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Internet: www.MBAintern.de
Frequency of publication: Monthly (10 issues per year)
Bank details: Sparkasse KölnBonn, Bank Code 370 501 98, Account No. 15 022 585
Payment terms: Invoices are due upon receipt and payable within 10 days after the date of the invoice, without deductions.
Agency fee: 15 %
Format: DIN A4 (210 mm width x 297 mm height)
Type area: 180 mm width x 275 mm height
Number of columns: 3 / 54.5 mm
 1 column = 54.5 mm
 2 columns = 117.5 mm
 3 columns = 180 mm
Distribution: Over 5,000 copies, sent by e-mail
Delivery: By email

Publication dates: See Publication Schedule
Copy date: See Publication Schedule
Cancellation possible until: Three working days prior to publication
Description of the publication: MBAintern once a month concisely combines up-to-date information on all aspects of advanced management training. In addition to news from the international MBA market and the field of Executive Education, MBAintern provides background reports on developments at the international business schools, informs about current research papers and surveys, and offers know-how and expertise concerning important issues. The editor-in-chief of MBAintern, Bärbel Schwertfeger, is one of the leading experts in the fields of MBA and management development.
Data Delivery: Digital printing materials in the form of high-definition (printer-optimised) PDF files (composite) – pdf Version 1.3; Resolution 250-300 dpi.
Linking: Ads are displayed with one link. Each additional link costs 50 euros. Please notify if you wish book additional links.
Colour: 4c-standard colours (Euro scale)
Discounts/ Frequency discount: For advertising space purchases within one financial year / bulk discount (calendar year = financial year)
 3 = 3 %, 5 = 5 %, 10 = 10 %
Business Conditions: The General Business Conditions for the Advertising Business in Online Media apply (see www.MBAintern.de).
Reader stats more than 5,041 subscriber of which are ...

PUBLICATION SCHEDULE 2015

	Publication Date	Deadlines for advertising copy and printing materials
December / January	03 December 2014	26 November 2014
February	04 February 2015	28 January 2015
March	04 March 2015	25 February 2015
April	01 April 2015	25 March 2015
May	06 May 2015	29 April 2015
June	03 June 2015	27 May 2015
July / August	01 July 2015	24 June 2015
September	02 September 2015	26 August 2015
October	07 October 2015	30 September 2015
November	04 November 2015	28 October 2015
December / January	02 December 2015	25 November 2015
February 2015	03 February 2016	27 January 2016

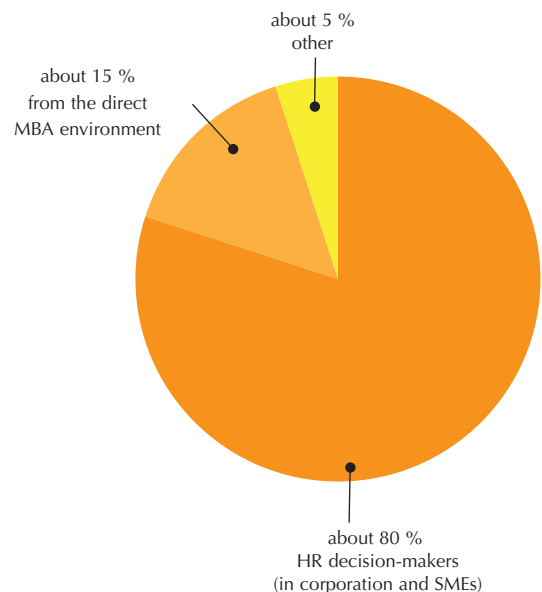
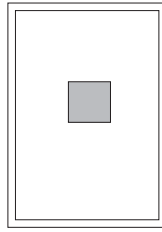
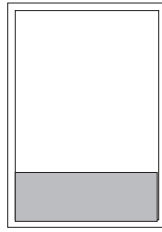
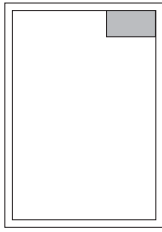


Image Ads

Cover Page



Format: *Masthead ads*
54.5 x 31 mm

Price: EUR 1.000,-
Price per
single placement

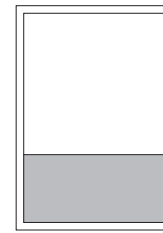
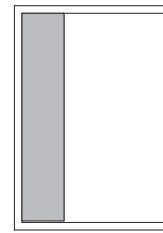
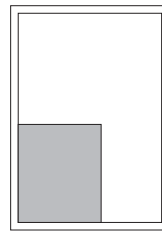
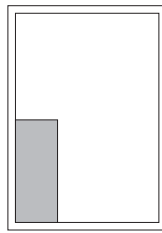
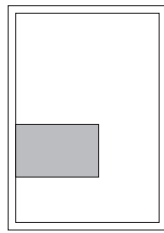
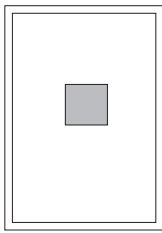
Format: *Strip ad*
180 x 65 mm

Price: EUR 1.500,-
Price per
single placement

Format: *1/16 page*
54.5 x 54 mm

Price: EUR 500,-
Price per
single placement

weitere Formate



Format: *1/16 page*
54.5 x 54 mm

Price: EUR 200,-
Price per
single placement

Format: *approx. 1/8 page*
117.5 x 66 mm

Price: EUR 300,-
Price per
single placement

Format: *1/6 page*
54.5 x 136 mm

Price: EUR 400,-
Price per
single placement

Format: *approx. 1/4 page*
117.5 x 136 mm

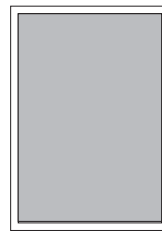
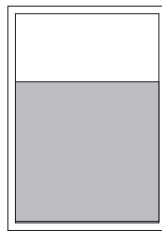
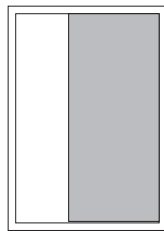
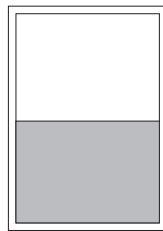
Price: EUR 600,-
Price per
single placement

Format: *1/3 page (portrait format)*
54.5 x 275 mm

Price: EUR 800,-
Price per
single placement

Format: *1/3 page (landscape format)*
180 x 90 mm

Price: EUR 800,-
Price per
single placement



Format: *1/2 page*
180 x 136 mm

Price: EUR 1.200,-
Price per
single placement

Format: *2/3 page (portrait format)*
117.5 x 275 mm

Price: EUR 1.600,-
Price per
single placement

Format: *2/3 page (landscape format)*
180 x 183 mm

Price: EUR 1.600,-
Price per
single placement

Format: *1/1 page*
180 x 275 mm

Price: EUR 2.400,-
Price per
single placement

Job advertisements

1/2 page: 180 x 136 mm
Price per single placement EUR 600,-

School Profile*

1/2 page: 180 x 136 mm
Price per single placement EUR 1.200,-

* One school profile per issue. Alternate date after consultation. For more details see separate price list.

Flexible package options (MBAintern and mba-journal.de¹)

Flexi-Small-Package A

Fixed price: EUR 2.500,-

3 x MBAintern, 1/4 page and
3 x mba-journal.de,
Tall-Banner (300 x 120 pixels)

Flexi-Small-Package B

Fixed price: EUR 3.500,-

3 x MBAintern, 1/3 page and
3 x mba-journal.de,
Tall-Banner (300 x 120 pixels)

Flexi-Small-Package C

Fixed price: EUR 5.000,-

3 x MBAintern, 1/2 page and
3 x mba-journal.de,
Tall-Banner (300 x 120 pixels)

Package A

Fixed price: EUR 5.000,-

7 x MBAintern, 1/4 page and
7 x mba-journal.de,
Tall-Banner (300 x 120 pixels)

Package B

Fixed price: EUR 7.500,-

7 x MBAintern, 1/3 page and
7 x mba-journal.de,
Tall-Banner (300 x 120 pixels)

Package C

Fixed price: EUR 10.000,-

7 x MBAintern, 1/2 page and
7 x mba-journal.de,
Tall-Banner (300 x 120 pixels)

Payment for the fixed price is due in one sum following publication of the first ad.
Ad placement is flexible within a calendar year through the booked combination package.
¹ mba-journal.de is the informative blog by Bärbel Schwertfeger, which is regularly updated