baby&junior

babyundjunior.de

MEDIA KIT 2027

Ad rates no. 52, valid from October 1, 2026,
as of: October 27, 2026

Menschen. Märkte. Meisenbach.

Brief Description

The international trade magazine baby&junior has been a leading industry publication for retailers and manufacturers for over 65 years and is distributed in around 30 countries. Published in German five times a year, the magazine covers products such as car seats, strollers, furniture, textiles, baby care products and toys, as well as baby, children's and maternity fashion. Reports on trade fairs, industry associations, manufacturers, retailers and e-commerce complement each issue's main topics.

In September, the bilingual special-format publication BRAND NEWS is released alongside the Kind + Jugend trade fair in Cologne. Also available digitally worldwide, it showcases new products and innovations and provides visitors with useful information about the event.

Since 2023, our portfolio has also included Hey Baby, a B2C magazine distributed free of charge through specialist baby retailers and concept stores in Germany, Austria and Switzerland. It is published twice a year in print and is also permanently available as an e-paper. Online retailers of baby and children's products include the magazine in their shipments, while numerous consumer and B2B trade fairs make copies available to visitors. Hey Baby focuses on baby and toddler products, combined with practical advice and tips for expectant and new parents.

The baby&junior website, www.babyundjunior.de, and its English-language counterpart, www.babyundjunior.de/en, complete our portfolio with industry news, complemented by our newsletter and social media presence on Instagram and LinkedIn.



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360 ° Communication







baby&junior







baby&junior

Target Audience by Industry and Function:
The target audience includes brick-and-mortar specialist retailers and online specialist retailers, as well as manufacturers, agencies, and associations. It also includes purchasing and sales cooperatives, market research and trade institutes, department stores, furniture and home furnishing retailers, drugstores and pharmacies, midwives, and the book trade.

Print Run:
4,500 copies

Publication Frequency:
Five issues per year + BRAND NEWS + two issues of Hey Baby

Year:
69th year of publication

Our Reach

With baby&junior, you can reach decision-makers in the baby and children's products market through our trade magazine, digital channels, and presence at relevant industry trade fairs.
Our combination of print, online, newsletter, and social media enables targeted communication with specialist retailers and offers brands a wide range of opportunities to increase the international visibility of their products and innovations.

Website (365 days a year)	
574,854 page impressions	
168,013 page visits	

Print	
baby&junior	4,500 copies
BRAND NEWS	5,500 copies
Hey Baby	30,000 copies

Newsletter	
1,900 subscribers	
Ø Opening rate	40 %

Social media	
LinkedIn	928 followers
Instagram	2,497 followers

As of: September/October 2026

Topics and Dates: B2B

1/2027

Editorial deadline:	**25.11.2026**
Advertising deadline:	**02.12.2026**
Publication date:	**05.01.2027**

Focus Topics

- A preview of upcoming fashion trends
- Step inside: furniture, lighting, textiles and décor for the nursery
- Plush toys, games and baby toys for Spielwarenmesse 2027
- Newborn essentials: products for baby care, feeding and life on the go with a baby

Trade Fairs

Trendz/ShowUP, Gorinchem, Netherlands
Innatex, Hofheim-Wallau
Supreme Kids, Munich
Kindermoden Nord, Hamburg
JOT Juniormode, Salzburg, Austria
Playtime, Paris, France
4-Kidz.eu, Neuss
HdM Kids World, Eschborn
Toy Fair, Nuremberg

2/2027

Editorial deadline:	**09.03.2027**
Advertising deadline:	**16.03.2027**
Publication date:	**14.04.2027**

Focus Topics

- Out and about with baby: baby carriers, strollers, balance bikes and child car seats
- Back to school and preschool in style: clothing, backpacks, water bottles and lunch boxes, books
- Summer is just around the corner: water toys, care products, sun protection, fashion and accessories
- Time to eat: tableware, cutlery, baby bottles, bibs and high chairs

Trade Fairs

Toys & Baby Milano

3/2027

Editorial deadline:	**11.05.2027**
Advertising deadline:	**18.05.2027**
Publication date:	**15.06.2027**

Focus Topics

- Summer style: a preview of new (sustainable) fashion for Spring/Summer 2028
- A world of colour: colourful children's products across a range of categories
- Sleep, Baby, Sleep: sleeping bags, pacifiers, baby monitors, textiles and furniture

Trade Fairs

Innatex, Hofheim-Wallau
Supreme Kids, Munich
Kindermoden Nord, Hamburg
JOT Juniormode, Salzburg, Austria
Playtime, Paris, France
4-Kidz.eu, Neuss
HdM Kids World, Eschborn

From fashion to baby equipment to interior and toys – baby&junior has suitable space for your strong advertising presence in each issue.

Topics and Dates: B2B

4/2027

Editorial deadline:	**26.07.2027**
Advertising deadline:	**02.08.2027**
Publication date:	**31.08.2027**

Focus Topics

- New products from Kind + Jugend 2027 and for the second half of the year
- Sustainability in the baby products industry: recycling and upcycling, certified products, environmentally conscious manufacturing
- Digital essentials: baby monitors, breast pumps and baby mobiles

Trade fairs

Kind + Jugend, Cologne
Trendz/ShowUP, Gorinchem, Netherlands
Kids Austria, Salzburg, Austria

baby&junior BRAND NEWS

Editorial deadline:	**02.08.2027**
Advertising deadline:	**09.08.2027**
Publication date:	**07.09.2027**

Focus Topics

Special issue for Kind + Jugend 2027: innovations, industry news and everything you need to know about the trade fair in Cologne

Distribution of BRAND NEWS in Cologne hotels and by promotional staff at Kind + Jugend

5/2027

Editorial deadline:	**16.09.2027**
Advertising deadline:	**23.09.2027**
Publication date:	**20.10.2027**

Focus Topics

- Highlights from Kind + Jugend 2027
- Baby on the move: buggies, prams, child car seats and baby carriers
- Wildly adorable: baby and children's products with animal designs
- Cosy new arrivals: textiles, footmuffs, blankets and cushions, fashion and accessories, and plush toys

From fashion to baby equipment to interior and toys – baby&junior has suitable space for your strong advertising presence in each issue.

Topics and Dates: B2C

Hey Baby 1/2027

Editorial deadline:	**09.02.2027**
Advertising deadline:	**16.02.2027**
Publication date:	**17.03.2027**

Focus Topics

A Good Start in Life: products for the first few years, including prams, child car seats and infant carriers, care products, fashion and accessories, gift ideas, nursery furniture, toys, baby sleep products, advice from midwives and much more.

Fairs

Babini
Infalino
femfair
The Family Circle
Baby Expo Wien
Kinderfestival
as well as trade fairs and events

Hey Baby 2/2027

Editorial deadline:	**08.10.2027**
Advertising deadline:	**15.10.2027**
Publication date:	**16.11.2027**

Focus Topics

A key focus of the autumn edition is on products for the cooler season, as well as Christmas gift ideas. Also featured: baby on the go, care products and accessories, fashion, toys, baby sleep, nursery design ideas, insightful guest articles and much more.

Fairs

Babini
femfair
The Family Circle
Kinderfestival
as well as trade fairs and events

From fashion to baby equipment to interior and toys – Hey Baby has suitable space for your strong advertising presence in each issue.

Ad Rates and Ad Formats*

1/1 page

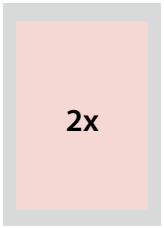
B: 210mm x 297mm

5,650.- €

1/2 page

B: 210mm x 151mm
B: 100mm x 297mm

3,090.- €



2/1 page

B: 420mm x 297mm

8,790.- €

1/3 page

B: 210mm x 106mm
B: 78mm x 297mm

2,200.- €

1/4 page

B: 210mm x 75mm
PS: 94mm x 131mm
PS: 62mm x 197mm

1,620.- €

1/6 page

PS: 192mm x 43mm
PS: 94mm x 86mm
PS: 62mm x 131mm

1,150.- €

1/8 page

PS: 94mm x 66mm
PS: 62mm x 99mm
PS: 192mm x 33mm

870.- €

Best Placement:

Front + Back cover page	**10,440.– €**
Opening spread (2nd cover page + page 3)	**9,970.– €**
Front cover page	**7,070.– €**
2nd cover page	**6,020.– €**
3rd cover page	**5,920.– €**
Back cover page	**6,530.– €**
Eye-catcher	**4,170.– €**
Lead page	**2,590.– €**

Surcharge for other compulsory placement instructions and confirmed placements **10 %**

*Special formats on request

PS: Print Space B: Bleed
Formats = width x height

Ad formats bleed off:
Bleed ad format plus 3mm allowance on all sides

Ad Rates and Ad Formats

Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline.

Colour:
Colours from the Euro Colour Scale CEI 12-66
DIN 16539 included in price /
special colours
(no discount available) **each 1,340.- €**

Magazine format:
DIN A 4, 210mm wide x 297mm high

Discounts:
Ads within 12 months (insertion year):
Frequency discount
3 Ads **5 %**
6 Ads **10 %**

Correction and release details:
A release cycle is included in the excellent price for the following products:
Advertorial Print, Eye-catcher, Lead story, Advertorial Online, Special Newsletter.
Each additional cycle is charged at a flat rate of 150.- €.

Ad rate for job offers
(mm-ad rate in b/w): on request

Ad specials:
Inserts/price per thousand
up to 25g: **550.- €**
up to 50g: **650.- €**

Maximum format available for loose inserts:
205mm x 297mm

Rates for bound inserts on request



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LOOKING FOR AN EMPLOYEE?
Our readers – Your future specialists!



Print ads	
¼ page (width x height 94mm × 131mm)	780.-€
½ page (width x height 210 × 151mm or 100 × 297mm)	1,500.-€
1/1 page (width x height 210mm × 297mm)	2,850.-€

Online ads	
Newsletter + website	830.-€

Your job advertisement will be pushed in the newsletter and also appears on the website (duration 4 weeks) with a lead text and integrated PDF.

Combined discount Print | Online 10 %

Advertorial Print

Why an Advertorial?

- High levels of attention (long viewing time – it reads like an editorial article while being clearly labelled as advertising)
- Room to explain your content: present your products and messages in detail
- Storytelling builds trust
- A premium look and feel (no need to create your own layout – the advertorial follows the magazine's editorial design)
- Give retailers concrete sales arguments!

One-page advertorial: €4,310.-€

You provide us with your text and images; we take care of the layout and integrate the advertorial into the editorial environment in keeping with its look and feel.

Required: 2 images | company logo | minimum length: 1,600 characters | maximum length: 3,500 characters, including spaces, headline and image captions.

Plus €700 for copy researched and written by our editorial team:
In consultation with you, our editorial team will create the text, which we will then adapt to the baby&junior layout.*

Half-page advertorial: 2,480.- €

You provide us with your text and images; we take care of the layout and integrate the advertorial into the editorial environment in keeping with its look and feel.

Required: 1-2 images | company logo | minimum length: 600 characters | maximum length: 1,200 characters, including spaces, headline and image captions.

Plus €350 for copy researched and written by our editorial team:
In consultation with you, our editorial team will create the text, which we will then adapt to the baby&junior layout.*

*Any travel expenses incurred will be invoiced to you at cost, without an additional surcharge.
Our proofreading and approval details can be found on page 9.

We would also be happy to publish your advertorial online. The relevant prices can be found on page 18.

Eye-catcher

The EYE-CATCHER is our creative double-sided format 2/1. If you have a particularly beautiful picture of one of your products or of your company, it gets a very special appearance with our eye-catcher.

Double-sided eye-catcher: 4,170.- €

We need the following data from you:

- a meaningful picture in landscape format and in printable quality (*jpg, 300 dpi or 3,508x4,961 pixels)
- a short descriptive text (*.txt, *.docx) with max. 1,000 characters (excluding spaces)
- your desired web address (URL)
- QR code

Images and text are embedded in the look & feel of the editorial environment. You will receive the final version for approval before going to press. Delivery of the data by the respective editorial deadline of the booked issue. The page is marked as an advertisement.



Our correction and release details can be found on p. 9.

Lead Page

With our LEAD PAGE, you can skilfully showcase your image as an eye-catcher on an entire print page.
The lead page opens up a new subject area or a specific focus topic in the magazine.

One-sided lead page: 2,590.- €

We need the following data from you:

- a picture, ideally based on the focus topic, in portrait format and in printable quality (*jpg, 300 dpi or at least 3,000 pixels)
- a short descriptive text (*.txt, *.docx) with max. 450 characters (including spaces)
- your desired web address (URL)
- the placement of a QR code is also possible

Images and text are embedded in the look & feel of the editorial environment. You will receive the final version for approval before going to press. Delivery of the data by the respective editorial deadline of the booked issue. The page is marked as an advertisement.



Our correction and release details can be found on p. 9.

Novelty show – BRAND NEWS



Brief description
Every September, the baby&junior editorial team publishes the bilingual special-format magazine BRAND NEWS to coincide with the annual Kind + Jugend trade fair in Cologne. The magazine features new products and innovations from around the world and is also available digitally worldwide.

Print run: 5,500 copies **(incl. 600 copies hotel distribution)**
Special format: 245mm wide x 340mm high
Print space: 215mm wide x 290mm high
Closing date Editorial: 02.08.2027
Closing date Advertising: 09.08.2027
Publication date: 07.09.2027

baby&junior

1/1 page

B: 245mm x 340mm

5,650.- €

1/4 page

PS: 50mm x 290mm
PS: 215mm x 70mm
PS: 105mm x 145mm

1,620.- €

1/2 page

B: 120mm x 340mm
B: 245mm x 168mm

3,090.- €

1/6 page

PS: 105mm x 95mm
PS: 215mm x 45mm

1,150.- €

1/3 page

B: 82mm x 340 mm
B: 245mm x 115mm

2,200.- €

1/8 page

PS: 105mm x 70mm
PS: 215mm x 35mm

870.- €

Maximum format for loose insert: 240mm x 340mm (width x height)
Ad formats bleed off: Bleed ad format plus 3mm allowance on all sides



Click here to view the latest issue of Hey Baby!

Publication date: 17.03.2027
Editorial deadline: 09.02.2027
Advertising deadline: 16.02.2027
Format: 205 mm x 271 mm
Circulation: 30.000 copies



Publication date: 16.11.2027
Editorial deadline: 08.10.2027
Advertising deadline: 15.10.2027
Format: 205 mm x 271 mm
Circulation: 30,000 copies

hey BABY

Born for your success:

Hey Baby is a B2C magazine distributed directly through traditional specialist baby retailers and concept stores in Germany, Austria and Switzerland. Retailers pass it on to their customers free of charge – a lovely gesture for expectant and new parents, grandparents, family members and everyone who shops there. With a circulation of 30,000 copies, Hey Baby enables you to reach precisely this target audience.
The magazine focuses on products for babies and toddlers. We showcase products such as prams, child car seats and infant carriers, care products, fashion and accessories, and gift ideas. We also present sustainable products for everyday life with children. Midwife and event tips, helpful information and fascinating background features round off the magazine's content.

Ad Rates and Ad Formats*

1/1 page

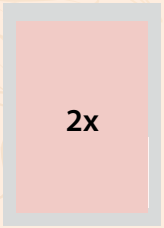
B: 205 mm x 271 mm

6,920.- €

1/2 page

B: 205 mm x 135 mm
B: 102 mm x 271 mm

3,780.- €



2/1 page

B: 410 mm x 271 mm

10,550.- €

1/3 page

B: 205 mm x 90 mm
B: 68 mm x 271 mm

2,700.- €

1/4 page

B: 205 mm x 67 mm
B: 102 mm x 135 mm

1,990.- €

1/6 page

B: 205 mm x 45 mm
B: 92 mm x 100 mm
B: 68 mm x 136 mm

1,370.- €

1/8 page

B: 205 mm x 35 mm
B: 102 mm x 68 mm
B: 68 mm x 102 mm

1,030.- €

Best Placement:

Opening Spread (U2 + Seite 3)	**11,930.– €**
2nd cover page 205 mm x 271 mm	**7,290.– €**
3rd cover page 205 mm x 271 mm	**7,070.– €**
1 page advertorial	**4,660.– €**
1/2 page advertorial	**2,750.– €**
Eye-catcher (2/1 page)	**4,950.– €**
Lead page (Opening page of special feature)	**3,100.– €**

*Special formats on request
PS: Print Space B: Bleed
Formats = width x height

Ad formats bleed off: Bleed ad format plus 3mm allowance on all sides

Distribution

1 Subscription prices 2027

Subscription prices print 2027*	
Issues per year	5 BJ + BN + 2 HB
Domestic incl. postage and 7 % VAT	98.- €
Abroad Europa	105.- €
Abroad world	162.- €

Subscription prices digital 2026*	
Digital	88.- €
Premium (print + digital) domestic	113.- €
Premium (print + digital) Europa	120.- €
Premium (print + digital) world	177.- €

*Prices valid from 01.01.2023. All prices incl. delivery charges.
Terms of payment: After invoicing by bank transfer, credit card or PayPal. **European Union (EU):** If you provide us with your tax identification number, it will be tax-free, otherwise we will have to add 7% VAT for magazines. **Other foreign countries:** VAT-free

2 Geographical distribution analysis:**

Geographical distribution analysis (Percentage of print run actually distributed)	
Germany	82.87 %
Abroad	17.13 %
Print run actually distributed	**100.00 %**

**Average in percent - Issues July 2024 – June 2025

3 Classified potential of recipients: Distribution Germany, Austria, Switzerland

(Multiple answers possible)

Trade	Number
Specialist retail trade	**23,087**
Retail trade - clothing	9,441
Retail trade - furniture, interior fittings	3,699
Retail trade - baby and children´s products	2,754
Retail trade - toys	2,878
Retail trade - textiles, home textiles	1,252
Drugstores, pharmacies	381
Department stores, mail order business	1,487
Book trade	1,195
Wholesale, trade agencies	**1,823**
Manufacturers	**2,051**
Total number of recipients	**26,961**

ONLINE-ADVERTORIAL (3-in-1 Package)

YOUR CONTENT. OUR REACH.

1,500.- €

WHAT YOU GET

- Your contribution published as an article on babyundjunior.de (unlimited publication period)
- Prominent placement in our newsletter
- A post on LinkedIn or Instagram
- Placement in the slider on our website homepage
- A link to your website

REACH

Ø Average website visitors: 168,013
Ø Average newsletter open rate: 40%
LinkedIn followers: 928
Instagram followers: 2,497

WHAT WE NEED FROM YOU

- Headline (max. 35 characters)
- Teaser text (max. 350 characters)
- Main text (max. 2,000 characters)
- 1-2 images (minimum width: 1,000 pixels; aspect ratio: 16:10; 72 dpi)

PERFECT FOR

- New products and news
- Trade fairs and events
- Company announcements (expansion, investments and personnel news)
- Trade fair invitations including booth number



ONLINE-ADVERTORIAL (Premium)

EVEN MORE VISIBILITY FOR YOU.

2,000.- €

Secure the exclusive premium placement for your advertorial and lead off the newsletter with your contribution!

WHAT YOU ALSO GET

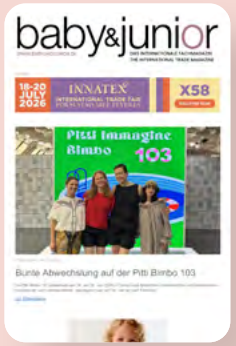
- First position in the newsletter—before all other content
- Optimum visibility, including in the preview
- Strong visual impact with a large-format image

Sign up for our newsletter!



Ad Opportunities Newsletter

Banner

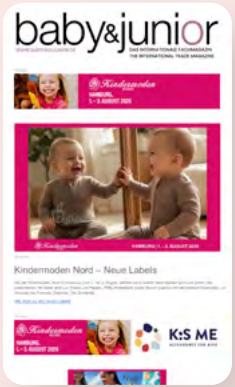


General information: The baby&junior newsletter provides up-to-the-minute coverage of all important industry news. The newsletter is sent in HTML format. Banners can be placed between articles and sections.

Data formats: JPG, 600 x 150 pixels, max. size 100K
Data delivery: Advertising banners should be delivered ready for publication at least 6 working days before the publication date.
Delivery by email, quoting the customer's name, to Anna Ugrica (anna.ugrica@meisenbach.de).

Rates per ad (banner): 560.– €

Exclusive Newsletter



An exclusive newsletter is a targeted newsletter dedicated exclusively to a specific topic. You as a customer can deliver up to two advertorials and a banner, which will be integrated into the newsletter. We will publish the advertorials on our website and link to them from the newsletter.

For data protection reasons, we cannot send out a layout that you have designed to our newsletter recipients. Instead, your content will be presented in the look & feel of an editorial newsletter. Our team adds one or two editorial articles to the newsletter, which also contributes to the authentic appearance of the format.

1-2 Advertorial(s):
- Headline: max. 35 characters, teaser text: max. 350 characters, main text: max. 2,000 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi

Banner:
- 600 x 150 pixels, max. 100K

Price: 2,220.- €

Our correction and release details can be found on p. 9.

Cross-Media Opportunities

coverage (print + online)	
baby&junior	4,500 copies
Newsletter	1,800 recipients
Website	574,854 page impressions
	168,013 visits

fans social media	
LinkedIn	928 followers
Instagram	2,497 followers

As of: September/October 2026



Ad Banners on babyundjunior.de

1 Full Banner

Size: 560 x 110 pixels
Price*: **1,080.– €**

2 Superbanner

Size: 1,170 x 110 pixels
Price*: **2,250.– €**

3 Hockeystick

Size: 735 x 110 pixels +
160 x 600 pixels
Price*: **1,750.– €**

4 Content Ad**

Size: 300 x 250 pixels
Price*: **1,370.– €**

**This banner is also visible in the mobile version and always remains in the field of view of the reader.

5 Skyscraper

Size: 160 x 600 pixels
Price*: **1,370.– €**

6 Webskin

Size: (2x) 160 x 600 pixels +
1,200 x 110 pixels
Price*: **2,400.– €**

Discounts:
Combination discounts are available for simultaneous ad bookings in print and online.

Individual cross-media offers are available on request.

***Price for 4 weeks duration**

Delivery of the banner data incl. linking by e-mail stating the customer name to Anna Ugrica (anna.ugrica@meisenbach.de).



* Page-Impressions: 213,036 on average per year in 2025

Instagram-Package

A picture is worth a thousand words! This is one of the reasons why more and more retailers in our industry are using Instagram – to reach their customers but also to inform themselves about new products.

Via Instagram we have built up an extensive retail-er-network from which you can also benefit: Use our **Instagram package** to present your products and innovations or to publish an image campaign.

Package prices:

5 posts (per calendar year):	**1,010.- €**
10 posts (per calendar year):	**1,880.- €**
Larger quantity on request	

- We need one photo per post, preferably in square format
- Minimum dimensions: 1080 x 1440 pixels
- Text up to approx. 300 characters
- Reach more people with the right hashtags! Since hashtags significantly influence the reach on Instagram you can integrate up to 18 hashtags in addition to your text.

https://www.instagram.com/babyundjunior/



LinkedIn-Paket

Via LinkedIn we have built up an extensive retailer-network from which you can also benefit: Use our **LinkedIn package** to present your products and innovations or to publish an image campaign.

Package prices:

5 posts (per calendar year):	**1,010.- €**
10 posts (per calendar year):	**1,880.- €**

Larger quantity on request

- We need one photo per post
- Minimum dimensions: 1080 x 1080 pixels, 1080 x 1350 pixels, 1200 x 627 pixels
- Text up to approx. 3,000 characters
- Reach more people with the right hashtags! Since hashtags significantly influence the reach on LinkedIn you can integrate up to 18 hashtags in addition to your text.



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Online Product Specials

With our product specials we offer you the opportunity to place your print ads in a thematically appropriate environment. Additionally we make your entire collection or all new products visible in a picture gallery.



Online-Specials:

On selected occasions, we publish an article on our website every weekday (Monday to Friday) that, for example, features your product and sparks our readers' curiosity.

Price: 550.- €

Picture galleries:

Let your images do the talking! If you would like to showcase not just one product, but an entire collection, our photo features are the perfect choice. Each new product gets the attention it deserves.

Price for 7 pictures: 1,550.-€
every additional picture 50.-€



Guidelines:

- Pictures at least 72 dpi (minimum width 1.200 pixel)
- Headline (ca. 35 signs) + Teaser (300-500 signs) + captions (max. 300 signs) max. 7 pictures – definition of the 1st picture (= slider), landscape format preferred – order of pictures definable

Specifications

Magazine format:
210mm wide x 297mm high

Print space:
192mm wide x 263mm high

Printing and binding methods:
4c offset printing (80 lpc-screen, PSOcoated_v3.icc) on double-sided multi-coated paper. Wire stitching or adhesive binding. For colour ads genuine proofs are necessary.

Data creation and delivery:
Please send us your ads ready for publishing in one of the programs and formats mentioned above, if possible as PDF/X-4 data (Output Intent: PSOcoated_v3.icc) with 3mm bleed. We are happy to provide you for InDesign PDF job options and color profiles for PDF creation. Binding proofs are desirable for colour advertisements.

Should it be necessary to edit other files or adapt the layout, we will have to charge you our cost price of 115.- €/hour.

Your data can be processed by us with the following programs:

baby&junior

- Adobe Acrobat Pro DC
- Adobe InDesign (Version CC)
- Adobe Illustrator (Version CC)
- Adobe Photoshop (Version CC)

Image data in original sizes requires a resolution of 300 dpi (min. 600 dpi for line drawings). Indexed, LAB and RGB image data are converted by an in-house generated separation curve into the CMYK mode (the colour space is modified). This can lead to colour deviations, for which we cannot assume any liability.

Colours: Bio-Printing inks (CMYK, special colours available on request.

Proof: When making the proof please consider that our printer works with standard PSO-ISO 12647-2 values both in the preparatory and in the printing stages. If you are unable to provide us with a binding colour proof or can only supply a digital colour printout, please note that your file will be printed in compliance with the PSOcoated_v3.icc. If you are interested, please contact
Anna Ugrica (anna.ugrica@meisenbach.de, tel +49 951 861-100) who will also tell you the costs.

Data storage: Data will be archived. Unchanged rerun is generally possible. A data guarantee is, however, not assumed.
Guarantee: By sending incomplete or differing data (texts, colours or images) we do not assume any liabilities for the correct print. Faulty exposure caused by incomplete or flawed files, incorrect settings or incomplete information will be invoiced to the customer. This also applies to additional composition and reproduction work as well as the creation of flawed proofs.

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