

# inside<sup>®</sup> beer

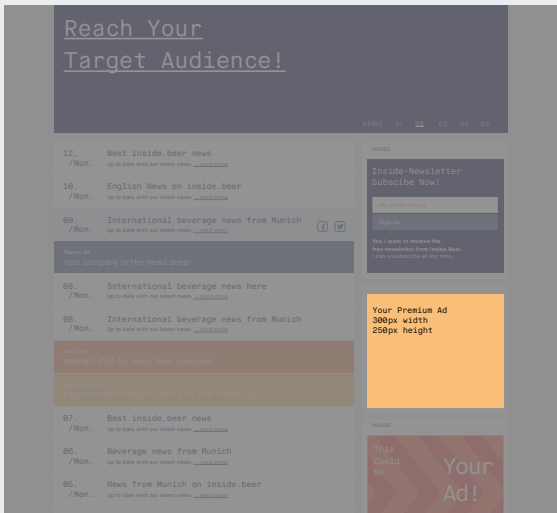
International beverage news  
from Munich

FORMATS & PRICES

## [www.inside.beer](http://www.inside.beer) Rate Card 2019



DISPLAY ADS



## Premium Ad

Get the best placement on all devices (mobile, tablet and desktop) with our premium ad. The size of the premium ad is 300 px x 250 px \* on all devices.

**Price per week for top placement:**  
650 Euro (plus VAT)

**Price per week for regular placement:**  
400 Euro (plus VAT)

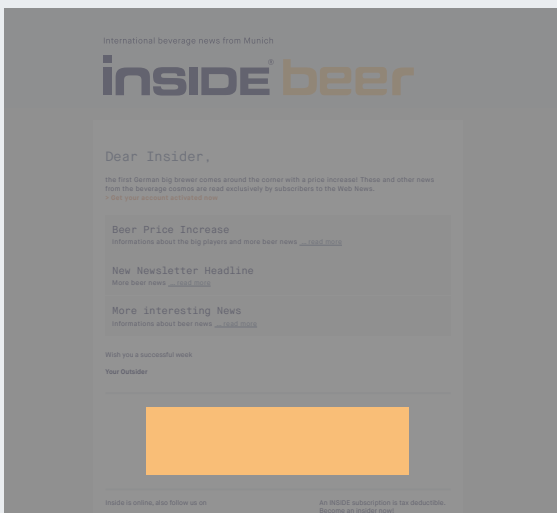


## Content Ad

Based on the placement in the editorial environment, this ad generates maximum attention.

You also have a choice of two integration sizes:  
Optimized for desktop / tablet: 600 px x 300 px \*  
Optimized for mobile version: 300 px x 250 px \*

**Price per week:**  
550 Euro (plus VAT)



## Newsletter Ad

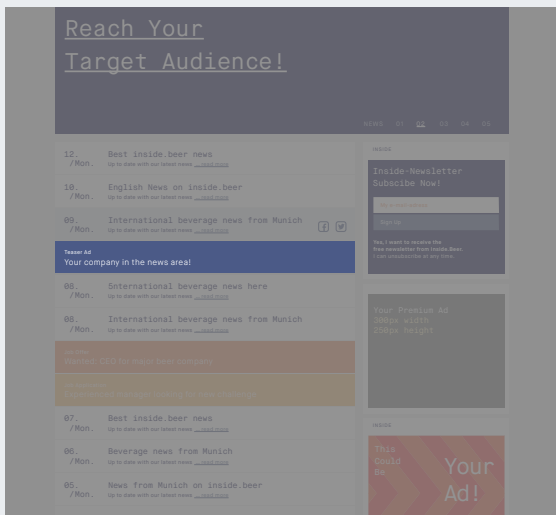
In our newsletter, we offer the opportunity to send your advertising message directly and cost-effectively to a high-caliber target audience.

The size of the newsletter ad is 600 px x 120 px \*

**Price per newsletter:**  
70 Euro (plus VAT)

\* for further information see page 4 / data delivery

## ADS IN THE NEWS-AREA

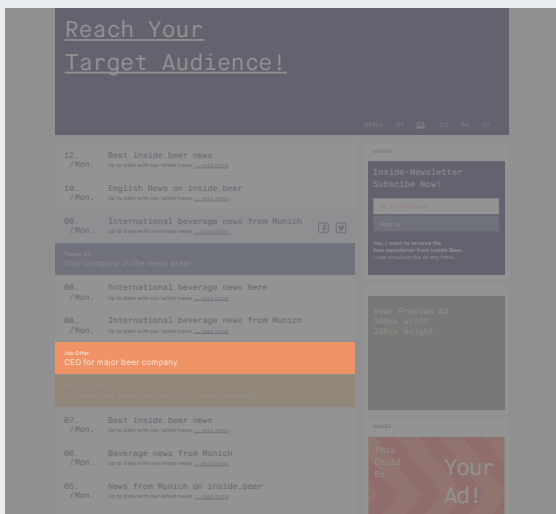


### Teaser Ad

Promote your business in an eye-catching way in between the latest news! A preview in the news area can contain up to 60 characters of text.

The link leads directly to your website or a PDF. \*

**Price per week:**  
300 Euro (plus VAT)



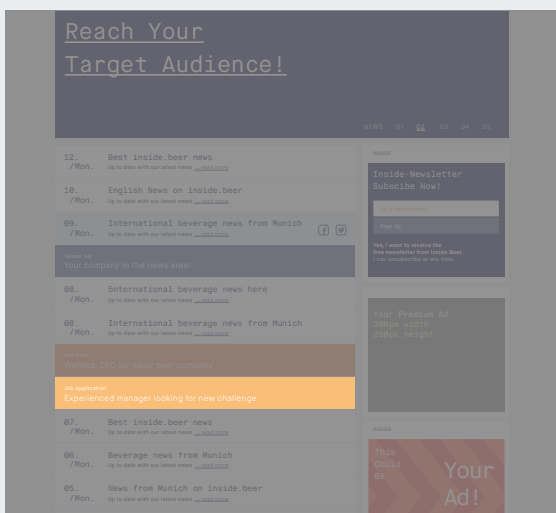
### Job Offers

Place your job offers in an eye-catching and effective way in the immediate vicinity of our biggest news stories!

The preview can contain up to 60 characters of text.

The link leads directly to your website or a PDF. \*

**Price per week:**  
150 Euro (plus VAT)  
Box fee 3.50 Euro (plus VAT)



### Job Applications

Place your job applications in an eye-catching way in the immediate vicinity of our biggest news stories!

The preview can contain up to 60 characters of text.

The link leads directly to your website or a PDF. \*

**Price per week:**  
70 Euro (plus VAT)  
Box fee 3.50 Euro (plus VAT)

\* for further information see page 4 / data delivery



BOOK NOW!

## Reach your target audience on [www.inside.beer](http://www.inside.beer)

All ads are linked to your company website. By directly integrating your ad into our page graphics (no ad servers are used) we are able to bypass ad blockers and guarantee your message visibility! We are also happy to develop further forms of advertising with you individually. Prices for combined ads within Inside Magazine and Inside Online on request.

### Our performance values according to Google Analytics 2019

Unique visitors per month: 8,000  
Newsletter subscriptions: 2,500

### Volume discount

Find out more about our volume discount: [ads@inside.beer](mailto:ads@inside.beer)

### Data delivery

|                       |  |
|-----------------------|--|
| Banner:               | All sizes in pixels (width × height). For maximum quality on retina displays, you can send your ad files in double size.   |
| Colour mode:          | RGB (without embedded colour profile)  |
| File formats:         | jpg, gif   |
| File size:            | max. 300 kb  |
| Ads in the news area: | Your preview text can contain up to 60 characters. Please send an e-mail with your preview text and the advanced information (weblink, Word file or PDF) to <a href="mailto:ads@inside.beer">ads@inside.beer</a> |
| Deadline:             | 1 week before publication date   |

### Contact

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