

## 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 3,050 €
- 1 page 2,050 €
- 1/2 page 1,420 €

## 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 €

## THE NEW FRUCHTHANDEL APP

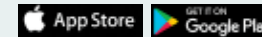


## PRINT + DIGITAL – one single advertisement booking, two different media channels



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	1,840 €	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.

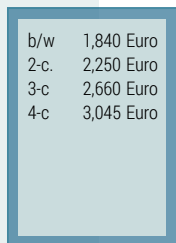
Agency commission 15% (proof of agency status required)

### 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](mailto: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

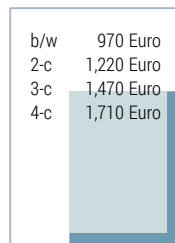
b/w	1,270 Euro
2-c	1,680 Euro
3-c	2,090 Euro
4-c	2,485 Euro



#### 2/3 VERTICAL

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

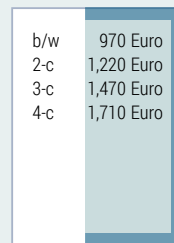
b/w	970 Euro
2-c	1,220 Euro
3-c	1,470 Euro
4-c	1,710 Euro



#### 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 267 mm  
+4 mm trim on all sides

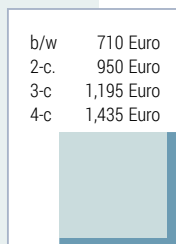
b/w	970 Euro
2-c	1,220 Euro
3-c	1,470 Euro
4-c	1,710 Euro



#### 1/2 HORIZ.

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

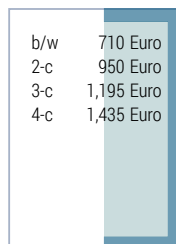
b/w	710 Euro
2-c.	950 Euro
3-c	1,195 Euro
4-c	1,435 Euro



#### 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

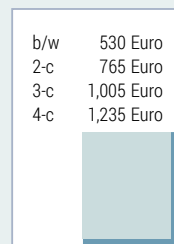
b/w	710 Euro
2-c	950 Euro
3-c	1,195 Euro
4-c	1,435 Euro



#### 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

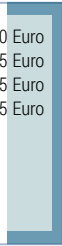
b/w	530 Euro
2-c	765 Euro
3-c	1,005 Euro
4-c	1,235 Euro



### 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