

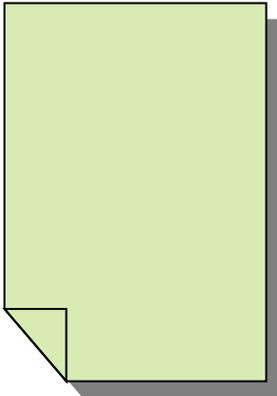
Ad Specials

Proposals for Eye-Catching and Effective Advertisements

2-page bound insert with specified position in the magazine

- You provide EAP with the folded and untrimmed insert (5,000 copies)
- Size/trim marks must be appropriate for DIN A4 format (210 x 297 mm)
- Bind Allowance: 3 mm of space for the cutting edge to the gutter / on the inner edge
- Trim Allowance: 8 mm head trim (obligatory); 20 mm foot trim; 17 mm on the other edges
- Paper weight not more than 150 g/qm
- Price: 350 Euro/thousand copies (plus portal fee)*

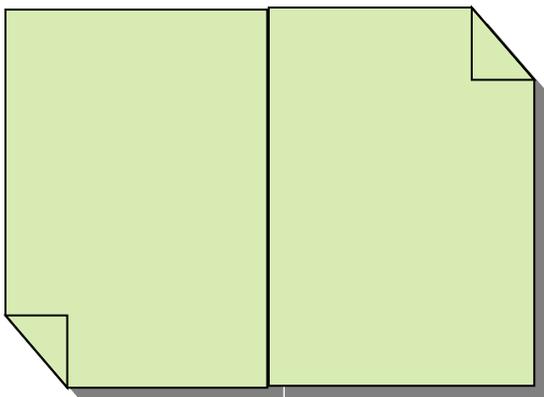
*regular circulation: 5,000 copies



4-page bound insert with specified position in the magazine

- You provide EAP with the folded and untrimmed insert (5,000 copies)
- Size/trim marks must be appropriate for DIN A4 format (210 x 297 mm)
- Bind Allowance: 3 mm of space for the cutting edge to the gutter / on the inner edge
- Trim Allowance: 8 mm head trim (obligatory); 20 mm foot trim; 17 mm on the other edges
- Paper weight not more than 150 g/qm
- Price: 450 Euro/thousand copies*

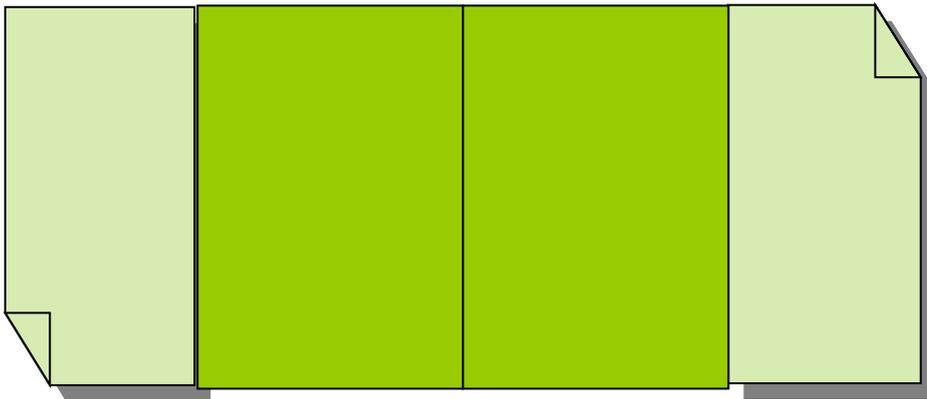
*regular circulation: 5,000 copies



8-page bound insert with specified position in the magazine

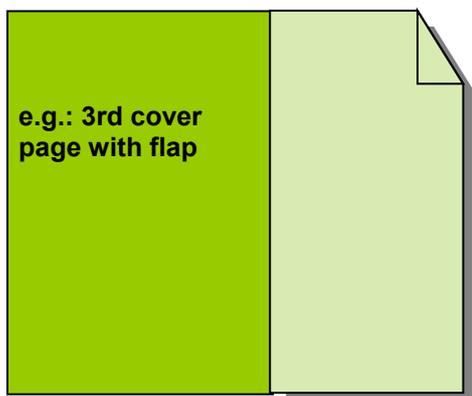
- You provide EAP with the folded and untrimmed insert (5,000 copies)
- The height must be appropriate for DIN A4 format (210 x 297 mm); the width has to be min. 4 mm less than the standard format, in order to avoid cutting errors inside (206 x 297 mm)
- 3 mm of space for the cutting edge to the gutter / on the inner edge
- Trim Allowance: 8 mm head trim (obligatory); 20 mm foot trim (min.)
- Flap = up to a max. width of 150 mm each
- Paper weight not more than 135 g/qm
- Price: 550 Euro/thousand copies*

*regular circulation: 5,000 copies



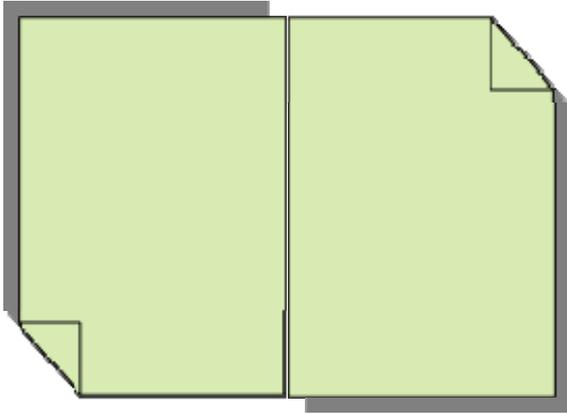
2nd or 3rd Cover Page with flap

- 3 page parts (cover page/flap inside/flap outside) of which one is in DIN A4 format (cover page) and the other two are narrower and folded down (flaps)
- your advertisement will be printed on the respective cover page (inside) as well as on both sides of the flap
- You provide the publishing house with the print material for the whole space
- Size/trim marks must be appropriate for DIN A4 format (210 x 297 mm), 4 mm color bleed
- please put the folding mark (cover/flap) at 210 mm from the inner edge when using consecutive motives
- flap inside = 100 (through to max. 170) mm wide, 297 mm high (plus bleed)
- flap outside = same as inside
- Price: 3,800 Euro (discounts possible)



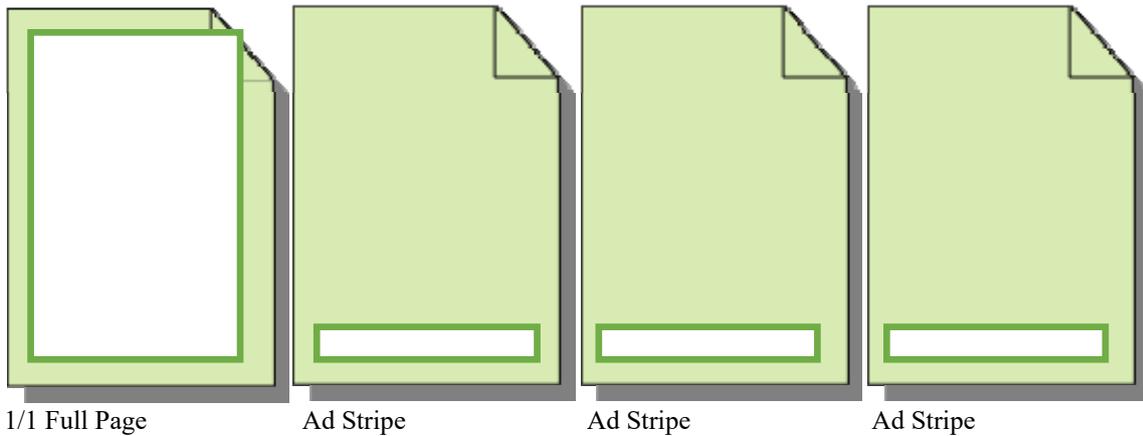
“Ab durch die Mitte ☺” = Through the Bound (“Double Spread“)

- opposite double page
- Costs: 3,600 € (discounts possible)



Ad with follow-up stripes (“Remember me”)

- A full page ad on the right, followed by three stripes also on the right in the same magazine issue
- The full page ad contains a graphic design in its foot area which reappears in the following stripes (living column)
- Format full page ad = 210 x 297 mm (width x height) plus 4 mm trim in all directions beyond the cutting marks
- Ad stripes: 179 x 20 mm (width x height)
- Price: 3,500 € (discounts possible)



Ad with follow-up presence (“Remember me“)

- A full page ad on the right, followed by ads sizing 1/2 page, 1/4 page and ad stripe in the same issue
- Placement in loose succession or on specified pages (placement by customer demand)
- Price: 4,700 € (4,900 € with placement by customer demand), discounts possible

