

Deutscher Drucker

VORSTUFE ● CROSS MEDIA ● DRUCK ○ WEITERVERARBEITUNG

2026 MEDIA INFORMATION

Valid from 1st January 2026





Offizielles Informationsorgan des Fachverband Druckindustrie und Informationsverarbeitung e.V.

Deutscher Drucker

VORSTUFE ● CROSS MEDIA ● DRUCK ○ WEITERVERARBEITUNG

Unbeatable advantages to ensure your success

Print – Online – Services – Multi-channel

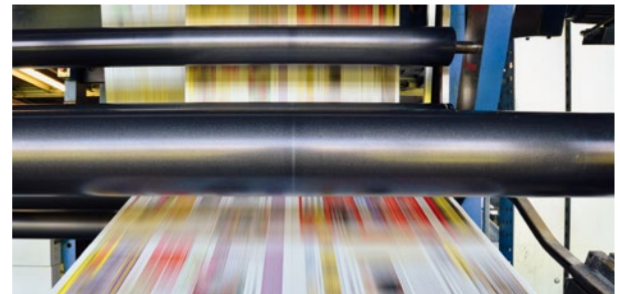
Deutscher Drucker is the **No 1** trade magazine in the print and media industry. The brand for your success.

- ↗ The highest sales: 1,806 copies (IVW II/2025)
- ↗ The most subscribers: 1,758 copies (IVW II/2025)
- ↗ 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 LinkedIn und Facebook also keep the industry constantly up to date.



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

Bernhard Niemela, CEO

Present your highlights at the successful webinar series!

Address your target group directly with print.de and Deutscher Drucker.

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

Themes:

- Digital printing
- Automation in offset printing
- Packaging printing
- Finishing technologies
- Large Format Printing
- Postpress
- Printing industry of the future
- AI applications
- Label printing
- Sustainability in print

PRINT INNOVATION Webinar

Contact:

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

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

Book your
slot for
2026
now!


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

Dates:

Arrange your desired date
in 2026!

Take advantage of our touchpoints

Print run *	3,100
Actual circulation *	2,397
Sold copies *	1,806
Subscription sales *	1,758
Complimentary copies *	591
Visits **	71,394
Page impressions **	180,527
Newsletter subscribers weekly	7,000
Newsletter subscribers daily	7,000
Newsletter-Abonnenten Large Format Print	750
Facebook Fans	4,599
Xing Friends	10,667
LinkedIn	4,739

*Circulation audit: 
Distribution analysis: Average copies per issue
Quartal 02/2025

**Usage data for print.de
IVW 04/2025



Always on hand

Your advertising marketing contacts



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Key Account and
Sales Director

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j.kristek@print.de



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Publisher's representative

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ClientSuccess@ebnermedia.de



Neil Stratton Publisher's representative

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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	3,985.00	3,752.50	3,555.00	3,357.50	3,160.00
2/1 page		432 x 267 	460 x 300 	4-colour	13,000.00	12,350.00	11,700.00	11,050.00	10,400.00
2/3 page	vertical	133 x 267 	147 x 300 	4-colour	6,450.00	6,127.50	5,805.00	5,482.50	5,160.00
	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	8,100.-
1/1 page	inside front cover	4-colour	8,100.-
Front cover	210 x 205 mm	4-colour	9,250.-
Front cover	145 x 206 mm	4-colour	8,750.-

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 5,350.- Weight up to 50 g 5,750.-

Further details on request

● BOUND INSERT. 2-8 PAGES

Grammage up to 180 g/m²

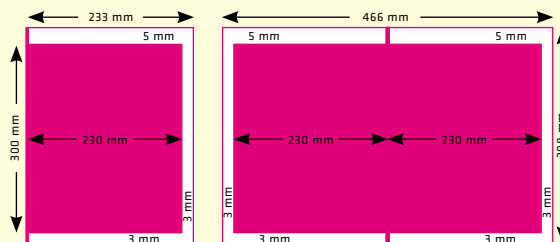
2-pages 6,070.- 6-pages 7,500.-

4-pages 6,900.- 8-pages 8,240.-

Further details on request

● TRIM DIAGRAM FOR BOUND INSERTS

in saddle-stitched issues



● ADDRESS

Ebner Media Group GmbH & Co. KG

Prefix +49(0)731 88005-7058

Internet <http://www.print.de>

Office address Karlstraße 3, 89073 Ulm

Bank details Volksbank Ulm-Biberach
IBAN: DE19 6309 0100 0036 2600 02
BIC: ULMVDE66, VAT No. DE147041097

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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

● ISSUE

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, PS0coated_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: ClientSuccess@ebnermedia.de

ONLINE JOB VACANCY ADS

SERVICE HIGHLIGHTS

- appears for 60 / 90 / 120 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>

* 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

FORMATS AND PRICES

ALL IN ONE BESTSELLER		Price*
Designed Ad in your CI / CD	90 Days	€ 1,395.00 instead € 1,792.00
<ul style="list-style-type: none"> • All the advantages of the CLASSIC online job vacancy ad • Extended term of 90 days • incl. TOPJOB • incl. Refresh • incl. Social Media Push Small 		

CLASSIC		Price*
Designed Ad in your CI / CD	60 days	€ 1,195.00
• Full service: On request, advert design according to your input without additional costs	90 days	+ € 200.00
• Logo display in search results list	120 days	+ € 300.00
• Linking of job ad in print.de Newsletter		

BASIC		Price*
Template-based display according to predefined layout without images, only self-entry possible	60 days	€ 895.00
• Logo display in search results list	90 days	+ € 200.00
• Linking of job ad in print.de Newsletter	120 days	+ € 300.00

ADDITIONAL SERVICES

Social Media Push

We place your job advert specifically in social media - so you can also attract passive candidates!

- **Small package:** + 249,- €
Targeted placement of your job advert in social media
- **Medium package:** + 479,- €
Approx. doubled reach compared to Social Media Push Small
- **Large package:** + 899,- €
Approx. quadrupled reach compared to Social Media Push Small

TOPJOB placement

- TOPJOBS are placed prominently above the other jobs and in the rotation banner at the top with a link to the advert + 99,- €

Refresh

- Date refresh after 30 days / advert moves to the top + 49,- €

60 / 90 / 120
DAYS
ONLINE

Media Data 2025



FLATRATE

Price*

Place an unlimited number of CLASSIC online job adverts within 6 months, duration 60 days € 3,945.00

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 %




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 (CLASSIC)

Ad	Format	Price Print*
	202 x 267	+ € 3,495.00
1/1 page		
	202 x 124	+ € 1,395.00
1/2 page horizontal		
	99 x 267	+ € 1,395.00
1/2 page vertical		

Ad	Format	Price Print*
	99 x 124	+ € 490.00
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



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 %

DATES 2025:

Issue	EVT	AS und DU	Issue	EVT	AS und DU
01/2026	23.01.2026	08.01.2026	09/2026	25.06.2026	11.06.2026
02/2026	13.02.2026	29.01.2026	10/2026	16.07.2026	02.07.2026
03/2026	05.03.2026	19.02.2026	11/2026	10.09.2026	27.08.2026
04/2026	26.03.2026	12.03.2026	12/2026	24.09.2026	10.09.2026
05/2026	16.04.2026	02.04.2026	13/2026	08.10.2026	24.09.2026
06/2026	30.04.2026	16.04.2026	14/2026	29.10.2026	15.10.2026
07/2026	14.05.2026	30.04.2026	15/2026	19.11.2026	05.11.2026
08/2026	11.06.2026	28.05.2026	16/2026	10.12.2026	26.11.2026

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

Addresses and Contacts

The A-Z industry directory.

The printed search engine for the Print & Media Industry.

Basic price	49 mm wide: €4.85 per column mm (colour) 153 mm: €14.10 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: €223.10
Format 49 x 46 mm deep
€4.85/mm plus
VAT at the prevailing rate

DISCOUNTS

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

B BRANCHENVERZEICHNIS

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Internet: www.diegmann-buecherbinder.de

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Kollagenhilfe 5.33
Maschinen & Zubehör 5.33
Maschinenbau 5.33
Multifinisher 5.33
Prägenwerkzeuge 5.34
Rillmaschinen 5.34
Stanzmaschinen 5.34
Zertifizierung 5.34
Zählgeräte 5.34
Zylinderreparaturen 5.34

Deutscher Drucker

Price example: €708.10
Format 49 x 146 mm deep
€4.85/mm plus
VAT at the prevailing rate

Your editorial contacts



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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	23.01.2026	08.01.2026	15.01.2026	Why investments pay off now? Innovative technologies for successful print service providers: Prepress, printing, post-press Inkjet and toner printing systems Textile printing for indoor and outdoor applications Digitalization and automation Workflow, software and IT for print shops AI in the printing industry Overview of the year's most important trade fairs
2	13.02.2026	29.01.2026	05.02.2026	Packaging and label printing: Lucrative business models and matching technologies How advanced is digital printing in packaging State-of-the-art report: How print shops invest - forward-looking technology installations in print and post-press Print China 2026: Asia growth market and technology trends in China Trade fair preview: Print China Trade fair preview: LopeC
3	05.03.2026	19.02.2026	26.02.2026	Digital printing growth market: Diverse applications of digital printing in commercial printing, packaging printing and industrial printing Inkjet and toner printing systems Automated print production in offset printing AI in the printing industry Post-press finishing How sustainable print productions can be: Machines, inks, peripheral equipment, papers and other substrates
4	26.03.2026	12.03.2026	19.03.2026	Digitalization and automation in the printing industry: Lighthouse projects in printing and post-press finishing Commercial graphics and large format printing Wide-format digital printing systems for flexible and rigid materials Growth in textile printing Logistics for print shops Financing, insurance and factoring
5	16.04.2026	02.04.2026	09.04.2026	Major special section (Part 1): Packaging and label production: Offset printing, digital printing, finishing and post-press Modern sheetfed offset printing: Top-performing machines and their configurations UV technologies The right technology for perfect coating – machines, consumables, equipment Efficient dryer systems Workflow, software and IT for print shops Trade fair preview: Interpack
6	30.04.2026	16.04.2026	23.04.2026	Major special section (Part 2): Packaging and label production: Offset printing, digital printing, flexographic printing, finishing and post-press Substrate trend: Away from plastic towards paper and board Success stories from the packaging market Digital and conventional label printing: Suitable technologies for printing and finishing Materials for label production AI in the printing industry Trade fair preview: Interpack
7	14.05.2026	30.04.2026	07.05.2026	Special issue „Digital Printing‘: Trade fair preview Fespa Expo 2026: Key exhibitors and their exhibits How printing and post-press work together perfectly Large format printing: Exciting markets and suitable technologies for rigid and flexible substrates Textile printing for indoor and outdoor applications Trade fair preview: Fespa Expo
8	11.06.2026	28.05.2026	04.06.2026	Comprehensive trade fair previews Doxnet and Print & Digital Convention: Key exhibitors Trends in digital printing Innovations in post-press finishing and logistics Offset printing: Efficient workflow through automation Trending papers for offset and digital printing AI in the printing industry Production optimization software Technology review: Fespa recap Trade fair preview: Print&Digital Convention and Doxnet Baden-Baden

	DATE OF PUBLICATION	DISPLAY COPY DATE	CLASSIFIED COPY DATE	SPECIAL FOCUS PRODUCTS & TECHNOLOGY CUSTOMERS & MARKETS MANAGEMENT SHOWS
9	25.06.2026	11.06.2026	18.06.2026	Digital book printing: Innovative technologies, products and lucrative markets Machines, workflows, software and IT for print service providers and publishers Marketing digital print services – best practice examples Growing trend: Finishing with digital printing systems Large format printing Programmatic printing Recruiting and HR in the printing industry
10	16.07.2026	02.07.2026	09.07.2026	Digital printing growth market: Diverse applications of digital printing Inkjet and toner printing systems Digital packaging printing – machines, substrates and inks Lucrative business areas where sheetfed offset printing is unbeatable AI in the printing industry Suitable finishing technology for offset and digital printing
11	10.09.2026	27.08.2026	03.09.2026	German Printer ‚all in green‘ – Top topic ecology: Sustainability in printing and finishing systems, paper and other substrates as well as inks and chemicals Sustainability as key component of print shop corporate strategy The printing industry is more sustainable than its reputation Technological responses from the supply industry to increasing relevance of sustainable print production Most important environmental labels in the printing industry Preview of Digital Printing Summit
12	24.09.2026	10.09.2026	17.09.2026	Major investment report: Should I invest in a digital press or offset press? Practical experience reports Technology overview: Inkjet and toner printing systems for numerous applications Innovative finishing technologies AI in the printing industry Post-press makes the difference Sensible logistics solutions for print shops
13	08.10.2026	24.09.2026	01.10.2026	Mega-trend in the printing industry: Automation in print production Digital printing, offset printing, screen printing, flexographic printing and gravure printing: Which printing technologies are best suited for which applications? Trends in packaging printing and label production Innovative post-press finishing and embellishment systems for print shops Modern prepress: Cross-media and database publishing IT for print shops
14	29.10.2026	15.10.2026	22.10.2026	Why investments pay off now? Innovative technologies for successful print service providers: Prepress, printing, post-press Digitalization and automation: International and national lighthouse projects Greater business success through print finishing Practical software solutions for print service providers AI in the printing industry Financing, insurance and factoring
15	19.11.2026	05.11.2026	12.11.2026	Digital printing, offset printing, screen printing or flexographic printing: What advantages do these printing processes offer in packaging and commercial printing? How sustainable print productions are today: Machines, paper and other substrates as well as inks and varnishes Growing trend: Finishing with digital printing systems Modern prepress: Cross-media and database publishing Workflow, software and IT for print shops
16	10.12.2026	26.11.2026	03.12.2026	Special ‚Post-press‘: Strong user stories Year in review: Technology summary – Most important new technologies of 2026 Digitalization and automation ‚People in the printing industry‘: Portraits of entrepreneurs, executives and influencers from print shops, prepress companies and binderies UV curing systems overview

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:**

71,394 pcm

Page Impressions:

180,527 pcm

Source: IVW 04/2025

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: € 4,580.-



print.de Sponsored Post

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.

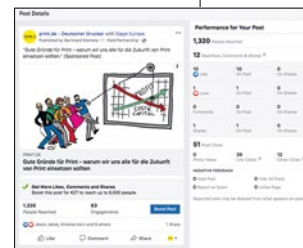
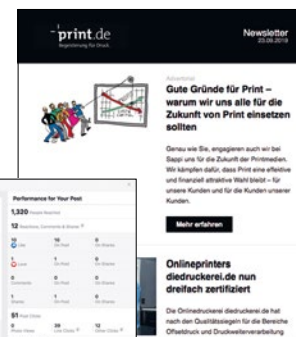
Price: € 2,420.- Euro



Newsletter-Native Text Ad / 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: € 1,200.- Euro



Portal

Portal	Format/Pixels	Price per thousand (ad impressions)
Superbanner	728 x 90	€ 95.-
Skyscraper	160 x 600	€ 100.-
Content-Ad	300 x 250	€ 115.-
Halfpage Ad	300 x 600	€ 125.-
Billboard	980 x 250 + 320 x 100	€ 140.-
Fireplace	728 x 90 + 160 x 600	€ 155.-
Floor Ad	980 x 250 + 320 x 100	160,- Euro
Layer Ad	640 x 480	€/ week 2,680.-

Newsletter

	Format	Position	Price
daily	Premium Banner 580 x 250	1 st Position	€ 1,100.- / 5 issues/week
	Premium Banner 580 x 250	2 nd and 3 rd Position	€ 995.- / 5 issues/week
weekly	Premium Banner 580 x 250	1 st Position	€ 500.- / 1 issue/week
	Premium Banner 580 x 250	2 nd and 3 rd Position	€ 410.- / 1 issue/week
large-format- print	Premium Banner 580 x 250	1 st Position	€ 410.- / 1 issue/week
	Premium Banner 580 x 250	2 nd and 3 rd Position	€ 310.- / 1 issue/week

Newsletter

The print.de newsletter is mailed out daily on the 5 working days of the week and reaches up to 7,500 subscribers per issue (as of 09/2025)

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

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