



How To Germany • Auf der Schorr 10 • 54331 Pellingen • Germany • Tel: +49 (0) 65 88 -99 25 65 • Fax: +49 (0) 65 88 -98 83 29
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HOW TO GERMANY MAGAZINE FACT SHEET

Living easily and comfortably in any country requires a basic knowledge of the culture and governmental structures. For foreign residents in Germany there are legal requirements that must be met regarding work and residence permits. There are also differences in the way basic services are handled. For most expatriates in Germany, information about important life services — and who provides them — is difficult to find.

An extended stay as an expatriate in Germany offers a wide range of different life-style activities. Some expats want to enjoy the same activities found at home; others want to experience different things.

How To Germany is the only comprehensive, nationally distributed magazine that addresses these concerns.

Advertising opportunities in *How To Germany* include display advertising in sizes ranging from two page spreads, full pages, half pages, quarter pages and eighth pages. Bound and loose inserts are accepted as well as reply cards or post cards.

Companies or other organizations that receive the magazine and wish to support *How To Germany* can do so through a special Sponsorship Program. The program includes a company logo on a selected article as well as a 1 page or 1/2 page Company Profile within the article.

RATES:

Size	B&W	2-Color	4-Color
Full Page	€ 2,225	€ 2,510	€ 2,785
Half Page	€ 1,345	€ 1,515	€ 1,680
1/4 page	€ 675	€ 760	€ 840
1/8 page	€ 350	€ 400	€ 425

Corporate Sponsorship:

Logo and 1 page company profile	€ 2,000
Logo and 1/2 page company profile	€ 1,100

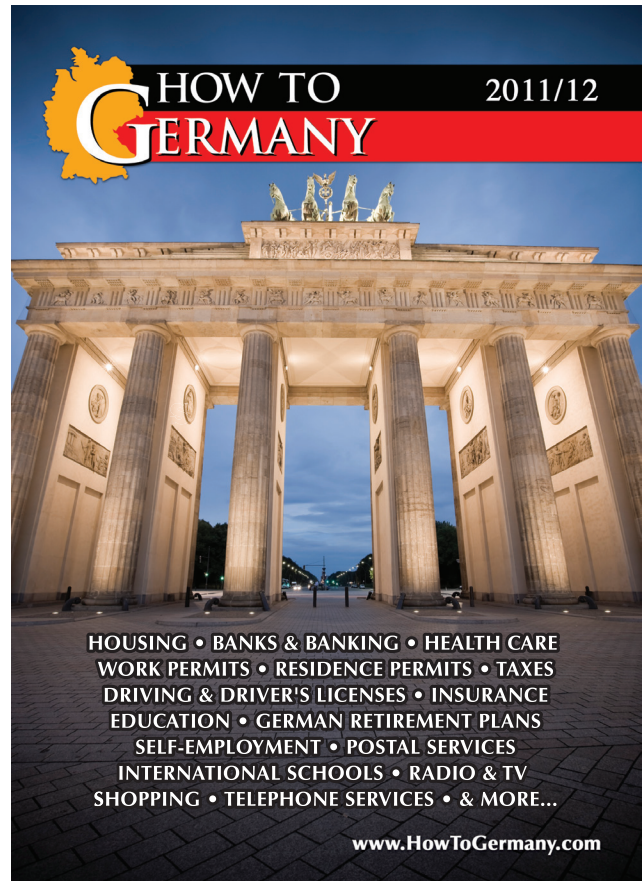
Cover Positions:

Cover II	€ 3,480
Cover III	€ 3,610
Cover IV	€ 4,365

DISCOUNTS:

Any combination of print and website ads earns the following discount for each ad:

2 ads	10%
3 ads	15%



DEADLINES:

Contact publisher for order and ad material deadlines

MECHANICAL REQUIREMENTS:

Trim Size 148mm wide x 210mm deep

Printed Area:

1/1 page 125mm wide x 195mm deep

1/2 page 125mm wide x 90mm deep

1/4 page 125mm wide x 43mm deep or 60mm X 90mm

1/8 page 60mm wide x 43mm deep

Bleed page before trim: 154mm wide x 216mm deep.

Reading matter must be 10mm from edge of bleed area after trim.

Digital files only. Color printouts required. Acceptable files are JPEG, TIF, EPS and PDF files. All images and files must be in CMYK. Absolutely no RGB files. Materials can be sent on CD-ROM or via e-mail.

Production services are available at no cost.

Contact publisher for details on other graphic formats, transmission methods and production services.