EuropeanVoice

Print advertising rates 2012 (in €)

> Display advertising

4-colour	x1	x6	x12	x18	x24	x30
Double page	20,530	19,710	19,210	18,490	17,970	17,460
Midi fireplace	11,660	11,200	10,910	10,510	10,210	9,910
Full page	9,770	9,380	9,130	8,790	8,540	8,300
Junior page	6,550	6,280	6,120	5,890	5,730	5,570
Midi page	5,180	4,960	4,840	4,650	4,530	4,410
Half page	5,650	5,420	5,280	5,080	4,940	4,810
Quarter page	3,060	2,930	2,860	2,760	2,690	2,600
10cm strip	4,810	4,610	4,490	4,330	4,200	4,090
5cm strip	2,420	2,330	2,260	2,170	2,110	2,060
Front page teaser	1,750					
Page 2 teaser	1,500					

B&W rates minus 20% of colour rates
*Any **guaranteed position** +10%

Artwork design +10%

** Pages 3, 5, 7, OBC, Entre Nous page and any position in a Special Report are special positions qualifiying for a 10% position loading. A guaranteed position is also defined as a position request from a client.*

> Inserts

Size	A4 double-sided or equivalent (two double-sided A5 also possible)
Weight	No more than 20 grams

Maximum dimensions must not exceed 290 x 205 mm. If weight exceeds 20 grams, extra charges will apply.

Targeted as of 500*	€ 1,60 cost per unit
EU institutions only (± 8,500)	€ 9,700
EU institutions + subscribers (± 12,000)	€ 12,000
Full print run (± 18,500)	€ 13,000

* segmentation per specific target groups, e.g DGs, EP, permanent representations, consultancies

Sample needs to reach us two weeks prior to the insertion date and material delivered to our print site one week prior to insertion date. Does not include production cost of material.

> Wrap-around

Full newspaper size front and back cover*	200 grams paper, double-sided, not stapled
First 1,000	€ 6,650
Additional 500	€ 900

* segmentation per specific target groups, e.g DGs, EP, permanent representations, consultancies

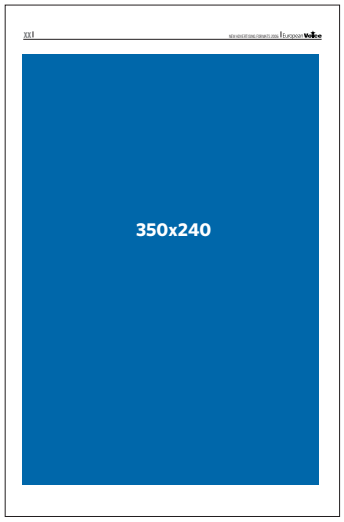
Confirmation deadline one month in advance, creative deadline two weeks in advance.
Does not include any distribution cost outside our regular circulation.
Does include production cost of material.

Please note that all prices are exclusive of Belgian VAT at 21%

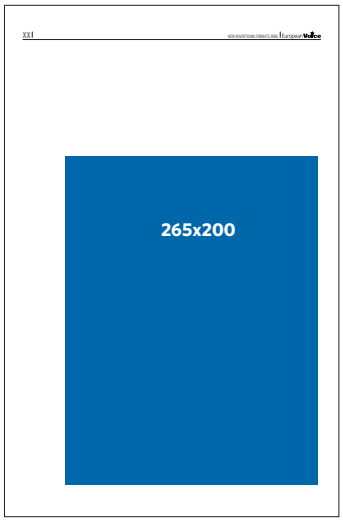
For information on prices and options please contact the sales team:
- **Advocacy display:** +32 (0)2 540 90 83/66 – evadvocacy@economist.com
- **Corporate display:** +32 (0)2 540 90 66/93 – evdisplay@economist.com
- **Careers:** +32 (0)2 540 90 76/67 – luciahricova@economist.com

EuropeanVoice **Display** advertising sizes

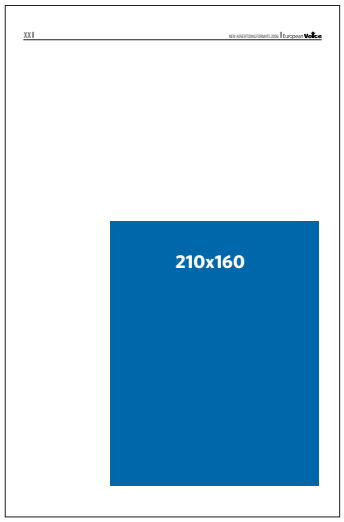
Full page



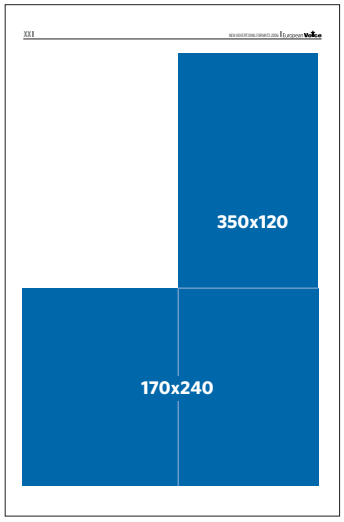
Junior page



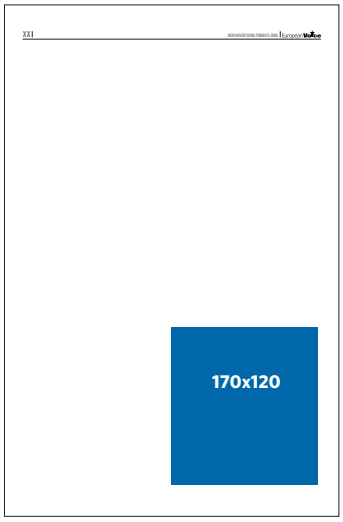
Midi page



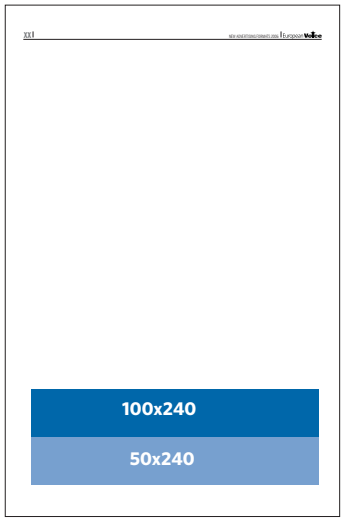
Half pages



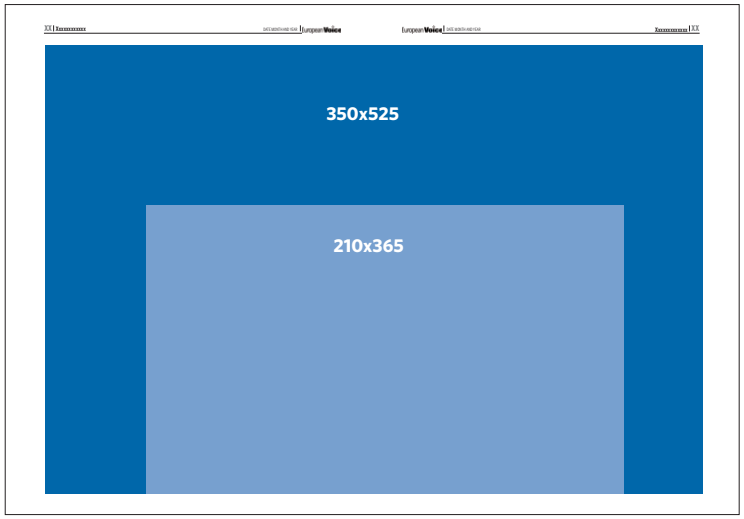
Quarter page



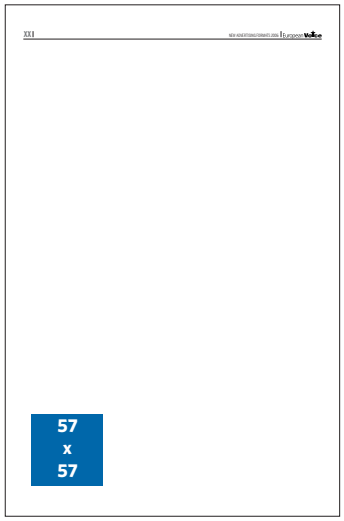
Strips



Double page spread and midi fireplace



Front page teaser



* all sizes are provided in mm

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or write to evadvocacy@economist.com