

2022 САХАР И СВЕКЛА

Advertisement rates No 15 valid from 30.09.2021

Magazine format:

A4, 297 mm deep, 210 mm wide

Type area

272 mm deep, 186 mm wide
column width 59 mm, number of columns 3

Advertisement formats and basic prices

Basic price per mm Euro 2.40; **no additional charges for colours**

Advertisement formats in mm (width x depth)

1/1 (1088 mm – 186 x 272)
2/3 (728 mm – 186 x 182, 210 x 194 with 3 mm bleed) horizontal
1/2 (544 mm – 186 x 136, 210 x 148 with 3 mm bleed) horizontal
1/2 (544 mm – 90,5 x 272, 103 x 297 with 3 mm bleed) vertical
Junior (470 mm, 122 x 193)
Junior (364 mm, 106 x 153)
1/3 (364 mm – 59 x 272, 71 x 297 with 3 mm bleed) vertical
1/3 (364 mm – 186 x 91, 210 x 103 with 3 mm bleed) horizontal
1/4 (272 mm – 42,75 x 272, 55 x 297 with 3 mm bleed) vertical
1/4 (272 mm – 186 x 68, 210 x 80 with 3 mm bleed) horizontal
1/4 (272 mm – 90,5 x 136, 103 x 148 with 3 mm bleed) vertical
1/8 (136 mm – 42,75 x 136; 103 x 74 with 3 mm bleed; 90,5 x 68)

4-colours (CMYK)

2 095.00 Euro
1 575.00 Euro
1 195.00 Euro
1 195.00 Euro
1 130.00 Euro
840.00 Euro
840.00 Euro
840.00 Euro
630.00 Euro
630.00 Euro
630.00 Euro
350.00 Euro

Title page

210 x 210 with 3 mm bleed

3 160.00 Euro

1st and 2nd opening page, 3rd and 4th cover page:

210 x 297 with 3 mm bleed)
all special pages only in full colour

2 510.00 Euro

Extra charges:

position within editorial section – 100 %; prescribed position in front of a specified article – 25 %;
advertisements with a special format – 10 % (calculation base is always the basic price)

Loose Inserts;

up to 20 g, per 1000 copies Euro 510,-; per each additional 5 g Euro 72,-; max. 35 g; format up to 190 x 290 mm; postage costs extra Mailing. Drukarnia Beyga "Kazimierz Beyga, Glinno 126, PL-64-300 Nowy Tomyśl – Kennwort "Sakhar i svekla"

Publication date

10th March, 2022

15th October, 2022

Closing date for advertisements:

15th February, 2022

30th September, 2022

Printing material

PDF files (MS Windows) of resolution >300 dpi

Conditions of payment

Payment due 30 days after invoice date, for payment within 14 days after invoice date 2 % discount, the publisher reserve the right to ask for a prepayment

Banking accounts:

Verlag Dr. Albert Bartens KG, Postbank Berlin Account 66 190 105 Bank Code 100 100 10
Swift Code: PWNKDEFF 100, IBAN DE: 78 1001 0010 0066 901 05



Vouchers

1 copy

Print run

3.000 copies