



Trends der Zeitungsbranche 2023



Top 50 UK News Websites

International Media Magazine

PreMedia

Print & Online & TV & Radio

Print hat sehr loyale Fans

Printzeitung muss bleiben

TIME TO INVEST

Facing Challenges

AI in Media driving company growth

2024 Media Data

We are moving Media forward

We are reporting about these success stories

Neue Wege

Newsroom is the business

Our Online Editions are available 24/7.

About PreMedia Newsletter

The issue of the PreMedia Newsletter is published every month, twelve times a year.

The PreMedia Newsletter offers up-to-date information for the international top management of the media industry.

The special reports deal with topics like marketing, management, executive functions and the international media markets, e.g. the special reports about the media situation abroad. Our editors are in close contact with newspaper and magazine publishing houses as well as the whole supply industry worldwide.

International circulation

German and English

International Edition 5.200 copies per edition
incl. online edition and
Flipbook

Sold circulation

Annual average 4.200 copies per edition

Size 210 mm x 285 mm

Paper

Core 115 g/m² photoprint dull

Cover 250 g/m² Luxosatin

Premedia Newsletter World Edition German/English in Double-Magazine

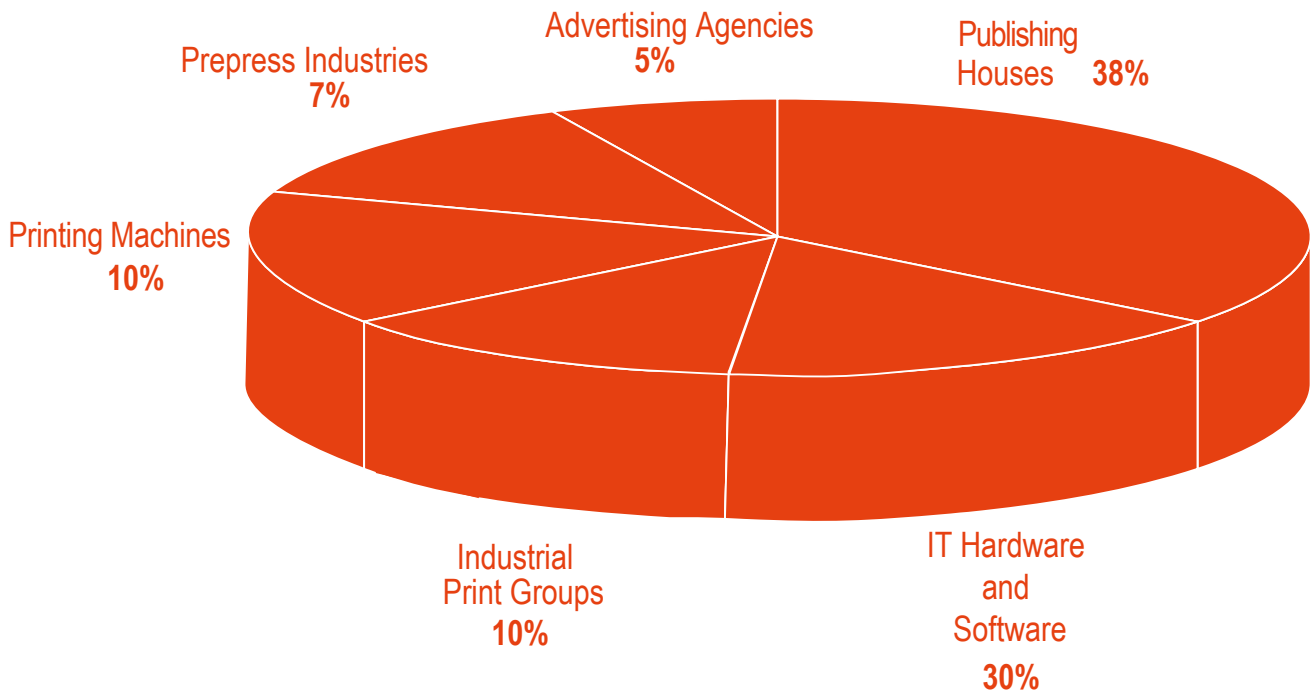
Deadline	Deadline
11. 02.	07. 08.
13. 03.	11. 09.
09. 04.	09. 10.
11. 05.	11. 11.
08. 06.	04. 12.

Distribution:

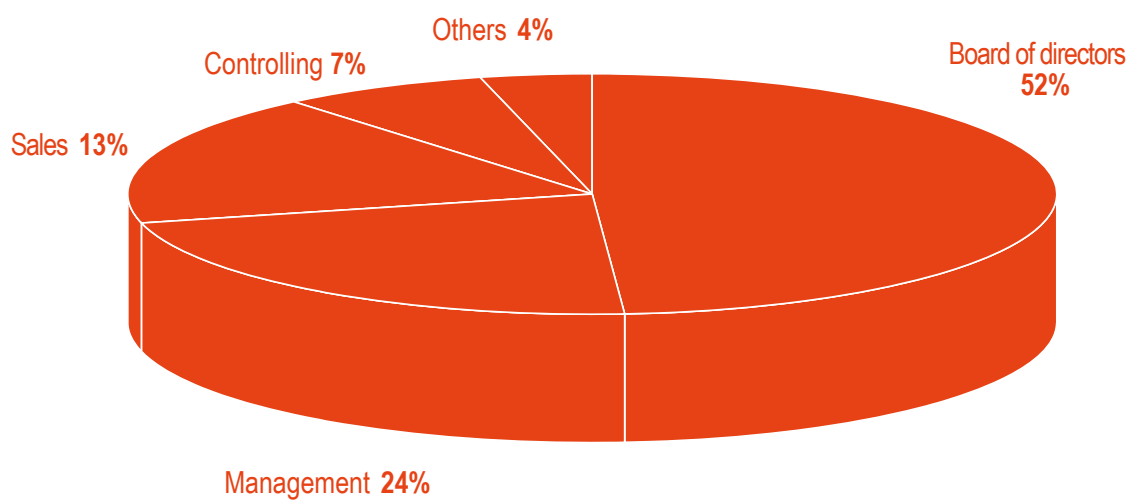
USA, Canada, Australia, China,
India, United Kingdom, Scandinavia,
Germany, Austria, Switzerland, Italy,
Czech Republic, Slovakia, Hungary,
Croatia, Slovenia, Poland, Russia,
Ukraina, Netherlands, Belgium, Luxembourg.



Target groups



Readers



Important basic formats (Image area)



A1 / A3
1/1 Page
Width 182 mm
Height 246 mm



E1 / E3 / E5
2/1 Page
Width 390 mm
Height 246 mm
Center spread



B1
1/2 Page height
Width 88,5 mm
Height 246,0 mm



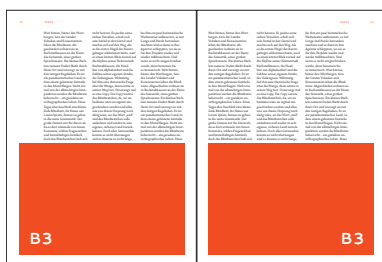
C1 / C3
2/3 Page height
Width 118 mm
Height 246 mm



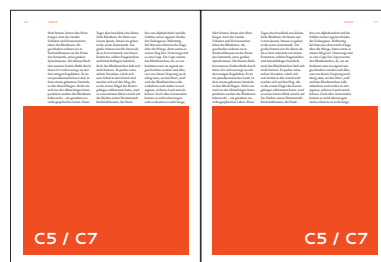
D1 / D3
1/3 Page height
Width 57,3 mm
Height 246,0 mm



G1
1/4 Page height
Width 41,5 mm
Height 246,0 mm



B3
1/2 Page across
Width 182 mm
Height 123 mm



C5 / C7
2/3 Page across
Width 182 mm
Height 164 mm



D5 / D7
1/3 Page across
Width 182 mm
Height 82 mm

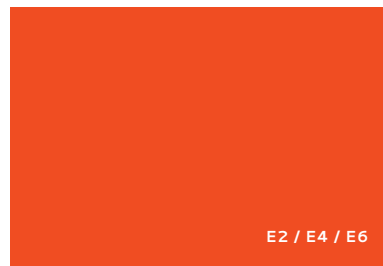


G3
1/4 Page across
Width 182 mm
Height 59 mm

Important basic formats (Overlap)



A2 / A4
1/1 Page
Width 210 mm
Height 285 mm
 +3 mm overlap



E2 / E4 / E6
2/1 Page
Width 420 mm
Height 285 mm
 +3 mm overlap
Center spread



B2
1/2 Page height
Width 103,5 mm
Height 285,0 mm
 +3 mm overlap



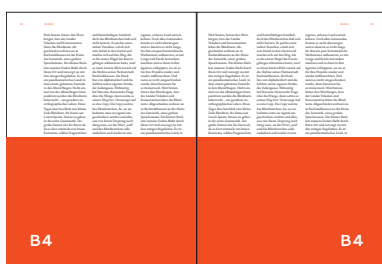
C2 / C4
2/3 Page height
Width 133 mm
Height 285 mm
 +3 mm overlap



D2 / D4
1/3 Page height
Width 72,3 mm
Height 285,0 mm
 +3 mm overlap



G2
1/4 Page height
Width 57 mm
Height 285 mm
 +3 mm overlap



B4
1/2 Page across
Width 210 mm
Height 147 mm
 +3 mm overlap



C6 / C8
2/3 Page across
Width 210 mm
Height 179 mm
 +3 mm overlap



D6 / D8
1/3 Page across
Width 210 mm
Height 97 mm
 +3 mm overlap



G4
1/4 Page across
Width 210 mm
Height 74 mm
 +3 mm overlap

*) for advertisements processed with Flipbook-Link content, a surcharge of 15% will be added to the print ad rate

Advertising rate chart

effective from January, 1st 2023

Size		Colors	Rate in EURO*
A1	1/1 Page / image area	1-color black/white	EUR 2 247,00
A2	1/1 Page / overlap / + 3 mm	+ 1 Color	EUR 2 362,50
A3	1/1 Page / image area	4-Color	EUR 3 711,75
A4	1/1 Page / overlap / + 3 mm		EUR 3 822,00
B1	1/2 Page / image area height	1-color black/white	EUR 1 333,50
B2	1/2 Page / overlap / + 3 mm	+1 Farbe	EUR 1 732,50
B3	1/2 Page / image area across	4-Color	EUR 2 535,75
B4	1/2 Page / overlap / + 3 mm		
C1	2/3 Page / image area height	1-color black/white	EUR 1 512,00
C2	2/3 Page / overlap / + 3 mm	+ 1 Color	EUR 1 617,00
C3	2/3 Page / image area height	4-Color	EUR 2 882,25
C4	2/3 Page / overlap / + 3 mm		
C5	2/3 Page / image area across	1-color black/white	EUR 1 512,00
C6	2/3 Page / overlap / + 3 mm	+ 1 Color	EUR 1 842,75
C7	2/3 Page / image area across	4-Color	EUR 2 829,75
C8	2/3 Page / overlap / + 3 mm		
D1	1/3 Page / image area height	1-color black/white	EUR 1 107,75
D2	1/3 Page / overlap / + 3 mm	+ 1 Color	EUR 1 228,50
D3	1/3 Page / image area height	4-Color	EUR 1 869,00
D4	1/3 Page / overlap / + 3 mm		
D5	1/3 Page / image area across	1-color black/white	EUR 1 029,00
D6	1/3 Page / overlap / + 3 mm	+ 1 Color	EUR 1 155,00
D7	1/3 Page / image area across	4-Color	EUR 1 774,50
D8	1/3 Page / overlap / + 3 mm		
E1	2/1 Page / image area	1-color black/white	EUR 3 654,00
E2	2/1 Page / overlap / + 3 mm		
E3	2/1 Page / image area	1-color black/white	EUR 4 777,50
E4	2/1 Page / overlap / + 3 mm		
E5	2/1 Page / image area	4-Color	EUR 5 003,25
E6	2/1 Page / overlap / + 3 mm		
F1	Cover U1, U2, U3, U4 / DIN A4	4-Color	EUR 5 297,25
G1	1/4 Page / image area height	2-Color	EUR 1 085,70
G2	1/4 Page / overlap / + 3 mm	4-Color	EUR 1 202,25
G3	1/4 Page / image area across	2-Color	EUR 1 085,70
G4	1/4 Page / overlap / + 3 mm	4-Color	EUR 1 202,25
Skyscraper	160 x 600 Pixel		EUR 1 113,00
Rectangle	300 x 250 Pixel		EUR 782,25
Videostream (MTS, VMW, FLV, MOV-Format)	480 x 270 Pixel (incl. Production)		EUR 1 690,50
Flipbook-Link per Version			EUR 3,15
Flipbook-Link per Year-Abo			EUR 75,50

* Value added tax not included

Technical requirements on media

We changed over to a digital workflow. To optimize the process we kindly ask you to consider the following technical requirements.

Digital data

Closed formats: PS, EPS, PDF, TIFF, JPG , etc.

PDF-Files

Made from PostScript or EPS data with Adobe Acrobat Distiller at a resolution of 300 dpi (Paths output resolution 2540 dpi). Please be careful not to use low resolution data (logos or pictures).

TIFF- and JPG-Files

TIFF-Files must have a resolution of at least 300 dpi. Re-digitalized paths need to be at a resolution of 2540 dpi.

Fonts

Please do not use TrueType-Fonts. Only use PostScript-Fonts or Open-Type-Fonts and embed them correctly.

Pictures

If you would like to include photos in your advertisement, please make sure to have set them in CMYK-mode and at a minimum resolution of 300 dpi. Otherwise please send a PDF-High-end-Print File.

Filesnames

To ensure a fast and safe processing please name your file as follows:

Example: PreMedia Newsletter 01

Client`s name = XYZ

File: PMNE01_XYZ.pdf

Data transfer

Possible data medium: DVD or CD-ROM

ftp-Server

ftp://premedianewsletter.de

Password on requests.

Via E-Mail

Depending on files size, after previous telephonic agreement.

To publishing house: info@premedianewsletter.de

Please send us the commission data, a copy of the advertisement and the file name of your advertisement also.

Color advertisements

Please send us a color proof via mail when having a color advertisement.

Print Size

Our magazine is published in Format 210 mm x 285 mm. If your advertisement is full size please include a overlap of at least 3 mm. Internet-Banners

Please send us your GIF or Flash-Animation with a maximum files size of 25 KB with format 468 x 60 Pixel. We offer the design and realisation of banner ads if needed.

Special marketing solutions such as pop-ups, superstitials, rich-media-banner, skyscraper, textlinks, flying image, etc. are also possible.

Publication mode

World Edition in German and English monthly

Subscription national

182,50 EUR exclusive 7 % MWSt.

Subscription international

194,00 EUR inclusive 7 % MWSt.

Online-Edition**Inland:**

100,00 EUR exclusive 7% MWSt. for

Versions (German and English)

Flipbook EUR 3,15 per Link of one Version

Abonnement of Years: 75,50 (german and english).

Terms of payment

Invoices on ads are due 14 day after reception in EURO.

Bank details:

Volksbank Kurpfalz Heidelberg

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