



BLU Bundesverband
Lohnunternehmen e.V.



THE YEARBOOK

Media data 2020

BLU-yearbook 2021

Sure to be there!
Number, facts, trends –
from practice, put into practice.



THE YEARBOOK

Book format:
DIN A5,
148 mm × 210 mm

Print space:
124 mm × 176 mm,
2 columns, 58 mm each

Printing process:
Sheet offset/adhesive binding,
4c as per Euroscale

The themes:

- Opening greeting from BLU president
- Contractor profile
- Initial and continuing training, specialised farming services and agricultural services technician
- LU in Europe
- Business management at the contractor
- Employment and traffic law
- Presenting the associations
- Addresses

Publisher:



Display formats and prices (Colours according to Euro-scale, special colours upon request)

Format	Width × length in mm		b/w	2c	3c	4c
	without incision	with incision*				
1/1 page	124 × 176	148 × 210	€ 2,430.00	€ 2,920.00	€ 3,385.00	€ 4,000.00
1/2 page	124 × 88 58 × 176	landscape 148 × 105 portrait 74 × 210	€ 1,240.00	€ 1,745.00	€ 2,225.00	€ 2,715.00
1/3 page	124 × 58	landscape 148 × 70	€ 820.00	€ 1,335.00	€ 1,845.00	€ 2,345.00
1/4 page	124 × 44 58 × 88	landscape 148 × 52 portrait	€ 635.00	€ 1,130.00	€ 1,640.00	€ 2,130.00
Yearbook – classified ads	60 × 30					€ 185.00

*Allow a bleed of 10 mm for bleed formats.

Deadlines

Release date Nov. 2020
Order deadline 09 Sept. 2020
Print document deadline 16 Sept. 2020

Discounts

Early-order discount
before 1 March 2020 5%
4c-adverts from 1/4 page 15%

Field

The contractor yearbook is the industry's standard issue document for a whole year. It contains facts, illustrates trends and solutions for all topics surrounding the work of contractors, their clients and their industrial and sales business partners. It is also the most important distributor directory for contractors.

Print number

4,000 copies

Publisher

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