

- 1 **Format:** 220 mm width x 297 mm depth
- 2 **Type area:** 189 mm width x 250 mm depth
4 columns, 43 mm wide in the advertisement part
3 columns, 59 mm wide in the editorial part
- 3a **Printing and binding processes:** offset printing and adhesive binding
- 3b **Copy, reproduction costs:**
Copy up to 70 lines per cm/300 dpi. However, please pay careful attention to the technical instructions on the reverse of card 1.
- 4 **Publication Dates:**
refer to time schedule

- 5 **Dähne Verlag GmbH**
P.O. Box 10 02 50, 76256 Ettlingen, Germany
Am Erlengraben 8, 76275 Ettlingen, Germany
Phone: +49/72 43 / 575-105, Fax: +49/72 43 / 575-100,
advertising@daehne.de, www.Aquaristik-online.de

- 6 **Terms of payment:**
Net payment due within 20 days of date of invoice

7 **Bankers:**

- (D) Deutsche Bank; Kaiserstr. 90, 73133 Karlsruhe, Germany, Nr. 714 600 00 (BLZ 660 700 04)
BIC: DEUTDE33HAN / IBAN: DE68 6607 0004 0071 4600 00
Sparkasse Ettlingen, Nr. 108 906 9 (BLZ 660 512 20)
Volksbank Ettlingen, Nr. 506 000 1 (BLZ 660 912 00)
Postbank Karlsruhe, Nr. 999 007 58 (BLZ 660 100 75)
- (A) Raiffeisenverband Salzburg Nr. 160 178 65 (BLZ 35000) BIC: RVSAAT2S, IBAN: AT84 3500 0000 1601 7865
- (CH) Coop Bank Basel Nr. 481116.290000-8, Clear. Nr. 8440, PC-Kto 40-8888-1, BIC: COOPCHBB, IBAN: CH84 0844 0481 1162 9000 0

8a Advertisement formats and rates for the special advertisement part:

Format	number of columns	Width x Depth in millimetres	Basic price black/white €	2 colours €	3 colours €	4 colours €
1/1 page	4 columns	189 x 250	1,350.–	1,835.–	2,320.–	2,805.–
1/2 page	4 columns	189 x 122 horizontal	690.–	1,030.–	1,370.–	1,710.–
	2 columns	89 x 250 vertical				
1/3 page	4 columns	189 x 80	460.–	760.–	1,060.–	1,360.–
1/4 page	4 columns	189 x 58 horizontal	350.–	600.–	850.–	1,100.–
	2 columns	92 x 122 vertical				
	1 column	43 x 250				
1/8 page	4 columns	189 x 26 horizontal	180.–	380.–	580.–	780.–
	2 columns	92 x 58 vertical				
	1 column	43 x 122				
1/16 page	2 columns	92 x 26 horizontal	90.–	240.–	390.–	540.–
	1 column	43 x 58 vertical				

Rate per single-column millimetre: € 1.50 (Minimum size: 20 mm)

8b Advertisement formats and rates for the editorial part:

Format	number of textcolumns	Width x Depth in millimetres	Basic price black/white €	2 colours €	3 colours €	4 colours €
1/1 page	3 columns	189 x 250	2,145.–	2,630.–	3,115.–	3,600.–
2/3 page	2 columns	120 x 250 vertical	1,610.–	1,970.–	2,330.–	2,690.–
1/2 page	3 columns	189 x 122 horizontal	1,090.–	1,430.–	1,770.–	2,110.–
	1,5 columns	92 x 250 vertical*				
1/3 page	3 columns	189 x 80 vertical	720.–	1,020.–	1,320.–	1,620.–
1/4 page	3 columns	189 x 58 horizontal	550.–	800.–	1,050.–	1,300.–
back cover	3 columns	189 x 250	2,610.–	3,095.–	3,580.–	4,065.–
inside front cover	3 columns	189 x 250	2,530.–	3,015.–	3,500.–	3,985.–
inside back cover	3 columns	189 x 250	2,330.–	2,815.–	3,300.–	3,785.–

* only on request.

No advertisement with price quotation

Discounts given on colour surcharges

9 Surcharges per standard colour (Euro scale)/special colour:

	€
≥ 1/1 page	485.–
2/3 page	360.–
1/2 page	340.–
1/3 page	300.–
1/4 page	250.–
1/8 page	200.–
≤ 1/16 page	150.–
HKS, Pantone or metallic colour surcharge	560.–

10 Special formats/Position:

Guaranteed positions	€ 400.–
Print over gutter margin:	€ 130.–
Bleed additional 3 mm	10 % of basic rate
2/1 page	on request

11 Discounts:

valid for one year from publication date of first insertion	Frequency rates	Volume rates
	3 x 5 %	1 page 5 %
	6 x 10 %	3 pages 10 %
	12 x 15 %	6 pages 15 %

No discount on loose or bound inserts.

13 Bound inserts

	2 sided	4 sided	6 sided	8 sided
€	2,900.–	4,210.–	5,890.–	7,250.–

14 Loose inserts

maximum size 215 x 292 mm	
€	
up to 25 g %	125.–
up to 50 g %	150.–

15 Adhesive postcard

% € 85.–

Postal addresses (for Nos 13-14):

Kraft Druck GmbH
Betr.: Aquaristik No. ...
Industriestraße 5
76275 Ettlingen (Oberweier), Germany

A sample copy must be supplied in advance to Dähne Verlag GmbH, P.O. Box 10 02 50, 76256 Ettlingen, Germany

1 In brief

Aquaristik is the attractive magazine with practical relevance for all aquarium enthusiasts. The magazine offers well-researched articles that are reliable yet easy to understand on all topics concerning practical aquarium-keeping. The range of subjects encompasses the care and breeding of ornamental fish species, the science and technology of aquarium-keeping, as well as travel reports and shopping hints. This is where the recognised authors of the world of aquarists regularly publish articles. The magazine puts great emphasis on lavish illustration. Graphic and informative at the same time, it is targeted at beginner and professional aquarium enthusiasts alike.

2 Memberships VDZ, SZV,
Börsenverein des deutschen Buchhandels

3 Publisher Karl-Heinz Dähne

4 Editorial Friedrich Bitter

5 Advertising Thomas Heinen, Angelika Müller

6 Volume Volume 17, 2009

Frequency of publication (see enclosed schedule)

7 Publishing house Dähne Verlag GmbH

8 Postal address P.O. Box 10 02 50,
76256 Ettlingen, Germany

9 Telephone +49/72 43/575-105

10 Fax +49/72 43/575-100

11 e-mail advertising@daehne.com

12 Advertising schedules see enclosed

13 Subscription rates
Annual subscription EU
and all other countries
Single issue

€ 31.00 incl. p+p
€ 5.70

14 Analysis **2007 = 6 issues**
Total size 480 pp = 100.0 %
Editorial 408 pp = 85.0 %
Advertising 72 pp = 15.0 %

Bound-in inserts 0 0.0 %
Inserts 2 2.8 %

15 Analysis of 2007 editorial component = 408 pp

News/New types 41 pp = 10.0 %
Practice/Magazine 198 pp = 48.5 %
Travel report 41 pp = 10.0 %
Spineless animals 16 pp = 3.9 %
New Products 22 pp = 5.4 %
Plants 24 pp = 5.9 %
Others 25 pp = 6.1 %
Dates 22 pp = 5.4 %
Collect/Riddle/Preview 19 pp = 4.7 %

Dähne Verlag GmbH · P.O. Box 10 02 50 · 76256 Ettlingen, Germany · Telephone +49/72 43/575-105 · Fax 575-100 · advertising@daehne.com

17 Circulation analysis: Copies per issue represent an average for 3rd quarter 2007 – 2nd quarter 2008

Print figure: 22,000

Actual circulation: 15,548

Subscriber copies: 4,954

Paid circulation: 11,976

Free copies: 3,572

Specimen, remainder and file copies: 6,452

18 Geographical analysis of circulation

Economic area	proportion of actual circulation	
	%	No. of copies
Germany	85.2	13,247
others	14.8	2,301
Actual circulation	100.0	15,548
Economic area	proportion of actual circulation	
	%	No. of copies
postal code 0	8.4	1,306
postal code 1	7.2	1,119
postal code 2	7.9	1,228
postal code 3	10.0	1,555
postal code 4	9.4	1,462
postal code 5	8.4	1,306
postal code 6	7.9	1,228
postal code 7	8.8	1,368
postal code 8	9.5	1,477
postal code 9	7.7	1,198
Other	14.8	2,301
Actual circulation	100.0	15,548

Issue	Date	Trade fairs
1/09 January- February	Publication date 17.12.2008 Advertising deadline 03.11.2008 Copy deadline 05.11.2008	Heimtier & Pflanze , Berlin, 16-25 January Heimtiermesse , Hannover 6-8 February
2/09 March-April	Publication date 25.02.2009 Advertising deadline 12.01.2009 Copy deadline 14.01.2009	AquaFisch , Friedrichshafen, 6-8 March Heimtiermesse , Augsburg, 3-5 April Interkoi , Rheinberg, 25-26 April
3/09 May-June	Publication date 29.04.2009 Advertising deadline 16.03.2009 Copy deadline 18.03.2009	VDA Bundeskongress , Memmingen, 8-10 May Tier & Wir , Rheinberg, June
4/09 July-August	Publication date 08.07.2009 Advertising deadline 25.05.2009 Copy deadline 27.05.2009	
5/09 September- October	Publication date 16.09.2009 Advertising deadline 03.08.2009 Copy deadline 05.08.2009	Zierfische & Aquarium , Duisburg, 1-4 October
6/09 November- December	Publication date 28.10.2009 Advertising deadline 14.09.2009 Copy deadline 16.09.2009	Fisch und Reptil , Sindelfingen, December
1/10 January- February	Publication date 16.12.2009 Advertising deadline 02.11.2009 Copy deadline 04.11.2009	Heimtier & Pflanze , Berlin, January 2010

Procedures and specifications for the supply of advertising material

All data must be supplied as print quality PDF or directly processable EPS.

Please also ensure that:

- all colours are created as CMYK or desired special colours;
- all directly processable images and graphics are encapsulated;
- all type fonts used are encapsulated;
- images are stored exclusively in bitmap, gray-scale or CMYK mode. By no means may “indexed” colours, RGB or other modes be used. Image format either TIFF or EPS.
- images are not stored as DCS images, since we process uncomparted data. We must be informed if any DCS images are included in the material (to avoid any possibility of accidentally poor resolution). If you do include any DCS images, we will convert them and invoice you as appropriate.
- you provide a reliable printout of the data, since we have no other way of checking the accuracy of the proof.

We cannot guarantee correct reproduction unless we receive your printout before the copy closing date. This is particularly important for colour reproduction.

Data transfer by E-mail:

Such files should not exceed 20 MB in size.

E-mail: copy@daehne.com

Data file upload via FTP:

Send us an E-mail to copy@daehne.com and ask for your personal log-in information.

Data transfer per ISDN or modem:

ISDN No.: +49/72 43/591-284

The ISDN line is open from 8 a.m. to 6 p.m.

Please ensure that you also send a hard copy printout, which must include the file name, by fax on +49/72 43/575-100.

Receive program is Grand Central Pro, which can process all current ISDN programs from Mac or PC.

Please utilise the following procedure for naming your file: abbreviation* of publication title + issue number + name of advertiser e.g.: diy3-07Miller.pdf

*Abbreviations:

diy = diy-Fachmagazin; DIE = DIY International; HF = HOLZFORUM;
GL = Garten & Lifestyle; pet = pet-Fachmagazin; PIE = PET worldwide;
AA = Aquaristik; Car = Caridina; GT = Gartenteich

Data by data carrier:

Use can be made of any current data carrier.

Programs suitable for direct processing:

QuarkXPress 4.11, 5.01, 6.5, 7.3, 8.0 (Mac + PC);

InDesign CS2 + CS3 (Mac +PC);

Illustrator CS2 + CS3 (Mac +PC); PhotoShop 7.0, CS2 + CS3 (Mac +PC);

Freehand 10 + MX (Mac); CorelDraw 12 (Mac +PC);

Mac Office X 2004 (Mac); FrameMaker 6.0 (PC)

Your Dähne advertisement team



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