

media-information

magazine/publisher

marketing/circulation

advertising rates

www.business-magazine.de

BUSINESS
magazine

Valid from January, 1, 2010



Business Magazine – connecting east and west

Business Magazine is an editorial **tie between the buyers and suppliers** of products and services. Made by decision-makers for decision-makers, it is a leading voice of the European economic market. Taking a refreshing look at the European economy, the magazine embraces all fields of industry, service and commerce.

Business Magazine is a companion to pro-active business people and a relevant source for buying and investment decisions. It provides first-hand analyses and interviews with decision-makers as a sound basis for the daily business and strategic decisions that have to be made. Closely **linked to the leading European trade fairs**, the magazine is up-to-date on all current developments and trends of the international economic scene.

Profound background information combined with special topics about latest news and trends from innovative and future-orientated industries make the magazine a valuable information source for decision-makers.

Presenting market leaders as well as newcomers from all over Europe, Business Magazine builds a **bridge between east and west** of the continent, connecting eastern and western economic hubs.

Business Magazine goes straight to the source because at the end of the day – business is all about sales.



Contact

Publisher: European Publications GmbH

Editor-in-Chief: S. Benzler

Advertising: T. Eden

Address: Holzstrasse 2, 40221 Düsseldorf, Germany

Postal address: Postfach: 190264, 40112 Düsseldorf, Germany

Telephone: +49 211 301238-0

Fax: +49 211 301238-49

E-Mail: info@business-magazine.de

Internet: www.business-magazine.de



Our marketing services:

- business-videos
- clients' magazines
- employees' papers
- newsletters
- lettershopping
- translations
- PR-services and consultancy
- business information services

Circulation:

Business Magazine circulates all across Europe. Building a bridge between eastern and western economic hubs and capital cities, the magazine is mainly distributed in all western European countries, in the Czech Republic, Poland, Russia and in Hungary. Our recipients are companies of all industries, of the trade and service sector as well as economic institutions, international trade fairs and traffic hubs.

Therefore, the magazine is an efficient promotional medium for east-west business relationships. Accompanied by a portfolio of marketing services such as reprints, newsletters and online-services, Business Magazine is THE east-west brand of the media-landscape.

Print run:

11,000

Geographic circulation:

Western and Eastern Europe, in particular Germany, France, Italy, Benelux, Spain, Scandinavia, Poland, Hungary, Czech Republic, Slovak Republic, Russia



Magazine format:	230 mm width, 300 mm height
Print area:	190 mm width, 260 mm height Number of columns: 3 columns, Column width: 60 mm
Print method:	Offset print, glue binding
Advertising deadline:	7 days prior to publication
Terms of payment:	Immediate net cash
Bank address:	Volksbank Münster eG BLZ 40160050, Kto.-Nr. 91900900

Advertisement formats and prices: All prices are exclusive of VAT

Size by part of page	Width x height in mm	Black and white	4-colour (euroscale 4c)
1 page	190 x 260 mm	EUR 3,050	EUR 4,450
1/2 page	190 x 128 mm	EUR 1,950	EUR 2,610
1/4 page height + width	190 x 64 mm	EUR 1,010	EUR 1,480

Front cover:	Placement only on request
Inside front cover:	+10%
Inside back cover:	+10%
Back cover:	+30%

Special positioning: On request

Special colours or tones which cannot be attained by combining standard colours are subject to agreement!

Format supplements: On request

**Discounts:**

Frequency		Length	
2 issues	3%	2 pages	10%
3 issues	5%	3 pages	12%
6 issues	10%	5 pages	20%
9 issues	15%	7 pages	25%

Larger commissions: terms on request

Inserts: On request

Supplements: On request

Stick-in postcards: On request

Shipping address: On request

Reprints: On request

Other lengths, special formats available on request.

Commissions can be submitted as follows:

By Mail: European Publications GmbH
Postfach: 190264, 40112 Düsseldorf
Germany

By Fax: +49 211 301238-49

Scanning material: Photos, Slides, Negatives, Brochures,
Screenshots, Catalogues, Graphics
and Digital Photos

File formats: EPS, TIFF, JPEG (300 dpi)

Colour systems: CMYK, RGB

Data carriers: all known media

All prices exclusive of VAT