Order acceptance

Bayerische Rundfunkwerbung GmbH has commissioned AS&S Radio GmbH to accept, within the scope of the available broadcasting time, on the basis of the valid price list and subject to the contents described in the chapter on General Terms of Business, orders for advertising in the

- 1st broadcasting station – Bayern 1
- 2nd broadcasting station – Bayern 2
- 3rd broadcasting station – BAYERN 3
- 4th broadcasting station – BR-KLASSIK
- 5th broadcasting station – B5 aktuell

of Bayerische Rundfunk and to execute such orders in the name of and for the account of BRW (Bayern 1 and BAYERN 3 can also be booked as “Bavaria Kombi”).

BRW reserves the right to accept and execute such orders itself.

## 2 Spot lengths

On-air time from 15 seconds to max. 60 seconds. Longer spots by special agreement only.

## 3 Splitting

By arrangement or special agreement.

## 4 Advertising units over two minutes

By arrangement or special agreement.

## 5 Exclusive placement

By arrangement or special agreement.

## 6 Other special forms of advertising

By arrangement or special agreement.

## 7 Discounts

### Bayern 1, BAYERN 3, Bavaria Kombi Bayern 1 + BAYERN 3 (Discount schedule A)

If, within the contractual year (= calendar year), one and the same advertiser is billed for the gross turnover listed below (excluding VAT) in Bayern 1 and/or BAYERN 3 and/or Bavaria Kombi, the following discounts are granted:

#### Discount schedule A

from €	Discount in %
20,000	2.5
50,000	5.0
130,000	7.5
270,000	10.0
410,000	12.5
590,000	15.0
770,000	by special agreement

In the case of orders from one and the same advertiser both in Bayern 1 and / or BAYERN 3 and / or Bavaria Kombi (Discount schedule A) and in Bayern 2 and / or BR-KLASSIK and / or B5 aktuell (Discount schedule B), the discount rate for schedule B is granted, if this means a better discount for advertising in Bayern 1 and / or BAYERN 3 and / or Bavaria Kombi.

### Bayern 2, BR-KLASSIK, B5 aktuell (Discount schedule B)

If, within the contractual year (= calendar year), one and the same advertiser is billed for the gross turnover listed below (excluding VAT) in Bayern 2 and / or BR-KLASSIK and / or B5 aktuell, the following discounts are granted:

#### Discount schedule B

more than (euros)	Discount in %
3,000	2.5
7,500	5.0
20,000	7.5
40,000	10.0
60,000	12.5
85,000	15.0
110,000	by special agreement

In the case of orders from one and the same advertiser both in Bayern 2 and / or BR-KLASSIK and / or B5 aktuell (Discount schedule B) and in Bayern 1 and / or BAYERN 3 and / or Bavaria Kombi (Discount schedule A), the discount rate for schedule A is granted, if this means a better discount for advertising in Bayern 2 and / or BR-KLASSIK and / or B5 aktuell.

## 7 Discounts (cont.)

### BR-Radio stations and ARD combinations

If one and the same advertiser books one or more BR radio programme(s) both regionally via BRW and nationally / part-nationally through AS&S Radio combination offers, the sales from these are not added together to determine the discount.

If one and the same advertiser books a BR radio programme both regionally via BRW and nationally / part-nationally through an AS&S Radio combination offer, then, if the discount rate achieved nationally / part-nationally is higher than the discount achieved through the regional order, the higher national / part-national discount rate will also be applied to the regional volume.

### Miscellaneous

Bundling of orders from different companies for discount purposes is possible only if Bayerische Rundfunkwerbung

- a) receives a valid certificate from the relevant taxation authority of integrated intercompany relation with tax unity,  
or
- b) a valid certificate from a publicly appointed auditor to this effect can be produced

and if, between the companies under consideration, there is a relationship as described in paragraph 290, subparagraphs 1, 2, of the German Commercial Code, or that they form a horizontal combination of companies. Their legal form and the location (domestic or foreign) are immaterial. Any changes to the intercompany relationship during the contractual year will be taken into consideration in calculating the discount.

## 8 Agency fee

The agency fee is 15 %. This fee is granted on condition that the advertising agency or advertising broker takes full responsibility for the management of the orders.

## 9 Terms of payment

- a) In the case of contractual partners in an existing business relationship, the on-air times will, as a rule, be billed in the month before transmission, and dated to the 5th of the month in which transmission takes place. Payment is due within 25 days of the date of billing, at the latest, net and without deductions.  
In the case of payment within 10 days of the date of billing, 2% cash discount will be granted. In the case of billing with a date later than the 5th of the month of transmission, the terms of payment apply analogously.
- b) First-time contractual partners pay before the start of the first transmission. The payment must be received one working day before first transmission, at the latest.  
As a rule, on-air times are billed in the month prior to transmission. Subject to the advance payment mentioned in paragraph 1, bills are payable within 25 days of the date of billing, at the latest, net and without deductions. In the case of payment within 10 days of the date of billing, 2% cash discount will be granted.  
From the fourth billing month onward, the new-customer status lapses, and the terms of payment stated in a) apply.
- c) No discount is granted for special forms of advertising. Exceptions will be agreed separately

The date of the payment is, in the case of crossed cheques, the day on which they reach Bayerische Rundfunkwerbung; in the case of bank transfer, the day on which the amount is credited to Bayerische Rundfunkwerbung.

If the bill is not paid on time, Bayerische Rundfunkwerbung has the right to refuse to carry out the order until such time as the payment is received, or to withdraw from the remainder of the order, which withdrawal shall not constitute any right of the ordering party to claim for damages. The ordering party shall be liable to Bayerische Rundfunkwerbung for any damages caused hereby.

### BRW banking information

Bankhaus Reuschel & Co.  
Account No. 100 65 75  
Branche Code 700 303 00  
BIC REUCDEMMXXX  
S.W.I.F.T.-IBAN DE30 7003 0300 0100 6575 00

HypoVereinsbank München  
Account No. 33 83 78  
Branche Code 700 202 70  
BIC HYVEDEMMXXX  
S.W.I.F.T.-IBAN DE54 7002 0270 0000 3383 78

## 10 Transmission documents

### Submission

Spots and test manuscripts for transmission must be available to BRW / NDR MEDIA as single copies (even if the advertisement is to be broadcast on several BR radio stations) **3 working days before the date of transmission, at the latest**. A shorter lead time may be negotiated in exceptional cases. (See also General Terms of Business, No. 12.)

### Delivery addresses and technical characteristics

#### ► Bei Ausstrahlung nur über BR-Radioprogramme:

Bayerische Rundfunkwerbung GmbH  
Hopfenstraße 4, D-80335 Munich

- direct to the postal address  
as  
**audio / data CD**
- directly by e-mail (spotzugang@brw.de)  
in higher resolution
- directly via internet / BRW Spot-Gate (www.brw.de)  
as  
**WAV**  
**AIF**  
**MP3**  
Data transmission rate: min. 256 kbps / 48 kHz

#### ► For additional transmission by other regional ARD radio stations and / or by national ARD radio combinations:

NDR MEDIA GMBH  
Rothenbaumchaussee 159, D-20149 Hamburg

- direct to the postal address  
as  
**audio / data CD**
- directly by e-mail (spotzugang@ndrmedia.de)  
as  
**WAV**  
**AIF**  
**MP3**  
Data transmission rate: min. 256 kbps / 48 kHz

- For inclusion in the central archive for radio commercials of AS&S Radio GmbH:  
Tel. +49 40 44 19 22 33

# Transmitter Networks / Distribution

## 1 VHF transmitter

Only 184 terrestrial VHF transmitters at 37 transmitter locations, each operating on their own frequency, broadcast Bayern 1, Bayern 2, BAYERN 3, BR-KLASSIK and B5 aktuell in the Bavarian transmission region. Regional transmissions in / on Bayern 1 and Bayern 2: The transmitters in the BR transmitter chain are divided into two (North / South) and/or six regions, each transmitting a specific programme during regional broadcasting times.

Frequencies in MHz



	BR BAYERN 1	BR BAYERN 2	BR BAYERN 3	BR KLASSIK	B5 aktuell BR
<b>Main Franconia</b>					
Burgsinn	92.2	89.7	99.3	99.9	91.1
Kreuzberg / Rhön	98.3	93.1	96.3	107.9	105.3
Pfaffenberg nr. Aschaffenburg	95.6	88.4	93.4	98.0	106.4
Würzburg	90.9	90.0	97.6	89.0	105.7
<b>Upper and Middle Franconia</b>					
Bamberg-Geisberg	94.8	89.6	99.8	102.9	97.4
Büttelberg / Frankenhöhe	91.4	88.2	99.3	95.5	104.0
Coburg	93.5	88.3	99.2	97.7	92.8
Dillberg nr. Neumarkt / Opf.	88.9	92.3	97.9	87.6	102.0
Ludwigsstadt <sup>(1)</sup> in Planung)	98.4 <sup>1)</sup>	89.6 <sup>1)</sup>	93.1 <sup>1)</sup>	92.2 <sup>1)</sup>	104.8 <sup>1)</sup>
Ochsenkopf / Fichtelgebirge	90.7	96.0	99.4	102.3	107.1
<b>Lower Bavaria / Upper Palatinate</b>					
Brotjacklriegel / Bayer. Wald	92.1	96.5	94.4	100.9	106.9
Dillberg nr. Neumarkt / Opf.	104.5	102.5	97.9	87.6	102.0
Hohe Linie nr. Regensburg	95.0	93.0	99.6	97.0	105.0
Hoher Bogen nr. Furth im Wald	96.8	91.6	94.7	88.3	104.4
Landshut	90.2	97.8	95.3	93.2	106.6
Ochsenkopf / Fichtelgebirge	91.2	96.0	99.4	102.3	107.1
Passau	87.7	93.2	90.4	95.6	105.9
<b>Swabia</b>					
Augsburg	90.9	89.3	98.3	102.1	105.5
Burgberg-Halden	89.1	92.2	96.9	90.2	107.5
Grünten / Allgäu	90.7	88.7	95.8	101.0	106.9
Hühnerberg nr. Donauwörth	91.9	96.1	99.5	93.1	107.6
Lindau	88.1	92.0	94.0	87.6	100.4
Pfronten	92.3	89.1	93.5	102.4	107.8
Ulm			98.4		
Weiler	87.7	100.3	99.4	96.5	
<b>Upper Bavaria</b>					
Bad Reichenhall	105.0	96.7	98.3	89.9	107.1
Berchtesgaden	90.4	96.9	94.2	99.6	106.4
Eichstätt			91.5		
Garmisch-Partenkirchen	89.2	93.5	97.7	95.9	104.9
Gelbelsee nr. Ingolstadt	101.6	90.5	97.6	88.0	106.1
Herzogstand nr. Kochel	88.1	97.0	91.0	104.1	106.7
Hochberg nr. Traunstein	98.0	91.5	95.9	97.0	107.1
Hohenpeißenberg nr. Weilheim	92.8	94.2	99.2	100.4	
Inntal nr. Kiefersfelden	100.7	92.9	95.9	91.1	107.0
Mittenwald	89.0	92.4	94.8	98.3	89.8
Oberammergau	87.7	92.2	96.1	93.1	107.9
Reit im Winkl	91.0	87.9	97.1	93.1	104.8
Tegernseer Tal	94.0	87.7	99.7	97.9	101.8
Untersberg	91.9	92.9	96.1	100.7	87.8
Wendelstein	93.7	89.5	98.5	102.3	105.7
<b>Munich Region</b>					
München-Ismaning	91.3	88.4	97.3	103.2	90.0

# Transmitter Networks / Distribution

## 2 Medium-wave transmitters

	<b>on3radio</b>
München-Ismaning and Dillberg	801 kHz
Hof and Würzburg	729 kHz

## 3 Digital Radio DAB (Digital Audio Broadcasting)

	<b>Bayern plus</b>	<b>on3radio</b>	<b>BR Verkehr</b>	<b>Bayern 2 plus</b>	<b>BR-KLASSIK</b>	<b>B5 plus</b>
38 transmitters throughout Bavaria	Channel 12 D / medium frequency 229.072 MHz					

## 4 Digital Short Wave DRM (Digital Radio Mondiale)

	<b>B5 aktuell</b> 6.00 - 0.05 hrs.
München-Ismaning	6085 kHz in the 49-m-band

## 5 DVB-S-Radio (Digital Video Broadcasting – Satellite)

on ASTRA 1 H, Transponder 93 / 12,266 GHz, horizontale Polarisation, 27.5 MS/s, FEC <sup>3</sup>/<sub>4</sub>

and in digital cable (DVB-C)

<b>Bayern 1</b>	<b>Bayern 2</b>	<b>BAYERN 3</b>	<b>BR-KLASSIK</b>	<b>B5 aktuell</b>
PID 101	PID 111	PID 121	PID 131	PID 141
<b>Bayern plus</b>	<b>on3radio</b>	<b>BR Verkehr</b>	<b>BR-KLASSIK Dolby Digital</b>	<b>B5 plus</b>
PID 151	PID 161	PID 171	PID 132	PID 181

## 6 ADR (ASTRA Digital Radio)

Subcarrier on ASTRA 1 L satellite, Transponder 45 / 11,141 GHz, horizontal polarisation

<b>Bayern 1</b>	<b>Bayern 2</b>	<b>BAYERN 3</b>	<b>BR-KLASSIK</b>	<b>B5 plus</b>
6.12 MHz	6.30 MHz	6.48 MHz	6.66 MHz	6.84 MHz

## 7 Livestreams in internet at BR-online: [www.br-online.de/streams](http://www.br-online.de/streams)

<b>Bayern 1</b>	<b>Bayern 2</b>	<b>BAYERN 3</b>	<b>BR-KLASSIK</b>	<b>B5 aktuell</b>
<b>Bayern plus</b>		<b>on3radio</b>		<b>B5 plus</b>

## 8 Kabelfrequenzen

Information on the various cable frequencies is available from: the "Service-Hotline" of Kabel Deutschland Vertrieb und Service GmbH (tel.: +49 (0)1805 / 23 33 25, € 0.14 / min. from German landlines, mobile charges may vary) or online at [www.kabelanschluss.com](http://www.kabelanschluss.com).

Further information on transmitters / distribution / frequencies can be obtained from BR Technical information service:

- ▶ Telefon +49 1805 / 59 02 19 (€ 0,14/min. from German landlines, mobile phone prices may vary)
- ▶ DVB-T-info from Tel. +49 1805 / 31 05 05 (€ 0.14/min. from German landlines, mobile phone prices may vary)
- ▶ in Bayerntext from page 460
- ▶ online at [www.br-online.de/technik](http://www.br-online.de/technik)
- ▶ by e-mail: [techinfo@brnet.de](mailto:techinfo@brnet.de)

**BRW**  
Bayerische  
Rundfunkwerbung

Bayerische Rundfunkwerbung GmbH  
Hopfenstraße 4, 80335 München  
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Telefon +49 (0)89/59 00 - 04  
Telefax +49 (0)89/59 00 - 42 24  
E-Mail [info@brw.de](mailto:info@brw.de)  
Internet [www.brw.de](http://www.brw.de)

Vorsitzender des  
Aufsichtsrates: Bernd Lenze  
Geschäftsführer: Ludger Lausberg

Sitz und Registergericht: München HRB 4060  
USt.-IdNr. DE 811173592  
St.-Nr. 143 / 241 / 01137  
FA München für Körperschaften

Gesellschafter  
**AS&**<sup>1</sup>

Mitglied  