

Advertising rate card 2026/2027

Publisher

Deutscher Terminologie-Tag e.V. (DTT)
 www.dttev.org

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Layout and Type-Setting

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ISSN and publication dates

ISSN 1862-023X
 June 1 / December 1

Format

210 mm wide, 297 mm high
 Print area: 171 mm wide, 275 mm high
 2 columns, each 83 mm wide

Technical Details

Print process: digital printing (full colour print)

Print and Dispatch

SDK Systemdruck Köln GmbH & Co. KG
 info@sdk-koeln.de

Advertising rates¹

Format ²	Width x Height in mm	Inside Section	Inside Cover	Back Cover
1/1 page	210 x 297	750,00 ³ € / 1.500,00 ⁴ €	850,00 ³ € / 1.700,00 ⁴ €	950,00 ³ € / 1.900,00 ⁴ €
1/2 Seite	210 x 148,5	375,00 ³ € / 750,00 ⁴ €		
1/3 page	70 x 297, 210 x 100	250,00 ³ € / 500,00 ⁴ €		
Bound-in inserts ⁵	1 sheet (= 4 pages DIN A4)	2.250,00 ³ € / 4.500,00 ⁴ €		

Other sizes on request

Inserts

max. size: 200 x 280 mm
 up to 20 g⁶: 350 €³ / 700 €⁴
 up to 90 g⁶: 700 €³ / 1.400 €⁴

Short messages

free of charge, editorial guidelines at redaktion@dttev.org

Advertising discounts⁷

2 adverts or inserts	=	5 %
3 adverts or inserts	=	10 %
4 adverts or inserts	=	15 %
5 adverts or inserts	=	20 %
6 adverts or inserts	=	25 %
2 adverts within one issue	=	7 %

Deadlines

	Reservation adverts, inserts, bound-in inserts, short messages	Delivery adverts, inserts, bound-in inserts, short messages	Delivery inserts (600 copies) to SDK
June issue	15 March	1 April	10 May
December issue	15 September	1 October	10 November

Inserts: Please send a sample for inspection to redaktion@dttev.org, delivery of printed and folded inserts (600 copies) to SDK (see **Print and Dispatch**).

Print Circulation

600 copies

Free Online-Archive

<https://www.dttev.org/edition>

If you have any questions, please contact:

Tamara Arndt, layout@dttev.org

1 = The prices shown are end prices. DTT is registered as a non-profit organisation and is not subject to VAT.

2 = Wherever possible please supply your copy in PDF/X-1a format. For optimal reproduction the advertising copy should have a resolution of 300 dpi or higher. Please ensure that advertisements include an edge trim of 3 mm on all sides. For example: The PDF file for a 1/1 page advertisement with the end format of 210 x 297 mm needs to be delivered in a format of 216 x 303 mm so that 3 mm edge trim are included on all sides.

3 = for DTT members

4 = for non-members

5 = Bound-in inserts shall be delivered as PDF file with size and paper weight specification. Only 4-side DIN A4 bound-in inserts are accepted (= folded: 4-side DIN A4, open: 2-side DIN A3). Raw format: 420 mm x 297 mm plus 3 mm edge trim on all sides. Paper quality: 100-135 g/qm. According to the postal rules, bound-in inserts should be designed such that they cannot be mistaken with the editorial part of the magazine.

6 = If the insert weighs more than 20 g, we invoice the price for two inserts (700 €).

7 = in consecutive issues