



**EUROPAS TREND-MAGAZIN**  
für Uhren, Schmuck & Accessoires

## MEDIA DATA 2018

Pictures, themes, trends, facts & news, highlights, culture, infos ... from the fascinating world of jewellery and watches are actually investigated and presented very well here. Eight times a year the **FZ** provides transparency, survey, transfer of knowledge and brings together manufacturers, retailers and customers and opens new chances!

**Use the advantages of the FZ, too!**

Free of charge distribution in Germany, Austria, Switzerland and the Benelux-countries.

Media kit No. 39 | valid from January 1, 2018

### dates and topics 2018

publication date	deadline	editorial topics	* increased circulation to the fairs
<b>1</b> 2018/02/01*	2018/01/04	preview: <b>Ambiente, INHORGENTA MUNICH</b> Valentine's day • packaging	
<b>2</b> 2018/03/13*	2018/02/14	preview: <b>BASELWORLD</b> • review: <b>Ambiente, INHORGENTA MUNICH</b> colour trends spring/summer • silver & steel	
<b>3</b> 2018/05/14	2018/04/12	review: <b>BASELWORLD</b> watch straps • floral motifs • jewellery to collect • sustainability for jewellery and accessories	
<b>4</b> 2018/06/20*	2018/05/22	preview: <b>Tendence, TrendSet, Nordstil</b> animal motifs • gift ideas for school beginning • sports watches & co.	
<b>5</b> 2018/08/01*	2018/07/04	preview: <b>Nordstil</b> wedding special • colour trends for autumn/winter • jewellery for <b>Oktoberfest</b>	
<b>6</b> 2018/08/21*	2018/07/25	preview: <b>MIDORA, JuwelUhr, INTERGEM</b> shop fittings, store systems and decoration • jewellery care • men's jewellery	
<b>7</b> 2018/10/16	2018/09/13	preview: <b>THE MUNICH SHOW</b> • review: autumn shows refineries • Made in Germany • gift ideas for Christmas	
<b>8</b> 2018/11/28	2018/10/30	preview: <b>TrendSet, Nordstil</b> • review: <b>THE MUNICH SHOW</b> Christmas greetings with FZ • trends for 2019	

## Sizes and prices

size	display area (w x h)	bleed size (w x h) (please add 5 mm for trim size)	bw price	4c price
2/1 page		492 mm × 346 mm	5.046,00 €	6.486,00 €
1/1 page	203 mm × 307 mm	246 mm × 346 mm	2.870,00 €	4.310,00 €
1/2 page (vert.)	104 mm × 307 mm	123 mm × 346 mm	1.595,00 €	2.455,00 €
1/2 page (horiz.)	203 mm × 153 mm	246 mm × 168 mm	1.595,00 €	2.455,00 €
1/3 page (vert.)	69 mm × 307 mm	88 mm × 346 mm	1.065,00 €	1.705,00 €
1/3 page (horiz.)	203 mm × 102 mm	246 mm × 115 mm	1.065,00 €	1.705,00 €
1/4 page (vert.)	52 mm × 307 mm	69 mm × 346 mm	800,00 €	1.340,00 €
1/4 page (horiz.)	203 mm × 69 mm	246 mm × 84 mm	800,00 €	1.340,00 €
1/4 page	104 mm × 153 mm		800,00 €	1.340,00 €

2 columns in total / column width 98 mm | 3 columns in total / column width 63 mm  
 magazine format 246 mm x 346 mm (w x h) | foreign countries free from VAT

**colour surcharge** for each additional colour (Euroscale) 480,- € / for each special colour 590,- €

**classified ads** price per mm/column 2,95 € b/w - 3,95 € 4c  
 box no.: home 19,50 € / abroad 25,- €

**inserts/home** price per 1.000 incl. p&p up to 25g 220,- € / up to 50g 290,- €

**inserts/abroad** price per 1.000 incl. p&p up to 25g 240,- € / up to 50g 310,- €

**bound inserts** (total circulation, single sheet) weight of paper max. 115 g/sqm 4.200,- €

**tipped-in inserts** (postcards etc.) price per 1.000 incl. p&p 340,- €

**distribution** FZ is distributed eight times a year free of charge within the trade in Germany, Switzerland, Austria and Benelux countries.

Print run **18.035** copies per issue (audited by IVW / period of examination: 2rd quarter of 2017)



### address stock:\*

Germany	14.269	zip code	retailers	manufacturers	goldsmiths	others
		0...	886	28	32	
		1...	777	42	60	
		2...	1.101	92	300	
		3...	1.078	53	156	
		4...	1.213	113	429	
		5...	1.121	403	506	
		6...	726	133	347	
		7...	1.018	708	323	
		8...	896	200	410	
		9...	815	70	224	
		<b>total</b>	<b>9.631</b>	<b>1.842</b>	<b>2.796</b>	<b>547</b>
			<b>retailers</b>	<b>manufacturers</b>		<b>others</b>
<b>Switzerland</b>	<b>753</b>	<b>total</b>	<b>447</b>	<b>287</b>		<b>19</b>
<b>Austria</b>	<b>1.359</b>	<b>total</b>	<b>1.294</b>	<b>38</b>		<b>27</b>
<b>BeNeLux</b>	<b>1.068</b>	<b>total</b>	<b>944</b>	<b>111</b>		<b>13</b>

\* acc. to publisher information

state: August. 2017

## Technical specifications

### Send only PDF

(press optimized)

Please notice the following points:

- ✓ all typefaces enclosed
- ✓ correct resolution and size of the images 300 DPI
- ✓ colours in CMYK (Euroscale)

**Any files that do not follow these specifications are subject to additional production charges!**

### Only digital data delivery

CD-ROM / DVD-ROM

e-mail: mn@verlag-schoener.de

size of data until 10 MB

on our FTP-Server

upon inquiry

### Apple - Mac OS

InDesign CS5, Photoshop CS5 (as \*.tif or \*.eps), Illustrator CS5, Microsoft Word MAC 2011

### IBM/PS - Windows

Microsoft Word XP