

Versicherungs wirtschaft

Magazin für Führungskräfte und Entscheider

Advertisement Rates Print 2018

Pricelist No. 33 effective from January 1st 2018

The profile

THE MAGAZINE

As the leading medium of the branch the business- and management-magazine Versicherungswirtschaft focuses on the economic gain of knowledge of professional and managerial staff as well as high-potentials among themselves.

In addition to the journalistic classification the reader obtains a fundamental knowledge package by author contributions at the interface between science and practice – profound, independent, close to the market. For more than 70 years.

EXAMPLES OF CONTENT

- Trends & innovations
- Highlight
- Markets & sales
- Politics & regulations
- Enterprise & management
- Heads & positions

APPROACHES TO YOUR ADVERTISEMENT CAMPAIGN

Business-to-Business

Use our expertise and credibility – use this conviction for your communication.

Recruiting

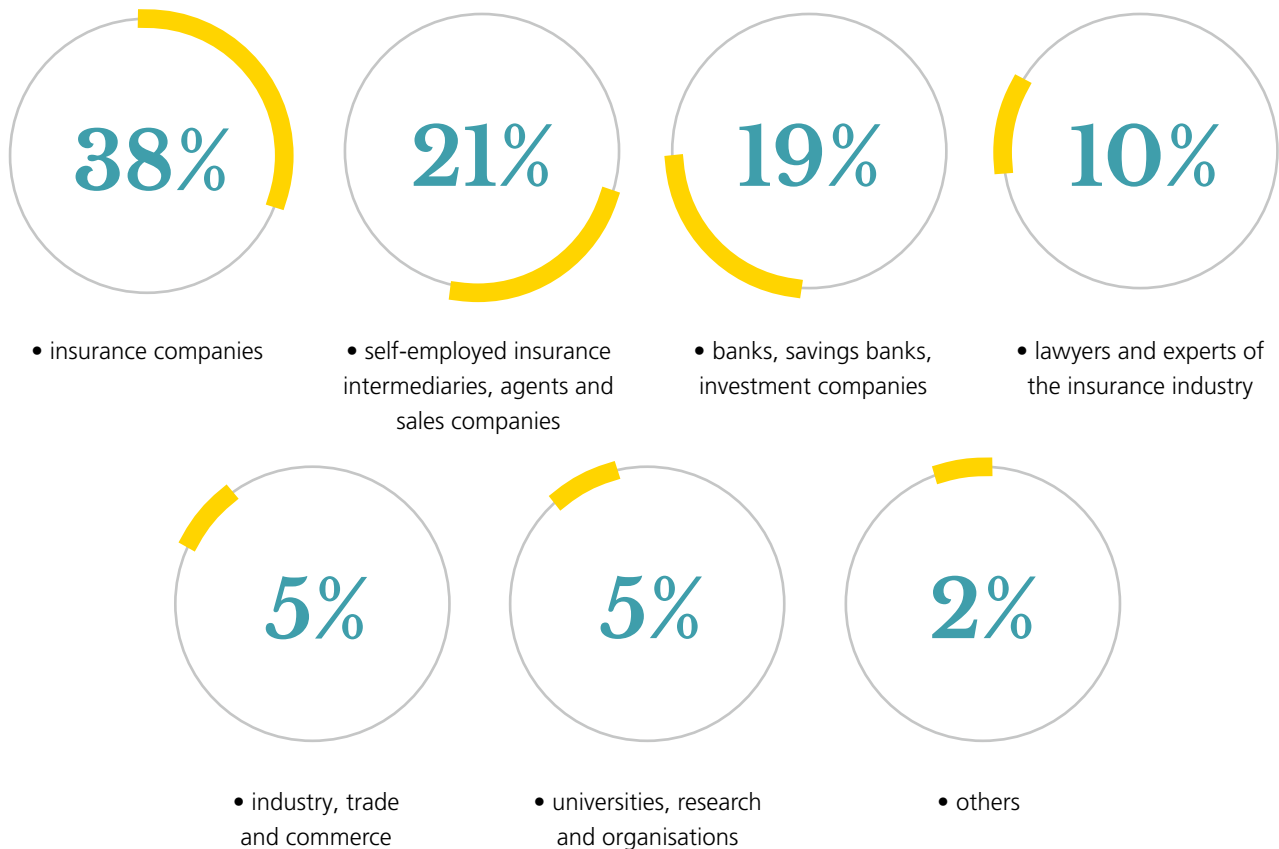
Use the exclusive job market for your targeted search for high-potentials and experienced managerial staff of the branch. Point out your corporate success with your job advert and increase the brand awareness as well as the image of your company at the same time. Your job advertisement will be delivered crossmedial through our print and online channels.

Business-to-Consumer

Use the magazine Versicherungswirtschaft as a market place. Count on sales-boosting and image-promoting accents when booking your image advert or your advertorial.

Readership analyses

THE READERSHIP OF VERSICHERUNGSWIRTSCHAFT



Main topics & deadlines

ISSUE	DATE OF ISSUE	CLOSING DATE	ISSUE FOCUS
JANUARY	02.01.2018	08.12.2017	financial precautions, occupational pensions, retirement pension
FEBRUARY	01.02.2018	10.01.2018	health care market Germany – and the insurer in between
MARCH	01.03.2018	09.02.2018	sales and marketing
APRIL	03.04.2018	09.03.2018	claims management and assistance
MAY	02.05.2018	10.04.2018	values and risks around the house
JUNE	01.06.2018	09.05.2018	credit- and damage contingency insurance
JULY	02.07.2018	08.06.2018	IT, innovation and insurer, occupational pensions, innovative provision products
AUGUST	01.08.2018	10.07.2018	agility, logistics and insurance
SEPTEMBER	03.09.2018	10.08.2018	industry- and reinsurance
OCTOBER	01.10.2018	10.09.2018	sales and marketing + special issue „Karrierecheck“
NOVEMBER	02.11.2018	10.10.2018	reinsurance and claims management
DECEMBER	03.12.2018	09.11.2018	future prospects 2019 IT and innovation

Subject to alterations.

Advertisement prices

BASIC FORMATS

INGATE

PRINT AREA

Description	width in mm	height in mm	width in mm	height in mm	Price
1 / 1 page	210 mm	280 mm	170 mm	230 mm	6.300 €
1 / 2 page (high)	102 mm	280 mm	73 mm	230 mm	3.300 €
1 / 2 page (wide)	210 mm	140 mm	170 mm	108 mm	3.300 €
Job market: 1 / 1 page	210 mm	280 mm	170 mm	230 mm	2.050 €
Job market: 1 / 2 page (high)	102 mm	280 mm	73 mm	230 mm	1.030 €
Job market: 1 / 2 page (wide)	210 mm	140 mm	170 mm	108 mm	1.030 €
Advertorial: 1 / 1 page	210 mm	280 mm	170 mm	230 mm	6.300 €*
Advertorial: 1 / 2 page (high)	102 mm	280 mm	73 mm	230 mm	3.300 €*
Advertorial: 1 / 2 page (wide)	210 mm	140 mm	170 mm	108 mm	3.300 €*

* plus 350 € design costs.

COVER PAGES

INGATE

PRINT AREA

Description	width in mm	height in mm	width in mm	height in mm	Price
U 2 inside cover	210 mm	280 mm	170 mm	230 mm	6.900 €
U 3 inside back cover	210 mm	280 mm	170 mm	230 mm	6.500 €
U 4 back cover	210 mm	280 mm	170 mm	230 mm	7.300 €

! We are looking forward to advise you personally! By mail to roos@sales-friendly.de or by phone number 0228-97898-18. All prices are net prices not including the legal value-added tax. Voucher copies will be sent along with the invoice. The agency commission amounts to 15%.

Advertising formats



1 / 1 page
W 210 mm x H 280 mm



1 / 2 page (wide)
W 210 mm x H 140 mm



1 / 2 page (high)
W 102 mm x H 280 mm



U 2 inside cover
W 210 mm x H 280 mm

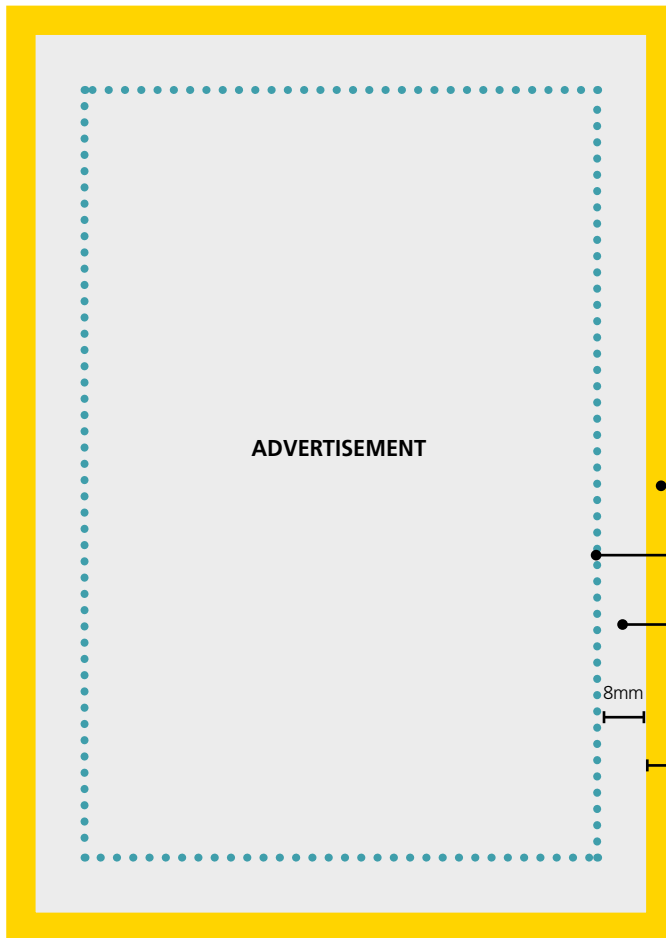


U 3 inside back cover
W 210 mm x H 280 mm



U 4 back cover
W 210 mm x H 280 mm

Bleed



BLEED ALLOWANCE

Please include on all outside pages 3 mm bleed allowance.

Please place bleed elements at least 8 mm from the trim to the inside.

Format information for trimmed ads are shown in color.

Bleed allowance

Safety distance to final format

Final format

8mm

3mm

Technical specifications

FORMAT OF THE MAGAZINE

210 mm width, 280 mm height

PRINT AREA

180 mm width, 267 mm height

FURTHER PROCESSING

adhesive binding

COLORS

CMYK, Euroscale, sheet offset

FILE FORMATS

Print-optimized PDF files (according to PDF / X-3 standard, all fonts embedded, min. 3 mm bleed, including format marks, ISO coated, CMYK)

Transparencies are to be tested for printability and to reduce.

DATA DELIVERY

E-Mail: roos@sales-friendly.de

Access data for FTP server on request.

PROOF

For color advertisements, we ask for a stand and color binding proof. Without proof, color complaints cannot be taken into account.

OTHERS

Creation of digital artwork on request. Additional production costs due to incorrect data will be charged without deduction.

Inserts

BASIC FORMAT

Description	Format	Prices
Unit weight up to 25 g	maximum format 190 mm width, 260 mm height	405 € per THS.
Unit weight up to 50 g	maximum format 190 mm width, 260 mm height	445 € per THS.

Generally we only accept **up to 3 inserts** per issue. Inserts are not discountable.

INFORMATION REGARDING SHIPMENT

We are happy to forward the shipment address and -dates for inserts to you if requested.

All prices are net prices not including the legal value-added tax. Voucher copies will be sent along with the invoice.

Commercial information

FREQUENCY OF PUBLICATION monthly

VOLUME Volume 73, 2018

ISSN 0042-4358

SUBSCRIPTION PRICES

Germany: annual 228,- € including value added tax and shipping costs

Abroad: excluding value added tax and shipping costs

Single issue: 19,- € including value added tax and shipping costs

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ADVERTISEMENTS

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PRINT RUN

5000 copies. The current IVW-statistic is found on www.de.

TERMS OF PAYMENT

All prices are net prices not including the legal value-added tax. Payment will be made within 14 days after invoicing net.

BANK DETAILS

Landesbank Baden-Württemberg, Stuttgart

Account Number: 7 495 500 888 (Bank code 600 501 01)

BIC: SOLADEST600

IBAN: DE73 6005 01017495 5008 88

The general terms and conditions are found on www.de