

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 188 mm (horizontal) x 272 mm (vertical),
4 columns, each 44 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
No additional charges for colour on job market adverts.

per millimetre line the width of 1 column/44 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

Distribution Audited by IVW (1 July 2017 – 30 June 2018)

Edition:	8,442
Actual distributed edition:	8,353
Subscription copies:	1,592
Other copy sales:	158
Free copies:	6,603
Diffusion:	Germany: 7,232 International: 1,121

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 xx/2019
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 issue.

* 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 Mail: anzeigendaten-gub@schluetersche.de