

A COMPREHENSIVE JOURNAL FOR THE STUDY AND CHARACTERIZATION OF THE
FLOW OF COMPLEX AND TECHNOLOGICALLY IMPORTANT MATERIALS

PLACE OF PUBLICATION	8092 Zürich / Switzerland		
OVERALL SIZE	DIN A4, 210 mm Width x 297 mm Height		
PRINTING AREA	190 mm Width x 280 mm Height 2 Columns each 72mm Width 1/1 Page = 560 mm		
ADVERTISING RATES	Format	Width x Height	Rate
	1/1	190 x 280	1500.-
	1/2	190 x 140 oder 95 x 280	800.-
	1/3	190 x 94	550.-
	1/4	190 x 70 oder 95 x 140	400.-
	1/8	190 x 35 oder 95 x 70	200.-
RATES FOR ONGOING ADVERTISEMENTS	Format	3 times each ad	6 times each ad
	1/1	1400.-	1300.-
	1/2	750.-	700.-
	1/3	550.-	470.-
	1/4	380.-	350.-
	1/8	200.-	180.-
For technical reasons, any deviation from the above formats can only be accepted at the end of the text. The price is then calculated by printed mm height.			
	mm-rate for each row		2.-
RATES FOR COVERPAGES	2 nd , 3 rd and 4 th Coverpage		1950.-
	Whole page ads without preferences for location will be placed with no extra charge in the text part.		
COLOUR CHARGES	Standard European scale - 4 colours		450.-
	Spot colours each		on request
CLASSIFIED ADS	General: mm-price per column		2.-
	Job Ads: mm-price per column		1.50
	For technical reasons only 1 and 2 column width inserts can be accepted.		
BOX NUMBERS	including postage		20.-
LOOSE INSERTS	Prize per 1000 copies		300.-
	Up to 25g. Postal charges extra. The costs for heavier items will be gladly calculated. Unfortunately, partial issues cannot be considered.		
TIP-ON-CARDS	Price per 1000 tip-on-cards		300.-
	Postal charges are extra and will be gladly calculated. Unfortunately, partial issues cannot be considered.		
BOUND-IN INSERTS	4 pages (2 sheets)		4600.-
	Numerous brochures on request		

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COPY DATE	1 st of the month of publication	
CONDITIONS FOR PAYMENT	Full amount within 30 days 2% discount within 8 days	
PAYMENT POSSIBILITIES	Kerschensteiner Verlag/Applied Rheology Hypovereinsbank Regensburg Niederlassung Regensburg PUG Filiale Maximilianstrasse Maximilianstrasse 26 D-93047 Regensburg / Germany BLZ (Sort Code): 75020073 Konto (Account number): 3495787	
DISCOUNTS	For advertisements within 12 months	
	Series Discount	Quantity Discount
	3 insections	or 1500 mm 5%
	6 insections	or 3000 mm 10%
		or 6000 mm 15%
		or 12000 mm 20%
	Supplements for colours, classified ads, bound-in and loose inserts are not subject to discounts.	
MATERIAL REQUIREMENTS	Offset print; smoth films; lithos up to 150 lpi; we calculate the actual cost of reproduction for inspection copies, photos and slides; allow 3 mm minimum per bleed edge; main type in the advertisement is 8 points	
SUBSCRIPTION RATE	Annual rate for EU (incl. VAT)	125.-
	Annual rate outside of EU	125.-
	Single issue price	30.-
PLACE OF PERFORMANCE AND VENUE	Lappersdorf. Each order will only be legally binding when the costumer has received written confirmation from the publisher.	
TOTAL DISTRIBUTION	Regular Issues International Distribution 1000 copies	
	Euro-Site-Issues International Distribution + Euro-Sites 1800-2500 copies Several issues a year cover contributions of national Rheologic Societies. They are distributed to their members in addition to the regular international distribution. (see Media 2001)	