

# Brau Beviale



## BRAUWELT®-exhibition journal for BrauBeviale 2023

### Important facts for your successful placement:

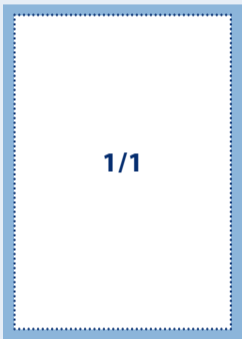
Deadline printing material: November 08, 2023  
**Publication date:** November 29, 2023  
 Language: German and English  
 Circulation: 13,000 copies  
 Magazine format: 307 mm wide x 430 mm deep  
 Type area: 280 mm wide x 405 mm deep  
 Cover: 10% in addition  
 Special colours: On demand  
 Printing: Offset, acceptance of digital advertisements at minimum 300 dpi.

### Your contact:

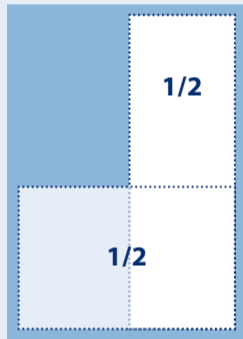
Tel: +49 (0) 911 / 9 52 85 - 26  
 Fax: +49 (0) 911 / 9 52 85 - 48  
 E-Mail: anzeigen@hanscarl.com



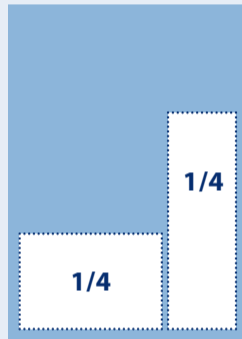
### ADVERTISEMENT FORMATS



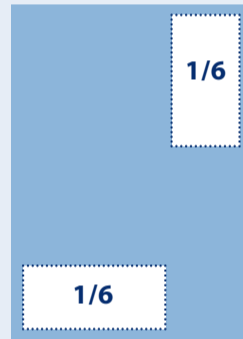
**1/1 page**  
280 x 405 mm



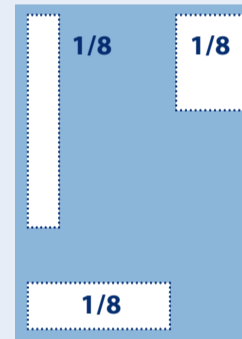
**1/2 page – cross**  
280 x 185 mm  
**1/2 page – high**  
138 x 405 mm



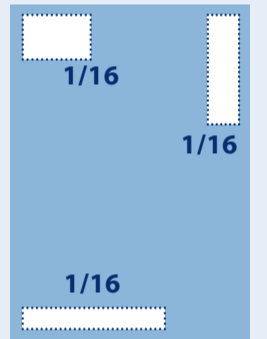
**1/4 page – cross**  
185 x 125 mm  
**1/4 page – high**  
90 x 280 mm



**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	5,590.- EUR	6,067.- EUR
1/2 page	280 x 185 mm	307 x 200 mm	3,352.- EUR	3,829.- EUR
	138 x 405 mm	153 x 430 mm		
1/4 page	185 x 125 mm	200 x 140 mm	1,862.- EUR	2,339.- EUR
	90 x 280 mm	105 x 295 mm		
1/6 page	185 x 84 mm	200 x 99 mm	1,263.- EUR	1,740.- EUR
	90 x 171 mm	105 x 186 mm		
1/8 page	185 x 62 mm	200 x 77 mm	999.- EUR	1,476.- 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	338.- EUR	815.- 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.