



advertising tariffs 2009

Actual - Factual - Precise

- actual report on the latest technological developments within the industry
- factual analysis of the German and European bakery markets
- precise information for the bakery trade

advertising specifications + -tarifs

	Format width x height	dimensions in mm	mono	2 colour	3 colour	4 colour	bleed width x height in mm
	double page spread		4.840,00 €	5.640,00 €	6.440,00 €	7.240,00 €	420 x 297
	whole page	184 x 265	2.200,00 €	2.600,00 €	3.000,00 €	3.400,00 €	210 x 297*
	Juniorpage	137 x 184	1.195,00 €	1.595,00 €	1.995,00 €	2.395,00 €	142 x 210*
	half page	184 x 130 90 x 265	1.100,00 €	1.355,00 €	1.610,00 €	1.865,00 €	210 x 142* 102 x 297*
	third page	184 x 87 59 x 265	734,00 €	989,00 €	1.244,00 €	1.499,00 €	210 x 99* 71 x 297*
	quarter page	184 x 63 43 x 265 90 x 130	550,00 €	730,00 €	910,00 €	1.090,00 €	210 x 75* 55 x 297* 102 x 142*
	1/8 page	184 x 30 43 x 130 90 x 63	275,00 €	455,00 €	635,00 €	815,00 €	

*10 % additional charge for bleed
add 3 mm bleed on all sides

Vital advertising matter should be kept within 5 mm from Trim Size.

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