ADVERTISING RATES

2020

December 2019
PRICES AND PLACEMENTS

PUBLISHING DATES 2020
FINE 1 | 2020  14. March  material deadline 12. February
FINE 3 | 2020  19. September material deadline 19. August
FINE 4 | 2020  05. December material deadline 4. November

KEY DATA
Print run  20,000 copies
Pages  148/164 pages
Price per copy  € 15,– (D) | € 16,90 (A) | € 18,50 (IT) | CHF 30,– (CH)

ADVERTISING RATES
Opening-flight 2/1 (inside front cover + 3rd page, 4/5, 6/7, 8/9)  € 16.500,–
single (1/1)/double page (2/1) inside the magazine  € 7.900,–/15.500,–
Closing-flight 2/1 (pages 145/146, 147/inside back cover)  € 16.000,–
Back cover (single page)  € 8.700,–

SCALE OF DISCOUNTS
2 insertions  5 %
4 insertions  10 %
8 insertions  15 %

All prices listed are net excluding the current statutory VAT.
FORMAT & PRINTING

ADVERTISEMENT FORMATS

2/1 double page 480 × 287 mm*

1/1 page 230 × 287 mm

MAGAZINE FORMAT

Magazine format: 245 × 297 mm, 148/164 pages
Ad-formats: 2/1 page 480 × 287 mm
1/1 page 230 × 287 mm
Print profile: PSO Coated v3
Screen ruling: 80 lines/cm
Printing: Offset 4c (Euroscale)
+ dispersing varnish
Cover: 250g/m² WFC Bilderdruck matt
Content: 135g/m² WFC Bilderdruck matt
Binding: adhesive binding

REPRODUCTION MATERIAL

Print-PDF (PDF/X-4) corresponding to the following output intent PSO Coated V3 (Fogra51). Included images should have a resolution of at least 300 dpi. Images and graphics must be CMYK. Submission on digital data carrier by mail together with a color-binding proof. The customer is responsible for any corrections, errors and omissions or missing data. The publisher will not send a proof.

PROOF

A colourproof corresponding to the output intent PSO Coated V3 has to be included and should contain an UGRA/FOGRA media wedge. The publisher will not send a proof.

CONTACT

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