

Media data

Advertising price list Nr. 22

(valid since January 1st, 2012)

Format of the magazine Print type area	DIN A4, 297 mm (height) x 210 mm (width) 270 mm (height) x 185 mm (width), 3 columns			
Advertising-format and basic prices	Format	Height x width in mm	Price in €	
	1/1 page	270 x 185	1.800,-	
	2/3 page	270 x 123 or 180 x 185	1.250,-	
	1/2 page	270 x 90 or 135 x 185	1.100,-	
	1/3 page	270 x 58 or 90 x 185	690,-	
	1/4 page	135 x 90 or 65 x 185	540,-	
	1/6 page	135 x 58 or 65 x 120 or 45 x 185	350,-	
	Each 58 mm wide millimetre-line		2,50	
	Each 90 mm wide millimetre-line		4,00	
	Each 120 mm wide millimetre-line		5,00	
Private Job offer- and occasional advertisement	58 mm wide millimetre-line for each column		2,00	
Additional charge for colour*		2c	3c	4c
	1/1 page; each colour, 330,- €	330,- €	660,- €	990,- €
	2/3 page; each colour, 330,- €	330,- €	660,- €	990,- €
	1/2 page; each colour, 330,- €	330,- €	660,- €	990,- €
	1/3 page; 2c, 3c, 4c: plus 50%	345,- €	345,- €	345,- €
	1/4 page; 2c, 3c, 4c: plus 50%	270,- €	270,- €	270,- €
	1/6 page; 2c, 3c, 4c: plus 50%	175,- €	175,- €	175,- €
Inserts per %*	Up to 25 g weight plus postage			270,-
	26-50 g weight plus postage			320,-
	51-75 g weight plus postage			370,-
	More than 76 g weight plus postage			nach Absprache
Chiffre fee*				5,-
Prices for priority placement*	Position regulations			extra charge 25 %
Double-paged advertisement*	Double-pages in the middle of the magazine			extra charge 10 %
	* = no discount allowed The valid sales tax will be charged additionally.			
Publisher	Fachgruppe Obstbau im Bundesausschuss Obst u. Gemüse, Berlin			
Advertisement department	ad-pitch gmbh, Siegbert Lüttig An der Wethmarheide 36, 44536 Lünen fon: 0049 2306 92948-15, fax: 0049 2306 92948-18 e-mail: sl@ad-pitch.de			
Manufacture	Projekt m/c GmbH Am Brambusch 24, 44536 Lünen fon: 0049 231 986014-1, fax: 0049 231 986014-3 e-mail: kleine-bernink@projekt-mc.de			
Publication	First week of each month			
Print run	7.000			
Deadline for placing an advertisement or redemption	5th of previous month			

Area of distribution	Germany – especially fruit-producing regions – and abroad
Reader	Professional fruit growers, fruit growing advisors, Institutes for orcharding, experimental stations, government departments, other authorities, cooperatives
Discounts	by placing regular advertisements per year 3 advertisements 3 % 6 advertisements 6 % (No quantity grading) 9 advertisements 9 % 12 advertisements 12 %
Forwarding address for inserts	without postal charges and fees: RR Letter-Shop GmbH Frei-Vogel-Straße 15, 44263 Dortmund fon: 0049 231 733890, fax: 0049 231 7273724 e-mail: rr-lettershop@arcor.de eventual cartage will be charged
Printing method	Offset
Print documents	Lithographs up to 60-raster or fine-drawing. (Manufacturing of lithographs by charging the prime costs.) The takeover of digital Data is required

Requirements for electronic advertisement data:

Data file formats:	pictures & graphics as tiff or EPS
Programmes:	Adobe Illustrator up to version 7.0; Freehand up to version 7.0; QuarkEXPress; MS Word up to version 7.0 in Windows or up to version 5.1 in MacOS-format, graphics should be sent as separate data
Media formats:	e-mail to: kleine-bernink@projekt-mc.de or sl@ad-pitch.de CD-R, DVD