

# Only in c't and only in issue 25/2020



Foto: arameefotolia

# c't *digital deals*

Present our readers an unbeatable offer in your shop and benefit from over **50% discount** on the regular advertising rates!

## Ad formats

### 1/1 page

Alles noch größer  
20 Jahre...  
€6,900

- a) Type area 185 × 256
- b) Bleed 210 × 297\*

### 1/2 page

€3,900 €3,900

- a) 185 × 126 88 × 256
- b) 210 × 152\* 103 × 297\*

\* Trim allowance: foot 3 mm, head 4 mm, face 3 mm, gutter 4 mm

## Dates

**On sale**  
**21 Nov, 2020**

**Space close**  
**03 Nov, 2020**

**Materials**  
**05 Nov, 2020**

Just integrate the **Digital Deals button, the URL and the discount code** into your ad motif and we will grant you up to **50% additional discount**.

EXAMPLE:

**You** offer our readers a 20% discount on your products and advertise this with a 1/1 page at the basic rate of 6,900 euros.

**We** will deduct a further 20% discount from the advertising rate. The 1/1 page now costs only 5,520 euros.

Your offer will be placed in the editorial section of c't 25/2020.

For queries and further details please get in touch with your [contact person in the c't team](#).

## Promotional period

During the sales period of issue 25/2020. Prolongation of the promotion is possible as long as desired.