

# Druck & Medien

Menschen | Technik | Wirtschaft

## Media Pack



## The brand – Druck&Medien

**Druck&Medien stands for an integrated communication platform for the German printing industry. Our concept: independent trade journalism, modern design for trend-setting media products. Our target: more success for the printing industry and for advertising clients.**

► **D&M magazine:** Druck&Medien addresses all printing managers in Germany, who are involved in pre-press, printing or finishing operations. One of our USPs is linking-up technology and economy. We centre on people and enterprises while considering how technology can help to improve their market position, reduce costs and/or generate new sources of income.

► **D&M online:** druck-medien.net is becoming the most attractive portal for the whole value-added chain of the printing industry. Exclusively researched news, extensive databases for print buyers, printers, supplying industry, a vertical job market for the printing industry, a free of charge archive of Druck&Medien.

Please request separate media data from Michael Bradke at michael.bradke@haymarket.de, phone: +49 (0)40 69 206-453

► **D&M events:** Since 2005, awarding the "cream of the crop" out of 20 different printing categories is a glamorous highlight for the printing industry. Are you interested in a sponsoring package? Svea Zahn will be happy to provide you with information. svea.zahn@haymarket.de, phone: +49 (0)40 69 206-103

► **D&M conferences:** In 2009, we will start a competence forum for the first time, to which we will invite print buyers, printers and the supplying industry. Wolfgang Klages will be happy to answer all your questions about these subjects. wolfgang.klages@haymarket.de, phone: +49 (0)40 69 206-450

### ► Special publications:

Guide Financing  
Guide Digital Printing  
Guide Environment  
Guide Ennoblement  
Guide Brandprotection

For further information, please ask Michael Bradke.  
michael.bradke@haymarket.de; phone: +49 (0)40 69 206-453



Monthly magazine

Special publications

### ► Audience

"Druck&Medien" reaches a high-quality audience: entrepreneurs and managers within the printing industry, training experts for the printing industry, communication professionals in the services and subcontractors industry as well as opinion leaders of the print purchasers. The breakdown according to the size of the companies reflects the structure of the printing industry as published by the Bundesverband Druck & Medien e.V., Wiesbaden (association).

### ► Media Quality

Reading trade magazines is a must but "Druck&Medien" is a treat! User-orientated coverage, extensively and competently researched background reports as well as concise and efficient market overviews provide a high-quality environment for your adverts. Quality not quantity increases your advertising effectiveness.

### ► International

Druck&Medien belongs to the print&packaging group of Haymarket. PrintWeek, Printing World, Packaging News in UK, in addition PrintWeek in India, Russia, Ukraine, Middle East, Africa, and ProPrint in Australia.

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**HAYMARKET MEDIA GmbH****► Publishing company**

Druck&Medien Fon: +49 (0)40 69 206-0  
 Haymarket Media GmbH Fax: +49 (0)40 69 206-333  
 Weidestrasse 122a E-Mail: info@haymarket.de  
 22083 Hamburg Web: www.druck-medien.net

**► 1. Circulation**

Print run: 13,480 copies  
 Distribution: 13,340 copies  
 Subscription: 2,303 copies  
 IWW 02/2008

**► 2. Annual subscription price**

Domestic: € 88.00 incl. mail charges/VAT  
 Abroad: € 115.50 incl. mail charges  
 Sales price: € 8.00; € 10.50 (abroad)

**► 3. Format (magazine): 210 x 297 mm****3.1. Bleed format**

210 x 297 mm trimmed format  
 216 x 303 mm supply format (incl. 3 mm bleed)

**3.2. Print space**

184 mm width, 272 mm height

**► 4. Printing and binding, printing material:**

Sheet-fed, saddle stitching, digital printing material requested  
 (80 l/cm screen) – see Technical details

**► 5. Dates**

Frequency: monthly  
 Publishing dates: see "Topics & schedules"

**► 6. Terms of payment**

Payable within 14 days after receipt of invoice.

VAT no.: DE 206 554 322  
 Tax no.: 71/861/04697  
 IBAN/Account no.: DE98 2007 0000 0050 1551 00  
 Swift code: DEUTDEHH

Bank connection:  
 Deutsche Bank Hamburg  
 Bank identification code: 200 700 00  
 Account no. 05 01 551 00

**Advertising department contacts**

**Advertising Sales:** anz.druck-medien@haymarket.de

**Publisher:** Wolfgang Klages  
 Fon: +49 (0)40 69 206-450  
 Fax: +49 (0)40 69 206-333  
 wolfgang.klages@haymarket.de

**Key Account Manager:** Michael Bradke  
 Fon: +49 (0)40 69 206-453  
 Fax: +49 (0)40 69 206-333  
 michael.bradke@haymarket.de

## Advertising sizes &amp; rates

## ► Discounts

Format	Price 4c
2/1 page	€ 8,900
1/1 page	€ 5,050
1/2 page	€ 3,050
1/3 page	€ 2,050
1/4 page	€ 1,640
1/8 page	€ 890

Quantity discounts		Discounts for repeated ads	
2 pages	5 %	3 ads	3 %
4 pages	10 %	4 ads	5 %
8 pages	15 %	8 ads	10 %
12 pages	20 %	12 ads	15 %
20 pages	25 %	20 ads	20 %

Discount for ad bookings within one year.

## ► Special promotion

Cover pages, editorial page, table of content, first right-hand page.  
Placement guaranteed only following prior agreement.

Placement	Format	Price 4c
IFC:	1/1 page	€ 5,500
BC:	1/1 page	€ 5,500
Editorial:	1/3 page	€ 2,500
Contents:	1/3 page	€ 2,500
Title Produkt&Markt	170 x 240 mm	€ 3,900

## ► Delivery address for advertisements:

Haymarket Media GmbH & Co. KG  
Mediadisposition  
Frankfurter Straße 3d  
38122 Braunschweig

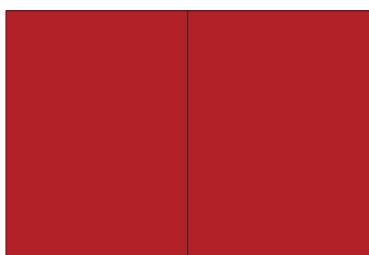
E-Mail: [anzeigendispo@haymarket.de](mailto:anzeigendispo@haymarket.de)

Exact details for all formats see below.

Please ask for our presentation of special formats

Fon: +49 (0)40 69 206-453, [michael.bradke@haymarket.de](mailto:michael.bradke@haymarket.de)

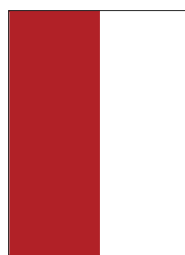
15 % agency commission will be credited.

**2/1 page:**

P: 392 x 272  
B: 420 x 297

**1/1 page:**

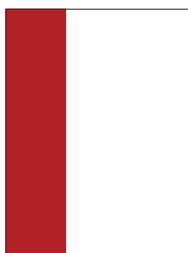
P: 184 x 272  
B: 210 x 297

**1/2 page:**

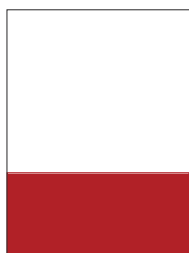
P: 90 x 272  
B: 102 x 297

**1/2 page:**

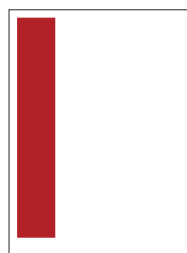
P: 184 x 134  
B: 210 x 148

**1/3 page:**

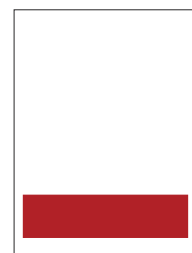
P: 58 x 272  
B: 71 x 297

**1/3 page:**

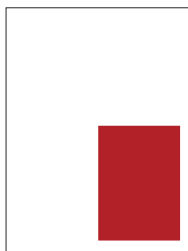
P: 184 x 88  
B: 210 x 103

**1/4 page:**

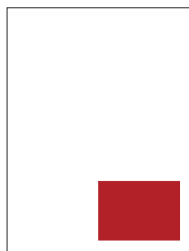
P: 43 x 272

**1/4 page:**

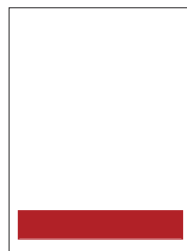
P: 184 x 65

**1/4 page:**

P: 90 x 134

**1/8 page:**

P: 90 x 65

**1/8 page:**

P: 184 x 30

**Produkt & Markt:**

P: 170 x 240

P = print space, B = bleed format (+3 mm trim at all outer edges) / all descriptions width x height in mm.



## Sales & wanted

### ► Sales & wanted

Are you having an interesting offer for the printing industry? Here you will find the right section for your product and a highly specific readership. Additionally, from now on you can profit from a favourable combination offer with druckwirtschaft.com.

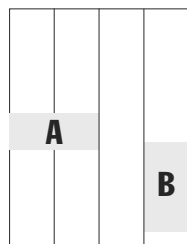
### ► Formats for Sales & wanted adverts

Format	Width
across 1 column:	43 mm
across 2 columns:	90 mm
across 3 columns:	137 mm
across 4 columns:	184 mm

### ► Price

€ 2.20 per mm/size per column b/w  
 € 2.50 per mm/size per column 4c

Placements	Discount	Price b/w	Price 4c
1	-	€ 2.20	€ 2.50
2	3 %		
4	5 %		
8	10 %		
12	15 %		
24	20 %		



**Example for 90 millimeter total (1 and 2 column/s in b/w)**

**A:** 2 columns/45 mm height = € 198  
**B:** 1 column/90 mm height = € 198

## Recruitment

Search and find qualified employees and executives through our recruiting market. Please ask for co-operation options in our online job board. michael.bradke@haymarket.de, phone: +49 (0)40 69 206-453

### ► Formats and prices for recruitments

Format	Width x Height (I)	Width x Height (B)	Price 4c
1/1 page	184 x 272	210 x 297	€ 2,000
1/2 page (across)	184 x 134	-	€ 1,000
1/4 page (corner)	90 x 134	-	€ 500

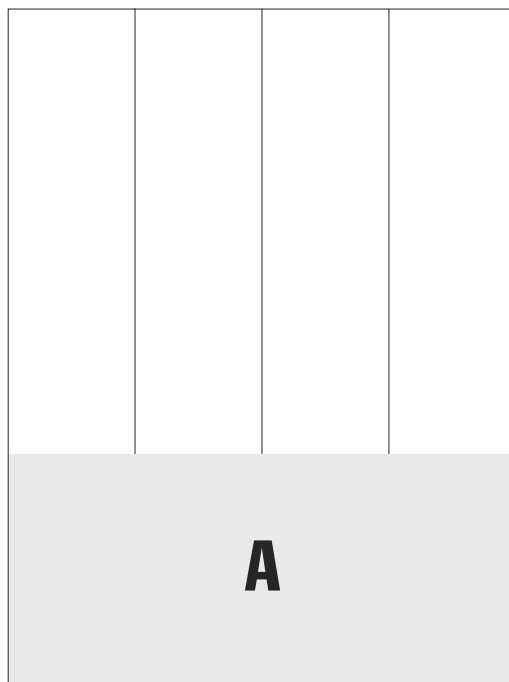
### ► Formats and prices for recruitments and applications apart from the standard formats:

Format	Width	Offers	Applications
1 column:	43 mm	€ 2/mm	€ 1/mm
2 columns:	90 mm	€ 4/mm	€ 2/mm
3 columns:	137 mm	€ 6/mm	€ 3/mm
4 columns:	184 mm	€ 8/mm	€ 4/mm

Box number charge: € 9 Domestic (Germany)  
 € 12 Abroad

### ► Prices for recruitments and applications online:

Please have a look at our website [www.druck-medien.net/stellenmarkt](http://www.druck-medien.net/stellenmarkt) or contact: michael.bradke@haymarket.de, phone: +49 (0)40 69 206-453



**Example for 400 millimeter total**

**A:** 4 columns/100 mm height = 400.00 € (application)



## Bound-in inserts, loose inserts

Please send us a binding sample with all information about size and weight. Loose and bound-in inserts must be recognizable as advertising. Positioning depends on technical possibilities.

### ► Formats for bound-in inserts

Trimmed format:	210 x 297 mm
Supply format (welled):	216 x 303 mm

#### Price per 1.000:

Double-sided:	€ 370
Four-sided:	€ 410
Six-sided:	€ 450
Eight-sided:	€ 490
Other on request	

We charge 80.00 € for adhesive binding per thousand copies – only if the middle of our magazine is reserved.

15 % agency commission will be credited. All prices exclusive of VAT.  
Delivery date: 10 days before publishing date.

### ► Loose inserts

Loose inserts have to be made out of one piece. No kind of additional work on the insert should be necessary. There will be surcharges for problems with conversion. Loose inserts printed on other material than paper can only be accepted after a binding sample.

### ► Formats for loose inserts

Minimum format:	105 x 148 mm
Maximum format:	200 x 290 mm

Please send two samples when booking.

#### Prices per 1,000 :

up to 15g	€ 270
up to 25g	€ 300
up to 35g	€ 330
above 35g	on request

15 % agency commission will be credited. All prices exclusive of VAT.  
Delivery date: 10 days before publishing date.

## Tip-on card

### ► 1/1 page + tip-on card total circulation

1/1 page	€ 5,050
+Charge	€ 1,770

### ► Personal tip-on card

Additional charge	€ 2,100
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Agency commission will be credited, but no discount.

### ► Delivery address for bound-in inserts, loose inserts and tip-on cards:

D+L Reichenberg GmbH  
Produktion Druck&Medien  
Issue no. xx/2009 (xx = Issue no.; please mark!)  
Schlavenhorst 10  
D-46395 Bocholt

## Technical details

### ► Cover

Please mark the following data on all printing material you send to us whether by mail or e-mail: **Druck&Medien**, issue, client, contact, telephone.

### ► Systems/software

#### Requirements for smooth receipt and processing of digital ads/artwork:

Transfer via FTP or e-mail.

#### Macintosh layout programmes

QuarkXpress up to version 7.3, Freehand up to version 11MX, Illustrator up to version CS3, InDesign up to version CS3.

### ► Data formats

Printable PDF documents (min. 300 dpi, CMYK).

### ► Warranties

We can only print what is saved on the storage medium. The publisher does not assume liability for deviations in texts, illustrations, and especially colours.

### ► Customised colours

Customised colours will be resolved in CMYK.

### ► Delivery address for adverts:

Haymarket Media GmbH & Co. KG  
Mediadisposition  
Frankfurter Straße 3d  
38122 Braunschweig

E-Mail: [anzeigendispo@haymarket.de](mailto:anzeigendispo@haymarket.de)

► In-depth analysis, great features and latest news. That is what the magazine "Druck&Medien" is all about. The editorial mission is to provide first-class business intelligence for the printing industry. Every issue covers premedia, print, digital printing, workflow and consumables.

► In every printed issue of **Druck&Medien:**

- People/Profile
- People/Interview
- Industry experts' opinion
- Product of the month
- Me and my machine
- Market features
- Best practise
- Trends/Analysis

Issue	Dates	Editorial Topics	Trade fairs
<b>01/2009 January</b>	Publishing date: 08.01.09 Ad closing date: 05.12.08 Copy deadline: 16.12.08	<b>Digital Printing</b> Workflow; networking; web-to-print; ink jet and laser technology; high-performance production systems; variable data printing; print-on-demand; large format printing; quality and colour management; innovative applications and trendsetting markets. <b>Product Portfolio: Blanket sheet-fed</b>	<b>Intergraphic</b> , Paris (France), 13.01. – 15.01. <b>Druckforum 2009</b> , Stuttgart, 23.01. – 13.02. <b>Paperworld 2009</b> , Frankfurt, 31.01. – 03.02.
<b>02/2009 February</b>	Publishing date: 05.02.09 Ad closing date: 16.01.09 Copy deadline: 27.01.09	<b>Digital Premedia</b> Digital imaging; software; workflow; data handling; networking; web-to-print; proofing; computer-to-plate; printing plates; colour management; measuring methods; process standardisation. <b>PP: Sheet-fed press</b>	
<b>03/2009 March</b>	Publishing date: 05.03.09 Ad closing date: 12.02.09 Copy deadline: 20.02.09	<b>Sheetfed Offset</b> Current technologies and trends in machine construction, print peripheral equipment and consumables; automation; process integration; inline finishing; quality and colour management; standardised production. <b>PP: MIS-Solutions</b>	<b>Cebit 2009</b> , Hannover, 03.03. – 08.03. <b>Leipziger Buchmesse</b> , Leipzig, 12.03. – 15.03. <b>Dataprint 2009</b> , Linz (Austria), 31.03. – 02.04.; <b>Expograpica</b> , Guadalajara (Mexico), 31.03. – 04.04.
<b>04/2009 April</b>	Publishing date: 02.04.09 Ad closing date: 12.03.09 Copy deadline: 23.03.09	<b>Ennoblement</b> It must shine, smell and feel good – immersing all the senses. What's new about cold and hot film laminating, when different coatings and printing substrates are used? <b>Druck&amp;Medien Guide: Financing, PP: CTP-Imagesetter</b>	<b>Hannover Messe 2009</b> , Hannover, 20.04. – 24.04. <b>Resale 2009</b> , Karlsruhe, 22.04. – 24.04.
<b>05/2009 May</b>	Publishing date: 06.05.09 Ad closing date: 13.04.09 Copy deadline: 24.04.09	<b>Paper</b> Paper for sheet-fed printing and web-fed printing, current developments in line with the latest technologies, certificates and sustainability; quality management <b>Druck&amp;Medien Guide: Digital Printing, PP: Newspaper rotary press</b>	<b>PostPrint 2009</b> , Berlin, 06.05. – 08.05. <b>Fespa Digital 2009</b> , Amsterdam (NL), 12.05. – 14.05.; <b>Embox Print</b> , Brno/Bruenn (Czech Republic), 19.05. – 22.05.
<b>06/2009 June</b>	Publishing date: 04.06.09 Ad closing date: 13.05.09 Copy deadline: 25.05.09	<b>Packaging and Label Printing</b> Workflow; printing forms; presses and peripheral equipment; finishing; materials and products with added value; automation; quality and colour management; standardised production. <b>Druck&amp;Medien Guide: Environment, PP: Lamination</b>	<b>Marketing Services 2009</b> , Frankfurt, 08.06 – 10.06. <b>Mailingtage 2009</b> , Nürnberg, 24.06. – 25.06.
<b>07/2009 July</b>	Publishing date: 02.07.09 Ad closing date: 11.06.09 Copy deadline: 22.06.09	<b>Digital Premedia</b> Digital imaging; software; workflow; data handling; networking; web-to-print; proofing; computer-to-plate; printing plates; colour management; measuring methods; process standardisation. <b>PP: Very large format printer (VLF Printer)</b>	
<b>08/2009 August</b>	Publishing date: 05.08.09 Ad closing date: 16.07.09 Copy deadline: 24.07.09	<b>Investment and Financing</b> Important information about leasing, alternative financing options for medium-sized companies, Basel II, rating, negotiations with banks as well as factoring. <b>PP: Perfect binding</b>	
<b>09/2009 September</b>	Publishing date: 02.09.09 Ad closing date: 14.08.09 Copy deadline: 24.08.09	<b>Finishing</b> Current developments and automated production; thread-stitching, perfect binding, thread-sealing, coating, laminating, embossing, die-cutting, cutting, collating, inserting, stacking, and dispatching. <b>Druck&amp;Medien Guide: Ennoblement, PP: Colour-measuring-systems</b>	<b>ProFlex</b> , Stuttgart, 15.09. – 16.09 <b>directexpo berlin 2009</b> , Berlin, 17.09. – 18.09.; <b>Labelexpo Europe 2009</b> , Brüssel (Belgium), 23.09. – 26.09. <b>Fachpack 2009</b> , Nürnberg, 29.09. – 01.10.
<b>10/2009 October</b>	Publishing date: 01.10.09 Ad closing date: 11.09.09 Copy deadline: 21.09.09	<b>Newspaper Technology/Ifra</b> Technologies, trends and innovations at the biggest showcase in the newspaper industry: presses and peripheral equipment, consumables; automation; networking; quality and colour management; standardised production; trendsetting products and markets. <b>PP: Cutting machines</b>	<b>Viscom Europe 2009</b> , Düsseldorf, 01.10. – 03.10.; <b>IFRA Expo 2009</b> , Vienna (Österreich), 12.10. – 15.10.; <b>Frankfurter Buchmesse 2009</b> , Frankfurt, 14.10. – 18.10.; <b>Druck + Form</b> , Sinsheim
<b>11/2009 November</b>	Publishing date: 04.11.09 Ad closing date: 16.10.09 Copy deadline: 26.10.09	<b>Digital Printing</b> Workflow; networking; web-to-print; ink jet and laser technology; high-performance production systems; variable data printing; print-on-demand; large format printing; quality and colour management; innovative applications and trendsetting markets. <b>PP: High End LCD-Monitors</b>	
<b>12/2009 December</b>	Publishing date: 03.12.09 Ad closing date: 13.11.09 Copy deadline: 23.11.09	<b>Sheetfed Offset</b> Current technologies and trends in machine construction, print peripheral equipment and consumables; automation; process integration; inline finishing; quality and colour management; standardised production. <b>Druck&amp;Medien Guide: Brandprotection, PP: Digital Proof-Systems</b>	



## Online

# Druck&Medien

druck-medien.net

druck-medien.net from Druck&Medien is the most extensive online platform for the printing industry. Its range of interlinked areas enables advertisers to address their target groups directly – for example, printers, suppliers and manufacturers, and print buyers. With druck-medien.net you can pitch yourself straight to your target audience. druck-medien.net offers:

### Up-to-date information

Up-to-the-minute reports from the printing industry, compiled by our online team.

### Employment

Job board for employers and employees in the printing industry.

### druckwirtschaft.com

The largest database in the printing industry, with over 20,000 companies listed.

### Community

Interact online, or obtain professional advice.

### Detailed media data

You can separately order the media data for our online presence, where you can find all our advertising material described in detail. Alternatively, see our Web site at [www.druck-medien.net](http://www.druck-medien.net) for a PDF version.

### ► Versatile & individual advertising

druck-medien.net supports all established advertising forms, from skyscraper to wallpaper, from content ads to layer ads. Prices are based on campaign periods. Below are sample prices and placement types for one month. We support campaigns for all periods, based on your individual requirements.

For more information, get in touch. Your contact persons are Wolfgang Klages (Publisher) and Michael Bradke (Key Account Manager). See below for contact details, or see page 3.

### ► Prices for online advertising (excerpt)

Type of ad	Homepage*	Toplevel*
Skyscraper	€ 1,000	€ 500
Content Ad	€ 1,500	€ 750
Wallpaper	€ 4,200	€ 2,100

\*These prices are for a one-month booking.

### ► Prices for newsletter-advertising

Type of ad	one booking	From three bookings**	From twelve bookings**
Content Ad	€ 400	€ 300	€ 200
Rectangle	€ 300	€ 225	€ 150

\*\*Rate per advert.

## Contact

### ► Publishing company

Haymarket Media GmbH  
Weidestrasse 122a  
22083 Hamburg  
Fon: +49 (0)40 69 206-0  
Fax: +49 (0)40 69 206-333  
E-Mail: [info@haymarket.de](mailto:info@haymarket.de)  
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