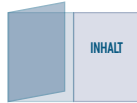


GATEFOLDER



Extra advertising page, folded from front cover to inside of magazine. Total of 3 pages for advertising – inside front cover plus front and back of fold-out page. Format of fold-out page: 203 x 297 (pages 1 and 2) each. Inside cover page 208 x 297 mm (page 3). Please add 4 mm bleed on all sides. The cover (paper weight 170 g) must be produced in advance. Please provide print materials/data 3 days before the official advertising deadline.

Price 5,400 € (total for the 3 pages) plus 900 € technical costs. Total price 6,300 € (basis for agency commission is 5,400 €).

FRENCH-COVER



Altar foldout on front cover. Side advertisement elements can be folded out from the middle to the right and left disclosing full-page advertisement behind. Total advertising space 2 pages (1/2 + 1/1 + 1/2). Format 1/2 pages: 105 x 297 mm each. Format 1/1 page 208 x 297 mm. Add 4 mm bleed on all sides.

Price 4,400 € (total for the 2 pages) plus 1,400 € technical costs. Total price 5,800 € (basis for agency commission is 4,400 €)

PAGE CORNER
FRONT COVER

Triangular advertisement placed in the bottom right-hand corner of the front cover
Format 80 x 80 mm plus 4 mm bleed at bottom and right

Price 1,630 €

PAGE CORNER
INSIDE MAGAZINE

Triangular advertisement placed in the bottom right-hand corner of a right-hand inside page
Format 115 x 115 mm plus 4 mm bleed at bottom and right

Price 1,230 €

DOG-EAR
CORNER

Fold-over corner, placed top right on a page. The advertising area of the opened dog-ear is square. The closed dog-ear becomes a triangle when folded downwards. Square format 115 x 115 mm, triangle format 115 x 115 x 163 mm (diagonal). Please add 4 mm bleed on all sides.

Price 1,900 € plus 700 € technical costs. Total price 2,600 € (basis for agency commission is 1,900 €).

L-SHAPED
ADVERTISEMENT

Format 63 mm or 210 mm wide and 297 mm or 86 mm high, plus 4 mm bleed on outside edges

Price 1,900 €

STRIP
ADVERTISEMENT

Format 210 x 86 mm plus 4 mm bleed left and right

Placed in the centre of the page, enclosed top and bottom by editorial content

Price 1,500 €

LOOSE INSERTS



Maximum format 205 x 294 mm, 50 g. Heavier paper weight: prices on request.
Price per 1,000 copies 500 €. Total price for 4,200 copies 2,100 €. Limited insertion possible.

BOUND INSERTS



Please deliver as folded 4-page document in DIN A4 format with 5 mm extra bleed, plus 8 mm prefold. Placement in centre of magazine or between other pages so that 2 pages are placed in front half of magazine and 2 pages in back half. More than 4 pages: prices on request.
Price per 1,000 copies 750 € for a 4-page bound insert. Placement in the centre of the magazine.

**POST CARD/
BOOKLET/STICKERS**



Weight up to 30 g, thickness up to 2 mm, glued onto an advertisement. Other weights/thicknesses: prices on request.
Price 900 € plus technical costs. Total price 1,100 € plus price of the carrier advertisement with minimum format 1/2 page (basis for agency commission 900 € plus price of carrier advertisement).

**POST-IT
ADHESIVE NOTES**



Placed centrally on a page or protruding at the top edge. Post-it adhesive notes can give the impression of a real bookmark with a handwritten appearance. They must be supplied ready-printed.
Price when placed on an advertisement: 900 € plus 1,100 € technical costs, plus price of the carrier advertisement with minimum format 1/2 page (basis for agency commission 900 € plus price of the carrier advertisement).
Price when placed on an editorial page: € 1,900 plus € 1,100 technical costs (basis for agency commission is € 1,900).

COVER WRAPPER



Printed strip of paper which can either enclose the entire magazine or have the two ends fixed with 2 adhesive dots on a specific double page inside the magazine. Format for a complete wrapper 46 cm wide x 8–12 cm high. Format when fixed inside the magazine: 56 cm wide x 8–12 cm high. The wrapper must be pre-produced with data delivery or pre-printed delivery 5 days before the normal advertising deadline.
Price 2,000 € plus 1,400 € technical costs, plus optional printing costs (4/0-colour 1,790 €) plus optional cutting die for special formats such as an arrow etc. (prices for cutting die on request).
Total price including printing 5,190 €, excluding printing 3,400 € (basis for agency commission in both cases is 2,000 €).

IMPORTANT NOTES

- Prices for special advertising formats marked * are calculated on the basis of normal circulation of 4,200 copies. Larger print runs (see Editorial Programme): price on request.
- Please send copies of intended print materials/data before production for technical checks. We will be happy to provide you with a printing quotation on request.
 - Special advertising formats are not subject to discounts.

Shipping address: D+L Druck + Logistik | Schlavenhorst 10 | 46395 Bocholt | Germany (with note „for Fruchthandel Magazin issue XY“)