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 and quarter 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:**

<table>
<thead>
<tr>
<th>Size</th>
<th>4-Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>€ 1,700</td>
</tr>
<tr>
<td>Half Page</td>
<td>€ 900</td>
</tr>
<tr>
<td>1/4 page</td>
<td>€ 500</td>
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</tbody>
</table>

Corporate Sponsorship:

Logo and 1 page company profile............ € 1,700
Logo and 1/2 page company profile........... € 900

Cover Positions:

Cover II...........................................€ 1,950
Cover III...........................................€ 1,870
Cover IV...........................................€ 2,200

**DISCOUNTS:**

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

2 ads .................................................. 5%
3 ads .................................................. 10%

**MECHANICAL REQUIREMENTS:**

Trim Size......................... 148mm wide x 210mm deep
Printed Area:

1/8 page.......................... 125mm wide x 195mm deep
1/4 page.......................... 125mm wide x 90mm deep
1/8 page.....125mm wide x 43mm deep or 60mm x 90mm

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. Minimum resolution of 300 dpi. Materials can be sent via email. Production services are available at low cost.

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

**DEADLINES:**

Contact publisher for order and ad material deadlines.