

MEDIA DATA 2020

















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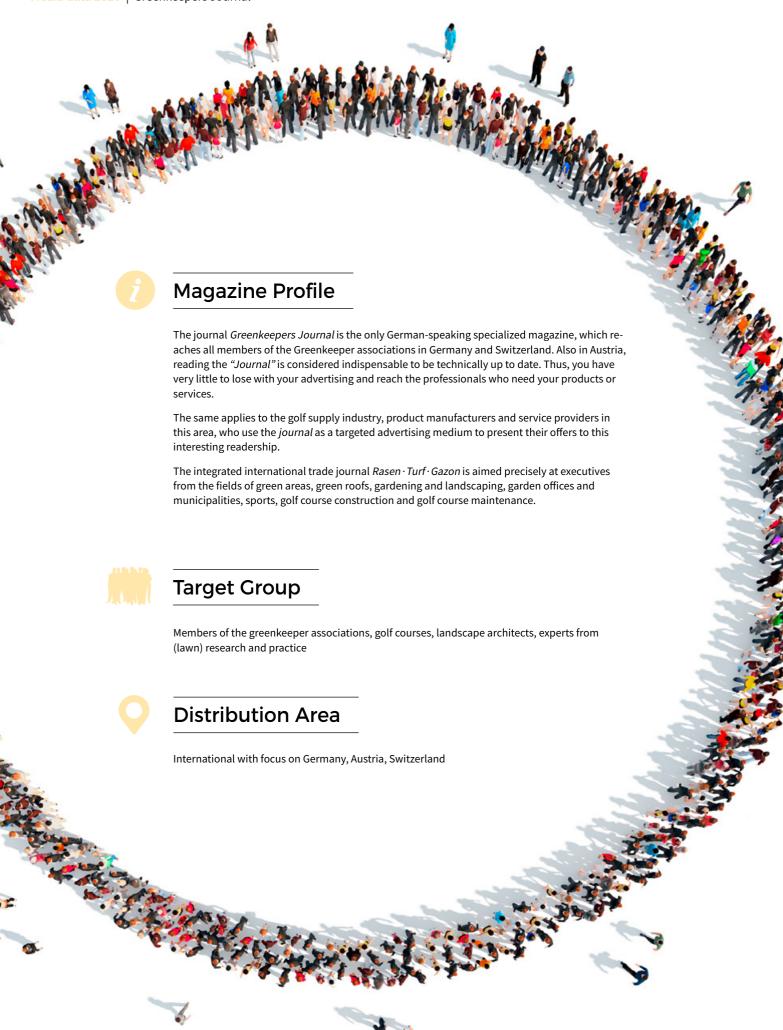
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Publication Schedule

Issue	Publication date	Booking Deadline	Print document deadline
1/2020	31.03.2020	02.03.2020	16.03.2020
2/2020	30.06.2020	09.06.2020	15.06.2020
3/2020	30.09.2020	02.09.2020	16.09.2020
4/2020	18.12.2020	27.11.2020	07.12.2020

Inquiries also possible after the booking deadline (subject to change without notice)





Ad Formats & Prices

Width x height in millimeters



210 x 297 mm

+ 3 mm cut all around

Agency Price: 2.180 €
Direct Price: 1.850 €

1/1 page

Agency Price: 2.180 €
Direct Price: 1.850 €

3/4 page

Agency Price: 1.765 €
Direct Price: 1.500 €

2/3 page

Agency Price: 1.590 €
Direct Price: 1.350 €

1/2 page

Agency Price: 1.165€
Direct Price: 990€

1/2 page 86 x 260 mm

Agency Price: 1.165€
Direct Price: 990€

1/3 page
178 x 81 mm

Agency Price: 825 € Direct Price: 700 €

1/4 page
178 x 62 mm

Agency Price: 647 €
Direct Price: 550 €

1/4 page 86 x 128 mm

Agency Price: 647 €
Direct Price: 550 €

1/4 page 41 x 260 mm

Agency Price: 647 €
Direct Price: 550 €

1/6 page

Agency Price: 450 €
Direct Price: 380 €

1/8 page 178 x 30 mm 86 x 62 mm

Agency Price: 340 €
Direct Price: 290 €

41 x 128 mm

1/16 page
41 x 62 mm
86 x 30 mm

Agency Price: 190 €
Direct Price: 160 €



Technical Specifications

Edition: 3,800 copies

Magazine format: 210 mm wide x 297 mm high

Type area: 178 mm wide x 260 mm high

Printing process: Sheet offset – four-color printing

according to Euro scale

Printing material:

Data request profile:

Printable PDF files, minimum resolution 300 dpi. Ad design, elaborate

typesetting work will be charged

separately at cost.

Please request by mail.

E-mail: anzeigen@koellen.de

%

Supplements/Discounts

Supplement: Fixed price 1,000 € / agency price 1,200 € (supplements must be of a type and design so

that they can be enclosed by machine).

Bound inserts: Prices and processing instructions on request

Placement charge: 3rd cover = 10 % 2nd cover = 15 % 1st cover = 20 %

Quantitative scale: For direct acceptance within a year of 2 advertisements = 5 %; 4 ads = 10 %

Job market discount: 20 %

Subscription Price: In the annual subscription Germany = 40 € plus VAT; Abroad = 44 € plus VAT