

Hatari - Times

Chamber of Commerce Eupen N°: 57.508

VAT-N°: BE 755 119 660

Kapellenstrasse 4
B - 4750 Nidrum
Belgium
Tel. : 0032 80 447642
Fax : 0032 80 447643
mail@hataritimes.com
www.hataritimes.com

Advertising Rates 2.005 Hatari Times German Edition

Media Info:

Frequency : quarterly,

Circulation : = 8,000 copies mailed to subscribers (total readership approx. 24,000)

Circulation key : 85% Germany, 15% Austria, Switzerland, Liechtenstein, Hungary, Netherlands, etc.

Format : A4 (210mm x 297mm), 2 or 3 columns Printing process : sheet fed offset

Requirements: **Digitally on CD/ZIP in QuarkXPress 4.1 or higher + Adobe Photoshop 5.0.2 or higher for Macintosh or PDF-files.** Please avoid PC formats like Pagemaker etc. !

We can arrange your layout, typesetting and film- and artwork here at cost-price if required.

ad sizes and net prices in EUROS € :

Format	width x height (mm)	Black & White	4-colours
1/8 page	93 x 65	€ 168,-	not available
1/4 page	93 x 135 or 190 x 68	€ 289,-	€ 468,-
1/3 page	125 x 135 or 190 x 90	€ 308,-	€ 598,-
1/2 page	93 x 278 or 190 x 135	€ 558,-	€ 889,-
1/1 page	190 x 278	€ 1.035,-	€ 1.625,-

Other sizes by negotiation. Cover pages if available € 2.650,-

multiple insert discount: 2 consecutive issues = -10% 4 consecutive issues = -20%

Multiple insert discounts will be credited with the last advert of the advertising contract.

Agency commissions for established advertising agencies only = 15%

Terms: 1st time advertisers full payment down on order. Established advertisers 14 days net.
Accounts over 30 days past billing will be charged an additional 1,8% interest rate per month.
Payment by US\$ cheque or money order (all banking charges prepaid by customer)

VISA and Mastercard preferred (no credit card processing charge) !

If you consider to publish the same 4-colour ad also in the German Edition (circulation 8,000 copies) and English Edition (circulation 10,000 copies) let us know. You may benefit from special discounts up to 50%!!! B&W text film may be changed from one language to the other free of charge.

To attain the max. recognition for your ad by the readers of Hatari Times, we don't accept small ads and private ads and further restrict the max. space available for advertising to a ratio of 1:3 against editorial space. All advertisers will be listed on a reply card stapled to each magazine.

See rates for French Edition on the back