

News finden

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Media Pack

2012

Advertising at druck-medien.net

druck-medien.net is an integrated communication platform for the printing industry.

Our concept: independent, accredited trade journalism, modern design and functionality with added value. In addition to the journalistic articles, our website provides you with a series of services – which we are continually expanding.


Our objective: More success for the printing industry – and consequently for our advertisement customers, too.

In addition to all of the standard advertising forms, we would like to create an individual promotion package for you that is tailored to the needs of your target group. For example, you can profit from our precise target-group appeal through newsletters or the presentation of specific contents! Whatever you may decide upon – you will always reach the decision-makers and entrepreneurs in the entire printing sector through us. In addition, we have the experts at training facilities and communicators in the supply industry, as well as the responsible print buyers.

Ask us – we would be happy to make you an offer.

Kristof Meesenburg, Key Account Manager
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Rafael Sybis, Junior Key Account Manager
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IVW ratings 	
▶ Visits	71,297
▶ Page impressions	149,792
▶ Month	October 2011

Advertising formats

▶ Skyscraper

The skyscraper is a portrait advertising space that is placed either to the right or to the left of the content.



Pixels: 160 x 600 **rate: 310,-/week***
Filesize GIF/JPG/PNG: 20 KB (Flash: 25 KB)

▶ Superbanner

The superbanner is a landscape advertising space positioned at the head of the page.



Pixels: 728 x 90 **rate: 355,-/week***
Filesize GIF/JPG/PNG: 25 KB (Flash: 30 KB)

▶ Fullsizebanner

The fullsizebanner is a landscape advertising space positioned at the head of the page.



Pixels: 468 x 60 **rate: 410,-/week***
Filesize GIF/JPG/PNG: 20 KB (Flash: 25 KB)

▶ Content ad

Content ads are positioned directly in the editorial content.



Pixels: 300 x 250, 400 x 300 **rate: 355,-/week***
Filesize GIF/JPG/PNG: 25 KB (Flash: 30 KB)

* booking package welcome page, all prices in Euro

Advertising formats

► Layer ad

Advertising format without defined size. For example, a graphic element moving from the right to the left.



Filesize Flash: 60 KB **rate: 385,-/week***

► Wallpaper

Frames the upper section, as well as the right and left sides of the page.



Filesize GIF/JPG/PNG: 60 KB (**Flash:** 60 KB)
rate: 855,-/week*

► Video advertising

Present a complete product or service presentation as a video.



Pixels: 400 x 300 **rate: 410,-/week***

► Rectangle

Rectangles are positioned directly in the editorial content.



Pixels: 180 x 300* **rate: 310,-/week***
Filesize GIF/JPG/PNG: 20 KB (**Flash:** 30 KB)

► Pagepeel

Usually consists of a flash animation and appears in the right or left upper corner.



Pixels: 75 x 75 / 80 x 80 / 100 x 100
Admaterial: 500 x 500 rate: 345,-/week*
Filesize GIF/JPG/PNG: 50 KB (**Flash:** 60 KB)

► E-Commerce

Generation of prospective buyers' addresses. The advertising format of e-commerce is an individual solution that we would be pleased to work out with you. The prices of the content ads, plus the one-time implementation costs, can be used as a reference.

► Sponsoring

In sponsoring, clients get the opportunity to prominently place their brand and/or product names within the editorial environment. The name and logo of the client are integrated through the addition of "Powered by." The advertising format of sponsoring is an individual solution that we would be pleased to work out with you. Individual formats can be arranged.

Pixels: 400 x 300*
Filesize GIF/JPG/PNG: 20K (**Flash:** 30K)

Newsletter advertising formats (published daily monday till friday)

► **Rectangle**

Rectangles or content ads are directly positioned in the editorial setting of the newsletter.



Pixels: 180 x 300*
Filesize GIF/JPG/PNG: 20K
rate: min. 150,-/Newsletter

► **Text Ad**

500 characters maximum (incl. space) text, logo and link.



Filesize GIF/JPG/PNG: 20K
rate: min. 150,-/Newsletter

► **Content Ad/Video advertising**

Present a complete product or service presentation as a video.



Pixels: 400 x 300
Filesize GIF/JPG/PNG: 20K
rate: min. 180,-/Newsletter

Advertising formats, placements and prices

Advertising format Online	Price/Week (exclusive)				Price/Week (banner-rotation)*			
	all areas	home	Toplevel	Sublevel	all areas	home	Toplevel	Sublevel
Skyscraper	600,-	310,-	335,-	115,-	508,-	255,-	285,-	110,-
Fullsizebanner	600,-	310,-	335,-	-	508,-	255,-	280,-	-
Superbanner	715,-	355,-	390,-	135,-	605,-	300,-	330,-	135,-
Content Ad	710,-	355,-	390,-	130,-	600,-	300,-	330,-	130,-
E-Commerce	640,-	322,-	355,-	-	545,-	270,-	300,-	-
Sponsoring	1.290,-	360,-	715,-	-	1.095,-	545,-	600,-	-
Wallpaper	1.725,-	855,-	-	-	1.460,-	725,-	-	-
Pagepeel	690,-	345,-	380,-	125,-	580,-	285,-	315,-	125,-
Video	815,-	410,-	450,-	150,-	690,-	345,-	275,-	150,-
Layer Ad	-	385,-	-	-	-	320,-	-	-
Rectangle	600,-	310,-	335,-	110,-	505,-	255,-	285,-	110,-

* Banner Rotation: exclusive publication not granted. Maximum 2 advertisers rotate in one advertising slot.

Discounts:

Minimum 4 weeks: 5% discount, minimum 8 weeks: 10% discount, more than 10 weeks: individualized offer. Discounts for applicable for booking within one year.

Advertising format Newsletter	Pixels	Price for 1 Insertion	Price for 3 Insertions	Price for 12 Insertions
Content Ad	400 x 300	245,-	220,- (per insertion)	185,- (per insertion)
Rectangle	180 x 300	185,-	165,- (per insertion)	150,- (per insertion)
Text Ad	400 x 300	185,-	165,- (per insertion)	150,- (per insertion)

All prices in Euro

Other formats on request.

15% agency commission will be granted.
We would be pleased to prepare an offer for longer-term campaigns for you.

Jobs on druck-medien.net/stellenmarkt

► Setup service for all Job offers:

- send your job offer to einstellservice@druck-medien.net
- we need your job offer as one text or left in a link in the following formats: txt, .doc, or PDF (min 72 dpi)
- for each job offer it's possible to place your company-logo on the upper right. Formats: gif, jpeg, png or tif. Size up to 1 MB

Price job offers (28 days run time)	Number of Job offers		
	1	3	5
Price	205,-	460,-	640,-
Price per Job offer	205,-	153,-	128,-

► Key Account Manager

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► Junior Key Account Manager

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Print Group



pressXchange.com Global

Unique users: 57,000
Contact: Wayne Morgan
+44 02 8267 4373
wayne.morgan@haymarket.com

printweek.com UK

Based: London
Update: Hourly
Unique users: 95,000
Contact: Steven Scaffardi
+44 02 8267 4974
steven.scaffardi@haymarket.com

proprint.com.au Australien printweek.in Indien

Based: Sydney
Update: Hourly
Unique users: 11,000
Contact: Carmen Ciappara
+61 2 9625 4434
carmen@proprint.com.au

Based: Mumbai
Update: Hourly
Unique users: 2,100
Contact: Priya Iyer
+91 098 2055 2351
priya@printweek.in

printweekmea.com MEA

Based: Dubai
Update: Hourly
Unique users: 5,000
Contact: Priya Mehta
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priya@printweekmea.com

General information

▶ Advertisement deadline

Five workdays before start of campaign

▶ Data delivery

E-Mail to anzeigendispo@haymarket.de

▶ Ad specials

If you are interested in an advertising format which is not included in this ratecard, please contact us directly.

▶ Prices

All prices listed here are net prices exclusive of VAT.

▶ Terms of payment

Payment: 14 days after receipt of invoice. Please see the General Terms and Conditions at druck-medien.net for additional modalities.

Contact

▶ Publisher

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