

**Advertisement basic rates (quoted in euros)**

Advertisements in the editorial part:

size	b/w	2-C	3-C	4-C
1/1 page	2,740.-	3,230.-	3,720.-	4,210.-
2/1 page	5,480.-	6,225.-	6,970.-	7,715.-
1/2 page	1,370.-	1,660.-	1,950.-	2,240.-
1/3 page	860.-	1,105.-	1,350.-	1,595.-
1/4 page	685.-	930.-	1,175.-	1,420.-

Cover pages 4-coloured

front cover page	5,250.-
inside front cover page	4,750.-
inside back cover page	4,750.-
outside back cover page	4,850.-
front cover supplement	4,900.-

**Magazine size** size A4, 210 mm (horizontal) x 297 mm (vertical)

**Page size** 185 mm (horizontal) x 268 mm (vertical),  
4 columns, each 43 mm wide

Classified advertisements:

Size	b/w
1/2 page	1,048.-
1/3 page	698.-
1/4 page	524.-
1/8 page	262.-
1/16 page	131.-

**Online presence inclusive!**

**Classified advertisements are published on [www.gummibereifung.de](http://www.gummibereifung.de)  
No additional charges for colour on job market adverts.**

per millimetre line the width of 1 column/43 mm	€ 1,98
reduced price for job offers	€ 1,88
reduced price for job applications	€ 1,40

**Reduction of prices**

3 ads – 5% – 1 page	12 ads – 15% – 6 pages
6 ads – 10% – 3 pages	24 ads – 20% – 12 pages

Discounts based on the period of one year.

**Terms of payment**

8 Days after the invoice date 2 % Discount, otherwise 30 days without deduction.

Bank withdrawal procedures possible. USt.-Ident-Nr. DE 115 697 748

**Account details**

Commerzbank Hannover (BLZ 250 800 20)  
Konto-Nr. 111 118 800  
IBAN-Nr.: DE84 2508 0020 0111 1188 00, BIC: DRESDEFF250

4

**Distribution** Audited by IVW (1 July 2016 – 30 June 2017)

Edition:	8,209
Actual distributed edition:	8,031
Subscription copies:	1,652
Other copy sales:	171
Free copies:	6,208
Diffusion:	Germany: 7,102 International: 929

**Inserts**

**Bound-in inserts**

Two-page	€ 2,960.-
Four-page	€ 3,900.-
To be supplied folded and untrimmed	
in format: 2-page = 303 x 216 mm, 4-page = 303 x 432 mm,	
Discounts as per quantity scale (1 insert corresponds to one page)	

**Loose inserts**

up to 25 g in weight	€ 295.- per thousand*
over 25 g, up to 50 g	€ 335.- per thousand*
plus postal charges (no binding possible)	
Max. format 294 mm height x 205 mm width	

**Address to which inserts are to be sent**

Grafisches Centrum Cuno GmbH & Co. KG,  
Gewerbering West 27, 39240 Calbe  
Delivery note: Gummibereifung, issue .../2017  
Delivery free printing

Inserts, inserts or bound inserts must be flawless processed 14 days before publication of the book free at home Printing shop.  
The delivery must include a delivery note with details to Edition and edition.

\* For inserts and inserts from three millimeters height plus postage.

**Technical specifications**

**Trimming:** Trimming allowance 3 mm for each trimmed side

**Binding:** Threadless binding

**Print:** Offset

**Colour profile:** ISO coated V2

**Copy:** Exclusively data via E-Mail or on data media with proof.  
No warranties can be given regarding the colour reproduction of colour advertisements supplied without colour proofs or scales.  
Responsibility for the correctness of the contents and for colour and tone values lies with the client.

**Submission of data:** For further details regarding the submission of data, see on page 12.

**Copy deadlines:** See closing dates for advertisements on pages 8/9.

**Address for copy submission:** AutoRäderReifen – Gummibereifung  
Advertising department  
Office Bielefeld  
Niederwall 53, 33602 Bielefeld, Germany

5