



Rate card no. 52
effective january 1,2009



Brief profile:

„DER BETRIEB“ imparts new knowledge and experience in commercial and industrial management, particularly in the areas of organisation (including EDP), financing and accounting. It explains new legislation in the sectors of taxation, commercial, industrial and social law and gives opinions on matters of doubt. It provides reliable information on the drawing up of all types of contracts and of all other legally binding agreements which need to be formulated in companies.



Brief profile:

The magazine regards as its primary task the supplying of a permanent overview of important legal affairs which are or relevance not only for companies and their consultants but also for associations, chambers of industry and commerce and public authorities. It supplies punctual information on the latest events and on foreseeable developments.

„DER BETRIEB“ provides knowledgeable coverage of the legal aspects relating to all of the internal and external forces which affect companies.



Informations:

Place of publication: Düsseldorf

**Publisher and
advertising sales:** Verlagsgruppe Handelsblatt GmbH
DER BETRIEB
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D-40213 Düsseldorf
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Characteristic feature:

Day of publishing:	weekly, on friday
Copy deadline:	Thursdays a week before (eight days before published)
Format:	220 mm wide x 303 mm high
Type area:	189 mm wide x 263 mm high
Trimmed page size:	226 mm wide x 309 mm high
Advertising section:	4 columns: 1. column = 44 mm 2. column = 92 mm 3. column = 141 mm 4. column = 189 mm



Characteristic feature:

- Colour:** Colour advertisements conforming to european scale
(HKS 25= magenta, HKS 47= cyan, HSK 3=yellow), special colours upon request.
- Circulation:** total net paid circulation per week:
21.867 copies (IVW III/2008).
- Printing process:** Offset printing
- Printing materials:** Lithos: 1:1, up to 54-size screen, emulsion side down, positive.
- Paper:** 60 g/qm, wood containing paper, recycled.
- ISDN transmission:** Printing material for b/w & colour
Leonardo Pro: +49/2831.396-313 or 331
Druckerei Schaffrath Mr. Bültjes
+492831.396-146



Advertisement standard rates 2006 in editorial matter:

Format	Type area wide x high	Trimmed page size*	b/w Euro	colour** Euro
1/1	189 x 263	220 x 303	3.380,00	4.970,00
2/3 vertical	125 x 263	142 x 303	2.490,00	4.080,00
2/3 horizontal	189 x 180	220 x 203	2.490,00	4.080,00
1/2 horizontal	189 x 125	220 x 143	1.880,00	3.470,00
1/2 vertical	92 x 263	110 x 303	1.880,00	3.470,00
1/3 horizontal	189 x 90	220 x 108	1.280,00	2.870,00
1/3 vertical	63 x 263	80 x 303	1.280,00	2.870,00
1/4 vertical	92 x 128	108 x 147	970,00	2.560,00
1/4 horizontal	189 x 63	220 x 81	970,00	2.560,00



Advertising sizes gutter bleed:

Format	Type area wide x high	Trimmed page size*	b/w Euro	colour** Euro
2/1	406 x 263	440 x 303	6.760,00	9.940,00
2 x 2/3 vertical	290 x 263	290 x 303	4.980,00	8.160,00
2 x 1/2	406 x 135	440 x 150	3.760,00	6.940,00
2 x 1/3 vertical	406 x 90	440 x 108	2.560,00	5.740,00

* Bleed allowance **plus** trimm size: 3 mm on top, bottom, left and right.

** European scale HKS 25 = magenta, HKS 47 = cyan, HKS 3 = yellow



Special positions:

Format	Type area wide x high	Trimmed page size*	b/w Euro	colour** Euro
Page 2	189 x 263	220 x 303	3.785,00	5.375,00
Page 3	189 x 263	220 x 303	3.785,00	5.375,00
Page 4	189 x 263	220 x 303	3.785,00	5.375,00

* Bleed allowance **inclusive** trimm size: 3 mm on top, bottom, left **or** right.

** European scale HKS 25 = magenta, HKS 47 = cyan, HKS 3 = yellow



Special section:

column wide: 44mm	b/w Euro/mm	colour Euro/mm
employment ad	3,40	4,70
job applications	2,20	3,50
Seminar/lessons	2,70	4,00
private sells	2,25	3,55
cooperations	2,70	4,00
business recommendation	3,55	4,85

Statutory VAT is charged additionally



Discounts:

Volume based	%		Time based	%
> 1.000 mm	3%		3 inserts	3%
> 3.000 mm	5%		6 inserts	5%
> 6.000 mm	10%		12 inserts	10%
> 12.000 mm	15%		24 inserts	15%
> 18.000 mm	20%		50 inserts	20%

All orders accepted subject to General Terms of Business for Advertisements in Newspapers and Periodicals.

Terms of payment:

2% discount for cash in advance bank debit.

1% discount for payment within 8 calendar days after publication date, net cash within 15 calendar days after publication date.



Enclosures, Glued and bound-in inserts:

enclosures:

max. format:
210 mm wide x 290 mm high

price up to 25 g:
per o/oo Euro 132,00 Euro
plus postal fees

Cirulation:

total circulation,

glued inserts:

per o/oo 54,00 Euro
plus postal fees

bound-in inserts:

format 1 sheet:
Height: 303 mm (plus 3 mm
trimm size on top and bottom)
Left wide site: 220 mm
(plus 3 mm trimm size left)
Right wide site: 220 mm
(plus 13 mm trimm size)

4 pages Euro 6.550,00
8 pages Euro 9.825,00

Three samples should be sent for inspection to the DER BETRIEB advertising department

Forwarding address:

Carriage paid to L.N. Schaffrath, Marktweg 42-50, 47608 Geldern
quoting reference: „für DER BETRIEB Heftnr.:“



Address:

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