

FORMAT	B/W	2-COLOURS	3-COLOURS	FULL COLOUR
1/1 page	1,840 €	2,250 €	2,660 €	3,045 €
2/3 page	1,270 €	1,680 €	2,090 €	2,485 €
1/2 page	970 €	1,220 €	1,470 €	1,710 €
1/3 page	710 €	950 €	1,195 €	1,435 €
1/4 page	530 €	765 €	1,005 €	1,235 €
1/6 page	370 €	535 €	705 €	870 €
1/8 page	270 €	410 €	545 €	660 €
1/12 page	225 €	335 €	450 €	510 €
Back cover				3,320 €
Inside front/inside back cover				3,190 €

All prices excl. VAT



DISCOUNTS	FREQUENCY		VOLUME	
	2 pages	5%	3 adverts	3%
	4 pages	10%	5 adverts	5%
	6 pages	15%	8 adverts	8%
	10 pages	20%	10 adverts	10%
	20 pages	25%	20 adverts	20%

Discounts apply to orders placed within 12 months of the publication of the first advertisement. Advertisements in the Fruchthandel Branchen-Guide and in Fruchthandel Specials are included for discount purposes.

Agency commission 15% (proof of agency status required)

TECHNICAL DATA

- Magazine format: DIN A4. For advertisement formats please see the next page.
- Printing process: Sheet-fed offset, colours according to Euroskala DIN 16539, colour profile ISO Coated v2 (ECI)
- Printing material: High-resolution 300dpi data (PDF/X-3:2002 or higher) with embedded fonts. Images in CMYK mode (no RGB).
- Data transfer to anzeigen@fruchthandel.de

FORMATS

b/w	1,840 Euro
2-c.	2,250 Euro
3-c	2,660 Euro
4-c	3,045 Euro

1/1 PAGE

Type area 180 x 262 mm
Bleed 210 x 297 mm
+4 mm trim on all sides

b/w	1,270 Euro
2-c	1,680 Euro
3-c	2,090 Euro
4-c	2,485 Euro

2/3 VERTICAL

Type area 127 x 262 mm
Bleed 142 x 297 mm
+4 mm trim on all sides

b/w	970 Euro
2-c	1,220 Euro
3-c	1,470 Euro
4-c	1,710 Euro

1/2 CORNER

Type area 127 x 176 mm
Bleed 142 x 196 mm
+4 mm trim on all sides

b/w	970 Euro
2-c	1,220 Euro
3-c	1,470 Euro
4-c	1,710 Euro

1/2 VERTICAL

Type area 100 x 262 mm
Bleed 115 x 297 mm
+4 mm trim on all sides

b/w	970 Euro
2-c	1,220 Euro
3-c	1,470 Euro
4-c	1,710 Euro

1/2 HORIZ.

Type area 180 x 126 mm
Bleed 210 x 146 mm
+4 mm trim on all sides

b/w	710 Euro
2-c.	950 Euro
3-c	1,195 Euro
4-c	1,435 Euro

1/3 CORNER

Type area 127 x 126 mm
Bleed 142 x 146 mm
+4 mm trim on all sides

b/w	710 Euro
2-c	950 Euro
3-c	1,195 Euro
4-c	1,435 Euro

1/3 VERTICAL

Type area 74 x 262 mm
Bleed 89 x 297 mm
+4 mm trim on all sides

b/w	710 Euro
2-c	950 Euro
3-c	1,195 Euro
4-c	1,435 Euro

1/3 HORIZ.

Type area 180 x 89 mm
Bleed 210 x 109 mm
+4 mm trim on all sides

b/w	530 Euro
2-c	765 Euro
3-c	1,005 Euro
4-c	1,235 Euro

1/4 CORNER VERT.

Type area 100 x 126 mm
Bleed 115 x 146 mm
+4 mm trim on all sides

b/w	530 Euro
2-c	765 Euro
3-c	1,005 Euro
4-c	1,235 Euro

1/4 HORIZ.

Type area 180 x 66 mm
Bleed 210 x 86 mm
+4 mm trim on all sides

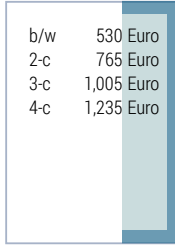
b/w	530 Euro
2-c	765 Euro
3-c	1,005 Euro
4-c	1,235 Euro



1/4 CORNER HORIZ.

Type area 127 x 89 mm
Bleed 142 x 109 mm
+4 mm trim on all sides

b/w	530 Euro
2-c	765 Euro
3-c	1,005 Euro
4-c	1,235 Euro



1/4 VERTICAL

Type area 48 x 262 mm
Bleed 63 x 297 mm
+4 mm trim on all sides

b/w	370 Euro
2-c	535 Euro
3-c	705 Euro
4-c	870 Euro



1/6 CORNER VERT.

Type area 74 x 126 mm

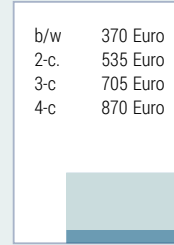
b/w	370 Euro
2-c	535 Euro
3-c	705 Euro
4-c	870 Euro



1/6 HORIZ.

Type area 180 x 43 mm

b/w	370 Euro
2-c	535 Euro
3-c	705 Euro
4-c	870 Euro



1/6 CORNER HORIZ.

Type area 127 x 66 mm

b/w	270 Euro
2-c	410 Euro
3-c	545 Euro
4-c	660 Euro



1/8 CORNER VERT.

Type area 48 x 126 mm

b/w	270 Euro
2-c	410 Euro
3-c	545 Euro
4-c	660 Euro



1/8 HORIZ.

Type area 180 x 31 mm

b/w	270 Euro
2-c	410 Euro
3-c	545 Euro
4-c	660 Euro



1/8 CORNER HORIZ.

Type area 127 x 43 mm

b/w	225 Euro
2-c	335 Euro
3-c	450 Euro
4-c	510 Euro



1/12 VERTICAL

Type area 48 x 89 mm