

Der Verpackungsdruck

PACKAGE PRINTING INDUSTRY












Media-Daten | 2019 | Media Information
Volume 30

www.derpackungsdruck.com

Editorial Calendar

Media Information 2019

Issue	Main Topics	Special Contributions	Trade Fairs / Events
Nr. 1 PD: 20.02. ED: 04.02. AB: 13.02.	<ul style="list-style-type: none"> Package Printing: Digital, Flexo, Inkjet, Offset, Rotogravure Printing Printing Plate Production: Engraving Imaging Systems Rollers/Sleeves/Printing Plates Plate Mounting/Adhesive Tapes Measurement Technology Cleaning Equipment/Cleaning Agents 	<ul style="list-style-type: none"> Main Issue: ProFlex 	08.–10.01. viscom, D-Düsseldorf 29.01.–01.02. Upakovka, RU-Moscow 27.–28.02. Label&Print/Packaging Innovations/Empack Birmingham, UK-Birmingham 06.–07.03. ProFlex 2019, D-Stuttgart
			
Nr. 2 PD: 04.03. ED: 12.02. AB: 22.02.	<ul style="list-style-type: none"> Corrugated Boards/Folding Box Printing Print Finishing: Coating/Laminating Materials: Films, Cardboard, Metal, Paper, Textiles, Corrugated Board, Composites Pre-press/Pre-press Companies Inks/Adhesives/Lacquers Dosing Systems Bonding, Slitting, Die Cutting, Winding 	<ul style="list-style-type: none"> Main Issue: ICE Main Issue: CCE Printed Electronics Preview LOPEC Preview 	12.–14.03. ICE Europe/CCE International, D-Munich 19.–21.03. LOPEC Exhibition and Conference, D-Munich 19.–21.03. European Coatings Show, D-Nuremberg 21.–22.03. Deutscher Verpackungskongress 2019, D-Berlin 26.–29.03. Graphispag, E-Barcelona 27.–29.03. IMPS-2019, D-Munich 10.–11.04. Printed Electronics Europe, D-Berlin 10.–11.04. Packaging Innovations/Empack Zürich, CH-Zürich
			
Nr. 3 PD: 29.04. ED: 10.04. AB: 18.04.	<ul style="list-style-type: none"> Narrow Web/Label Printing Digital Printing/Inkjet Plate Mounting/Adhesive Tapes Colours/Colour Management/Viscosity Measurement Quality Testing: Web Monitoring, Print Inspection Drying/Curing 		07.–10.05. 33. Control, D-Stuttgart 14.–17.05. FESPA Global Print Expo 2019, D-Munich 05.–07.06. FINAT European Label Forum, DK-Copenhagen 18.–21.06. RosUpack, RU-Moscow
			
Nr. 4 PD: 17.06. ED: 31.05. AB: 7.06.	<ul style="list-style-type: none"> Package Printing: Digital, Flexo, Inkjet, Offset, Rotogravure Printing Pre-press/Data Processing/Software Rollers/Sleeves/Printing Plates Doctor Blades Measurement Technology Environmental Protection: Exhaust Air/Waste Water 		24.–25.06. The 8th Global Packaged Summit, NL-Amsterdam 25.–27.06. Zellcheming-Expo, D-Frankfurt
			
Nr. 5 PD: 15.07. ED: 26.06. AB: 3.07.	<ul style="list-style-type: none"> Digital and Offset Presses for Package Printing Press Technology: Set-up, Control, Regulation Used Machines/Financing/Leasing Inks/Effect Colours/Pigments Rollers/Engraving 	<ul style="list-style-type: none"> FachPack Preview Labelexpo Preview 	12.–13.09. ZLV Verpackungssymposium, D-Kempton
Nr. 6 PD: 09.09. ED: 21.08. AB: 30.08.	<ul style="list-style-type: none"> Narrow Web/Label Printing Barcode/Coding Technology/RFID Bonding, Slitting, Die Cutting, Winding Printing Forms/Sleeves/Printing Plates Plate Mounting/Adhesive Tapes Cleaning Equipment/Cleaning Agents Environmental Protection: Exhaust Air/Waste Water 	<ul style="list-style-type: none"> Main Issue: FachPack Main Issue: Labelexpo 	24.–26.09. FachPack, D-Nuremberg 24.–27.09. Labelexpo Europe, B-Brussels 02.–03.10. Packaging Innovations, SE-Stockholm 08.–10.10. Xfair, A-Vienna
			
Nr. 7 PD: 3.10. ED: 17.09. AB: 26.09.	<ul style="list-style-type: none"> Films/Printing Processes for Films Coating/Laminating Electrostatics Anilox Rolls/Engraving Inks/Adhesives/Lacquers Dosing Systems Drying/Curing 	<ul style="list-style-type: none"> Main Issue: K 	09.–11.10. FEFCO Technical Seminar, CH-Geneva 16.–23.10. K 2019, D-Düsseldorf 05.–06.12. Dresdner Verpackungstagung, D-Dresden
			
Nr. 8 PD: 04.12. ED: 15.11. AB: 22.11.	<ul style="list-style-type: none"> Luxury Packaging Printing Substrates: Labels, Films, Cardboard, Metal, Paper, Corrugated Board Inks/Effect Colours/Pigments Hot Foils/Cold Foils 		
Permanent headings	Industry and product news, event reports, design, implementation, printing and converting of packaging – labels, films, metal, paper, folding cartons, and corrugated boards with digital, flexo, inkjet, offset and rotogravure printing.		

PD: Publication date; ED: Editorial copy deadline; AB: Advertising booking deadline

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Rates

Media Information 2019

7 Prices and advertising formats (€/CHF, net) Swiss customers will be invoiced in CHF. (All format specifications and layouts can be found on the following pages)

Size	Width x height in mm	Basis price b/w (€/CHF)	2 colours (€/CHF)	3 colours (€/CHF)	4 colours (€/CHF)
2/1	384 x 255	3,700.-/5,513.-	4,025.-/5,997.-	4,350.-/6,481.-	4,675.-/6,965.-
1/1	183 x 255	1,850.-/2,757.-	2,175.-/3,241.-	2,500.-/3,725.-	2,825.-/4,209.-
Juniorpage	120 x 194	1,696.-/2,527.-	2,021.-/3,011.-	2,346.-/3,495.-	2,671.-/3,979.-
1/2 vert.	89 x 255	1,050.-/1,565.-	1,375.-/2,049.-	1,700.-/2,533.-	2,025.-/3,017.-
1/2 horiz.	183 x 127	1,050.-/1,565.-	1,375.-/2,049.-	1,700.-/2,533.-	2,025.-/3,017.-
1/3 vert.	58 x 255	680.-/1,013.-	1,005.-/1,497.-	1,330.-/1,981.-	1,655.-/2,465.-
1/3 horiz.	183 x 85	680.-/1,013.-	1,005.-/1,497.-	1,330.-/1,981.-	1,655.-/2,465.-
1/4 vert.	89 x 125	560.-/834.-	885.-/1,318.-	1,210.-/1,802.-	1,535.-/2,286.-
1/4 horiz.	183 x 64	560.-/834.-	885.-/1,318.-	1,210.-/1,802.-	1,535.-/2,286.-
1/8	89 x 64	380.-/566.-	705.-/1,050.-	1,030.-/1,534.-	1,355.-/2,018.-

8 Special Placements

Cover story	Cover page + 2 page article (further info on request)	5,200.-/7,748.-
Cover page	4 colour, CMYK b/w Size: 131 x 220 mm with trim: 131 x 223 mm	3,250.-/4,841.- 2,275.-/3,390.-
2nd, 3rd and 4th	4 colour, CMYK b/w Size: 210 x 297 mm with trim: 213 x 303 mm	3,020.-/4,499.- 2,045.-/3,047.-

9 Additional Colours Per spot colour 375.-/558.- (no discounts possible)

10 Situations wanted/vacant and classified ads	Situations vacant per mm 1co. 2.20/2.85 Situations wanted per mm 1co. 2.00/2.40 classified ads per mm 1co. 3.05/4.50 Box fee on request (Width: 1co.=58 mm; 2co.=89 mm)
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10a Supplier List

The «Supplier List» is a clearly arranged guide that appears in every issue. It is highly regarded by the readers and provides a long-term advertising impact. (Additional online services can be found on the following page under Online Advertising)

Publication	Print & Online For terms and rates see «Online-Advertising» included in this media-kit
Arrangements	Supplied by the advertising deadline for at least 8 issues and continuous online-issues: arrangement for one year
Minimum size	1 column, 42 mm wide x 10 mm high 2 columns, 89 mm wide x 5 mm high
Rate	Per mm height per column EUR 1.35, CHF 2.- (width 42 mm) EUR 2.70, CHF 4.- (width 85 mm)
Discount	No discounts available and no commission for agencies
Invoicing	Biannually
Keywords	Any request, free of charge
Changes/ Cancellations	Sent in writing to the advertising manager by the relevant advertising deadlines

10b Banner

(Online-Advertising)

11 Discounts for advertisements

Frequency discount per year	2 advertisements 3%	6 advertisements 10%
	4 advertisements 5%	10 advertisements 15%
Volume discount per year	2 pages 5%	5 pages 15%
	3 pages 10%	6 pages 20%

12 Bound inserts

2 sheets (4 Pages)	2,050.-/3,005.-
4 sheets (8 Pages)	2,750.-/3,925.-
Trim allowances: 5 mm on each side (total width x height 220 x 307 mm) (trimmed width x height 210 x 297 mm)	

Discount for bound inserts

2 bound inserts	3%
4 bound inserts	5%
6 bound inserts	10%

Please note

Only entire circulation is possible

13 Loose inserts

Loose insert, max. size 207 x 297 mm	
up to 25 g per 1,000 copies	145.-/208.60
Additional mailing costs:	163.-/234.-
26 to 50 g per 1,000 copies	165.-/237.70
Additional mailing costs:	305.-/415.-
(no discounts possible)	

Please note

Only entire circulation is possible

14 Glued postcards, product samples, etc.

Postcards or product samples	
Price per 1,000 copies	90.-/135.-
Plus the additional postage (no discounts possible)	

Please note

Only entire circulation is possible

15 Forwarding address for loose and bound inserts

Brülisauer Buchbinderei AG	
Wilerstrasse 73, CH-9200 Gossau	
Phone +41 (0)71 385 05 05	
Fax +41 (0)71 385 05 04	

Please send 2 samples in advance in the case of points 12, 13 and 14:
Rek & Thomas Medien AG, Kugelgasse 16, Postfach 444
CH-9004 St.Gallen
Phone +41 (0)71 228 20 11, Fax +41 (0)71 228 20 14

Please note: Customer responsible for delivery expenses and customs clearance

Online-Advertising BANNER

Media Information 2019

www.derverpackungsdruck.com is eye-catching and captures our readers' attention. You can profit from this by placing an advertisement on our website.

Choose here between different sizes and terms:

Banner	Size	Monthly Price (Euro/CHF)	Quarterly Price (Euro/CHF)
Super Banner	1,170 x 100 pixels	850.- / 1,170.-	
Exclusive Banner	400 x 100 pixels		320.- / 440.-
Double Banner	167 x 120 pixels		270.- / 350.-
Base Banner	167 x 60 pixels		190.- / 280.-

Specials Content Ad

Placement: Details upon request
Size: 300 x 250 pixels
Price/Month: EUR 800 / CHF 1,170

Content Ad Video

Data and terms upon request

Data

Contract period: Beginning of month until end of month
Invoicing: End of contract period
Agency commission: 15%
Files: JPG, GIF, JavaScript, HTML5
File-Size: Maximum 80 KB

Online-Advertising SUPPLIER LIST

The «Supplier List» is a clearly arranged guide that appears in every print issue and online as well. It is highly regarded among the readership and offers a longterm advertising impact.

Price/mm height (width 42 mm): EUR 1.35 / CHF 2.00

Price/mm height (width 89 mm): EUR 2.70 / CHF 4.00

Minimum size: Height 10 mm, height and width correspond print-entry

Term: Until cancelled, contract period 1 year (like a print-entry)

Keywords: Can be freely selected

Discount: We do not grant commission or discounts for the supplier list.

Invoicing: Print biannually / Online annually

Additional options


Additional services only possible in conjunction with print + online entry.

Online Packages	File Size	Yearly Rates	Quarterly Rates
Package 1 URL: With link and link text		36.— EUR 45.— CHF	
Package 2 URL: With link and link text Telephone number, Email and Address		45.— EUR 58.— CHF	
Package 3 URL: With link and link text Telephone number, Email and Address Business Description	250 characters	80.— EUR 100.— CHF	
Package 4 URL: With link and link text Telephone number, Email and Address Business description Add further content (i.e. Video)	250 characters Details upon request		200.— EUR 260.— CHF

Example:

Exhaust Air Treatment

MQG AG



Address
Kugelgasse 16
9000 St. Gallen

Exhaust Air Treatment
Your specialist for foils.

www.mqg.com Wir beraten Sie gern!
+41 (0)71 228 2011
contact@mqg.com

Print and online booking only.

The print-entry will be published online with the same keywords.

About us

Media Information 2019

1 Brief description:

Der Verpackungsdruck – Magazine for package printing

is a «B2B» Magazine which focuses on the production process and covers all aspects of packaging printing starting with prepress, printing, materials, finishing processes and waste disposal. The magazine features all packaging printing technologies such as digital, flexo, inkjet, offset and rotogravure printing as well as the common printing substrates labels, films, cardboard, metal, paper and corrugated board.

Der Verpackungsdruck reports on the latest industry news, current market developments with case studies, and previews and reviews fairs and exhibitions.

2 Publisher Michael Rek

3 Editorial staff Michael Rek
michael.rek@derverpackungsdruck.com

Editorial assistant Holly Costa
Telefon +41 (0)71 228 20 13
Telefax +41 (0)71 228 20 14
verlag@derverpackungsdruck.com

4 Advertising manager

4 Advertising

5 Publishing company

6 Frequency

7 Publication dates

8 Subscription rates

9 Circulation

Claudia Heinz
German-speaking countries (D, A, CH, NL)
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ute.schreiber@derverpackungsdruck.com

Rek & Thomas Medien AG
Kugelgasse 16, Postfach 444,
CH-9004 St.Gallen
Phone +41 (0)71 228 20 11
Fax +41 (0)71 228 20 14
Internet: www.derverpackungsdruck.com

8 issues per year

See «Editorial Calendar»

Annual subscription (incl. mailing expenses)
Switzerland (excl. 2.5 % VAT) CHF 121.–
Germany EUR 77.–
Other countries EUR 97.–
Single issue
Switzerland (excl. 2.5 % VAT) CHF 15.–
Other countries EUR 15.–

5,800 copies

Media Information

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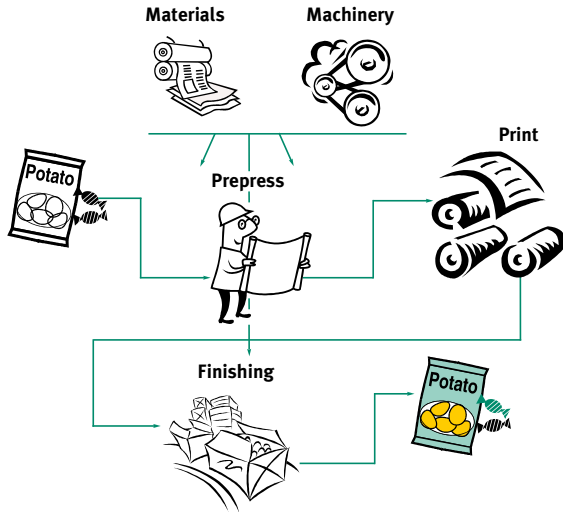
- 1 Magazine format** 210 mm x 297 mm (DIN A4)
- 2 Type area** 183 mm width x 255 mm height
column width 2-columns: 89 mm
column width 3-columns: 58 mm
- 3 Printing process** Sheet fed offset litho
Binding process Saddle stitched
Printing documents Digitized for Apple Macintosh with print/
proof on a data carrier or sent via ISDN. For
further information see «Data-Information».
- If a printed document is not made available in time (by the advertising deadline), a placeholder will be inserted and this will be charged.**
- 4 Publication dates** 8 issues per year
See «Editorial Calendar»
- 5 Publishing company** Rek & Thomas Medien AG
Kugelgasse 16, Postfach 444
CH-9004 St.Gallen
Phone +41 (0)71 228 20 11
Fax +41 (0)71 228 20 14
E-Mail verlag@derverpackungsdruck.com
Internet www.derverpackungsdruck.com

- 6 Terms of payment** Net within 30 days of the invoice date
VAT-Nr.: CHE-10w4.766.490
(VAT identification number 590814)
We do not grant any discount.

- Bank account** Hypo Vereinsbank Lindau (Euro)
SWIFT HYVEDEMM473
IBAN DE92 6002 0290 0001 3459 40
- UBS St.Gallen (CHF)
SWIFT UBSWCHZH80A
IBAN CH90 0025 4254 6202 0901 J

**Bank transfer fees
paid by purchaser.**

Target analysis



Readership structure

- prepress departments 4.9%
- packaging printers 50.4%
- technical decision makers of the consumer industry 4.0%
- producers of printing machines and other suppliers 19.3%
- material suppliers of paper, film and corrugated board 12.1%
- schools 0.4%
- other 8.9%

Circulation

Media Information 2019

Circulation analysis

Copies per issue (annual average) (1.1.2018 – 31.12.2018)

Total net paid circulation	1,001
Free copies	1,142
Change distribution Ø	2,515
Trade fairs/Events Ø	800
Schools/Research Centres	131
Voucher copies	211
Actual distributed circulation	5,800
Other archive copies	100
Print run	5,900

Analysis of geographical circulation

Economic area	Share of actual circulation in %
Germany	66.5
German speaking countries	13.0
Switzerland, Austria, Benelux (Belgium, Netherl., Luxembourg)	
Eastern Europe (Poland, Czech Republic, Slovakia, Hungary, Ukraine, Romania, Lithuania, Latvia, Estonia)	15.0
Other European countries	5.0
Other countries	0.5

Data Information

Media Information 2019

Digital documents

Our prepress department mainly uses Apple Macintosh computer platforms. The table below lists all the programs and data formats that we prefer to use:

Text	Text drafts in Microsoft Word saved as *.txt, *.rtf, *.doc
Spreadsheets	Microsoft Excel, saved as *.xls
Pictures	Adobe Photoshop CMYK, Grayscale or Bitmap the output format with dimensions according to resolution of 300 dpi endformat, saved as *.jpg, *.tif, *.eps
Graphics	Adobe Illustrator, saved as *.eps, *.ai
Finished pages (open data)	Adobe InDesign with pictures and fonts saved as *.indd Adobe Acrobat press-optimized, fonts embedded, Document saved as *.pdf

Please consider that within the delivered pdf-data (only of the PDFX-3-standard) very few corrections can be made. Our data check only concerns:

- Format
- Trim (of 3 mm)
- Colours (CMYK and grayscale)

We do not check provided advertisements for grammar and style. Advertisement motifs must be delivered as digitized printing data – with at least 300 dpi resolution.

Please consider that artwork cannot be processed if delivered as word, excel or power-point files.

We only accept digitized data (on CD/USB) for Macintosh with a print/proof or manuscript. The publishing house does not assume any liability for deviations (i.e. missing text parts), if it does not receive a print/proof of the advertisements or manuscripts. To achieve the best result, the data should be supplied uncompressed i.e. as TIF or EPS files.

In order to avoid complications with fonts, all the fonts used in the data set/files (for the printer and the screen) must be supplied or converted into paths.

E-Mail	herstellung@derverpackungsdruck.com
ftp	On request
Data storage media	CD, USB

Please always include a contact person as well as a phone number in case of queries.

Format Beilage / Loose inserts

lose eingelegt

loose insert

	Beilage	
	max. Größe:	207 x 297 mm
	Insert	
	max. size:	207 x 297 mm

Formate Einhefter / Formats for bound inserts

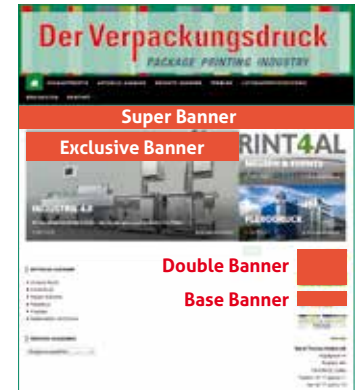
Kopf- und Fussbeschnitt 5 mm, seitlicher Beschnitt 5 mm

Head bleed and bottom trim 5 mm, edge bleed 5 mm

210 mm	210 mm				
2 Blatt		4 Blatt (Altarfalz)			
Endformat:	420 x 297 mm	Endformat:	822 x 297 mm		
Bund:	2 x 5 mm	Bund:	2 x 5 mm		
Beschnitt:	5 mm	Beschnitt:	5 mm		
2 Pages		4 Pages (double gate fold)			
Size:	420 x 297 mm	Size:	822 x 297 mm		
Gutter:	2 x 5 mm	Gutter:	2 x 5 mm		
Trim:	5 mm	Trim:	5 mm		

Online-Werbung / Online Advertising

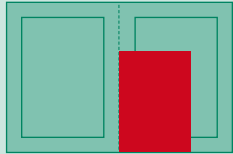
Banner	Grösse / Size
Super Banner	1,170 x 100 pixels
Exclusive Banner	400 x 100 pixels
Double Banner	167 x 120 pixels
Base Banner	167 x 60 pixels



Anzeigenformate / Advertisement sizes

Im Satzspiegel oder mit Beschnitt (Breite x Höhe in mm)

In type area or with trim (width x height in mm)



Panoramaseite

Endformat: 420 x 297 mm

Mit Beschnitt: 426 x 303 mm

Titelseite

Endformat: 129 x 218 mm

Mit Beschnitt: 129 x 221 mm

Double page spread

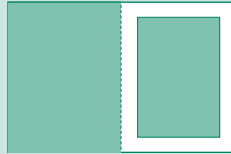
Size: 420 x 297 mm

With trim: 426 x 303 mm

Cover

Size: 129 x 218 mm

With trim: 129 x 221 mm



1/1 Seite (mit Beschnitt)

Endformat: 210 x 297 mm

Mit Beschnitt: 213 x 303 mm

1/1 Seite (im Satzspiegel)

Endformat: 183 x 255 mm

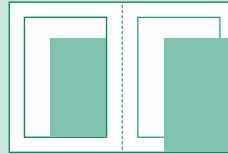
1/1 Page (with trim)

Size: 210 x 297 mm

With trim: 213 x 303 mm

1/1 Page (type area)

Size: 183 x 255 mm



Juniorpage (im Satzspiegel)

Endformat: 120 x 194 mm

Endformat: 135 x 209 mm

Juniorpage (mit Beschnitt)

Endformat: 135 x 209 mm

Mit Beschnitt: 138 x 212 mm

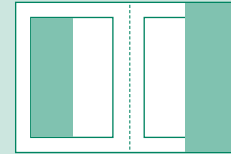
Juniorpage (type area)

Size: 120 x 194 mm

Juniorpage (with trim)

Size: 135 x 209 mm

With trim: 138 x 212 mm



1/2 Seite hoch (im Satzspiegel)

Endformat: 89 x 255 mm

Endformat: 104 x 297 mm

1/2 Seite hoch (mit Beschnitt)

Endformat: 104 x 297 mm

Mit Beschnitt: 107 x 303 mm

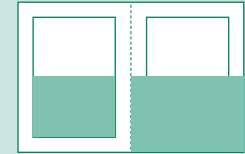
1/2 Page vert. (type area)

Size: 89 x 255 mm

1/2 Page vert. (with trim)

Size: 104 x 297 mm

With trim: 107 x 303 mm



1/2 Seite quer (im Satzspiegel)

Endformat: 183 x 127 mm

Endformat: 210 x 148 mm

1/2 Seite quer (mit Beschnitt)

Endformat: 210 x 148 mm

Mit Beschnitt: 213 x 151 mm

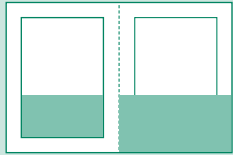
1/2 Page horiz. (type area)

Size: 183 x 127 mm

1/2 Page horiz. (with trim)

Size: 210 x 148 mm

With trim: 213 x 151 mm



1/3 Seite quer (im Satzspiegel)

Endformat: 183 x 85 mm

1/3 Seite quer (mit Beschnitt)

Endformat: 210 x 100 mm

Mit Beschnitt: 213 x 103 mm

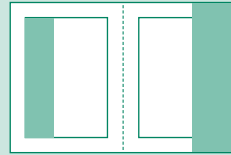
1/3 Page horiz. (type area)

Size: 183 x 85 mm

1/3 Page horiz. (with trim)

Size: 210 x 100 mm

With trim: 213 x 103 mm



1/3 Seite hoch (im Satzspiegel)

Endformat: 58 x 255 mm

1/3 Seite hoch (mit Beschnitt)

Endformat: 73 x 297 mm

Mit Beschnitt: 76 x 303 mm

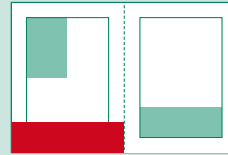
1/3 Page vert. (type area)

Size: 58 x 255 mm

1/3 Page vert. (with trim)

Size: 73 x 297 mm

With trim: 76 x 303 mm



1/4 Seite hoch (im Satzspiegel)

Endformat: 89 x 125 mm

1/4 Seite quer (im Satzspiegel)

Endformat: 183 x 64 mm

1/4 Seite quer (mit Beschnitt)

Endformat: 210 x 64 mm

Beschnitt: 213 x 67 mm

1/4 Page vert. (type area)

Size: 89 x 125 mm

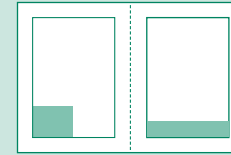
1/4 Page horiz. (type area)

Size: 183 x 64 mm

1/4 Page horiz. (with trim)

Size: 210 x 64 mm

With trim: 213 x 67 mm



1/8 Seite hoch (im Satzspiegel)

Endformat: 89 x 64 mm

1/8 Seite quer (im Satzspiegel)

Endformat: 183 x 32 mm

1/8 Page vert. (type area)

Size: 89 x 64 mm

1/8 Page horiz. (type area)

Size: 183 x 32 mm

Der Verpackungsdruck

PACKAGE PRINTING INDUSTRY

Plan with us!

Planen Sie mit uns Ihre Messe-Auftritte 2019!

■ **Issue 1:**
Main Issue: ProFlex

ED: 20 February 2019
AB: 13 February 2019

■ **Issue 2:**
Main Issue: ICE/CCE

ED: 04 March 2019
AB: 22 February 2019

■ **Issue 6:**
Main Issue: FachPack
Main Issue: Labelexpo

ED: 09 September 2019
AB: 30 August 2019

■ **Issue 7:**
Main Issue: K

ED: 03 October 2019
AB: 26 September 2019

We are happy to make you an attractive offer / Wir erstellen Ihnen gerne ein attraktives Angebot

or send us an email: / oder schicken Sie uns ein Email:



German-speaking countries (D, A, CH + NL)
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