

- 1 **Circulation**  
Print run: 5491 copies  
Total circulation  
per annual average: 5414 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:  
Koenigsallee 65, 14193 Berlin  
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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Deutsche Bank Berlin  
IBAN DE55 1007 0000 0122 8287 00  
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	3100,-	5487,-
1/1 Seite	2nd, 3rd cover, back cover	3100,-	5487,-
Junior Page	137 x 195	1787,-	4005,-
3/4 Seite	184 x 195 / 137 x 261	2354,-	4795,-
1/2 Seite	184 x 129 / 90 x 261	1589,-	3681,-
3/8 Seite	184 x 96 / 90 x 195 / 137 x 129	1199,-	2943,-
1/3 Seite	184 x 85 / 58 x 261	1068,-	2669,-
5/16 Seite	184 x 80 / 90 x 162	1002,-	2528,-
1/4 Seite	184 x 63 / 90 x 129 / 43 x 261	804,-	2083,-
7/32 Seite	90 x 113	705,-	1717,-
3/16 Seite	184 x 47 / 90 x 96	605,-	1489,-
5/32 Seite	90 x 80	505,-	1256,-
1/8 Seite	184 x 30 / 90 x 63 / 43 x 129	404,-	1017,-
3/32 Seite	90 x 47 / 43 x 96	304,-	772,-
5/64 Seite	43 x 80	253,-	647,-
1/16 Seite	90 x 30 / 43 x 63	203,-	521,-
3/64 Seite	43 x 47	152,-	393,-
1/32 Seite	90 x 14 / 43 x 30	102,-	263,-

Price in €		Advertising section	
Format	Width x Height in millimetre	b/w	4c
1/1 Seite	184 x 261	2481,-	4788,-
3/4 Seite	184 x 195 / 137 x 261	1884,-	4210,-
1/2 Seite	184 x 129 / 90 x 261	1272,-	3194,-
3/8 Seite	184 x 96 / 90 x 195 / 137 x 129	959,-	2541,-
1/3 Seite	184 x 85 / 58 x 261	855,-	2302,-
5/16 Seite	184 x 80 / 90 x 162	802,-	2178,-
1/4 Seite	184 x 63 / 90 x 129 / 43 x 261	644,-	1791,-
7/32 Seite	90 x 113	564,-	1482,-
3/16 Seite	184 x 47 / 90 x 96	484,-	1285,-
5/32 Seite	90 x 80	404,-	1083,-
1/8 Seite	184 x 30 / 90 x 63 / 43 x 129	324,-	876,-
3/32 Seite	90 x 47 / 43 x 96	243,-	664,-
5/64 Seite	43 x 80	203,-	557,-
1/16 Seite	90 x 30 / 43 x 63	162,-	448,-
3/64 Seite	43 x 47	122,-	338,-
1/32 Seite	90 x 14 / 43 x 30	81,-	226,-

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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
- 12 **Combinations**  
Crossmedia - Packages on request
- 13 **Bound inserts**  
Rates excluding VAT. Delivery untrimmed  
in minimum size 216 x 305 mm.  
Up to 15 g .....€ 1274,-  
Up to 30 g .....€ 2021,-  
Above 30 g .....on request
- 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 .....€ 146,-  
Up to 30 g .....€ 287,-  
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 %

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

Additional fees for colour, placement  
and format are not discountable