

# - print.de Stellenmarkt

Jobs für die gesamte Druckindustrie

# Media Data 2023



valid from 2022 1 October

#6

## BENEFITS

The trade portal print.de and trade magazine Deutscher Drucker are the most renowned and wide-reaching trade publications within the German-speaking printing industry. With a job advertisement on jobs.print.de, you can reliably reach specialists and managers in all segments of the printing branch.

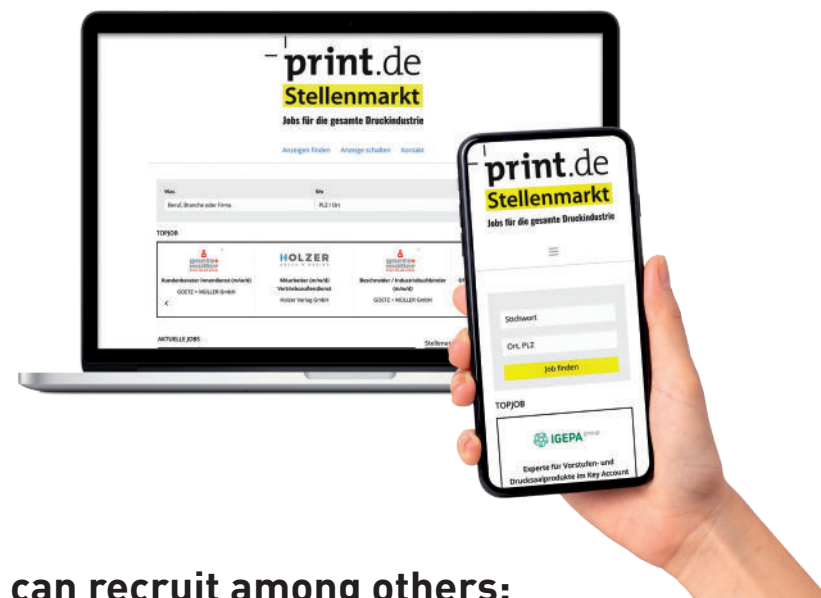
Professionals in publication printing, advertising technology and in large-format digital printing, as well as packaging and label printing, regularly rely on the information offered in print, online and at events. Reap the benefits from the high attention of the market-leading trade publications and place your job ads in the industry's largest job market on print.de and Deutscher Drucker!

The publishing program is supplemented by the trade publications Grafische Palette, Flexo+Tief-Druck und Etiketten-Labels, the annual industry Print & Media Awards, as well as by popular digital event formats such as Print Innovation Week, Postpress Summit and Packaging Days.

**For job seekers in the printing branch, there's simply no way around the print.de/Deutscher Drucker job market!**

As an employer, you can benefit from many further features and benefits:

- You reach a purely professional target group without wastage, with maximum reach across all channels– Online, mobile and print!
- First-class performance values of newsletters, websites and print
- Easy, comfortable and fast placement of job ads with automatic verification and quality assurance
- High price price/performance effectiveness



**You can recruit among others:**

**INDUSTRIAL FOREMAN (M/W/O)**

**BOOKBINDER (M/W/D)**

**DIGITAL UND PRINT MEDIA DESIGNER (M/W/O)**

**SALES ACCOUNT MANAGER (M/W/O)**

**OFFSET PRINTER/MEDIENTECHNOLOGE (M/W/O)**

**PACKAGING PRINTER (M/W/O)**

**SALES MANGER REP (M/W/O)**

**PRINTER / LOGISTICIAN (M/W/O)**

**DIGITAL PRINTER (M/W/O)**

**MACHINE AND PLANT OPERATOR (M/W/O)**

**SOFTWARE DEVELOPER (M/F/D)**

**PACKAGING TECHNOLOGIST (M/W/O)**

**MEDIA TECHNOLOGY PRINT PROCESSOR (M/W/O)**

**DEPARTMENT HEAD OFFSET PRINTING (M/W/O)**



## PRODUCT PORTFOLIO OVERVIEW

### PRINT

Deutscher Drucker is the No. 1 trade magazine for the printing and media industry!

- Publication frequency: 16 issues per year
- Total circulation (TvA): 3,490 \*
- Sold circulation: 2,567 \*
- Subscription share thereof: 2,433 \*

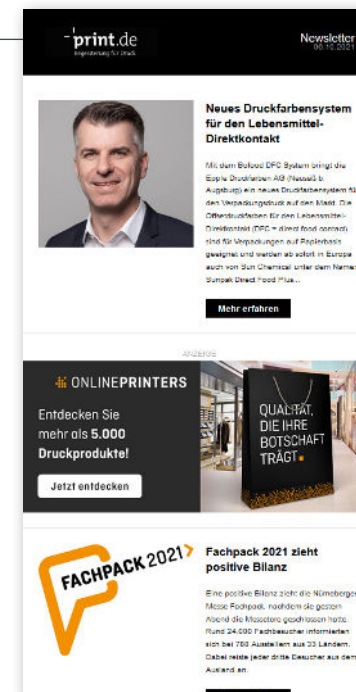
\* IWW average II. Quarter 2022



### NEWSLETTER

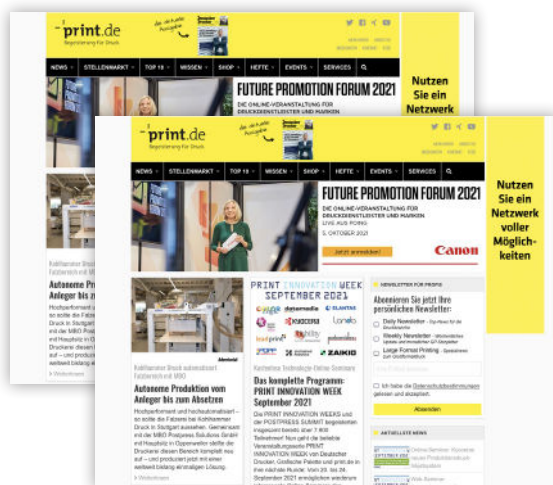
- Newsletter subscribers weekly: 8,000
- Newsletter subscribers daily: 8,200
- Newsletter subscribers: 612

By opting in (consenting to receiving emails) subscribers signal their wish to be contacted regularly. The content is therefore awaited, desired and highly trusted.



### WEBSITE

- www.print.de  
Visits: 178,044  
Page Impressions: 341,406  
\* IWW 03/2022
- Facebook fans: 4,902
- Twitter followers: 3,379
- Xing followers: 11,322



### EVENTS

Our successful and diverse events broaden the magazine- and portal's target audience in the printing branch ideally.

**PACKAGING DAYS**  
Verpackungsdruck & Etikettenproduktion

**PRINT INNOVATION WEEK**

**PostPress Summit**  
Die wichtigsten Trends in der Druckweiterverarbeitung

**Druck & Medien AWARDS**

**MOONOVA**

## ONLINE JOB VACANCY ADS

### SERVICE HIGHLIGHTS

- appears for 60 days in mobile optimized online Job Market
- personal contact partner
- 50 % discount for start-ups

### USER GROUPS

Heads of Sales/Marketing, CEOs/ Managing Directors, Department Heads, Print Department Managers, Sales Managers, Heads of Production, IT Administrators, Printers/ Media Technicians, Media designers, Bookbinders, Packaging Printers, Technicians/Masters

### PLACEMENT

Please note that only one position can be advertised at a time. A placement is possible at any time via the self-entry tool at: <https://bit.ly/3BkhZa7>

### FORMATS AND PRICES:

GOLD	BESTSELLERS	Price
<b>Designed Ad in Your CI / CD</b>		
<ul style="list-style-type: none"> <li>• Logo display in search results list</li> <li>• Refresh after 30 days (date update)</li> <li>• Video integration possible for additional charge</li> <li>• Linking of job ad in print.de Newsletter</li> </ul>		€ 1,195.00 *

SILVER	Price
<b>Designed Ad based on predefined templates with integration of company logo</b>	
<ul style="list-style-type: none"> <li>• Logo display in search results list</li> <li>• Linking of job ad in print.de Newsletter</li> </ul>	
	€ 870.00 *

BRONZE	Price
<b>Text ad based on predefined layout</b>	
Direct addressing between You and Candidate selectable	
	€ 795.00 *

ADD-ONS	Price
<b>W&amp;V Job Market – Marketing-, advertising- and media jobs</b>	from € 420.00 (BRONZE)
<b>PAGE Job Market – Jobs for the creative branch</b>	from € 420.00 (BRONZE)

### Contingents

Discount per ad on listed price  
(subject to a period of 12 Months)

3 ads	16 %
5 ads	21 %
10 ads	26 %
20 ads	39 %

\* Prices in Euro plus vat/sales tax. The GTCs of the publishing house apply. Prices for job adverts are not discountable. 15 % commission is only payable for the placement of third party orders and is only granted to registered advertising agents. You can download the GTCs here: [www.ebnermedia.de/ebvm/agb](http://www.ebnermedia.de/ebvm/agb)

### You wish for maximum attention?

For a surcharge of € 99,00 you can secure a TOPJOB placement\* on jobs.print.de.

ReachPLUS: You receive an increase in reach via targeted search engine marketing for a surcharge of € 270.00

\*possible with SILVER and GOLD bookings




## ONLINE+PRINT


With a print ad in the job market section of the trade magazine “Deutscher Drucker”, you additionally get into contact with professionals interested in job offers in the printing industry.

You are addressing all readers, as job ads arouse curiosity – a good opportunity to reach people who are latently looking and feel particularly addressed by your offer!

Highlight the value of your search for suitable employees for a position at your company with a print ad in the job market section!

**The prices stated are surcharges on the placement of an online job advert at a price of € 1,195.00 (GOLD) / € 870.00 (SILVER) / € 795.00 (BRONZE)**

Ad	Format	Price Print*
	202 x 267	+ € 3,495.00
1/1 page		
	202 x 124	+ € 1,195.00
1/2 page horizontal		
	99 x 267	+ € 1,195.00
1/2 page horizontal		

Ad	Format	Price Print*
	99 x 124	+ € 290.00
1/4 page		

Format in print space, width x height in mm

**\* Price surcharge on online job ad in euro plus vat.**  
The GTCs of the publishing house apply. Prices for job adverts are not discountable. 15% commission is only payable for the placement of third party orders and is only granted to registered advertising agents.  
You can download the GTCs here:  
[www.ebnermedia.de/ebv/agb](http://www.ebnermedia.de/ebv/agb)



## DATES 2023:

Issue	EVT	AS und DU	Issue	EVT	AS und DU
01/2023	Thurs, 26.01.	Thurs, 12.01.	09/2023	Thurs, 13.07.	Thurs, 06.07.
02/2023	Thurs, 16.02.	Thurs, 09.02.	10/2023	Thurs, 07.09.	Thurs, 31.08.
03/2023	Thurs, 02.03.	Thurs, 23.02.	11/2023	Fri, 29.09.	Thurs, 21.09.
04/2023	Thurs, 23.03.	Thurs, 16.03.	12/2023	Fri, 13.10.	Wen, 04.10.
05/2023	Fri, 14.04.	Thurs, 06.04.	13/2023	Thurs, 26.10.	Thurs, 19.10.
06/2023	Thurs, 04.05.	Thurs, 27.04.	14/2023	Thurs, 09.11.	Thurs, 02.11.
07/2023	Thurs, 25.05.	Thurs, 17.05.	15/2023	Thurs, 23.11.	Thurs, 16.11.
08/2023	Thurs, 15.06.	Thurs, 07.06.	16/2023	Thurs, 07.12.	Thurs, 30.11.

EVT = Publication date / AS = Ad booking deadline by 12pm / DU = Print data submission deadline

## Contingents

Discount per ad on listed price  
(subject to period of 12 Months)

3 ads	16 %
5 ads	21 %
10 ads	26 %
20 ads	39 %

## PRINT | TECHNICAL SPECIFICATIONS – DATA TRANSFER

### MAGAZINE INFORMATION

MAGAZINE format: 230 mm width, 300 mm height

Print space: 206 mm width, 269 mm height

Column width: 66 mm/49 mm

Number of columns: 3/4

### PRINT

Printing process: Offset printing, 80s screen

Paper: 90 g Claro Bulk, Paper class SK3, wood free

### TECHNICAL SPECIFICATIONS

Print data submissions: PDF/X3 or PDF/X4 in CMYK mode, PSO coated\_v3\_eci.icc  
3 mm bleed on all sides, apply register or bleed marks, embed fonts and images. To avoid image elements or text sliding unintentionally into the bleed, please keep 5 mm distance from the page margin.

Profile: PSO Coated v3 (ECI)

Datacompression: SIT, SITX, SEA (Mac), ZIP (PC)

Data transfer e-Mail: jobs@print.de

Extra charges: Changes to data submitted, carried out by the publishing house, are subject to costs calculated.



**Contact partners**



**Regine Grossmann**

Advertising Services

Tel: +49 731 88005-7025

[jobs@print.de](mailto:jobs@print.de)

[jobs.print.de](http://jobs.print.de)



**Jochen Kristek**

Head of Key Accounts & Sales

Tel: +49 731 88005-7058

[jobs@print.de](mailto:jobs@print.de)

[jobs.print.de](http://jobs.print.de)



**Sabine Vockrodt**

Owner of HR Solutions

Tel: +49 731 88005-8222

[jobs@print.de](mailto:jobs@print.de)

[jobs.print.de](http://jobs.print.de)



**Reinhold Fritsch**

Senior Sales Manager Job-Markets

Tel.: +49 731 88005-8285

[jobs@print.de](mailto:jobs@print.de)

[jobs.print.de](http://jobs.print.de)

