

Deutscher Drucker

VORSTUFE ● CROSS MEDIA ● DRUCK ○ WEITERVERARBEITUNG

2024 MEDIA INFORMATION

Valid from 1st January 2024



Deutscher Drucker

VORSTUFE • CROSS MEDIA • DRUCK ○ WEITERVERARBEITUNG

Unbeatable advantages to ensure your success

Print – Online – Services – Multi-channel

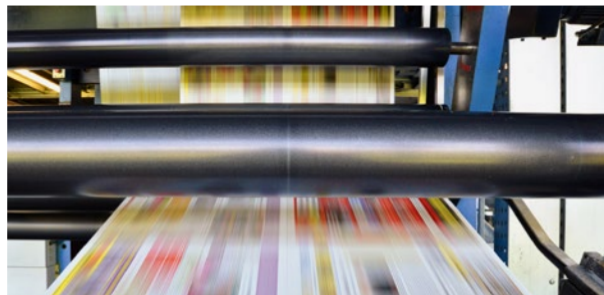
Deutscher Drucker is the **No 1** trade magazine in the print and media industry. The brand for your success.

- ↗ The highest sales: 2.298 copies (IVW II/2023)
- ↗ The most subscribers: 2.183 copies (IVW II/2023)
- ↗ Multi-channel distribution delivers the greatest reach

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We stand up for print

This are your content and reach experts

Print industry professionals and managers have trusted the publications and services of Deutscher Drucker since as far back as 1894.

Our printed and digital products, Deutscher Drucker and print.de, have the widest reach in the industry and are dedicated to covering the key themes for professional print production.

Our editors are out and out theme champions in their specialist fields and in many cases they are viewed as real influencers. Over 250 lectures given and events hosted speak for themselves. Five industry juries also benefit from the expertise of our editorial team.

In order to identify trends, to pick them up and to evaluate their relevance for the printing industry, one needs expertise, sound understanding and an emotional commitment to the printing industry. These are things that our many years in the industry mean that we are able to offer. Every year our editors visit nearly 100 prepress shops, printers and finishers. Our editors know what is going on in the industry.

Our news channels on Xing, Twitter/ X and Facebook also keep the industry constantly up to date.

A mass of e-dossiers in our online shop



“This is where the industry’s movers and shakers gather their information!”

Bernhard Niemela, CEO

Present your Drupa trade show high-lights at the successful webinar series

Address the largest visitor group at Drupa with print.de and Deutscher Drucker at Drupa.

Take advantage of this digital platform and get leads in advance - just like at a trade show - leads.



PRINT INNOVATION WEEK

Themes:

- Digital printing
- Automation in offset printing
- Packaging printing
- Finishing technologies
- Large Format Printing
- Postpress
- Printing industry of the future

Price from **3.950,- Euro**
per slot

Dates:

Pre-Drupa 22.-26. April 2024
After-Drupa 1.-5. July 2024

over **25%***
of all drupa
visitors are
german
speaking*

Contact:

Jochen Kristek | j.kristek@print.de | Tel.: +49(0)731 88005-7058

Andrea Dyck | a.dyck@print.de | Tel.: +49(0)8341 9661784

* Source: drupa 2016 Post show report, by country of origin:
25% from Germany plus Austria and Switzerland

Do you know that over 25%* of all drupa visitors are from german speaking countries!

Deutscher Drucker and print.de are the perfect duo with a wide reach in German-speaking countries!

Use both channels to promote your products before, during and after the drupa show!

The fair visitors use Deutscher Drucker issues and print.de to plan their show visits.

Digital + Print package

The fair visitors use Deutscher Drucker issues and print.de to plan their show visits.

Magazine

1/1p 4c display advertisement:

All the space you need for a high impact statement.

Digital

Display campaign with half Page Ad (975 x 250 pixels).

1 week (10,000 guaranteed ad impressions).

Content Marketing Formats

One sponsored post in our daily newsletter to at least 8,200 subscribers

Price: € 8,250 instead of € 9,000

drupa special digital only

Something special from us for you.

Digital

Display campaign with billboard (975 x 250 pixels).

1 week with 10,000 guaranteed ad impressions.

Newsletter banner (500 x 200 pixels):

1 weeks (5 newsletters) to a minimum of

8,200 subscribers per day

Content Marketing Formats

print.de advertorial. top spot on print.de for a whole week, including sponsored post in the daily newsletter

E-Blast. Your content to a minimum of 10,000 subscribers per shot.

Price: € 7,950 instead of € 8,620

NEW! Video Booster

Video Marketing Formats

1x interview or talk, 15 minutes, incl. postproduction. Publication at print.de and on the daily video portal for Drupa 2024 of the Super Content Group including 1x print.de Video advertorial.

Price: € 2,450

Deutscher Drucker is the only trade magazine with **6 special issues** for **drupa 2024**.

issue 4 - Publication date 03/14/24

issue 5 - Publication date 03/28/24

issue 6 - Publication date 04/11/24

issue 7 - Publication date 04/25/24

issue 8 - Publication date 05/05/24

issue 9 - Publication date 05/23/24

Contact:


Jochen Kristek | j.kristek@print.de | Tel.: +49(0)731 88005-7058

Andrea Dyck | a.dyck@print.de | Tel.: +49(0)8341 9661784

* Source: drupa 2016 Post show report, by country of origin: 25% from Germany plus Austria and Switzerland

Take advantage of our touchpoints

Print run *	4.200
Actual circulation *	2.936
Sold copies *	2.298
Subscription sales *	2.183
Complimentary copies *	638
Visits **	194.516
Page impressions **	506.468
Newsletter subscribers weekly	8,000
Newsletter subscribers daily	8,200
Newsletter-Abonnenten Large Format Print	680
Facebook Fans	4.656
Xing Friends	11.091
Twitter / X Follower	1.580
LinkedIn	1.580

*Circulation audit: 
Distribution analysis: Average copies per issue
Quartal 02/2023

**Usage data for print.de
IVW 03/2023



Always on hand

Your advertising marketing contacts



Jochen Kristek
Key Account and
Sales Director

Prefix +49(0)731 88005-7058
Mobile +49 (0)151/46445554
j.kristek@print.de



Andrea Dyck
Publisher's representative

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87600 Kaufbeuren
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a.dyck@print.de



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Advertising Sales









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r.grossmann@print.de



Neil Stratton Publisher's representative

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SIZE	ORIENTATION	TYPE AREA WIDTH x HEIGHT MM	BLEED* WIDTH x HEIGHT MM	COLOUR	PRICE	RATES FOR MULTIPLE INSERTIONS			
						2 x (5%)	5 x (10%)	8 x (15%)	12 x (20%)
1/1 page		202 x 267 	230 x 300 	4-colour	6,950,-	6,602,50	6,255,00	5,907,50	5,560,00
1/2 page	vertical	99 x 267 	113 x 300 	4-colour	5,600,-	5,320,-	5,040,-	4,760,-	4,480,-
	horizontal	202 x 124 	230 x 148 						
1/3 page	vertical	60 x 267 	74 x 300 	4-colour	4,630,-	4,398,50	4,176,-	3,935,50	3,705,-
	horizontal	202 x 73 	230 x 97 						
1/4 page	vertical	41 x 267 	55 x 300 	4-colour	3,950,-	3,752,50	3,555,-	3,357,50	3,160,-
	horizontal	202 x 48 	230 x 72 						

SIZE	ORIENTATION	TYPE AREA WIDTH x HEIGHT MM	BLEED* WIDTH x HEIGHT MM	COLOUR	PRIZE	RATES FOR MULTIPLE INSERTIONS			
						2 x (5%)	5 x (10%)	8 x (15%)	12 x (20%)
1/4 page	2-column	99 x 124 	113 x 148 	4-colour	3,950,-	3,752,50	3,555,-	3,357,50	3,160,-
2/1 page		432 x 267 	460 x 300 	4-colour	13,000,-	12,350,-	11,700,-	11,050,-	10,400,-
2/3 page	vertical	133 x 267 	147 x 300 	4-colour	6,450,-	6,127,50	5,805,-	5,482,50	5,160,-
	horizontal	202 x 174 	230 x 198 						

* width x height plus 3 mm trim on all sides

Rates The rates apply to a series running over any 12 month period. Series discounts have already been taken into account in the displayed prices. All prices are subject to VAT at the prevailing rate.

● SPECIAL POSITIONS

1/1 page	outside back cover	4-colour	7,900.-
1/1 page	inside front cover	4-colour	7,900.-
Front cover	210 x 205 mm	4-colour	9,100.-
Front cover	145 x 206 mm	4-colour	8,600.-
Front cover	62 x 110 mm (stop ad)	4-colour	2,950.-
Front cover	62 x 24 mm (stop ad)	4-colour	2,100.-

Other specified positions plus 20% of the advertisement rate.

Bound and loose inserts

We offer you the most effective way of presenting your sample as a loose or bound insert to convey its look and feel combined with an advertorial that explains its application. Contact us to find out about further options for presenting samples or papers.

Delivery address	Silber Druck oHG, z. Hd. Herr Lucas Silber Otto-Hahn-Straße 25, D - 34253 Lohfelden
Delivery quantity	The precise number of copies to be delivered will be specified in the order confirmation. Surplus copies will be disposed of three weeks after the date of publication.
Delivery deadline	10 days prior to the publication of the issue in question.
Other formats	Other formats and trim diagrams can be obtained on request.
Prices	All prices in Euro subject to VAT at the applicable rate. There are no discounts on loose or bound inserts.
Standard loose insert	Inserts are loosely placed by machine in any position within the issue.
Additional charges	Tip-on in specific position (2 pp. bound insert) Manual insertion Manual tip-on etc.

● LOOSE INSERT

Format: maximum 220 mm wide and 295 mm high

Weight up to 25 g 5,100.- Weight up to 50 g 5,490.-

Further details on request

● BOUND INSERT. 2-8 PAGES

Grammage up to 180 g/m²

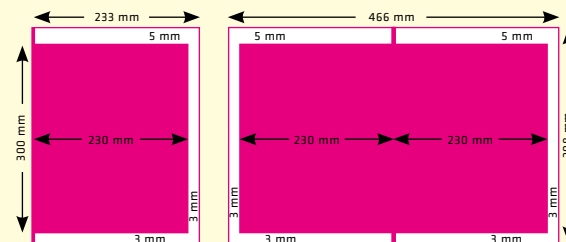
2-pages 5,900.- 6-pages 7,300.-

4-pages 6,700.- 8-pages 8,000.-

Further details on request

● TRIM DIAGRAM FOR BOUND INSERTS

in saddle-stitched issues



● ADDRESS

**Deutscher Drucker Verlag – eine Unit der
Ebner Media Group GmbH & Co. KG**

Prefix	+49(0)731 88005-7058
Internet	http://www.print.de
Office address	Karlstr. 3, 89073 Ulm
Bank details	Volksbank Ulm-Biberach IBAN: DE19 6309 0100 0036 2600 02 BIC: ULMVDE66, VAT No. DE147041097
CEO	Marco Parrillo
Managing Director	Bernhard Niemela, M.A. Managing Director and Editor in Chief Prefix +49(0)731 88005-7020, b.niemela@print.de
Advertising Director	Jochen Kristek, Key Account and Sales Director Prefix +49(0)731 88005-7058, j.kristek@print.de
Production	Thomas Heydn, Leiter Herstellung Prefix Tel.: +49 (0)731 88005 8111, thomas.heydn@ebnermedia.de

● PAYMENT TERMS

Payment terms	In full, 14 days from date of invoice.
Bank details	Volksbank Ulm-Biberach IBAN: DE19 6309 0100 0036 2600 02 BIC: ULMVDE66
GTCs	Our current GTCs apply and may be viewed at: www.print.de/Service/AGB

● CIRCULATION ANALYSIS & FIGURES

Place of publication	Ulm
Frequency of publication	16 issues

● TECHNICAL DETAILS – DATA TRANSFER

Magazine details

Magazine format	230 mm wide, 300 mm high
Type area	206 mm wide, 269 mm high
Column width	66 mm/49 mm
No of columns	3/4

Printing

Process	Offset printing, 80 lpc screen
Paper	90 g Clarobulk, paper grade SK3, wood-free

Technical requirements

Copy	PDF/X3: 2002 in CMYK mode, PSOcoated_v3_eci.icc 3 mm trim on all sides, apply register or crop marks, embed fonts and images. In order to avoid image elements or text inadvertently straying into the trim, please maintain a distance of 5 mm from the page edge.
Profile	PSO Coated v3 (ECI)
Data compression	SIT, SITX, SEA (Mac), ZIP (PC)
Data transfer	E-Mail: r.grossmann@print.de

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

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

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

ADD-ONS	Price
W&V Job Market – Marketing-, advertising- and media jobs	from € 430.00 (BRONZE)
PAGE Job Market – Jobs for the creative branch	from € 430.00 (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

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

print.de

Stellenmarkt

Jobs für die gesamte Druckindustrie

60 DAYS
ONLINE




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



DATES 2024

Issue	EVT	AS and DU	AS Category and job ad
01/2024	25.01.2024	11.01.2024	18.01.2024
02/2024	15.02.2024	01.02.2024	08.02.2024
03/2024	29.02.2024	15.02.2024	22.02.2024
04/2024	14.03.2024	29.02.2024	07.03.2024
05/2024	28.03.2024	14.03.2024	21.03.2024
06/2024	11.04.2024	28.03.2024	04.04.2024
07/2024	25.04.2024	11.04.2024	18.04.2024
08/2024	08.05.2024	25.04.2024	02.05.2024

Issue	EVT	AS and DU	AS Category and job ad
09/2024	23.05.2024	08.05.2024	16.05.2024
10/2024	20.06.2024	06.06.2024	13.06.2024
11/2024	11.07.2024	27.06.2024	04.07.2024
12/2024	12.09.2024	29.08.2024	05.09.2024
13/2024	10.10.2024	26.09.2024	02.10.2024
14/2024	31.10.2024	17.10.2024	24.10.2024
15/2024	14.11.2024	31.10.2024	07.11.2024
16/2024	12.12.2024	28.11.2024	05.12.2024

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 %

Addresses and Contacts

The A-Z industry directory.

The printed search engine for the Print & Media Industry.

Basic price	49 mm wide: €4.70 per column mm (colour) 153 mm: €13.50 per column mm (colour) Prices in Euros plus VAT at the prevailing rate.
Discounts	See discount table for multiple inserts.
Copy deadline	Tuesday before publication, by 9.00 a.m. (German time).
Column width	49 mm and 153 mm
Contact	Andrea Dyck, Verlagsbüro Felchner Prefix +49 (0) 8341/9661784 Fax +49 (0) 8341/871404 a.dyck@print.de

Price example: €216,20
Format 49 x 46 mm deep
€4.70/mm plus
VAT at the prevailing rate

DISCOUNTS

Number of insertions	Discount
6 x	5 %
16 x	25 %

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Email: info@diegmann-buecherbinder.de
Internet: www.diegmann-buecherbinder.de

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Zylinderreparaturen 5.34

Deutscher Drucker

Price example: €686,20
Format 49 x 146 mm deep
€4.70/mm plus
VAT at the prevailing rate

For sale/wanted advertising

Basic Price	49 mm wide: €4.70 per column mm (colour) 73 mm: €7.00 per column mm (colour) Prices in Euros plus VAT at the prevailing rate.
Discounts	No discounts on advertisements in this section.
Sections	For sale, wanted, stakes, business contacts, leases, representation, events, seminars/courses, assistance, cooperation, auctions, invitations to tender, other
Advertisement	12 a.m., German time,
Column width	49 mm and 73 mm
Contact	Andrea Dyck, Verlagsbüro Felchner Prefix +49 (0) 8341/9661784 Fax +49 (0) 8341/871404 a.dyck@print.de

Price example: 161,- €
Format: 73 x 23 mm
Price per mm 7.00 €
plus VAT

Price example: 296,10 €
Format: 49 x 63 mm
Price per mm 4,70 €
plus VAT

MARKTPLATZ

AN- UND VERKÄUFE

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7. September 2013 - Nr. 10 - print.de

33

Your editorial contacts



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Paper and substrates

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Martina Reinhardt
M.A.

Duty Editor/Specialist editor
Postpress

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Michael Schüle
Print and media engineer

Specialist editor
Digital printing/Premedia

Prefix +49(0)731 88005-7027
m.schuele@print.de

We define our audience in order to deliver

The information that's needed to the target group that needs it

Before one of our editors starts to write a piece he or she thinks about which of our target groups the content is really suitable for. Is the information he or she is about to impart of more interest to the managing director or the technical management of a printer? Is it content that meets a buyer's need for information or a printer's?

In other words: our editors don't just fill pages. They precisely tailor their content for different target groups. Target groups that we, on the editorial team, envisage as 'personas'.

Our model is very simple. We interviewed a range of people in the printing industry by telephone to explore what their day-to-day work consists of. We wanted to understand them better, to find out when they need information, and in what form they want to use it. Using our personas and for every kind of content, we now define which channels will be used to deliver what content in what form and for which target group. As a result, we reach our target groups – your customers – even more effectively.







What's more, when we talk about 'content', it can take many different forms. Of course, as 'printers' we always think of 'print'—but not just print. Sometimes our content might take the form of a long background article in our magazine, Deutscher Drucker, sometimes the form of a print.de newsletter.

We also understand that sometimes a video says more than a thousand words. In a multichannel age we serve our personas wherever they may be found. One may opt for print, another for digital. We understand and write for both. SE optimized texts are of course a must because we're also keen to get to know new personas. You're probably the same.



“With our touchpoints we offer the highest visibility and reach”

Jochen Kristek, Leitung Key Account und Sales

ISSUE	DATE OF PUBLICATION	DISPLAY COPY DATE	CLASSIFIED COPY DATE	SPECIAL FOCUS PRODUCTS & TECHNOLOGY CUSTOMERS & MARKETS MANAGEMENT SHOWS
1	25.01.2024	11.01.2024	18.01.2024	The start of the Drupa year. Will 2024 be the year of digital printing? Inkjet Printing and Toner Printing Systems Digital Finishing Technologies Postpress Makes the Difference Digitization and Automation Workflow, Software and IT for Print Shops AI in the Printing Industry
2	15.02.2024	01.02.2024	08.02.2024	Innovative technologies: prepress, press, postpress Digitization and automation: international and national lighthouse projects User reports Sensible software packages for print service providers Financing options for investments for print shops Great effects and more impact: greater business success through print enhancements
3	29.02.2024	15.02.2024	22.02.2024	Trade show edition for Fespa 2024 - Digital large format printing, textile printing, industrial printing: markets and technologies The most important Fespa exhibitors Offset printing: automation for the perfect workflow Postpress and logistics Trendy papers for offset and digital printing Software for production optimization Trade show preview: Fespa
 4	14.03.2024	29.02.2024	07.03.2024	Drupa Issue 1: Quo vadis printing industry? The most lucrative markets for print service providers Postpress Print finishing Impressive papers
 5	28.03.2024	14.03.2024	21.03.2024	Drupa Issue 2: Automation in the pressroom Sustainability and ecology
 6	11.04.2024	28.03.2024	04.04.2024	Drupa Issue 3: Offset Printing Flexo Printing Packaging Printing and Label Production
 7	25.04.2024	11.04.2024	18.04.2024	Drupa Issue 4: The big digital print issue for Drupa 2024 with the most important technology innovations
 8	08.05.2024	25.04.2024	02.05.2024	Drupa Highlight Issue 5: An overview of all key exhibitors and their exhibits from A to Z
 9	23.05.2024	08.05.2024	16.05.2024	Drupa Start Issue 6: The biggest Drupa trends - What printers should definitely look at
10	20.06.2024	06.06.2024	13.06.2024	The diverse applications of digital printing Inkjet printing and toner printing systems Industrial Printing - substrates, films, surfaces and inks: What matters in industrial printing AI in the printing industry The right technology for unusual print productions: Printing systems and finishing machines

	DATE OF PUBLICATION	DISPLAY COPY DATE	CLASSIFIED COPY DATE	SPECIAL FOCUS PRODUCTS & TECHNOLOGY CUSTOMERS & MARKETS MANAGEMENT SHOWS
11	11.07.2024	27.06.2024	04.07.2024	Which print enhancements boost print shops' business success Energy-saving dryer systems: What is important to consider? Sheetfed offset ranking: The best-performing sheetfed offset presses Printing better: Reducing Waste and Chemical Use UV Technologies The Right Technology for Perfect Coating - Machines, Raw Materials, Equipment Workflow, Software and IT for Print Shops
12	12.09.2024	29.08.2024	05.09.2024	Trade fair edition for FachPack 2024: Growth market packaging printing Lucrative business models and the technologies to match Textile printing for indoor and outdoor applications How far along is digital printing in the field of flexible packaging? State-of-the-Art Report: Trendsetting Technology Installations in Print Shops Trade fair preview FachPack
13	10.10.2024	26.09.2024	02.10.2024	Automation in print production Digital printing, offset printing, screen printing or flexographic printing: Which printing technologies are best suited for which applications? The absolute trend: finishing with digital printing systems How to market digital printing services - best practice examples Modern prepress: cross-media and database publishing IT for print shops
14	31.10.2024	17.10.2024	24.10.2024	Digital Book Printing: Technologies, Products and Markets Marketing Digital Printing Services - Best Practice Examples Growing Trend: Finishing with Digital Printing Systems Large Format Printing Modern Media Prepress: Crossmedia and Database Publishing Workflow, Software and IT for Print Shops Big Special: Recruiting and HR in the Printing Industry
15	14.11.2024	31.10.2024	07.11.2024	Large special section on label production: digital printing, flexographic printing, offset printing , finishing and postpress Success stories from the label market Digital and classic label printing: the right technologies for printing and postpress Materials for label production
16	12.12.2024	28.11.2024	05.12.2024	Year in Review : Technology summary - These were the most important new technologies of the Drupa year 2024 Digitalization and automation „People in the printing industry“: Exciting portraits of entrepreneurs , executives and influencers from print shops, prepress operations and bookbinderies UV drying systems at a glance

We offer users what they need for their daily work: news, trends and inspiration. print.de delivers well researched articles that are not only right up to the minute but also often exclusive.

print.de is the industry portal with the greatest reach within the German-speaking printing industry and it is visited by the majority of the industry's managers and technical specialists. Whether banner advertising or lead generation, print.de offers guaranteed results for an agreed budget and delivers detailed reporting to back up its claims. The industry's largest recruitment market is an added plus.

Greater reach and visibility through multimedia campaigns with Deutscher Drucker and print.de

**Want to know more?**

I'd be delighted to offer you a detailed, no-obligation presentation of the various advertising options

Jochen Kristek | Leitung Key Account and Sales
Prefix +49(0)731 88005-7058 | j.kristek@print.de

Only one industry portal is IVW audited

The reach of print.de is IVW audited, providing the maximum of transparency for your advertising planning. Go to ivw.de for current reach figures.

**Visits:**

194.516 pcm

Page Impressions:

506.468 pcm

Source: IVW 03/2023

A stand alone newsletter and advertorials deliver your content with the look & feel of our editorial. These products are marked as advertising.

Stand alone newsletter

A special mailing with the look & feel of the editorial newsletter but exclusively dedicated to your contents, images and, if you wish, advertising for direct dialogue with all our subscribers. You choose the timing. You deliver the images and text. We lay it out, mail it and provide you with a detailed report if requested.

Price: € 4,500.-



print.de advertorial

Make sure you get your message across by booking the top spot on print.de for a whole week, including mailing in the daily newsletter, publication on Facebook and hosting for a year.

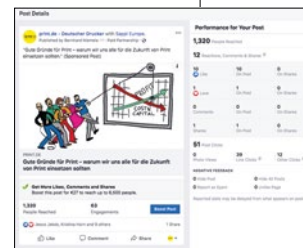
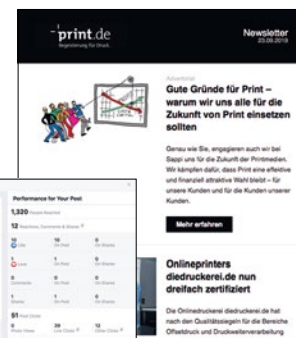
Price: € 2,250.- Euro



Newsletter advertorial / Sponsored post

Boost your content marketing programme effectively with a sponsored post in the form of an item in our daily newsletter. Direct link to the advertiser's landing page and publication on Facebook.

Price: € 1,100.- Euro



Portal

Portal	Format/Pixels	Price per thousand (ad impressions)
Superbanner	728 x 90	€ 85.-
Skyscraper	160 x 600	€ 90.-
Content-Ad	300 x 250	€ 105.-
Halfpage Ad	300 x 600	€ 115.-
Billboard	980 x 250	€ 130.-
Wallpaper	728 x 90 + 160 x 600	€ 135.-
Maxi Ad	640 x 480	€/week 2.600.-

Newsletter

	Format	Position	Price
daily	Premium Banner 580 x 250	1 st Position	€ 1.050.- / 5 issues/week
	Premium Banner 580 x 250	2 nd and 3 rd Position	€ 950.- / 5 issues/week
weekly	Premium Banner 580 x 250	1 st Position	€ 485.- / 1 issue/week
	Premium Banner 580 x 250	2 nd and 3 rd Position	€ 385.- / 1 issue/week
large-format- print	Premium Banner 580 x 250	1 st Position	€ 385.- / 1 issue/week
	Premium Banner 580 x 250	2 nd and 3 rd Position	€ 285.- / 1 issue/week

Newsletter

The print.de newsletter is mailed out daily on the 5 working days of the week and reaches up to 8,200 subscribers per issue (as of 09/2023)

For additional advertising options including the stand alone newsletter, advertorials/sponsored posts and lead generation go to our online media information website.

This page is just a brief summary
of our online advertising options.
The full online media information can be

Downloaded from

<https://media.print.de/#downloads>

1 | An 'advertisement purchase order' in the sense intended in the following General Terms of Business is a contract for the publication – in a printed work, and for purposes of circulation – of one or more advertisements issued by an advertiser or other space buyer.

2 | In case of doubt, it is to be requested that advertisements be published within a year of the contract's being concluded. If a concluded contract grants the right to request the publication of individual advertisements, the purchase order is to be carried out within a year of the publication of the first advertisement provided that the request for the publication of the first advertisement, and its actual publication, both take place within the period stated in the preceding sentence.

3 | The advertising rates result from that publisher's list of advertising rates which is applicable when the contract is concluded. If the advertising rate changes after the contract has been concluded, the publisher is entitled to calculate the rate in accordance with that list of rates which is applicable at the time of publication; this does not apply to business relations with non-merchants, provided that no more than 4 months have passed between the contract's conclusion and the time of publication. Advertising agencies and advertising mediators are prohibited from passing on to their clients, in whole or in part, the commission amounts granted by the publisher.

4 | If, for reasons not imputable to the publisher, a purchase order is not carried out, the client, notwithstanding any other legal obligations, is to refund to the publisher the difference between the discount granted and the discount which accords with the actual purchase, if – by reason of force majeure (e.g. war, mobilization, labour disputes or other unpredictable events) – the magazine cannot be published at all, cannot be published to its full extent or cannot be published at the proper time, the client cannot make any claims on the basis of this.

5 | In calculating the amounts purchased, millimetres of depth of lines of text are, in accordance with the rate, converted into millimetres of advertisement depth.

6 | Purchase orders for advertisements and inserts which it is stated are to be published exclusively in particular issues, particular editions or particular places in the publication must – if the purchase order cannot be carried out in this way – be received by the publisher early enough for it to be possible, before the copy date, to inform the client accordingly. Classified advertisements are printed in the relevant section of the classified advertisements without this having to be expressly agreed.

7 | Facing matter is any advertisements at least two pages of which adjoin the editorial text and do not adjoin other advertisements. The publisher is entitled, by using the word „advertisement“ (in German: „Anzeige“), to make clearly recognizable any advertisements which, due to their editorial design, are not recognizable as advertisements.

8 | The publisher reserves the right – in accordance with uniform, objectively justified principles – to reject, because of the technical form or the origin of the orders, firstly orders for advertisements, including requests for individual advertisements within a concluded contract, and secondly orders for inserts; the same applies if the content violates laws or governmental regulations or if it is unreasonable to expect the publisher to publish the material. This also applies to orders which are placed at business offices, at postal offices or with sales representatives. Orders for inserts are only binding upon the publisher after a sample of the insert has been received and the insert approved. Inserts whose format or presentation arouses in the reader the impression of being an integral part of the newspaper or magazine or which contain third-party advertisements are not accepted. The client will be informed immediately if an order is rejected.

9 | The purchaser is responsible for delivering in good time either the text

of the advertisement and proper documentation, or the inserts. Within the possibilities granted by the copy, the publisher will ensure the print quality customary for the title booked.

10 | If the advertisement is printed wholly or partially illegibly or incorrectly, or is printed incompletely, the client has a claim either for a reduction in the rate to the extent that the purpose of the advertisement was impaired, or for a proper replacement advertisement, if the publisher allows to expire a period which was stipulated for him for the publication of the advertisement, or if the replacement advertisement is itself not in proper order, the client has a right to a rate reduction or to a cancellation of the order.

No damages claims are possible which arise from positive infringement of demands, from negligence at the time of the contract's conclusion, or from tort – especially when the order is placed by telephone. Damages claims which arise because the work cannot be performed or because there is delay are limited to compensating the foreseeable damage and, where their amount is concerned, to the payment to be made for the advertisement or insert in question. This does not apply to intent or gross negligence on the part of the publisher, the publisher's legal representative or the publisher's agents. Any liability of the publisher's for damage resulting from the absence of characteristics regarding which an assurance was given remains unaffected.

In commercial dealings, the publisher is, in addition, not liable for gross negligence on the part of agents; in other cases, liability is towards business people for gross negligence is, where its extent is concerned, limited to the predictable damage and is no higher than the relevant payment for the advertisement.

Any claims must – except in the case of deficiencies which are not evident – be asserted within four weeks after the invoice and voucher are received.

11 | Proof sheets will only be supplied if expressly requested. The client will bear the responsibility for the correctness of the proof sheets which have been sent back. The publisher will take into account all those corrections of errors of which he – within the time period stipulated in connection with the sending of the proof sheet – is informed.

12 | If there are no particular regulations regarding size, the calculation of the rate will be based on what is the actual depth and is the customary depth for the type of advertisement.

13 | If the client does not make an advance payment, the invoice will be sent immediately, but if possible 14 days after the advertisement is published. The invoice is to be paid within the time period which is evident from the list of advertising rates and begins from the time when the invoice is received, provided that another time period for payment or another advance payment has not been agreed upon in the individual case. Any discounts for early payment are granted in accordance with the list of rates.

14 | If there is delay in payment, the publisher will, while reserving further rights, charge interest on arrears in the amount of 1% above the prevailing EZB base interest rate. If there is delay in payment, the publisher can postpone any further carrying-out of the current purchase order until payment is made and can require an advance payment for the remaining advertisements. If well-founded doubts exist as to the client's solvency, the publisher is entitled, even while a contract concluded for an advertisement is still running, and without taking into account any originally agreed due date, to make the publication of further advertisements dependent on the advance payment of the amount and on the payment of outstanding invoice amounts.

15 | The publisher will, upon request, supply a voucher copy along with the

invoice. Excerpts from advertisements, voucher pages, or complete voucher issues, will – depending on the type and scope of the purchase order for the advertisement – be supplied. If a voucher can no longer be obtained, it will be replaced by a legally binding certificate issued by the publisher and concerning the publication and circulation of the advertisement.

16 | The client is to bear the cost of the production of copy and drawings which have been ordered, and also of any such considerable alterations to originally agreed methods of working as are requested by or are imputable to the client.

17 | If the print run is reduced and a contract for more than one advertisement has been concluded, a claim for a reduction in the rate can be derived if, on the overall average of the year of insertion commencing with the first advertisement, that average print run stated either in the list of rates or in another way, or else – if no print run is stated – the average number of copies sold (in the case of trade magazines, it may be necessary to take instead the average number of copies actually circulated), in the previous calendar year is more than that in the year of insertion. A reduction in the print run is only a defect justifying a rate reduction if it amounts to: 20% for a print run of up to 50,000 copies

However, claims for a reduction in the rate are not possible if the publisher has informed the client in good time of the lowering of the print run, while offering the client the possibility of withdrawing from the contract.

18 | In box-numbered advertisements, the publisher will apply, to the presentation and prompt forwarding of the offers received, the care used by a proper businessman. Registered letters and express-delivery letters arriving in response to box-numbered advertisements will be forwarded only by normal post.

Items received in response to box-numbered advertisements will be kept for four weeks. Correspondence arriving which has not been picked up during this period will be destroyed. The publisher will send back valuable documents, but without being obliged to do so.

In the client's interests and for the client's protection, the publisher, in order to rule out any abuse, reserves the right to open for examination purposes the offers received. The publisher is not obliged to forward any business recommendation or any offers to mediate.

19 | Copy will only be sent back to the client if this is specially requested. The obligation to preserve the copy ceases three months after the purchase order has taken its course.

20 | Credit items relating to discounts are deducted in connection with the first advertisement in the series. Additional charges regarding discounts are in principle not imposed until the end of the year of insertion.

21 | Confirmations of placings apply only with reservation and can be modified for technical reasons. The publisher cannot be made liable in such cases.

22 | The place of performance is the head office of the publisher. In commercial dealings with business people and with artificial persons in public law, and in the case of separate estates in public law, the head office of the publisher is the place of jurisdiction in the event of any claims. If claims filed by the publisher are not asserted by means of action on a debt, the place of jurisdiction is, in the case of non-merchants, determined by the latter's place of residence. If the residence or usual location of the client, and this applies also to non-merchants, is unknown at the time when the claim is filed, or if the client after the contract was concluded, has moved his place of residence, or his usual location, out of the law's jurisdiction, it has been agreed that the head office of the publisher is the place of jurisdiction.

Deutscher Drucker

VORSTUFE ● CROSS MEDIA ● DRUCK ○ WEITERVERARBEITUNG

DEUTSCHER DRUCKER – EINE UNIT DER
EBNER MEDIA GROUP GMBH & CO. KG

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