

Future is Cross Media

The collage illustrates the magazine's multi-platform presence. It features a screenshot of the 'HANDARBEIT! DAS FACHMAGAZIN' website with various ad placements marked by colored boxes: a large 'Cat. D' banner at the top, 'Cat. C' banners in the header and sidebar, and 'Cat. A' and 'Cat. B' banners in the main content area. To the right, a magazine cover is shown with a 'Cat. C' banner. Below these are examples of advertising formats: 'PR News' (a text-based article snippet), 'Online Advertorial' (a longer article with a 'Cat. C' banner), 'Videos' (a video player with a 'Cat. C' banner), and 'Newsletter Promotion' (a full-page newsletter layout with a 'Cat. A' banner).

Banner

- Category A:***
Half Banner
- Category B:***
Full Banner
Rectangle
- Category C:***
Super Banner
Medium Rectangle
Skyscraper
- Category D:***
Wall Paper
Expandable
Layer

*For further information please see tariff table "Types of Online Advertising" on the next page.

With our completely revised internet presence www.handarbeit-magazin.de we offer you as of now a significantly broadened target group as well as new digital advertising formats:

- ✓ Banner
- ✓ Videos
- ✓ Newsletter Promotion
- ✓ PR News
- ✓ Online Advertorials
- ✓ White Papers
- ✓ Online Job Advertisements

The **cross medial conjunction** of the proven print magazine **Handarbeit!** and the newly designed web portal www.handarbeit-magazin.de is in the focus.

For you as an advertising client this creates more contacts, further reach and more opportunity to cover your target group

* Reserved exclusively for print advertisement clients.

Our Types of Online Advertising at a Glance

Type of Advertising	Price	Duration	Pixels
Half Banner <small>Category A:</small>	370.–	4 weeks	234×60
Full Banner, Rectangle <small>Category B:</small>	500.–	4 weeks	468×60 180×150
Super Banner, Medium Rectangle, Skyscraper <small>Category C:</small>	700.–	4 weeks	728×90 300×250 120×600
Wall Paper, Expandable, Layer <small>Category D:</small>	1,000.–	4 weeks	728×90 + 120×800 420×600 400×400
Video <small>(Banner placement of Category C)</small>	700.–	4 weeks	–
Newsletter Promotion <small>(full banner or text advert)</small>	400.–	2 editions	468×60
Online Advertorial	1,000.–*	4 weeks	–
PR News (online + Newsletter)	500.–*	2 days	–
Job Advertisement	–	4 weeks (incl. NL Shipment)	–
White Paper	–	4 weeks	–

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All prices are net, the applicable statutory VAT will be added.

Conditions for Banner Placement:

Minimum Term: 4 weeks

Discount: 10 % discount for 3+ months
15 % discount for 6+ months

Banner Service:

We gladly create a banner for you, price on application.