

Media data, sizes and rate card

Status: January 2022

Print and digital edition

Frequency of publication:

8 x per year

Double issues:

December/January, March/April, June/July,
August/September

Place of publication:

Bernried a.S.S./D

Place of printing:

Bad Wörishofen/D

Printing process:

4-colour, offset

Print document/artwork:

PDF file

Booking deadline:

6th of the previous month

Artwork deadline:

12th of the previous month

Magazine format:

210 x 297 mm (w x h)

Type area:

185 x 261 mm (B x H)

Placement:

non-binding, on the right if possible

Agency discount:

15 percent

Bound inserts/inserts:

on request

Discount for repeat ads:

on request

Banner advertising:

on request

Terms of payment:

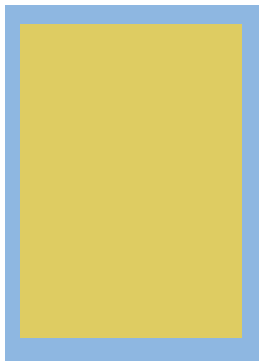
payable net within 30 days

Size	Formats, 4-colour (width x height in mm)		Prices in €
1/1	type area size 185 x 261	bleed size* 210 x 297	1420.–
3/4	185 x 195 137.5 x 261	210 x 214.5 150.5 x 297	1210.–
2/3	185 x 174 121.6 x 261	210 x 193.5 134.6 x 297	1110.–
1/2	185 x 127 90 x 261	210 x 146.5 103 x 297	910.–
3/8	90 x 195 137.5 x 127	103 x 214.5 150.5 x 146.5	740.–
1/3	185 x 85 58.3 x 261 121.6 x 127 90 x 170	210 x 104.5 71.3 x 297 134.6 x 146.5 103 x 189.5	670.–
1/4	42.5 x 261 185 x 62 90 x 127	55.5 x 297 210 x 81.5 103 x 146.5	540.–
1/6	90 x 85 58.3 x 127 121.6 x 62	103 x 104.5 71.3 x 146.5 134.6 x 81.5	390.–
1/8	42.5 x 127 90 x 62	55.5 x 146.5 103 x 81.5	290.–
1/12	58.3 x 62		240.–
U2, U3, U4	according to availability		1520.–

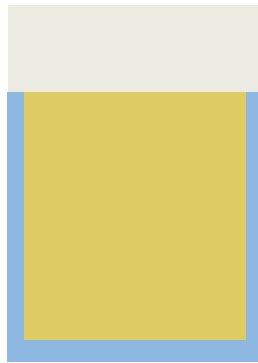
* Bleed format
= bleed size
+ 3 mm on each
(cutted) side

Advertisement formats

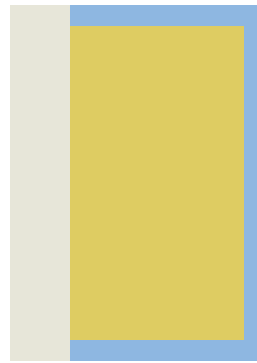
Status: January 2022



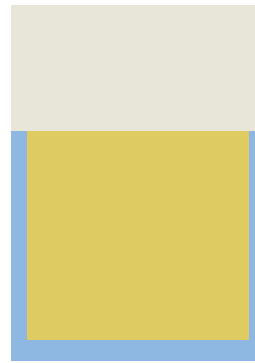
1/1 page
 € 1420.–
 type area
 185 × 261 mm
 bleed size
 210 × 297 mm



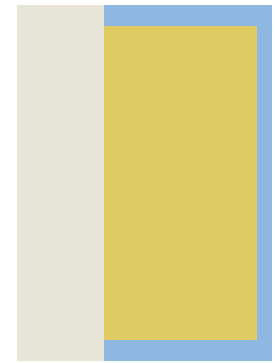
3/4 page
 € 1210.–
 type area
 185 × 195 mm
 bleed size
 210 × 214.5 mm



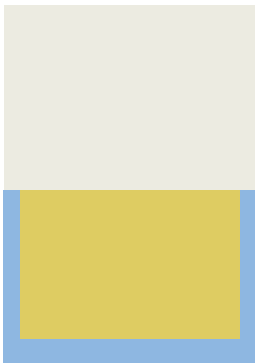
3/4 page upright
 € 1210.–
 type area
 137.5 × 261 mm
 bleed size
 150.5 × 297 mm



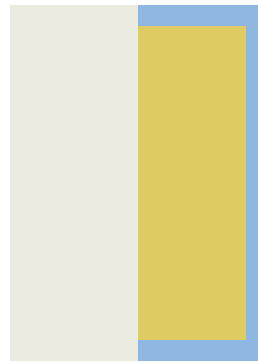
2/3 page
 € 1110.–
 type area
 185 × 174 mm
 bleed size
 210 × 193.5 mm



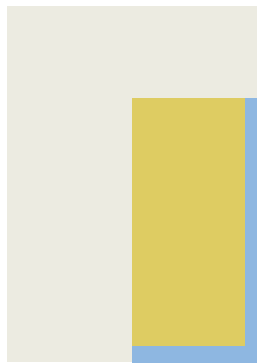
2/3 page upright
 € 1110.–
 type area
 121.6 × 261 mm
 bleed size
 134.6 × 297 mm



1/2 page horizontal
 € 910.–
 type area
 185 × 127 mm
 bleed size
 210 × 146.5 mm



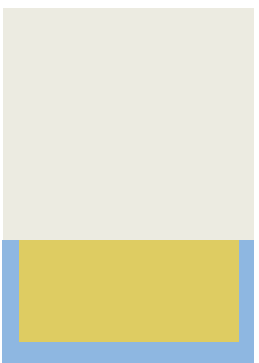
1/2 page upright
 € 910.–
 type area
 90 × 261 mm
 bleed size
 103 × 297 mm



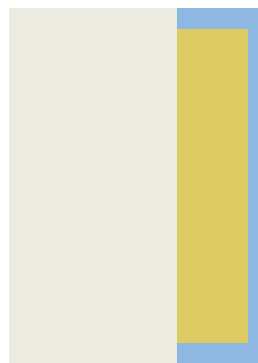
3/8 page upright
 € 740.–
 type area
 90 × 195 mm
 bleed size
 103 × 214.5 mm



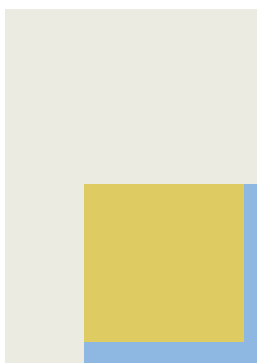
3/8 page
 € 740.–
 type area
 137.5 × 127 mm
 bleed size
 150.5 × 146.5 mm



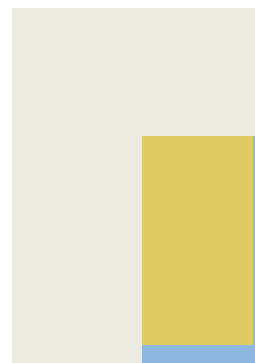
1/3 page horizontal
 € 670.–
 type area
 185 × 85 mm
 bleed size
 210 × 104.5 mm



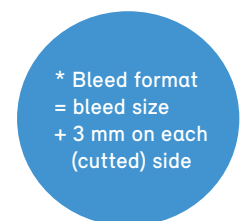
1/3 page stripe
 € 670.–
 type area
 58.3 × 261 mm
 bleed size
 71.3 × 297 mm



1/3 page
 € 670.–
 type area
 121.6 × 127 mm
 bleed size
 134.6 × 146.5 mm



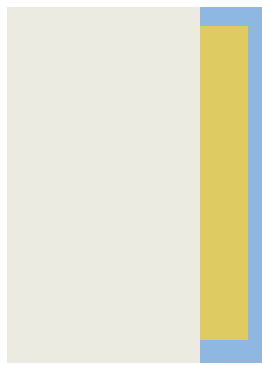
1/3 page upright
 € 670.–
 type area
 90 × 170 mm
 bleed size
 103 × 189.5 mm



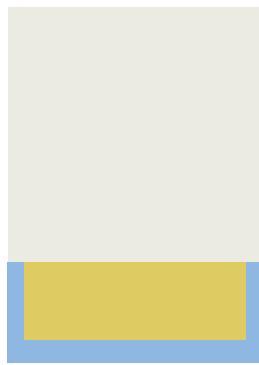
* Bleed format
 = bleed size
 + 3 mm on each
 (cutted) side

Advertisement formats

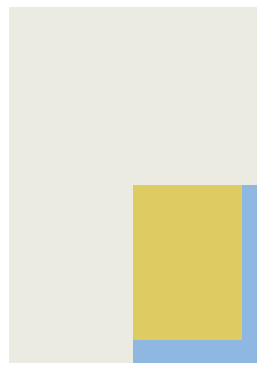
Status: January 2022



1/4 page stripe
 € 540.–
 type area
 42.5 × 261 mm
 bleed size
 55.5 × 297 mm



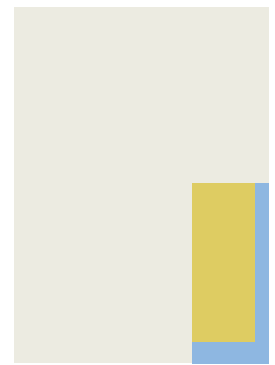
1/4 page horizontal
 € 540.–
 type area
 185 × 62 mm
 bleed size
 210 × 81.5 mm



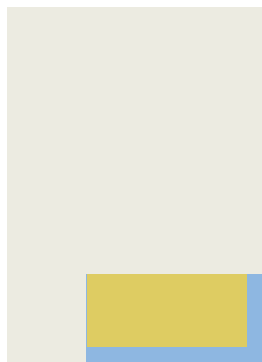
1/4 page upright
 € 540.–
 type area
 90 × 127 mm
 bleed size
 103 × 146.5 mm



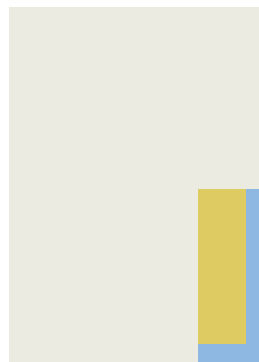
1/6 page
 € 390.–
 type area
 90 × 85 mm
 bleed size
 103 × 104.5 mm



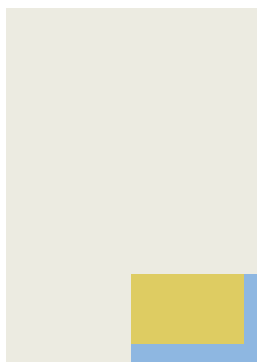
1/6 page upright
 € 390.–
 type area
 58.3 × 127 mm
 bleed size
 71.3 × 146.5 mm



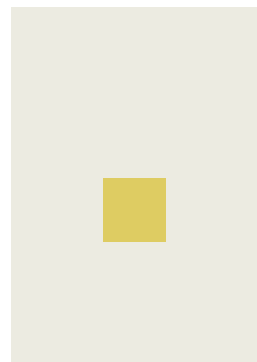
1/6 page horizontal
 € 390.–
 type area
 121.6 × 62 mm
 bleed size
 134.6 × 81.5 mm



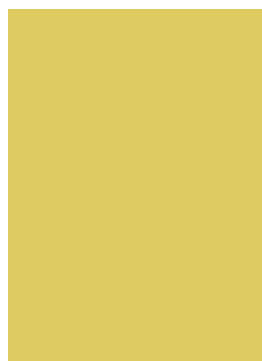
1/8 page upright
 € 290.–
 type area
 42.5 × 127 mm
 bleed size
 55.5 × 146.5 mm



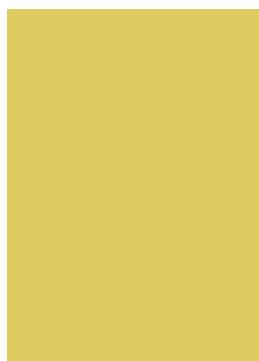
1/8 page
 € 290.–
 type area
 90 × 62 mm
 bleed size
 103 × 81.5 mm



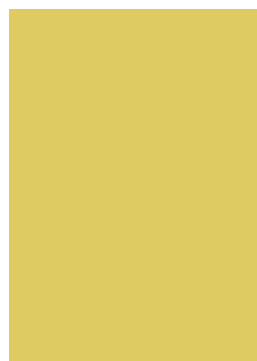
1/12 page stopper
 € 240.–
 type area
 58.3 × 62 mm



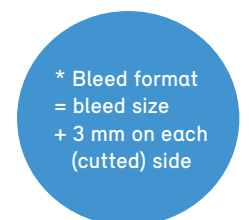
2nd cover page
 € 1580.–
 bleed size
 210 × 297 mm



3rd cover page
 € 1480.–
 bleed size
 210 × 297 mm



4th cover page
 € 1580.–
 bleed size
 210 × 297 mm



* Bleed format
 = bleed size
 + 3 mm on each
 (cutted) side