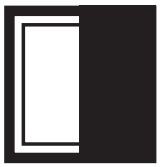
STYLE GUIDE

Advertising Price List No. 25

Effective since January 1, 2009

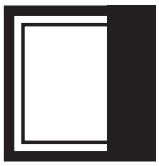
Magazine format: 235 mm width x 335 mm height
Film litho with bleed: 238 mm width x 341 mm height
Type area: 190 mm width x 239 mm height
Column width: 60 mm

1/2 page, with bleed
238 x 160 mm


1/2 page, with bleed
119 x 341mm

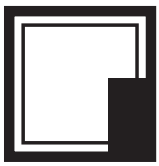
1/2 page
195 x 139 mm

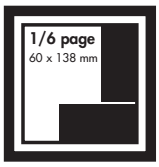
1/2 page
97 x 286 mm


1/3 page, with bleed
89 x 341 mm

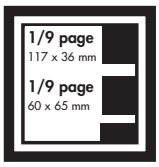
1/3 page
195 x 92 mm

1/3 page
75 x 286 mm


1/6 page, with bleed
88 x 165 mm



1/6 page
117 x 62 mm



1/18 page
60 x 30 mm

Advertising formats and prices (not incl. VAT)

Format	Space (in mm)		Price in EUR basic b/w price	Price in EUR 4-colour
Cover 2, 3 and 4	238 width 341 height		2.039,–	3.568,–
1/1 page	238 width 341 height		1.825,–	3.193,–
1/2 page, with bleed	238 width 160 height	119 width 341 height	1.126,–	1.970,–
1/2 page	195 width 139 height	97 width 286 height	987,–	1.727,–
1/3 page, with bleed	89 width 341 height		810,–	1.417,–
1/3 page	195 width 92 height	75 width 286 height	692,–	1.211,–
1/6 page, with bleed	88 width 165 height		478,–	836,–
1/6 page	117 width 62 height	60 width 138 height	359,–	628,–
1/9 page	117 width 36 height	60 width 65 height	242,–	424,–
1/18 page	60 width 30 height		110,–	193,–

Special formats by arrangement

Full-colour advertisement

Additional charge per colour	Standard colour (ECI)	+ 25%
	Special colours	+ 35%

No discount on additional colour charges

Loose Inserts

VAT not included

Not exceeding 210 ¥ 297 mm	2 pages DIN A4	4 pages DIN A4	8 pages DIN A4
Price for inserts per1000 copies	EUR 215,–	EUR 268,–	EUR 306,–

Postal charges

Postal charges plus VAT at current rates. Inserts to be received at least 20 days before publication date. A specimen copy of the insert to be received with order prior to copy date.

Entry for inclusion in list of suppliers

Net price for one year (=10 issues) EUR 460,-

Entry for inclusion in list of freelancers

Net price for one year (=10 issues) EUR 204,-

Discount (for multiple ads. within 12 months)

Discount for multiple insertions	Discount for multiple page adverts.
	for 2 pages 5%
For each of 3 insertions 5%	for 4 pages 10%
For each of 6 insertions 10%	for 6 pages 15%
For each of 10 insertions 15%	for 10 pages 20%

Discount offered only on basic b/w prices for insertion without alteration to size or format.