

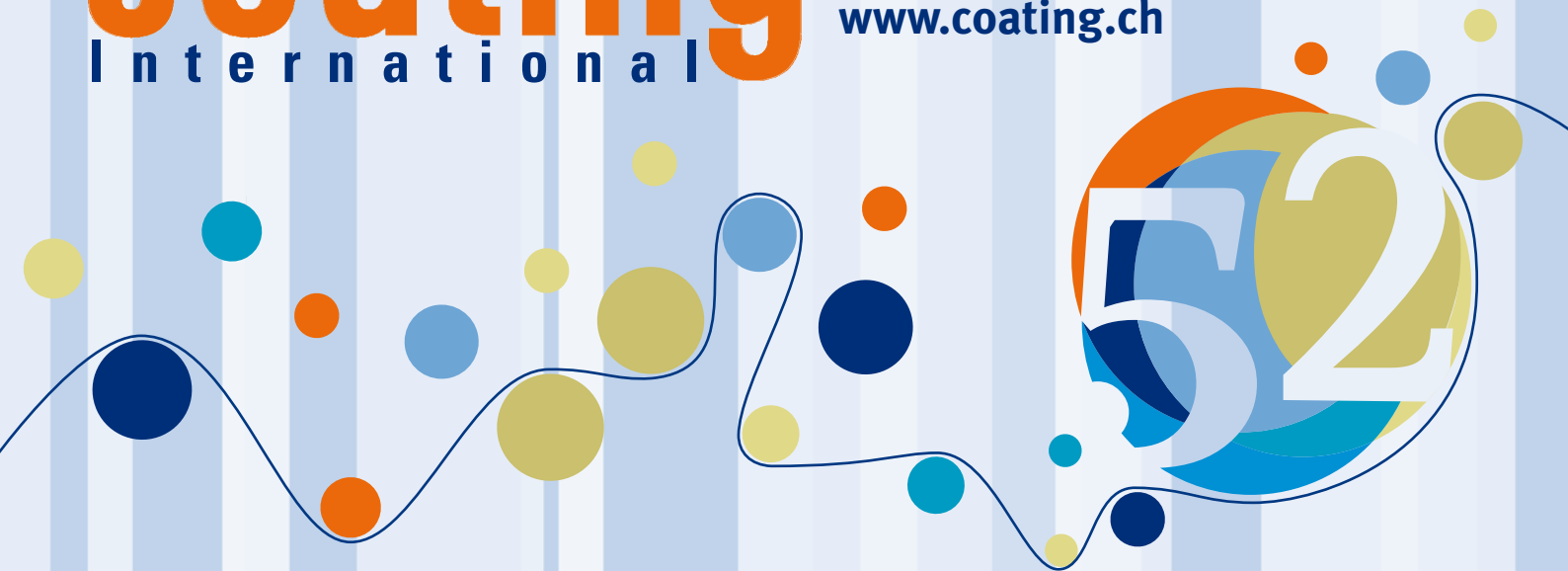
coating

International

Anlagen und Verfahren zur Beschichtung und Veredelung

Machinery and Processing for Coating and Converting

www.coating.ch



Media-Daten | 2019 | Media Information

Issue	Machinery / Technology / Processes	Adhesives / Lacquers / Printing Inks / Base Materials	Special Topics / Inserts	Trade Fairs
Nr. 1 PD: 31.01. ED: 14.01. AB: 21.01.	<ul style="list-style-type: none"> Extrusion, Coextrusion Pre-Treatment Drying, Curing Measuring, Controlling, Regulating 	<ul style="list-style-type: none"> Reach Compatible Inks, Adhesives and Lacquers Conductive Substrates and Coatings 	<ul style="list-style-type: none"> Preview: ICE Europe Preview: European Coatings Show Preview: LOPEC <p>Trade Fair Issue</p>	26–29.02. Paperworld 2019, D-Frankfurt am Main 30–01.02. nano tech 2019, JP-Tokyo
Nr. 2 PD: 27.02. ED: 4.02. AB: 18.02.	<ul style="list-style-type: none"> Coating, Printing, Laminating Web Guiding, Web Control, Web Cleaning Rollers, Roll Handling Slitting, Winding Industry 4.0, Environment: Exhaust Air, Waste Water 	<ul style="list-style-type: none"> Printing Inks Films Adhesives <p>Trade Fair Issue</p>	<ul style="list-style-type: none"> Main Issue: ICE USA Main Issue: ICE Europe Main Issue: CCE International Europe 	24–26.02. in-adhesives, D-Munich 26–28.02. Middle East Coatings Show, UAE-Dubai
Nr. 3 PD: 27.03. ED: 4.03. AB: 18.03.	<ul style="list-style-type: none"> Laboratory- and Pilot Lines, Technical Centres Functional Coatings Coating Systems / Dosing Quality Assurance 	<ul style="list-style-type: none"> Barrier Coating 	<ul style="list-style-type: none"> Preview: Printed Electronics Europe Preview: The Battery Show Europe 	04–06.03. Sino-Label/Printing South China/Sino-Pack/Packinno, PRC-Guangzhou 12–14.03. ICE Europe/CCE International, D-Munich 19–21.03. European Coatings Show, D-Nuremberg 19–21.03. LOPEC Exhibition and Conference, D-Munich 27–28.03. AFIP 19, D-Düsseldorf 27–29.03. IMPS-2019, D-Munich
Nr. 4 PD: 29.04. ED: 2.04. AB: 15.04.	<ul style="list-style-type: none"> Textile Coating Retrofitting Web Guiding, Web Control, Web Cleaning Contract Coating Slitting, Winding 	<ul style="list-style-type: none"> Nonwovens Functional and Technical Textiles 	<ul style="list-style-type: none"> Preview: Techtexil Preview: ITMA <p>Trade Fair Issue</p>	08–11.04. SinoCorrugated, PRC-Shanghai 09–11.04. ICE USA, USA-Louisville, KY 09–11.04. Partec, D-Nuremberg 10–11.04. Printed Electronics Europe, D-Berlin
Nr. 5 PD: 29.05. ED: 6.05. AB: 20.05.	<ul style="list-style-type: none"> Paper coating, Coating Technology Doctor Blades Environment: Exhaust Air, Waste Water Drying, Curing, Humidifying 	<ul style="list-style-type: none"> Functional Paper, Special Paper Pigments Nano Technology 	<ul style="list-style-type: none"> Preview: Zellcheming 	07–09.05. The Battery Show Europe, D-Stuttgart 07–10.05. 33. Control, D-Stuttgart 14–15.05. Asia Coatings Congress, VT-Ho Chi Minh City 14–17.05. Techtexil, D-Frankfurt am Main 14–17.05. Texprocess, D-Frankfurt am Main 20–22.05. TAPPI European PLACE Conference, P-Porto
Nr. 6 PD: 26.06. ED: 3.06. AB: 17.06.	<ul style="list-style-type: none"> Coating Lines Metallizing Application Systems, Dosing Drive Technology, Automation 	<ul style="list-style-type: none"> Printing Inks, Lacquers 	<ul style="list-style-type: none"> Review: Tappi European PLACE Conference 	03–07.06. 2019 International Nanotechnology Conference for Renewable Materials, JP-Chiba 05–07.06. FINAT European Label Forum, DK-Copenhagen 06–07.06. swiss nano convention 2019, CH-Lausanne 11–12.06. East African Coatings Congress, KY-Nairobi 20–26.06. ITMA 2019, E-Barcelona 25–27.06. Zellcheming-Expo, D-Frankfurt am Main
Nr. 7 PD: 24.07. ED: 3.07. AB: 15.07.	<ul style="list-style-type: none"> 3D Printing Pre-treatment Quality Assurance Laboratory, Pilot, and Technical Facilities 	<ul style="list-style-type: none"> Inks, Powders, Pastes 		
Nr. 8 PD: 28.08. ED: 5.08. AB: 19.08.	<ul style="list-style-type: none"> Silicone Coating Printing, Coating, Laminating, Concealing Web Guiding, Web Control, Web Cleaning Drying, Curing Die Cutting, Slitting, Winding 	<ul style="list-style-type: none"> Label Materials: Paper, Adhesives, Silicone 	<ul style="list-style-type: none"> Preview: Labelexpo Preview: FachPack <p>Trade Fair Issue</p>	
Nr. 9 PD: 25.09. ED: 2.09. AB: 16.09.	<ul style="list-style-type: none"> Coating Lines Extrusion/Coextrusion Pre-treatment Electrostatics Rollers, Roller Handling 	<ul style="list-style-type: none"> Films and Raw Material Trends Barrier Coating 	<ul style="list-style-type: none"> Main Issue: K <p>Trade Fair Issue</p>	03–04.09. PTS Streicherei Symposium, D-Munich 24–26.09. FachPack, D-Nuremberg 24–27.09. Labelexpo Europe, B-Brussels
Nr. 10 PD: 23.10. ED: 01.10. AB: 14.10.	<ul style="list-style-type: none"> Coating, Laminating Retrofitting Glue Application Systems Measuring, Controlling, Regulating 	<ul style="list-style-type: none"> Renewable Raw Materials Conductive Substrates and Coatings Adhesives 	<ul style="list-style-type: none"> Preview: InPrint Preview: European Bioplastics Conference Preview: Printed Electronics USA 	14–16.10. Radtech Europe, D-Munich 16–23.10. K 2019, D-Düsseldorf 22–24.10. ExpoCoating Moscow, RU-Moscow 22–24.10. Filtech, D-Cologne 24–29.10. PaintExpo Eurasia, TK-Istanbul 28–30.10. MKVS, D-Munich
Nr. 11 PD: 20.11. ED: 28.10. AB: 11.11.	<ul style="list-style-type: none"> Textile Coating Contract Coating Quality Assurance/Measurement Technology Environment: Exhaust Air, Waste Water 			12–15.11. Semicon Europa, D-Munich 12–14.11. InPrint, D-Munich 20–21.11. Printed Electronics USA, USA - Santa Clara, CA
Nr. 12 PD: 13.12. ED: 20.11. AB: 4.12.	<ul style="list-style-type: none"> Logistics Coating Lines Drive Technology, Automation Industry 4.0 			03–04.12. European Bioplastics, D-Berlin 03–06.12. Labelexpo Asia, RC-Shanghai

PD: Publication Date; ED: Editorial copy deadline; AB: Advertising booking deadline

Editor: Ute Schreiber, ute.schreiber@coating.ch | Tel. +49 (0) 8762 73 86 87

Advertisements: German speaking countries (D, A, CH): Claudia Heinz +49 (0)6127 4671 | claudia.heinz@coating.ch | www.coating.ch

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Monthly headings:

People, Events, Media News, Special Topics, Product News, Industry News, Raw Materials, Formulations

Subject to change

Media Information (net prices)

Media Information 2019

7 Prices and advertising formats (€/CHF, net) Swiss customers will be invoiced in CHF. 7
(All format specifications and layouts can be found on the following pages)

Size	W x H in mm (€/CHF)	b/w (€/CHF)	4 scale/cmyk (€/CHF)	special colours (€/CHF)
1/1	183 x 255	2,170.-/1,456.-	3,910.-/2,632.-	2,820.-/1,895.-
1/2 vert.	89 x 255	1,140.-/765.-	2,880.-/1,941.-	1,790.-/1,204.-
1/2 horiz.	183 x 127	1,140.-/765.-	2,880.-/1,941.-	1,790.-/1,204.-
1/3 vert.	58 x 255	900.-/604.-	2,640.-/1,780.-	1,550.-/1,043.-
1/3 horiz.	183 x 85	900.-/604.-	2,640.-/1,780.-	1,550.-/1,043.-
1/4 vert.	89 x 125	700.-/470.-	2,080.-/1,403.-	1,230.-/828.-
1/4 horiz.	183 x 64	700.-/470.-	2,080.-/1,403.-	1,230.-/828.-
1/8 vert.	183 x 32	425.-/285.-	1,805.-/1,218.-	955.-/643.-
Juniorpage	120 x 94	1,976.-/1,335.-	3,716.-/2,511.-	2,626.-/1,774.-
Cover C	160 x 218	5,005.-/3,367.-		
2 nd C, 3 rd C	210 x 297	2,440.-/1,638.-	4,180.-/2,814.-	3,090.-/2,077.-
4 th C	210 x 297	2,625.-/1,762.-	4,365.-/2,938.-	3,275.-/2,201.-
Double page spread	420 x 297	4,340.-/2,913.-	6,080.-/4,089.-	4,990.-/3,352.-

*Subject to adjustment due to significant alterations of exchange rate

8 **Extra-charges** For binding and placement regulations
CHF 700.- / EUR 473.-

Cover story Front page + cover story
CHF 6,390 / EUR 4,320
Further information on request.

9 **Colour rates** per standard scale colour
CHF 580.- / EUR 392.-
per special colour
CHF 650.- / EUR 439.-
Colour rates cannot be discounted.

10 **Banner** **For terms and rates see «Online-Advertising**
(Online-Advertising) **Banner» included in this media-kit**

11 **Classified advertisement** Price per mm height / column (width 89 mm)
CHF 5.50 / EUR 3.72

12 **Job advertisements** Price per mm height / column (width 89 mm)
CHF 10.20 / EUR 6.90

12a **Supplier List** The «Supplier List» is a clearly arranged guide that appears in every issue as well as online. This source of information is highly regarded among the readership and offers a longterm advertising impact at attractive rates.

Term Until cancelled, contract period 1 year

Minimum size Height 15 mm

Rate Per mm height CHF 2.63 / EUR 1.78
column width 55 mm

Discount We do not grant commission or discounts for the suppliers' index

Keywords Can be freely selected

Invoicing Quarterly



Example:
20 mm height
price per month:
CHF 52.60 / EUR 35.60

12b **Online Supplier List**

(Additional online services can be found on the following page under Online Advertising)

13 **Discounts for advertisements**

Frequency discount if placed within 12 months
3 Advertisements 5% 9 Advertisements 15%
6 Advertisements 10% 12 Advertisements 20%
Does not apply for the suppliers' index, bound or loose inserts and online advertising.

14 **Bound inserts**

Format 210 x 297 mm (width x height), 5 mm trim per edge must be added to above mentioned format
Complete print run only
2 sheets CHF 3,005.- / EUR 2,050.-

15 **Loose inserts**

1 sheet (2 pages) up to 25 g per 1.000 copies
CHF 330.- / EUR 220.-
Plus postage costs CHF 232.- / EUR 156.-
2 sheets (4 pages) up to 25 g per 1.000 copies
CHF 390.- / EUR 260.-
Plus postage costs CHF 304.- / EUR 228.-

to 14 + 15

The customer carries the expenses for the delivery, including customs clearance.

Max. format 207 x 295 mm (width x height)
Complete print run only.

Delivery address for loose and bound inserts on request

Please send 2 samples in advance:

Rek & Thomas Medien AG, Kugelgasse 16, Postfach 444,
CH-9004 St.Gallen, Phone +41 (0)71 228 20 11, Fax +41 (0)71 228 20 14

Subject to change

Online-Advertising BANNER

www.coating.ch is eye-catching and captures our readers' attention. You can profit from this by placing an advertisement on our website.

Choose here between different sizes and terms:

Banner	Size	Monthly Price (Euro/CHF)	Quarterly Price (Euro/CHF)
Super Banner	1,170 x 100 pixels	800.– / 1,100.–	
Exclusive Banner	400 x 100 pixels		250.– / 370.–
Double Banner	167 x 120 pixels		220.– / 300.–
Base Banner	167 x 60 pixels		190.– / 280.–

Specials Content Ad

Placement: Details upon request
Size: 300 x 250 pixels
Price/Month: EUR 800.– / CHF 1,100.–

Content Ad-Video

Data and terms upon request

Data

Contract period: Beginning of month until end of month
Invoicing: End of contract period
Agency commission: 15%
Files: JPG, GIF, JavaScript, HTML5
File-Size: Maximum 80 KB

Online-Advertising SUPPLIER LIST

The «Supplier List» is a clearly arranged guide that appears in every print-issue and online as well. It is highly regarded among the readership and offers a longterm advertising impact.

Price/mm height (width 55 mm): EUR 1.78 / 2.63 CHF
Minimum size: Height 15 mm, height and width correspond print-entry
Term: Until cancelled, contract period 1 year (like a print-entry)
Keywords: Can be freely selected
Discount: We do not grant commission or discounts for the supplier list.
Invoicing: Print Quarterly / Online Annually

Additional options


Additional services only possible in conjunction with print + online entry.

Online Packages	File-Size	Yearly Rates	Quarterly Rates
Package 1 URL: With link and link text		36.— EUR 45.— CHF	
Package 2 URL: With link and link text Telephone number, Email and Address		45.— EUR 58.— CHF	
Package 3 URL: With link and link text Telephone number, Email and Address Business Description	250 characters	80.— EUR 100.— CHF	
Package 4 URL: With link and link text Telephone number, Email and Address Business description Add further content (i.e. Video)	250 characters Details upon request		100.— EUR 130.— CHF

Example:

Exhaust Air Treatment

MQG AG



Address
Kugelgasse 16
9000 St. Gallen

Exhaust Air Treatment

Your specialist for foils.

www.mqg.com Wir beraten Sie gern!

+41 (0)71 228 2011
contact@mqg.com

Print and online booking only.

The print-entry will be published online with the same keywords.

About us

1 Characteristic features **coating** is essential reading in German and English for the executives, buyers and decision makers of Europe's vibrant coating and converting industry. Established more than 40 years ago, **coating** publishes valuable information about coating and converting processes for a broad range of substrates like foils and films, paper, textiles, and nonwoven materials. Further topics include the production and chemistry of adhesives, printing inks or lacquers as well as new technologies such as nanotechnology. **coating** covers the synergies between all branches involved in the field of coating and converting. Our editorial team visits the world's major coating, converting and print exhibitions to provide our readers with comprehensive information.

2 Publisher Michael Rek

3 Editors Ute Schreiber
Phone: +49 (0)8762 73 86 87
Email: ute.schreiber@coating.ch

Michael Rek
Phone: +41 (0)71 228 20 11
Email: michael.rek@coating.ch

4.1 Advertising **German-speaking countries (D, A, CH)**

Claudia Heinz
Phone: +49 (0)6127 4671
Email: claudia.heinz@coating.ch

4.2 Advertising **Non-German-speaking countries**

Ute Schreiber
Phone: +49 (0)8762 738687
Email: ute.schreiber@coating.ch

5 Publishing company

Rek & Thomas Medien AG
Kugelgasse 16, Postfach 444, CH-9004 St.Gallen
Phone: +41 (0)71 228 20 11 Fax: +41 (0)71 228 20 14
Internet: www.coating.ch
Please find our Standard Terms and Conditions on our website.

6 Annual set

52nd year

7 Frequency

12 issues per year

8 Publication dates

See «Editorial calendar»

9 Subscription

12 issues per year (incl. mailing expenses)

Switzerland (excl. 2.5 % VAT)	CHF	192.–
Germany	EUR	144.65
other countries	EUR	164.65

Single issue

Switzerland (excl. 2.5 % VAT)	CHF	20.–
other countries	EUR	21.–

10 Circulation

4,500 copies

Media Information

- 1 **Magazine-format** 210 mm x 297 mm (DIN A4)

- 2 **Type area** 183 x 255 mm
2 columns (each 89 mm wide)
3 columns (each 58 mm wide)

- 3 **Printing process** Sheet fed offset litho
Binding process Saddle-stitched
Printing documents Digitized for Apple Macintosh with print/proof on a data carrier or sent via ISDN. For further information see «Data-Information». All advertisements that have to be transferred from film to pdf will incur a charge.

- 4 **Publication dates** 12 issues per year
For deadlines see «Editorial calendar»

- 5 **Publisher** Rek & Thomas Medien AG
Kugelgasse 16, Postfach 444
CH-9004 St.Gallen
Phone +41 (0)71 228 20 11
Fax +41 (0)71 228 20 14
E-Mail info@coating.ch
Internet www.coating.ch

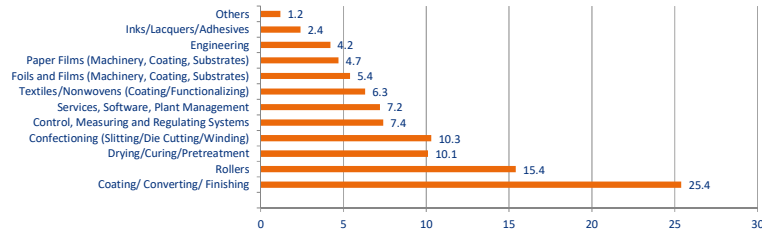
- 6 **Terms of Payment** Net within 30 days of the invoice date
VAT-No.: CHE-104.766.490
We do not grant a discount.

Bank account	EURO
	Bank: Hypo Vereinsbank Lindau
	SWIFT: hyvedemm473
	IBAN: DE92 6002 0290 0001 3459 40
	CHF
	Bank: UBS St.Gallen
	SWIFT: UBSWCHZH80A
	IBAN: CH90 0025 4254 6202 0901 J

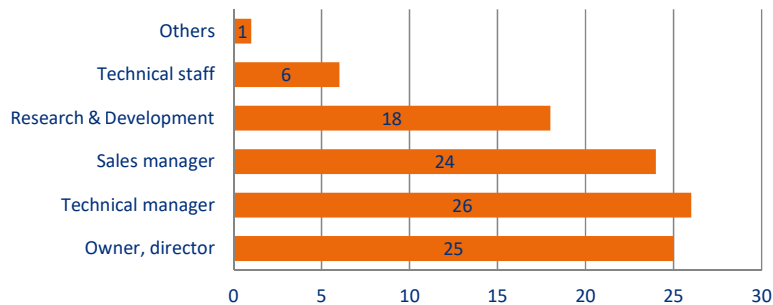
**Bank transfer fees
paid by purchaser.**

Analysis of recipients

Areas of Industry in %



Corporate Function of Recipients in %



Recipients by country

%	Economic Area
51 %	Germany
6 %	Switzerland / Austria
7 %	Belgium / Netherlands / Luxembourg
7 %	France / Italy / Iber. Peninsula
13 %	UK / North America
4 %	Scandinavia
7 %	Rest of Europe (in particular Czech Republic, Turkey)
4 %	Asia
1 %	Non-European Countries

Data Information

Digital documents

Our prepress department mainly uses Apple Macintosh computer platforms. The table below lists all the programs and data formats that we prefer to use:

Text	Text drafts in Microsoft Word for Macintosh saved as *.txt, *.rtf, *.doc
Spreadsheets	Microsoft Excel, saved as *.xls
Pictures	Adobe Photoshop CMYK, Grayscale line art (Bitmap) output format with dimensions according to resolution of 300 dpi saved as *.jpg, *.tif, *.eps
Graphics	Adobe Illustrator, saved as *.eps, *.ai
Finished pages (open Data)	Adobe InDesign, QuarkXPress with pictures and fonts saved as *.indml, *.qxd Adobe Acrobat press-optimized, fonts embedded Documents saved as *.pdf

Please consider that within the delivered pdf-data (only of the PDFX-3-standard) very few corrections can be made. Our data check only concerns:

- Format
- Trim (of 3 mm)
- Colours (CMYK and grayscale)

We do not check provided advertisements for grammar and style. Advertisement motifs must be delivered as digitized printing data – with at least 300 dpi resolution.

Please consider that artwork cannot be processed, if delivered as word, excel or power-point files.

We only accept digitized data (on CD/USB) for Macintosh with a print/proof or manuscript.

The publishing house does not assume any liability for deviations (i.e. missing text parts), if it does not receive a print/proof of the advertisements or manuscripts. To achieve the best result, the data should be supplied uncompressed i.e. as TIF or EPS files. In order to avoid complications with fonts, all the fonts used in the data set/files (for the printer and the screen) must be supplied or converted into paths.

E-Mail	herstellung@coating.ch
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ftp-Server	On demand
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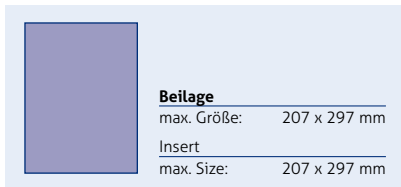
Data storage media	CD, USB
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Please always include a contact person as well as a phone number in case of queries.

Format Beilage / Loose inserts

lose eingelegt

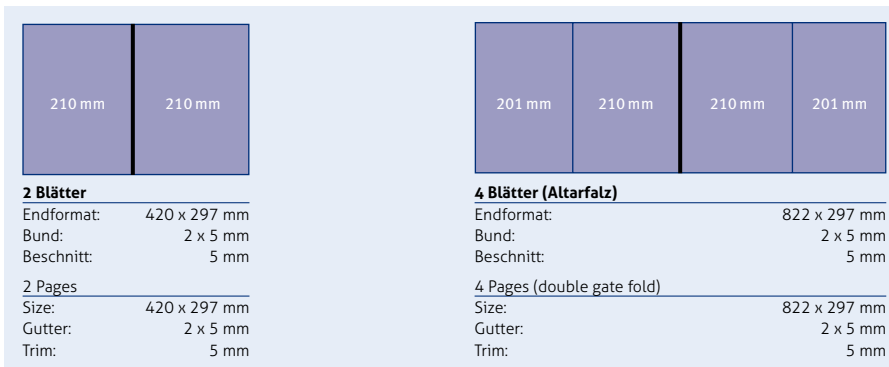
loose insert



Formate Einhefter / Formats for bound inserts

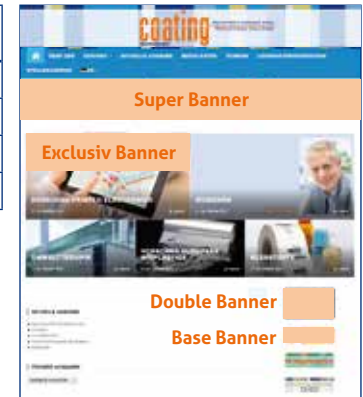
Kopf- und Fussbeschnitt 5 mm, seitlicher Beschnitt 5 mm

Head bleed and bottom trim 5 mm, edge bleed 5 mm



Online-Werbung / Online Advertising

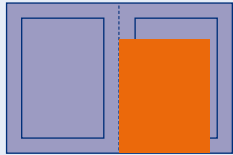
Banner	Grösse / Size
Super Banner	1,170 x 100 pixels
Exclusive Banner	400 x 100 pixels
Double Banner	167 x 120 pixels
Base Banner	167 x 60 pixels



Anzeigenformate / Advertisement sizes

Im Satzspiegel oder mit Beschnitt (Breite x Höhe in mm)

In type area or with trim (width x height in mm)



Panoramaseite

Endformat: 420 x 297 mm

Mit Beschnitt: 426 x 303 mm

Titelseite

Endformat: 160 x 218 mm

Mit Beschnitt: 160 x 221 mm

Double page spread

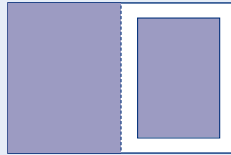
Size: 420 x 297 mm

With trim: 426 x 303 mm

Cover page

Size: 160 x 218 mm

With trim: 160 x 221 mm



1/1 Seite (mit Beschnitt)

Endformat: 210 x 297 mm

Mit Beschnitt: 213 x 303 mm

1/1 Seite (im Satzspiegel)

Endformat: 183 x 255 mm

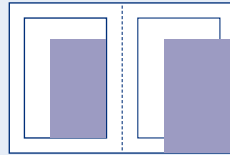
1/1 Page (with trim)

Size: 210 x 297 mm

With trim: 213 x 303 mm

1/1 Page (type area)

Size: 183 x 255 mm



Juniorpage (im Satzspiegel)

Endformat: 120 x 194 mm

Endformat: 135 x 209 mm

Juniorpage (mit Beschnitt)

Endformat: 135 x 209 mm

Mit Beschnitt: 138 x 212 mm

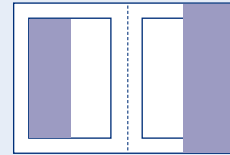
Juniorpage (type area)

Size: 120 x 194 mm

Juniorpage (with trim)

Size: 135 x 209 mm

With trim: 138 x 212 mm



1/2 Seite hoch (im Satzspiegel)

Endformat: 89 x 255 mm

Endformat: 104 x 297 mm

1/2 Seite hoch (mit Beschnitt)

Endformat: 104 x 297 mm

Mit Beschnitt: 107 x 303 mm

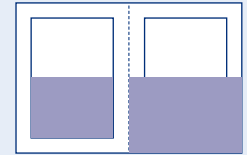
1/2 Page vert. (type area)

Size: 89 x 255 mm

1/2 Page vert. (with trim)

Size: 104 x 297 mm

With trim: 107 x 303 mm



1/2 Seite quer (im Satzspiegel)

Endformat: 183 x 127 mm

Endformat: 210 x 148 mm

1/2 Seite quer (mit Beschnitt)

Endformat: 210 x 148 mm

Mit Beschnitt: 213 x 151 mm

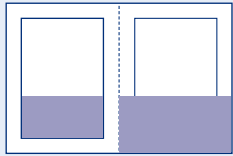
1/2 Page horiz. (type area)

Size: 183 x 127 mm

1/2 Page horiz. (with trim)

Size: 210 x 148 mm

With trim: 213 x 151 mm



1/3 Seite quer (im Satzspiegel)

Endformat: 183 x 85 mm

Endformat: 210 x 100 mm

Mit Beschnitt: 213 x 103 mm

1/3 Seite quer (mit Beschnitt)

Endformat: 210 x 100 mm

Mit Beschnitt: 213 x 103 mm

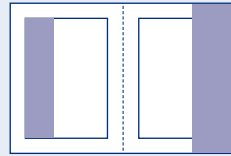
1/3 Page horiz. (type area)

Size: 183 x 85 mm

1/3 Page horiz. (with trim)

Size: 210 x 100 mm

With trim: 213 x 103 mm



1/3 Seite hoch (im Satzspiegel)

Endformat: 58 x 255 mm

Endformat: 73 x 297 mm

Mit Beschnitt: 76 x 303 mm

1/3 Seite hoch (mit Beschnitt)

Endformat: 73 x 297 mm

Mit Beschnitt: 76 x 303 mm

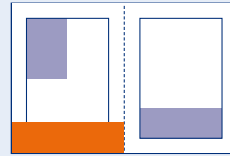
1/3 Page vert. (type area)

Size: 58 x 255 mm

1/3 Page vert. (with trim)

Size: 73 x 297 mm

With trim: 76 x 303 mm



1/4 Seite hoch (im Satzspiegel)

Endformat: 89 x 125 mm

Endformat: 183 x 64 mm

Mit Beschnitt: 213 x 67 mm

1/4 Seite hoch (mit Beschnitt)

Endformat: 210 x 64 mm

Beschnitt: 213 x 67 mm

1/4 Page vert. (type area)

Size: 89 x 125 mm

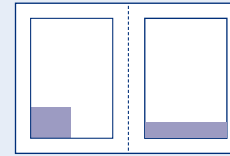
1/4 Page horiz. (type area)

Size: 183 x 64 mm

1/4 Page horiz. (with trim)

Size: 210 x 64 mm

With trim: 213 x 67 mm



1/8 Seite hoch (im Satzspiegel)

Endformat: 89 x 64 mm

Endformat: 183 x 32 mm

Mit Beschnitt: 210 x 64 mm

1/8 Seite hoch (mit Beschnitt)

Endformat: 183 x 32 mm

Mit Beschnitt: 210 x 64 mm

1/8 Page vert. (type area)

Size: 89 x 64 mm

1/8 Page horiz. (type area)

Size: 183 x 32 mm

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