

“The **largest circulation** in the
Freshwater Aquatics Industry.”

www.aquarienpraxis-online.de



On the Pulse.

Title Portrait

“The largest circulation in the freshwater aquatics industry.”

With a circulation of approximately 51,000 copies, Aquarien-Praxis is the highest circulated journal for freshwater aquarists.

As a booklet-in-a-booklet, Aquarien-Praxis (AP) is a firm component of DATZ and also the customer magazine of the pet trade in Germany.

The Target Group

- Beginners
- Committed and advanced enthusiasts

The AP Content Concept

With a comprehensible address, compact and carefully compiled texts and meaningful images, AP offers –

- Field reports (keeping and breeding)
- Vital statistics of aquarium fish and aquatic plants
- Portraits of newly imported and recommended breeds
- Basic courses in “aquatics” and “hydrology”
- A platform for aquatic workshops in schools, associations and other facilities

- Reports about events (trade fairs, forums, exhibitions)
- Advice on internet sites worth visiting

The Regular Themes

- Aquarium technology and product introductions
- Innovations from the trade & industry
- Company portraits
- Keeping and breeding of aquarium fish
- Issues of feeding
- Fish illnesses
- Aquarium design
- Issues about water
- Aquarium plants
- Aquariums in schools, nurseries, associations and other facilities

Marketing and Sales Advice

If you have any questions about Aquarien-Praxis, I am happy to help you. Call me!

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Aquarien-Praxis

Vital Statistics







Editor / Publishing House
Eugen Ulmer KG

Volume / Frequency of publication
12th volume 2011,
Monthly

Nominal price
€1.00

Analysis of Distribution

Print Editions	51.500
Distributed Editions	50.400

Formats	Colour	Prices / Euro	Width × Height
1/1 	sw	2.840,-	Type area format
	2c	3.220,-	185 × 254 mm
	3c	3.600,-	
	4c	3.980,-	
	sw	3.124,-	Section format*
	2c	3.504,-	210 × 280 mm
	3c	3.884,-	
	4c	4.264,-	
2/3 	sw	1.940,-	Type area format
	2c	2.300,-	185 × 168 mm
	3c	2.660,-	120 × 254 mm
	4c	3.020,-	
	sw	2.134,-	Section format*
	2c	2.494,-	210 × 185 mm
	3c	2.854,-	135 × 280 mm
	4c	3.214,-	
1/2 	sw	1.470,-	Type area format
	2c	1.790,-	185 × 125 mm
	3c	2.110,-	90 × 254 mm
	4c	2.430,-	
	sw	1.617,-	Section format*
	2c	1.937,-	210 × 142 mm
	3c	2.257,-	104 × 280 mm
	4c	2.577,-	

Formats	Colour	Prices / Euro	Width × Height
1/3 	sw	990,-	Type area format
	2c	1.290,-	185 × 83 mm
	3c	1.590,-	60 × 254 mm
	4c	1.890,-	
	sw	1.089,-	Section format*
	2c	1.389,-	210 × 99 mm
	3c	1.689,-	72 × 280 mm
	4c	1.989,-	
1/4 	sw	748,-	Type area format
	2c	988,-	185 × 62 mm
	3c	1.228,-	90 × 125 mm
	4c	1.468,-	42 × 254 mm
	sw	822,-	Section format*
	2c	1.062,-	210 × 78 mm
	3c	1.302,-	104 × 142 mm
	4c	1.542,-	57 × 280 mm

All prices shown in the tariff are exclusive of legal VAT. The general business terms and conditions for advertisements and external supplements in newspapers and magazines apply.
* Plus 3 mm bleed difference all round.

Edition	Date of publication	Ad closing date	Exhibitions / Trade Fairs
January	21.12.10	12.11.10	Heim-Tier & Pflanze Berlin 21.-30.01.11
February	29.01.11	17.12.10	Heimtiermesse Hannover 04.-06.02.11
March	26.02.11	19.01.11	Aqua-Fisch Friedrichshafen 18.-20.02.11
April	26.03.11	16.02.11	InterKoi Rheining 02.-03.04.11
May	30.04.11	18.03.11	
June	28.05.11	18.04.11	
July	25.06.11	17.05.11	
August	30.07.11	17.06.11	
September	27.08.11	20.07.11	
October	24.09.11	17.08.11	Zierfische & Aquarium Duisburg 30.09-03.10.11
November	29.10.11	19.09.11	Familie + Heim Stuttgart 12.-20.11.11
December	26.11.11	19.10.11	Fisch & Reptil Sindelfingen

On the closing date for adverts, we require the artwork by 12.00.