

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 | € 4190 | € 2095 |
| 1/2 junior page | € 2750 | € 1375 |
| 1/2 page horiz / vert | € 2450 | € 1225 |
| 1/3 page horiz / vert | € 1750 | € 875 |
| 1/4 page horiz / vert / 2 col. | € 1420 | € 710 |
| Inside cover or back cover | € 4500 | € 2250 |

All prices subject to current VAT rates.

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 with 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 |

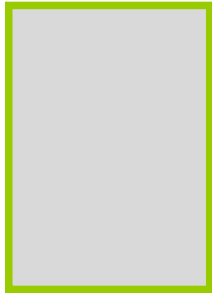
LOOSE INSERTS

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

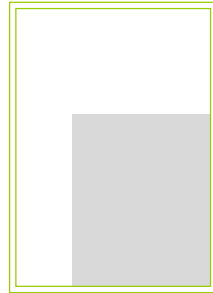
| | |
|-----------|--------|
| UP TO 25G | € 4950 |
| UP TO 50G | € 5850 |

Delivery addresses for inserts see page 23.

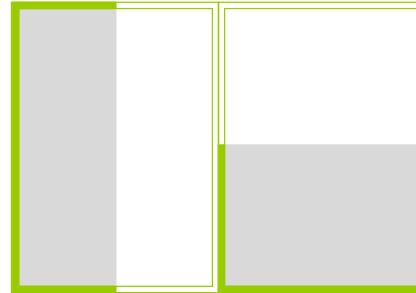
ADVERTISING FORMATS



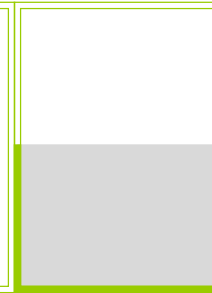
1/1 page
185 × 255 mm



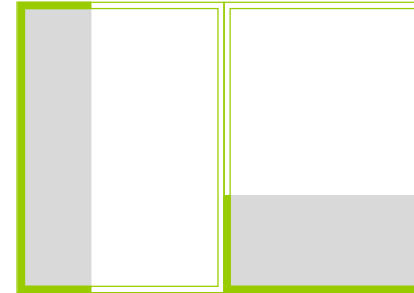
1/1 junior page
122 × 182 mm



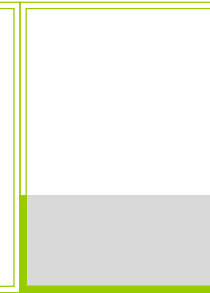
1/2 page vert
90 × 255 mm



1/2 page horiz
185 × 125 mm



1/3 page vert
58 × 255 mm



1/3 page horiz
185 × 82 mm

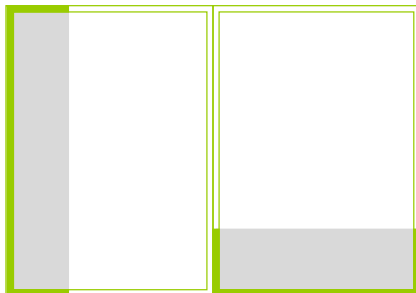
1/1 page
with bleed
210 × 297 mm*

1/2 page vert
with bleed
104 × 297 mm*

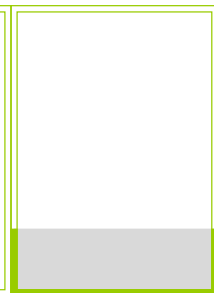
1/2 page horiz
with bleed
210 × 140 mm*

1/3 page vert
with bleed
72 × 297 mm*

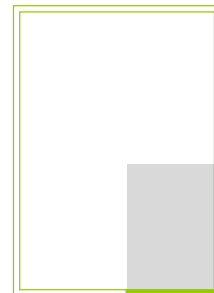
1/3 page horiz
with bleed
210 × 102 mm*



1/4 page vert
42 × 255 mm



1/4 page horiz
185 × 60 mm



1/4 page 2col.
90 × 125 mm

1/4 page vert
with bleed
56 × 297 mm*

1/4 page horiz
with bleed
210 × 75 mm*

1/4 page 2col.
with bleed
104 × 140 mm*

MAGAZINE DIMENSIONS:
DIN A4,
210mm × 297mm

TYPE AREA:
185mm × 255mm
2 columns, each 90mm wide
3 columns, each 58mm wide
4 columns, each 42mm wide

BLEED AREA:
*4mm bleed on all sides

TERMS OF PAYMENT:

Total within 30 days of the invoice date.

BANK DETAILS:

Recipient:
Deutscher Fachverlag GmbH

BIC: HELADEF1822
(Frankfurter Sparkasse,
Frankfurt am Main)

IBAN: DE56 5005 0201 0000 0349 26

For
C2 Asia's ad
formats, view
page 16.