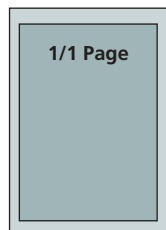




The most important basic ad sizes (width x height)



1/1 Page

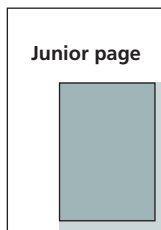
Ad sizes

Type area
With bleed

184 x 262 mm
216 x 303 mm*

Rate (4c)
in Euro

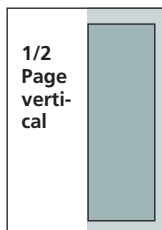
4,800.–



Junior page

128 x 184 mm
144 x 204 mm*

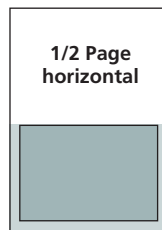
3,300.–



1/2 Page
vertical

90 x 262 mm
106 x 303 mm*

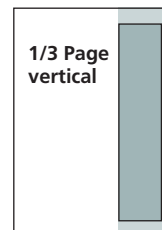
2,930.–



1/2 Page
horizontal

184 x 128 mm
216 x 148 mm*

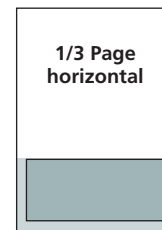
2,930.–



1/3 Page
vertical

58 x 262 mm
74 x 303 mm*

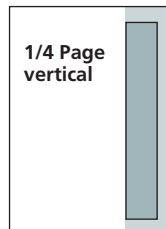
2,420.–



1/3 Page
horizontal

184 x 83 mm
216 x 103 mm*

2,420.–



1/4 Page
vertical

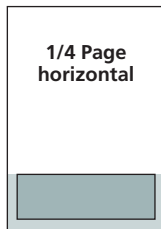
Ad sizes

Type area
With bleed

43 x 262 mm
59 x 303 mm*

Rate (4c)
in Euro

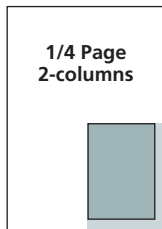
1,875.–



1/4 Page
horizontal

184 x 61 mm
216 x 81 mm*

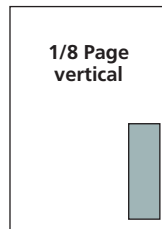
1,875.–



1/4 Page
2-columns

90 x 128 mm
106 x 148 mm*

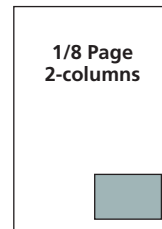
1,875.–



1/8 Page
vertical

43 x 128 mm

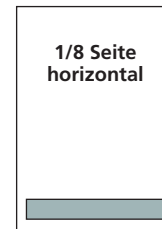
1,390.–



1/8 Page
2-columns

90 x 61 mm

1,390.–



1/8 Seite
horizontal

184 x 28 mm

1,390.–

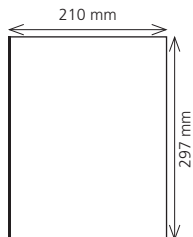
* Sizes include 3 mm at each edge for trim

Additional ad sizes on request

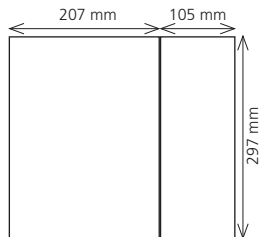
All orders underlie our general terms and conditions, see www.verpackungsrundschau.de/terms. All rates are excluding VAT.

Bound insert variations with trim scheme (Only for standard issues; please inquire for Specials)

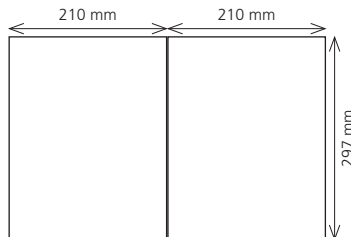
Head trim 6 mm, bottom trim 6 mm, edge trim 3 mm, gutter 3 mm, for bound inserts that fold out, add 3 mm for trimming (spine only)



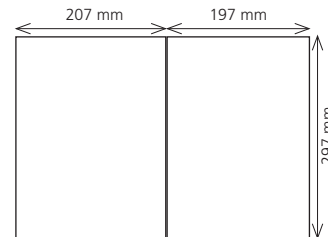
1 Sheet
width 216 mm x height 309 mm*



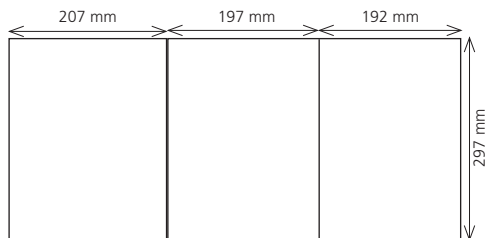
1 Sheet + fold-out
width 315 mm x height 309 mm*



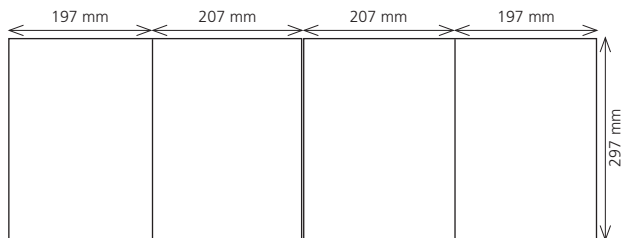
2 Sheets
width 432 mm x height 309 mm*



2 Sheets (folding out sideways)
width 417 mm x height 309 mm*



3 Sheets (right hand gate fold)
width 599 mm x height 309 mm*



4 Sheets (double gate fold)
width 814 mm x height 309 mm*

*** Untrimmed size.
Stitched-in inserts must
be supplied untrimmed
and folded.**