

Media data, sizes and rate card

Status: January 2023

Print and digital edition

Frequency of publication:

6 x per year

Date of publication:

January 31st, March 31st, May 31st, July 31st,
September 29th, November 30th

Issues:

2-3, 4-5, 6-7, 8-9, 10-11, 12-1

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 × 297 mm (w × h)

Type area:

185 × 261 mm (B × 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 × height in mm)

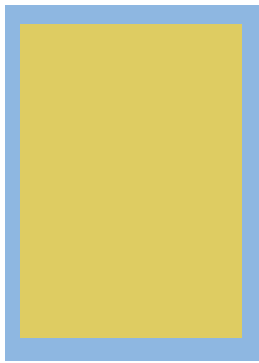
Prices in €

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

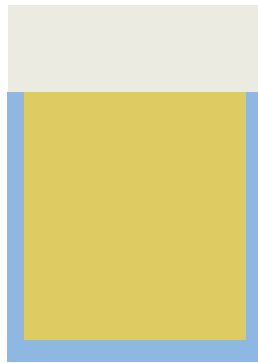
* Bleed format
= bleed size
+ 3 mm on each
(cutted) side

Advertisement formats

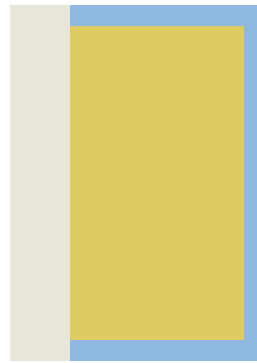
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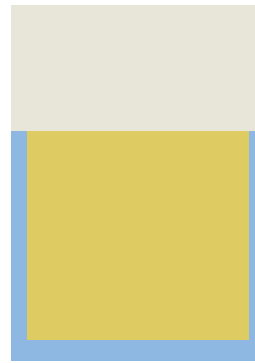
1/1 page
€ 1420.–
 type area
 185 × 261 mm
 bleed size
 210 × 297 mm



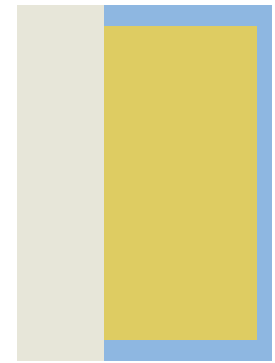
3/4 page
€ 1210.–
 type area
 185 × 195 mm
 bleed size
 210 × 214.5 mm



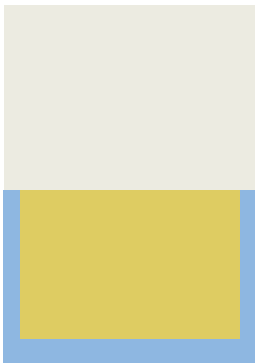
3/4 page upright
€ 1210.–
 type area
 137.5 × 261 mm
 bleed size
 150.5 × 297 mm



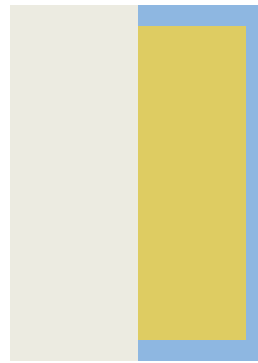
2/3 page
€ 1110.–
 type area
 185 × 174 mm
 bleed size
 210 × 193.5 mm



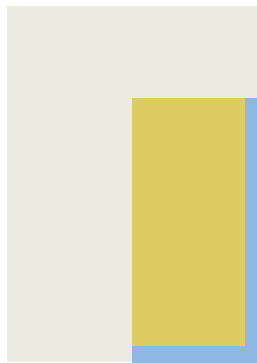
2/3 page upright
€ 1110.–
 type area
 121.6 × 261 mm
 bleed size
 134.6 × 297 mm



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



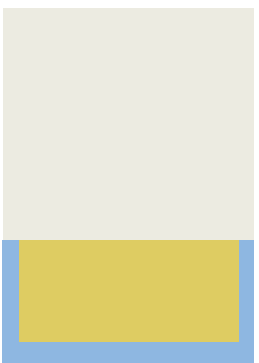
1/2 page upright
€ 910.–
 type area
 90 × 261 mm
 bleed size
 103 × 297 mm



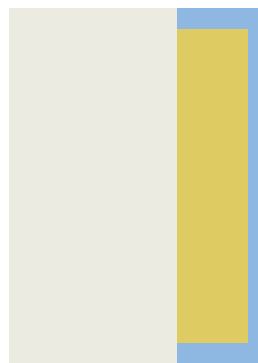
3/8 page upright
€ 740.–
 type area
 90 × 195 mm
 bleed size
 103 × 214.5 mm



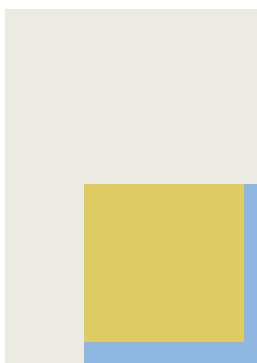
3/8 page
€ 740.–
 type area
 137.5 × 127 mm
 bleed size
 150.5 × 146.5 mm



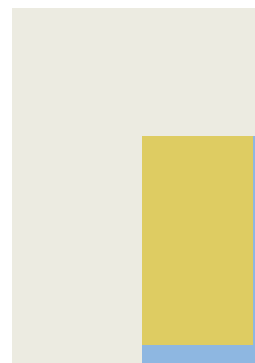
1/3 page horizontal
€ 670.–
 type area
 185 × 85 mm
 bleed size
 210 × 104.5 mm



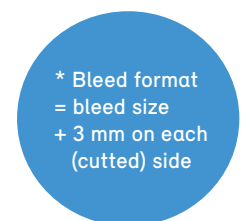
1/3 page stripe
€ 670.–
 type area
 58.3 × 261 mm
 bleed size
 71.3 × 297 mm



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



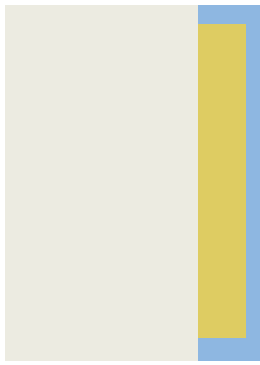
1/3 page upright
€ 670.–
 type area
 90 × 170 mm
 bleed size
 103 × 189.5 mm



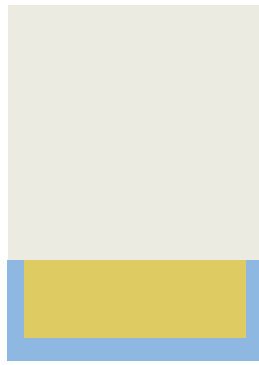
* Bleed format
 = bleed size
 + 3 mm on each
 (cutted) side

Advertisement formats

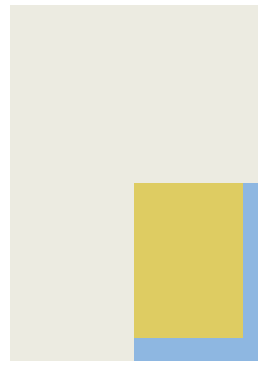
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1/4 page stripe
 € 540.–
 type area
 42.5 × 261 mm
 bleed size
 55.5 × 297 mm



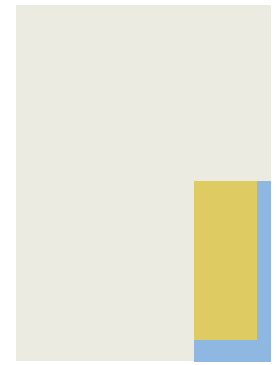
1/4 page horizontal
 € 540.–
 type area
 185 × 62 mm
 bleed size
 210 × 81.5 mm



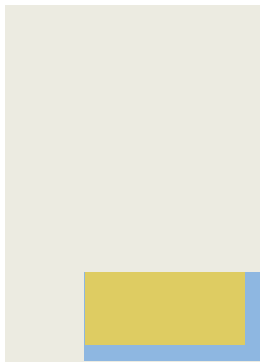
1/4 page upright
 € 540.–
 type area
 90 × 127 mm
 bleed size
 103 × 146.5 mm



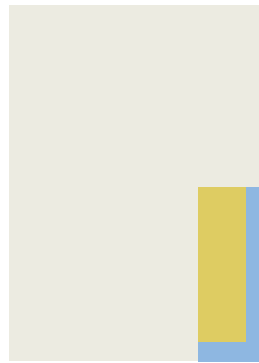
1/6 page
 € 390.–
 type area
 90 × 85 mm
 bleed size
 103 × 104.5 mm



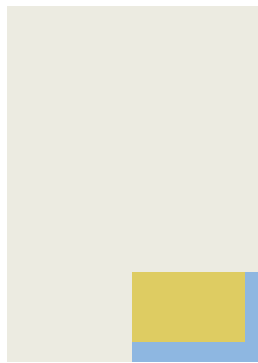
1/6 page upright
 € 390.–
 type area
 58.3 × 127 mm
 bleed size
 71.3 × 146.5 mm



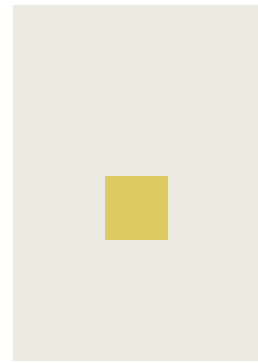
1/6 page horizontal
 € 390.–
 type area
 121.6 × 62 mm
 bleed size
 134.6 × 81.5 mm



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



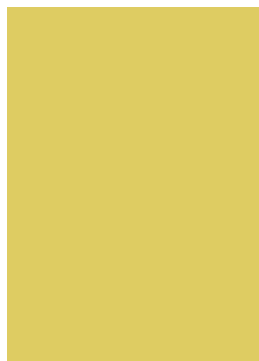
1/8 page
 € 290.–
 type area
 90 × 62 mm
 bleed size
 103 × 81.5 mm



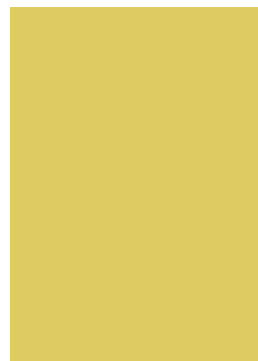
1/12 page stopper
 € 240.–
 type area
 58.3 × 62 mm



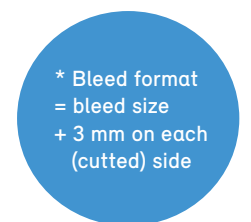
2nd cover page
 € 1580.–
 bleed size
 210 × 297 mm



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