



Advertising price list no. 31
Valid on and after January 1, 2012

Classics and Specialties

- Classical wristwatches
- Pocket-watches
- Precision timepieces
- Marine chronometers
- Domestic clocks
- Large clocks
- Biographies of companies
- Famous watchmakers
- Auctions
- Literature
- Exhibitions

in six issues each year



Special Placements & Conditions

Special placements:

Inside front cover =	€ 2.290.00
Inside back cover =	€ 2.190.00
Back cover =	€ 2.490.00
Opposite editorial	+10%
Opposite table of contents	+10%
1st double page	+10%

Company portraits: prices by request

Discounts:

May be granted on the four-color price.
 Two-year contracts possible; supplements are not eligible for discounts.

Sliding scale for extra pages:

2 pages =	5%
4 pages =	10%
6 pages =	15%

Sliding scale for repeated placements:

3 times =	5%
6 times =	10%
9 times =	12%
12 times =	15%

Classified ads / job openings collectors' fairs::

Predefined fields 40 x 30 mm, per field	€ 30.00
Box-number fee including offer postage	€ 7.85

Classified ads:

Per mm (single column /40 mm wide)	€ 1.50
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Body-copy ads:

Commercial classified ads per line	€ 5.90
Box-number fee	€ 5.00
Per picture (b/w)	€ 25.00

Bound inserts:

4 to 8 pages per thousand	€ 190.00
12 pages per thousand	€ 280.00

Please send three samples to the publisher before the print-materials deadline

Enclosures:

Up to 25 g per thousand (plus postage)	€ 200.00
Up to 50 g per thousand (plus postage)	€ 290.00

Pasted-in postcards:

€ 85.00 per thousand (plus postage)

Processing:

Stitched-spine binding

Conditions of payment:

Net payment within 14 days.
 VAT registration number: DE 147041097
 Bank account: Sparkasse Ulm,
 BLZ: 630 500 00,
 Account no.: 90917

Shipping address for media special offers:

Assure that receipt is free from additional payment by recipient and ship to:
 Ebner Verlag Ulm, Klassik Uhren,
 Karlstr. 41, D-89073 Ulm, Germany

If typesetting or lithography costs arise, they will be billed as incurred. At least 3 mm or additional film is required for motifs that cross the gutter. The publisher assumes no responsibility for the correct distance between the motif and the gutter. The publisher reserves the right to reject advertisements which do not correspond to the concept of the magazine.

The General Terms and Conditions of the Ebner Verlag apply. See: Media Data for Chronos 2012.



Advertising Price List No. 31. Valid on and after January 1, 2012

Frequency of publication:

Six times per year, at two-month intervals
 Publication dates: please refer to schedule
 Advertising deadline: please refer to schedule
 Subscribed circulation: 1,687 copies

Publisher:

Ebner Verlag GmbH & Co. KG,
 Karlstraße 41, D-89073 Ulm, Germany

Subscription price:

One-year subscription
 Domestic: € 99.90
 (including postage and VAT)
 Foreign: € 99.90
 (including postage)

Schedule

Edition	Month	Publication Date	Advertising Deadline	Deadline for Print Materials
1/12	January/February	12/15/2011	11/2/2011	11/8/2011
2/12	March/April	2/17/2012	1/9/2012	1/13/2012
3/12	May/June	4/27/2012	3/23/2012	3/30/2012
4/12	July/August	7/14/2012	6/10/2012	6/8/2012
5/12	September/October	8/24/2012	7/13/2012	7/20/2012
6/12	November/December	10/26/2012	10/14/2012	9/21/2012
1/13	January/February	12/15/2012	11/2/2012	11/9/2012

Subject to change.

Classics with a Bright Future:

Klassik Uhren transports you back to an era when timepieces were still made by hand, when engravers, goldsmiths, enamel painters and, above all, watchmakers peered through loupes and created masterpieces of handcraftsmanship. Klassik Uhren goes into great detail and also describes complex techniques in lucid and readily understandable prose. Klassik Uhren offers its readers the full fascination of antique timepieces: classical wristwatches, pocket-watches, table clocks, wall and freestanding clocks, and tower clocks. Brilliant, large-format photos and excitingly written articles breathe new life into bygone epochs of the watchmaker's art. The authors' competence not infrequently contributes new insights to contemporary horological research. Klassik Uhren is the indispensable magazine for everyone who collects and loves antique timepieces.

Advertising Manager

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Scheduling and Classified Ads

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Prices & Formats

	Bleed formats (width x height)	Live-type area (width x height)	Prices (b/w)	Prices (four-color) (Euro scale)	
Printed page format (200 x 275 mm)		Full page 200 x 275 mm	175 x 245 mm	€ 990,-	€ 1,990,-
		Double page Printed using gutter-spread method 400 x 275 mm (plus 3mm extra in gutter)		€ 1,970,-	€ 3,950,-
		1/2 page vertical 97 x 275 mm 1/2 page horizontal 200 x 134 mm	85 x 245 mm 175 x 120 mm	€ 550,-	€ 1,390,-
		1/3 page vertical 67 x 275 mm 1/3 page horizontal 200 x 94 mm	55 x 245 mm 175 x 80 mm	€ 360,-	€ 990,-
		1/4 page vertical - 1/4 page horizontal -	85 x 120 mm 175 x 60 mm	€ 260,-	€ 490,-

plus 3 mm trim along the outer edges.
 (All prices are listed in euros exclusive of VAT)