

Further information

Cover portrait and pricelist

Frequency of publication: monthly
Volume: 97 (2021)
Web address (URL): www.gummibereifung.de
Publisher: Schlütersche Fachmedien GmbH
 Part of Schlütersche Media Group
Postal Address: 30130 Hannover
Address: Hans-Böckler-Allee 7, D-30173 Hannover
Editorial
 Olaf Tewes (responsible)
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 Daniel Willrich
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 phone: +49(0)511 8550-2639
 fax: +49(0)511 8550-2405
 mail: vertrieb@schluetersche.de

Subscription prices: € 157.80 per year including shipping costs
 € 12.00 per issue plus shipping costs
 € 85.90 e-paper subscription

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 Uta Haffert
 phone: +49(0)511 8550-2312
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Advertising offices for: **The Netherlands/Belgium:**
 Bruil & van de Staij
 Postbus 75, NL-7940 AB Meppel
 phone: +31 (0)522/745871
 fax: +31 (0)522/257827
 mail: sales@bruil.info

Distribution Audited by IVW (1 July 2019 – 30 June 2020)

Edition:	8,300
Actual distributed edition:	8,225
Subscription copies:	1,424
Other copy sales:	155
Free copies:	6,646
Diffusion:	Germany: 5,941
	International: 2,284

The General Terms and Conditions (AGB) can be found at
<http://schluetersche.de/AGB>

Further information

Price list no. 60 valid from 1 January 2021

Magazine size size A4, 210 mm (horizontal) x 297 mm (vertical)

Page size 175 mm (horizontal) x 248 mm (vertical),
4 columns, each 40 mm wide

Advertisement basic rates (quoted in euros)

Advertisements in the editorial part:

size	b/w	2-C	3-C	4-C
1/1 page	2,760	3,250	3,740	4,230
Junior Page	1,610	1,900	2,190	2,480
1/2 page	1,380	1,670	1,960	2,250
1/3 page	865	1,110	1,355	1,600
1/4 page	690	935	1,180	1,425

Cover pages 4-coloured

front cover page	5,300
inside front cover page	4,800
inside back cover page	4,800
outside back cover page	4,900
front cover supplement	4,950

Classified advertisements:

Size	b/w
1/2 page	1,048
1/3 page	698
1/4 page	524
1/8 page	262

per millimetre line the width of 1 column/44 mm	€ 1,98
reduced price for job offers	€ 1,88
reduced price for job applications	€ 1,40

Classified advertisements: width x height in millimetres

1/2 page	4 columns	188 x 134
1/4 page	2 columns	92 x 134
1/4 page	4 columns	188 x 65
1/8 page	2 columns	92 x 65
1/8 page	4 columns	188 x 32

Further formats on request.

Type area: 188 mm wide x 272 mm high, 4 columns per 44 mm wide

Further information

Digital Documents for Printing

Journal format

210 mm (width) x 297 mm (height), DIN A 4
Uncut: 216 mm (width) x 303 mm (height)

Printing and binding methods

Sheet off-set printing, adhesive binding

Data transfer and contact

E-Mail: anzeigendaten-gub@schluetersche.de
For larger amounts of data, the delivery is via NextCloud; please notify in advance.
For queries: phone +49(0)511 8550-2521/-2522
When transferring the data, please use filename `journal_issue_advertiser` and also send the exact work order information as well as revision-level colour printouts of the advertisement.

Data format

PDF/X-3 data files should be sent. Open-format data files (e.g. InDesign, QuarkXpress, etc.) should be avoided. The file must be printable; i.e. all the texts should be embedded. Halftone images require a resolution of 300 dpi, line art at least 600 dpi.

Setting costs

We are happy to help you in the design of your advertisement. The setting and/or correction work will be charged at cost price; a discount is not possible.

Colours

Printing colours (CMYK colour model) according to ISO 12647-2 (PSO). The Standard-Offset Profile of the ECI (`ECI_Offset_2009` available free of charge at www.eci.org) should be used as a reference for the conversion and control of the colour space (ICC-Colour Management).

Proofs

Full-colour test prints should be printed according to the Media Standard Print guidelines of the German Printing and Media Industries Association [*Bundesverband Druck und Medien*] and sent to ensure colour authenticity. Digitally produced test prints must contain the FOGRA media wedge to ensure colour fidelity (available for a fee from www.fogra.org). Proofs must contain an official print control strip.

Output profile and paper grades for reference proof prints are as follows:

Cover:

Paper grade 1 (FOGRA 39), output profile `ISOcoated_v2_eci.icc`,

Contents:

Paper grade 3A (FOGRA 45), output profile `PSO_LWC_Improved_eci.icc`

Data archiving

The data will be archived for 1 year; unchanged repetitions of the advertisement are therefore usually possible. However, we cannot guarantee that your data will be preserved.

Warranty

The client is responsible for the punctual delivery of the advertisement text and flawless print documents. If the print documents are not flawless, the publishers will print the advertisement in the quality which is possible with the submitted print document.

Further information

Digital Documents for Online

Banner

We publish your advert on different subsites in rotation with other banner. You need new advertising material? Our layout department will be pleased to assist you. The design of a static banner is for free, the design of an animated banner we will invoice at costs. The hourly wage of our designer is 90.00 €.

Newsletter

For the special placements on the head of the newsletter we charge an additional rate as well as for advertorial features. Prices on request.

Videos

At our online presence of “AutoRäderReifen-Gummibereifung” we are able to publish videos under the section Videos. Contact us, if you want to present your image video on our website. Prices and more information on request.

Job market

All job advertisements are also published online on our website and in the newsletter without additional costs to the advertiser. It is also possible to publish the employment ads exclusively online. Prices on request.

Discounts

Discounts based on the period of one year.

3 months	5% discount
6 months	10% discount
9 months	15% discount
12 months	20% discount

The discounts apply to banner and advertising at our newsletter, excepting videos.

Data delivery

At least a week before the ad is scheduled to run, please deliver via e-mail to: anzeigendaten-gub@schluetersche.de
 File format for the website (40 kb / 200 kb): .gif, .jpg / Flash or .html.
 File format for the newsletter (max. 40 kb): .gif or .jpg
 For Flash versions: please provide the Flash version and information regarding action script, GIF or JPG as a fall-back in the format of the booked ad for users who do not have installed Flash; click target code*
 Instead of Flash we recommend html5. You can find further information about ad requirements on www.gummibereifung.de

*The code is needed so that click targets report the banner as a parameter, which enables the clicks on the banner to be counted.

Terms of payment

8 Days after the invoice date 2 % Discount, otherwise 30 days without deduction.

Bank withdrawal procedures possible.

USt.-Ident-Nr. DE 316 433 496

Account details:

Commerzbank Hannover

IBAN-Nr.: DE21 2504 0066 0331 8961 00, BIC: COBADEFFXXX