

Ad sizes	non bleed size		bleed size		RATES IN EURO			
	width mm	height mm	width mm	height mm	black/white	2 colours	3 colours	4 colours
1/1 page	186	253	210	280	2.410,-	2.935,-	3.070,-	3.210,-
3/4 page vertical	138	253	152	280	1.830,-	2.205,-	2.330,-	2.460,-
horizontal	186	186	210	200				
2/3 page	186	164	210	178	1.645,-	1.995,-	2.090,-	2.190,-
1/2 page vertical	91	253	104	280	1.240,-	1.555,-	1.610,-	1.685,-
horizontal	186	125	210	139				
2x 1/2 page spread	392	125	420	139	2.475,-	3.105,-	3.220,-	3.365,-
1/3 page vertical	58	253	73	280	845,-	1.030,-	1.075,-	1.130,-
horizontal	186	82	210	96				
1/4 p. 2-columned	91	125			640,-	795,-	825,-	855,-
vertical	43	253	57	280				
horizontal	186	60	210	74				
4. backcover			210	280				3.390,-

■ minimum size: 1/4 page.

## MM-RATES

colour	black/white	2 colours	3 colours	4 colours
<b>price per mm</b>				
<b>editorial part</b>	2,70 EURO	3,30 EURO	3,45 EURO	3,55 EURO
<b>price per mm</b>				
<b>classified ad section</b>	2,25 EURO	2,70 EURO	2,85 EURO	3,00 EURO

*classified ads small or classified ads section: 4 columns per page, column width 43 mm/1-column, minimum size 10 mm 1-column.*

## DISCOUNTS

### for reservation within 12 months

frequency discount	page discount
3+ ads 3%	3+ pages 5%
6+ ads 5%	6+ pages 10%
9+ ads 10%	9+ pages 15%
12+ ads 15%	12+ pages 20%
18+ ad 20%	18+ pages 25%
24+ ads 25%	

agency commission: 15%

## INSERTS

### supplements

up to 25 Gr. ea. per 1.000 copies **85,00 EURO**

minimum circulation: 10.000 copies

### supplements tacked in center

4 pages up to 25 Gr. ea. per 1.000 **85,00 EURO**  
for more than 25 Gr. ea. please contact us

### ads on items

(Insertion subject to booking:  
1/1 page black/white minimum)

For example: glued postcards or envelopes:

postcard ea. per 1.000 **38,00 EURO**

envelopes up to DIN A6 ea. per 1.000 **48,50 EURO**

### general references

■ no discounts are granted for supplements,  
supplements tacked in center or ads on items

## DATES OF PUBLICATION AND DEADLINES

issue	date of publication	closing date standard ads	closing date classified ads	deadline data-delivery
1 January	15.12.2007	16.11.2006	21.11.2006	23.11.2006
2 February	19.01.2007	18.12.2006	18.12.2006	20.12.2006
3 March	16.02.2007	18.01.2007	23.01.2007	25.01.2007
4 April	23.03.2007	22.02.2007	27.02.2007	01.03.2007
5 May	20.04.2007	23.03.2007	26.03.2007	28.03.2007
6 June	18.05.2007	19.04.2007	23.04.2007	25.04.2007

issue	date of publication	closing date standard ads	closing date classified ads	deadline data-delivery
7 July	22.06.2007	24.05.2007	29.05.2007	31.05.2007
8 August	20.07.2007	21.06.2007	26.06.2007	28.06.2007
9 September	24.08.2007	26.07.2007	31.07.2007	02.08.2007
10 October	21.09.2007	23.08.2007	28.08.2007	30.08.2007
11 November	19.10.2007	20.09.2007	25.09.2007	27.09.2007
12 December	23.11.2007	25.10.2007	29.10.2007	31.10.2007

## OUR COMPANY

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**BIC** DRES DE FF 570

**VS/D**  
VOGT-SCHILD DEUTSCHLAND