

Advertising Rates and Formats for 2012 Summer Festival Magazines

Module	Format - bleed plus 5 mm crop	Width in mm	Height in mm	Graspop Metal	Wacken Open Air	Summer Breeze
				Meeting June 22-24, 2012	Aug.02 - 04, 2012	Open Air August 16-18, 2012
				Rates in EUR	Rates in EUR	Rates in EUR
1.	2/1 page	296	208	1.600,00	2.000,00	900,00
2.	1/1 page	148	208	900,00	1.150,00	550,00
3.	½ page horizontal	148	102	574,00	750,00	300,00
4.	½ page vertical	208	74	574,00	750,00	300,00
5.	¼ page	74	102	400,00	510,00	170,00
6.	1/8 page	74	50	235,00	300,00	110,00
7.	1/1 cover page 2 - inside front cover	148	208	1.060,00	1.450,00	900,00
8.	1/1 cover page 3 - inside back cover	148	208	1.060,00	sold out	900,00
9.	1/1 cover page 4 - outside back cover	148	208	1.230,00	1.600,00	1.200,00
10.	POSTER A3 (centre fold)	412	296	2.200,00	2.200,00	2.200,00
11.	Inserts up to 20gr.			89,00/thousand	89,00/thousand	89,00/thousand

Circulation	22.000 copies	35.000 copies	10.000 copies
Advertising deadline	June 01, 2012	July 11, 2012	July 20, 2012
Delivery deadline for printing materials	June 04, 2012	July 13, 2012	July 23, 2012

Please deliver all printing materials by e-mail in a printable PDF/JPG/TIF format; 300 DPI or on CD/DVD.
Also possible by FTP access.

The festival magazines will be produced in a handy A5 / A6 format. All advertisement formats in mm and 4c throughout.
Paper: 80 gr wood-free, glossy MC
Binding: wire stitching

All rates in Euro plus VAT.
Please enquire about discounts for combination ads in two or all three magazines.

The festival magazines will be sold at the box offices and by our sales personnel.

Re 11: Delivery directly to the printers - Please enquire about inserts of over 20 gr.

Design by: **EM Design, Andre Marsell,**

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the advertising sale takes place by order of: Wiehagen - Publishing & Eventservice - www.wiehagen.com