





Advertising prices (in euros / 4 color)

| |  |  |
|---|---|---|
| 1/1 page | 5,600 | 6,320 |
| 1/2 page junior page | 3,780 | 4,140 |
| 1/2 page horizontal / vertical | 3,080 | 3,440 |
| 1/3 page horizontal / vertical | 2,090 | 2,330 |
| 1/4 page horizontal / vertical / 2 col. | 1,650 | 1,830 |
| 1/8 page horizontal / 2 col. | 910 | 1,000 |
| Title page package (e/d) | – | 6,560 |
| 2nd inside page | – | 6,360 |
| Double page <i>(2 x 1/1 page and centerfold)</i> | 11,200 | 12,640 |
| Panorama advert <i>(398 x 65 mm centerfold in edited text)</i> | 3,880 | 4,240 |
| Tunnel advert <i>(272 x 80 mm centerfold in edited text)</i> | 3,880 | 4,240 |
| Panorama advert bottom <i>(398 x 88 mm centerfold placed at the bottom of the page)</i> | 3,880 | 4,240 |

Ad specials and further specialty advertising formats on request.

All prices subject to VAT

Bound Inserts

Bound inserts are to be delivered untrimmed, multiple-leaf inserts must be delivered folded. The front of the insert must be indicated.

Bound inserts must be of a type and design that eliminates the need for additional processing – otherwise there will be additional costs which we will have to charge. It is possible to place bound inserts in the English and/or German section.



| | |
|---------|------------|
| 2 pages | € 4,500 |
| 4 pages | € 5,600 |
| 6 pages | on request |

Delivery address see page 15

Loose Inserts

Loose inserts are printed matter which is placed inside the journal.

Formats: max. 205 mm wide, 290 mm high
Placement: at an undefined place in the journal



| | |
|------------|---------|
| up to 25 g | € 4,500 |
| up to 50 g | € 5,600 |

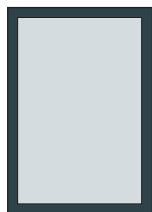
Inserts printed on a material other than paper must be approved by the publishing house.

Delivery address see page 15

ADVERTISING FORMATS AND PRICES 2021

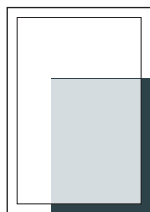


Formats



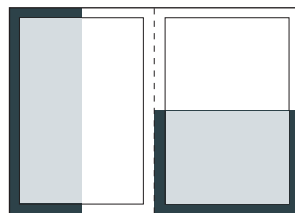
1/1 page
185 x 256 mm

1/1 page
bleed
210 x 297 mm*



1/2 page junior
120 x 190 mm

1/2 page junior
bleed
130 x 204 mm*

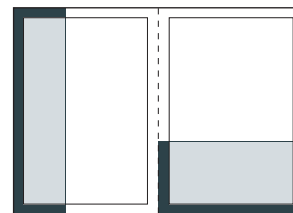


1/2 page vertical
89 x 256 mm

1/2 page vertical
bleed
99 x 297 mm*

1/2 page horizontal
185 x 125 mm

1/2 page horizontal
bleed
210 x 139 mm*

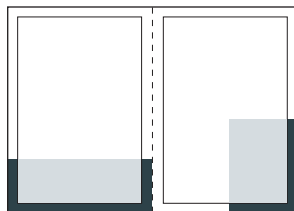


1/3 page vertical
57 x 256 mm

1/3 page vertical
bleed
67 x 297 mm*

1/3 page horizontal
185 x 85 mm

1/3 page horizontal
bleed
210 x 100 mm*

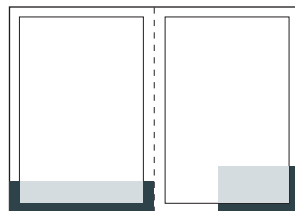


1/4 page horizontal
185 x 60 mm

1/4 page horizontal
bleed
210 x 75 mm*

1/4 page 2 column
89 x 125 mm

1/4 page 2 column
bleed
99 x 139 mm*



1/8 page horizontal
185 x 30 mm

1/8 page horizontal
bleed
210 x 45 mm*

1/8 page 2 column
89 x 65 mm

1/8 page 2 column
bleed
99 x 75 mm*

Ad specials and further specialty advertising formats on request.

*plus 4 mm bleed on all edges

Terms of Payment

Net amount within 30 days from the date of invoice.

Bank Details

Deutscher Fachverlag GmbH

BIC: HELADEF1822

(Frankfurter Sparkasse,
Frankfurt am Main)

IBAN: DE56 5005 0201 0000 0349 26

Discounts

If purchased within 12 months (insertion year) the following discounts are available:

| | |
|--------|-----|
| 2 ads | 3% |
| 3 ads | 5% |
| 5 ads | 10% |
| 10 ads | 15% |
| 20 ads | 20% |

All charges are eligible for discount, with the exception of additional technical costs and postage.