

Publication format

210 mm width, 297 mm height, DIN A4

Print area

182 mm width, 247 mm height
3 columns each with a width of 58 mm
2 columns each with a width of 89 mm

Print and finishing procedure, printing documents

Offset print, perfect binding, digital artwork. Production of print-ready material is possible but may incur additional charges.

Deadlines

Frequency: 6 issues per year
Publication dates: on request
Advertising deadlines: on request

Terms of Payment

2 % discount: payment within 8 days of invoice date or 14 days net. The place of jurisdiction is Berlin-Charlottenburg.

VAT identification number: DE 136628795

Available sizes and rates

All prices are net prices subject to the addition of the statutory rate of VAT.

Format	Width x Height in mm		black/white €	4-colour €
1/1 page	184 x 247		3.778,-	5.500,-
1/2 page	184 x 123	89 x 247	1.946,-	3.179,-
1/3 page	184 x 82	58 x 247	1.296,-	2.380,-
1/4 page	184 x 46	89 x 123	973,-	1.925,-
1/8 page	184 x 27	58 x 85	487,-	1.225,-

mm price of one column:
with 3 column page = mm per column 3,48 €
with 2 column page = mm per column 5,32 €
Only standard advertising formats will be published (see graphics).

Surcharges

Ads with bleed (minimum format 1/4 page):
10 % surcharge

Preferential placements:
10 % surcharge

Special colours:
Price on request

Special advertising formats (Print)

Loose insert: (limited number available)
Up to a weight of 25 grams and 2 mm thickness € 400,- per%
Prices for enclosures exceeding 25 grams, on particularly thin paper (less than 65 g/m²) or with more than 4 pages: on request and according to postal regulations. An insert sample has to be provided before the order can be accepted.

Bound insert: (limited number available)
Untrimmed format 215 mm wide, 307 mm high
Price on request
Number of copies supplied: current print run plus handling allowance of 3 %. Delivery deadline for inserts 14 days before publication at the latest. An insert sample has to be provided before the order can be accepted.

NEW! Make your product advertising tactile!

You can use your material, elements or samples as loose insert, bound insert, etc. Prices and further possibilities on request

Further special advertising formats and prices on request

Advertising formats and prices (website)

Leaderboard 728 x 90, € 1.074,-/month
Billboard 728 x from 90, from € 1.074,-/month
Full Banner 468 x 60, € 474,-/month
Wide Skyscraper 160 x 600, € 1.580,-/month
Skyscraper 120 x 600, € 1.185,-/month
Rectangle 300 x 250, € 1.233,-/month
Further advertising formats and prices on request

Advertising formats and prices (Newsletter)

Text/picture max. 400 characters, € 580,-
Text max. 400 characters, € 500,-
Special Banner 580 x 90, € 740,-
Full Banner 468 x 60, € 480,-
Further advertising formats and prices on request

CONTACT Advertising department

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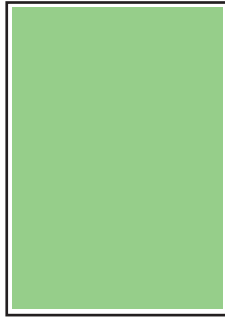
SCHIELE & SCHÖN
gegr. 1946

Formats within print area

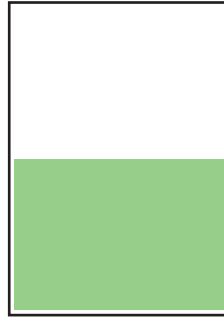
Format width x height in mm



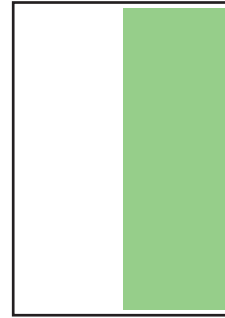
2/1 page
400 x 247



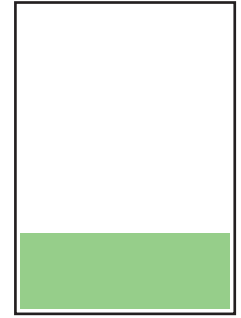
1/1 page
184 x 247



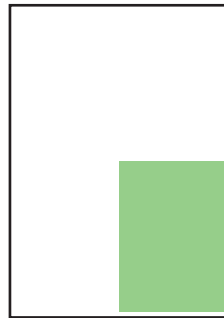
1/2 page
184 x 123



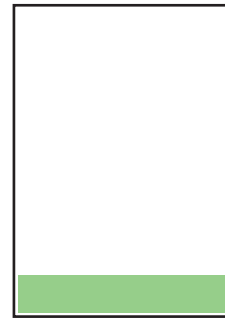
1/2 page
89 x 247



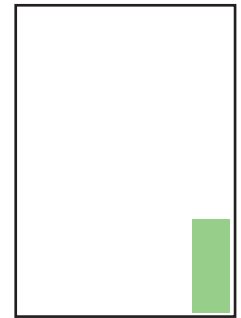
1/4 page
184 x 46



1/4 page
89 x 123



1/8 page
184 x 27



1/8 page
58 x 85

Formats with bleed (oversize format = magazine format plus 3 mm)

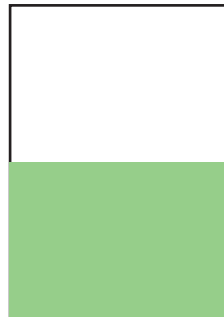
Format width x height in mm



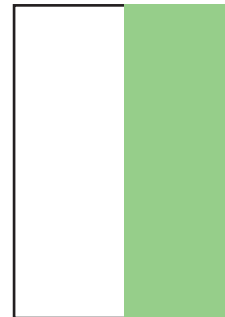
2/1 page
432 x 297



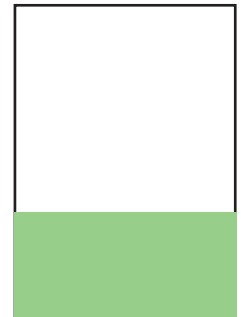
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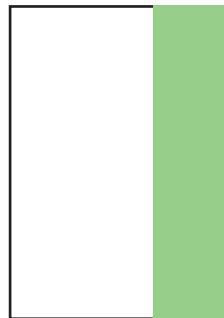
1/2 page
210 x 143



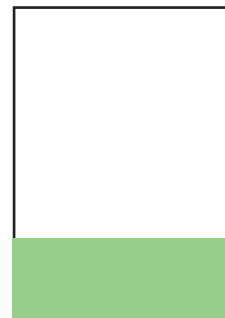
1/2 page
102 x 297



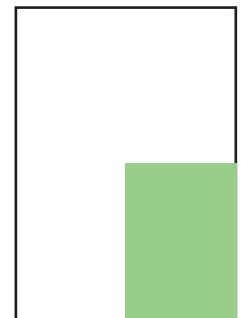
1/3 page
210 x 104



1/3 page
71 x 297



1/4 page
210 x 65



1/4 page
102 x 143