









ADVERTISING FORMATS AND PRICES

Formats width x height in mm			Advertising price in EUROS	
C2 Deutschland / C2 Europe C2 International OPE journal	Advertising in the type area	Advertising with bleed *plus 4 mm bleed margin	C2 Deutschland / C2 Europe C2 Asia / OPE journal	C2 International
 2/1 pages	392 x 255	420 x 297*	7100	3550
 1/1 page	185 x 255	210 x 297*	3950	1975
 1/2 junior page	122 x 182	-	2600	1300
 1/2 page horiz / vert	185 x 125 / 90 x 255	210 x 140 / 104 x 297*	2300	1150
 1/3 page horiz / vert	185 x 82 / 58 x 255	210 x 102 / 72 x 297*	1620	810
 1/4 page horiz / vert / 2 column	185 x 60 / 42 x 255 / 90 x 125	210 x 75 / 56 x 297 / 104 x 140*	1290	645

Discounts

for purchase within 12 months (insertion year). Discounts will be given according to the most favorable scale. Combination within the C2 Magazine Group (C2 Deutschland, C2 Europe, C2 International and C2 Asia)

Frequency rates

2 adverts	3%
3 adverts	5%
5 adverts	10%
10 adverts	15%
20 adverts	20%

Volume rates

2 pages	5%
3 pages	10%
6 pages	15%
10 pages	20%

For
C2 Asia's ad
formats, view
page 15

Surcharges

Placement:

Inside cover or back cover	€4540
C2 International	€2270

Colour:

per special colour (outside the European scale)	€990
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Format:

No bleed surcharge

All charges are discountable with the exception of technical fees and postal charges.
All prices subject to current VAT rates.



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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)	Prices
	Maximum 205 x 290mm	
	Minimum paper thickness 70g/m ²	
	up to 25g	€4950
	up to 50g	€5850

Before acceptance and confirmation, a binding sample, if necessary a dummy, with size and weight specifications is required. Inserts or supplements may only advertise for the sales program of the advertiser.

They must be designed in a manner according to postal regulations so that they can not be mistaken for the editorial section. The placement of inserts depends on the technical possibilities.

Inserts or supplements must be designed in the type and design so that an additional preparation and processing is omitted. Difficulties and additional folding and gluing work will be charged separately.

All prices are subject to current VAT.

Contacts

Consulting, Bookings:

Nina Pirchmoser
sales@c2-magazines.com
Tel.: +49 69 7595-1227

Heidrun Dangl (Management)
heidrun.dangl@dfv.de
Tel.: +49 69 7595-2563

Data delivery, invoices, documentation:

C2 Advertising Service
Tel.: +49 69 7595 2035
tfz-anzeigen@dfv.de

Terms of payment

3% discount for payment in advance invoice or order confirmation, or direct debit by the publication date of the advert. 2% discount for payment within 14 days of the invoice date. 2% discount for direct debit within 14 days of the invoice date. Total within 30 days of the invoice date.

Bank details

Frankfurter Sparkasse, Frankfurt am Main

Account: 34 926
BIC: HELADEF1822

Bank code: 500 502 01

IBAN: DE56 5005 0201 0000 0349 26

Delivery address

printec offset medienhaus
Ochshäuser Straße 45
34123 Kassel / Germany

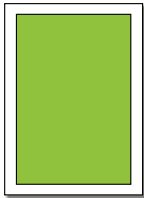
Please state the title and issue
(e.g. C2 Deutschland, No. ...)



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Type area

Advert formats for the magazines C2 Deutschland, C2 Europe, C2 International.
Formats for C2 Asia see p. 15



1/1 page
w 185mm
h 255mm



1/2 page hor.
w 185mm
h 125mm



1/2 page vert.
w 90mm
h 255mm



island
w 122mm
h 182mm



1/3 page hor.
w 185mm
h 82mm



1/3 page vert.
w 58mm
h 255mm



1/4 page hor.
w 185mm
h 60mm



1/4 page vert.
w 42mm
h 255mm



1/4 page 2-col
w 90mm
h 125mm

Trim size

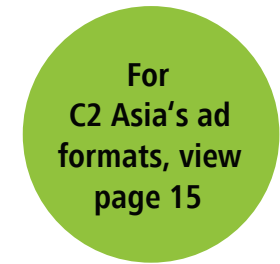
(add. 4mm bleed on all sides for advertisements in trim size)



2/1 page
w 420mm
h 297mm



1/1 page
w 210mm
h 297mm



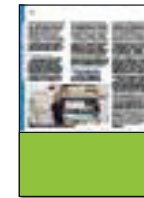
For
C2 Asia's ad
formats, view
page 15



1/2 page hor.
w 210mm
h 140mm



1/2 page vert.
w 104mm
h 297mm



1/3 page hor.
w 210mm
h 102mm



1/3 page vert.
w 72mm
h 297mm



1/4 page hor.
w 210mm
h 75mm



1/4 page vert.
w 56mm
h 297mm



1/4 page 2-col
w 104mm
h 140mm