



1 | Advertising prices // print

Size (part pages)	Format (section) trimming allowance per 3 mm on all pages		Format (type area)		Prices Euro
	width mm	height mm	width mm	height mm	
1/1	210	280	183	238	3,550
2/3	135	280	120	238	2,800
1/2 quer	210	140	183	120	2,200
1/3 hoch	70	280	56	238	2,000
1/3 hoch contents	70	280	56	238	2,100
Cover pages*	210	280	-	-	3,850
Job adverts					
1/1	210	280	183	238	2,500
1/2	210	140	183	120	1,500
Advertorial**(1/1)	210	280	183	238	4,000

Quantity discount	
6 pages	15 %
3 pages	10 %
Frequency discount	
6 pages	10 %
3 pages	5 %

* Please note that due to the adhesive binding 3-5 mm of advertisements are invisible - especially on the cover pages.

All prices are net of VAT.

Insert/loose inserts Price up to 25g: € 450 per 1,000 copies plus € 210 carriage; other weights on application Maximum size for inserts: 205 x 275 mm

2 | Circulation and subscriptions // print

Print run	4,500	Retail sales	31
Actual distribution (tvA)	4,199	Free copies + rotational mailing list	860
Copies sold	3,030	Distributed free	309
Subscription	2,999	Unsold, archive and reference copies	301

3 | Prices of Online Ad Formats per Month // online

Leaderboard	1046 x 90 pixels	1.370 €
Skyscraper	120 x 600 pixels	1.290 €
Wallpaper	Leaderboard + Skyscraper	2.315 €
Medium Rectangle	300 x 250 pixels	990 €

Quantity discount	
6 pages	15 %
3 pages	10 %

All prices are net of VAT.



4 | Contact