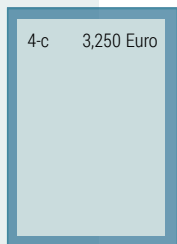


#### FORMATS



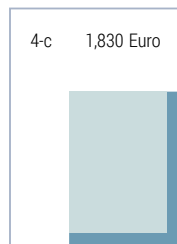
#### 1/1 PAGE

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



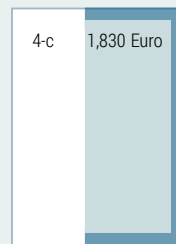
#### 2/3 VERTICAL

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



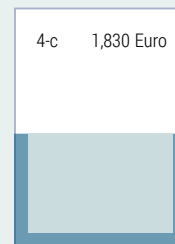
#### 1/2 CORNER

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



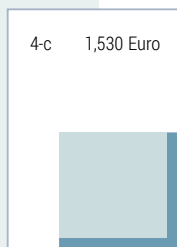
#### 1/2 VERTICAL

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



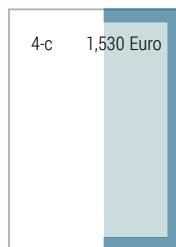
#### 1/2 HORIZ.

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



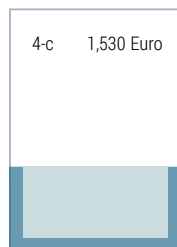
#### 1/3 CORNER

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



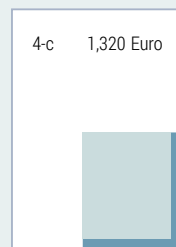
#### 1/3 VERTICAL

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



#### 1/3 HORIZ.

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



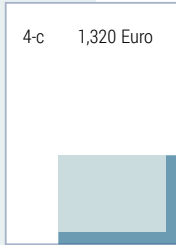
#### 1/4 CORNER VERT.

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



#### 1/4 HORIZ.

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



4-c 1,320 Euro

### 1/4 CORNER HORIZ.

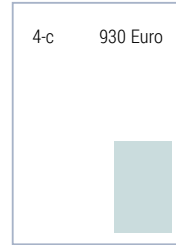
Type area 127 x 89 mm  
Bleed 142 x 109 mm  
+4 mm trim on all sides



4-c 1.320 Euro

### 1/4 VERTICAL

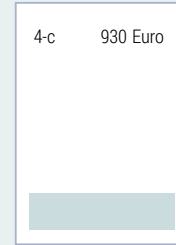
Type area 48 x 262 mm  
Bleed 63 x 297 mm  
+4 mm trim on all sides



4-c 930 Euro

### 1/6 CORNER VERT.

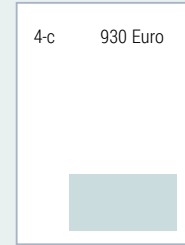
Type area 74 x 126 mm



4-c 930 Euro

### 1/6 HORIZ.

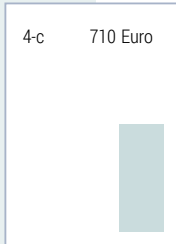
Type area 180 x 43 mm



4-c 930 Euro

### 1/6 CORNER HORIZ.

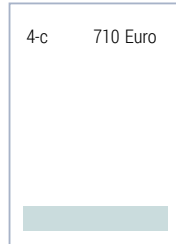
Type area 127 x 66 mm



4-c 710 Euro

### 1/8 CORNER VERT.

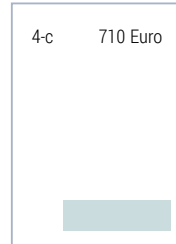
Type area 48 x 126 mm



4-c 710 Euro

### 1/8 HORIZ.

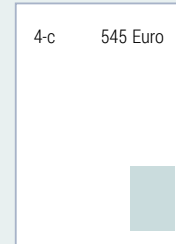
Type area 180 x 31 mm



4-c 710 Euro

### 1/8 CORNER HORIZ.

Type area 127 x 43 mm



4-c 545 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 3,550 €**

### INSIDE FRONT / INSIDE BACK COVER

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

**4-c 3,410 €**

FORMAT	FULL COLOUR
1/1 page	3,250 €
2/3 page	2,660 €
1/2 page	1,830 €
1/3 page	1,530 €
1/4 page	1,320 €
1/6 page	930 €
1/8 page	710 €
1/12 page	545 €
Back cover	3,550 €
Inside front/ inside back cover	3,410 €

All prices excl. VAT

### ADVERTORIALS

Advertorials are editorially designed advertisements. Please send us your text and photos. Advertorials are curated by our editorial team and designed by us according to a standard layout. Template layout on request.

- 2 x 2 pages 4,400 €
- 2 pages 3,300 €
- 1 page 2,200 €
- 1/2 page 1,530 €
- 1/4 page 980 €



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 starting from the first advertisement. Advertisements in Fruchthandel Branchen-Guide and in Fruchthandel Specials are included in the discounting.

Agency commission 15% (proof of agency status required)

### TECHNICAL DATA

- Magazine format: DIN A4. For advertisement formats please see the next page.
- Printing: Offset, colours according to Euroskala DIN 16539, colour profile ISO Coated v2 (ECI)
- Artwork: High-resolution 300dpi data (PDF/X-3:2002 or higher) with embedded fonts. Images in CMYK mode (no RGB).
- For bleed advertisements, please also provide a minimum margin of 4 mm to the edge. No important information such as text or logos should be placed in this area.
- Data transfer to [anzeigen@fruchthandel.de](mailto:anzeigen@fruchthandel.de)