

Advertising Price List No. 25, valid from 01.01.2018
Actual total annual circulation on average (according to AMF scheme 2): 47.826 copies

Publication format

210 mm width, 297 mm height, DIN A4

Print area

183 mm width, 264 mm height
3 columns each with a width of 58 mm
4 columns each with a width of 46 mm

Print and finishing procedure, printing documents

Offset print, adhesive binding, digital artwork. Production of print-ready material is possible but may incur additional charges.

Deadlines

Frequency: 10 issues per year
Publication dates: on request
Advertising deadlines: on request

Terms of Payment

2 % discount: payment within 8 days of invoice date or 14 days net.
The place of jurisdiction is Berlin-Charlottenburg.

VAT identification number: DE 136628795

Advertising formats and prices

All prices are net prices subject to the addition of the statutory rate of VAT.

Format	Width x Height in mm	Basic rate black/white in €
1/1	183 x 264	6.089,-
2/3 portrait wide	120 x 264 183 x 176	4.114,-
1/2 portrait wide	90 x 264 183 x 132	3.114,-
1/3 portrait wide	58 x 264 183 x 88	2.103,-
1/4 2 columns portrait wide	90 x 132 46 x 264 183 x 66	1.581,-
1/8 2 columns portrait wide	90 x 66 46 x 132 183 x 33	794,-
1/16 wide	90 x 32	398,-
Cover gatefolder		on request

mm price of one column:
with 3 column page = mm per column 8,23 €
with 4 column page = mm per column 6,06 €
Only standard advertising formats will be published (see graphics).
*Please ask for exact layout for creation of gatefolder artwork.
Ad closing date for gatefolder ads 20 days before usual ad closing date.

Preferential placements

For adverts with preferential placement a surcharge of 10% in addition to the basic rate is charged.

Surcharges

Colour (no discount available) per additional standard colour (European colour scale)

Format	2nd colour	3rd colour	4th colour
1/1	797,-	1.594,-	2.391,-
2/3	699,-	1.398,-	2.097,-
1/2	569,-	1.138,-	1.707,-
1/3	500,-	1.000,-	1.500,-
1/4	436,-	872,-	1.308,-
1/8	338,-	676,-	1.014,-
1/16	169,-	338,-	507,-

Per special colour: € 1.972,- for 1/1 page and smaller. In the inner section of the magazine only one additional colour may be used.

Format: Adverts with gutter bleed: 10% of basic advertising rate 1/1 black/white (no discount available)

Adverts with bleed (minimum format 1/4 page): 10 % of basic advertising rate black/white. Adverts with single-edge bleed subject to full surcharge (no discount available)

Special advertising formats

(print and online): on request

Discount on format adverts

to be called up within a year (legal or contract year)

Frequency scale		Quantity scale	
3 adverts	3 %	2 pages	3 %
6 adverts	5 %	3 pages	5 %
9 adverts	12,5 %	6 pages	10 %
12 adverts	15 %	9 pages	12,5 %

There is no discount available for loose inserts and additional technical charges.

Combination rate:

We grant 10 % additional discount for ads placed simultaneously in „green-building“ and „Deutsches Ingenieurblatt“. Precondition: equal quantity of media placements within one contract year.

Job and occasional adverts

		Job offers, seminars, trainings, competi- tions, purchases and sales	Job applications
Format*	Width x Height in mm	b/w €	b/w €
1/1 p.	183 x 264	3.303,-	2.207,-
1/2 p. 2 col. 1/2 p. 4 col	90 x 264 183 x 132	1.682,-	1,098,-
1/4 p. 2 col. 1/4 p. 4 col	90 x 132 183 x 64	840,-	548,-
1/8 p. 2 col.	90 x 64	420,-	275,-
3/16 p. 2 col.	90 x 96	630,-	413,-
1/16 p. 1 col. 1/16 p. 2 col	43 x 64 90 x 32	210,-	137,-
1/32 p. 1 col. 1/32p. 2 col	43 x 32 90 x 16	106,-	69,-
3/32 p. 1 col.	43 x 96	316,-	208,-
3/64 p. 1 col.	43 x 48	158,-	103,-

* Different format adverts: €3,45 (job offers, etc.) and €2,25 (job applications) per mm/column

Box number advert fees: Administration and postage fees will be assessed individually. The minimum fee is € 9,70.

Discounts for occasional adverts

Repeated unaltered occasional adverts:
10 % for two placements, 15 % for three placements

Bound-in insert

(limited number available) Untrimmed format 217 mm wide, 307 mm high, with 4 page products untrimmed 434 x 307 mm. Number of copies supplied: current print run plus handling allowance of 3 %. Delivery deadline for inserts 14 days before publication at the latest.

Paper weight:

	80-134 g/m ²	135-159 g/m ²	160-180 g/m ²
1 sheet = 2 pages	5.904,-	6.495,-	7.381,-
2 sheets = 4 pages	9.065,-	9.971,-	11.332,-
3 and more sheets	on request		

Discounts: according to frequency and quantity scale, also in combination with adverts.

1 sheet = 1,0 advertising page 2 sheets = 1,5 advertising pages
3 sheets = 2,0 advertising pages 4 sheets = 2,5 advertising pages

An insert sample has to be provided before the order can be accepted.

Loose inserts

(limited number available, no discount)

Up to a weight of 25 grams and 2 mm thickness: € 217,- per% plus postage fee. Prices for enclosures exceeding 25 grams, on particularly thin paper (less than 65 g/m²) or with more than 4 pages: on request and according to postal regulations. An enclosure sample has to be provided before the order can be accepted.

Split run: (limited number available, no discount) available for individual federal states only. Additional handling charges: € 18,- per% (minimum circulation 3.000).

Attached postcards

(limited number available, no discount)

Automatically pasted postcards (parallel to gutter, no diagonal placement) in DIN A6 format and up to 5 grams weight in combination with a bound insert or an advert of minimum size 1/2 page: 25% of net page price b/w, plus postage fee, plus glueing costs of € 33,- per%. Placement options on request.

Delivery address

will be informed by order confirmation.

Delivery deadline: 14 days before publication date.
Please state "Deutsches Ingenieurblatt" and issue No.

CONTACT
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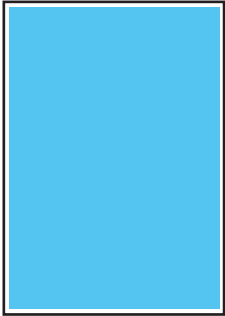


SCHIELE & SCHÖN
gegr. 1946

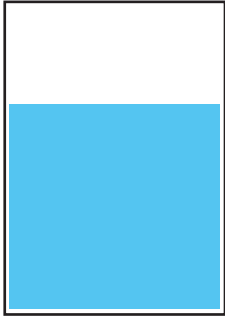
Formats within print area

all formats (except 1/8 page) plus 3 mm bleed margin all around.
Special formats on request.

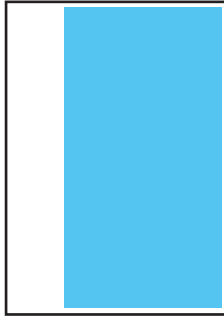
Format: width x height in mm



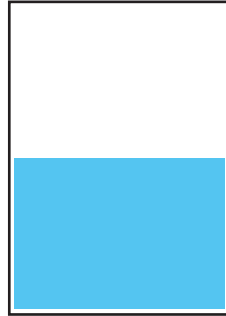
1/1 page
3- or 4 col.
183 x 264



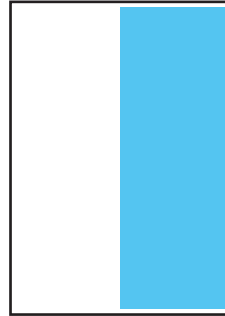
2/3 page
3- or 4 col.
183 x 176



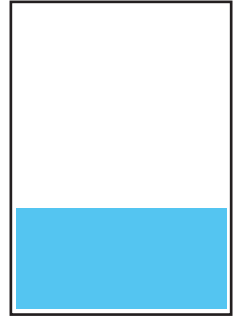
2/3 page
120 x 264



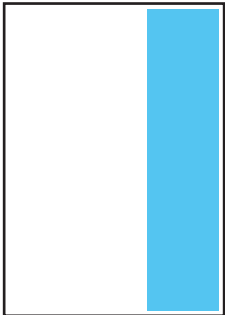
1/2 page
3- or 4 col.
183 x 132



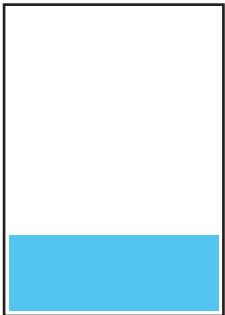
1/2 page
90 x 264



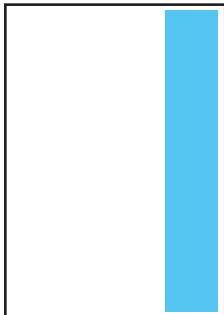
1/3 page
183 x 88



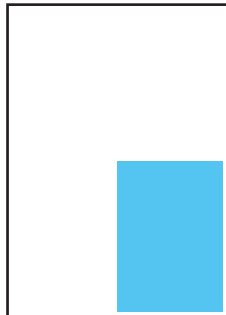
1/3 page
1 col.
58 x 264



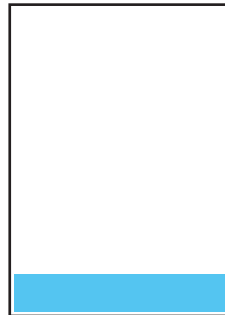
1/4 page
3- or 4 col.
183 x 66



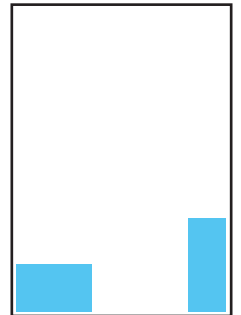
1/4 page
46 x 264



1/4 page
90 x 132



1/8 page
3- or 4 col.
183 x 36

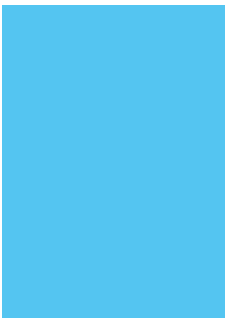


1/8 page 1 col.
90 x 66

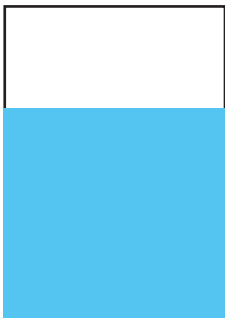
1/8 page 1 col.
46 x 132

Formats with bleed (oversize format = magazine format plus 3mm bleed)

Format width x height in mm



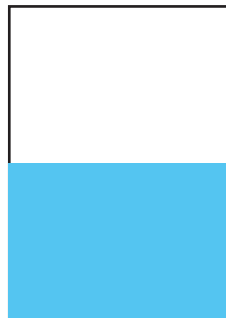
1/1 page
210 x 297



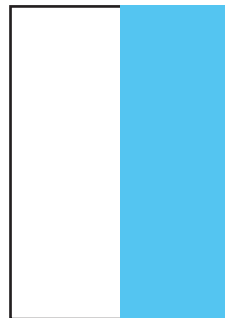
2/3 page
210 x 197



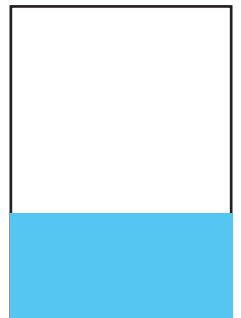
2/3 page
132 x 297



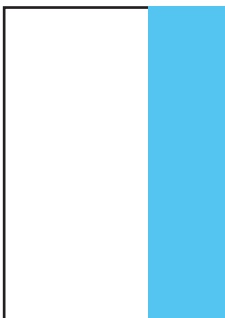
1/2 page
210 x 153



1/2 page
102 x 297



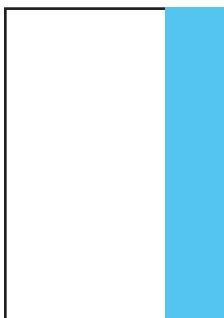
1/3 page
210 x 109



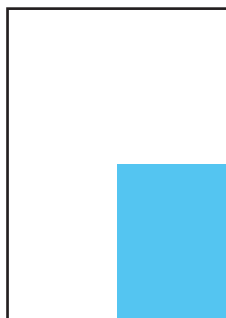
1/3 page
70 x 297



1/4 page
210 x 87



1/4 page
58 x 297



1/4 page
102 x 153