

RATE CARD 2024

PRICES, FORMATS, SUBJECTS & SCHEDULE

PRICELIST NO. 57. EFFECTIVE AS OF 01.01.2024. VERSION: 20.02.2024



IN ADVANCE

Your knowledge for tomorrow!

W&V is the independent leading medium for **marketing decision-makers, agency managers, media professionals and commerce specialists**. Our high-quality product portfolio of **DIGITAL, PRINT and EVENTS** provide unique insights from an expert's point of view and create a deep understanding of topics and unique business experiences.

In this way, we open up the possibility for **innovative forms of advertising** that place your business directly where it works.

- **W&V Membership** – the complete digital and print package for our community consisting of the W&V Executive Briefing, W&V specialist portal, W&V newsletters and W&V magazine.
- **W&V Events** – vor Ort und digital trifft unsere Zielgruppe auf Branchengrößen, die inspirieren, und bekommt so die wertvolle Möglichkeit zum Networking.
- **W&V** As part of EMG's media brands, **PAGE** is steadily expanding its portfolio of expertise along the value chain.

Would you like to get to know our products in more detail?

Our **sales team** will be happy to provide you with personal advice.

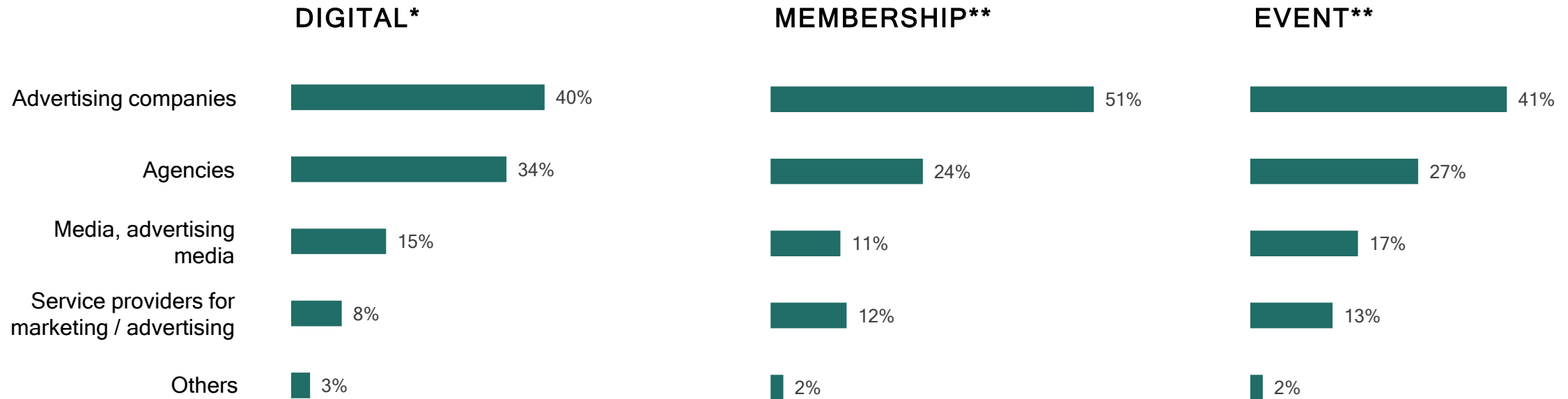


Rolf Schröter W&V Chefredakteur

INDUSTRIES AND REACH



W&V Users



Total IVW***	Circulation (incl. E-Paper)***	Page Impressions***	Newsletter subscribers**	
37.070	16.025	1.574.885	119.100	
LinkedIn*****	XING*****	Facebook*****	Twitter/X*****	Instagram*****
165.055	102.340	126.270	104.113	33.600

* Source: Fittkau & Maaß, User/Reader Survey, 10/2022. ** In-house statistics . *** IVW, QII/2023. ***** As of Juni 2023.

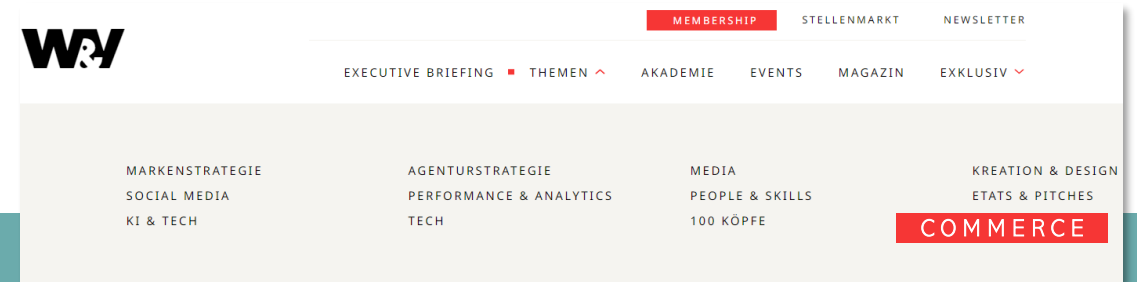
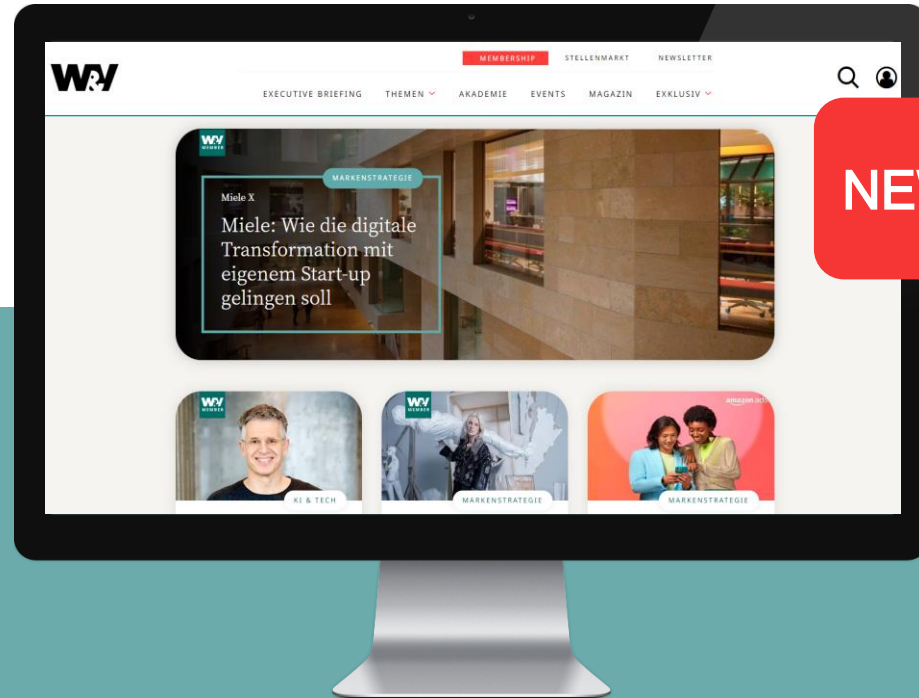
W&V COMMERCE

NEW TOPIC AREA FROM 01.01.2024



W&V COMMERCE

Your access to the Commerce Community



What works successfully together grows together.

MARKETING & COMMERCE.

ADVERTISE & SELL.

W&V COMMERCE

Your access to the Commerce Community

Ready for marketing.
Ready for commerce.
Ready for success.
And your knowledge for tomorrow.

Two strong media brands with digital DNA are heading into the future together. In the future, INTERNET WORLD BUSINESS, the German media brand for progress in (e-)commerce, will represent the "V" of the "Werben & Verkaufen" brand, which in turn is established in the marketing and media world.

In this way, W&V is expanding the "Verkaufen" part in the sense of "commerce" competence through INTERNET WORLD BUSINESS and thus strengthening the portfolio of topics with competence, contacts, dynamism and relevance on the market.

In order to create easy access for the market and users, this merger will also be physical: INTERNET WORLD will be completely absorbed into the cosmos of W&V. To this end, the following topics are being developed: [W&V Marketing](#) and [W&V Commerce](#)

W&V Commerce will focus on the following key topics: marketplace business, commerce tech incl. payment and IT-related issues and e-commerce strategies.



Newsletter

- Commerce Shots Newsletter
- Marketplace-Update Newsletter
- Stand Alone Mailing

Online

- Display Formate
- Sponsored Post

Events

- CommerceTECH Conference
March 2024
- Marketplace Convention
October 2024

CONTENT

Our communication channels



1

Digital products

Display Advertising
Newsletter Advertising
Native Advertising
Ad specials
Lead generation

2

Print products

Print classic
Format special
Print special
Corporate publishing
Timetable

3

Event sponsoring

Deutscher Mediapreis
W&V Summit
CommerceTech
Conference
Design Business Days
W&V Chefredaktionstalk
Marketplace Convention

4

W&V Job market

5

Annex

Network
Discounts
Contact
Technical Data
Publishing company
information / General
terms & conditions

DIGITAL PRODUCTS

FORMATS & PRICES



DISPLAY ADVERTISING



Overview formats and prices

Ad format*		Format in pixels	Placement	CPM**	
Content Ad		300 x 250	Multiscreen	60.–	Take a closer look
Skyscraper / Sticky Skyscraper		160 x 600	Desktop only	60.–	Take a closer look
Superbanner		Desktop: 930 x 90 Mobile: 640 x 100	Multiscreen	60.–	Take a closer look
Native Text Ad		Headline: max. 60 characters incl. spaces Text: max. 240 characters incl. spaces Image: 520 x 293	Multiscreen	69.–	Take a closer look
Video Content Ad		Video: at least 640 x 360 Picture (optional): 600 x 500 or 300 x 250	Multiscreen	69.–	Take a closer look
Wide Skyscraper		300 x 600	Desktop only	69.–	Take a closer look






* Placement Run-of-site and rotating on the placements within the page. Technical data for our digital products can be found below www.wuv.de/content/download/418717/8763243/file/technical_data.pdf.

** Cost per mille (CPM) in euro plus VAT. The general terms and conditions of Ebner Media Group apply.

DISPLAY ADVERTISING



Overview formats and prices

Ad format*	Format in pixels	Placement	CPM**
 Billboard	Desktop: 930 x 250 Mobile: 640 x 300	Multiscreen	100.– Take a closer look
 Halfpage Ad	300 x 600	Multiscreen	100.– Take a closer look
 Pushdown Billboard	Desktop: 930 x 250 -> 930 x 500 Mobile: 640 x 100 -> 640 x 300	Multiscreen	115.– Take a closer look
 Dynamic Sitebar	600 x 1.200	Desktop only	135.– Take a closer look
 Fireplace	160 x 600 + 960 x 90 + 160 x 600	Desktop only	135.– Take a closer look





* Placement Run-of-site and rotating on the placements within the page. Technical data for our digital products can be found below www.wuv.de/content/download/418717/8763243/file/technical_data.pdf.

** Cost per mille (CPM) in euro plus VAT. The general terms and conditions of Ebner Media Group apply.

DISPLAY ADVERTISING



Overview formats and prices

Ad format*	Format in pixels	Placement	CPM**
InRead (Frequency Capping: 2/Day/User)		Playout takes place on an article basis Video: 16:9	Multiscreen 135,— Take a closer look
Layer Ad*** (Frequency Capping: 2/Day/User)		Desktop: 800 x 600 Mobile portrait mode: 640 x 920, Mobile landscape: 960 x 600	Multiscreen 135,— Take a closer look
Mobile Vertical InRead (Frequency Capping: 2/Day/User)		Playout takes place on an article basis Video: 9:16	Mobile only 135,— Take a closer look
Panorama Billboard		Desktop: 1.300 x 400 Mobile: 640 x 500	Multiscreen 135,— Take a closer look

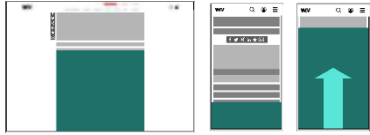



* Placement Run-of-site and rotating on the placements within the page. Technical data for our digital products can be found below www.wuv.de/content/download/418717/8763243/file/technical_data.pdf.

** Cost per mille (CPM) in euro plus VAT. The general terms and conditions of Ebner Media Group apply. *** Layer ad bookable as video or static/animated image.

DISPLAY ADVERTISING



Overview formats and prices

Ad format*	Format in pixels	Placement	CPM**	
Scroll Ad 	Desktop portrait: 960 x 1,250 Desktop Landscape: 960 x 740 Mobile: 800 x 1.250	Multiscreen	135,—	Take a closer look
Tandem Ad 	160 x 600 + 960 x 90 + 160 x 600 + 930 x 250	Desktop only	150,—	Take a closer look
Video Fireplace 	Video: mind. 640 x 360 Fallback Image: 160 x 600 + 960 x 90 + 160 x 600	Desktop only	150,—	Take a closer look
Floor Ad (Frequency Capping: 2/Day/User) 	Desktop: 930 x 250 Mobile: 640 x 300	Multiscreen	150,—	

* Placement Run-of-site and rotating on the placements within the page. Technical data for our digital products can be found below www.wuv.de/content/download/418717/8763243/file/technical_data.pdf.

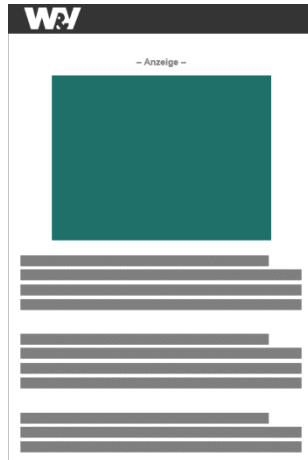
** Cost per mille (CPM) in euro plus VAT. The general terms and conditions of Ebner Media Group apply. *** Layer ad bookable as video or static/animated image.

NEWSLETTER ADVERTISING



Formats

PREMIUM BANNER



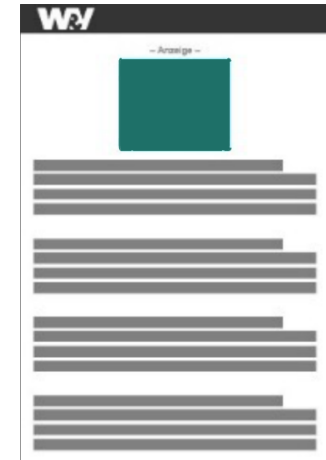
600 x 450 px

NATIVE TEXT AD



Headline: max. 60 characters incl. spaces, Text: max. 240 characters incl. spaces, Image: 520 x 293 px, CTA button (optional)

STANDARD BANNER



300 x 250 px

W&V NEWSLETTER

OVERVIEW



Main Newsletter	Profile	Target group	Subscribers*	Opening rate*	Frequency per week / mailing day**	Booking	Ad places
W&V Morgenpost	The quick news overview in the morning. Start the day well informed.	#brandmakers in marketing, agencies and media	17,500	33%	5 x / Mo–Fr until 8:00 am	weekly	3
W&V Update	Be the first to know what's going on? Our breaking news informs you immediately about the latest developments.		6,500	29%	Several times a day / Mo-Fr	daily	exclusive
W&V Commerce Shots	Daily news from the national and international online retail industry.	Commerce professionals and decision-makers	29,500	28%	5 x / Mo-Fr	weekly	3

Topic Newsletter	Profile	Target group	Subscribers*	Opening rate*	Frequency per week / mailing day**	Booking	Ad places
W&V Techonomics	The most exciting news from the digital world: news from social media, the gaming scene, tech innovations, GAFA updates and AI in marketing.	Digital professionals and AI users in marketing, agencies and media	30,000	25%	4 x / Monday	monthly	3
W&V Diagnostics	The brand and campaign case of the week - meticulously analyzed by idea, implementation and market potential.	#brandmakers in marketing, agencies and media	4,700	40%	4 x / Tuesday	monthly	exclusive
W&V Media Mittwoch	The overview of media and social media with relevant news and background analyses.		12,000	34%	4 x / Wednesday	monthly	3
W&V Agenturwelt	The most important news from the agency world in Germany and internationally, creation, trends, personalities.	Agencies and people interested in agencies	10,500	32%	4 x / Thursday	monthly	3
W&V Marketplace-Update	Informs about changes on the marketplace, Amazon's advances in logistics as well as tips and tricks from Amazon consultants and experts.	Sellers and vendors	4,000	42%	2 x / Thursday	half-/ full year	3 / exclusive

* Publisher's internal statistics. ** Working days.

NEWSLETTER ADVERTISING



Price overview

Ad formats		Main Newsletter			Topic Newsletter				
		W&V Morgenpost Price per week* 17,500 subscribers**	W&V Update Price per day* 6,500 subscribers**	W&V Commerce Shots Price per week* 29,500 subscribers**	W&V Techonomics Price per month* 30,000 subscribers**	W&V Diagnostics Price per month* 4,700 subscribers**	W&V Media Mittwoch Price per month* 12,000 subscribers**	W&V Agenturwelt Price per month* 10,500 subscribers**	W&V Marketplace - Update Price per year* 4,000 subscribers**
Premium banner	Pos. 1	4,420.-/week	Exclusive head placement Duration 1 day	4,960.-/week	4,500.-/month	Exclusive placement 3,200.-/month	2,450.-/month	2,020.-/month	5,645.-/year
	Pos. 2	3,310.-/week	2,390.-/day	3,720.-/week	3,390.-/month		1,840.-/month	1,520.-/month	4,235.-/year
	Pos. 3	2,210.-/week		2,480.-/week	2,250.-/month		1,220.-/month	1,010.-/month	2,820.-/year
Standard banner / Native text ad	Pos. 1	2,650.-/week	Exclusive head placement Duration 1 day	2,970.-/week	2,700.-/month	Exclusive placement 3,200.-/month	1,470.-/month	1,210.-/month	3,390.-/year
	Pos. 2	1,990.-/week	1,350.-/day	2,230.-/week	2,040.-/month		1,110.-/month	910.-/month	2,540.-/year
	Pos. 3	1,330.-/week		1,490.-/week	1,350.-/month		730.-/month	610.-/month	1,690.-/year

* Prices in Euro plus VAT. The general terms and conditions of EMG apply.

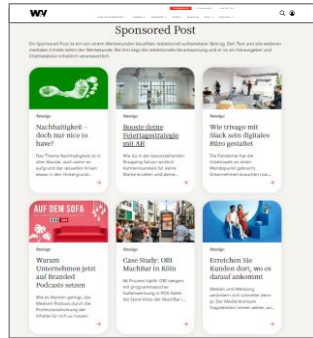
** Publisher's internal statistics.

NATIVE ADVERTISING



Formats

Ad format	Services	Package price*
Sponsored Post	<ul style="list-style-type: none"> ▪ Editorial article as an ad on wuv.de. ▪ Article proofed and corrected by our editing team. ▪ Archived on wuv.de after completion of the campaign. ▪ Choose between Light, Classic and Premium ▪ Selectable between the Marketing and Commerce target groups ▪ Ad on: <ul style="list-style-type: none"> ▪ Creation Sponsored Post ▪ Sponsored Interview ▪ Sponsored interview as moving image ▪ Sponsored Post Series 	from 4,900,—
Podcast partner	<ul style="list-style-type: none"> ▪ In our W&V Podcast “<u>W&V Denkanstoß</u>”. ▪ Distribution in all common podcast channels as well as Youtube. ▪ Integration with Native Slot. ▪ Integration into an <u>editorial article</u>, placement in the appropriate channel. ▪ Teaser in W&V Newsletters and Social Media. 	6,400,—






* Prices in Euro plus VAT. The general terms and conditions of EMG apply.

AD SPECIALS



Formats

Ad format	Services	Package price*	
Executive Briefing		<ul style="list-style-type: none"> With the Executive Briefing, W&V members receive a completely prepared, cutting-edge industry topic in their inbox every month, distribution approx. 20,000 (IVW QII/2022). Save all touchpoints exclusively in the appropriate monthly topic: by booking all banner placements, native integration as a partner in the W&V Trendhunter podcast, exclusive Sponsored Post or W&V Editor-in-Chief Talk. 	Price on request
Digital Special		<ul style="list-style-type: none"> Separate special on W&V Online with articles by the W&V editorial team. Exclusive branding with your advertising medium on all pages of the special: content ad (online, mobile), billboard, sponsored post (only in Plus package). Prominent presence of your logo or sponsorship mention on the overview page of the special, in the W&V social media posts on Facebook, Twitter and Xing and with co-branded advertising medium in the newsletter, online and mobile. Archiving of editorial content on W&V Online in the "Specials" channel. Guaranteed number of page impressions. 	14.400,—
Stand alone mailing		<p>With the Stand alone mailing "W&V Business Trends" or "W&V Commerce Trends", you can explicitly address your advertising message to up to 30,000 addresses.</p> <p>Ensure prominent, sole integration of your exclusive advertisement in a newsletter specially designed for this purpose, with or without introductory text.</p>	from 5,200.— Example.: to 10.000 addresses

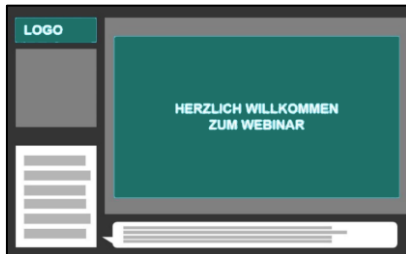
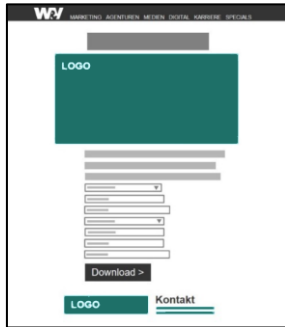
* Prices in Euro plus VAT. The general terms and conditions of EMG apply.
 ** IVW QIII/2022, Reach Extended ePaper plus Paid Content.

LEAD GENERATION



Formats

Ad format	Services	Package Price*
Whitepaper	<ul style="list-style-type: none">▪ Your white paper, study, case study or product information under menu entitled “white paper” on W&V Online, the download campaign runs until the lead volume** specified by you has been achieved.▪ Brief description and preview result in download as first impression of your white paper.▪ We collect the following qualification features for you: Mr/Mrs, first name, last name, e-mail, company, position, company size, sector and headquarters location (country).▪ We manage a campaign on all our online channels to generate your leads.▪ We create the advertising medium for your white paper campaign.▪ After completion of the campaign, we archive your white paper permanently on W&V Online.	110.– per lead; you determine the number of leads**
Webinar	<ul style="list-style-type: none">▪ You have the expertise! The spotlight is on you as your speaker conveys content on your topic via webcam and presentation.▪ A facilitator from the W&V editorial team introduces and supports the one-hour webinar.▪ Participants can ask questions and interact via chat.▪ Anybody interested can view the recording of the webinar by signing up (webcast).▪ You can choose between three packages independent of the number of participants.▪ You receive the lead count based on the booking.	from 13,500.–



* Prices in Euro plus VAT. The general terms and conditions of EMG apply.

** Maximum run time is three months, the minimum volume is 40 leads.

PRINT PRODUCTS

FORMATS & PRICES



PRINT CLASSIC



Please take into account the technical data.

Full page or page section		Trimmed advertisements Width x height in mm + 3 mm trim along outer edges	Formats in type area Width x height in mm	Prices* colour
1/1** or advertorial***		220 x 280	188 x 260	11,850.–
2nd or 4th cover page**		220 x 280	188 x 260	14,630.–
3/4 horizontal		220 x 210	188 x 200	9,930.–
Corner field		150 x 205	140 x 189	9,410.–
1/2 horizontal / vertical		220 x 140 / 110 x 280	188 x 130 / 100 x 260	7,970.–
1/3 horizontal / vertical		220 x 94 / 74 x 280	188 x 84 / 64 x 260	6,260.–

* Prices in euro plus VAT. The general business terms and conditions of the publishing company apply.

** Including ad linking in e-paper.

*** Upon delivery of complete printing documents. Layout possible from 600.– euro per page.

PRINT CLASSIC



Please take into account the technical data.

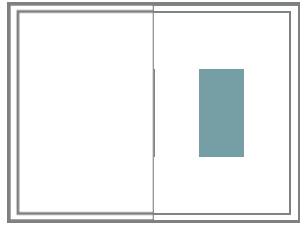
Ad as cover page or double spread	Trimmed advertisements Width x height in mm + 3 mm trim along outer edges	Formats in type area Width x height in mm	Prices* colored	
Guest article	1 page	Meets editorial criteria, is neutral and value-free, no product advertising (advertorial). With a guest article, you document your professional expertise on a specific topic.	4,040.–	
1/1 first right page***		220 x 280	188 x 260	13,380.–
Opening Spread (2nd cover + 3rd page)**		440 x 280	420 x 260	25,950.–
2/1**		440 x 280	420 x 260	20,520.–

* Prices in euro plus VAT. The general business terms and conditions of the publishing company apply.

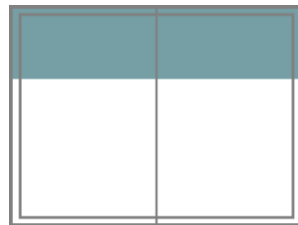
** Including ad linking in e-paper.

FORMAT SPECIAL*

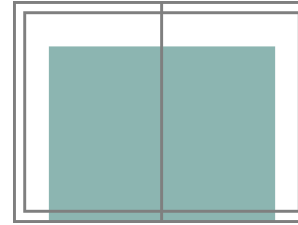
Interact with the reader - that's how your brand is remembered!



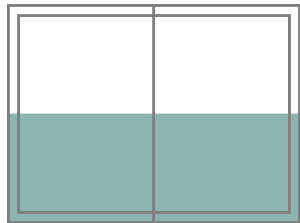
Island ad



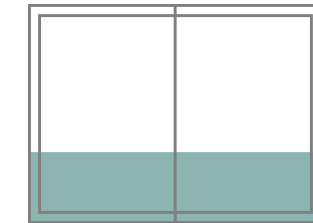
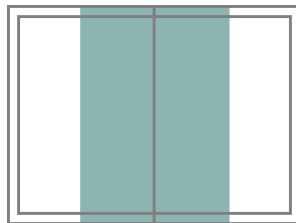
Head of the double-page spread



Corner field over waistband
(Tunnel ad)



2 x 1/2 across fret or high above fret



2 x 1/3 across waistband



Let your creativity run wild!

Special products need special solutions. Take advantage of the opportunity to stage your advertising with unusual formats and thus attract the attention of our target group to you and your products.

Format Special:

- offer a prominent advertising placement
- show our readers your innovative power
 - convince through creativity
- can greatly increase the response effect

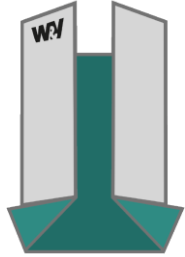
Whether on the title, the cover or in the content.

We would be happy to discuss further ideas and let's find unusual, individual solutions together.

PRINT SPECIAL*



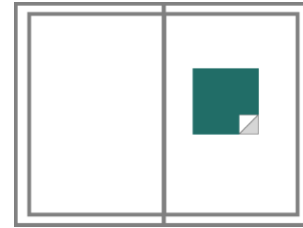
Overview



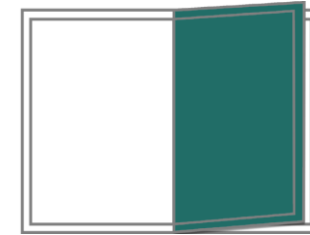
Altar fold



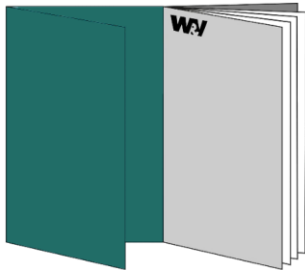
Belly band



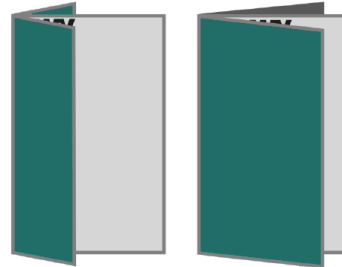
Glued inserts



Bound-in supplements
2 pages / 4 pages / other formats available



Gatefold cover
titel / back / double





Cover
double / extended page / glossy finish

We would be happy to discuss further ideas and prices with you!

CORPORATE PUBLISHING

GOOD CONTENT CREATES ATTENTION



Advertising medium	Details	Format Width x height in mm	Size	Prices*								
Individual customer magazine	 <ul style="list-style-type: none">▪ Developed entirely individually▪ Editing and layout by W&V▪ Very high quality	220 x 280	Starting at 4 + 8 pages	On request								
Advertorial	 <ul style="list-style-type: none">▪ Your content cleverly integrated on one to four pages in between W&V editorial pieces▪ Marked as advertisement or special publication▪ Optional: editing and layout by W&V	220 x 280	<table><tbody><tr><td>1 page</td><td>From 11,850.–**</td></tr><tr><td>2 pages</td><td>From 20,520.–**</td></tr><tr><td>3 pages</td><td>From 31,060.–**</td></tr><tr><td>4 pages</td><td>From 40,400.–**</td></tr></tbody></table>	1 page	From 11,850.–**	2 pages	From 20,520.–**	3 pages	From 31,060.–**	4 pages	From 40,400.–**	
1 page	From 11,850.–**											
2 pages	From 20,520.–**											
3 pages	From 31,060.–**											
4 pages	From 40,400.–**											

* Prices in euro plus VAT. The general business terms and conditions of the publishing company apply.

** Prices are valid upon delivery of the printing documents. Design by W&V from € 600.– per page.

W&V MAGAZINE ANNUAL DEAL



Present all year round - benefit from up to 60% discount!

YOUR REACH



YOUR PRICE

W&V Expenses	1 Output	2 Issues	3 Issues	4 Issues
Discount*	0%	40%	50%	60%
Total price** without discount	11,850.-	23,700.-	35,550.-	47,400.-
Total price** with discount	11,850.-	14,220.-	17,775.-	18,960.-
Price** per 1/1 page	11,850.-	7,110.-	5,925.-	4,740.-

* Discount can be applied to all formats. Here is an example of the 1/1 page.

** Prices in Euro plus VAT. The terms and conditions of EMG apply. No further discounts.

TOPICS & DATES

2024

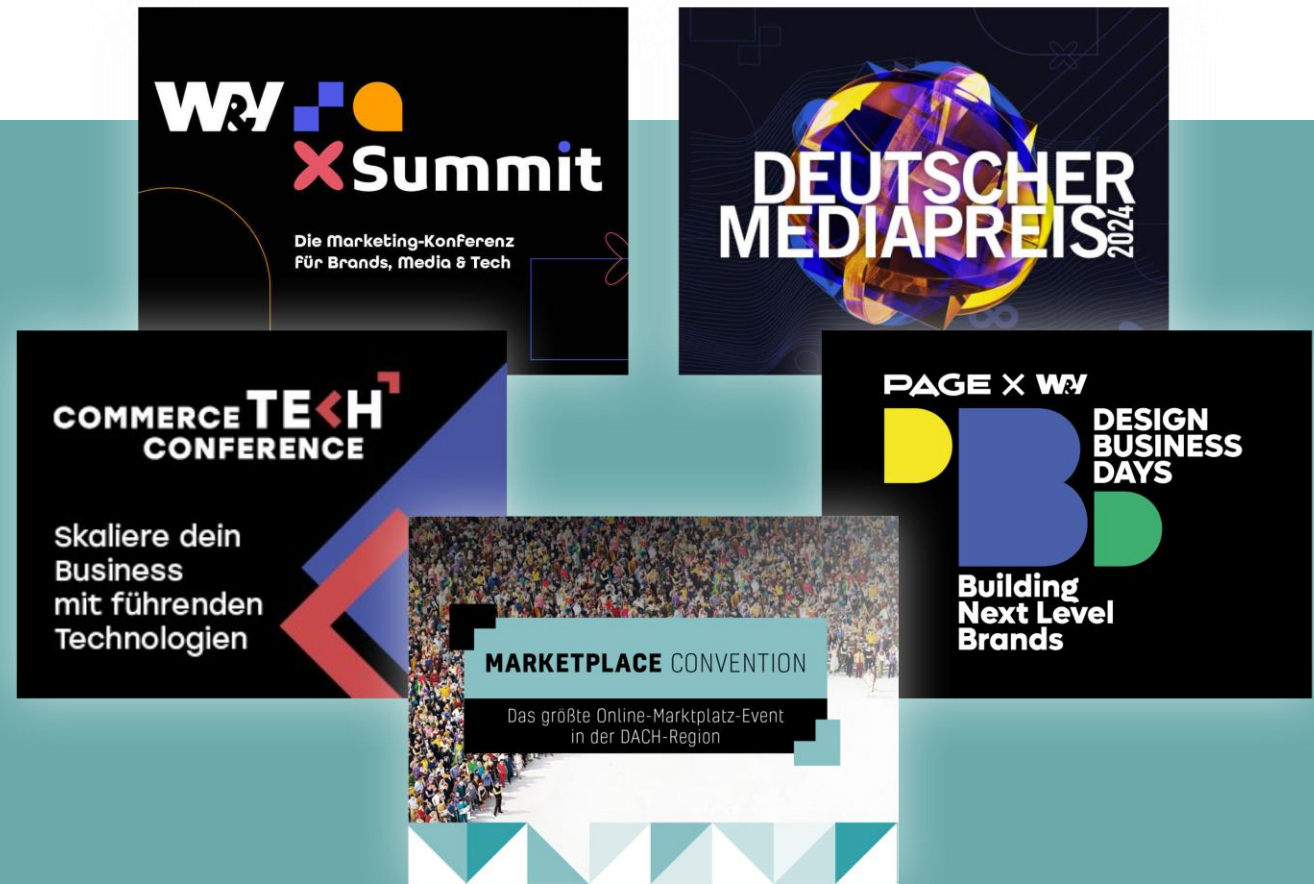


You can always find the latest topics and dates for our marketing network via the following link:

[Current Calender](#)

EVENTS, CONFERENCES, WEBINARS

NETWORKING, CONTENT & MORE



EVENTS

Events, Conferences, Webinars

You can find more events in our network [here!](#)



Meet industry leaders who inspire at our W&V events and conventions. Inform yourself about the topics of today and immerse yourself in the marketing world of tomorrow.



Deutscher Mediapreis

The Deutsche Mediapreis has become the most important barometer of the media industry in the German-speaking world: All trends and innovations in this field are reflected in the submissions for the award.



W&V Summit

At the W&V Summit, decision-makers from the marketing industry come together to learn, exchange ideas and network. If you want to get right to the heart of your target group, then the W&V Summit is for you.



CommerceTECH Conference

The CommerceTECH Conference is the event of the year for all successful, fast-growing brands, manufacturers and retailers. This is where participants can find the right technology to support their business as it continues to grow.



Design Business Days

At the DESIGN BUSINESS DAYS, we bring creatives and brands together and provide inspiration and exchange of expertise for the development of sustainable brand presences - together, holistically, interdisciplinary.



W&V Chefredaktionstalk

Our W&V editor-in-chief Rolf Schröter talk to the most exciting minds in the industry about the current topic of the Executive Briefing. It will be exciting, entertaining and inspiring.



Marketplace Convention

The Marketplace Convention is the largest online marketplace event in the DACH region for anyone who wants to run a successful marketplace business. Our experts make the target group fit for the platform business - in Germany, Europe and worldwide.

ANNEX

RATE CARD 2024



OUR NETWORK



Reach ALL relevant decision-makers via our two media brands!

PAGE



Commerce, marketing & creation can no longer be considered separately for a successful future. With our two brands you can reach all areas involved in decision-making processes.

Profile

The leading medium of the **design industry** offers indispensable knowledge for the development of current brand presences, convincing communication concepts and digital products.

The information platform for the communications industry and is aimed at those interested in **marketing, agencies and media**, as well as **e-commerce**.

Target group

PAGE is the ideal communication platform for all those seeking access to **creative professionals** in agencies and companies.

Brand maker - whether you are a doer, creative, strategist, numbers specialist or boss: The focus is on communicators who want to make a difference.

Reach*

Page Impressions:
370,990 per month

Distribution Magazine:
13,184 (incl. e-paper)

Page Impressions:
1,574,885 per month

Distribution Magazine:
16.025 (incl. e-paper)

* Sources: internal statistic or IVW QII/23.

DISCOUNTS

2024

Sales table in €	Discounts in %
25,000	3
50,000	5
100,000	10
150,000	15
250,000	17
450,000	20
650,000	22



The discount scale* applies to sales of print and digital products of the following brands:

- PAGE and
- W&V

Gross prices shown for placements serve as basis for the sales table.

Bookings for non-discountable products, such as special advertising formats and events (excluding technical costs), are integrated into the basic contract.

* Discounts do not apply to products of JOBNETWORK by EBNER MEDIA GROUP.

OUR SALES TEAM



Talk to us. We look forward to getting in touch with you.



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TECHNICAL DATA



Print

Magazine format: 220 x 280 mm (width x height) plus 3 mm bleed on all edges. Trimming max. 4.5 mm. So that text and image elements do not reach into the gutter bleed, a 10 mm gap is to be observed on all four pages.

Printing procedure: Sheet offset

Bookbinding finish: Adhesive binding

Saddle stitching: Cover: 300 g/m² Chromosulphate board, double-deleted on one side, Content: 120 g/m² Offset paper woodfree white

Reproduction technique: The „Technischen Richtlinien Offsetreproduktionen“ (German Technical Guidelines for Offset Reproductions), published by Bundesverband Druck e. V. (German Federal Association of Printing) shall apply. These comprehensive standardised specifications are known to your repro supplier. However, the following productspecific data is important additional information for your repro company.

Proof: According to FOGRA standard. With FOGRA media wedge V3.0 according to the standard.

Screen width: 54–60 lines/cm, technical screens no less than 10%

Colours: DIN ISO 12647-2 for offset print

Colour sequence: Black, cyan, magenta, yellow

For the technical data of our digital products please visit :
<http://verlag.wuv.de/technischdaten>

Cover and Content: C2 and content: PSO Uncoated V3, C4: PSO Coated V3

Multi colour advertisements: Forgoing the basic colour black will not influence the calculation of the advertisement. Special colours/shades which cannot be achieved by combined printing shall require special agreement.

Negative frames: We recommend laying negative frames with 40% cyan underneath as this provides a deeper black (scale colour supplement). In this connection, the cyan area is to be applied 0.04 mm wider.

Digital data delivery

Please send print documents via E-mail with a colour-accurate proof.

E-mail: clientsuccess@ebnermedia.de

File: Delivery of data as a PDF: PDF/X-1a:2001 (PDF-Version 1.3). Image data high definition with 300 dpi, resolution for 60 screen, colour model always CMYK (never RGB or LAB elements). Bitmap (line scans) should have a resolution of at least 800 dpi. Maximum colour application is 320%. The format is applied in its original dimensions plus crop marks and bleed margins.

In case of digital data transmission, we shall not assume any liability regarding the format, text and colour of the advertisement, as well as the appearance of the advertisement in case of nonadherence to the abovementioned specifications. Minimal colour differences are system-dependent and shall not be grounds for complaint.

TECHNICAL DATA



Ad specials (supplements, bond-in supplements, labels, glued inserts)

Please observe for ad specials:

In case of any processing difficulties arising, the completion of the print run shall have precedence over enclosures, gluing and application.

Reservation: In due time prior to the publication date. The order shall only become valid following the presentation of 3 samples.

Closing date: At the latest, 15 days prior to the publication date.

Glued on products:

Postcards are to be glued to the reverse side of supplements, glue traces close to the fold, no spot but rather line-form application of the adhesive. The automatic processing of supplements, special formats and sample goods is not possible without previous technical inspection.

Supplements - technical information:

Supplements are automatically inserted into the magazine. Therefore, they must be in one piece or held together by means of an envelope or sewn or glued so that they can be processed as one piece. The side parallel to the fold must be closed. If supplements contain a glued-on postcard, then this must be attached parallel to the closed fold of the supplement so that it cannot loosen during automated processing. Supplements are inserted with the closed side parallel to the spine of the magazine. A particular placement cannot be confirmed. Zigzag-folded, perforated, punched or supplements furnished with clips cannot be automatically processed. Offers available on request.

Delivery condition of ad specials:

The delivered product must ensure smooth, immediate automated processing without additional manual preparation. Supplements which are stuck together because of printing ink being too fresh, or being highly electrostatically charged or damp, or which have folded corners, edges, crimp folds, displaced (rounded) spines cannot be processed.

Layers:

Non-entwined, edge on edge with a height of 80 to 100 mm. Tying or packing of individual layers incur additional costs.

Palletizing:

In an orderly manner on stable reusable pallets, the pallet base must be covered with stable cardboard or foil. In case of strapping /protective packing, the edges must not be damaged or bent. Labelling analogous to the delivery note, clearly visible with purpose, content and quantity data. With the delivery of several issues, each issue is to be separately palletized.

Delivery address:

2 weeks prior to the publication date to

Silber Druck oHG
Herr Lucas Silber
Designation/Title/Edition/Customer (z.B. Vollbeilage/W&V 01/23/xxx)
Otto-Hahn-Straße 25
34253 Lohfelden
Delivery times: Mon. to Fri. from 8:00 a.m. to 16:00 p.m.

PUBLISHER'S DETAILS / AGB



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wuv.de
verlag.wuv.de
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Payment conditions

Payable within 14 days net.
SEPA direct debit scheme is possible.

General terms and Conditions

The current terms and conditions of the Ebner Media Group GmbH & Co. KG:
<https://www.wuv.de/content/download/397592/7542672/file/gbtc.pdf>

For the processing of orders, the business terms and conditions of the publishing company apply. These can be found in this document. The information listed in these price lists may be revised over the course of the year; you can find the respective binding status of the price lists: verlag.wuv.de/mediadaten.