

ADVERTISING FORMATS AND PRICES



Advertising Prices (in euros, 4-colour ad)

FORMATS	ADVERTISING PRICES	ADVERTISING PRICES
	C2 Deutschland C2 Europe C2 Asia	C2 International
1/1 page	€ 4350	€ 2175
1/2 junior page	€ 2890	€ 1445
1/2 page horiz / vert	€ 2550	€ 1275
1/3 page horiz / vert	€ 1850	€ 925
1/4 page horiz / vert / 2 col.	€ 1490	€ 745
Inside cover or back cover	€ 4500	€ 2250

All prices subject to current VAT rates.

EXTRA CHARGES

GUARANTEED POSITION 10%

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.

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

Print + E-Paper:

Your cross-media recipe for success!

- The E-Paper is already available one day before the print release date
- Your advertisement is linked
- Increased coverage and new user groups
- Continuously increasing E-Paper access numbers thanks to changing user behaviour
- Share or send the E-Paper link to your own audience or networks.

BOUND INSERTS

Bound inserts must be delivered untrimmed, multi-sheet bound inserts must be delivered folded. The front of the bound-in insert must be marked.

4 SHEETS	€ 5700
8 SHEETS	€ 7700

LOOSE INSERTS

Inserts are loose printed matter enclosed with the magazine. Formats: max. 205mm wide, 290mm high.

UP TO 25G	€ 4950
UP TO 50G	€ 5850

Delivery addresses for inserts see page 23.