ΜΕΡΙΔ ΡΔΤΔ 2021

Further information



Cover portrait and pricelist

Frequency

Volume:

of publication: monthly 97 (2021)

Web address (URL): www.gummibereifuna.de

Publisher:

Schlütersche Fachmedien GmbH Part of Schlütersche Media Group

Postal Address:

30130 Hannover

Address: Hans-Böckler-Allee 7, D-30173 Hannover

Fditorial

Olaf Tewes (responsible) phone: +49(0)511 8550-2313

mail: tewes@schluetersche.de

Kay Lehmkuhl

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Daniel Willrich

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Distribution:

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

Advertising department: Monika Grabe

> phone: +49(0)511 8550-2311 mail: grabe@schluetersche.de

Uta Haffert

phone: +49(0)511 8550-2312 mail: haffert@schluetersche de

Advertising offices for: The Netherlands/Belgium:

Bruil & van de Staaii

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 sizesize A4, 210 mm (horizontal) x 297 mm (verticalPage size175 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 Junior Page 1/2 page	2,760 1,610 1,380	3,250 1,900 1,670	3,740 2,190 1,960	4,230 2,480 2,250
1/3 page 1/4 page	865 690	1,110 935	1,355 1,180	1,600 1,425
Cover pages		4-coloured		
front cover page inside front cover page inside back cover page outside back cover page front cover supplement		5,300 4,800 4,800 4,900 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

MEDIA DATA 2021

Further information



Price list no. 60 valid from 1 January 2021

Inserts

Bound-in inserts

Two-page € 2,960.-Four-page € 3,900.-To be supplied folded and untrimmed

in format: 2-page = 303 x 216 mm, 4-page = 303 x 432 mm, Discounts as per quantity scale (1 insert corresponds to one page)

Loose inserts

up to 25 g in weight € 295.– per thousand* over 25 g, up to 50 g € 335.– per thousand*

plus postal charges (no binding possible)
Max. format 294 mm height x 205 mm width

Inserts, inserts or bound inserts must be flawless processed 14 days before publication of the book free at home Printing shop.

The delivery must include a delivery note with details to edition and issue.

Address to which inserts are to be sent

Dierichs Druck+Media GmbH & Co. KG

Warenannahme / Tor 2, Frankfurter Str. 168, 34121 Kassel Delivery note: Gummibereifung, issue xx/2021. Delivery free printing Inserts, inserts or bound inserts must be flawless processed 14 days before publication of the book free at home Printing shop. The delivery

must include a delivery note with details to edition and issue.

Reduction of prices

3 ads - 5 % - 1 page 12 ads - 15 % - 6 pages 6 ads - 10 % - 3 pages 24 ads - 20 % - 12 pages

Discounts based on the period of one year.

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

Technical specifications

Trimming: Trimming allowance 3 mm for each trimmed side

Binding: Threadless binding

Print: Offset

Colour profile: ISO coated V2

Copy: Exclusively data via E-Mail or on data media

with proof. No warranties can be given regarding the colour reproduction of colour advertisements supplied without colour proofs or scales.

Responsibility for the correctness of the contents and for colour and tone values lies with the client.

Submission of data: For further details regarding the submission of

data.

Copy deadlines: See closing dates for advertisements

Address for

copy submission: AutoRäderReifen – Gummibereifung

Advertising department

Office Bielefeld

Niederwall 53, 33602 Bielefeld, Germany Mail: marketing-gub@schluetersche.de

^{*} For inserts and inserts from three millimeters height plus postage.

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 gueries: 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 quarantee 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.

MEDIA DATA 2021

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.

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