

Publishing house:

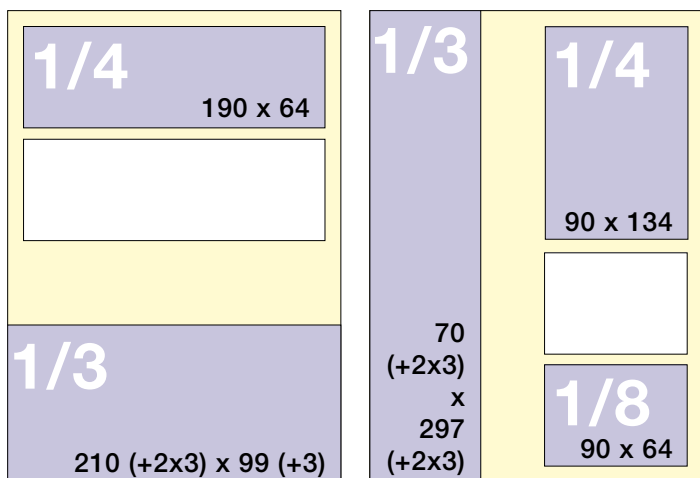
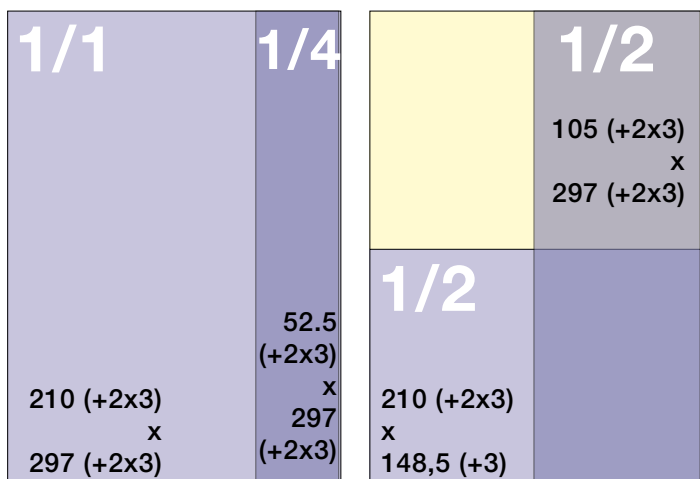
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INTERNATIONAL

ADVERTISEMENT PRICES

valid from July 1st 2010

Measurements



Total circulation

German-Edition: approx. 16'132

Potential readership

German-Edition: approx. 5.5 Mio.

Frequency of publication

Bi-monthly since 1988

Price, Europe

€

Individual issue	6.90
1 year subscription (incl. postage)	44.—

Price, outside Europe

US\$

Individual issue	7.—
1 year subscription (incl. postage)	100.—

Ad

CHF

1/8 page	995.—
1/4 page (portrait/landscape)	2'330.—
1/3 page (portrait/landscape)	2'990.—
1/2 page (portrait/landscape)	4'440.—
Full page	7'990.—
3 rd Cover page	9'580.—
Double page	15'960.—
Cover pages 2&3	10990.—
1 st Cover page	22'360.—
Cover page package 1,2,3	26'980.—
Back cover page	29'900.—

Inserts

CHF

Up to 20 g (only Studio Ed.)	4'780.—
Above 20 g (only Studio Ed.)	Price on request

Frequency discounts

12 ads / inserts	25%
6 ads / inserts	15%
4 ads / inserts	10%
3 ads / inserts	5%
2 ads / inserts	2%

Other discounts*

TBD

Commissions

Recognised agencies receive	10%
agent commission on the net invoice amount (*o.D. 7,5%)	

Terms

Pre-payment only (via the bank accounts detailed below or by credit card: Visa, Eurocard, Mastercard)

Bank account details

CH: UBS AG, CH-6600 Locarno
 CHF IBAN CH51 0024 6246 3361 7408 P
 EUR IBAN CH70 0024 6246 3361 7460 C

D: Postbank Karlsruhe, D-76127 Karlsruhe
 IBAN DE19 6601 0075 0607 2037 56 BIC PBNKDEFF

Printing specifications

Copy: digital files only (CD-R/CD-RW/DVD, USB Stick)
 E-mail (up to 100 MB) oor, via you ftp server

Format: if trimmed: 3mm bleeds all around, separate A3 into 2 x A4. PDF: only data to be printed (no register or crop marks). Supply fonts for other formats

Colours: 4-colour (cmyk), no Pantone colours