

Media kit

(effective as of 1 December 2011)



Publisher

Deutscher Terminologie-Tag e.V. (DTT)
www.dttev.org

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Printed by

SDK Systemdruck Köln GmbH & Co. KG
Maarweg 233, D-50825 Cologne
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Format

210 mm high, 297 mm long
Print area: 182 mm wide, 261 mm high
3 columns, each 57.5 mm wide

Technical Details

Print process: toner-based digital printing
Print document: analog copy

mm advertising rates¹

Format ²	Width x Height in mm	4-colour (inside section)	4-colour (cover)
1/1 page	210 x 297	543,60 ³ € / 1087,20 ⁴ €	712.80 ³ € / 1425.60 ⁴ €
1/3 page	75 x 297, 210 x 105	178,20 ³ € / 356,40 ⁴ €	237.60 ³ € / 475.20 ⁴ €
1/6 page	75 x 148,5	89,10 ³ € / 178,20 ⁴ €	118.80 ³ € / 237.60 ⁴ €
per cm	1-column, 75 mm wide	0.60 ³ € / 1.20 ⁴ €	0.80 ³ € / 1.60 ⁴ €

Other sizes on request

Inserts

max. size: 200 x 280 mm
up to 30 g⁵: 190 €³ / 230 €⁴

Short texts

free of charge, editorial guidelines at redaktion.edition@dttev.org

Advertising discounts

2 adverts and inserts	=	5 %
3 adverts and inserts	=	9 %
4 adverts and inserts	=	15 %
5 adverts and inserts	=	20 %
6 adverts and inserts	=	25 %
2 advert pages ⁷	=	7 %

Dates

- Published: twice per year (1 February and 1 August)
- Reservation of adverts, inserts and short messages until 15 May (August edition) and 15 November (February edition), delivery of adverts, insert sample (for inspection) and short messages until 10 June (August edition) and 10 December (February edition)
- Delivery of printed and folded inserts (500 copies) until 24 January (February edition) and 24 July (August edition) (Address: cf. SDK Systemdruck above)

Circulation and readership structure

- Freelance/in-house terminologists, translators, technical writers, staff at institutes of higher education 231
- Companies 33
- Circulation 500

¹ = The prices shown are end prices. DTT is registered as a non-profit-making organisation and is not subject to VAT.

² = Wherever possible please supply your copy in PDF/X-format. For optimal reproduction the advertising copy should have a resolution of 300 dpi or higher. Please ensure that advertisements which bleed into the outer edge must allow for an edge trim of up to 3 mm for technical reasons. For elements at the spine or gutter a trim allowance of 3mm is required in addition.

³ = for DTT-members

⁴ = for non-members

⁵ = Where the insert weighs more than 30 g, the price will be calculated for two inserts (380 €), and more than 60 g for three inserts (570 €) etc.

⁶ = in consecutive issues

⁷ = within one issue