

“Enter the Original!”

[www.datz.de](http://www.datz.de)



Ulmer

On the Pulse.

# Title Portrait

## “Enter the Original!”

For over 60 years, DATZ has been the leading special interest magazine for the aquatic and terrarium industry in the German-speaking region and is the industry and market leader with 7,150 subscribers.

### The Target Group

- Committed enthusiasts
- Professional aquarists and terrarium keepers in
  - Associations and clubs
  - Trade and industry
  - Public facilities
  - Zoological gardens
  - Public aquariums and
  - Nature museums.

### The DATZ Content Concept

As a general journal, DATZ covers three subject fields each month:

- Freshwater
- Salt-water
- Terrariums.

This makes DATZ a must-read for all decision-makers!

### The Regular Themes

- Technology
- Water issues
- Feeding issues
- Animal health
- Keeping and breeding of aquarium and terrarium animals
- Plants and design
- Newly imported animals and plants
- Descriptions of habitats
- Behavioural observations
- Protection of biotope and species
- Faunistics and systematics
- Travel destinations
- Public aquariums
- Garden pond technology, animals and plants

### Marketing and Sales Advice

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

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# DATZ

## Vital Statistics

### Editor / Publishing House

Eugen Ulmer KG

### Volume/ Frequency of publication







64th year in 2011/  
monthly






### Purchase price

Domestic annual subscription  
€ 68.80  
ISSN 1616-3222

## Analysis of Distribution

Print Editions	12.500
Distributed Editions incl. Kiosk Editions	10.500
Subscription Editions	7.150

Formats	Colour	Prices / Euro	Width × Height
<b>1/1</b> 	sw	1.860,-	Type area format
	2c	2.120,-	185 × 254 mm
	3c	2.380,-	
	4c	2.640,-	
	sw	2.046,-	Section format*
	2c	2.306,-	210 × 280 mm
	3c	2.566,-	
	4c	2.826,-	
<b>2/3</b> 	sw	1.270,-	Type area format
	2c	1.510,-	185 × 168 mm
	3c	1.750,-	120 × 254 mm
	4c	1.990,-	
	sw	1.397,-	Section format*
	2c	1.637,-	210 × 181 mm
	3c	1.877,-	135 × 280 mm
	4c	2.117,-	
<b>1/2</b> 	sw	960,-	Type area format
	2c	1.180,-	185 × 125 mm
	3c	1.400,-	90 × 254 mm
	4c	1.620,-	
	sw	1.056,-	Section format*
	2c	1.276,-	210 × 139 mm
	3c	1.496,-	104 × 280 mm
	4c	1.716,-	

Formats	Colour	Prices / Euro	Width × Height
<b>1/3</b> 	sw	650,-	Type area format
	2c	850,-	185 × 83 mm
	3c	1.050,-	60 × 254 mm
	4c	1.250,-	
	sw	715,-	Section format*
	2c	915,-	210 × 99 mm
	3c	1.115,-	72 × 280 mm
	4c	1.315,-	
<b>1/4</b> 	sw	490,-	Type area format
	2c	670,-	185 × 62 mm
	3c	850,-	90 × 125 mm
	4c	1.030,-	42 × 254 mm
	sw	539,-	Section format*
	2c	719,-	210 × 78 mm
	3c	899,-	102 × 142 mm
	4c	1.079,-	57 × 280 mm
<b>1/8</b> 	sw	270,-	Type area format
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	3c	450,-	90 × 62 mm
	4c	540,-	

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\* Plus 3 mm bleed difference all round.

<b>Edition</b>	<b>Date of publication</b>	<b>Ad closing date</b>	<b>Exhibitions / Trade Fairs</b>
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 Rheinberg 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.**