

ADVERTORIALS

Text and photos supplied by the customer will be checked and curated by the editorial team. Design is carried out by us according to standard layouts. Sample pages can be provided on request.

- 2 pages 3.150 €
- 1 pages 2.100 €
- 1/2 page 1.450 €
- 1/4 page 930 €

SPECIAL CONDITIONS FOR JOB VACANCY AND "SMALL ADS"

- All prices are based on the basic b/w price, even for colour advertisements
- 75% discount on the b/w price for private job advertisements (Jobs Wanted)
- Additional online publication is included: 1 week in Fruchthandel Newsmail, 1 week on the Fruchthandel homepage. For job advertisements a further 8 weeks in the online Job Market
- Box numbers for anonymous advertisements if required
- Exclusive online publication for job advertisements:
Flat rate for commercial job offers 400 €
Flat rate for private job applications 25 €

FRUCHTHANDEL-APP

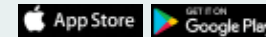


PRINT + DIGITAL - one single advertisement booking, two different media channels



The Fruchthandel app presents all magazine content on mobile, tablet or desktop. All advertisements for the print edition are included automatically in the digital publications at no extra charge.

Download



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%

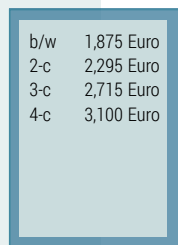
Discounts apply to orders placed within 12 months of the publication of the first advertisement. Advertisements in the Fruchthandel Branchen-Guide and in Fruchthandel Specials are included for discount purposes.

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

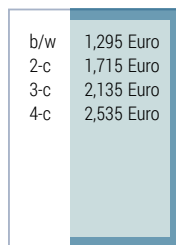
FORMATS



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

1/1 PAGE

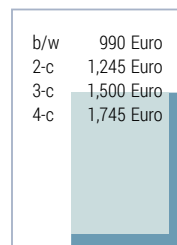
Type area 180 x 262 mm
Bleed 210 x 297 mm
+4 mm trim on all sides



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

2/3 VERTICAL

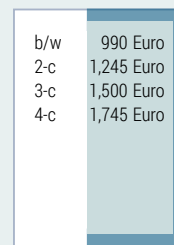
Type area 127 x 262 mm
Bleed 142 x 297 mm
+4 mm trim on all sides



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

1/2 CORNER

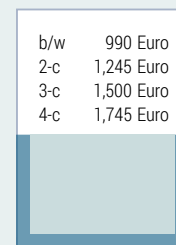
Type area 127 x 176 mm
Bleed 142 x 196 mm
+4 mm trim on all sides



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

1/2 VERTICAL

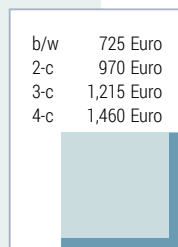
Type area 100 x 262 mm
Bleed 115 x 267 mm
+4 mm trim on all sides



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

1/2 HORIZ.

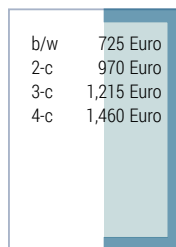
Type area 180 x 126 mm
Bleed 210 x 146 mm
+4 mm trim on all sides



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

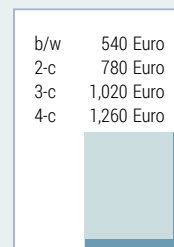
Type area 74 x 262 mm
Bleed 89 x 297 mm
+4 mm trim on all sides



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

1/3 HORIZ.

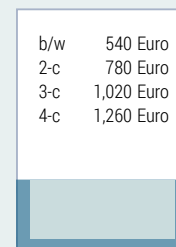
Type area 180 x 89 mm
Bleed 210 x 109 mm
+4 mm trim on all sides



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

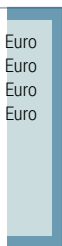
b/w	540 Euro
2-c	780 Euro
3-c	1,020 Euro
4-c	1,260 Euro



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 €