



“Z” – die Substanz des Stils

GIFTS



Publication date

Saturday, 3 December, and Sunday, 4 December 2016

Advertising deadline

Wednesday, 2 November 2016

Print material deadline

Tuesday, 15 November 2016

EDITORIAL CONCEPT

- Product: Luxurious lace lingerie – a treat for both yourself and your partner.
- Zenit: Beer – once considered a blue-collar brew – is now enjoyed as an ideal pairing with fine cuisine thanks to craft brewers.
- Destination: Not exactly an insider tip, but sure to take your breath away – California's Yosemite National Park.
- Ingredients: Honey enjoys a much better reputation than sugar: Not only does it taste great, it also has health benefits.
- At the table: Lewis Carroll penned his novel about Alice's adventure down the rabbit hole over a century ago, and yet the story has lost none of its allure.

FIXED FORMATS

Fixed format	Price	Type area	Bleed margin ¹
 2/1 pages	62,540.-	526 × 355 mm	556 × 400 mm
 2/2 pages ²	36,880.-	526 × 175 mm	556 × 196 mm
 2/3 pages ²	28,030.-	526 × 116 mm	556 × 134 mm
 1/1 page	29,500.-	243 × 355 mm	278 × 400 mm
 1/2 page landscape ²	18,440.-	243 × 175 mm	278 × 196 mm
 1/2 page portrait ²	18,440.-	119 × 355 mm	138 × 400 mm
 1/3 page landscape ²	14,015.-	243 × 116 mm	278 × 134 mm
 1/3 page portrait ²	14,015.-	78 × 355 mm	93 × 400 mm
 1/4 page landscape ²	9,590.-	243 × 87 mm	278 × 95 mm
 1/4 page portrait ²	9,590.-	57 × 355 mm	70 × 400 mm

¹ Plus 3 mm bleed margin per page. ² Page sections are placed next to text.

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