

1 Circulation:



Print run: 4 500 copies
Total circulation on an annual average
(Media card 2, figure 2): 4 465 copies

2 Magazine format:

DIN A4, 210 mm wide x 297 mm high

Type area:

184 mm wide x 255 mm high (1/1 page)

3 Printing process:

Offset printing, basic typeface: Frutiger LT

Printing materials:

Digitalised for Macintosh (on CD-ROM or via E-Mail)
with print-out/proof. For further information on digital
printing materials see separate media card. Colour
separation and proof required.

4 Dates/Frequency

6 issues plus special issues

of publication:

Publication date/Advertising deadline:
See editorial and publication calendar on page 9-11

5 Publishing company:

Keppeler Medien Gruppe
P. Keppeler Verlag GmbH & Co. KG

Address:

Kaiserstraße 39, D-63065 Offenbach am Main

Mailing address:

P.O. Box 100953, D-63009 Offenbach am Main

Internet address:

www.avronline.de

Advertising sales:

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(Advertising Manager)
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(Media consultant)
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(Suppliers' directory/classified ads)
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(Administration)
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Fax: +49/(0)69/15 04 33 - 333
please mention "avr Nonwovens & Technical Textiles"

6 Conditions of payment: 2 % discount on payment within 8 days payment:
of receipt of the invoice or net within 30 days

Bank account:

Deutsche Bank, Offenbach/Main
BLZ 505 700 18
account no. 113 560700
IBAN DE 68 5057 0018 0113 5607 00
SWIFT-BIC DEUTDEFF505



7 Advertisement formats

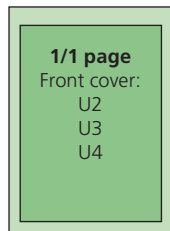


Type area
Bleed

213 x 170 mm*

Rate (4c)
in Euro

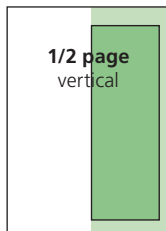
on request



1/1 page
Front cover:
U2
U3
U4

184 x 255 mm
216 x 303 mm*

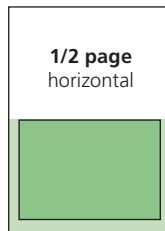
4,300.– (U1)
4,500.– (U2)
4,300.– (U3)
4,600.– (U4)



1/2 page
vertical

90 x 255 mm
104 x 303 mm*

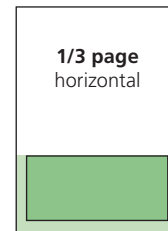
2,800.–



1/2 page
horizontal

184 x 130 mm
216 x 150 mm*

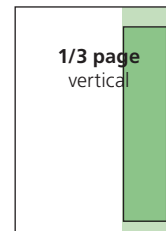
2,800.–



1/3 page
horizontal

184 x 85 mm
216 x 109 mm*

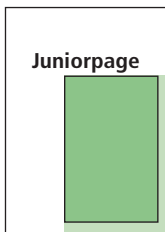
2,350.–



1/3 page
vertical

58 x 255 mm
73 x 303 mm*

2,350.–



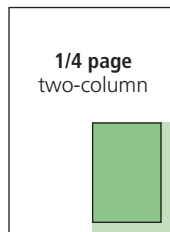
Juniorpage

Type area
Bleed

122 x 190 mm
133 x 207 mm*

Rate (4c)
in Euro

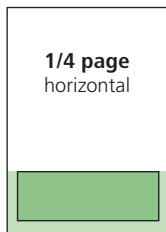
2,900.–



1/4 page
two-column

90 x 130 mm
105 x 148 mm*

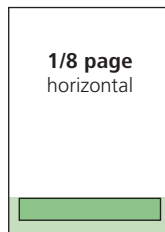
2,150.–



1/4 page
horizontal

184 x 65 mm
216 x 89 mm*

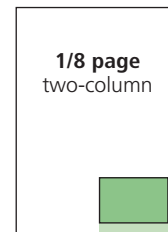
2,150.–



1/8 page
horizontal

184 x 30 mm
216 x 54 mm*

1,880.–



1/8 page
two-column

90 x 60 mm
105 x 77 mm*

1,880.–

further advertising
formats on request

* sizes include 3 mm
at each edge for trim

All orders underlie our general terms and conditions, see www.avronline.de/terms. All rates are excluding VAT.



8 Additional charges

8.1 Colour charge for special colours – price upon request

9 Job market:

See page 29-30

Suppliers' directory:

See separate rate card "Suppliers' directory" on page 28

10 Special advertisements:

Island advert on request
Crossmedia offers on request

11 Discounts:

by frequency

2 pages 5 %
4 pages 10 %
6 pages 15 %

by volume

2 adverts 5 %
4 adverts 10 %
6 adverts 15 %

12 Bound inserts: width x height mm in € up to 170 g/m²

1 page (= 2 sides) 216 x 303 2,950.–
2 page (= 4 sides) 432 x 303 3,790.–
3 page (= 6 sides) 648 x 303 on request

Trim sizes:

Head trim 3 mm, Edge trim 3 mm,
Gutter 3 mm

Quantity :

Information available on request required:
(larger print run for trade fairs, congresses etc.)

13 Loose inserts:

maximum dimensions: width 205 mm x height 290 mm
Up to 25 g: € 495.– per thousand
Inserts over 25 g: Rate on request
Quantity: on request
(larger print run for trade fairs, congresses etc.)

14 Cost for glued-on advertising media:

cost in combination with an ad or insert
€ 59.– per thousand
Additional bonding costs: € 110.– per thousand
additional postage may be charged
(no discounts on postage costs)

15 Delivery address:

Schleunungsdruck GmbH
avr, issue number
Elterstraße 27
97828 Markttheidenfeld

All orders underlie our general terms and conditions,
see www.avronline.de/terms. All rates are excluding VAT.