



**BLU** Bundesverband  
Lohnunternehmen e.V.



THE YEARBOOK

# Media data 2019

# BLU-yearbook 2020

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



THE YEARBOOK

**Book format:**  
 DIN A5,  
 148 mm x 210 mm

**Print space:**  
 124 mm x 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 x length in mm		b/w	2c	3c	4c
	without incision	with incision*				
<b>1/1 page</b>	124 x 176	148 x 210	€ 2,370.00	€ 2,850.00	€ 3,300.00	€ 3,900.00
<b>1/2 page</b>	124 x 88	landscape 148 x 105	€ 1,210.00	€ 1,700.00	€ 2,170.00	€ 2,650.00
	58 x 176	portrait 74 x 210				
<b>1/3 page</b>	124 x 58	landscape 148 x 70	€ 800.00	€ 1,300.00	€ 1,800.00	€ 2,290.00
<b>1/4 page</b>	124 x 44	landscape 148 x 52	€ 620.00	€ 1,100.00	€ 1,600.00	€ 2,080.00
	58 x 88	portrait				
<b>Yearbook – classified ads</b>	60 x 30					€ 185.00

\*Allow a bleed of 10 mm for bleed formats.

### Deadlines

**Release date** Nov. 2019  
**Order deadline** 11 Sept. 2019  
**Print document deadline** 18 Sept. 2019

### Discounts

**Early-order discount**  
 before 1 March 2019 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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