

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 cover	210 x 160 + 3 mm bleed only right	-	Fix € 8,085.--
2nd/3rd Cover page	-	210 x 297	€ 7,035.--
4th Cover page	-	210 x 297	€ 8,190.--
1/1 page	175 x 250	210 x 297	€ 6,890.--
Junior page	122 x 175	137 x 197	€ 4,095.--
1/2 page	85 x 250 175 x 122	101 x 297 210 x 145	€ 3,780.--
1/3 page	55 x 250 175 x 80	70 x 297 210 x 105	€ 2,940.--
1/4 page	85 x 122 40 x 250 175 x 58	101 x 145 55 x 297 210 x 85	€ 2,205.--
1/8 page	85 x 58 175 x 28 40 x 122	-	€ 1,525.--

Placement premium
Cover page issue 5/2022 for Control 25 %
(not discountable)
Binding placement 10 %

Colour impact
Special colours on request

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

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

Frequency discounts

	3 times	6 times	9 times
	5%	10%	15%

Volume discounts

	3 pages	6 pages	9 pages
	10%	15%	20%

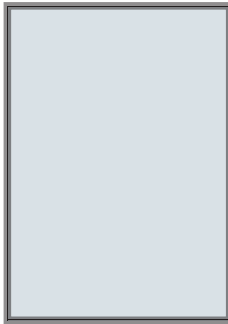
Terms of payment
General term of payment 30 days after date of invoice net.
2% discount for payment within 8 days after date of invoice.
Place of payment: Munich

Postbank München
Acct. no. 77 97 46 800
Bank code 700 100 80
IBAN: DE71 7001 0080 0779 7468 00
Swift Code: PBNKDEFF
Vat. no.: DE 129 735 021

All rates are subject to Value Added Tax

Formats

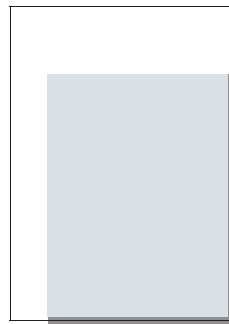
1/1 page



Type area: 175 x 250

Trim size:* 210 x 297

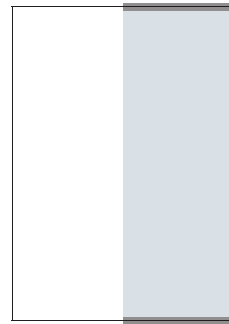
Junior page



Type area: 122 x 175

Trim size:* 137 x 197

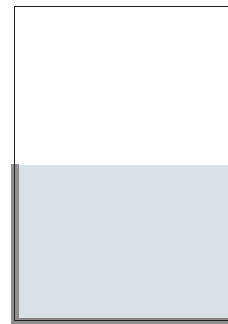
1/2 page, upright



Type area: 85 x 250

Trim size:* 101 x 297

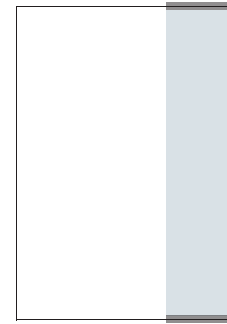
1/2 page, broad



Type area: 175 x 122

Trim size:* 210 x 145

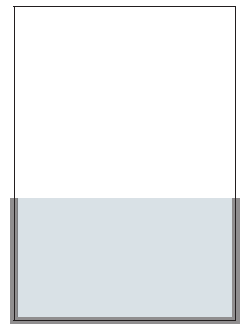
1/3 page, upright



Type area: 55 x 250

Trim size:* 70 x 297

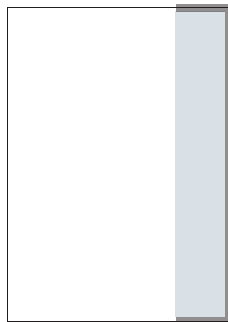
1/3 page, broad



Type area: 175 x 80

Trim size:* 210 x 105

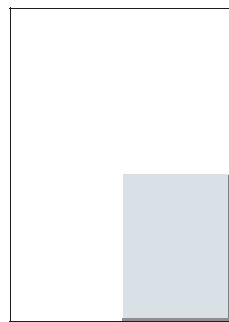
1/4 page, upright



Type area: 40 x 250

Trim size:* 55 x 297

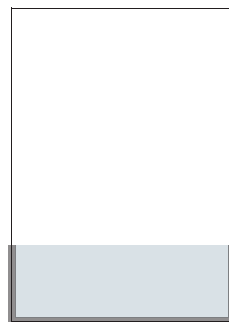
1/4 page, 2 column



Type area: 85 x 122

Trim size:* 101 x 145

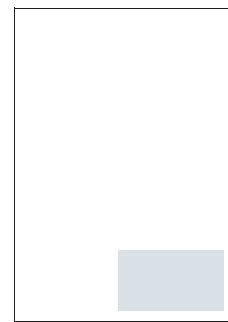
1/4 page, broad



Type area: 175 x 58

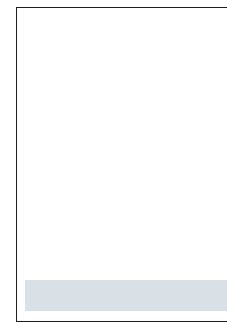
Trim size:* 210 x 85

1/8 page, 2 column



Type area: 85 x 58

1/8 page, broad



Type area: 175 x 28

***All trim size ads require 3 mm trim allowance on every side.**