

Media Information 2011

Advertising rates No. 6

Effective from January 1st, 2011

General information

Börsenblatt is the market leader among business magazines for the publishing and bookselling industry in Germany. 9,939 copies per issue (IVW-audited IV/2010) are distributed to booktraders (6,000 standing orders) and publishing houses (3,200 standing orders). Börsenblatt is an essential source of information for distributors, librarians, authors, journalists and people engaged in the cultural sector.

boersenblatt.net is our online news and communication platform with a steadily growing number of users (212,534 visitors/556,821 page impressions, IVW-audited 10/2010)

From Monday to Friday and Sunday a free **newsletter** provides information on the most important news within the publishing and bookselling industry. Currently there are more than 13,000 subscribers.

Editor	MVB Marketing- und Verlagsservice des Buchhandels GmbH Großer Hirschgraben 17-21 60311 Frankfurt am Main Germany
Internet	www.boersenblatt.net
Bank account	Frankfurter Sparkasse Account No. 360 163 (Sort Code 500 502 01) BIC: HELADEF1822 IBAN: DE 67 5005 0201 0000 360163
Date of Publication	Weekly on Thursday + special issues
Place of Publication	Frankfurt am Main, Germany
Volume	178, 2011
Print Run	9,939 distributed copies in quarter IV/2010, IVW-audited
ISSN	1611-4280
Note	Rates are only valid for advertisements submitted as digital data. All other data as well as extra work on defective or incomplete sub-missions or conversion of data will be charged at cost price.

Technical information/data

Printing process	4-over 4 colour scale offset printing with heatset drying
Print data	Exclusively digital print data
Closed data formats	PDF/X-3-compatible PDF-documents. PDF-creation via PostScript-file and Acrobat-Distiller. For PDF-settings see: www.druckhaus-main-echo.de/daten.html
Open data formats	Layout programs: current versions of QuarkXPress and InDesign Graphic programs: current versions of Free-Hand and Illustrator Image programs: current versions of Photoshop
Windows-Data	Data transfer exclusively as PDF
Fonts	Closed data: All fonts need to be embedded or converted to vectors/curves. Open data: Include all fonts for images and logos used in the document as separate data.
Image resolution	Bitmap 1,200 dpi Halftone 300 dpi 4c 300 dpi
Data carriers	CD-Rom, Zip or DVD
Delivery address for print data	Druckhaus Main-Echo GmbH & Co. KG für: Börsenblatt – Wochenmagazin für den Deutschen Buchhandel Weichertstraße 20, 63741 Aschaffenburg/Germany
Data transfer via E-Mail/ ftp and job options	Up to 10 MB to: anzeigen@mvb-online.de For bigger files see www.druckhaus-main-echo.de/daten_trans_boersenblatt.html Unannounced data transmission may delay the required publication date. Important: To ensure accurate identification please name each file accordingly: BBL_issue number_name of advertiser Please also attach an „information file“ containing a contact name and telephone number. If you have any questions regarding the ISDN-transmission please contact our printing office via telephone +49 (0)6021 39 64 30.

Advertising rates for non-members of the German Booksellers and Publishers Association

Advertisement formats		Price/Euro	
Page	Size/mm (width x height)	4 colour	b/w
2/1 with bleed	420 x 297	4,820.00	2,940.00
2/1 non-bleed	390 x 260	4,820.00	2,940.00
1/1 with bleed	210 x 297	2,410.00	1,470.00
1/1 non-bleed	180 x 260	2,410.00	1,470.00
3/4 non-bleed	180 x 196	1,835.00	1,120.00
1/2 vertical/non-bleed	87 x 260	1,200.00	750.00
1/2 horizontal/non-bleed	180 x 128	1,200.00	750.00
3/8 vertical/non-bleed	87 x 196	980.00	620.00
1/4 vertical/non-bleed	87 x 128	635.00	400.00
1/4 horizontal/non-bleed	180 x 60	635.00	400.00
1/8 non-bleed	87 x 60	345.00	205.00
1/16 non-bleed	87 x 30	180.00	120.00

Prime positions		Price/Euro
Page	Size/mm (width x height)	4 colour
Front cover*	210 x 224	9,250.00
Inside front cover** + 1/3***	210 x 297 + 65 x 297	7,800.00
Inside back cover**	210 x 297	4,370.00
Back cover**	210 x 297	6,400.00
Page 4**	210 x 297	5,400.00
First right hand page**	210 x 297	4,770.00

* 3mm trim on the bottom and right

** 3mm trim on all sides

*** 3mm trim on top, bottom, left

Special colours for cover pages on request only.

Please note that the address label (width x height: 84 x 38 mm) will be positioned in the upper or lower third (with min. 15 mm space to the sides) of the back cover.

Advertising rates for non-members of the German Booksellers and Publishers Association

Bound inserts

per 1,000 copies	
First sheet	413.00 Euro
Each further sheet	208.00 Euro

Insert in total print run only. Deliver for final size 210 x 297 mm with following trim allowances: 4 mm on top, 3 mm for milling, 3 mm on outside edges, 5 mm minimum on bottom, i.e. at least 216 x 306 to 315 mm. Minimum weight for 2 page insert 130 g/sm, minimum weight for 4 page insert 80 g/sm, maximum weight 170 g/sm (other specifications on request).

Loose inserts

per 1,000 copies	
First sheet	300.00 Euro
Each further sheet	96.00 Euro

Price is calculated to A4. Postage included. Maximum size 190 x 277 mm, minimum weight for 2 page insert is 130 g/sm, minimum weight for 4 page insert is 80 g/sm. Multi-page loose inserts have to be closed along the long edge. Accordion-folded inserts, postcards and other special formats are available with surcharge.

Delivery address for loose and bound inserts. Bound and loose inserts must be delivered prepaid no later than 7 days prior to publication.

Delivery address:

Druckhaus Main-Echo GmbH & Co. KG für:
Börsenblatt - Wochenmagazin für den Deutschen Buchhandel
Weichertstraße 20, 63741 Aschaffenburg/Germany

Please send 5 copies to MVB – Advertising Department

Section business information, sale/lease, job offer, professional training

Minimum format 1/16 page
See „advertisement formats“ (page 4) for prices
All advertisements in the job offer and job wanted section are also published on our website www.boersenblatt.net for 4 weeks.

Section jobs wanted

Page	Size/mm (width x height)	Price/Euro	
		4 colour	b/w
1/4 vertical/non-bleed	87 x 128	140.00	84.00
1/4 horizontal/non-bleed	180 x 60	140.00	84.00
1/8 non-bleed	87 x 60	75.00	46.00
1/16 non-bleed	87 x 30	39.00	24.00

Job market

Publishing more than 700 job offers a year boersenblatt.net provides the industries biggest online job market in Germany.

Job offer / Job wanted online only	PDF-file 72 dpi, max. 20 KB, max. 1 page A4 Published 1 day after ordering. Job offer online only: 290.00 Euro/4 weeks Job wanted online only: 79.00 Euro/4 weeks Note: If you place an ad in the job offer or job wanted section of the printed version of Börsenblatt it will automatically be published in our online job market for 4 weeks. www.boersenblatt.net/stellenmarkt .
Hot Job	Highlighted position within the job market including logo. Additional advertising on start page (rotating). Surcharge: 140.00 Euro/2 weeks
Job offer in newsletter	3 lines in Börsenblatt-newsletter (text only). Link to job offer on boersenblatt.net Surcharge: 290.00 Euro/5 issues

Newsletter

The Börsenblatt-newsletter is sent to 12,000 subscribers 5 days per week.

Deadline for deposition of advertising material: Tuesday, 10 am / Publishing: Thursday to Wednesday (5 issues)

Format	Size	Specifications	Period	Price/Euro
Newsletter / 1. Advertisement	400 characters	text + link	5 issues / 1 week	490.00
Newsletter	400 characters	text + link	5 issues / 1 week	390.00

www.boersenblatt.net

Format	Size	Specifications	Period	Price/Euro
Super Banner	728 x 90 pixel	jpeg, gif, flash	1 week / 4 weeks	460.00 / 1,260.00
Wide Skyscraper	160 x 600 pixel	jpeg, gif, flash	1 week / 4 weeks	460.00 / 1,260.00
Medium Rectangle	300 x 250 pixel	jpeg, gif, flash	1 week / 4 weeks	490.00 / 1,290.00
Book Banner	180 x 250 pixel	jpeg, gif, flash	1 week / 4 weeks	260.00 / 660.00
Title Box	180 characters	Cover max. 140 x 160 pixel	1 week / 4 weeks	340.00 / 940.00

Direct contact

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