

Publishing house:

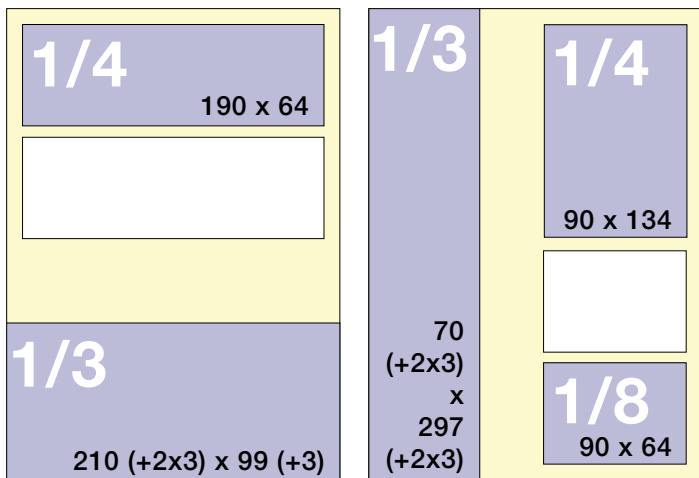
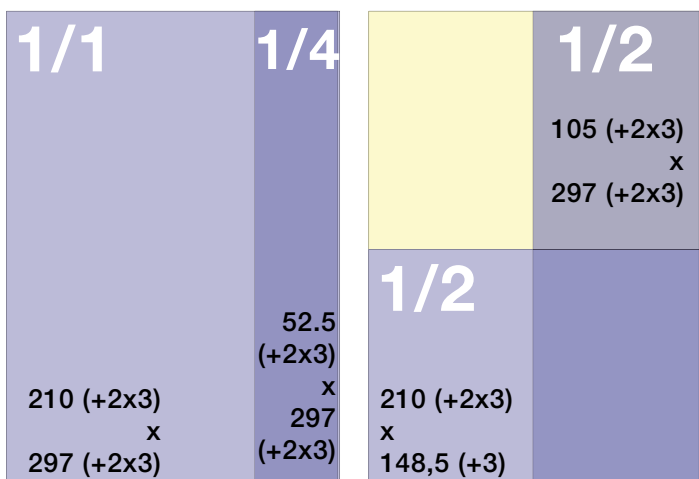
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**INTERNATIONAL**

**ADVERTISEMENT PRICES**

valid from September 1<sup>st</sup> 2010

**Measurements**



Ad	€
1/8 page	690.—
1/4 page (portrait/landscape)	1460.—
1/3 page (portrait/landscape)	1890.—
1/2 page (portrait/landscape)	2780.—
Full page	4990.—
3 <sup>rd</sup> Cover page	5980.—
Double page	9980.—
Cover pages 2&3	10990.—
1 <sup>st</sup> Cover page	13980.—
Cover page package 1,2,3	16980.—
Back cover page	18890.—

Inserts	€
Up to 20 g (only Studio Ed.)	2990.—
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
Pre-payment 1x = 3%, 6x = 10%, 12x = 15%

Commissions
Recognised agencies receive 10%

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

Bank account details
<b>CH: UBS AG, CH-6600 Locarno</b>
CHF IBAN CH51 0024 6246 3361 7408 P
EUR IBAN CH70 0024 6246 3361 7460 C

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

Printing specifications
<b>Copy:</b> digital files only (CD-R/CD-RW/DVD, USB Stick) E-mail (up to 100 MB) oor, via you ftp server
<b>Format:</b> 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
<b>Colours:</b> 4-colour (cmyk), no Pantone colours

**Total circulation**

German-Austria-Swiss Edition: approx. 14'052

**Potential readership**

German-Austria-Swiss Edition: approx. 5.5 Mio.

**Frequency of publication**

Bi-monthly since 1988 only in German language

**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.—