

**ct** *magazin für  
computer  
technik*

RATE CARD

2025

[www.ct.de/media](http://www.ct.de/media)

# EDITORIAL PROFILE

**c't magazin** is Europe's largest IT and tech magazine and one of the most reliable and respected sources of information for anyone interested in technology - from demanding users and data centre professionals to IT managers and investment decision-makers. 261,144 buyers per issue, including 154,527 subscribers, value this unique magazine, which stands for thematic diversity, technical expertise, journalistic independence and thorough research.

With independent and cross-platform product tests, useful practical reports, background information and basic articles, c't magazine provides every bit of expertise and the basis for well-founded purchasing decisions in the private and professional environment. The topics range beyond IT issues to e-mobility, energy supply, sustainability and digital health.

**c't magazine** is published biweekly in all relevant print and digital channels, ensuring that both readers and advertisers are kept up to date and can react quickly in a dynamic market, but with the necessary thoroughness. Podcasts, social media appearances and YouTube channels expand the c't brand with digital offerings.

Source: IVW II/2024



# KEY TOPICS

IT trends, compilation prototypes for the Christmas business, the the column „Customer beware!“ and reporting on the IT job market and training and further education opportunities are a permanent feature.

## Applications

Mobile computing

IT in enterprise

Internet technologies

### Mobility

Linux

Software and app development

AI

Smart Home

Social media

Embedded Systems

Audio & video

Product tests

## Hardware technologies

IT & society

IT networks

Smartphones

Server & storage

Operating systems

IT market

Games

## Research

Apple

Practice & know-how

renewable energy

Blockchain

### Reports

Background and basic knowledge

Internet of Things

sustainability

IT security

Augmented reality/Virtual reality

#### Key topics

# SCHEDULE 2025

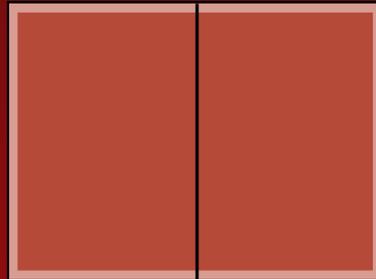
Issue	On sale	Space close	Material due	Trade fairs, events and theme specials
<b>02/2025</b>	Jan 10, 2025	Dec 11, 2024	Dec 13, 2024	
<b>03/2025</b>	Jan 24, 2025	Jan 06, 2025	Jan 08, 2025	
<b>04/2025</b>	Feb 07, 2025	Jan 20, 2025	Jan 22, 2025	
<b>05/2025</b>	Feb 21, 2025	Feb 03, 2025	Feb 05, 2025	
<b>06/2025</b>	Mar 07, 2025	Feb 17, 2025	Feb 19, 2025	<b>secIT by Heise, Hanover</b> 18-20 March 2025
<b>07/2025</b>	Mar 21, 2025	Mar 03, 2025	Mar 05, 2025	
<b>08/2025</b>	Apr 04, 2025	Mar 17, 2025	Mar 19, 2025	
<b>09/2025</b>	Apr 17, 2025	Mar 28, 2025	Apr 01, 2025	incl. recruiting special <b>IT &amp; Career I/2025</b>
<b>10/2025</b>	May 02, 2025	Apr 10, 2025	Apr 11, 2025	
<b>11/2025</b>	May 16, 2025	Apr 25, 2025	Apr 29, 2025	<b>GITEX Europe, Berlin</b> 21-23 May 2025
<b>12/2025</b>	May 30, 2025	May 09, 2025	May 13, 2025	
<b>13/2025</b>	June 13, 2025	May 23, 2025	May 26, 2025	
<b>14/2025</b>	June 27, 2025	June 06, 2025	June 10, 2025	
<b>15/2025</b>	July 11, 2025	June 23, 2025	June 25, 2025	

# PUBLICATION SCHEDULE 2025

Issue	On sale	Space close	Material due	Trade fairs, events and theme specials
<b>16/2025</b>	July 25, 2025	July 07, 2025	July 09, 2025	
<b>17/2025</b>	Aug 08, 2025	July 21, 2025	July 23, 2025	<b>gamescom, Cologne</b> 20-24 August 2025
<b>18/2025</b>	Aug 22, 2025	Aug 04, 2025	Aug 06, 2025	
<b>19/2025</b>	Sept 09, 2025	Aug 18, 2025	Aug 20, 2025	<b>IFA, Berlin</b> 05 - 09 September 2025
<b>20/2025</b>	Sept 19, 2025	Sept 01, 2025	Sept 03, 2025	
<b>21/2025</b>	Oct 03, 2025	Sept 12, 2025	Sept 16, 2025	<b>it-sa, Nuremberg</b> 07 - 09 October 2025
<b>22/2025</b>	Oct 17, 2025	Sept 26, 2025	Sept 30, 2025	
<b>23/2025</b>	Oct 31, 2025	Oct 10, 2025	Oct 14, 2025	incl. recruiting special <b>IT &amp; Career II/2025</b>
<b>24/2025</b>	Nov 14, 2025	Oct 24, 2025	Oct 28, 2025	<b>c't &lt;webdev&gt;, Cologne</b> 18-20 November 2025
<b>25/2025</b>	Nov 28, 2025	Nov 10, 2025	Nov 12, 2025	
<b>26/2025</b>	Dec 12, 2025	Nov 24, 2025	Nov 26, 2025	incl. supplement <b>Austria</b>
<b>01/2026</b>	Dec 27, 2025	Dec 05, 2025	Dec 09, 2025	
<b>02/2026</b>	Jan 09, 2026	Dec 12, 2025	Dec 15, 2025	

# SIZES EDITORIAL SECTION

## 2/1 page



a) Type area: 400 × 256  
b) Bleed: 420 × 297\*

**4c: € 31,400**

## 1/1 page



a) 185 × 256  
b) 210 × 297\*

**4c: € 16,900**

## 3/4 page



a) 185 × 190 136 × 256  
b) 210 × 216\* 146 × 297\*

**4c: € 13,650**

## 2/3 page



a) 185 × 169 122 × 256  
b) 210 × 195\* 130 × 297\*

**4c: € 12,495**

## 1/2 page



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

**4c: € 10,400**

## 1/3 page



a) 185 × 82 58 × 256  
b) 210 × 107\* 71 × 297\*

**4c: € 6,990**

## 1/4 page



a) 88 × 126 185 × 61  
b) 103 × 152\* 210 × 80\*

**4c: € 5,900**



39 × 256  
53 × 297\*

## Junior Page



a) 136 × 190  
b) 148 × 220\*

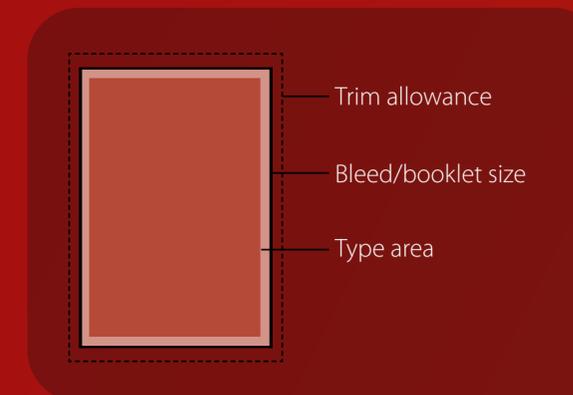
**4c: € 12,700**

## Cover page



a) 210 × 297\*

**4c: € 20,700**



**Trim size:** 210 mm × 297 mm  
**Type area:** 185 mm × 256 mm  
**All sizes:** Width × height in mm

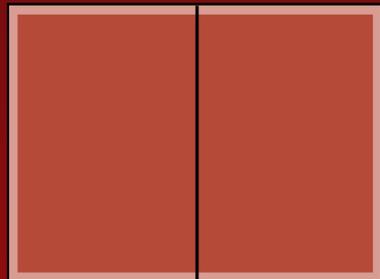
\* Bleed allowance based on booklet/bleed format; minimum format 1/4 page: 4 mm head, 4 mm trim margin to the gutter, 3 mm face and 3 mm foot trim  
Motif/text across binding: 10 mm distance per page to bleed size. Other sizes and special colours on request. All rates plus VAT.

For bookings of 1/1 page and larger you will receive 50,000 ad impressions in the AdBundle on [www.heise.de/ct](http://www.heise.de/ct) or social media ads for c't followers with 250 guaranteed clicks. The ads are played out during the sales period of the print edition.

### Sizes

# SIZES MARKET SECTION

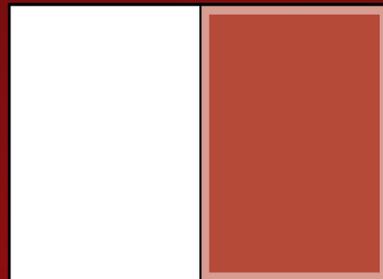
## 2/1 page



a) Type area: 400 × 256  
b) Bleed: 420 × 297\*

**b/w: € 11,550**  
**4c: € 16,900**

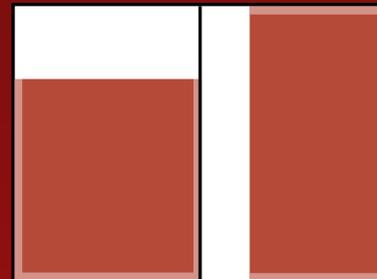
## 1/1 page



a) 185 × 256  
b) 210 × 297\*

**b/w: € 5,775**  
**4c: € 8,450**

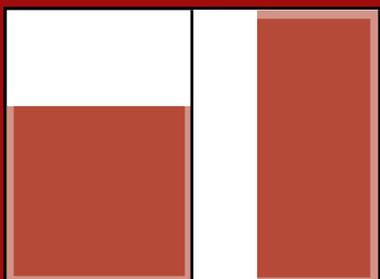
## 3/4 page



a) 185 × 190      136 × 256  
b) 210 × 216\*    146 × 297\*

**b/w: € 4,300**  
**4c: € 6,690**

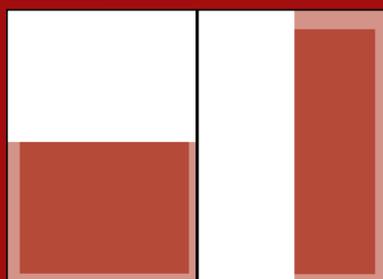
## 2/3 page



a) 185 × 169      122 × 256  
b) 210 × 195\*    130 × 297\*

**b/w: € 3,835**  
**4c: € 6,050**

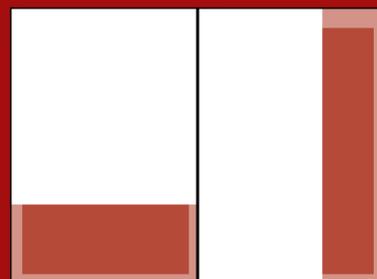
## 1/2 page



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

**b/w: € 2,866**  
**4c: € 4,935**

## 1/3 page



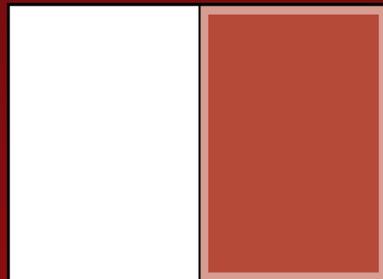
a) 185 × 82        58 × 256  
b) 210 × 107\*    71 × 297\*

**b/w: € 1,911**  
**4c: € 3,832**

The **market section** is an editorial-free advertising section at the back of the magazine, directly followed by the the job market.

# SIZES JOB OFFERS by heise Jobs

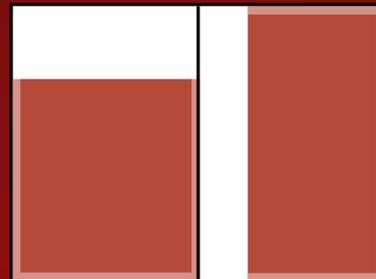
## 1/1 page



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

**b/w: € 9,020**  
**4c: € 11,924**

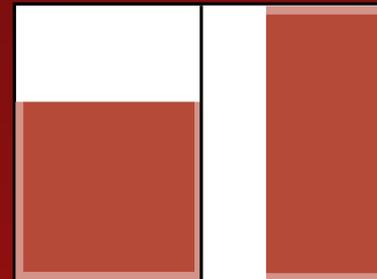
## 3/4 page



a) 185 × 190 136 × 256  
b) 210 × 216\* 146 × 297\*

**b/w: € 7,040**  
**4c: € 9,020**

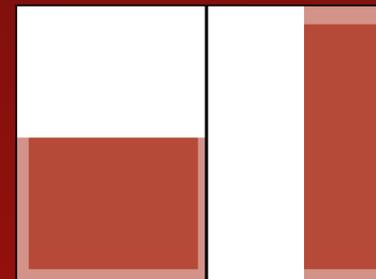
## 2/3 page



a) 185 × 169 122 × 256  
b) 210 × 195\* 130 × 297\*

**b/w: € 6,380**  
**4c: € 8,310**

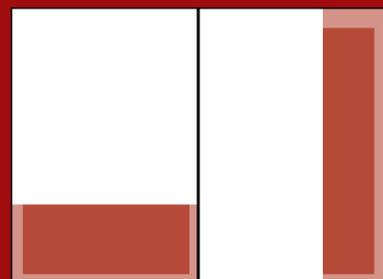
## 1/2 page



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

**b/w: € 5,060**  
**4c: € 6,512**

## 1/3 page



a) 185 × 82 58 × 256  
b) 210 × 107\* 71 × 297\*

**b/w: € 3,800**  
**4c: € 4,708**

## 1/4 page



a) 88 × 126 185 × 61 39 × 256  
b) 103 × 152\* 210 × 80\* 53 × 297\*

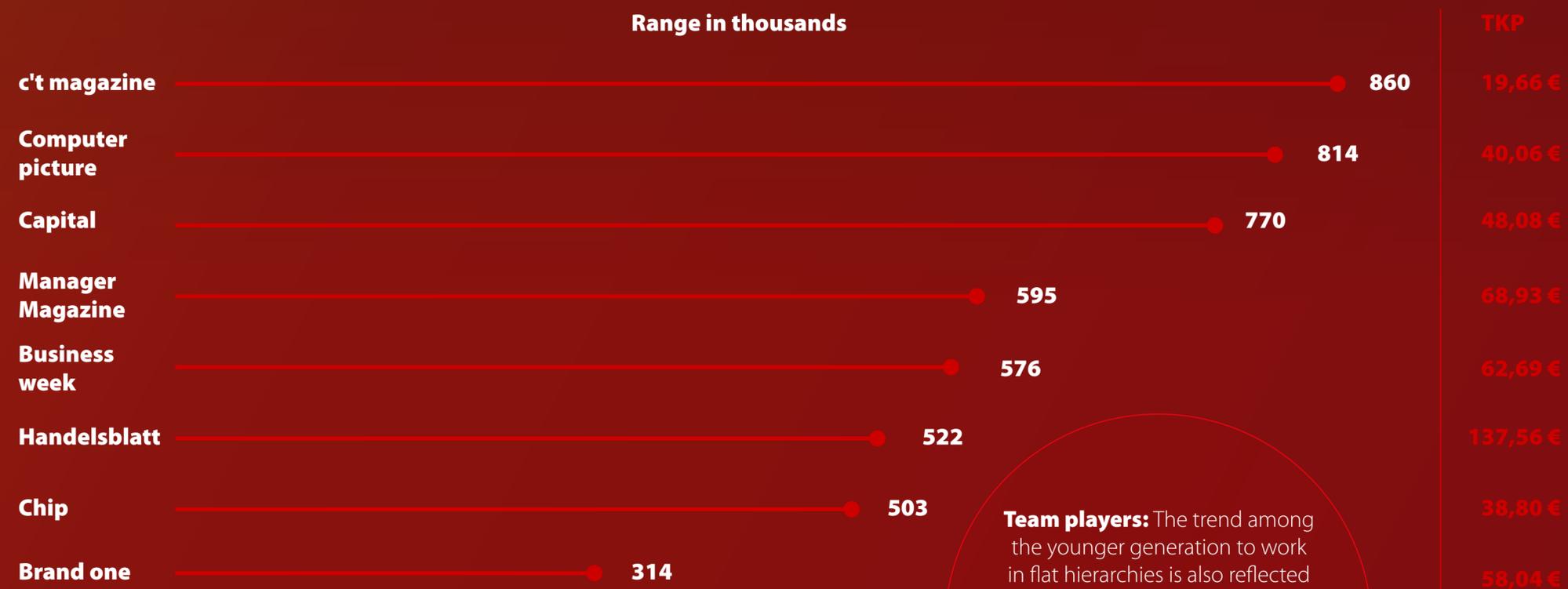
**b/w: € 3,200**  
**4c: € 3,806**

c't reaches the high-calibre target group of **IT professionals.**

# OUR READERSHIP

**We have** selected **relevant decision-maker titles** and compared them .  
The result: Among all IT titles - including the top business titles - c't magazin was the winner in terms of reach.

One issue reaches **860,000 c't readers** - says the AWA 2024.



With the highest share of **decision-makers for computers/accessories, 95% of c't readers** decide on investments in this area both professionally and privately.

Almost **one in five** is a **TOP professional** in the **computer, EDP, IT** occupational field - far ahead of all other occupations IT and business stocks.

**Team players:** The trend among the younger generation to work in flat hierarchies is also reflected in the decision-making process. More team decisions are in demand - the visible proportion of co-decision-making is high in all titles. c't magazine readers lead the way with **241,000 readers**.

With **326,000 readers**, c't magazin follows directly behind Capital as a **decision-maker for company acquisitions** and investments and has a strong presence in this sector of business publications. And these readers have clear career potential: with an average age of 46, c't readers are the youngest among decision-makers.

Source: AWA 2024

# AD SPECIALS

## Loose inserts



- Can be added to the entire circulation, the subscribed circulation or to post code or Nielsen areas
- Minimum quantity 20,000 copies
- Maximum size 195 mm × 280 mm (wxh)
- Minimum size 95 mm × 148 mm (wxh)

**€ 109 per 1,000 up to 25g**  
other weights on request

## Bind-ins



- Printed materials fixed to the magazine, product sample
- Minimum quantity 20,000 copies
- Maximum size 210 mm × 297 mm (wxh)
- Minimum size 140 mm × 140 mm (wxh)
- Split/partial coverage possible

2 pages: **€ 79 per 1,000**  
4 pages: **€ 109 per 1,000**

## Tip-ons



- Postcard, CD etc.
- Only in connection with a master advertisement covering the entire circulation, minimum size 1/1 page
- Partial occupancy of the glued insert possible

**€ 79 per 1,000**

Extra charge for split circulation / partial coverage: 10 %

Loose inserts, board inserts, and tip-ons must be suitable for mechanized processing and be packed in the exactly appropriate way – in handy packs stacked loosely on pallets.

**Shipping cartons for all ad specials must be labeled as follows:**

- Magazine title/Issue
- Name of the advertising company
- Quantity/number of pallets

### Shipping address

for all inserts, tip-ons, bound inserts:

H. Wennberg GmbH Großbuchbinderei  
Herr Uwe Hoffmann  
Steinbeisstr. 54 – 58  
71665 Vaihingen / Enz  
Germany

### Ad Specials

# TECHNICAL DETAILS

## PRINTING PROCESS

- Insides:** Web Offset (CMYK)
- Cover:** Sheetfed Offset (CMYK)
- Size:** Trimmed size: 210 × 297 mm  
Bleed: 3 mm head, 4 mm gutter, 3 mm face, 3 mm foot

## ARTWORK

**Types:** Printing documents (data) fonts: Please note that all fonts have to be supplied. If fonts are missing replacement fonts will have to be used, these could eventually change the appearance and the layout of the ad.

**Other details:** The minimum line width is 0.2 mm. Images with very thin structures and Copy-Dot-files could cause a moiré and have to be avoided.

**Recommended file formats:** Preferably non-separated PDFs (PDF/X-4 or higher). Distiller settings can be downloaded from support at [www.appl.de](http://www.appl.de). Types must be encapsulated and the CMYK colour mode has to be used. Please avoid to pass on so-called 'open' files. This may cause version and system-related errors for which no liability can be accepted. In case you do send such files the following programmes are supported:

**Mac programmes:** Photoshop, InDesign, Illustrator

**PC programmes:** Photoshop, InDesign, Illustrator

**File names:** A clear file name has to be chosen indicating "publication", "issue number", "advertisers name", "ad size", "printing process" e.g. "ct1209Microsoft\_1x2\_offset".

**Data carriers:** CD or DVD

**Resolution:** Screen: min 300 dpi; Line: min 800 dpi

**Inside proof:** The inside proofs have to be made according to the 4 colour mode (CMYK) based on the standards "INP Paper" for PT 3 Offset. The respective profiles can be downloaded from [www.eci.org](http://www.eci.org). Only if the correct proof parameters are adhered to, your advert can be printed in accordance with the standard process tolerances.

**Cover proof:** The cover proofs have to be made according to the 4 colour mode (CMYK) based on the standards „ISO coated\_v2 for PS1 Offset. The respective profiles can be downloaded from [www.eci.org](http://www.eci.org).

The proofs for the insides and the cover must be made from your supplied files. In case of any queries on colour adjustments or ICC profiles, please do contact the Colour Management department. Phone: +49 (0) 07231 963-180

## TECHNICAL PROCESSING

### Files/Proofs to be sent to:

BlueLane GmbH  
Im Altgefäll 9  
75181 Pforzheim, Germany

Please enclose for checking: Obligatory printouts or colour space adjusted proofs with reference to the contact person and phone number. Please send your print documents to the above address. We cannot accept any complaints if incorrect data is supplied.

### Queries on file supply:

**Phone:** +49 (0) 07231 963-180

**FTP access:** Address: [sftp.bluelane.de](ftp://sftp.bluelane.de)  
User: heise-ct  
Password: 8H\$3c43YH!fN\$5V4

Please be sure to announce every FTP transfer by e-mail.

**E-mail:** [ct@bluelane.de](mailto:ct@bluelane.de)

# THEME SPECIALS

## IT & Career - a topic special from heise Jobs

Current and future topics regarding the IT and MINT (STEM) job market will be published in about 200,000 subscription copies of the heise magazines c't and iX.

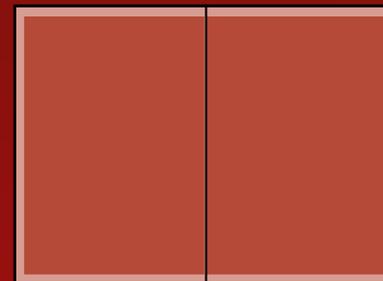
Our **IT & Career** theme special has established as a platform for personnel image ads and classic job offers. Twice a year, companies present themselves as attractive employers in IT & Career and thus reach highly qualified professionals from all relevant areas of IT and STEM.

An excitingly designed company profile motivates precisely these people to take the next step and accept a new challenge. (Technical) colleges also have the opportunity of inspiring our readers to attend IT courses and take advantage of training opportunities!

[IT & Career in the media portal](#)



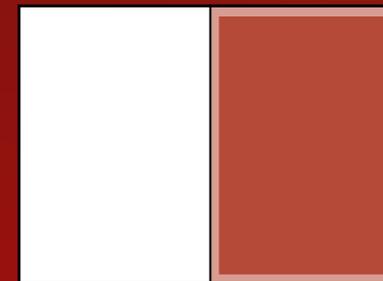
### 2/1 page



a) Type area: 400 × 256  
b) Bleed: 420 × 297\*

**9.900 €**

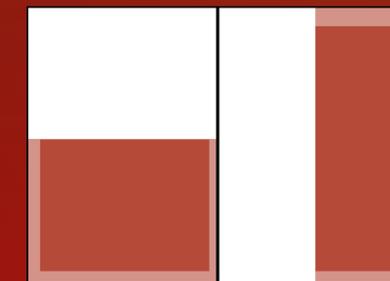
### 1/1 page



a) 185 × 256  
b) 210 × 297\*

**5.500 €**

### 1/2 page



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

**3.400 €**

### Issue 1

#### On sale

with **c't 09/2025:**      **17 Apr 2025**  
and **iX 05/2025:**      **25 Apr 2025**

**Space close:**      **28 Mar 2025**  
**Material due:**    **01 Apr 2025**

### Issue 2

#### On sale

with **c't 23/2025:**      **31 Oct 2025**  
and **iX in Nov 2025**

**Space close:**      **10 Oct 2025**  
**Material due:**    **14 Oct 2025**

### Theme specials

# THEME SPECIALS

## Theme special **Austria**

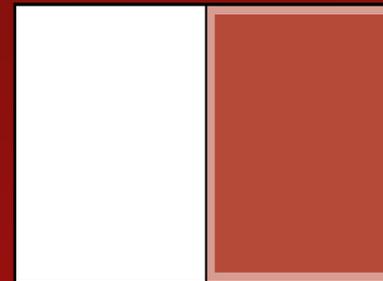
In the IT regional supplement Austria, companies present themselves as a strong local partner or as an attractive employer for expert IT specialists.

The special is published as a supplement in c't issue 26/2025.



[Theme special in the media portal](#)

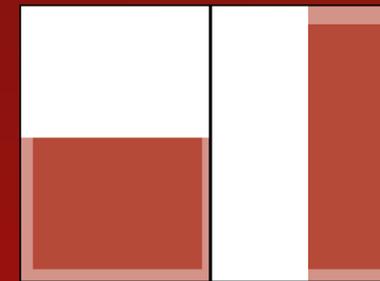
### 1/1 page



a) Type area: 185 x 232  
b) Bleed: 200 x 280

**€ 4,300**

### 1/2 page



a) 185 x 116      90 x 232  
b) 200 x 139      98 x 280

**€ 2,200**

### Cover page



a) -  
b) 200 x 280

**€ 4,900**

**Trim size:**  
200 mm x 280 mm

**Type area:**  
185 mm x 232 mm

**all sizes:**  
Width x height in mm

Surcharge for cover pages:  
25 %; no colour surcharges

**On sale**

with **c't 26/2025:**      **12 Dec 2025**

**Space close:**              **10 Nov 2025**  
**Material due:**              **14 Nov 2025**

**Theme specials**

# c't ONLINE

[www.heise.de/ct](http://www.heise.de/ct)

c't online offers computer professionals and demanding users a comprehensive collection of tips and tricks for PC use, magazine articles, comprehensive services and information about the magazine.

Plus social media and messaging with Facebook, Instagram and Twitter as well as YouTube channels and podcasts.

## Facts

### User traffic

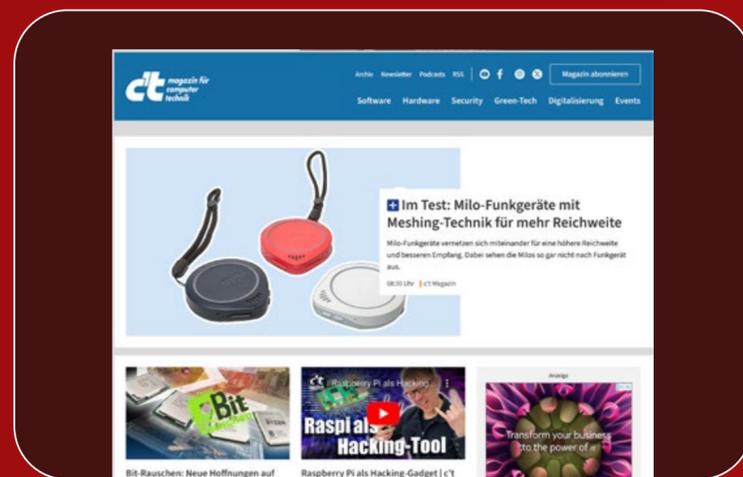
3 - 4 million page impressions per month  
IWV-approved (details on request)

### Target group

- Business decision-makers
- IT professionals
- advanced users
- Tech enthusiasts

### Content

- Magazine services (preview, content database)
- Services (TIPP database)
- Support (hotline & FAQ, tips & tricks, company contacts)
- Archive



## CPMs

**Leaderboard**  
(728 × 90px)



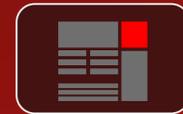
€ 59

**Skyscraper**  
(max. 160 × 600px)



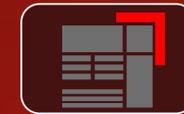
€ 59

**Medium Rectangle**  
(300 × 250px)



€ 79

**Wallpaper**  
(728 × 90 + 160 × 600px)



€ 99

**Half Page Ad**  
(300 × 600px)



€ 99

**Billboard**  
(max. 970 × 250px)



€ 99

**Sitebar**  
(dynamic px)



€ 99

## Online advertorial

### Position your brand message in an eye-catching way

Score points with your own content in the heise online environment! With guaranteed visibility, we ensure that the users of c't online to become aware of your company, your products and solutions.

**Runtime: 4 weeks | Rate: € 3,500**

All further details on processing on request.



# NEWSLETTER ADS



## c't exklusiv

Personalised topic overview and exclusive background information on each new issue of c't.

released every second Thursday

108,000 subscribers

**Leaderboard € 2,430**



## c't 3003 Hype

What remains of the hype? Illuminating current trends and assessment of their future development.

released every second Thursday

6,000 subscribers

**Leaderboard € 1,500**



## c't D.digital

The briefing on digitalisation in Germany - be part of the debate!



## c't Tech-Check

New hardware, new tools - what is worthwhile and what is not.



## c't Open Source Spotlight

A must-read for fans of source open software: Discover innovative open source applications.



Tach Simon,

zuerst die schlechte Nachricht: wegen des Feiertages gibt es diese Woche nur ein Hochkant-Short-Video, das freitägliche "große" 3003-Video fällt aus. Doch jetzt die gute Nachricht: Ihr habt mehr Zeit, euch meinen Kommentar zum aktuellen Hype zu Gemüte zu führen! Ist das nicht was?

Notion hat nämlich ein ziemlich umfangreiches Update für seine Software angekündigt. Was da unter anderem auf euch zukommt und was mich an Notion trotzdem stört, erfahrt ihr, wenn ihr ein ganz bisschen weiter herunterscrollt.

Habt eine schöne Restwoche,

**Jonathan**  
von c't 3003



### In dieser Ausgabe

- **Aktueller Hype:** Notion vergrößert sein Imperium
- **Aus der Community:** So benutzt man doch keine KI-Supercomputer!
- **Im nächsten (Short-)Video:** FacePoke manipuliert Gesichter

# PODCASTS

Everything worth knowing from the world of IT always and everywhere directly to your ear - that's possible with the podcasts from the c't editorial team. A wide range of topics, presented in an entertaining and informative way, keeps you up to date with the latest developments and trends in the IT sector.

Your advert reaches IT professionals and ambitious users individually, just as you are used to from c't. The high user engagement also guarantees a high level of attention for your content. Booking is possible on a CPM basis.



**c't  
uplink**

Discussions on current topics from c't and the IT world

release:  
**every Saturday  
per month**



**c't  
A matter of interpretation**

current developments around the topic of data protection and GDPR

release:  
**every 2 weeks  
fridays**



**c't  
Watch out, customer!**

Consumer protection podcast: legal aspects and cases conflicts between customers and Tips & advice

release:  
**every 2 weeks  
fridays**



**c't  
Bit noise**

Processor Podcast around the topic of chips, developments on the IT market

release:  
**every 2 weeks  
wednesdays**



**Mac & i -  
the Apple Podcast**

Specialist topics on Apple products, Services and Latest news

release:  
**every 2 weeks  
thursdays**



**c't Photography  
Click Boom Flash**

Photography and experiences, Challenges & tips from photographers

release:  
**every 2 weeks  
sundays**



**c't  
Hook on**

The role of social networks, the latest technological Developments & Effects on Politics and society

release:  
**three times  
weekly**



**c't  
Women and  
technology**

The new technology podcast from c't magazine plays with this cliché and breaks it down in a charming way.

release:  
**every 2 weeks  
wednesdays**

Total reach of the podcasts: **over 160,000 downloads per month**

**CPM AdBundle € 125** (pre- or mid-roll); minimum booking volume € 1,500

**Podcasts**

# SOCIAL MEDIA

## Additional touchpoint in the c't community

For numerous companies, social media is an important component of their communication strategy. In addition to branding, direct contact with the community plays a central role, new customers are addressed and new employees are convinced. But social media is also playing an increasingly important role in lead generation.

## USP:

Your advert will be displayed exclusively in the c't audience on Facebook and Instagram.

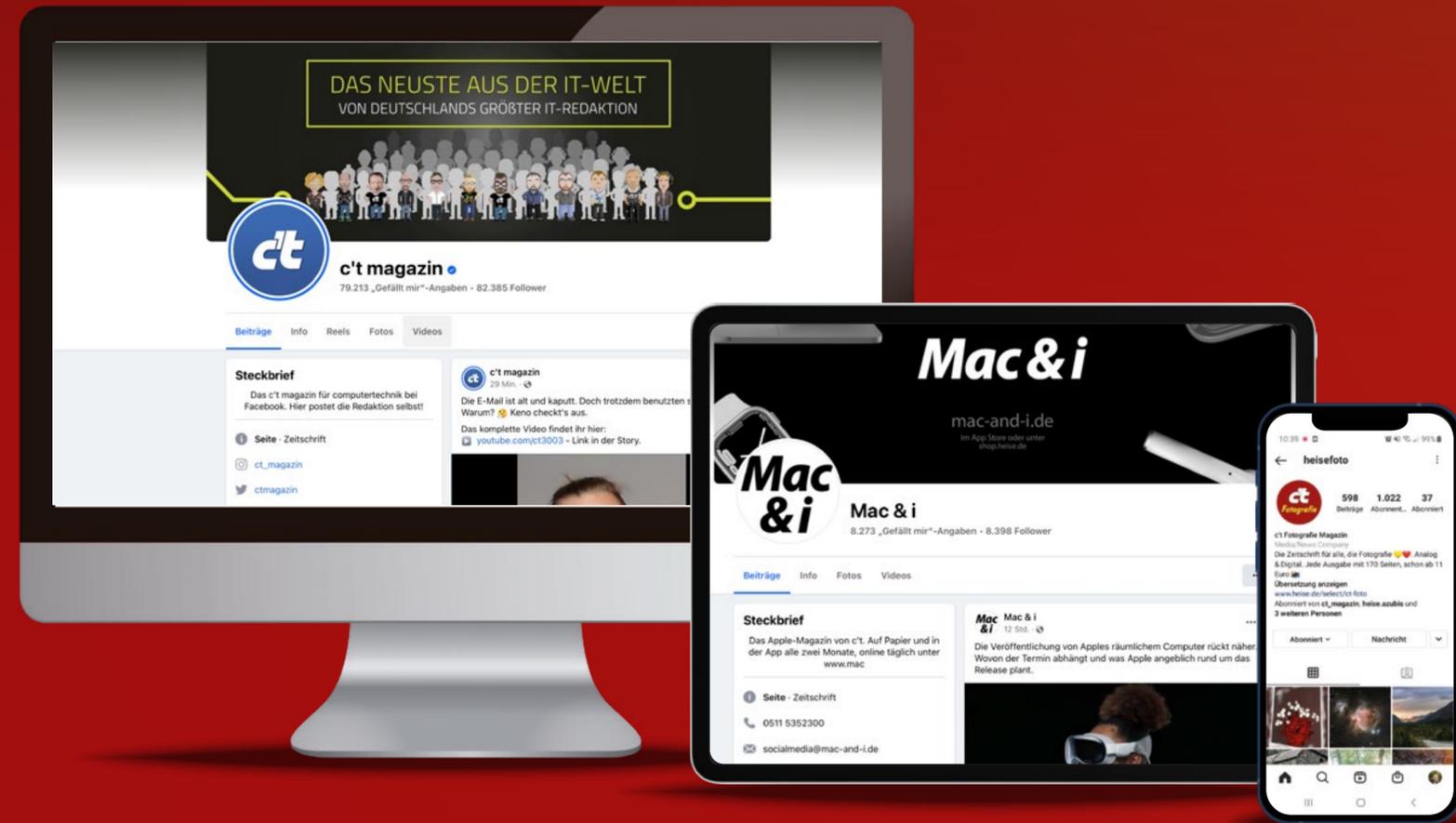
## Benefit:

You reach followers in a private usage situation and thus set a new touchpoint within their customer journey.



## Packages

Performance	Runtime	Price
500 clicks	2 weeks	€ 1,990
1,000 clicks	4 weeks	€ 3,990
2,000 clicks	6 weeks	€ 6,990



# YouTube

[www.heise.de/ct](http://www.heise.de/ct)

## Videos from Europe's largest tech editorial team

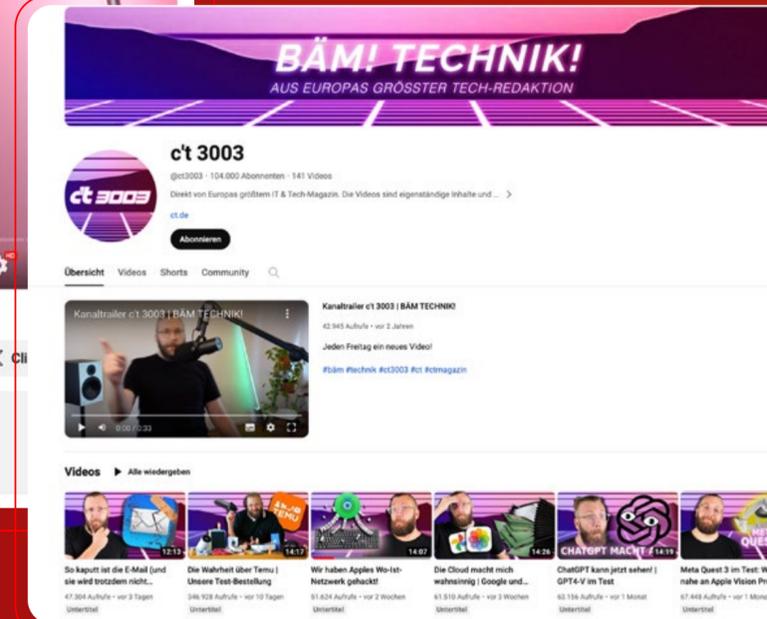
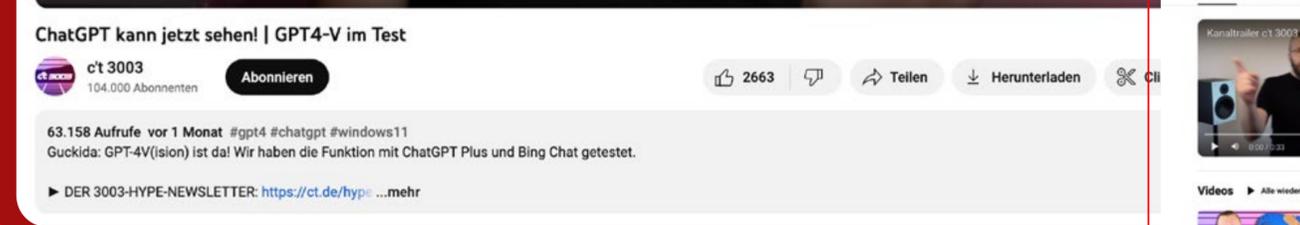
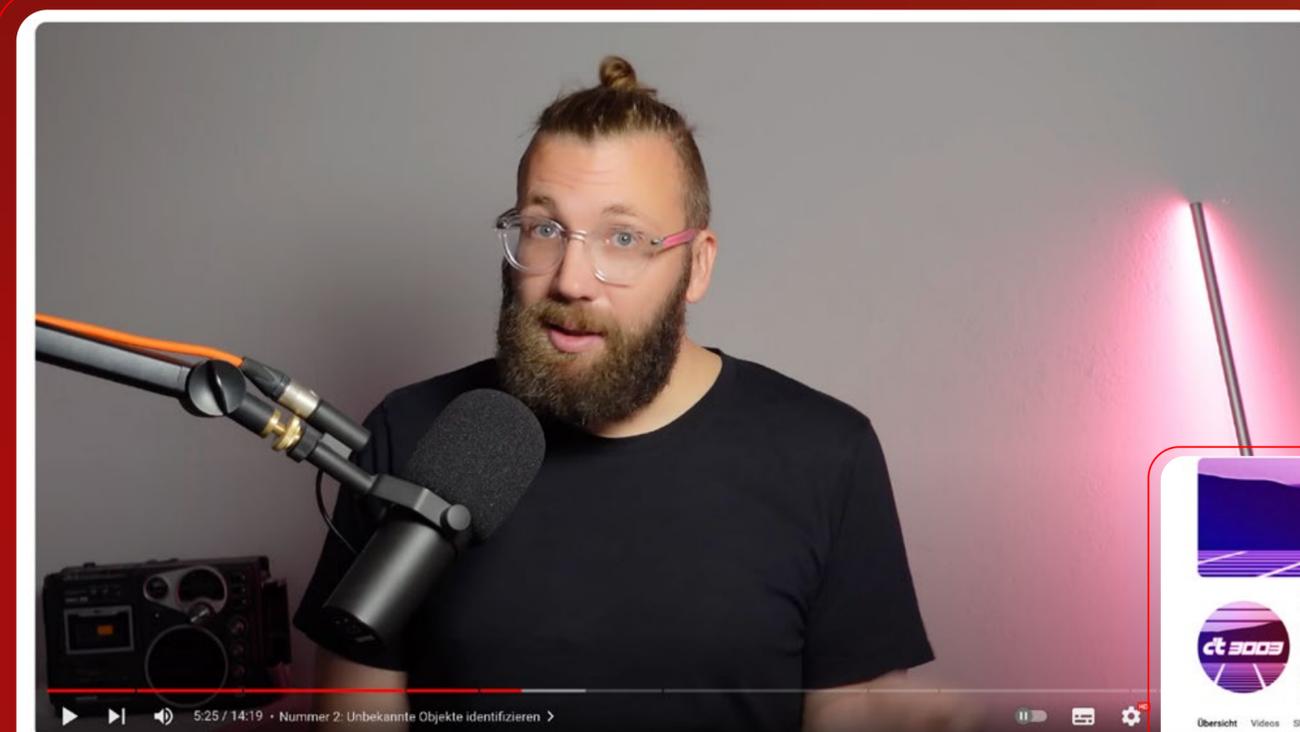
If you thought entertainment and serious tech journalism were mutually exclusive, you haven't heard of c't 3003! In weekly YouTube videos, the experienced video makers around Jan-Keno Janssen shed light on everything that comes under their wings – from Raspberry Pi to smartphones and electric scooters: sometimes silly, but always technically sound. What sets c't 3003 apart from other YouTube channels is the expertise of Europe's largest tech editorial team: over 60 c't editors support the channel with their know-how.



Length	10-20 minutes
Subscribers	172,000
Views	at least 50,000
Rate package S	€ 6,200
Rate package M	€ 8,200



@ct3003



[to the YouTube channel](#)

# PUBLISHER'S DETAILS

**Publisher:** Christian Heise, Ansgar Heise, Christian Persson

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**Publication Year:** 41st year of publication 2024

**Rate Card:** No. 41, effective January 01, 2024

**Publication:** biweekly

**Place of Publication:** Hanover

**Sales management:** Simon Tiebel  
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**Bank Accounts:** Sparkasse Hannover  
IBAN DE98 2505 0180 0000 0199 68  
BIC SPKH DE 2H

**Terms of Payment:** Invoice amount is payable either by direct debit, in advance with a 2 % discount, or within 10 days of date of invoice without any deduction.

**Printing process:** Insides: Web Offset (CMYK)  
Cover: Sheetfed Offset (CMYK)

**Binding:** Perfect

**Printer:** Stark Druck GmbH + Co KG  
Im Altgefäll 9  
75181 Pforzheim

**Shipping:** Stark Druck GmbH + Co KG  
Im Altgefäll 9  
75181 Pforzheim

**Discounts:** if purchased within 12 months:

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from 9 adverts 10 %	from 9 pages 15 %
from 12 adverts 15 %	from 12 pages 20 %
from 18 adverts 18 %	from 18 pages 23 %
from 24 adverts 20 %	from 24 pages 25 %
from 36 adverts 23 %	from 36 pages 30 %
from 48 adverts 25 %	from 48 pages 33 %
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