

# photonik

Fachzeitschrift für die Optischen Technologien



Online  
Advertising on  
[www.photonik.de](http://www.photonik.de)

Diodenlaser in der  
Holografie

152

**Title:** 'photonik'

**Brief outline:** 'photonik' is the official voice of Spectaris, DGaO (German Branch of the European Optical Society), VDI (section Optical Technologies), OptecNet Deutschland (all nine regional German photonics clusters) and WLT (German Scientific Laser Society). 'photonik' is a German-language trade journal published 6 times a year, covering the high-tech areas of optical technologies (opto-electronics, laser technology, image processing, optical communication, optical metrology etc.). In this area, 'photonik' provides the highest circulation in the German-speaking marketplace. 'photonik' publishes technical articles, reports on new products and business news. The magazine is targeted at development engineers and industrial users of such products.

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Issue	Dates	Topics	Events/Trade Fairs
<p>laser+ <b>photonics</b></p> <p>January</p>	<p><b>Date of publication:</b> 15 Jan 2019 <b>Advertising Deadline:</b> 07 Dec 2018</p>	<p>„laser+ photonics“ is the best-of special issue of the German magazine „photonik“ with a wide selection of articles translated into English providing a broad overview of current knowledge in Optical Technologies worldwide.</p>	<p><b>BIOS (Expo)</b> San Francisco, USA 02 Feb–03 Feb, 2019 <b>Photonics West (Expo)</b> San Francisco, USA 05 Feb–07 Feb, 2019</p>
<p><b>1</b> February</p>	<p><b>Date of publication:</b> 14 Feb 2019 <b>Advertising Deadline:</b> 22 Jan 2019</p>	<ul style="list-style-type: none"> <li>• <b>Special: biophotonics *</b></li> <li>• Image Capturing and Processing, Hyperspectral Imaging</li> <li>• Optical Spectroscopy</li> <li>• Optical Components</li> <li>• Optical Metrology</li> </ul>	
<p><b>2</b> April</p>	<p><b>Date of publication:</b> 11 Apr 2019 <b>Advertising Deadline:</b> 19 Mar 2019</p>	<ul style="list-style-type: none"> <li>• Additive Manufacturing</li> <li>• Image Capturing and Processing, Hyperspectral Imaging</li> <li>• Optics Production, Freeform Optics</li> <li>• Optical Sensor Technology</li> <li>• Software for Optics</li> <li>• Optical Components</li> <li>• Optical Metrology</li> </ul>	<p><b>HMI Hannover Messe</b> Hanover 01 Apr–05 Apr, 2019 <b>CLEO</b> San Jose, USA 05 May–10 May, 2019 <b>Control</b> Stuttgart 07 May–09 May, 2019</p>
<p><b>3</b> June</p>	<p><b>Date of publication:</b> 18 Jun 2019 <b>Advertising Deadline:</b> 22 May 2019</p>	<ul style="list-style-type: none"> <li>• <b>Special: biophotonics *</b></li> <li>• Optical Sensor Technology</li> <li>• Laser Sources, Laser Technology</li> <li>• Image Capturing and Processing, Hyperspectral Imaging</li> <li>• Fiber Optics</li> <li>• Additive Manufacturing</li> <li>• Optical Components</li> <li>• Optical Metrology</li> </ul>	<p><b>Laser World of Photonics</b> Munich 24 June–27 June, 2019 <b>Sensor + Test</b> Nuremberg 25 June–27 June, 2019</p>

Issue	Dates	Topics	Events/Trade Fairs
<b>4</b> September	<b>Date of publication:</b> 03 Sep 2019 <b>Advertising Deadline:</b> 08 Aug 2019	<ul style="list-style-type: none"> <li>• Fiber Optics and Optical Communication</li> <li>• Coating Technologies</li> <li>• Incoherent Light Sources, LED Technology</li> <li>• Software for Optics</li> <li>• Optical Components and Microoptical Systems</li> <li>• Optical Metrology</li> </ul>	<b>ECOC</b> Dublin, IRL 22 Sept–26 Sept, 2019
<b>5</b> October	<b>Date of publication:</b> 15 Oct 2019 <b>Advertising Deadline:</b> 23 Sep 2019	<ul style="list-style-type: none"> <li>• <b>Special: biophotonics *</b></li> <li>• Optical Sensor Technology</li> <li>• Display Technology</li> <li>• Optics Production, Freeform Optics</li> <li>• Optical Components</li> <li>• Optical Metrology</li> </ul>	<b>MEDICA / COMPAMED</b> Düsseldorf 18 Nov–21 Nov, 2019
<b>6</b> December	<b>Date of publication:</b> 05 Dec 2019 <b>Advertising Deadline:</b> 12 Nov 2019	<ul style="list-style-type: none"> <li>• Laser Sources, Laser Technology</li> <li>• Additive Manufacturing</li> <li>• Image Capturing and Processing, Hyperspectral Imaging</li> <li>• Optical Components and Microoptical Systems</li> <li>• Optical Metrology</li> </ul>	
<b>laser+</b> <b>photonics</b>  January 2020	<b>Date of publication:</b> 15 Jan 2020 <b>Advertising Deadline:</b> 06 Dec 2019	‚laser+photonics‘ is the best-of special issue of the German magazine ‚photonik‘ with a wide selection of articles translated into English providing a broad overview of current knowledge in Optical Technologies worldwide.	<b>BIOS (Expo)</b> San Francisco, USA <b>Photonics West (Expo)</b> San Francisco, USA
<b>* bio</b> <b>photonik</b>	<b>The special ‚biophotonics‘ in the issues 1, 3 und 5/2019 covers the following key aspects:</b>	<ul style="list-style-type: none"> <li>• Microscopy und Nanoscopy</li> <li>• Optical Coherence Tomography</li> <li>• Optogenetics</li> <li>• Biomedical Technology</li> <li>• Cytometry and Cell Analysis</li> <li>• Optical Analytic</li> </ul>	

ad size	width x height in mm	s/w	2 colours	3 colours	4 colours
1/1 page	185 x 264	4,530.- €	4,880.- €	5,230.- €	5,580.- €
3/4 page	136 x 264 or 185 x 197	3,395.- €	3,745.- €	4,095.- €	4,445.- €
2/3 page	120 x 264 or 185 x 175	3,020.- €	3,370.- €	3,720.- €	4,070.- €
Junior Page	135 x 190	2,550.- €	2,900.- €	3,250.- €	3,600.- €
1/2 page	90 x 264 or 184 x 130	2,265.- €	2,615.- €	2,965.- €	3,315.- €
1/3 page	58 x 264 or 184 x 88	1,510.- €	1,810.- €	2,110.- €	2,410.- €
1/4 page	90 x 130 or 43 x 264 or 184 x 63	1,135.- €	1,435.- €	1,735.- €	2,035.- €
1/8 page	90 x 63 or 43 x 130 or 184 x 30	570.- €	770.- €	970.- €	1,170.- €
Coverflap	on request				7,820.- €
Inside Front cover	184 x 264				6,486.- €
Inside Cover page	184 x 264				6,486.- €
Back cover	184 x 264				6,486.- €

### Colour charges for ads

Standard colours, each:	1/2 page to 2/1 page	€ 350.-
	1/4 page to 1/3 page	€ 300.-
	1/8 page and smaller	€ 200.-

Special colours, each: all sizes € 800.-

### Dicounts:

(for advertisements within 12 months)  
frequency discount

3 insertions	5 %
6 insertions	10 %
12 insertions	15 %

volume discount

1 page	5 %
3 pages	10 %
5 pages	15 %
8 pages	20 %

### type area sizes



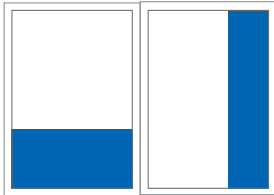
**1/1 page**  
width 185 mm  
height 264 mm

**Junior Page**  
width 135 mm  
height 190 mm



**1/2 page horizontal**  
width 185 mm  
height 130 mm

**1/2 page vertical**  
width 90 mm  
height 264 mm



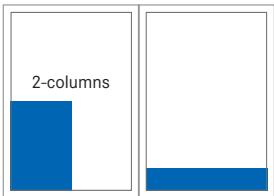
**1/3 page horizontal**  
width 185 mm  
height 88 mm

**1/3 page vertical**  
width 58 mm  
height 264 mm



**1/4 page horizontal**  
width 185 mm  
height 63 mm

**1/4 page vertical**  
width 43 mm  
height 264 mm



**2-columns**

**1/4 page**  
width 90 mm  
height 130 mm

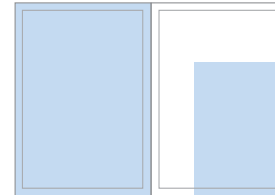
**1/8 page horizontal**  
width 185 mm  
height 30 mm



**1/8 page**  
width 90 mm  
height 63 mm

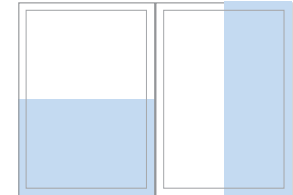
**1/8 page vertical**  
width 43 mm  
height 130 mm

### bleed sizes



**1/1 page**  
width 210 mm  
height 297 mm

**Junior Page**  
width 148 mm  
height 208 mm



**1/3 page horizontal**  
width 210 mm  
height 148 mm

**1/2 page vertical**  
width 101 mm  
height 297 mm



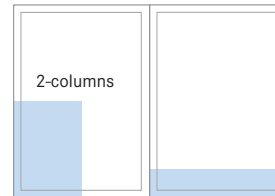
**1/3 page horizontal**  
width 210 mm  
height 106 mm

**1/3 page vertical**  
width 69 mm  
height 297 mm



**1/4 page horizontal**  
width 210 mm  
height 81 mm

**1/4 page vertical**  
width 54 mm  
height 297 mm



**2-columns**

**1/8 page**  
width 101 mm  
height 148 mm

**1/8 page horizontal**  
width 210 mm  
height 48 mm

**BLEED ADS:** all text must be at least 10 mm inside the maximum width and height of any bleed ad.

Allow additional 3 mm trim per bleed edge and trim marks

<b>Overall Size:</b>	A4, 210 mm wide x 297 mm high	<b>Bound-In Inserts:</b>	2 pages (1 sheet) 216 mm wide x 305 mm high	€ 5,075.-
<b>Printing Area:</b>	184 mm wide x 264 mm high 4 columns, each 43 mm wide		4 pages (double sheet, folded) 432 mm wide x 305 mm high	€ 5,825.-
<b>Printing Specifications:</b>	For printing we need a print-optimized pdf-file. Resolution: 300 dpi (CMYK) File please send to: ute.fauck@at-fachverlag.de		Please send inserts in the size stated above, not trimmed, but folded	
<b>Contact:</b>	Norbert Schöne (Advertising manager) Telephone +49 711 952951-20 norbert.schoene@at-fachverlag.de Ute Fauck-Belz (Media manager) Telephone +49 711 952951-24 ute.fauck@at-fachverlag.de	<b>Loose Inserts:</b>	max. size 205 mm wide x 292 mm high Weight up to 25 g Weight up to 35 g Weight up to 45 g	€ 5,335.- € 5,870.- € 6,400.-
		<b>Classified Ads:</b>	4 columns, each 43 mm wide Job offer advertisement Job wanted advertisement	€ 4.24/mm € 2.12/mm

## Buyers' Guide

The **Buyers' Guide** in 'photonik' provides companies with an effective long-term opportunity to present their capabilities to a wide audience.

By listing your company under the relevant product headings, you will generate continued awareness of your potential customers and maximise the chances of success.

**Prices:** Entries in the Buyers' Guide are charged according to height and are a maximum width of 35 mm (single column).

**Per entry per year** € 21.60/mm height  
(6 issues = minimum period)






**Payment terms:** Entries in the Buyers' Guide continue to run until cancelled. The minimum period is one year (6 issues). New entries, amendments and cancellations must be received at least 5 working days before the advertising deadline for issues 1 or 4, each year.

**Period:** The maximum width of company listings is 35 mm. Height is as specified by you. Company logos (in grey scale) can be included.

**Printing material:** Manuscripts, line drawings, sketches or files. In the case of entries with logos, camera ready artwork or file of the logo is required.

**Discounts:** Company listing at

5 keywords	5 %
10 keywords	10 %
15 keywords	15 %
20 keywords	20 %

<b>Interferenzfilter-Hersteller</b>  Optics Carsten Bensen AG +49 (0) 361 38 37 39 www.optics-plus.com	<b>Optische Gläser, Materialien</b> <b>Hellma Optics</b> Postfach 300403 D-07704 Jena Telefon 0 36 41 310780 Telefax 0 36 41 310782 E-Mail: sales@hellma.com http://www.hellma.com	<b>LASEROPTIK GmbH</b> Horster Straße 20 30826 Garbsen Tel. 051 31459720 Fax 051 31459720 E-mail: service@laseroptik.de http://www.laseroptik.de	<b>Planoptik, Aperturen, Blenden</b> <b>Platten, Fenster, Substrate, Kelle</b> <b>Hellma Optics</b> Postfach 300403 D-07704 Jena Telefon 0 36 41 310780 Telefax 0 36 41 310782 E-Mail: sales@hellma.com http://www.hellma-optics.com
<b>Elemente zur Frequenzkonversion</b> <b>Akusto- und elektro-optische Mischer</b>  ANDERNGEPRÜFTE PHYSIK & ELEKTROTECHNIK GmbH +49 (0) 361 38 37 39	<b>KÜRTX KRISTALLE</b> +49 (0) 431 - 36 90 50 www.kortx.de	<b>LAYERTECH OPTICAL COATINGS OPTICS</b> LAYERTECH GmbH Ernst-Abbe-Weg 1, 09441 Mellnigen Tel: +49 036463 3643 Fax: +49 036463 344 40 E-Mail: info@layertech.de Web: www.layertech.de	<b>IMT</b> PRECISION IN GLASS www.imtag.ch
<b>Polarisationsoptik</b> <b>Polarisationsdreher, 1/4- und 1/2-Platten</b> <b>Hellma Optics</b> Postfach 300403 D-07704 Jena Telefon 0 36 41 310780 Telefax 0 36 41 310782 E-Mail: sales@hellma.com http://www.hellma-optics.com	<b>Schott Farbglas</b> <b>ITOS</b> Geschäftsbereich Technische Optiken D-05129 Mainz Robert-Bosch-Str. 12 Tel. 09121-98880-0 www.itos.de Fax 09121-98881-11 mail@itos.de	<b>Optikron GmbH</b> www.optikron.de +49(0)3641-384970	<b>Kundenspezifische Beschichtungen</b> <b>ACM Coatings</b> ACTAR BLACK™ Optische Beschichtungen D-030420 Berlin www.acm-coatings.de
<b>Optische Isolatoren</b> <b>solliton</b> Siehe HeC4-Laser Tel. 081557732-0	<b>Optikprüfgeräte</b> <b>TRIOPTICS</b> Tel 04103-1806-0 www.trioptics.com	<b>www.asphericon.com</b> <b>IMT</b> PRECISION IN GLASS www.imtag.ch	<b>LASEROPTIK GmbH</b> Horster Straße 20 30826 Garbsen Tel. 051 31459720 Fax 051 31459720 E-mail: service@laseroptik.de http://www.laseroptik.de
<b>Güteschalter, Modulatoren</b> <b>Modulatoren, akusto-elektrooptisch</b>  ANDERNGEPRÜFTE PHYSIK & ELEKTROTECHNIK GmbH +49 (0) 361 38 37 39	<b>Mess- und Testgeräte</b> <b>ROPER SCIENTIFIC</b> 78173 Heilbronn Einsteinstraße 39a 82152 Planegg-Martinsried Tel.: 0 89 6660 779 3 Fax: 0 89 6660 779 50	<b>LASEROPTIK GmbH</b> Horster Straße 20 30826 Garbsen Tel. 051 31459720 Fax 051 31459720 E-mail: service@laseroptik.de http://www.laseroptik.de	<b>Graufilter</b> ITOS GmbH - siehe Optische Gläser, Materialien
<b>solliton</b> Siehe HeC4-Laser Tel. 081557732-0	<b>XONOX</b> XONOX Technology GmbH XONOX GmbH www.xonox.de www.xonox.com	<b>Aufdampfmateriale / Aufdampfchemikalien</b> <b>umicore</b> Thin Film Products Umicore Thin Film Products AG Alte Landstraße 8 LI-9496 Balzers Liechtenstein Telefon: +423 388 73 00 Telefax: +423 388 74 50 www.thinfilmsproducts.umicore.com sales.materials@umicore.com	<b>LASEROPTIK GmbH</b> Horster Straße 20 30826 Garbsen Tel. 051 31459720 Fax 051 31459720 E-mail: service@laseroptik.de http://www.laseroptik.de
<b>Optik, Feinoptik</b> <b>Henk-Sass, Wolf Mikroskop GmbH</b> Jochen-Bauch-Str. 4 27179 Nörten-Hardenberg Tel.: 05503-80680 Fax: 05503-8068180 E-Mail: info-mikroskop@henksasswolf.de www.fine-mikroskop.de	<b>Spektroskopische Messungen</b> <b>HAMAMATSU</b> Photonics Division 1-1-1 Shimosuwayama Hamamatsu, Japan 431-2292 e-mail: request@hamamatsu-photonics.com www.hamamatsu-photonics.com	<b>Strahlteiler</b> <b>KÜRTX KRISTALLE</b> +49 (0) 431 - 36 90 50 www.kortx.de	<b>LASEROPTIK GmbH</b> Horster Straße 20 30826 Garbsen Tel. 051 31459720 Fax 051 31459720 E-mail: service@laseroptik.de http://www.laseroptik.de
 <b>Optikron GmbH</b> www.optikron.de +49(0)3641-384970	<b>Dünne Schichten</b> (soweit nicht unter Laseroptik) <b>AR-, HR-, teildurchlässige Beschichtungen</b>  Optics Carsten Bensen AG +49 (0) 361 38 37 39 www.optics-plus.com	<b>Forschungsmaterialien</b> <b>Molek</b> Tel. 03641-85024 Fax 11 4180000-0 www.molek.de	<b>Optics Plus</b> Carsten Bensen AG +49 (0) 361 38 37 39 www.optics-plus.com
<b>Promicon</b> Mikrooptik-Systeme/Teile neugebrauchsmittel@promicon.de www.promicon.de			



'photonik' is audited by:



Audit statements are a strict independent verification of printing, distribution and circulation claims of a magazine.

**Projected Print Run 2018** 10,000 copies

**Distribution 2018** 9,596 copies

### Geographical Distribution 2018

Federal Republic of Germany 9,151 copies (95.36 %)  
Abroad 445 copies (4.64 %)

### Circulation by Business Position

	Percent	Copies
Business Management	11.3	1,086
Marketing	4.0	384
Administration	0.2	19
Purchasing	0.7	67
Sales	1.7	163
Hardware Development	14.3	1,372
Software Development	1.4	134
Application	1.9	182
Design	1.6	154
Research	6.7	643
Operations scheduling	0.2	19
Production	0.5	48
Quality control /Testing	1.8	173
Education / Training	1.4	134
Others	1.4	134
Not specified	50.9	4,884
<b>Multiple mentions</b>	<b>100.0</b>	<b>9,596</b>

### Circulation by Number of Employees

		Percent	Copies
1 -	9 employees	6.8	653
10 -	19 employees	4.2	403
20 -	49 employees	6.2	595
50 -	99 employees	6.7	643
100 -	199 employees	5.4	518
200 -	499 employees	5.8	557
500 -	999 employees	3.0	288
1000 +	more employees	9.6	921
	Not specified	52.3	5,018
<b>Total</b>		<b>100.0</b>	<b>9,596</b>

## Circulation by Business & Industry

Category of recipient	Percent of total		Qualified copies	
<b>Chemical and petrochemical</b>	<b>0.87</b>		<b>83</b>	
<b>Manufacture and production of glass, glass fiber</b>	<b>0.02</b>		<b>2</b>	
<b>Metal production and metal working</b>	<b>1.04</b>		<b>100</b>	
<b>Mechanical engineering</b>	<b>3.97</b>		<b>381</b>	
<b>Office/IT equipment and data processing</b>	<b>0.72</b>		<b>69</b>	
<b>Electronics/Electrical engineering</b>	<b>31.66</b>		<b>3,038</b>	
Electrical engineering		13.75		1,319
Communication engineering		2.05		197
Controlling and control technology		0.15		14
Test & Measurement		5.71		548
Military electronics		0.52		50
Medical electronics engineering		3.88		372
Electronic components and systems		5.36		515
Consumer electronics		0.24		23
<b>Precision engineering &amp; optics</b>	<b>11.24</b>		<b>1,079</b>	
<b>Automotive construction</b>	<b>2.11</b>		<b>202</b>	
<b>Aircraft &amp; aerospace industries</b>	<b>0.86</b>		<b>83</b>	
<b>Energy and water supply</b>	<b>0.32</b>		<b>31</b>	
<b>Distribution</b>	<b>2.62</b>		<b>251</b>	
<b>Engineering offices, laboratories</b>	<b>6.03</b>		<b>579</b>	
<b>Science, research &amp; development</b>	<b>7.60</b>		<b>729</b>	
<b>Universities, Education</b>	<b>8.95</b>		<b>859</b>	
<b>not known</b>	<b>0.84</b>		<b>81</b>	
<b>Miscellaneous</b>	<b>9.82</b>		<b>942</b>	
<b>Not specified</b>	<b>11.33</b>		<b>1,087</b>	
<b>Total</b>	<b>100.0</b>		<b>9,596</b>	

## Super Banner

The Super Banner is positioned above the actual Website. It is the larger version of the Fullsize Banner.  
Size: 728 x 90 Pixel up to max. 50 kB  
File types: .SWF, GIF, .FLA and Windows Fonts (.TTF)

## FullAd

This is the most widely used variant on the Internet. Practically every commercial website offers this format.  
Size: 468 x 60 Pixel up to 20 kB  
File types: .SWF, GIF, .FLA, and Windows Scripts (.TTF)

## Skyscraper

Skyscrapers are an eyecatcher for visitors to the page. Advertise sky-high with a similarly impressive effect as print advertising!  
Size: 160 x 600 Pixel up to max. 50 kB  
File types: .SWF, GIF, .FLA and Windows Scripts (.TTF)

## Wallpaper

Positioned around the top right hand corner of the page and is a combination of the Super Banner and Skyscraper.  
Size: 728 x 90 Pixel (top) und 120 x 600 or 160 x 600 Pixel (right) up to bis max. 100 kB  
File types: .SWF, GIF, .FLA and Windows Scripts (.TTF)

## Medium Rectangle/Content Ad

Similarly to island advertisements in print media, Rectangles are positioned directly in the editorial area of the website. This increases the users' awareness and improves response rates.  
Size: 300 x 250 Pixel up to max. 50 KB  
File types: .SWF, GIF, .FLA and Windows Scripts (.TTF)



## Positions

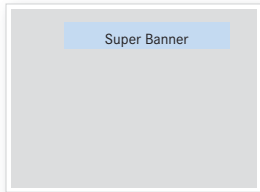
The above banner formats can be positioned on the Front Page or in a Measurement Topic Channel „Optical components“.

## Cost per thousand ad impressions in rotation

Size	Cost/1,000 plus VAT.
Super Banner	€ 200.-
Expandable Super Banner	€ 240.-
FullAd	€ 150.-
Skyscraper	€ 200.-
Expandable Skyscraper	€ 240.-
Rectangle	€ 160.-
Medium Rectangle/Content AD	€ 200.-
Banderole AD	€ 240.-
Billboard	€ 275.-
Wallpaper	€ 400.-

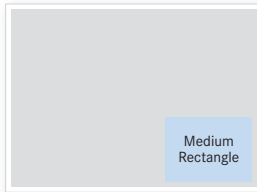


**Visits** 33,483 (January 2018 up June 2018)  
**Page Impressions** 64,699 (January 2018 up June 2018)

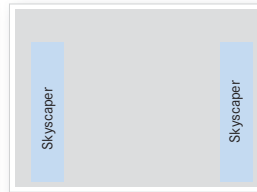


**Super Banner**  
Dimensions 728 x 90 Pixel

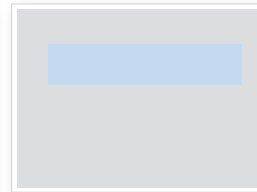
**Expandable Super Banner**  
Dimensions 728 x 250 Pixel



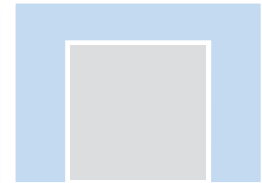
**Medium Rectangle**  
Dimensions 300 x 250 Pixel



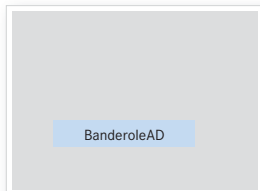
**Skyscraper**  
160 x 600 Pixel  
**Expandable Skyscraper**  
420 x 600 Pixel



**Billboard**  
940 x 250 Pixel



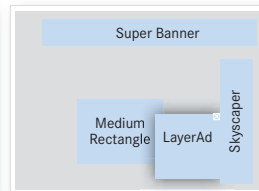
**FireplaceAd**



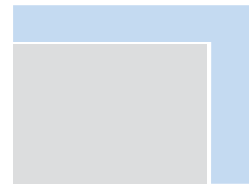
**BanderoleAd**  
770 x 250 Pixel



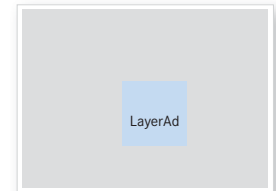
**PopUnder** 400 x 300 Pixel  
**PopUp** 200 x 300 Pixel



**TandemAd/TripleAd**  
A combination of a LayerAd, Superbanner, Skyscraper or Medium Rectangle.



**Wallpaper**  
A combination of Super Banner and Skyscraper.



**LayerAd**  
400 x 400 Pixel

## Lead Generation

[www.photonik.de](http://www.photonik.de) offers the facility to place many sizes of White papers, Webcasts, Videoclips, technical articles accessible only to an exclusive circle of registered readers who have agreed to transmission of their contact details to the originators of the called-up documents.

### White papers (as defined by Wikipedia)

„White paper“ has come to refer to documents used by businesses as a marketing or sales tool. For example, many White papers today advertise the benefits of particular technologies and products.

These types of White papers are almost always marketing communications documents designed to promote a specific company's solutions or products. As a marketing tool, these papers will highlight information favourable to the company authorizing or sponsoring the paper. Such White papers are often used to generate sales leads, establish thought leadership, make a business case, or to educate customers.

These are three types of commercial White papers:

- Business-benefits: Makes a business case for a certain technology or methodology
- Technical: Describes how a certain technology works
- Hybrid: Combines high-level business benefits with technical details in a single document

Prices for accepting and placing registration-required articles according to work involved on request.

Price per transmitted address/lead

Euro 40.- plus VAT.

**EXKLUSIV**  
**FÜR** *EXKLUSIV*  
**REGISTRIERTE USER**

DOWNLOAD

**Frequency:** 2 times a month, on all even weeks  
**Circulation:** approx. 6,000 (August 2018)  
**Circulation breakdown:** analogous to print, see page 10  
**Advertising closing date:** Friday before publication

### Skyscraper

Maximum 2 per Newsletter. 160 x 600 Pixel up to 50 kB including link to your web page or a URL specified by you.

Cost per Newsletter € 500.- plus VAT.

### FullAd

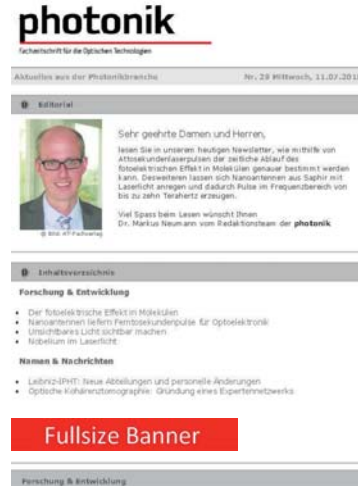
Maximum 1 Banner per category - 468 x 60 Pixel up to 25 kB including link to your web page or a URL specified by you. Positioned directly above sponsored category.

Cost per Newsletter/Week € 400.- plus VAT.

### TextAd

Maximum 65 characters headline + max. 250 characters text plus one image (205 pixel wide) including link to your web page or a URL specified by you.  
Maximum 1 text advertisement per category.

Cost per Newsletter/Week € 600.- plus VAT.



Skyscraper

Fullsize Banner



Text-/Bildanzeige

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