

- 1 Circulation**  
Print run: 5791 copies  
Total circulation  
per annual average: 5694 copies
- 2 Format**  
DIN A4,  
210 x 297 mm trimmed  
216 x 305 mm untrimmed  
3 mm per bleed edge  
**Type area**  
184 mm width, 261 mm height  
4 single columns each 43 mm  
3 single columns each 58 mm
- 3 Printing material  
printing and binding method,**  
Offset, basic font "Petit", Lumbeck /  
adhesive binding; Printing material has  
to be delivered 1:1. **Please send your  
material in digital form.**  
Medium (offline): DVD/CD.  
Data transfer (online): e-mail/FTP
- 4 Deadlines**  
Frequency: monthly, 12 copies p.a.  
Issue date 15th of each month  
Copy deadline: Two weeks before  
publication
- 5 Publishing company**  
Patzner Verlag GmbH & Co. KG  
Address:  
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Alter Flughafen 15, 30179 Hannover  
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- 6 Payment terms**  
2 % discount, if payment is effected  
within 10 days, latest within 30 days. All  
rates without VAT.  
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BIC DEUTDE33XXX  
Postbank Berlin  
IBAN DE56 1001 0010 0025 5021 05  
BIC PBNKDE33100
- 7 Rates and formats**  
See table above, Rates without VAT
- 8 Additional fees (no discount applicable)**  
**8.1 Colour:** Euro scale according to DIN  
16539, calculation according to visual  
colour. Due to technical reasons, we reserve  
our right to adjust shades when printing  
according Euro scale.

## Rates and formats

All rates without VAT

| Price in €  |                                 | Text section |        |
|-------------|---------------------------------|--------------|--------|
| Format      | Width x Height in millimetre    | b/w          | 4c     |
| 1/1 Seite   | 184 x 261                       | 2994,-       | 5299,- |
| 1/1 Seite   | 2nd, 3rd cover, back cover      | 2994,-       | 5299,- |
| Junior Page | 137 x 195                       | 1721,-       | 3868,- |
| 3/4 Seite   | 184 x 195 / 137 x 261           | 2274,-       | 4631,- |
| 1/2 Seite   | 184 x 129 / 90 x 261            | 1534,-       | 3555,- |
| 3/8 Seite   | 184 x 96 / 90 x 195 / 137 x 129 | 1158,-       | 2842,- |
| 1/3 Seite   | 184 x 85 / 58 x 261             | 1031,-       | 2578,- |
| 5/16 Seite  | 184 x 80 / 90 x 162             | 968,-        | 2441,- |
| 1/4 Seite   | 184 x 63 / 90 x 129 / 43 x 261  | 777,-        | 2012,- |
| 7/32 Seite  | 90 x 113                        | 681,-        | 1658,- |
| 3/16 Seite  | 184 x 47 / 90 x 96              | 584,-        | 1439,- |
| 5/32 Seite  | 90 x 80                         | 488,-        | 1213,- |
| 1/8 Seite   | 184 x 30 / 90 x 63 / 43 x 129   | 391,-        | 982,-  |
| 3/32 Seite  | 90 x 47 / 43 x 96               | 293,-        | 746,-  |
| 5/64 Seite  | 43 x 80                         | 245,-        | 625,-  |
| 1/16 Seite  | 90 x 30 / 43 x 63               | 196,-        | 503,-  |
| 3/64 Seite  | 43 x 47                         | 147,-        | 379,-  |
| 1/32 Seite  | 90 x 14 / 43 x 30               | 98,-         | 254,-  |

| Price in € |                                 | Advertising section |        |
|------------|---------------------------------|---------------------|--------|
| Format     | Width x Height in millimetre    | b/w                 | 4c     |
| 1/1 Seite  | 184 x 261                       | 2396,-              | 4624,- |
| 3/4 Seite  | 184 x 195 / 137 x 261           | 1819,-              | 4066,- |
| 1/2 Seite  | 184 x 129 / 90 x 261            | 1228,-              | 3085,- |
| 3/8 Seite  | 184 x 96 / 90 x 195 / 137 x 129 | 927,-               | 2454,- |
| 1/3 Seite  | 184 x 85 / 58 x 261             | 825,-               | 2223,- |
| 5/16 Seite | 184 x 80 / 90 x 162             | 774,-               | 2104,- |
| 1/4 Seite  | 184 x 63 / 90 x 129 / 43 x 261  | 621,-               | 1730,- |
| 7/32 Seite | 90 x 113                        | 545,-               | 1432,- |
| 3/16 Seite | 184 x 47 / 90 x 96              | 468,-               | 1241,- |
| 5/32 Seite | 90 x 80                         | 390,-               | 1046,- |
| 1/8 Seite  | 184 x 30 / 90 x 63 / 43 x 129   | 313,-               | 846,-  |
| 3/32 Seite | 90 x 47 / 43 x 96               | 235,-               | 642,-  |
| 5/64 Seite | 43 x 80                         | 196,-               | 538,-  |
| 1/16 Seite | 90 x 30 / 43 x 63               | 157,-               | 432,-  |
| 3/64 Seite | 43 x 47                         | 118,-               | 326,-  |
| 1/32 Seite | 90 x 14 / 43 x 30               | 79,-                | 219,-  |

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- 8.2 Placement:**  
Insertions with specific placement  
instructions will be added a 25 %  
surcharge.
- 8.3 Formats:**  
Insertion above trim 10%  
Insertion above type area 10%  
Insertions with bleed 10%  
Add 3 mm to bleed edge. Additional fee  
will be charged for single bleed.
- 9 Classifieds**  
Pricing see Advertising section  
cipher fee 11,- €  
Discount for Job search 25%
- 10 Special advertisement**  
Premium Position on Cover,  
Island ads, Print runs / special prints.  
Rates on request
- 11 Discounts:**  
Advertisement booked within one year

| Series        | discount |
|---------------|----------|
| 3 Insertions  | 5 %      |
| 6 Insertions  | 10 %     |
| 12 Insertions | 15 %     |

Additional fees for colour, placement  
and format are not discountable

- 12 Combinations**  
Crossmedia - Packages on request
- 13 Bound inserts**  
Rates excluding VAT. Delivery untrimmed  
in minimum size 216 x 305 mm.  
2-page € 2396,-  
4-page € 4792,-
- 14 Loose inserts**  
Rates excluding VAT.  
Loose inserted, with a max. size of  
205 x 290 mm.  
Rates of insert (per 1.000 copies) are  
charged according to weight  
Up to 15 g .....€ 144,-  
Up to 30 g .....€ 281,-  
Above 30 g .....on request
- 15 Tip-ons**  
Rates see pos. 14 plus additional fees for  
technical costs (sticking costs). Postcards,  
brochures and reference patterns on  
request after sending a specimen.
- 16 Shipping-Address for tip-ons,  
bound and loose inserts**  
Patzner Verlag GmbH & CO. KG  
Alter Flughafen 15, 30179 Hannover  
Please note when delivering:  
Copies according circulation plus 5 %