

Berlin Guide Map | The Berliner

Pocket map (in English language)

Profil

The „Berlin Guide Map“ presents a wide selection of restaurants, cafés, bars, stores, places to go out, arts and culture venues as well as services in the city. The map is curated as an insider’s guide and published in English.

Dates

	CD	AD	PD
1. Spring	12.02.	14.02	29.02.
2. Summer	13.05.	15.05.	30.05.
3. Autumn	12.08.	14.08.	29.08.
4. Winter	14.11.	16.11.	28.11.

CD

AD

PD

Print run: 40.000

Format folded: 100 × 187 mm

Frequency: 4 × jährlich

Format open: 600 × 374 mm

CD – Contract deadline

AD – Ad deadline

PD – Publication date



Formats and prices

Front page

Format (width × height in mm)	Bleed (+ 5 mm)	Size in mm	Price
1. Back Cover (U4)		95 × 183,5	1.320 €
2. Large Graphic		95 × 183,5	825 €
3. Small Graphic		95 × 90	495 €

Map page

4.	Directory ad (in editorial style) Image: 45 × 35 mm / Text*: 430 characters	275 €
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Character count applies to: Headline, text and address incl. spaces

All prices in Euro excl. VAT. Other formats and special formats on request. You will find all media data by following the link: www.tipberlinmediagroup.de/mediadaten

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Technical information

Data transfer

via Dropbox, WeTransfer or
E-mail: anzeigen@tip-berlin.de

Accepted file formats

PDF PDF/X-4, fonts included
EPS fonts included, or converted to paths
TIFF resolution min. 300 dpi

Colour mode

Colours must be converted to CMYK mode. Minor deviations in tone value and print registration are due to the printing process and do not entitle a client to claims.

Color profiles

Cover pages & Inside section: : PSO LWC Standard

Data naming

In order to be able to guarantee a better allocation, we ask for the name of the booked publication, issue no., your name and the format of the delivered advertisement:

Publication_issueNr_client_name_format e.g.:
BerlinGuideMap_2_Max_Mustermann_115x303.pdf

Submission of data

Each data submission must provide a filled order sheet. When submitting your data, please let us know if you are doing it via Dropbox, WeTransfer or email. An info file must be submitted with the file containing your print-ready advertisement, stating: for which issue the ad is intended, customer name, file name, ad size, contact person with telephone, fax, Email and, if applicable, cell phone number, as well as ad category (if known).

Bleed ads

Required bleed: +5 mm. Due to bleed tolerance, we recommend placing relevant content (font, logo, etc.) at least 5 mm from the bleed margin. In the case of landscape format and full-page ads, we recommend placing relevant content (font, logo, etc.) with a distance of 10 mm from the inner margin.

Contact

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Media Consulting Print & Digital

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Media Consulting Digital

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Publishing details

Terms an conditions

To find our General Terms and #
Conditions of Payment and Business
which define the processing of orders,
please follow:
www.tipberlinmediagroup.de/agb

Terms of payment

All prices for advertisement are in
Euro excl. VAT. Payable within 10
days after receipt of invoice without
deduction. We grant a 2% discount for
direct debit.

Bank details

IBAN DE24 1001 0010 0572 8341 05
BIC PBNKDEFF | Postbank
Amtsgericht Charlottenburg;
HRB 150855 B;
VAT ID no.: DE290376398