

Rates

Effective October 2010



BDI aktuell

Total print-run: 20.717

Published by: Georg Thieme Verlag, PO Box 30 11 20,
70451 Stuttgart, Germany

Frequency: monthly, with double size issue 8/9

Publication language: German

Material requested: closed data formats (pdf / PostScript)
e-mail, disk, CD-Rom and ISDN on request

Closing dates: four weeks before publication date
Deadline extensions: consult contact address.

Rates:	1/1 page	283 x 377 mm	€ 2.990,00
width x height	1/1 magazin size	224 x 297 mm	€ 2.140,00
	DIN A5 BDI	167 x 210 mm	€ 1.390,00
	3/5 page	167 x 377 mm	€ 2.240,00
	2/5 page	109 x 377 mm	€ 1.690,00
	1/5 page	51 x 377 mm	€ 1.050,00
	3/4 page	283 x 282 mm	€ 2.670,00
	2/3 page	283 x 250 mm	€ 2.395,00
	1/2 page	283 x 188 mm	€ 2.180,00
	1/3 page	283 x 125 mm	€ 1.450,00
	1/4 page	283 x 94 mm	€ 1.240,00
	1/8 page	283 x 47 mm	€ 795,00

ear space advertisement

2/5 page	224 x 188 mm	€ 1.775,00
1/5 page	109 x 188 mm	€ 1.175,00
1/10 page	51 x 188 mm	€ 775,00

Teaser

2 column horizontal	109 x 50 mm	€ 600,00
1 column vertical	51 x 100 mm	€ 600,00

Special ad formats

width x height

109 x 188 mm	€ 1.500,00
167 x 125 mm	€ 1.500,00
167 x 188 mm	€ 2.030,00
157 x 118 mm	€ 1.325,00
167 x 188 mm	€ 1.690,00

Additional charge per color (no discount):

1/1 to 1/3 page / special ad formats:		for small size	
2 c	€ 720,00	2 c	€ 360,00
3 c	€ 1.030,00	3 c	€ 515,00
4 c	€ 1.140,00	4 c	€ 570,00

Discounts:

repeated:

3 x 3%
6 x 5%
12 x 10%
18 x 15%

multiple:

1 page 3%
3 pages 5%
6 pages 10%
12 pages 15%

Newspaper format:

315 mm x 435 mm

For trim size allow 5mm respectively.

Printing process:

offset

Contact and delivery address for material:

Thieme.media
Pharmedia GmbH
Rüdigerstraße 14
70469 Stuttgart
Germany
Phone: ++49-711-8931 461 Fax: ++49-711-8931 470

Important:

Please send the requested material as "commercial sample without value" for speedy clearance with custom authorities.

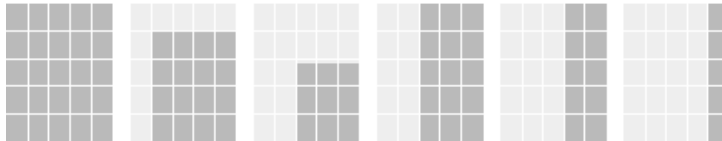
Rates **BDI** **aktuell**

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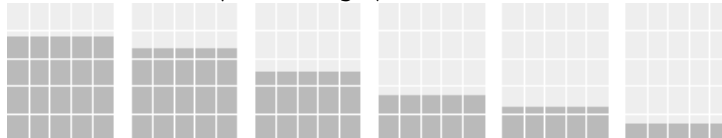
advertisement size in mm

vertical position (width x height)



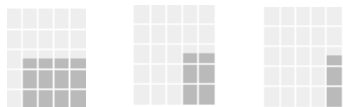
1/1 Seite 283 x 377	1/1 Maga- zinseite 224 x 297	DINA 5 BDI 167 x 210	3/5 Seite 167 x 377	2/5 Seite 109 x 377	1/5 Seite 51 x 377
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horizontal format (width x height)



3/4 Seite 283 x 282	2/3 Seite 283 x 250	1/2 Seite 283 x 188	1/3 Seite 283 x 125	1/4 Seite 283 x 94	1/8 Seite 283 x 47
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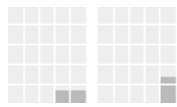
ear space advertisement (width x height)



2/5 page 224 x 188	1/5 page 109 x 188	1/10 page 51 x 188
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teaser

(width x height)



2-spaltig quer 109 x 50	1-spaltig hoch 51 x 100
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advertising- and publisher service

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