

1 Circulation
 Print run: 2350 copies
 Total circulation per annual average: 2267 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
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 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 – 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	2879,-	5096,-
Junior Page	137 x 195	1655,-	3755,-
3/4 Seite	184 x 195 / 137 x 261	2186,-	4480,-
1/2 Seite	184 x 129 / 90 x 261	1475,-	3563,-
1/3 Seite	184 x 85 / 58 x 261	992,-	2607,-
1/4 Seite	184 x 63 / 90 x 129 / 43 x 261	747,-	2042,-
1/8 Seite	184 x 30 / 90 x 63 / 43 x 129	376,-	1008,-
7/64 Seite	43 x 113	329,-	888,-
1/16 Seite	90 x 30 / 43 x 63	188,-	517,-
1/32 Seite	90 x 14 / 43 x 30	94,-	262,-

Price in €		Advertising section	
Format	Width x Height in millimetre	b/w	4c
1/1 Seite	184 x 261	2354,-	4543,-
3/4 Seite	184 x 195	1788,-	4017,-
1/2 Seite	184 x 129 / 90 x 261	1206,-	3148,-
1/4 Seite	184 x 63 / 90 x 129 / 43 x 261	611,-	1788,-
7/32 Seite	90 x 113	535,-	1467,-
3/16 Seite	184 x 47 / 90 x 96	459,-	1273,-
5/32 Seite	90 x 80	383,-	1074,-
1/8 Seite	184 x 30 / 90 x 63	307,-	870,-
7/64 Seite	43 x 113	269,-	766,-
3/32 Seite	90 x 47	231,-	660,-
1/16 Seite	90 x 30 / 43 x 63	154,-	446,-

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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,- €

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€ 823,-
 Up to 30 g€ 1138,-
 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€ 147,-
 Up to 30 g€ 290,-
 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 %