

- 1 Circulation**
Print run: 5556 copies
Total circulation
per annual average: 5480 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
Postal address:
PO. BOX 33 04 55, 14174 Berlin
PO. BOX 110151, 30099 Hannover
Phone: +49 (0)30 89 59 03 -0
Fax: +49 (0)30 89 59 03 -17
E-mail: info@patznerverlag.de
Internet: www.patznerverlag.de

- Editorial department:**
Christian Münter, phone: +49(0)30 89 59 03-60
Ines Lauzat, phone: +49(0)30 89 59 03-61
Hendrik Behnisch, phone: +49(0)30 89 59 03-62
E-mail: redaktion.neuelandschaft@patznerverlag.de
- Advertisement department:**
Alexandra Kasper, phone: +49 (0)30 89 59 03-30
Frank Blümel, phone: +49(0)30 89 59 03-31
E-mail: anzeigen@patznerverlag.de

- 6 Payment terms**
2 % discount, if payment is effected
within 10 days, latest within 30 days.
All rates without VAT.
ID-No. DE 136665918
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 – Examples – Additional formats on request

All rates without VAT

Price in €		Text section	
Format	Width x Height in millimetre	b/w	4c
1/1 Seite	184 x 261	3256,-	5763,-
1/1 Seite	2nd, 3rd cover, back cover	3256,-	5763,-
Junior Page	137 x 195	1872,-	4207,-
3/4 Seite	184 x 195 / 137 x 261	2473,-	5073,-
1/2 Seite	184 x 129 / 90 x 261	1669,-	3867,-
1/3 Seite	184 x 85 / 58 x 261	1122,-	2804,-
1/4 Seite	184 x 63 / 90 x 129 / 43 x 261	845,-	2188,-
1/8 Seite	184 x 30 / 90 x 63 / 43 x 129	425,-	1068,-
1/16 Seite	90 x 30 / 43 x 63	213,-	547,-
1/32 Seite	90 x 14 / 43 x 30	107,-	277,-
Front Cover		-	4050,-

Price in €		Advertising section	
Format	Width x Height in millimetre	b/w	4c
1/1 Seite	184 x 261	2606,-	5030,-
3/4 Seite	184 x 195	1974,-	4422,-
1/2 Seite	184 x 129 / 90 x 261	1336,-	3355,-
1/4 Seite	184 x 63 / 90 x 129	676,-	1881,-
7/32 Seite	90 x 113	592,-	1557,-
3/16 Seite	184 x 47 / 90 x 96	508,-	1350,-
5/32 Seite	90 x 80	424,-	1138,-
1/8 Seite	184 x 30 / 90 x 63	340,-	920,-
3/32 Seite	90 x 47	255,-	698,-
1/16 Seite	90 x 30 / 43 x 63	171,-	470,-

For our General Terms and Conditions please visit www.patznerverlag.de

- 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.
Up to 15 g€ 1305,-
Up to 30 g€ 2075,-
Above 30 gon 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€ 151,-
Up to 30 g€ 299,-
Above 30 gon 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 %