

- 1 Format:** 297 mm depth x 220 mm width
- 2 Type area:** 250 mm depth x 189 mm width
4 columns, 43 mm wide in the advertisement part
3 columns, 59,5 mm wide in the editorial part
- 3a Printing and binding processes:** offset printing and adhesive binding

3b Copy, reproduction costs:

Copy up to 70 lines per cm/300 dpi. However, please pay careful attention to the technical instructions on the reverse of card 1.

- 4 Publication Dates:**
refer to time schedule

- 5 Dähne Verlag GmbH**
P.O. Box 10 02 50, 76256 Ettlingen, Germany
Am Erlengraben 8, 76275 Ettlingen, Germany
Phone: +49/72 43 / 575-105, Fax: +49/72 43 / 575-100,
advertising@daehne.com, www.caridina.eu

- 6 Terms of payment:**
Net payment due within 20 days of date of invoice

7 Bankers:

- (D) Deutsche Bank; Kaiserstr. 90, 73133 Karlsruhe, Germany, Nr. 714 600 00 (BLZ 660 700 04)
BIC: DEUTDE33HAN / IBAN: DE68 6607 0004 0071 4600 00
Sparkasse Ettlingen, Nr. 108 906 9 (BLZ 660 512 20)
Volksbank Ettlingen, Nr. 506 000 1 (BLZ 660 912 00)
Postbank Karlsruhe, Nr. 999 007 58 (BLZ 660 100 75)
- (A) Raiffeisenverband Salzburg Nr. 160 178 65 (BLZ 35000) BIC: RVSAAT2S, IBAN: AT84 3500 0000 1601 7865
- (CH) Coop Bank Basel Nr. 481116.290000-8, Clear. Nr. 8440, PC-Kto 40-8888-1, BIC: COOPCHBB,
IBAN: CH84 0844 0481 1162 9000 0

8 Advertisement formats and rates for the special advertisement part:

Format	number of columns	Width x Depth in millimetres	Basic price black/white €	2 colours €	3 colours €	4 colours €
1/1 page	4 columns	189 x 250	1,155.-	1,340.-	1,525.-	1,710.-
1/2 page	4 columns	189 x 122 horizontal	590.-	720.-	850.-	980.-
	2 columns	92 x 250 vertical				
1/3 page	4 columns	189 x 80	390.-	510.-	630.-	750.-
1/4 page	4 columns	189 x 58 horizontal	300.-	400.-	500.-	600.-
	2 columns	92 x 122 vertical				
	1 column	43 x 250				
1/8 page	4 columns	189 x 26 horizontal	160.-	240.-	320.-	400.-
	2 columns	92 x 58 vertical				
	1 column	43 x 122				
1/16 page	2 columns	92 x 26 horizontal	80.-	140.-	200.-	260.-
	1 column	43 x 58 vertical				
back cover	4 columns	189 x 250	1,410.-	1,595.-	1,780.-	1,965.-
inside front cover	4 columns	189 x 250	1,360.-	1,545.-	1,730.-	1,915.-
inside back cover	4 columns	189 x 250	1,260.-	1,445.-	1,630.-	1,815.-

Rate per single-column millimetre: € 1.40 (Minimum size: 20 mm)
No advertisement with price quotation

Discounts given on colour surcharges

9 Surcharges per standard colour (Euro scale)/special colour:

	€
≥ 1/1 page	185.-
1/2 page	130.-
1/3 page	120.-
1/4 page	100.-
1/8 page	80.-
≤ 1/16 page	60.-
HKS, Pantone or metallic colour extra surcharge	220.-

11 Discounts:

valid for one year from

Frequency rates	Volume rates
3 x 5 %	1 page 5 %
	3 pages 10 %

10 Special formats/Position:

	€
Guaranteed positions	160.-
Print over gutter margin	70.-
Bleed additional 3 mm	10 % of basic rate
2/1 page	on request

No discount on loose or bound inserts.

12 Bound inserts

	2 sided	4 sided	6 sided	8 sided
€	1,560.-	2,270.-	3,170.-	3,900.-

13 Loose inserts

maximum size 205 x 275 mm	€
up to 25 g %	126.-
up to 50 g %	150.-

14 Adhesive postcard

% € 86.-

Postal addresses (for Nos 12-14):

Kraft Druck GmbH
Betr.: Caridina No. ...
Industriestraße 5
76275 Ettlingen (Oberweier), Germany

A sample copy must be supplied in advance to Dähne Verlag GmbH,
P.O. Box 10 02 50, 76256 Ettlingen, Germany

1 In brief

Caridina is the first magazine for aquarists to specialise in invertebrate species in freshwater aquariums. Here the spotlight is not on the fish, as is usual, but on all the other living organisms in the aquarium: shrimps, crabs and snails, to name the most common groups. Key topics apart from the invertebrates themselves include aquarium technology (lighting, filters, heating, monitoring and control systems), nano aquariums, setting up an aquarium, water plants, food and decoration. Interest in invertebrates has been growing for some years now, with increasing numbers of aquarium enthusiasts looking for expert information. This is a growth market that offers high buying potential.

2 Membership	VDZ, SZV, Börsenverein des deutschen Buchhandels
3 Publisher	Karl-Heinz Dähne
4 Editorial	Friedrich Bitter
5 Advertising	Thomas Heinen, Angelika Müller
6 Volume	Volume 4, 2009
Frequency of publication (see enclosed schedule)	

7 Publishing house	Dähne Verlag GmbH
8 Postal address	P.O. Box 10 02 50, 76256 Ettlingen, Germany
9 Telephone	+49/72 43/575-105
10 Fax	+49/72 43/575-100
11 e-mail	advertising@daehne.com
12 Advertising schedules	see enclosed
13 Subscription rates	Annual subscription EU and all other countries € 21.50 incl. p+p Single issue € 7.90

14 Planned Circulation

Print figure: 10,500

Actual circulation: 8,035

Free copies: 1,098

Specimen, remainder and file copies: 1,367

Procedures and specifications for the supply of advertising material

All data must be supplied as print quality PDF or directly processable EPS.

Please also ensure that:

- all colours are created as CMYK or desired special colours;
- all directly processable images and graphics are encapsulated;
- all type fonts used are encapsulated;
- images are stored exclusively in bitmap, gray-scale or CMYK mode. By no means may "indexed" colours, RGB or other modes be used. Image format either TIFF or EPS.
- images are not stored as DCS images, since we process un compartmented data. We must be informed if any DCS images are included in the material (to avoid any possibility of accidentally poor resolution). If you do include any DCS images, we will convert them and invoice you as appropriate.
- you provide a reliable printout of the data, since we have no other way of checking the accuracy of the proof.

We can not guarantee correct reproduction unless we receive your printout before the copy closing date. This is particularly important for colour reproduction.

Data transfer by E-mail:

Such files should not exceed 20 MB in size.

E-mail: copy@daehne.com

Data file upload via FTP:

Send us an E-mail to copy@daehne.com and ask for your personal log-in information.

Data transfer per ISDN or modem:

ISDN No.: +49/72 43/591-284

The ISDN line is open from 8 a.m. to 6 p.m.

Please ensure that you also send a hard copy printout, which must include the file name, by fax on +49/72 43/575-100.

Receive program is Grand Central Pro, which can process all current ISDN programs from Mac or PC.

Please utilise the following procedure for naming your file: abbreviation* of publication titel + issue number + name of advertiser e.g.: diy3-07Miller.pdf

*Abbreviations:

diy = diy-Fachmagazin; DIE = DIY International; HF = HOLZFORUM; GL = Garten & Lifestyle; pet = pet-Fachmagazin; PIE = PET worldwide; AA = Aquaristik; Car = Caridina; GT = Gartenteich

Data by data carrier:

Use can be made of any current data carrier.

Programs suitable for direct processing:

QuarkXPress 4.11, 5.01, 6.5, 7.3, 8.0 (Mac + PC);
InDesign CS2 + CS3 (Mac + PC);
Illustrator CS2 + CS3 (Mac + PC); PhotoShop 7.0, CS2 + CS3 (Mac + PC);
Freehand 10 + MX (Mac); CorelDraw 12 (Mac + PC);
Mac Office X 2004 (Mac); FrameMaker 6.0 (PC)

Issue	Date	Trade fairs
1/09	Publication date 04.02.2009 Advertising deadline 05.12.2008 Copy deadline 09.12.2008	AquaFisch , Friedrichshafen, 5-8 March
2/09	Publication date 10.06.2009 Advertising deadline 27.04.2009 Copy deadline 29.04.2009	
3/09	Publication date 09.09.2009 Advertising deadline 27.07.2009 Copy deadline 29.07.2009	Zierfisch & Aquarium , Duisburg, 2-4 October Fisch & Reptil , Sindelfingen, 4-6 December
1/10	Publication date 11.02.2010 Advertising deadline 23.12.2009 Copy deadline 07.01.2010	AquaFisch , Friedrichshafen, March 2010

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