

Brief profile prisma

prisma is a TV supplement that is distributed weekly through more than 60 daily newspapers.

The supplement is distributed through a vast majority of North Rhine-Westphalia, northern Rhineland-Palatinate and numerous federal states in eastern Germany, including Berlin.

The current circulation is 4.57 million copies, distribution range 10.6% or 7.45 million readers.

prisma's readership is characterised by an above-average net household income and good level of education. It is a highly appealing medium with which wide distribution ranges can be quickly set up. Additionally, it is characterised by a high response level.

prisma's editorial focus is the comprehensive television programme guide. Beyond that, **prisma** offers its readers much more. Interesting articles covering various topics create an attractive advertising environment for advertisers. In regular intervals, the topics travel, health, lifestyle and luxury as well as other assorted topics are covered. Service issues, raffle and puzzles round off the editorial concept and create a strong bond between the reader and the paper.

For more information, please contact:
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prisma Summarized Rate Card No. 36/2012

Newspaper Supplement + TV Guide in Nordrhein-Westfalen and East German Counties

Rate Card 1 prisma Gesamt

(Complete listing of newspapers see rate card)

 Split run **Nordrhein-Westfalen, East Germany** available, see rate card

Publication	weekly, Wednesday to Friday	
Circulation	4.571.671	
Readership	nearly 7,5 Mio.	
Closing date	approx. 4 weeks prior to publication (see rate card)	
Size	width x height in mm	
print area	193	242
trimmed	203	250
bleed	209	256

Rates (full run) in EUR

	4 colours	b/w
1/1 page 193 x 242 bleed size 203 x 250	61.239	47.377
1/2 page 95 x 242 / 193 x 119 bleed sizes 101 x 250 / 203 x 123	33.712	23.689
1/4 page 46 x 242 / 95 x 119 / 193 x 58 bleed sizes 52 x 250 / 101 x 123 / 203 x 62	16.858	11.846
1/8 page 46 x 119 / 95 x 58 / 193 x 28 bleed sizes 52 x 123 / 101 x 62 / 203 x 32	10.205	6.966
No extra charge for bleed, 15% commission		

For further standard sizes

tel: +49-211-5051547

fax: +49-211-5051549

Technical requirements:

Digital datas preferred.

 Request: www.duon-portal.de

Summarized Rate Card No. 36/2012

prisma West Newspaper Supplement + TV Guide

in Nordrhein-Westfalen

Rate Card 2 prisma West

(Complete listing of newspapers see rate card)

Publication	weekly, Friday	
Circulation	total 2.693.808	
Split Nordrhein	1.464.079	
Split Westfalen	1.229.729	
Closing date	approx. 4 weeks prior to publication (see rate card)	
Size	width x height in mm	
print area	193	242
trimmed	203	250
bleed	209	256

Rates (prisma West) in EUR

	4 colours	b/w
1/1 page 193 x 242 bleed size 203 x 250	43.886	34.766
1/2 page 95 x 242 / 193 x 119 bleed sizes 101 x 250 / 203 x 123	24.535	17.383
1/4 page 46 x 242 / 95 x 119 / 193 x 58 bleed sizes 52 x 250 / 101 x 123 / 203 x 62	12.269	8.693
1/8 page 46 x 119 / 95 x 58 / 193 x 28 bleed sizes 52 x 123 / 101 x 62 / 203 x 32	6.313	4.346

Rates (split run either Rheinland or Westfalen)

1/1 page	28.840	23.012
1/2 page	16.105	11.507
1/4 page	8.052	5.754
1/8 page	4.143	2.877

No extra charge for bleed, 15% commission

 For further standard sizes
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 fax: +49-211-5051549

Technical requirements:
 Digital datas preferred.
 Request: www.duon-portal.de

prisma Summarized Rate Card No. 36/2012

prisma East Newspaper Supplement + TV Guide in

East German Counties

Rate Card 3 prisma Ost

(Complete listing of newspapers see rate card)

Publication	weekly
Circulation	1.877.863
Closing date	approx. 4 weeks prior to publication (see rate card)
Size	width x height in mm
print area	193 242
trimmed	203 250
bleed	209 256

Rates (prisma East) in EUR

	4 colours	b/w
1/1 page 193 x 242 bleed size 203 x 250	28.160	20.972
1/2 page 95 x 242 / 193 x 119 bleed sizes 101 x 250 / 203 x 123	15.126	10.486
1/4 page 46 x 242 / 95 x 119 / 193 x 58 bleed sizes 52 x 250 / 101 x 123 / 203 x 62	7.563	5.244
1/8 page 46 x 119 / 95 x 58 / 193 x 28 bleed sizes 52 x 123 / 101 x 62 / 203 x 32	3.892	2.620
No extra charge for bleed, 15% commission		

For further standard sizes

tel: +49-211-5051547

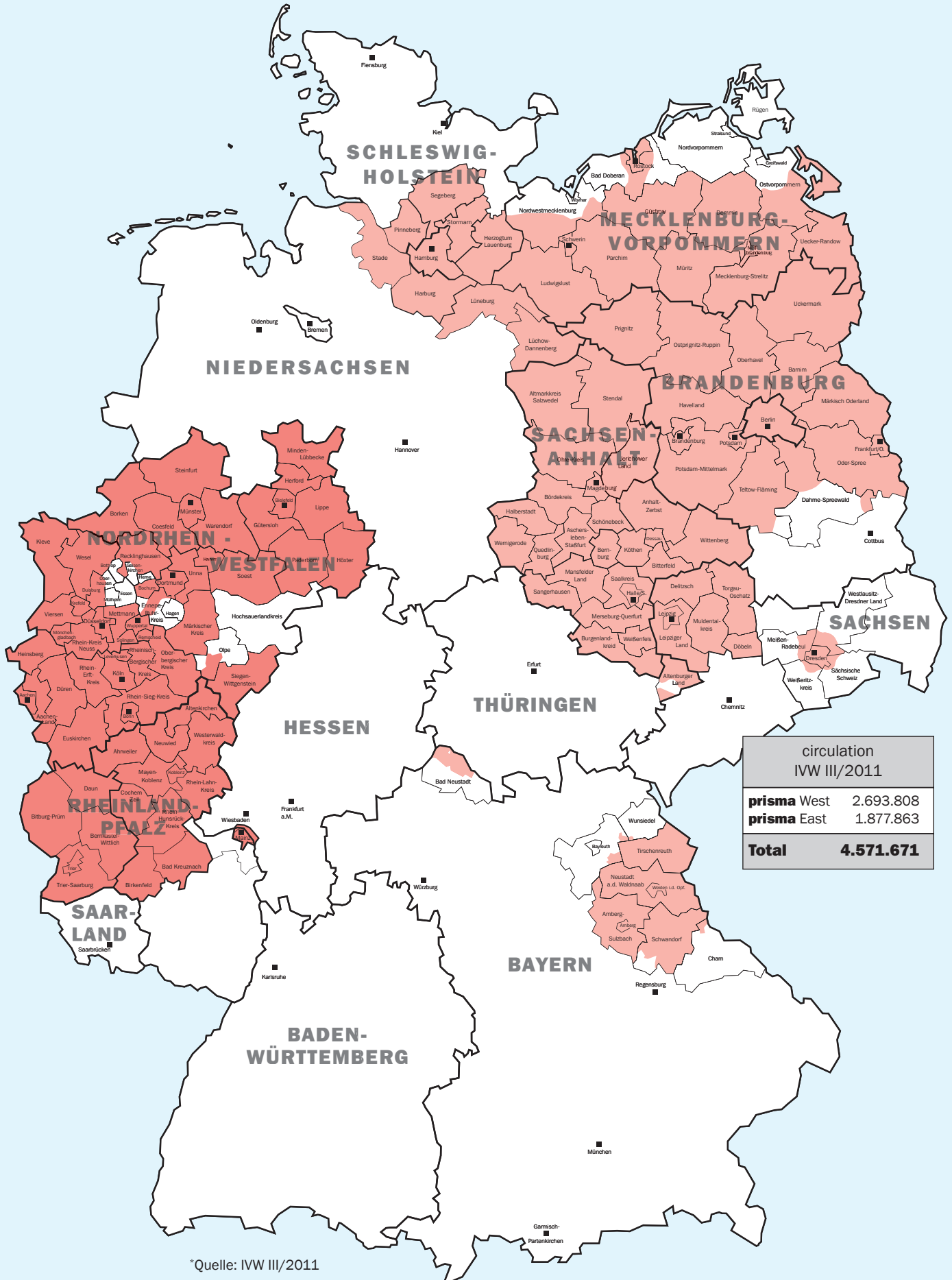
fax: +49-211-5051549

Technical requirements:

Digital datas preferred.

 Request: www.duon-portal.de

prisma circulation area



*Quelle: IVW III/2011