

# PROGRESSIVE

INSIDE ADVERTISEMENT	PRICE (EUR)
1/1 inside left page	1.950
1/1 inside right page	2.050
2/1 page (double inside page)	2.950
1/2 inside left page	950
1/2 inside right page	1.150
1/3 inside left page	750
1/3 inside right page	850
1/4 inside left page	550
1/4 inside right page	650
1/6 page	350
1/6 teaser	450

SPECIAL POSITIONS	PRICE (EUR)
Front cover page	4.000
Front cover with additional opening 1/1 A4 page	4.900
First double page ( 2 and 3 page)	3.500
First double page with opening 1/1 A4 page	4.300
1/1 Page next to editorial	2.150
Last cover page	2.390
Back inside cover	2.000
Middle double page	3.300
Back inside double page	3.000
Insert (up to 20gr.)	2.300

SPONSORED ARTICLES	PRICE (EUR)
Merchandising (1/1)	1.500
Brand history presentation (1/1)	1.500
Category management	1.500
1/2 Page pr article	850

DISCOUNTS	
4 advertisements	5%
7 advertisements	10%
10 advertisements	15%

<b>CLASSIFIED 1/6 PAGE</b>	350
<b>fixed position</b>	+10 %

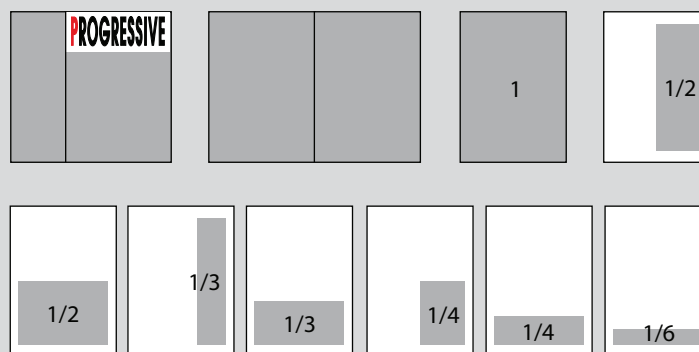
This rate card is valid from January 1st, 2009

VAT is not included.

Additional options by agreement.

The publisher reserves the right to refuse any advertisement with no reason given.

## TECHNICAL SPECIFICATIONS AND SIZES



PAGE	SIZE (mm)
Front cover*	210 x 220
Flip*	110 x 297
Full page*	210 x 297
Double-page spread*	420 x 297
1/2 vertical	88 x 247
1/2 horizontal	175 x 125
1/3 vertical	55 x 247
1/3 horizontal	175 x 85
1/4 vertical	88 x 125
1/4 horizontal	175 x 55
1/6 horizontal	175 x 30

File formats: TIFF or EPS (all text has to be converted to curves/outlines). Colour mode: CMYK (no spot colours please). Resolution: 300 dpi. All full page and spread ads should bleed 3 mm off all edges. Please do not put any crop marks, registration marks, colour bars or other additional information in your file. Calibrated digital colour proofs should accompany the ads, otherwise the quality of printing cannot be guaranteed. If no colour proof is provided, we do not accept claims regarding the print

\* These are the cut sizes of the advertisements. Please add a 3 mm bleed at each edge.