

- 1 Circulation**  
Print run: 5200 copies  
Total circulation  
per annual average: 5120 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**  
Patzerverlag GmbH & Co. KG  
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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	3054,-	5406,-
1/1 Seite	2nd, 3rd cover, back cover	3054,-	5406,-
Junior Page	137 x 195	1755,-	3946,-
3/4 Seite	184 x 195 / 137 x 261	2319,-	4724,-
1/2 Seite	184 x 129 / 90 x 261	1565,-	3627,-
3/8 Seite	184 x 96 / 90 x 195 / 137 x 129	1181,-	2899,-
1/3 Seite	184 x 85 / 58 x 261	1052,-	2630,-
5/16 Seite	184 x 80 / 90 x 162	987,-	2490,-
1/4 Seite	184 x 63 / 90 x 129 / 43 x 261	792,-	2052,-
7/32 Seite	90 x 113	694,-	1691,-
3/16 Seite	184 x 47 / 90 x 96	596,-	1467,-
5/32 Seite	90 x 80	497,-	1238,-
1/8 Seite	184 x 30 / 90 x 63 / 43 x 129	398,-	1002,-
3/32 Seite	90 x 47 / 43 x 96	299,-	761,-
5/64 Seite	43 x 80	250,-	637,-
1/16 Seite	90 x 30 / 43 x 63	200,-	513,-
3/64 Seite	43 x 47	150,-	387,-
1/32 Seite	90 x 14 / 43 x 30	100,-	259,-

Price in €		Advertising section	
Format	Width x Height in millimetre	b/w	4c
1/1 Seite	184 x 261	2444,-	4717,-
3/4 Seite	184 x 195 / 137 x 261	1586,-	4147,-
1/2 Seite	184 x 129 / 90 x 261	1253,-	3147,-
3/8 Seite	184 x 96 / 90 x 195 / 137 x 129	945,-	2503,-
1/3 Seite	184 x 85 / 58 x 261	842,-	2267,-
5/16 Seite	184 x 80 / 90 x 162	790,-	2146,-
1/4 Seite	184 x 63 / 90 x 129 / 43 x 261	634,-	1764,-
7/32 Seite	90 x 113	556,-	1460,-
3/16 Seite	184 x 47 / 90 x 96	477,-	1266,-
5/32 Seite	90 x 80	398,-	1067,-
1/8 Seite	184 x 30 / 90 x 63 / 43 x 129	319,-	863,-
3/32 Seite	90 x 47 / 43 x 96	240,-	654,-
5/64 Seite	43 x 80	200,-	548,-
1/16 Seite	90 x 30 / 43 x 63	160,-	441,-
3/64 Seite	43 x 47	120,-	333,-
1/32 Seite	90 x 14 / 43 x 30	80,-	223,-

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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.  
Up to 15 g ..... € 1269,-  
Up to 30 g ..... € 2005,-  
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 ..... € 145,-  
Up to 30 g ..... € 284,-  
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**  
Patzerverlag GmbH & CO. KG  
Alter Flughafen 15, 30179 Hannover  
Please note when delivering:  
Copies according circulation plus 5 %