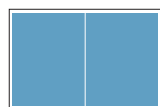


PRICING TECHNICAL INFORMATION



2/1 PAGE **46,000.00¹**
4,400 mm W: 596 mm x H: 440 mm



1/1 PAGE **23,200.00**
1/1 PAGE
incl. title spot² **26,200.00**
2,200 mm W: 280 mm x H: 440 mm



4/5 PAGE **20,400.00**
1,760 mm W: 224 mm x H: 440 mm



3/5 PAGE **15,990.00**
1,320 mm W: 167 mm x H: 440 mm



9/16 PAGE **19,890.00**
1,240 mm W: 224 mm x H: 310 mm



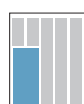
1/2 PAGE HORIZONTAL **13,550.00**
1,100 mm W: 280 mm x H: 220 mm



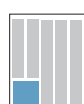
1/3 PAGE HORIZONTAL **10,430.00**
750 mm W: 280 mm x H: 150 mm



1/4 PAGE HORIZONTAL **8,500.00**
550 mm W: 280 mm x H: 110 mm



1/4 PAGE CORNER **8,500.00**
550 mm W: 110 mm x H: 275 mm



SMALL FORMAT **5,840.00**
300 mm W: 110 mm x H: 150 mm

Reservations for placement are binding max. 3 weeks for a preferred placement, max. 6 weeks for a regular placement.

All prices in Euro, plus statutory value added tax.

¹ incl. extra charges for print exceeding print area (2,280.00 margin allowance 34 mm)

² Title spot on title page, format w 49 mm x h 50 mm

NEWSPAPER FORMAT

315 mm wide, 470 mm high

PRINT SPACE

280 mm wide, 440 mm high
5 columns à 53 mm width

PRINTING AND BINDING PROCESS

Commercial web press with heat-set, newspaper fold

Paper quality LWC

Dot gains

Colours

40 % area: 16 % (tolerance ± 4 %)

80 % area: 11 % (tolerance ± 3 %)

Black

40 % area: 19 % (tolerance ± 4 %)

80 % area: 13 % (tolerance ± 3 %)

Minor tonal value deviations are the result of the web press printing process tolerance range.

DATA FORMATS

Digital data are required in PDF/X-3 format, PSO LWC Standard. Open-format data are to be avoided. All fonts used are to be embedded, half-tone images require 250 dpi resolution.

DATA TRANSFER

via FTP, e-mail or CD-ROM

COLOURS ACCORDING TO EUROSCALE

Colour sequence

Black, Cyan, Magenta, Yellow

PROOF

Colour-accurate digital/reference proof (paper simulation of Lebensmittel Zeitung copy paper) with appropriate measuring elements.

DATA ARCHIVING

Data are archived. For that reason, it is usually possible to run repeats without changes. However, we do not assume any guarantee for data.

WARRANTY

In the event that incomplete or deviating data are delivered (texts, colours, images), we do not guarantee the print result. There is a charge for faulty exposures due to incomplete or faulty files, incorrect settings or incomplete information. The same applies to additional setting and lithography work as well as creation of further proofs.

DISCOUNTS

with purchase within one insertion year (starting with the first appearance of the advertisement)

Frequency discount	Quantity	discount
3 advertisements	700 mm	3 %
6 advertisements	2,200 mm	5 %
	4,400 mm	7 %
12 advertisements	6,600 mm	10 %
	11,000 mm	12 %
24 advertisements	13,200 mm	15 %
	15,400 mm	18 %
52 advertisements	17,600 mm	20 %
	19,800 mm	21 %

TERMS OF PAYMENT

3 % with payment on advance invoice or order confirmation or direct debit by the date of publication

2 % discount with payment within 14 days of invoice date

2 % discount with direct debits within 14 days of invoice date,

Net within 30 days of invoice date

BANKING INFORMATION

Frankfurter Sparkasse

Account no. 34926

Routing no. 500 502 01

BIC HELADEF1822

IBAN DE56 5005 0201 0000 0349 26



All print adverts are published additionally in e-paper version without extra costs.

PRICING FORMATS

Lebensmittel Zeitung

	Overall Millimetre	Width x Height in mm	Prices 4c in €
5-COLUMN			
1/1	2,200	280 x 440	23,200.00
1/1 incl. title spot ¹	2,200	280 x 440	26,200.00
3/4 horizontal	1,650	280 x 330	19,290.00
	1,500	280 x 300	17,690.00
	1,250	280 x 250	15,140.00
1/2 horizontal	1,100	280 x 220	13,550.00
1/3 horizontal	750	280 x 150	10,430.00
1/4 horizontal	550	280 x 110	8,500.00
	350	280 x 70	6,390.00
	200	280 x 40	4,140.00

4-COLUMN			
4/5 vertical	1,760	224 x 440	20,400.00
9/16 corner	1,240	224 x 310	19,890.00
1/2 corner	1,100	224 x 275	17,200.00
2/5 corner	880	224 x 220	11,250.00
	600	224 x 150	8,690.00
	400	224 x 100	6,730.00
	200	224 x 50	4,140.00

3-COLUMN			
3/5 vertical	1,320	167 x 440	15,990.00
	1,050	167 x 350	12,900.00
	900	167 x 300	11,460.00
	840	167 x 280	10,770.00

SURCHARGES

PREFERRED PLACEMENTS (WITHOUT RIGHT OF WITHDRAWAL)

Page	Format	Total Millimeter	Width x Height in mm	Prices 4c in €
1	Title strip	200	280 x 40	10,100.00
	Title spot	50	49 x 50	4,990.00
2	Text portion 100/ 1-column	100	53 x 100	4,140.00
	1/3 horizontal	750	280 x 150	14,750.00
	1/2 horizontal	1,100	280 x 220	16,500.00
4	1/4 horizontal	550	280 x 110	9,000.00
5, 7, 9, 11, 13, 15	1/1	2,200	280 x 440	25,550.00
Last page	1/1	2,200	280 x 440	25,550.00
5, 7, 9, 11, 13, 15	1/1 incl. title spot ¹	2,200	280 x 440	28,550.00
Last page	1/1 incl. title spot ¹	2,200	280 x 440	28,550.00

Reservations for placement are binding max. 3 weeks for a preferred placement, max. 6 weeks for a regular placement.

ADS WITH TEXT PORTION

Page 6 and following price per mm 4c **39.90 €**
 Column width 53 mm, min. height 40 mm, max. height 100 mm

ADS EXCEEDING PRINTING FORM

Margin allowance 34 mm **2,280.00 €**

	Overall Millimetre	Width x Height in mm	Prices 4c in €
3-COLUMN			
1/3 corner	750	167 x 250	10,430.00
	660	167 x 220	9,450.00
	540	167 x 180	8,400.00
	450	167 x 150	7,260.00
	300	167 x 100	5,840.00
	150	167 x 50	3,140.00

2-COLUMN			
2/5 vertical	880	110 x 440	11,250.00
	620	110 x 310	8,950.00
1/4 corner	550	110 x 275	8,500.00
1/5 corner	440	110 x 220	7,100.00
	360	110 x 180	6,560.00
	300	110 x 150	5,840.00
	200	110 x 100	4,140.00
	100	110 x 50	2,100.00

1-COLUMN			
1/5 vertical	440	53 x 440	7,100.00
	300	53 x 300	5,840.00
	250	53 x 250	4,950.00
	200	53 x 200	4,140.00
	150	53 x 150	3,140.00
	100	53 x 100	2,100.00
	50	53 x 50	1,060.00

CLASSIFIED ADS

b/w, 4c price per mm / column **6.20 €**

Business connections, real estate, offers/requests for commercial agency, sales, wanted ads, logistics and similar

BOX NUMBER FEE

Domestic **40.00 €**
 Abroad **60.00 €**

LOOSE LEAF INSERT²

Format max. W: 210 mm x H: 297 mm
 Format min. W: 105 mm x H: 148 mm
 Long edge folded
 Price up to 25 g total weight³ **315.- €/1,000**

DELIVERY ADDRESS

Societätsdruck, Westdeutsche Verlags- und Druckerei GmbH, Warenannahme Akzidenz, Kurhessenstr. 4 - 6, D-64546 Mörfelden-Walldorf, Germany

DELIVERY MEMO

"For Lebensmittel Zeitung, edition / 2018"
 Delivery by advertisement deadline

¹ Title spot on title page, format w 49 mm x h 50 mm

² Advance sample required

³ Required quantity delivered: 36,000 copies, paper weight of insert: for individual sheet min. 150 g/sqm, inserts with higher total weight than 25 g on request, partial editions on request, discounts see frequency discount on page 12.