



Druck & Medien

Menschen | Technik | Wirtschaft

Media Pack

2012



The brand – Druck&Medien

We provide the printing industry with an integrated communication platform under the brand name Druck&Medien:

- ▶ **D&M magazine:** The magazine Druck&Medien is primarily directed at entrepreneurs and managers in the printing industry. Our concept: To promote independent, competent, professional journalism and modern design for trendsetting media products. Our aim: To deliver industry information for readers and subscribers, and to provide attractive promotional space for advertising customers. Reports and news about people, technology and business. From pre-media to finishing, from offset to flexo printing, from cross media to e-book.
- ▶ **D&M online:** Druck-medien.net is the German-language portal for the entire value chain in the printing industry. It features news, comprehensive databases and an employment market tailored to the sector. In addition to all standard advertising forms, we will also be happy to customise advertising packages to match your individual needs. Profit from our access to your specific target group – use our newsletter for your push promotional campaign. **Request the online media pack, or visit druck-medien.net.**
- ▶ **D&M events:** Every year since 2005, our awards for best of the best in twenty different printing categories have been the glamorous climax for the printing industry. With a total of over 500 guests, the 2011 Gala was once again sold out. The immense popularity of the Gala impressively demonstrates that the Druck&Medien Awards are a fixed event on the calendar of the German printing industry. Our Druck&Medien Awards provide an extraordinary platform for bringing your company's services into the foreground, for building up contacts and for expanding your network. Interested in a sponsorship package? We will be happy to inform you about all the possibilities for collaboration.

▶ Special publications:

Guide E-Business
Guide Environment
Guide Packaging
Waterless Printing
Portfolio Paper
documents
The Waterless Journal

▶ Audience

"Druck&Medien" reaches a high-quality audience: entrepreneurs and executives 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, Packaging News in UK, in addition PrintWeek in India, Russia, Middle East, Africa, and ProPrint in Australia.

Monthly magazine



Special publications



Website and newsletter



D&M Awards





HAYMARKET MEDIA GmbH

► Publishing company

Druck&Medien Fon: +49 40 69206-0
 Haymarket Media GmbH Fax: +49 40 69206-333
 Weidestrasse 122a E-Mail: info@haymarket.de
 22083 Hamburg Web: www.druck-medien.net

► 1. Circulation

Print run: 10,607 copies
 Distribution: 10,395 copies
 Subscription: 2,126 copies
 IWV 03/2011

► 2. Annual subscription price

Domestic: € 92.00 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

Junior Key Account Manager: Rafael Sybis
 Fon: +49 40 69206-453
 Fax: +49 40 69206-333
 rafael.sybis@haymarket.de

Key Account Manager: Kristof Meesenburg
 Fon: +49 40 69206-450
 Fax: +49 40 69206-333
 kristof.meesenburg@haymarket.de

Advertising sizes & rates

Format	Price 4c
2/1 page	€ 9,300
1/1 page	€ 5,280
1/2 page	€ 3,200
1/3 page	€ 2,150
1/4 page	€ 1,720
1/8 page	€ 930

► Special promotion

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

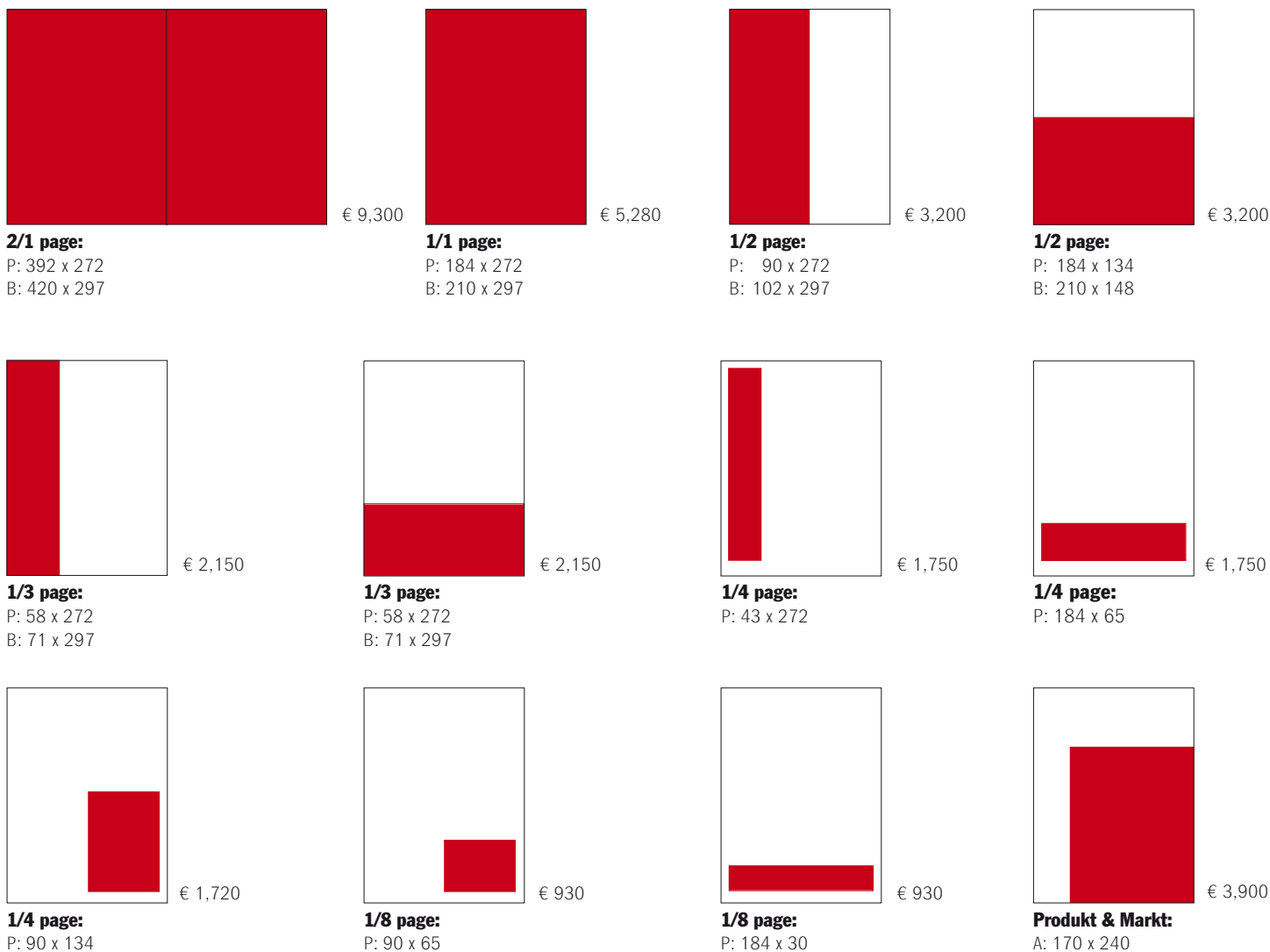
Placement	Format	Price 4c
IFC:	1/1 page	€ 5,650
BC:	1/1 page	€ 5,650
Editorial:	1/3 page	€ 2,550
Contents:	1/3 page	€ 2,550
Title Produkt&Markt	170 x 240 mm	€ 3,900

Exact details for all formats see below.

Please ask for our presentation of special formats

Fon: +49 40 69206-453, rafaelsybis@haymarket.de

15 % agency commission will be credited.



The grid displays 12 different advertisement formats, each represented by a red rectangle on a white background. The formats and their details are as follows:

- 2/1 page:** P: 392 x 272, B: 420 x 297, Price: € 9,300
- 1/1 page:** P: 184 x 272, B: 210 x 297, Price: € 5,280
- 1/2 page (left):** P: 90 x 272, B: 102 x 297, Price: € 3,200
- 1/2 page (bottom):** P: 184 x 134, B: 210 x 148, Price: € 3,200
- 1/3 page (left):** P: 58 x 272, B: 71 x 297, Price: € 2,150
- 1/3 page (bottom):** P: 58 x 272, B: 71 x 297, Price: € 2,150
- 1/4 page (left):** P: 43 x 272, Price: € 1,750
- 1/4 page (bottom):** P: 184 x 65, Price: € 1,750
- 1/4 page (bottom-right):** P: 90 x 134, Price: € 1,720
- 1/8 page (bottom-right):** P: 90 x 65, Price: € 930
- 1/8 page (bottom):** P: 184 x 30, Price: € 930
- Produkt & Markt:** A: 170 x 240, Price: € 3,900

► Discounts

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.

► Delivery address for advertisements:

E-Mail: anzeigendispo@haymarket.de
Haymarket Media GmbH
Mediadisposition
Weidestraße 122A
22083 Hamburg

E-Mail: anzeigendispo@haymarket.de

Please appoint magazine and issue (Example: DM, 02/2012)

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.

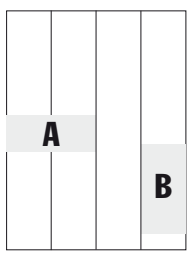
► Formats for Sales & wanted adverts

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

► Price

€ 2.40 per mm/size per column b/w
 € 2.70 per mm/size per column 4c

Placements	Discount	Price b/w	Price 4c
1	-	€ 2.40	€ 2.70
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 = € 207
B: 1 column/90 mm height = € 207

Recruitment

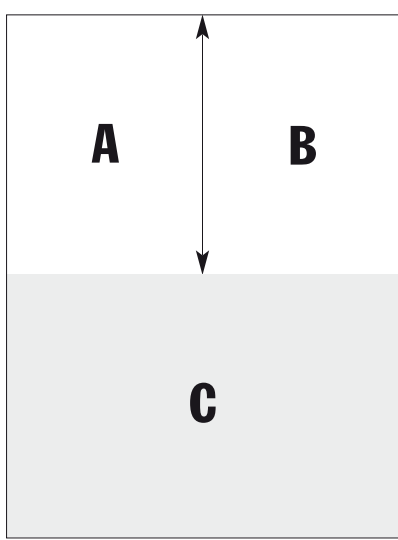
Search and find qualified employees and executives through our recruiting market. Please ask for co-operation options in our online job board. kristof.meeseburg@haymarket.de, phone: +49 40 69206-450

► Formats and prices for recruitments

Format	Width x Height (I)	Width x Height (B)	Price 4c
1/1 page (across)	184 x 272	-	€ 2,100
1/2 page (across)	184 x 134	-	€ 1,050
1/3 page (across)	184 x 88	-	€ 770
1/4 page (corner)	90 x 134	-	€ 510

► Prices for recruitments and applications online:

Please have a look at our website www.druck-medien.net/stellenmarkt or contact: **Rafael Sybis: rafael.sybis@haymarket.de, phone: +49 40 69206-453**



A+B: Example for 1/4 Page (corner)

C: Example for 1/2 Seite



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:	€ 380
Four-sided:	€ 420
Six-sided:	€ 460
Eight-sided:	€ 500
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	€ 300
up to 25g	€ 320
up to 35g	€ 350
above 35g	on request

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

Reginal inserts possible. Minimum amount 4,000 copies
(10% surcharge)

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 CS4, InDesign up to version CS4.

▶ 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



► 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
01/2012 January	Publishing date: 05.01.12 Copy deadline: 19.12.11 Ad closing date: 12.12.11	E-Business, Web-to-Print Web shops for printing shops/plants; industry software; business models for the Web Market overview: Digital proof systems (Format A3+)	Intergraphic , Paris, 15.01. – 16.01. Paperworld , Frankfurt, 28.01. – 31.01. Druckforum , Stuttgart, 30.01. – 10.02.
02/2012 February	Publishing date: 02.02.12 Copy deadline: 20.01.12 Ad closing date: 13.01.12	LFP Trends and innovations at Fespa Digital in Barcelona; LFP for internal and external applications; textile printing; finishing with metallic inks	Fespa Digital , Barcelona, 21.02. – 24.02. Embox Print , Brno, 28.02. – 02.03.
03/2012 March	Publishing date: 01.03.12 Copy deadline: 17.02.12 Ad closing date: 10.02.12	drupa preliminary reports with a focus on pre-press and pre-media Market overview: Workflow management systems	Cebit , Hannover, 06.03. – 10.03. Buchmesse , Leipzig, 15.03. – 18.03.
04/2012 April	Publishing date: 05.04.12 Copy deadline: 23.03.12 Ad closing date: 16.03.12	drupa preliminary reports with focus on finishing for digital, sheet-fed offset and web press printing products	
05/2012 May	Publishing date: 30.04.12 Copy deadline: 18.04.12 Ad closing date: 11.04.12	drupa preliminary reports with a focus on printing and finishing in all processes Exhibit preview from all areas Market overview: Sheet-fed offset machines (small, half and medium format)	Drupa , Düsseldorf, 03.05. – 16.05.
06/2012 June	Publishing date: 06.06.12 Copy deadline: 23.05.12 Ad closing date: 15.05.12	drupa follow-up reports: The most important trends in pre-press/pre-media, workflow, CTP, printing plates, digital printing, inkjet printing, offset printing, packaging printing, finishing, advanced processing, materials	Mailingtage , Nürnberg, 20.06. – 21.06.
07+08/2012 July/August	Publishing date: 05.07.12 Copy deadline: 22.06.12 Ad closing date: 15.06.12	Printing substrates and finishes New printing substrate-finish combinations; inline cold foil; UV drying Market overview: CTP printing plate	
09/2012 September	Publishing date: 06.09.12 Copy deadline: 24.08.12 Ad closing date: 17.08.12	Packaging Trends at Fachpack in Nuremberg; large format printing: digital and offset; finishing; label printing; Market overview: Folding machines	Photokina , Köln, 18.09. – 23.09. PostPrint , Leipzig, 19.09. – 21.09. Fachpack/Printpack , Nürnberg, 25.09. – 27.09. Graphexpo , Chicago, 07.10. – 10.10.
10/2012 October	Publishing date: 04.10.12 Copy deadline: 20.09.12 Ad closing date: 13.09.12	Newspaper Technologies, trends and innovations at Ifra Expo in Madrid; four-high tower newspaper printing; automation; shipping room	Druck + Form , Sinsheim, 10.10. – 13.10 Frankfurter Buchmesse , Frankfurt, 10.10. – 14.10. Viscom , Frankfurt, 25.10. – 27.10. IFRA Expo , Madrid, 29.10. – 31.10.
11/2012 November	Publishing date: 01.11.12 Copy deadline: 19.10.12 Ad closing date: 12.10.12	Logistics Printing plant motor pool; paper and more from dealers; material transport at printing plants Market overview: VLF Printer (1.60 meter printing width and higher)	
12/2012 December	Publishing date: 06.12.12 Copy deadline: 23.11.12 Ad closing date: 16.11.12	Personnel management Recruiting young managers; demographic change and personnel structure; education and advanced training	



Specials

► **Advertorial in Druck&Medien:** Text and photos are usually delivered by the advertiser; the layout of the advertorial is defined by Druck&Medien. For legal reason the advertorial is marked with the word "Anzeige" (=ad).

Conditions:

- 1) The text must be delivered in German
- 2) The specified number of characters should not be exceeded
- 3) Pictures (min. 300 dpi in CMYK) and captions must be included
- 4) Delivery of text and pictures 4 working days prior to press deadline
- 5) Up to two loops for correction are included
- 6) Minimum size for the advertorial is a 1 / 2 page.



► Formats and Prices for Advertorial

Format	Letter*	Price
2/1 page	8.400 letter	€ 9.550
1/1 page	4.200 letter	€ 5.500
1/2 page	2.100 letter	€ 3.300

* inclusive blanks

Contact

► Publishing company

Haymarket Media GmbH
 Weidestraße 122a
 22083 Hamburg
 Fon: +49 40 69206-0
 Fax: +49 40 69206-333
 E-Mail: info@haymarket.de
 Web: www.haymarket.de

Editorial Office

red.druck-medien@haymarket.de

Subscription and readers service

leserservice@haymarket.de

Publisher

Jan Philipp Rost
 Fon: +49 40 69206-407
 janphilipp.rost@haymarket.de

Key Account Manager

Michael Bradke
 Fon: +49 40 69206-453
 michael.bradke@haymarket.de

Key Account Manager

Kristof Meesenburg
 Fon: +49 40 69206-450
 kristof.meesenburg@haymarket.de

Junior Key Account Manager

Rafael Sybis
 Tel.: +49 40 69206-453
 rafael.sybis@haymarket.de

Managing Director

Dr. Nicolas Bogs
 Fon: +49 40 69206-101





Print Group

We offer the largest network of specialist magazines and websites for the printing industry worldwide. Every month we will inform approximately 97,000 readers via our printed magazines and approximately 223,000 unique users online.



PrintWeek UK

Based: London
Frequency: Weekly
Circulation: 11,575
Subscriptions: +44 8451 557 355
 subscription@haymarket.com
Editorial: +44 02 8267 4397
 printweek.editorial@haymarket.com
Advertising: +44 02 8267 4396
 printweek.advertising@haymarket.com
Rate: 3,950 £ (full page)



PrintWeek India

Based: Mumbai
Frequency: Monthly
Circulation: 12,000
Subscriptions: +91 22 6613 1325
 sanjeeve@printweek.in
Editorial: +91 22 6613 1333
 ramu@printweek.in
Advertising: +91 22 6613 1328
 priya@printweek.in
Rate: 75,000 Rs (full page)



PrintWeek Middle East & Africa

Based: Dubai
Frequency: Monthly
Circulation: 6,650
Subscriptions: +971 4 332 9111
 printwk@eim.ae
Editorial: +971 4 332 9111
 printwk@eim.ae
Advertising: +971 4 332 9111
 printwk@eim.ae
Rate: 3,740 FP (full page)



ProPrint Australia

Based: Sydney
Frequency: Monthly
Circulation: 11,000
Subscriptions: +61 2 9625 4434
 carmen@proprint.com.au
Editorial: +61 2 9979 6717
 crowe@proprint.com.au
Advertising: +61 2 9625 4434
 carmen@proprint.com.au
Rate: 2,800 \$ (full page)



PrintWeek Russia

Based: Moskau
Frequency: Fortnightly
Circulation: 8,500
Subscriptions: +7 495 681 9142
 maksimova@printweek.ru
Editorial: +7 495 772 9735
 editor@printweek.ru
Advertising: +7 495 681 9142
 reklama@printweek.ru
Rate: 2,400 \$ (full page)

We are happy to advise you with your international media planning. Please call or email us: kristof.meesenburg@haymarket.de; rafael.sybis@haymarket.de
 Tel: +49 40 69206-453



haymarket®