

# 2024

**ANZEIGENFORMATE**



## ANZEIGENFORMATE

KLASSISCHE FORMATE	
M1	(5 Sp.) 251 x 376 mm
M2	(5 Sp.) 251 x 188 mm
M3	(3 Sp.) 149 x 158 mm
M4	(3 Sp.) 149 x 79 mm
M5	(2 Sp.) 98 x 120 mm
M7	(5 Sp.) 251 x 50 mm
M8	(5 Sp.) 251 x 100 mm
M9	(5 Sp.) 251 x 150 mm
M10	(2 Sp.) 98 x 348 mm
M12	(1 Sp.) 47 x 50 mm
M13	(2 Sp.) 98 x 50 mm
M14	(2 Sp.) 98 x 100 mm
M15	(4 Sp.) 200 x 100 mm
M26	(2 Sp.) 98 x 150 mm
M27	(3 Sp.) 149 x 120 mm
M28	(3 Sp.) 149 x 211 mm
M42	(3 Sp.) 149 x 100 mm

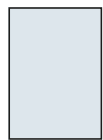
PANORAMA FORMATE	
M16	(10 Sp.) 528 x 188 mm
M17	(10 Sp.) 528 x 376 mm
M17 - Seite 2 und 3	(10 Sp.) 528 x 376 mm
M18 4 aufeinanderfolgende Seiten	(5 Sp.) 251 x 376 mm (10 Sp.) 528 x 376 mm (5 Sp.) 251 x 376 mm
M45	(10 Sp.) 528 x 100 mm

UMSCHLAGSEITEN	
MD1 - 1/1 Seite letzte Seite (C4)	(5 Sp.) 251 x 376 mm
MPP - Extra-Umschlagseite 1 + Extra-Umschlagseite 2	(5 Sp.) 251 x 269 mm + (5 Sp.) 251 x 376 mm
MP1 - Extra-Umschlagseite 1	(5 Sp.) 251 x 269 mm

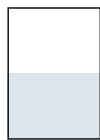
PLATZIERUNGEN IMPACT+	
Auge - Titelseite	60 x 40 mm
Band - Titelseite	(5 Sp.) 251 x 30 mm
Band - Titelseite - Seite 3	(5 Sp.) 251 x 50 mm
Band - Seite 3	(5 Sp.) 251 x 100 mm
Anzeige 1/1 Seite - Seite 3	(5 Sp.) 251 x 376 mm
Panorama M17 - Seite 2-3	(10 Sp.) 528 x 376 mm
Memostick Ablösbarer Aufkleber	76 x 76 mm *

\* Für weitere Informationen siehe technische Vorgaben

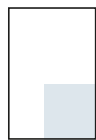
**ANZEIGENFORMATE**



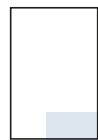
**M1, MD1**  
(5 Sp.)  
251 x 376 mm



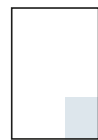
**M2**  
(5 Sp.)  
251 x 188 mm



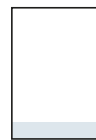
**M3**  
(3 Sp.)  
149 x 158 mm



**M4**  
(3 Sp.)  
149 x 79 mm



**M5**  
(2 Sp.)  
98 x 120 mm



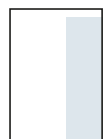
**M7**  
(5 Sp.)  
251 x 50 mm



**M8**  
(5 Sp.)  
251 x 100 mm



**M9**  
(5 Sp.)  
251 x 150 mm



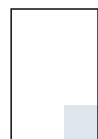
**M10**  
(2 Sp.)  
98 x 348 mm



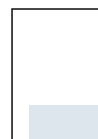
**M12**  
(1 Sp.)  
47 x 50 mm



**M13**  
(2 Sp.)  
98 x 50 mm



**M14**  
(2 Sp.)  
98 x 100 mm



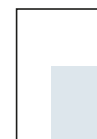
**M15**  
(4 Sp.)  
200 x 100 mm



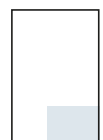
**M26**  
(2 Sp.)  
98 x 150 mm



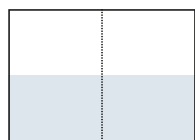
**M27**  
(3 Sp.)  
149 x 120 mm



**M28**  
(3 Sp.)  
149 x 211 mm



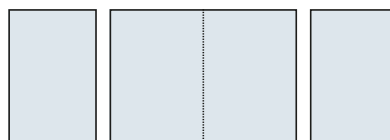
**M42**  
(3 Sp.)  
149 x 100 mm



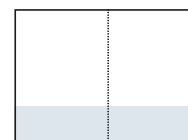
**M16**  
(10 Sp.)  
528 x 188 mm



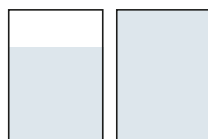
**M17**  
(10 Sp.)  
528 x 376 mm



**M18 - 4 aufeinanderfolgende Seiten**  
(5 Sp.) 251 x 376 mm  
(10 Sp.) 528 x 376 mm  
(5 Sp.) 251 x 376 mm



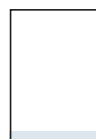
**M45**  
(10 Sp.)  
528 x 100 mm



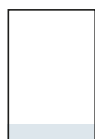
**MPP - Extra-Umschlagseite 1**  
+ Extra-Umschlagseite 2  
(5 Sp.) 251 x 269 mm  
+ (5 Sp.) 251 x 376 mm



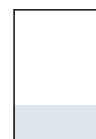
**Auge**  
Titelseite  
60 x 40 mm



**Band**  
Titelseite  
(5 Sp.)  
251 x 30 mm



**Band**  
Titelseite - Seite 3  
(5 Sp.)  
251 x 50 mm



**Band**  
Seite 3  
(5 Sp.)  
251 x 100 mm



**Memostick**  
Titelseite  
(Ablösbarer  
Aufkleber)  
76 x 76 mm\*

\* Für weitere Informationen siehe technische Vorgaben