

Prices/surcharges for preferred spots:

Outside back cover pages B/W	4,000.- €
For other spot specifications:	25% surcharge

Colour surcharges (discountable):

For each additional colour	390.- €
For each additional special colour	785.- €

Prices for classified and job ads:

Classified ads per mm/wide	2.30 €
Situations wanted/school ads per mm/wide	2.10 €
Box number charge	10.- €

Additional ad in the Internet:

Heading Miscellaneous/situations wanted	18.- €
Heading Situations wanted	9.- €

Heading »Buyer's Guide«

Minimum run time is 12 months. One line of print consists of 50 characters. When a logo is used, its height will be converted to lines (3 mm height = 1 line).

Black and white: line per edition	11.10 €
Colour: line per edition	13.10 €

Additional Online Package:

Advert in www.natursteinonline.com ; price includes link to your company website	150.- €
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Discounts:

For order within twelve months (insertion year)

Series discount:		Volume discount:	
3 insertions	5 %	2 pages	5 %
6 insertions	10 %	3 pages	10 %
9 insertions	15 %	6 pages	15 %
12 insertions	20 %	12 pages	20 %

Ad under »Buyers' Guide«

Discounts do not apply to surcharges for preferred spots, surcharges for special format ads and inserts.

Bound inserts (series discount applicable)

2-page	2,790.- €
4-page (folded once)	4,590.- €

Format 216 x 305 mm, 5 mm of which is the trim at the top

Inserts (max. A4)

up to 15 g per thousand	250.- €
every additional 10 g per thousand	27.- €

»Discussion with the experts« advertorial (Product recommendation)

2-page, editorial	
Bound insert, designed by Naturstein	3,390.- €

Online Advertising see page 13

Combination Naturstein/BIV-Journal

	b/n	/	4-colour
1/1 page:	3,027,-	/	4,520.- €
1/2 page:	1,530,-	/	2,740.- €
1/3 page:	1,025,-	/	2,130.- €
1/4 page:	765,-	/	1,830.- €

Corporate identity ads (mm price 1 sp.): 3.- €

Prices for bound inserts and inserts on request.

Price advantage over individual insertion: 25 %

Series discount:

2/3/4 insertions: 5/10/15 %

Volume discount:

2/3 /4 insertions: 5/10/15 %

The same ad must be inserted in Naturstein and BIV-Journal (only one set of printing material). The ad in Naturstein must appear in the same quarter. Bleed size ads will be reduced by 4% in the BIV-Journal.

Shipping address for bound inserts, inserts and postcards:

C. Maurer Druck und Verlag GmbH & Co. KG
Attn: Mr Liegl
Schubartstrasse 21
73312 Geislingen (Steige), Germany

Please indicate the delivery quantity and the Naturstein edition in which your advert is to appear on the package.