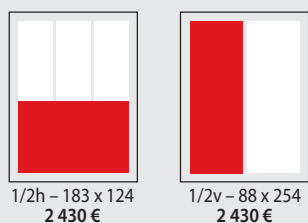
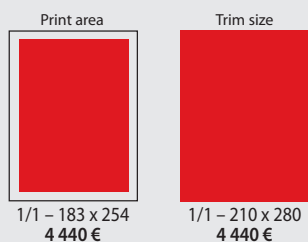
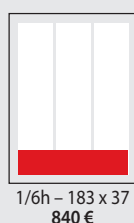
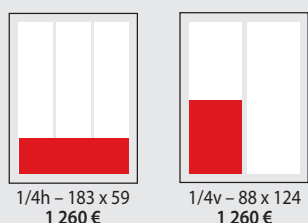
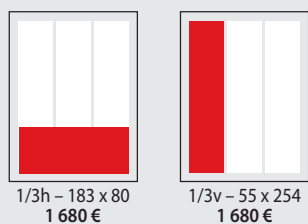


Advertising rate card C

(January 1, 2012)



For sizes 1/3, 1/4 and 1/6h
please consult us beforehand.



Excluding VAT, v – vertical, h – horizontal
Payment is required in advance

TREND TOP	TREND SPECIAL
Finance TREND TOP	TOP 200
TREND TOP 2011	Financial Business

BONUS POSITIONING	€	BLEED FORMAT
4 th page of cover	11 100	210 x 280
2 nd and 3 rd page of cover	7 548	210 x 280
1 st and 2 nd page inside	7 548	210 x 280
The right pages at the charts Company of the Year, The Bank of the Year, The Insurance Company of the Year (in the editorial content of TREND TOP 2011)	6 660	210 x 280

PRICES FOR DIFFERENT SIZES	€	BLEED FORMAT
2/1	7 100	420 x 280
2/1 inside unfold 1 st cover	9 700	408 x 280
1 cm ²	15	

For different sizes please consult us beforehand

REDUCTIONS FOR REPEATED PUBLICATION	
4 to 8	5 %
9 to 15	8 %
16 to 25	11 %
26 or more	15 %

REDUCTIONS FOR FINANCIAL VOLUME	
22 500 to 59 000 €	5 %
59 001 to 111 000 €	10 %
111 001 € or more	15 %
Reduction for event advertising with TREND participation	50 %

Reductions cannot be applied together

EXTRA CHARGES (PLEASE CONSULT US BEFOREHAND)	
Required position	50 %
Advertising article	10 %

Graphical layout of Advertising article must be distinctly different from editorial layout.
We recommend min. 9 pt font size.

CANCELLATION FEE	
6 and more days after the deadline of orders	100 %
1–5 days after the deadline of orders	50 %

TECHNICAL REQUIREMENTS	
Bleed format	220 x 290 mm
Trim format	210 x 280 mm
Print area	183 x 254 mm
Print	offset
Paper / Binding	<ul style="list-style-type: none"> cover TREND TOP 2011 115 g/m² / V1 cover TREND TOP 115 g/m² / V1 cover TREND SPECIAL 90 g/m² / V1 inside 57 g/m²
Graphic copy	PDF format
4C	PDF format, CMYK, 300 DPI, convert text to curves + proofs-digital

You are required to send a proof print, otherwise no complaints will be accepted.

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