

KRONES magazine

www.krones.com

*With 40,000 copies in 5 languages
in print worldwide*



Advertisement sales

matheis werbung und design
Marktplatz 2
91785 Pleinfeld
Germany

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e-mail: info@matheis.de

DATES 2011

Date of publication*	Languages					Exhibition	Closing date	Printing material
	g	e	sp	ru	ch ^{*(2)}			
1/2011 Issue 15 February 2011	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		26 November 2010	7 January 2011
2/2011 Issue 15 May 2011	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		1 February 2011	1 March 2011
3/2011 Issue 15 August 2011	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		13 May 2011	10 June 2011
4/2011 Issue 02 November 2011	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Brau Beviale 9. – 11. Nov. 2011	8 July 2011	1 September 2011

⁽¹⁾ The appearance dates apply only for the German, English, Spanish and Russian editions.

⁽²⁾ Please note:
The Chinese issue will appear after a certain time-delay.

Media profile

“KRONES magazine” is the customer magazine of Krones AG and provides information on new developments in technology as well as customised system solutions for the beverage, food, pharmaceutical and container glass industry, Chemie- und Kosmetikindustrie.

Publisher

Executive Board of Krones AG

Frequency of publication

German, English, Spanish, Chinese: quarterly
Russian: 2 x per year

Circulation

German13.000
English.....20.000
Spanish 4.000
Russian 1.000
Chinese 3.000

Printing Method

Offset 4 colour as per Europe scale.
Special colours are not possible!

The dot gain is approx. 16 %.

Printing material

Acquisition of digital data:

- File format:
solely PDF
(standard PDF/X-3)
- Data medium: CD-ROM/DVD
- Data transfer:
Email: info@matheis.de
- All character fonts used in the documents
have to be embedded!

Inserts

The number of inserts is limited for reasons for postage.
The publishers reserve the right of refusal.

Placement

We cannot give any placement guarantees regarding the page number or the page positioning involved (left/right).

Corrections

Subsequent corrections of the advertisement data are charged with € 90.– per hour.

The publisher reserves the right to reject advertisements if necessary.

These prices cover a placement in the three languages:

**German,
English,
Spanish.**

The placements in the **Russian** and **Chinese** editions are a **free-of-charge service** from the Krones Magazine.

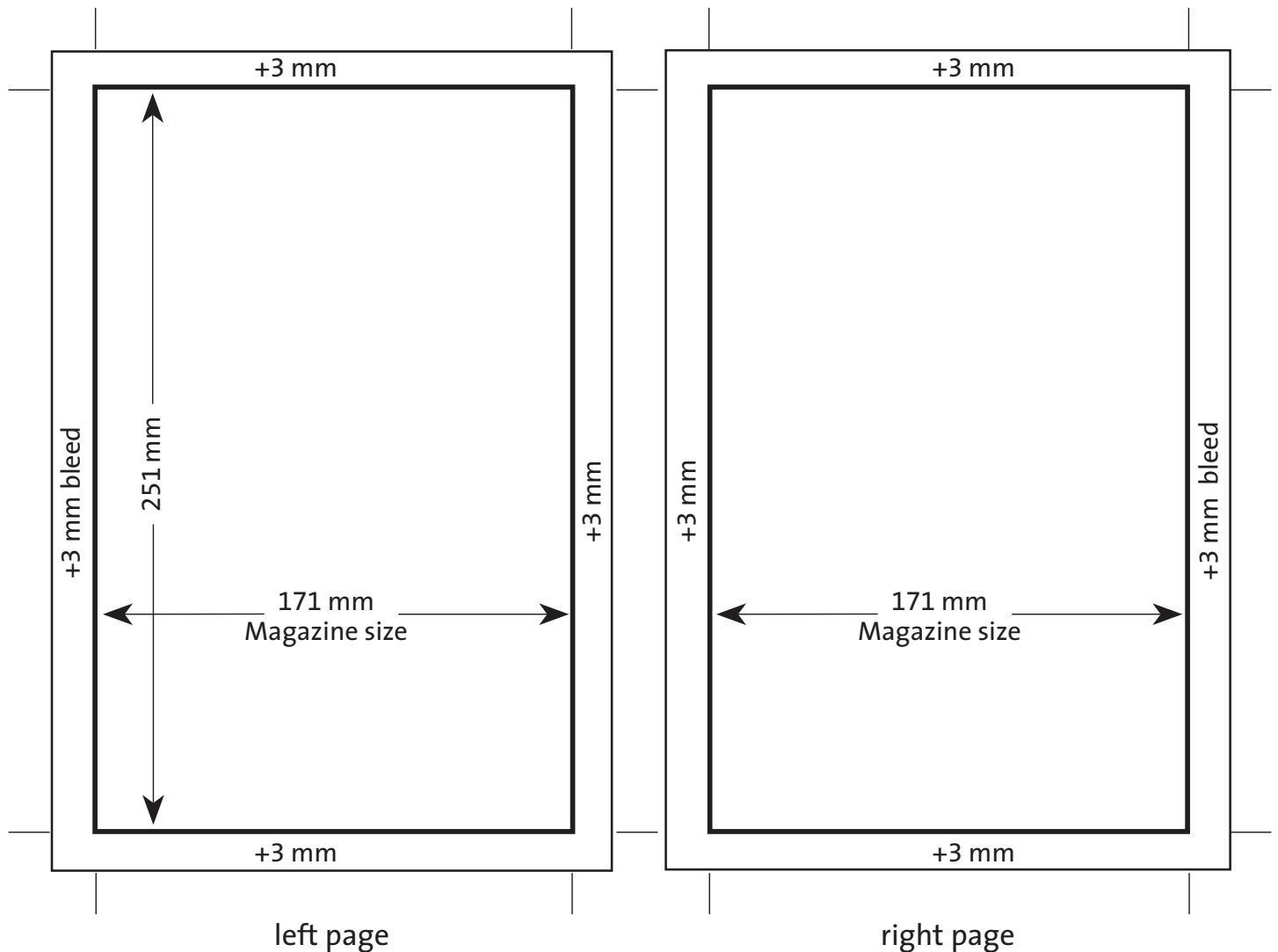
Please note that due to production constraints the Chinese and Russian editions will appear after a time-delay.

Please supply the ads if possible in the corresponding languages, but at least in English.

Together with the data, please always send us a proof of your ad, with binding colours.

Double page

€ 7,400.00



Actual size 342 x 251 mm

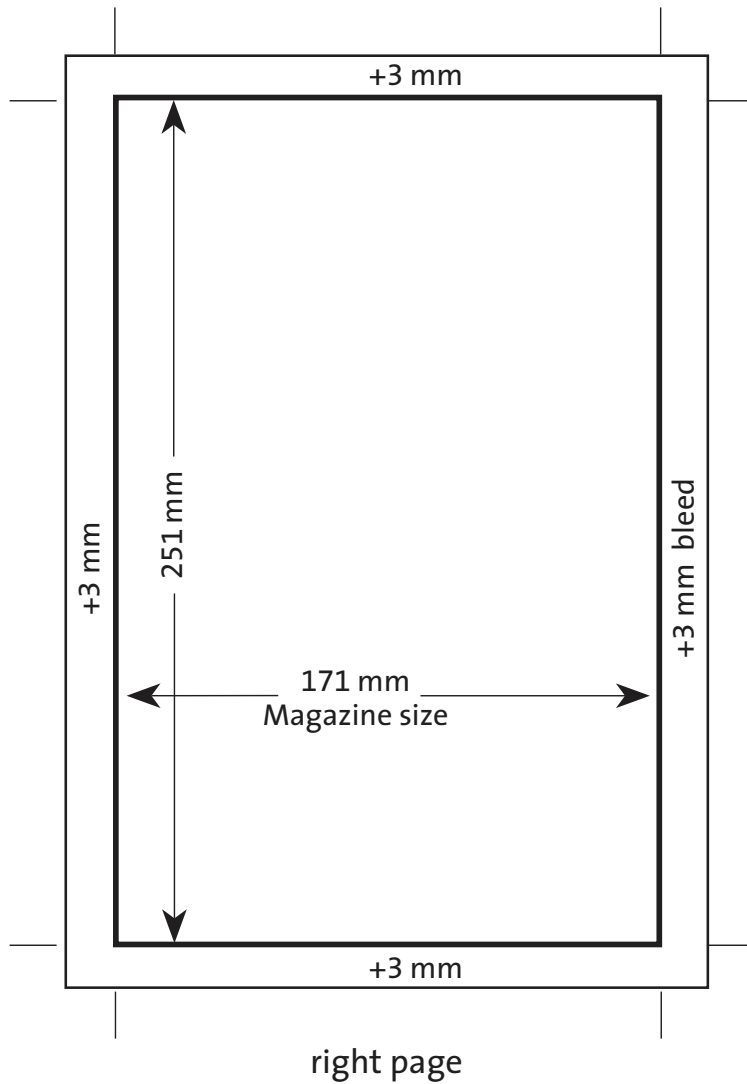
Create file format: *Per page 171 x 251 mm*

All-round bleed to be added: *Per page plus 3 mm*

Together with the data, please always send us a proof of your ad, with binding colours.
Please supply double page as separate single pages.

1 page

€ 4,400.00



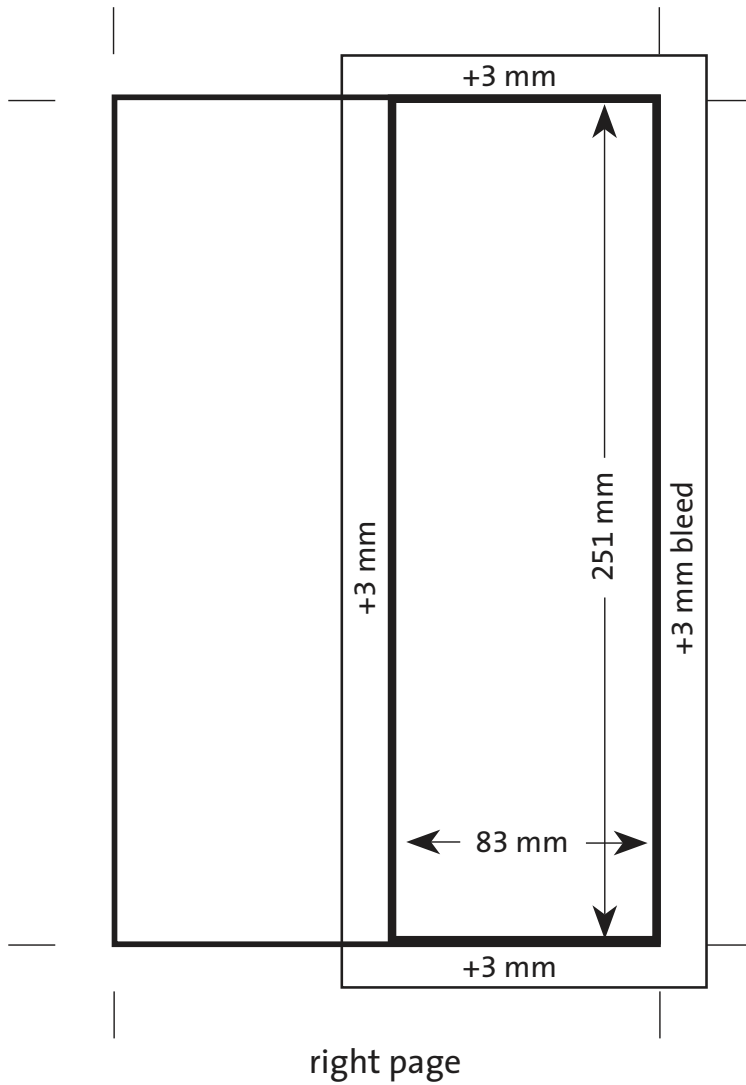
Actual size 171 x 251 mm

Create file format: 171 x 251 mm

All-round bleed to be added: *plus 3 mm*

½ page vertical

€ 2,900.00

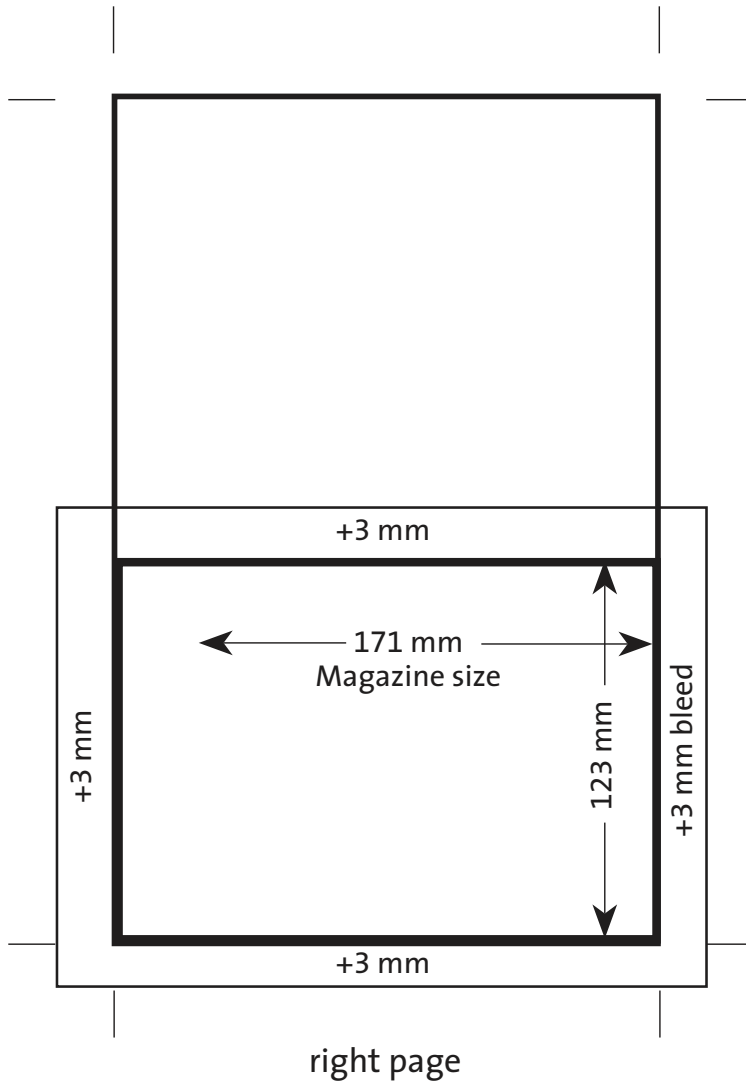


Actual size 83 x 251 mm

All-round bleed of 3 mm to be added

½ page (right page) horizontal

€ 2,900.00



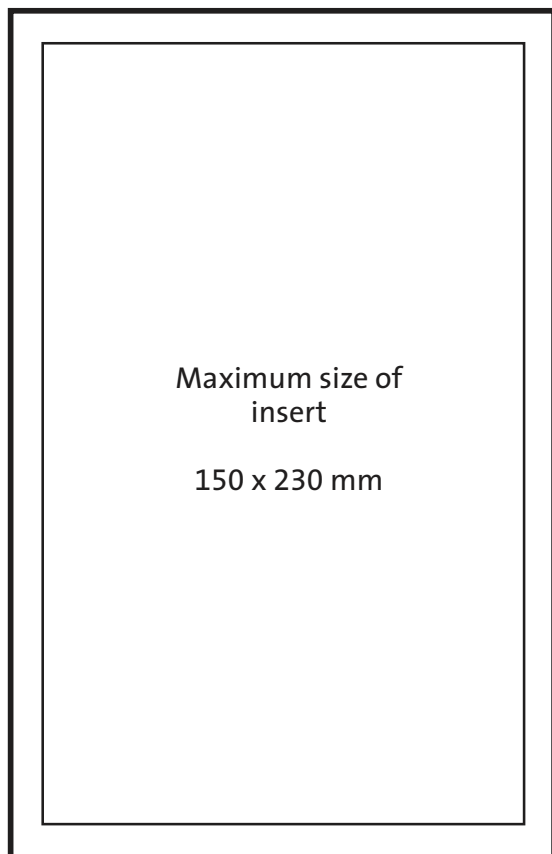
Actual size 171 x 123 mm

Create file format: 171 x 125,5 mm

All-round bleed to be added: *plus 3 mm*

Insert (loose)

€ 4,300.00*



In addition to the flat-rate price of € 4,300 , there are also the costs for incorporation in the magazine, amounting to € 50 per 1000 pcs. No dispatch charge will be invoiced. On request, there is an option for placing all inserts in just one of the five language editions. The number of inserts is limited for reasons of postage. The publishers reserve the right of refusal.

Maximum size 150 x 230 mm

Maximum weight: 25 g

* The price applies for ready-for-insertion delivery,
Additional costs for handling per 1000 pcs.: € 50
No additional dispatch charge

matheis werbung und design
 Design and Ads Manager
 KRONES magazine

fax +49 (0) 9144 6943

Sender:

Company

Contact person

Street

Postcode

Town

We hereby book the following ad in the below-specified issue of the KRONES Magazine
 (please tick where appropriate):

Issue	Double page 342 x 251 mm	1 page 171 x 251 mm	½ page vertical 83 x 251 mm	½ page horizontal 171 x 123 mm	Insert (Loose) max. 150 x 230 mm
1/2011	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2/2011	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3/2011	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4/2011	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please signature!

X
Date

X
Signature