

# REPTILIA

THE EUROPEAN HERP MAGAZINE



## TECHNICAL DATA

Size: 200 X 275 mm  
 Print run: 14,500 copies  
 Frequency: Bimonthly  
 Paper: Gloss coated 100 g  
 Printing system: Offset  
 Pages: 96-88 (all colour)  
 Trim size: 200 X 275 mm

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## ADVERTISING RATES 2008 (BILLED FOR EACH LANGUAGE)

ADVERTISING SPACE	SIZE	COLOUR	B / W
1 Page	200 x 275 mm	1,090.85	826.40
1/2 Page	176 x 125 mm (h) 87 x 250 mm (v)	628.10	495.85
10 Modules	115 x 177 mm	595.00	462.80
7 Modules	56 x 250 mm	462.80	370.30
6 Modules	115 x 105 mm	396.70	317.35
5 Modules	56 x 177 mm	330.60	264.45
4 Modules	55 x 142 mm (v) 115 x 68 mm (h)	264.45	211.55
3 Modules	56 x 105 mm	198.35	158.70
2 Modules	56 x 68 mm	132.25	105.80
1 Module	56 x 31 mm	66.15	52.90
Outside cover	200 x 275 mm	1,553.65	-
First inside cover	200 x 275 mm	1,289.20	-

(h) = Horizontal (v) = Vertical

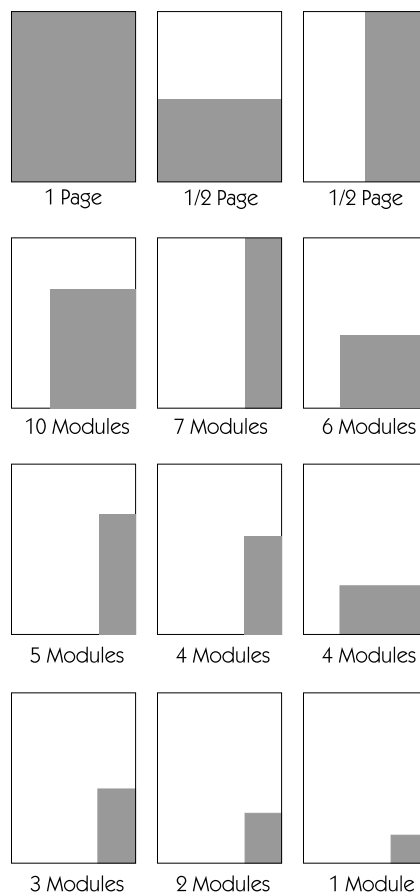
Prices in EURO

### Notes

\* These rates correspond only to the insertion of publicity and do not include realization of photographs, photosetting, films or other costs, which will be invoiced separately, after the presentation of the estimate.

\* REPTILIA reserves the right to refuse any advertisement, feature or report it does not consider suitable for the design, or specialization of the journal.

\* Prices do not include V.A.T.



### ADDITIONAL CHARGES:

Bleeding page: +10%.  
 Special placing: +15%.  
 5th colour: +20%.  
 Additional ink: 60.00 EURO per ink on B/W pages.

### FREQUENCY DISCOUNTS:

3-5 insertions: 10% — 6 insertions or more: 20%.

No discounts for First Inside Cover and Outside Cover.