

Media Rate Card 2009



... Trade Journal for Automation and Rationalisation ... 6 editions a year - IVW-verified circulation 18,000 Samples

Journal Size: 210 x 297 mm, DIN A 4 Type Area: 188 x 272 mm

Printing Area: 4 Columns = Width of Column 44 mm, 3 Columns = Width of Column 60 mm

| Size | Width x height in mm | Basic price b/w in € | Colour charges for each scale colour (Euro-scale) | DISCOUNTS FOR PLACEMENTS WITHIN A YEAR: | |
|--|----------------------------------|----------------------|---|--|-------------------|
| 1/1 page | 188 x 272 | 3,995.-- | 410.-- | Quantity Stage | Page Stage |
| 2/3 page | 188 x 180 124 x 272 | 2,687.-- | 285.-- | 3-times 5% | 3 pages 10% |
| Juniorpage | 140 x 180 | 2,412.-- | 260.-- | 6-times 10% | 6 pages 20% |
| 1/2 page | 188 x 134 92 x 272 | 2,010.-- | 260.-- | 9-times 15% | 9 pages 30% |
| 1/3 page | 60 x 272 188 x 88 | 1,351.-- | 210.-- | SURCHARGES FOR SPECIAL FORMATS: | |
| 1/4 page | 92 x 134 188 x 65 44 x 272 | 1,016.-- | 155.-- | Bleeded adverts / Double Page Spread (3 mm bleed premium for each bleed margin) 10% surcharge on the b/w rate | |
| 1/8 page | 92 x 65 44 x 134 188 x 31 | 524.-- | 145.-- | INSERTS: | |
| Basic rate single-column millimetre line (44 mm): € 3.85 | | | | 2 pages € 4,520.-- | |
| | | | | 4 pages € 6,529.-- | |
| PREFERENTIAL PLACEMENTS: | | | | Up to 125g paper weight – | |
| 2 nd and 4 th COVER PAGE: 20% surcharge on request | | | | Over 125g paper weight 20% surcharge | |
| FRONT COVER PAGE: 20% surcharge on request | | | | Delivery is to be not cut to size but folded to the journal size of 216 mm width x 303 mm heights. | |
| Other defined placements of adverts and inserts: 20% surcharge | | | | ENCLOSURES – RATE PER 1,000 SAMPLES: | |
| | | | | Up to 25g € 230.-- Up to 40g € 298.-- | |
| | | | | Up to 30g € 253.-- Up to 45g € 322.-- | |
| | | | | Up to 35g € 276.-- Up to 50g € 348.-- | |
| | | | | Maximum size 205 mm width x 290 mm height. | |
| | | | | ENCLOSED POSTCARDS: | |
| | | | | Size DIN A6 - up to 5g weight | |
| | | | | Only in conjunction with full page adverts: | |
| | | | | € 1,170.-- + costs for bonding | |

PUBLISHER:

Schlütersche
Verlagsgesellschaft mbH & Co. KG
Hans-Böckler-Allee 7
30173 Hannover

Address for Delivery / Artwork:

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Hans-Böckler-Allee 7
D – 30173 Hannover
Subject Matter « for AUQ No ... »

Address for Delivery / Inserts, Enclosures:

Druckhaus Humburg GmbH & Co. KG
Am Hilgeskamp 51–57
D – 28325 Bremen
Subject Matter « for AUQ No ... »

TERMS OF PAYMENT:

For advance payment of the total sum
3% discount, within 14 days after date of
invoice 2% discount. For display ads 30
days after date of invoice net without
discount.

BANK ACCOUNT:

Sparkasse Hannover
Acc: 1 019 900 Bsc: 250 501 80
IBAN: DE 41 2505 0180 0001 0199 00
Swift Code: BIC SPKHDE2H
UST-ID: DE 115697748

SUBSCRIPTION RATES:

Abroad: € 58.-- annually
Inclusive postal charges

ADVERTISING CONTACT:

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