



Specification

BZ Berner Zeitung: Marktplatz



Specification: Marktplatz

Specifications

Der Marktplatz ist für das lokale Gewerbe bestimmt. Anzeigen, die einen nationalen Charakter (Kampagnen-Sujet) haben sowie politische Inserate sind auf den Marktplatz-Seiten ausgeschlossen. Das maximale Anzeigenvolumen beträgt 420 mm. Wiederholungsrabatt berechtigt.

Technical specifications

[Formate und Vorgaben für den Andruck](#)

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Redaktionelles Konzept

BZ Berner Zeitung

BZ Langenthaler Tagblatt

Thuner Tagblatt

Berner Oberländer

1. Faszikel: Bern, Schweiz und die Welt

- lokale Seiten: Bern, Emmental, Oberrargau, Thun/Region, Oberland

- Kanton

- Nachrichten (täglich ein Kommentar/Beitrag zu einem aktuellen Thema aus Politik, Wirtschaft, Kultur)

- Schweiz

- Ausland

- Wetter

2. Faszikel: Sport + Freizeit

- Sport

- Roman/Rätsel

- Leserforum

- Agenda

- TV-/Radioprogramm

- Kino

- Letzte Seite

Servicethemen:

Montag bis Freitag Magazin (Mode, Reisen, TV, Theater, Film,

Bücher und CDs)

Samstag Zeitpunkt

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Der Bund

1. Faszikel: Ausland und Schweiz

- Thema (Mo–Fr)

- Samstagsinterview (Sa)

- Ausland

- Schweiz



- Meinungen
- Wirtschaft (Mo)
- 2. Faszikel: Wirtschaft und Sport
- Wirtschaft (Di-Sa)
- Geld (Fr)
- Börse (Di-Sa)
- Sport
- 3. Faszikel: Bern und Region
- Bern
- Wetter/Leserbriefe
- TV- und Radioprogramm
- Panorama
- 4. Faszikel: Der kleine Bund
- Kultur
- Berner Kultur
- Kinoseite
- Finale
- Gesellschaft, Reisen (Mo)
- Reportage/Hintergrund (Di/Sa)
- Gesellschaft, Wissen (Mi/Fr)
- Berner Woche (Do)

Delivery

Monday edition

Friday of previous week, 9 am

Tuesday to Saturday edition

previous day, 9 am

Appointments section on Wednesday

Monday 9 am

Appointments section on Saturday

Thursday 900 am

Property market

Wednesday 9 am

Rental market

Previous day 9 am

Marketplace BZ Stadt/Der Bund, TT, BO

Two working days before publication 12 o'clock

Front cover, fascicle cover, block advertising section, shadow print

One week before publication 9 am

Memo sticks

Four weeks before publication 9 am

Special pages



Two working days before publication 12 o'clock

Regional pages

Friday before publication week 12 o'clock

Obituaries/Acknowledgements Monday BZ/Der Bund, TT, BO

Sunday 4 p.m.

Obituaries/Acknowledgements Tuesday to Saturday BZ/Der Bund, TT, BO

Previous day 5 p.m.

Proofs BZ/Der Bund

Two working days before publication

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File format

Data formats

Preferred format: PDF/X-3

Files from the following programs (Mac and PC) can be prepared for printing: QuarkXpress, InDesign, Illustrator, Photoshop, CorelDraw, MS Office (Note: logos and pictures can only be taken from Word files if the print quality is good).

Data from other programs can only be accepted as PDF and EPS files. Images, logos and fonts must be correctly embedded in PDF and PS files. For EPS files, images and logos (original files) must be included.

Any fonts used (except fonts from Adobe Type Library) must be included with the files.

Data media: CD-ROM and USB stick image resolution: 200-220 dpi

Printed material delivery As per advertising deadline.

Photo lithographs and proofs that do not correspond to our specifications cannot be accepted. Any resulting costs will be charged.

Intangible transfer

Transmission by e-mail

inserate@bernerzeitung.ch

We do not assume any responsibility with regard to complaints that lie within the tolerance range (System Brunner) for digitally delivered data where the required data quality with regard to the print characteristic curve has not been confirmed by means of a recognised proof or press proof procedure.