

special 2021



The 19th edition of **spielbox**® special issue for the new autumn releases from the world of board, card & role playing games among others.

Publication date: 09/30/2021

Printing material: 2020-09-10 (advertisements) | 2020-09-01 (advertorials)

Please contact us, if you are interested in an insertion, but cannot keep these deadlines.

Print run: 30,000

Digital dissemination: > 60,000 (estimated)

Shipping of the **print edition** to all subscribers of German **spielbox**® (approx. 13,000). Distribution via retailers, stores and webshops etc. (approx. 8,000). Distribution in Essen (approx. 9,000).

Worldwide free dissemination of the **digital edition**: via our newsletter (mailing list of more than 9,000 addresses); to our subscribers of the English **spielbox**® edition (approx. 3,500), customers with an account for our webshop (approx. 12,000) and  **Readly** (approx. 6,100 readers per issue), via Facebook, Instagram and Twitter. Free Download on www.spielbox.de and www.spielen.de.

Size		with x hight (mm)	Colours	net rate
1/1 page	AS:	216 x 303	4	€ 3,140
1/2 page	Sp:	170 x 123,8 (q)	4	€ 2,140
1/3 page	Sp:	52,6 x 247,6 (h)	4	€ 1,540
	AS:	170 x 82,5 (q) 83,6 x 303 (h)		
1/4 page	Sp:	170 x 60 (q)	4	€ 1,210
1/8 page	Sp:	111,3 x 48 (q)	4	€ 750

		with x hight (mm)	Colours	net rate
Front cover	AS:	168 x 303	4	€ 4,900
Inside front cover	AS	216 x 303	4	€ 3,520
Inside back cover	AS	216 x 303	4	€ 2,940
back cover	AS	216 x 303	4	€ 3,850

tps = text print space, bs = bleed size (bs formats already include 3mm bleed difference per edge); v = vertical format, l = landscape format; rates for inserts, card stickers etc. on request

Only in this special edition we also offer the unique opportunity to introduce your new games / your company within an **advertorial**:

1/1 page advertorial	4	€ 3,200
1/2 page advertorial	4	€ 2,200

In addition to your advertisement, book:

- „AR“: ...from 300 €
- Video-embedding in the ePaper: ...100 €

Benefit from our other advertising services on our social media channels!



We recommend submitting **PDF files in CMYK mode**. Otherwise unseparated files in EPS or TIF format. In any case the data have to be printable, i.e. all used fonts need to be embedded (or attached if the data are open). Half-tone images need a resolution of at least 300 dpi, black-and-white images at least 600 dpi.

Digital material up to 20 MB can be e-mailed to becker@spielbox.de (cc: barbara@nostheide.de).

Please use our FTP server for larger data volumes (access information on request).

The cancellation of a cover page must take place no later than 4 months prior to publication, otherwise a 50 % cancellation fee applies. Ads within the magazine have to be cancelled no later than 12 weeks prior to publication (otherwise 25 % cancellation fee).

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Advertisements

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