

BRAUWELT®-exhibition journal for drinktec 2022

Important facts for your successful placement:

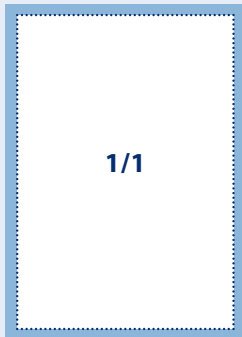
Deadline printing material: August 24, 2022
Publication date: September 14, 2022
 Language: German and English
 Circulation: 15,000 copies
 Magazine format: 307 mm wide x 430 mm deep
 Type area: 280 mm wide x 405 mm deep
 Cover: 10% in addition
 Special colours: On demand
 Printing: Offset, acceptance of digital advertisements at minimum 300 dpi.

Your contact:

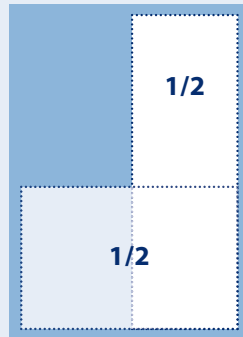
Tel: +49 (0) 911 / 9 52 85 - 26
 Fax: +49 (0) 911 / 9 52 85 - 48
 E-Mail: anzeigen@hanscarl.com



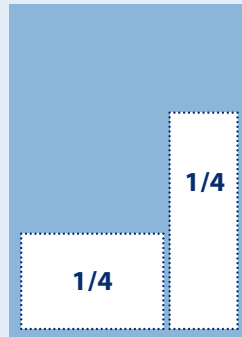
ADVERTISEMENT FORMATS



1/1 page
280 x 405 mm



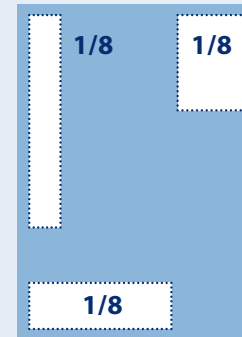
1/2 page – cross
280 x 185 mm
1/2 page – high
138 x 405 mm



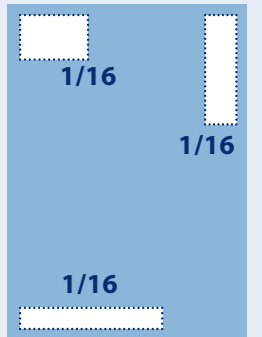
1/4 page – cross
185 x 125 mm
1/4 page – high
90 x 280 mm



1/6 page – cross
185 x 84 mm
1/6 page – high
90 x 171 mm



1/8 page – cross
185 x 62 mm
1/8 page – high
90 x 125 mm
1/8 page – high
43 x 275 mm



1/16 page – cross
185 x 30 mm
1/16 page – cross
90 x 60 mm
1/16 page – high
43 x 143 mm

Bleed:

1/1 page
307 x 430 mm

1/2 page – cross
307 x 200 mm
1/2 page – high
153 x 430 mm

1/4 page – cross
200 x 140 mm
1/4 page – high
105 x 295 mm

1/6 page – cross
200 x 99 mm
1/6 page – high
105 x 186 mm

1/8 page – cross
200 x 77 mm
1/8 page – high
105 x 140 mm
1/8 page – high
58 x 290 mm

1/16 page – cross
200 x 45 mm
1/16 page – cross
105 x 75 mm
1/16 page – high
58 x 158 mm

Trim: 3 mm per side, up, down, left, right

PRICES OF ADVERTISEMENTS

Format	Type area (w x d)	Bleed (w x d)	b/w	4 colours
1/1 page	280 x 405 mm	307 x 430 mm	5,427.- EUR	5,904.- EUR
1/2 page	280 x 185 mm	307 x 200 mm	3,254.- EUR	3,731.- EUR
	138 x 405 mm	153 x 430 mm		
1/4 page	185 x 125 mm	200 x 140 mm	1,808.- EUR	2,285.- EUR
	90 x 280 mm	105 x 295 mm		
1/6 page	185 x 84 mm	200 x 99 mm	1,226.- EUR	1,703.- EUR
	90 x 171 mm	105 x 186 mm		
1/8 page	185 x 62 mm	200 x 77 mm	970.- EUR	1,447.- EUR
	90 x 125 mm	105 x 140 mm		
	43 x 275 mm	58 x 290 mm		
1/16 page	185 x 30 mm	200 x 45 mm	328.- EUR	805.- EUR
	90 x 60 mm	105 x 75 mm		
	43 x 143 mm	58 x 158 mm		

All services are subjects to the general terms and conditions.

All prices plus VAT.