

# 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.

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

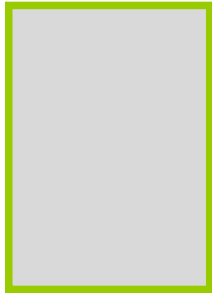
## LOOSE INSERTS

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

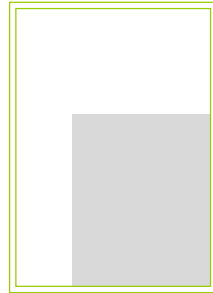
UP TO 25G	€ 4950
UP TO 50G	€ 5850

Delivery addresses for inserts see page 23.

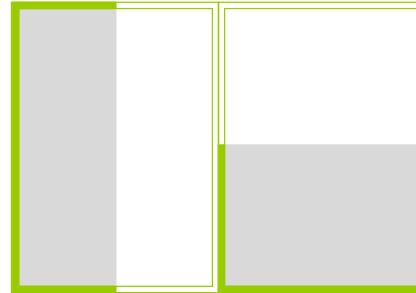
# ADVERTISING FORMATS



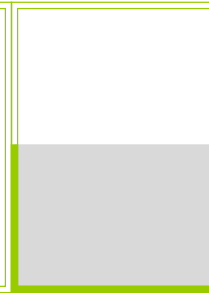
1/1 page  
185 × 255 mm



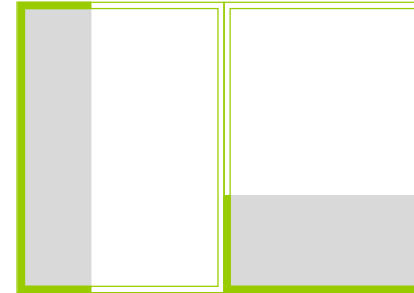
1/1 junior page  
122 × 182 mm



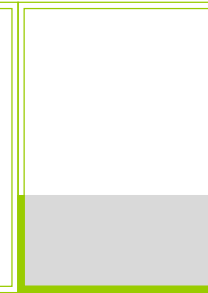
1/2 page vert  
90 × 255 mm



1/2 page horiz  
185 × 125 mm



1/3 page vert  
58 × 255 mm



1/3 page horiz  
185 × 82 mm

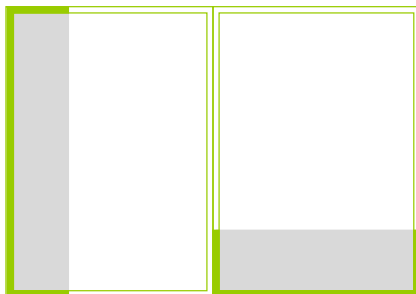
1/1 page  
with bleed  
210 × 297 mm\*

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

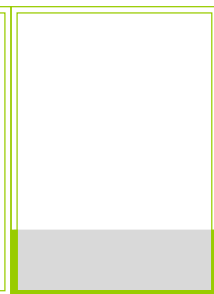
1/2 page horiz  
with bleed  
210 × 140 mm\*

1/3 page vert  
with bleed  
72 × 297 mm\*

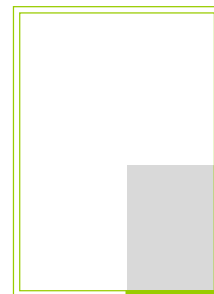
1/3 page horiz  
with bleed  
210 × 102 mm\*



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.