

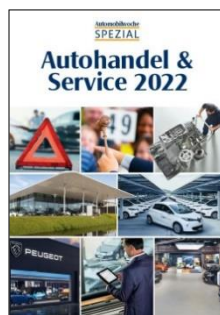
Rates and Formats for 2022 Special Editions



20 Years of Porsche Leipzig

Issue date: Aug 29
Ad close: Aug 5

Distribution:
20,000 copies
including 5,000 digital copies



Car Dealerships & Service 2022

Issue date: Sep 5
Ad close: Aug 12

Distribution:
20,000 copies
including 5,000 digital copies



IZB 2022

Issue date: Oct 4
Ad close: Sept 9

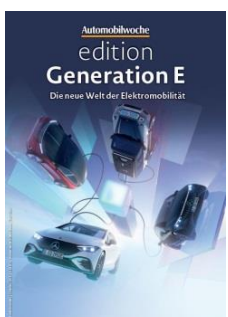
Distribution:
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Automotive Consulting 2022

Issue date: Nov 2
Ad close: Sept 30

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Generation E Edition 3

Issue date: Oct 24
Ad close: Sept 30

Distribution:
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Car Cutaways

Issue date: Nov 14
Ad close: Oct 21

Distribution:
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Data Report 2022

Issue date: Dec 12
Ad close: Nov 18

Distribution:
20,000 copies
including 5,000 digital copies

Format	Non-bleed size Width x height	Bleed size Width x height	B&w rate non-bleed	B&w rate bleed	Color rate non-bleed	Color rate bleed
2/1 page	405 x 283 mm	420 x 297 mm	16,280 €	17,908 €	20,030 €	21,658 €
1/1 page	195 x 283 mm	210 x 297 mm	8,140 €	8,954 €	10,015 €	10,829 €
1/2 page horizontal	195 x 139 mm	210 x 146 mm	4,430 €	4,873 €	6,305 €	6,748 €
1/2 page vertical	95 x 283 mm	101 x 297 mm	4,430 €	4,873 €	6,305 €	6,748 €

Format	Color rate bleed
2/1 page = 2x 210 mm x 297 mm	
Company portrait + Avertorial/Interview oder image ad	8,130 €