

FORMAT	B/W	2-COLOURS	3-COLOURS	FULL COLOUR
1/1 page	1,875 €	2,295 €	2,715 €	3,100 €
2/3 page	1,295 €	1,715 €	2,135 €	2,535 €
1/2 page	990 €	1,245 €	1,500 €	1,745 €
1/3 page	725 €	970 €	1,215 €	1,460 €
1/4 page	540 €	780 €	1,020 €	1,260 €
1/6 page	375 €	545 €	715 €	885 €
1/8 page	275 €	420 €	565 €	675 €
1/12 page	230 €	340 €	460 €	520 €
Back cover				3,380 €
Inside front/inside back cover				3,250 €

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.

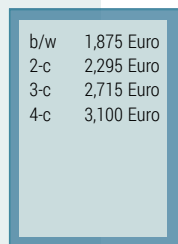
Agency commission 15% (proof of agency status required)

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

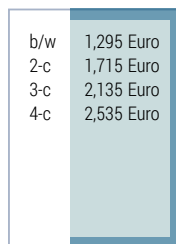
FORMATS

b/w	1,875 Euro
2-c	2,295 Euro
3-c	2,715 Euro
4-c	3,100 Euro


1/1 PAGE

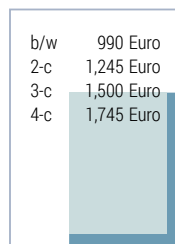
Type area 180 x 262 mm
Bleed 210 x 297 mm
+4 mm trim on all sides

b/w	1,295 Euro
2-c	1,715 Euro
3-c	2,135 Euro
4-c	2,535 Euro


2/3 VERTICAL


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

b/w	990 Euro
2-c	1,245 Euro
3-c	1,500 Euro
4-c	1,745 Euro


1/2 CORNER

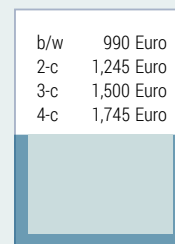
Type area 127 x 176 mm
Bleed 142 x 196 mm
+4 mm trim on all sides

b/w	990 Euro
2-c	1,245 Euro
3-c	1,500 Euro
4-c	1,745 Euro


1/2 VERTICAL


Type area 100 x 262 mm
Bleed 115 x 267 mm
+4 mm trim on all sides

b/w	990 Euro
2-c	1,245 Euro
3-c	1,500 Euro
4-c	1,745 Euro


1/2 HORIZ.

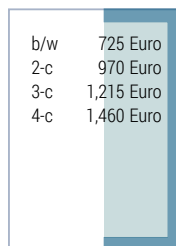
Type area 180 x 126 mm
Bleed 210 x 146 mm
+4 mm trim on all sides

b/w	725 Euro
2-c	970 Euro
3-c	1,215 Euro
4-c	1,460 Euro


1/3 CORNER

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

b/w	725 Euro
2-c	970 Euro
3-c	1,215 Euro
4-c	1,460 Euro


1/3 VERTICAL

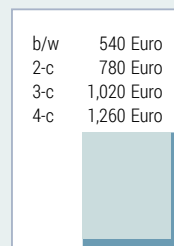
Type area 74 x 262 mm
Bleed 89 x 297 mm
+4 mm trim on all sides

b/w	725 Euro
2-c	970 Euro
3-c	1,215 Euro
4-c	1,460 Euro


1/3 HORIZ.

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

b/w	540 Euro
2-c	780 Euro
3-c	1,020 Euro
4-c	1,260 Euro


1/4 CORNER VERT.

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

b/w	540 Euro
2-c	780 Euro
3-c	1,020 Euro
4-c	1,260 Euro


1/4 HORIZ.

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

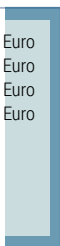
b/w	540 Euro
2-c	780 Euro
3-c	1,020 Euro
4-c	1,260 Euro



1/4 CORNER HORIZ.

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

b/w	540 Euro
2-c	780 Euro
3-c	1.020 Euro
4-c	1.260 Euro



1/4 VERTICAL

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

b/w	375 Euro
2-c	545 Euro
3-c	715 Euro
4-c	885 Euro



1/6 CORNER VERT.

Type area 74 x 126 mm

b/w	375 Euro
2-c	545 Euro
3-c	715 Euro
4-c	885 Euro



1/6 HORIZ.

Type area 180 x 43 mm

b/w	375 Euro
2-c	545 Euro
3-c	715 Euro
4-c	885 Euro



1/6 CORNER HORIZ.

Type area 127 x 66 mm

b/w	275 Euro
2-c	420 Euro
3-c	565 Euro
4-c	675 Euro



1/8 CORNER VERT.

Type area 48 x 126 mm

b/w	275 Euro
2-c	420 Euro
3-c	565 Euro
4-c	675 Euro



1/8 HORIZ.

Type area 180 x 31 mm

b/w	275 Euro
2-c	420 Euro
3-c	565 Euro
4-c	675 Euro



1/8 CORNER HORIZ.

Type area 127 x 43 mm

b/w	230 Euro
2-c	340 Euro
3-c	460 Euro
4-c	520 Euro



1/12 VERTICAL

Type area 48 x 89 mm

BACK COVER

Type area 180 x 262 mm
Bleed 210 x 297 mm +
4 mm trim on all sides
4-c 3,380 €

INSIDE FRONT / INSIDE BACK COVER

Type area 180 x 262 mm
Bleed 210 x 297 mm +
4 mm trim on all sides
4-c 3,250 €