

**1 Circulation**  
 Print run: 2500 copies  
 Total circulation per annual average: 2419 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  
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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  
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 BIC DEUTDE33XXX  
 Postbank Berlin  
 IBAN DE56 1001 0010 0025 5021 05  
 BIC PBNKDE33XXX

**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	2994,-	5299,-
Junior Page	137 x 195	1721,-	3905,-
3/4 Seite	184 x 195 / 137 x 261	2274,-	4659,-
1/2 Seite	184 x 129 / 90 x 261	1534,-	3705,-
1/3 Seite	184 x 85 / 58 x 261	1031,-	2711,-
1/4 Seite	184 x 63 / 90 x 129 / 43 x 261	777,-	2124,-
1/8 Seite	184 x 30 / 90 x 63 / 43 x 129	391,-	1048,-
7/64 Seite	43 x 113	342,-	923,-
1/16 Seite	90 x 30 / 43 x 63	196,-	538,-
1/32 Seite	90 x 14 / 43 x 30	98,-	273,-

Price in €		Advertising section	
Format	Width x Height in millimetre	b/w	4c
1/1 Seite	184 x 261	2449,-	4727,-
3/4 Seite	184 x 195	1860,-	4179,-
1/2 Seite	184 x 129 / 90 x 261	1255,-	3276,-
1/4 Seite	184 x 63 / 90 x 129 / 43 x 261	635,-	1860,-
7/32 Seite	90 x 113	557,-	1526,-
3/16 Seite	184 x 47 / 90 x 96	478,-	1324,-
5/32 Seite	90 x 80	399,-	1117,-
1/8 Seite	184 x 30 / 90 x 63	320,-	905,-
7/64 Seite	43 x 113	280,-	797,-
3/32 Seite	90 x 47	240,-	687,-
1/16 Seite	90 x 30 / 43 x 63	160,-	463,-

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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 .....€ 867,-  
 Up to 30 g .....€ 1208,-  
 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 .....€ 151,-  
 Up to 30 g .....€ 299,-  
 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**  
 Patzer Verlag GmbH & CO. KG  
 Alter Flughafen 15, 30179 Hannover  
 Please note when delivering:  
 Copies according circulation plus 5 %