

EUROPEAN  
**BUSINESS**  

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**JOURNAL**

*Media-Information*

*Valid from January, 1, 2012*



# 1 The magazine & the publisher

## **The Journal**

*European Business Journal is one of Europe's most international business magazines providing its readers world-wide with a global business perspective on people, companies and ideas that are shaping the economic development in Europe. For more than 20 years now, our publication has been set books for general managers and decision makers, for sales people, buyers and marketing professionals and representatives of international and export-oriented enterprises with their mind set on future expansion. Travelling around Europe, the editors of European Business Journal provide cutting-edge research and exclusive insight into leading European companies.*



- Publisher:** International Business Verlag GmbH
- Editor-in-Chief:** Dipl.-Kfm. M. Brinkmann
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## 2 Print and Circulation

### **Circulation:**

*Covering all branches of industry, commerce and service, the magazine is a most-reached-for source for company features, strategic and management information, trend analysis, forecasts and information about emerging markets. Month after month, European Business Journal delivers original, factual and visionary in-depth reporting from all over Europe.*

*Selectively circulating in Europe, North America and the Far East, European Business Journal is the ideal medium for the promotion of international and global business relationships. Published in English, the magazine offers its target groups an integrated package of marketing opportunities to reach a premium audience.*

*Complete market coverage, editorial excellence and unequalled promotion opportunities make European Business Journal the best choice.*

### **Circulation control:**

Informationsgemeinschaft zur  
Feststellung der Verbreitung von  
Werbeträgern e.V. (IVW), Berlin



### **Print run:**

11,500

### **Actual circulation**

**(tvA): Q3/2011:**

10,117

### **Geographic circulation:**

Europe  
Far East/Pacific  
North America  
International/other

# 3 Advertising rates

valid from January, 1, 2012

**Magazine format:** 230 mm width, 300 mm height

**Print area:** 200 mm width, 257 mm height  
 Number of columns: 4 columns,  
 Column width: 47 mm

**Print method:** Offset print, glue binding

**Advertising deadline:** 7 days prior to publication

**Terms of payment:** immediate net cash

**Bank addresses:** Volksbank  
 Nordmünsterland-Mitte eG  
 BLZ 40163720, Kto.-Nr. 13226500

Deutsche Bank Rheine  
 BLZ 40370024 · Kto.-Nr. 4165171

**Advertisement formats and prices:** All prices are exclusive of VAT

Size by part of page	Width x height in mm	Black and white	4-colour (euroscale 4c)
1 page	200 x 257 mm	Euro 3,050	Euro 4,450
1/2 page	200 x 128 mm	Euro 1,950	Euro 2,610
1/4 page height + width	200 x 64 mm	Euro 1,010	Euro 1,480

Front cover: placement only on request

Inside front cover: +10%

Inside back cover: +10%

Back cover: +30%

**Special positioning:** On request

**Special colours or tones which cannot be attained by combining standard colours are subject to agreement!**

**Format supplements:** On request

# 3 Advertising rates

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## Discounts:

Frequency		Length	
2 issues	3%	2 pages	10%
3 issues	5%	3 pages	12%
6 issues	10%	5 pages	20%
9 issues	15%	7 pages	25%

Larger commissions: terms on request

**Inserts:** On request

**Supplements:** On request

**Stick-in postcards:** On request

**Shipping address:** On request

**Reprint:** On request

Other lengths, special formats available on request.

## Commissions can be submitted as follows:

**By Mail:** Landersumer Weg 40 · 48431 Rheine  
Postfach 1535 · 48405 Rheine  
Germany

**By Fax:** +49 5971 92161-854

**By ftp:** please ask for access data

(Mac-Mac, Mac-PC). Please mark folder with customer name.

Additional colours in CMYK mode please!

In the case of ISDN transmissions, **European Business Journal** assumes no responsibility with regard to format, text or colour.

**Scanning material:** Photos, Slides, Negatives, Brochures, Screenshots, Catalogues, Graphics and digital photos

**File formats:** EPS, TIFF, JPEG (300 dpi)

**Colour systems:** CMYK, RGB

**Data carriers:** all known media

## 4 Marketing services

- *business-videos*
- *clients' magazines*
- *employees' papers*
- *newsletters*
- *lettershopping*
- *translations*
- *PR-services and consultancy*
- *business information services*

