

Format	210 mm wide x 280 mm high (magazine format)
Type area	178 mm wide x 252 mm high • 3 columns each 56 mm
Print cut	210 mm wide x 280 mm high (plus 3 mm trim on all four edges)
Colours	Euroscale, other colours on request. Marginal shade differences due to tolerances of offset process.
Circulation	65,000 copies nationwide
Printing process	Rotary offset
Print-ready files	Digital (open QuarkXPress-file or exposable pdf). Profile: ISO Web Coated. Proofs must be colour binding.
Forwarding address for print-ready files	Publisher: Unternehmer Medien GmbH , Schlossallee 10, D - 53179 Bonn, Germany • Contact person: Dipl.-Grafik-Des. Heidrun Bahmann, tel: +49 (0)228/95459-86, fax: -80, email: bahmann@unternehmermagazin.de
Binding	Stapled
Frequency	Monthly (eight actual issues) • Combined issues for January/February (1/2), May/June (5/6), July/August (7/8) and November/December (11/12)

Discounts	Repeat ad rebate	Quantity rebate
	3 ads 3 %	3 pages 3 %
	5 ads 5 %	5 pages 5 %
	8 ads 10 %	8 pages 10 %

Job advertisements Applies for ads placed in one calendar year. Colours also subject to discount. No surcharge for print cut and gutter bleed.

Inserts Special price: € 7.50 per mm.
€ 150 per thousand up to 25 g • € 175 per thousand up to 50 g (both ex VAT). Other weights on request.

Format Maximum 205 mm (width) x 275 mm (height)

Stapled inserts € 175 per thousand up to 50 g (ex VAT), four-sided, on client's own paper. Bound into centre of magazine. Other solutions (incl. printing) on request.

Format Maximum 210 mm (width) x 280 mm (height), plus 3 mm trim at the edges. Delivered folded, uncut.

Adhesive inserts € 75 per thousand (ex VAT).
Formats, weights and placements on request.

Forwarding address for inserts, stapled inserts and adhesive inserts **Printing Office: L. N. Schaffrath GmbH & Co. KG**, Marktweg 42-50 • D - 47608 Geldern • Contact person: Birgit Schmetter • tel: +49 (0)2831/396152 • fax: +49 (0)2831/396280 • email: b.schmetter@schaffrath.de