

**Direct contact:**  
One click in the  
E-Paper takes the  
reader directly  
to you

| Format             | Width x Height (mm)                 | Price                     |
|--------------------|-------------------------------------|---------------------------|
| Title page         | 210 × 160<br>+ 3 mm trim only right | Fixed price<br>€ 8,680.-- |
| Indoor title       | 195 × 160<br>+ 3 mm trim            | € 6,160.--                |
| 2nd/4th Cover page | 210 × 297<br>+ 3 mm trim            | € 8,115.--                |
| 3rd Cover page     | 210 × 297<br>+ 3 mm trim            | € 7,910.--                |
| 1 page             | 175 × 250                           | € 7,810.--                |
| Junior page        | 122 × 175                           | € 4,510.--                |
| 1/2 page           | 85 × 250<br>175 × 122               | € 4,335.--                |
| 1/3 page           | 55 × 250<br>175 × 80                | € 3,030.--                |
| 1/4 page           | 85 × 122<br>40 × 250<br>175 × 58    | € 2,350.--                |
| 1/8 page           | 85 × 58<br>175 × 28<br>40 × 122     | € 1,360.--                |

**Placement markup**

Binding placement 10%

**Color markup**

Euroscale  
Special colors on request

**Impact special formats**

on request

**Discounts**

Discount for repetitions within 12 months  
(insertion year):

**Quantity scale**

| 2 ads | 4 ads | 6 ads |
|-------|-------|-------|
| 5%    | 10%   | 15%   |

**Repetition scale**

| 2 pages | 3 pages | 5 pages |
|---------|---------|---------|
| 5%      | 10%     | 15%     |

**Occasional ads**

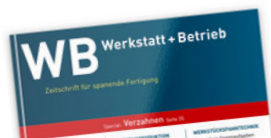
Job vacancies and casual ads  
1 page, 4c € 3,730.--  
1/2 page, 4c € 2,110.--  
mm-price 4c (per column, 40 mm wide): € 6,00

**NEW:**

**Multimedia enrichment**

**Multimedia enrichment for print ad**  
Within the e-paper, your ad is enriched by a video, podcast,  
or picture gallery for 24 months. € 390.--

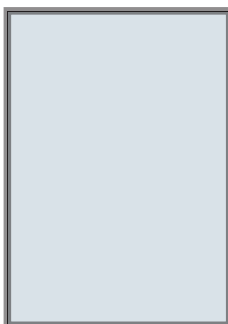
All advertisement orders will be processed in accordance with the General Terms and conditions of our publishing house which are available at [www.hanser.de](http://www.hanser.de)



**More Reach:**  
Your ad appears  
in print and  
E-Paper

**Display formats**

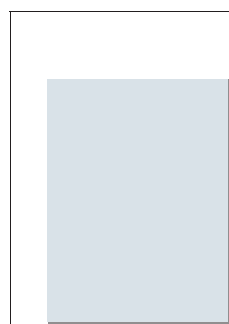
**1/1 page**



Typesetting mirror format: 175 × 250

Trim format:\* 210 × 297

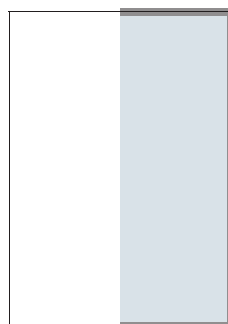
**Junior page**



122 × 175

137 × 197

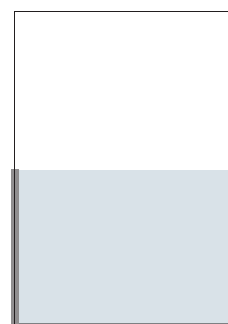
**1/2 page, upright**



85 × 250

101 × 297

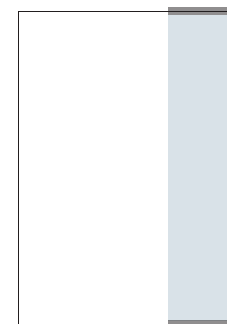
**1/2 page, cross**



175 × 122

210 × 145

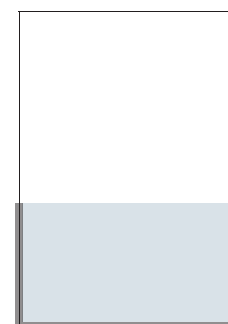
**1/3 page, upright**



55 × 250

70 × 297

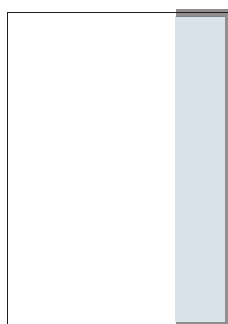
**1/3 page, cross**



175 × 80

210 × 105

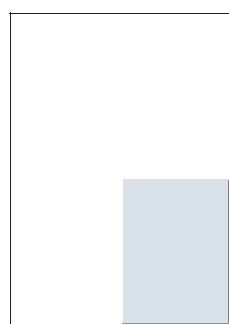
**1/4 page, upright**



Typesetting mirror format: 40 × 250

Trim format:\* 55 × 297

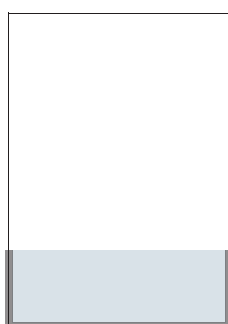
**1/4 page, 2-column**



85 × 122

101 × 145

**1/4 page, cross**



175 × 58

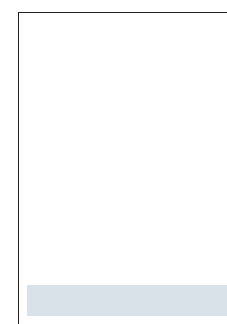
210 × 85

**1/8 page, 2-column**



85 × 58

**1/8 page, cross**



175 × 28

**\*All trim formats are per edge plus 3 mm trim allowance on every side.**  
Minimum size für trim size ads: 1/4 page.  
All data in mm (width × height)