

PORTFOLIO

An outstanding economy magazine

These are exciting times on the global market – characterized by intense competition among the major economic powers. How will the economy and the national and international financial markets develop? What trends do top economists expect – and what are leading industry- analysts demanding?

In a high-quality magazine, the STANDARD business editorial team takes a forward-looking view of the coming year every December. With modern utility value, well-founded economic analyses, and a clear economic policy compass, PORTFOLIO becomes an indispensable magazine for the economic elite.

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Thursday, 3rd December Thursday, 29th October



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PORTFOLIO

Rates and Specs

Prime positioning

25 % surcharge on IFC and OBC

Fixed positioning

15 % surcharge (at least € 750,-), solus positioning from 1/3 page upwards guaranteed

Copy Deadline

5 weeks prior to publication

Print, Paper, Colour Profile

Cover: 200g picture print wood-free glossy, ISOcoated_v2_eci / **Inside:** 57g LWC glossy improved recycling, PSO_LWC_Improved / **Bleed:** 3 mm on each side

Contact Print Production

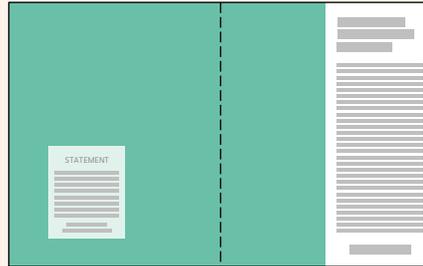
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CLOSER LOOK



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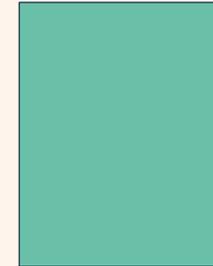


2/1 Statement

trim size 460 x 285 mm

A statement is a panoramic promotional page presented in a fixed layout.

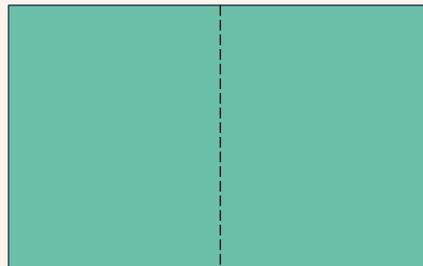
€ 26.400,-



1/1 Page

type area 199 x 241 mm
trim size 230 x 285 mm

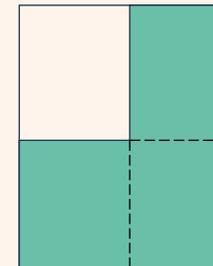
€ 17.300,-



2/1 Spread Page

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trim size 460 x 285 mm

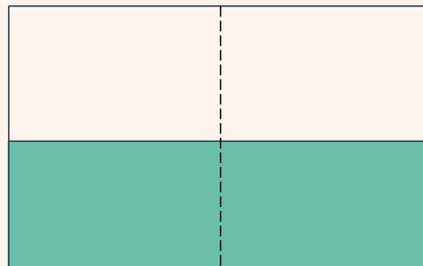
€ 31.600,-



1/2 Page

vert. type area 97 x 241 mm
trim size 109 x 285 mm
horiz. type area 199 x 118 mm
trim size 230 x 140 mm

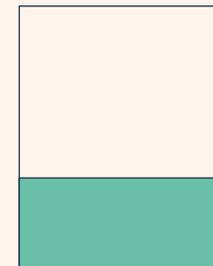
€ 11.500,-



2/2 Spread Page

type area 436 x 118 mm
trim size 460 x 140 mm

€ 23.000,-



1/3 Seite horizontal

type area 199 x 77 mm
trim size 230 x 99 mm

€ 8.900,-

Advertising

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