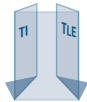


## GATEFOLDER



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 5,670 € (total for the 3 pages) plus 945 € technical costs. Total price 6,615 € (basis for agency commission is 5,670 €).

TITLE  
FRENCH-COVER

Altar foldout on front cover. Side advertising 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 4,620 € (total for the 2 pages) plus 1,470 € technical costs. Total price 6,090 € (basis for agency commission is 4,620 €)

FRONT COVER  
(FULL SURFACE)

Full-surface picture plus Logo (22 x 22 mm) and additional 2 lines of text with max 22 characters per line  
Format 218 x 205 mm + 4 mm bleed left and right

Price 3,950 €

FRONT COVER  
STRIP  
ADVERTISEMENT

Advertisement in horizontal format placed at the bottom of the title page  
Format 210 x 50 mm plus 4 mm bleed at the bottom, left and right

Price 2,600 €

PAGE CORNER  
FRONT COVER

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

Price 1,750 €

HANDLE  
CORNER INSIDE

Triangular advertisement on a right hand page in the inner part  
Format 115 x 115 mm + 4 mm bleed at the bottom and right

Price 1,290 €

## IMPORTANT NOTE

Advertising on the cover is a special eye-catcher. Due to the exposed placement, close coordination of the motif with the editorial team is required. The booking of front cover photos in several issues is only possible if different motifs are used. A design sample for all 3 front cover ads is available on request ([anzeigen@fruchthandel.de](mailto:anzeigen@fruchthandel.de)).

**LOOSE INSERTS**



Maximum format 205 x 294 mm, maximum weight 50 g. Higher 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.

**\* 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 200 € 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 200 € technical costs = 1,100 € total price, 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 €).

**\* BELLY WRAP**



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 2,100 € plus 1,470 € technical costs, plus optional printing costs (4/0-colour 1,880 €) plus optional cutting die for special formats such as an arrow etc. (prices for cutting die on request).  
Total price including printing 5,450 €, excluding printing 3,570 € (basis for agency commission in both cases is 2,100 €).

**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“)