



Direct contact:
One click in the
e-paper takes the
reader directly
to you!

| Format | Type Area w x h mm | Trim/Bleed Ads w x h mm | Price |
|---------------------------|----------------------------------|--|--------------------|
| Front page | – | 210 x 160 + 3 mm trim right | Fix* € 3,970.-- |
| Inner title | – | 210 x 160 + 3 mm trim right | Fix* € 3,000.-- |
| 2nd/3rd/4th Cover page | – | 210 x 297 + 3 mm trim on all 4 sides | € 3,950.-- |
| 1/1 page | 175 x 250 | 210 x 297 | € 3,460.-- |
| Juniorpage | 122 x 175 | 137 x 197 | € 2,160.-- |
| 1/2 page | 85 x 250 175 x 122 | 101 x 297 210 x 145 | € 1,850.-- |
| 1/3 page | 55 x 250 175 x 80 | 70 x 297 210 x 105 | € 1,520.-- |
| 1/4 page | 85 x 122 40 x 250 175 x 58 | 101 x 145 55 x 297 210 x 85 | € 1,070.-- |
| 1/8 page | 85 x 58 175 x 28 40 x 122 | – | € 760.-- |

Premium placement

| | |
|--|------|
| Binding placement | 10 % |
| Placement next to table of contents and editorial | 10 % |

Colour impact

Euroscale special colours on request

Premium special formats

| | |
|--|------|
| Special formats (on request) | 10 % |
| For ads across binding and bleed ads (Bleed: 3 mm head trim; 3 mm per edge) | 10 % |

Discount

In case of acceptance within an insertion year
(within 12 months)

Frequency discounts

| | | | |
|---------|---------|---------|----------|
| 3 times | 6 times | 9 times | 12 times |
| 5% | 10% | 15% | 20% |

Volume discounts*

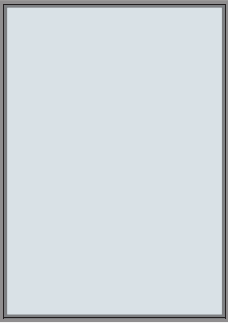
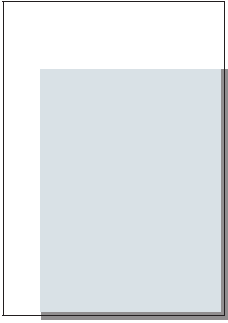
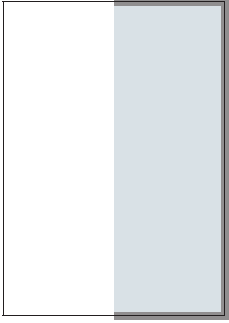
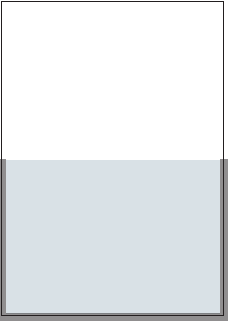
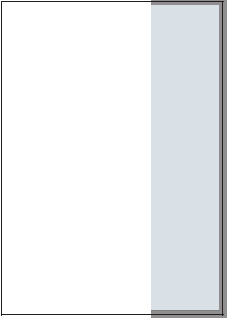
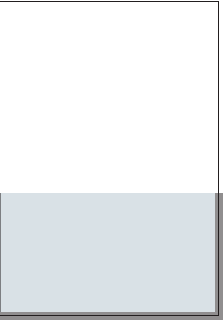
Discount for purchase within 12 months of at least:

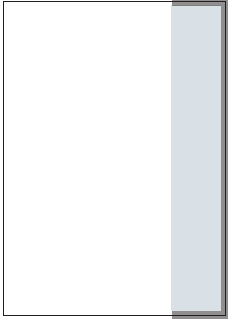
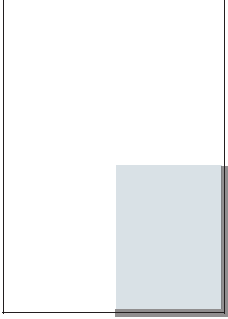
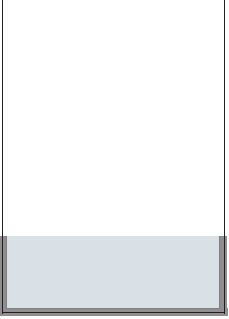
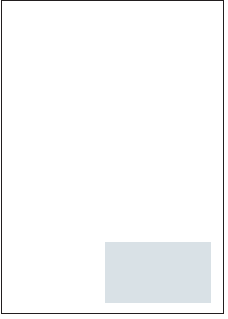
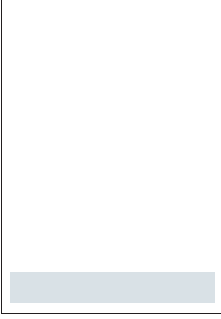
| | | | |
|---------|---------|---------|----------|
| 2 pages | 4 pages | 8 pages | 10 pages |
| 5% | 10% | 15% | 20% |

* Discount does not apply to cover pages or inner titles.



+ E-Paper:
digital 1:1
issue with
link to
your portal!

| Formats | 1/1 page | Juniorpage | 1/2 page, vertical | 1/2 page, horizontal | 1/3 page, vertical | 1/3 page, horizontal |
|-------------|---|---|---|---|---|---|
| |  |  |  |  |  |  |
| Type area: | 175 x 250 | 122 x 175 | 85 x 250 | 175 x 122 | 55 x 250 | 175 x 80 |
| Trim size:* | 210 x 297 | 137 x 197 | 101 x 297 | 210 x 145 | 70 x 297 | 210 x 105 |

| | 1/4 page, vertical | 1/4 page, compact | 1/4 page, horizontal | 1/8 page, compact | 1/8 page, horizontal |
|-------------|--|--|--|--|--|
| |  |  |  |  |  |
| Type area: | 40 x 250 | 85 x 122 | 175 x 58 | 85 x 58 | 175 x 28 |
| Trim size:* | 55 x 297 | 101 x 145 | 210 x 85 | | |

***All trim size ads require 3 mm trim allowance.**
Minimum size for bleed ads: 1/4 page. All dimensions in mm (width x height)