

# ADVERTISING FORMATS AND PRICES



## Advertising Prices

	C2 Deutschland / C2 Europe / C2 Asia	C2 International
1/1 page	€ 3990	€ 1995
1/2 junior page	€ 2650	€ 1325
1/2 page horiz / vert	€ 2350	€ 1175
1/3 page horiz / vert	€ 1650	€ 825
1/4 page horiz / vert / 2 col.	€ 1320	€ 660

## Discounts

For purchase within 12 months (insertion year), discounts will be given according to the following frequency rate. Combination within the C2 Magazine Group (C2 Deutschland, C2 Europe, C2 International and C2 Asia) possible.

3 adverts	5%
6 adverts	10%
12 adverts	15%
22 adverts	20%

All charges are discountable with the exception of technical fees and postal charges.

All prices subject to current VAT rates.

## Surcharges

### Placement:

Inside cover or back cover	€ 4500
C2 International	€ 2250

## Special forms of advertising: Bound inserts, inserts, stick-ons

Bound inserts	Formats (width x height)	Prices
	2 sheets (=4 pages) 420 x 297mm	€ 5700
	3 sheets (=6 pages) 616 x 297mm	€ 6780
	4 sheets (=8 pages) 812 x 297mm	€ 7700

Loose inserts	Formats (width x height)
	Maximum 205 x 290mm
	Minimum paper thickness 70g/m <sup>2</sup>

### Prices

up to 25g	€ 4950
up to 50g	€ 5850

Ad specials and additional eye-catching advertising options are available on request.