

1 Circulation
 Print run: 2183 copies
 Total circulation
 per annual average: 2096 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
 Patzer 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.
 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

All rates without VAT

Price in €		Text section	
Format	Width x Height in millimetre	b/w	4c
1/1 Seite	184 x 261	2851,-	5046,-
Junior Page	137 x 195	1639,-	3719,-
3/4 Seite	184 x 195 / 137 x 261	2165,-	4437,-
1/2 Seite	184 x 129 / 90 x 261	1461,-	3528,-
3/8 Seite	184 x 96 / 90 x 195 / 137 x 129	1103,-	2840,-
1/3 Seite	184 x 85 / 58 x 261	982,-	2582,-
5/16 Seite	184 x 80 / 90 x 162	922,-	2447,-
1/4 Seite	184 x 63 / 90 x 129 / 43 x 261	739,-	2022,-
7/32 Seite	90 x 113	648,-	1676,-
3/16 Seite	184 x 47 / 90 x 96	556,-	1457,-
5/32 Seite	90 x 80	464,-	1231,-
1/8 Seite	184 x 30 / 90 x 63 / 43 x 129	372,-	998,-
7/64 Seite	43 x 113	326,-	879,-
3/32 Seite	90 x 47 / 43 x 96	279,-	758,-
5/64 Seite	43 x 80	233,-	636,-
1/16 Seite	90 x 30 / 43 x 63	187,-	512,-
3/64 Seite	43 x 47	140,-	387,-
1/32 Seite	90 x 14 / 43 x 30	93,-	259,-

Price in €		Advertising section	
Format	Width x Height in millimetre	b/w	4c
1/1 Seite	184 x 261	2331,-	4499,-
3/4 Seite	184 x 195 / 137 x 261	1770,-	3977,-
1/2 Seite	184 x 129 / 90 x 261	1195,-	3118,-
3/8 Seite	184 x 96 / 90 x 195 / 137 x 129	901,-	2497,-
1/3 Seite	184 x 85 / 58 x 261	803,-	2266,-
5/16 Seite	184 x 80 / 90 x 162	753,-	2147,-
1/4 Seite	184 x 63 / 90 x 129 / 43 x 261	605,-	1770,-
7/32 Seite	90 x 113	570,-	1452,-
3/16 Seite	184 x 47 / 90 x 96	455,-	1261,-
5/32 Seite	90 x 80	380,-	1064,-
1/8 Seite	184 x 30 / 90 x 63 / 43 x 129	304,-	861,-
7/64 Seite	43 x 113	266,-	758,-
3/32 Seite	90 x 47 / 43 x 96	228,-	654,-
5/64 Seite	43 x 80	191,-	548,-
1/16 Seite	90 x 30 / 43 x 63	153,-	441,-
3/64 Seite	43 x 47	114,-	333,-
1/32 Seite	90 x 14 / 43 x 30	76,-	223,-

For our General Terms and Conditions please visit www.patzerverlag.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,- €

10 Special advertisement
 Print runs / special prints 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€ 821,-
 Up to 30 g€ 1131,-
 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€ 146,-
 Up to 30 g€ 287,-
 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
 Patzer Verlag GmbH & CO. KG
 Alter Flughafen 15, 30179 Hannover
 Please note when delivering:
 Copies according circulation plus 5 %