



**Direct contact:**  
One click in the  
E-Paper takes the  
reader directly  
to you

Format	Width × Height (mm)	Price
Title page	210 × 160 + 3 mm trim only right	Fixed price € 6,780.--
Indoor title	195 × 160 + 3 mm trim	€ 5,440.--
2nd/4th Cover page	210 × 297 + 3 mm trim	€ 6,570.--
3. Cover page	210 × 297 + 3 mm trim	€ 6,280.--
1 page	175 × 250	€ 6,470.--
Junior page	122 × 175	€ 3,945.--
1/2 page	85 × 250 175 × 122	€ 3,690.--
1/3 page	55 × 250 175 × 80	€ 2,800.--
1/4 page	85 × 122 40 × 250 175 × 58	€ 1,935.--
1/8 page	85 × 58 175 × 28 40 × 122	€ 1,215.--

### Placement markup

Bindig placement 10%

### Color markup

Euroscale  
Special colors on request

### Impact special formats

on request

### Discounts

Discount for repetitions within 12 months  
(insertion year)

### Quantity scale

2-ads	3-ads	4-ads
5%	10%	15%

### Repetition scale

2 pages	3 pages	4 pages
5%	10%	15%

### Occasional ads

Job vacancies and casual ads  
1/1 page, 4c € 3,080.--  
1/2 page, 4c € 1,680.--  
mm-price 4c (per column, 40 mm wide): € 4.85

### NEW:

#### Multimedia enrichment

**Multimedia enrichment for print ad**  
Within the e-paper, your ad is enriched by a video, podcast,  
or picture gallery for 24 months. € 390.--

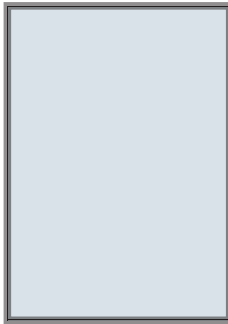
All advertisement orders will be processed in accordance with the General Terms and conditions of our publishing house which are available at [www.hanser.de](http://www.hanser.de)



**More reach:**  
Your ad appears  
in print and  
E-Paper

**Display formats**

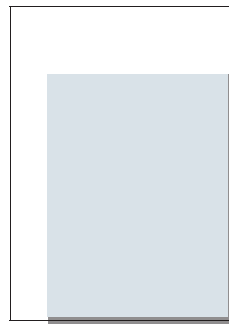
**1/1 page**



Typesetting mirror format: 175 × 250

Trim format:\* 210 × 297

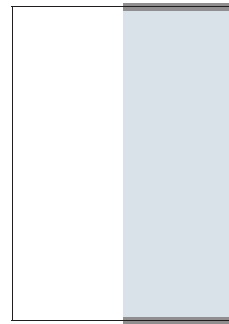
**Junior page**



Typesetting mirror format: 122 × 175

Trim format:\* 137 × 197

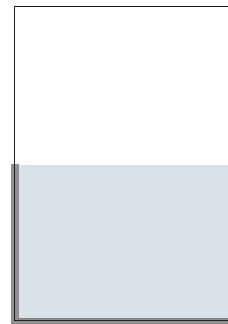
**1/2 page, upright**



Typesetting mirror format: 85 × 250

Trim format:\* 101 × 297

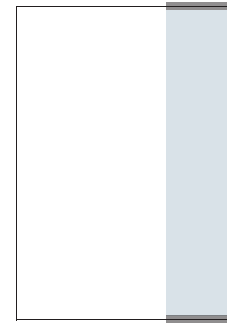
**1/2 page, cross**



Typesetting mirror format: 175 × 122

Trim format:\* 210 × 145

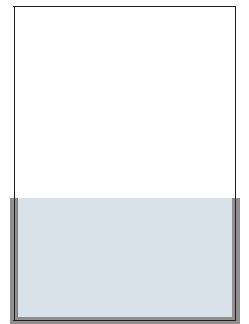
**1/3 page, upright**



Typesetting mirror format: 55 × 250

Trim format:\* 70 × 297

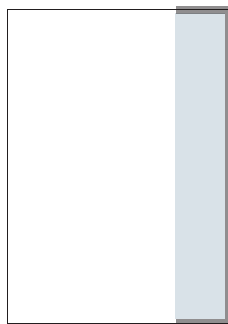
**1/3 page, cross**



Typesetting mirror format: 175 × 80

Trim format:\* 210 × 105

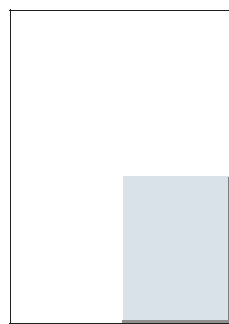
**1/4 page, upright**



Typesetting mirror format: 40 × 250

Trim format:\* 55 × 297

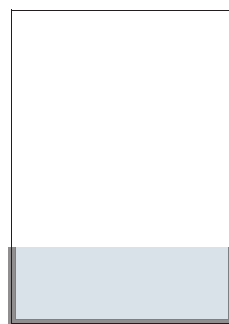
**1/4 page, 2-column**



Typesetting mirror format: 85 × 122

Trim format:\* 101 × 145

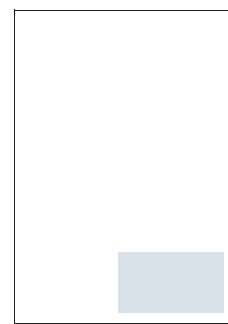
**1/4 page, cross**



Typesetting mirror format: 175 × 58

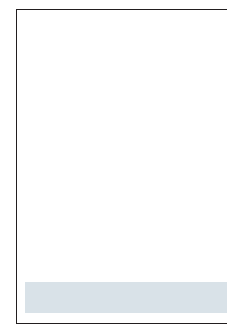
Trim format:\* 210 × 85

**1/8 page, 2-column**



Typesetting mirror format: 85 × 58

**1/8 page, cross**



Typesetting mirror format: 175 × 28

**\*All trim formats are per edge plus 3 mm trim allowance on every side.**  
Minimum size für trim size ads: 1/4 page.  
All data in mm (width × height)