

Advertising Rate Card 2012

The advertising formats listed on this page give the finished size of the advertisement; please add 3 mm bleed edge on each side and 5 mm head trim (only for vertical advertisement formats and full page advertisements).

1/1 page 215 x 290 mm 4c: 3,350 €	2/3 page horizontal 215 x 189 mm 4c: 3,050 €	2/3 page vertical 138 x 290 mm	1/2 page horizontal 215 x 143 mm 4c: 2,300 €	
1/3 page vertical 85 x 290 mm	1/3 page horizontal 215 x 98 mm 4c: 1,980 €	1/4 page vertical 61 x 290 mm	1/4 page horizontal 215 x 75 mm 4c: 1,850 €	1/4 page block 107 x 143 mm
1/8 page horizontal 182 x 28 mm bw: 360 €	1/8 page block 91 x 61 mm	<p>Price for standard booking (4colours – except 1/8 page prices given in black+white): Your advert will be placed in the English and German printed edition and in the English and German PDF-Edition at the same time.</p>		



When placing the standard booking, your advert will automatically be placed in the **English AND the German PRINT issue AND in the English AND the German PDF issue** (without any additional costs). Please send the artwork/ printing material for your advert in separate files which are marked as given above. If we only receive one language version of your printing material, this artwork will automatically be used in both language versions. If possible, please let us know when placing your booking if you will supply different language versions or go with only one language.

Advertising Rates for Entry in Sources of Supply Section

per month, 40x43 mm	124 € (167 US-Dollar)
Bound insert, 1 sheet:	2150 € (2896 US-Dollar)
Bound insert, 2 sheet:	2750 € (3705 US-Dollar)
Loose insert, up to 25g	2450 € (3300 US-Dollar)

Online Advertising

Full-Size Banner (per month)	390 € (524 US-Dollar)
Homepage Button (per month)	470 € (632 US-Dollar)
Newsletter Advertorial (per language version and month)	780 € (1048 US-Dollar)
Newsletter Sponsorship (per language version and month)	1250 € (1680 US-Dollar)

Target Group:

Decision makers in the international cosmetics, personal care and toiletries industry, especially in management, marketing, sales, R&D and production.

Contact for Advertising orders:

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