

Format	Ads within type area width x height in mm	Bleed advertisements width x height in mm + 4 mm on each edge	Basic price b/w	+ 1 colour	+ 2 colours	Full colour
1/1 page	186 x 281	210 x 297	1,735.00 €	2,130.00 €	2,530.00 €	2,890.00 €
3/4 page vert., 3 columns	186 x 201	210 x 223	1,320.00 €	1,715.00 €	2,110.00 €	2,475.00 €
2/3 page horiz., 3 columns	186 x 176	210 x 198	1,190.00 €	1,590.00 €	1,985.00 €	2,345.00 €
2/3 page vert., 2 columns	122 x 281	132 x 297				
1/2 page horiz., 3 columns	186 x 130	210 x 152	905.00 €	1,155.00 €	1,395.00 €	1,620.00 €
1/2 page vert., 2 columns	122 x 176	132 x 198				
1/3 page horiz., 3 columns	186 x 92	210 x 114	645.00 €	895.00 €	1,125.00 €	1,350.00 €
1/3 page vert., 2 columns	122 x 130	132 x 152				
1/3 page vert., 1 column	58 x 281	69 x 297				
1/4 page horiz., 3 columns	186 x 68	210 x 90	480.00 €	720.00 €	950.00 €	1,165.00 €
1/4 page horiz., 2 columns	122 x 92	132 x 114				
1/4 page vert., 1 column	58 x 176	69 x 198				
1/6 page horiz., 3 columns	186 x 44		335.00 €	500.00 €	660.00 €	815.00 €
1/6 page horiz., 2 columns	122 x 68					
1/6 page vert., 1 column	58 x 130					
1/8 page horiz., 3 columns	186 x 32		250.00 €	380.00 €	510.00 €	620.00 €
1/8 page horiz., 2 columns	122 x 44					
1/8 page vert., 1 column	58 x 92					
1/12 page vert., 1 column	58 x 68		205.00 €	310.00 €	400.00 €	480.00 €
Back cover	186 x 281	210 x 297				3,150.00 €
Inside front/back covers	186 x 281	210 x 297				3,030.00 €

Discounts Volume 2 pages 5% 4 pages 10% 6 pages 15% 10 pages 20% 20 pages 25% Discounts apply to orders for advertising within 12 months of the first advertisement in Fruchthandel Magazine, the Fruchthandel Branchen-Guide and Fruchthandel Specials.	Frequency 3 advertisements 3% 5 advertisements 5% 8 advertisements 8% 10 advertisements 10% 20 advertisements 20%	Technical information Format Magazine: DIN A4 210 mm wide x 297 mm high Type area 186 mm wide x 281 mm high 3 columns, column width 58 mm Advertisement formats All the above measurements are width x height in mm. Please see page 5 for a guide to advertisement formats. Bleed / Print over centrefold No extra charge. Minimum format 1/4 page. Extra trim + 4 mm on each edge. Printing method Sheet offset Print colours Euro-Skala DIN 16539 Spot colours: additional charge 450 EUR per colour on 4-c process colour price Print materials High resolution 300 dpi files (PDF/X-3:2002 or higher) with embedded fonts. Graphics and pictures in CMYK (no RGB). Colour proofs required for colour advertisements. Colour profile ISO Coated v2 (ECI) Data transfer E-mail: advertising@fruchthandel.de Advertisement design and production We will be happy to design and produce your advertisement, including translation if required, at cost price.
Agency commission 15% (Evidence of status must be provided).	Small ads e.g. For Sale and Wanted Advertisements charged at b/w price. Included: - 4-c process colour if required - additional publication online for two weeks on www.fruchthandel.de - basic design and production (text plus logo) - box number if required	
Job vacancies See page 6		
Value added tax All prices subject to VAT at the current rate.		

NOW WITH E-PAPER EDITION: 1 Advertisement – 2 Media: All print-advertisements will be published in the e-paper-edition WITHOUT extra charge.