

# Advertising sizes



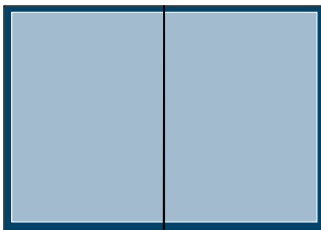
**Ad spaces on the cover page**  
Width: 189 mm or 92,5 mm  
Height: 25 mm  
**without bleed!**



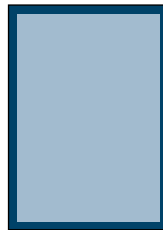
**Wrapper**  
Width: 95 mm  
Height: 297 mm  
**+ 5 mm on each side**



**Variable ad space**  
Width: 38 mm  
Height: 50 mm -> max. 230 mm  
**without bleed!**



**2/1 page**  
Width: 400 mm  
Height: 275 mm  
**Bleed size: 420 x 297 mm**  
**+ 5 mm on each side**



**1/1 page**  
Width: 189 mm  
Height: 275 mm  
**Bleed size: 210 x 297 mm**  
**+ 5 mm on each side**



**1/2 page vertical**  
Width: 95 mm  
Height: 275 mm  
**Bleed size: 105 x 297 mm**  
**+ 5 mm on each side**



**1/2 page horizontal**  
Width: 189 mm  
Height: 134.3 mm  
**Bleed size: 210 x 148.3 mm**  
**+ 5 mm on each side**



**1/4 page horizontal**  
Width: 189 mm  
Height: 67.1 mm  
**Bleed size: 210 x 81.1 mm**  
**+ 5 mm on each side**



**2/3 page vertical**  
Width: 106 mm  
Height: 275 mm  
**Bleed size: 116 x 297 mm**  
**+ 5 mm on each side**



**1/3 page vertical**  
Width: 75 mm  
Height: 275 mm  
**Bleed size: 85 x 297 mm**  
**+ 5 mm on each side**



**1/3 page vertical (1/2)**  
Width: 75 mm  
Height: 150 mm  
**Bleed size: 85 x 164 mm**  
**+ 5 mm on each side**



**1/3 page vertical (1/4)**  
Width: 75 mm  
Height: 75 mm  
**Bleed size: 85 x 89 mm**  
**+ 5 mm on each side**

## Rates for special formats, 4c (in Euro)

| special formats                           | Format in mm | all 4 editions | English   | German<br>paper and ePaper editions | French   | Spanish  | Russian<br>ePaper only |
|-------------------------------------------|--------------|----------------|-----------|-------------------------------------|----------|----------|------------------------|
| cover page ad                             | 189 x 25     | 2,500          | 1,200     | 740                                 | 410      | 410      | 770                    |
| cover page ad                             | 92,5 x 25    | 1,500          | 720       | 450                                 | 250      | 250      | 470                    |
| Wrapper                                   | 95 x 297     | 4,200          | 2,000     | 1,250                               | 700      | 700      | —                      |
| Variable ad space<br>per additional 10 mm | 38 x 50      | 250<br>40      | 120<br>30 | 80<br>20                            | 40<br>10 | 40<br>10 | 80<br>20               |

## Rates for standard formats, b/w (in Euro)

| Adverts full page                     | Format in mm | all 4 editions | English | German<br>paper and ePaper editions | French | Spanish | Russian<br>ePaper only |
|---------------------------------------|--------------|----------------|---------|-------------------------------------|--------|---------|------------------------|
| 2/1                                   | 400 x 275    | 4,710          | 2,500   | 1,600                               | 850    | 850     | 1,680                  |
| 1/1                                   | 189 x 275    | 2,360          | 1,260   | 800                                 | 440    | 440     | 840                    |
| <b>Full page height vertical ads</b>  |              |                |         |                                     |        |         |                        |
| 2/3 vertical                          | 106 x 275    | 1,750          | 860     | 530                                 | 310    | 310     | 560                    |
| 1/2 vertical                          | 95 x 275     | 1,450          | 690     | 430                                 | 240    | 240     | 450                    |
| 1/3 vertical                          | 75 x 275     | 1,150          | 550     | 350                                 | 170    | 170     | 390                    |
| <b>Full page width horizontal ads</b> |              |                |         |                                     |        |         |                        |
| 1/2 horizontal                        | 189 x 134.3  | 1,450          | 690     | 430                                 | 240    | 240     | 450                    |
| 1/4 horizontal                        | 189 x 67.1   | 900            | 430     | 280                                 | 150    | 150     | 300                    |
| <b>column width ads</b>               |              |                |         |                                     |        |         |                        |
| Narrow 1/2 page                       | 75 x 150     | 900            | 430     | 280                                 | 150    | 150     | 300                    |
| Narrow 1/4 page                       | 75 x 75      | 600            | 290     | 190                                 | 100    | 100     | 190                    |

### Charges for process colours:

Euro 110 per colour and language edition.

### Charges for cover pages:

|                     | in all 4 editions<br>(paper and ePaper) | Russian edition<br>(ePaper only) |
|---------------------|-----------------------------------------|----------------------------------|
| Front inside cover: | Euro 400                                | Euro 100                         |
| Back inside cover:  | Euro 200                                | Euro 50                          |
| Back cover:         | Euro 600                                | Euro 150                         |

### Member discount:

WAN-IFRA members are granted 10% discount on the black/white basic price.

### Quantity discount:

On the black/white ad price for repeated publications within the calendar year:

| repeats  | 2  | 4   | 6   |
|----------|----|-----|-----|
| discount | 5% | 10% | 20% |



5% package discount for the publication of an additional ad in the Asian Newspaper Focus.  
For details please see [www.wan-ifra.org/mediainfo](http://www.wan-ifra.org/mediainfo).

The ad price includes publication of the ad in the paper and ePaper issue of our magazine as mentioned above.  
The URLs and e-mail addresses mentioned on the ads in the ePaper issues will be automatically linked.  
VAT to be added, where applicable.

Advertising rates are subject to change, to find the latest updates on the rates and other media information go to our website at [www.wan-ifra.org/mediainfo](http://www.wan-ifra.org/mediainfo).