

Druck & Medien

DAS MAGAZIN
FÜR FÜHRUNGSKRÄFTE

MEDIAPACK 2017



Valid from

01.01.

2017

THE DRUCK&MEDIEN MAGAZINE

Druck&Medien is the printing industry's leading trade magazine with a circulation of about 8,500 copies. Druck&Medien addresses entrepreneurs and key personnel in the printing business, but also instructors in vocational schools, liaisons of suppliers, print buyers, and media production staff.

As an authoritative magazine maintaining consistently high standards, Druck&Medien is well respected for its independent writing and coverage of the industry's various sectors.

DRUCK&MEDIEN DIGITAL

The website www.druck-medien.net independently reports on the latest developments of the printing industry.

DRUCK&MEDIEN NEWSLETTER

The druckmedien.net newsletter reports each business day all the printing industry's essential news as they have been breaking over the last 24 hours. It is regularly read by approximately 5,000 subscribers (as of October, 2016).

Technical Data Print	
Artwork submission	Per E-Mail to produktion@oberauer.com
Technical formats	Please send your PDF-File (min. 400dpi, PDF/x-4 2008) in high resolution and all fonts embedded.
Colour profile	CoatedFOGRA39 or CoatedFOGRA27 (ISO 12647-2:2004). Other colour profiles (e.g. RGB, Pantone, HKS, etc.) will be converted to CMYK, which can lead to colour changes.
Colour	Euroscale
Print	Offset
Format	210 x 280 mm (B x H)
Trim size	187 x 249 mm (B x H)
Bleed	+3mm (all sides)
Binding	Saddle stitching
Screen	80

Druck&Medien Digital	
Visits	17.508
Page Impressions	44.356
Unique Users	12.169
Newsletter	5.000 subscribers
Booking Deadline	Five days before publication to hermine.langwieder@oberauer.com
Booking term	One week, starting Sunday 12 p.m.
Artwork submission	Three days before publication to produktion@oberauer.com
Technical formats	Please send your files in GIF, JPG, Shockwave Flash or HTML. Newsletters in GIF only.
Maximum file size	HTML5: Polite 60 KB, max 199 KB reload; Gif/JPG max. 100 KB
Cancellation	due to ToS

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Issue	Release date	Copy submission	Booking deadline
01/2017	15 February 2017	09 February 2017	06 February 2017
02/2017	27 April 2017	21 April 2017	18 April 2017
03/2017	31 May 2017	24 May 2017	22 May 2017
04/2017	21 July 2017	17 July 2017	12 July 2017
05/2015	18 September 2017	12 September 2017	07 September 2017
06/2017	17 November 2017	13 November 2017	08 November 2017

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Subscription service

vertrieb@oberauer.com
Hotline: 0800/2 700 222

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Formats single pages	Size (width x height)	Rates in €
1/1 Page inner section	210 mm x 280 mm	5,280.00
1/1 Page 2. Coverpage	210 mm x 280 mm	5,800.00
1/1 Page 3. Coverpage	210 mm x 280 mm	5,800.00
1/1 Page 4. Coverpage	210 mm x 280 mm	5,900.00
1/2 Page horizontal	210 mm x 140 mm	3,200.00
1/3 Page horizontal	210 mm x 94 mm	2,150.00
1/3 Page vertical	70 mm x 280 mm	2,150.00
1/4 Page horizontal	210 mm x 70 mm	1,720.00
1/8 Page horizontal	210 mm x 35 mm	930.00

Formats double pages	Size (width x height)	Rates in €
2/1 Page inner section	420 mm x 280 mm	9,300.00

Advertorials

The advertiser generally provides the text and line art/photos, the Publisher will be responsible for the layout. Typographical design of the advertorial is matched to the magazine's editorial content, thus enhancing your message's authenticity. For legal reasons, the identifier "Advertisement" is included to distinguish, for the reader's convenience, the advertorial's message from the magazine's articles.

Requirements for advertorial pages

1. The text's language must be German.
2. The prescribed number of keystrokes must not be exceeded.
3. Photos (min. 300 dpi in CMYK) and captions must be included.
4. Text and images must be in receipt 4 business days prior to the printer files' closing date.
5. Minimum format for advertorials is 1/2 page.

Formats	Keystrokes	Rates in € *
2/1 Page	8,400	9,550.00
1/1 Page	4,200	5,550.00
1/2 Page	2,100	3,300.00

* Druck&Medien provides the fixed template. Two sample proofs and/or copy cuts, photo search etc. are included.

All rates in Euro plus VAT

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Crossmedia Combi
20% Discount on your print ad

For print and online bookings (min. two weeks).

Desktop

Formats	Pixel	payout	Rates in €/Month
Content Ad	300 x 250	> 960 >728	1.920,00
Superbanner	728 x 90	> 960 >728	1.920,00
Wide Skyscraper	160 x 600	> 960	1.920,00
Halfpage Ad	300 x 600	> 960	2.480,00
Billboard	800 x 250	> 960 >728	2.480,00
	970 x 250	> 960	2.580,00
	1020 x 250	> 960	2.680,00
Wallpaper	max. 728 x 90 Pixel plus 160 x 600 Pixel	> 960	2.920,00
Floor Ad	1.020 x 200 / sticky	> 960	2.920,00

Mobile

Formats	Pixel	payout	Rates in €/Month
Formate	Maße in Pixel	Ausspielung	Kosten in €/Monat
Content Ad	300 x 250	> 468 < 468	1.760,00
Fullsize	468 x 60	> 468	1.920,00
Mobile Leaderboard	320 x 50	< 468	1.760,00
Large Mobile Leaderboard	320 x 100	< 468	1.920,00
Half Banner	234 x 60	< 300	1.920,00

Placement: max. rotation of 3 ads. Exclusive circuit on request.

Newsletter ad formats

Formats	Pixel	Rates in €/Week	Rates in €/Month
Large Rectangle	400 x 300	595,00	2.140,00
Fullsize	590 x 60	495,00	1.920,00
Online Advertorial	max. 500 keystrokes incl. word spaces, max. 590 width	655,00	2.350,00
Stand Alone Newsletter			1.890,00

Large Rectangle The large rectangle is placed right in the editorial space of the newsletter.

Fullsize The Fullsize-Banner is placed in the header of the newsletter.

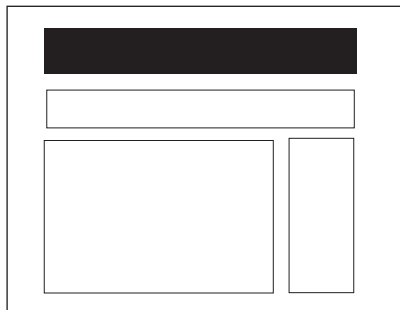
Stand Alone Newsletter (Werbung) An exclusive stand alone mailing in the look of an editorial newsletter with your content, pictures and optional space for advertisements. Your message will receive the full attention from about 5000 subscribers.

All rates in Euro plus VAT

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Superbanner



Formats

Desktop >960
 Superbanner: 728 x 90
 Billboard: 800 x 250, 970 x 250,
 1020 x 250

Desktop >728
 Superbanner: 728 x 90
 Billboard: 800 x 250

Mobile
 Fullsize: 468 x 60
 Large Mobile Leaderboard: 320 x 100
 Mobile Leaderboard: 320 x 50
 Half Banner: 234 x 60

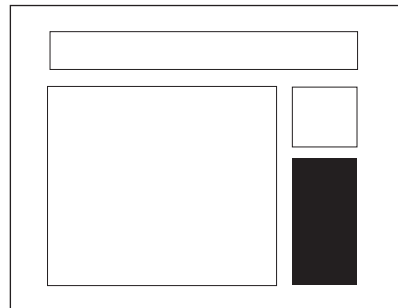
Wallpaper



Formats

Desktop >960
 Wallpaper: 728 x 90 plus 160 x 600

Skyscraper Right



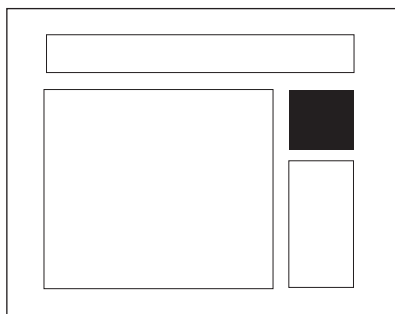
Formats

Desktop >960
 Skyscraper: 160 x 600
 Halfpage Ad: 300 x 600

Desktop >728
 Superbanner: 728 x 90

Mobile
 Fullsize: 468 x 60
 Mobile Leaderboard: 320 x 50
 Half Banner: 234 x 60
 Large Mobile Leaderboard: 320 x 100

Content Ad

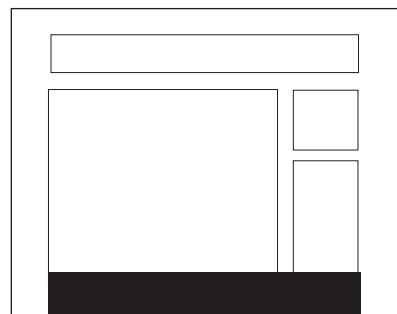


Formats

Desktop
 Content Ad: 300 x 250

Mobile
 Content Ad: 300 x 250

Floor Ad



Formats

Desktop
 Floor Ad: 1020 x 200

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Address the top-employees of the printing industry with your job ad at druck-medien.net. Our options:

Plattform	Rate job ad in €	Rate Internship/Voluntary Service/Trainee in €
druck-medien.net	480.00	280.00
newsroom.de	490.00	310.00
kress.de	580.00	390.00
prreport.de	390.00	270.00
Two Platforms **	5 % off total rate	
Three Plattformen **	10 % off total rate	

Our Service *

6 weeks listing

E-Mail with your job ad to our community within one hour

Sent out on weekly Job-Newsletter (non-recurring)

Sent out on daily News-Newsletter

All rates in Euro plus VAT

*Prices and Services 2017. Subject to change without notice.

**Offers are subject to additional discounts or commissions.

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Crossmedia Combi Jobplattform

Combine our online options with print (1/1 page -50%)

Publishing House

OBERAUER DER MEDIENFACHVERLAG

Johann Oberauer GmbH

Mailing address

Postfach 1152
83381 FreilassingHead office
Fliederweg 4
A-5301 Salzburg-Eugendorf

Payment terms

Remittance: 14 days net following receipt of invoice.
Turnover tax-ID-No.: ATU 349 15 900

Banking

Volksbank Freilassing
IBAN: DE91 7109 0000 0100 2515 85
BIC: GENODEF1BGL

Online

www.druck-medien.net

Delivery address for supplements

Kunst- und Werbedruck GmbH & Co. KG | Druck&Medien pro Ausgabe XY
Hinterm Schloss 11 | D-32549 Bad Oeynhausen
Tel.: +49 5731 75 88-0

Circulation

average 8,500 issues

Subscription rates

Germany: 125 € incl. VAT and
shipping
Abroad: 130 € incl. VAT and
shipping
Retail: 22 € incl. VAT plus shipping

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1. An "Ad placement order" within the meaning of the Terms of Service refers to a contract an advertiser or other interested party enters into for the purpose of bringing to the public's awareness—by way of dissemination—one or several advertisements in a printed publication.

2. The Terms of Service are applicable to all advertising orders accepted by Johann Oberauer Ltd. (the "Publisher" hereafter). Diverging Terms of Service on the part of Principal are invalid, even though the Publisher may not expressly object to them.

3. If in doubt, adverts must be released for publication within the calendar year following a contract's signing. If the right of release of individual adverts is sanctioned, the publication order must be completed within the calendar year following publication of the first ad; with the proviso the first ad is being released and published within the deadline listed in sentence no. 1.

4. After contract signing, Principal is entitled to release within the agreed upon and/or under fig. 2 named deadline additional ads exceeding the contract's provisions within the current calendar year.

5. When an order cannot be completed for reasons beyond the Publishers control, Principal may not, irrespective of other legal duties, insist on previously agreed-upon (bulk) discounts but only on those discounts, which would have been granted predicated on an actual purchase.

6. We do not guarantee acceptance of advertisements and outside supplements for certain editions, or certain sections of the publication, unless Principal has expressly made his order contingent on such provision. In section-relevant ads, the Publisher guarantees the ad's insertion in the specific section without requiring express agreement.

7. Adverts bordering editorial content on at least 3 of their sides and stand removed from other ads, and which for reasons of their design are not recognisable as ads, will be designated "advertisement" by the Publisher.

8. Principal affirms that the content and appearance of his ads will not be in violation of any law, ordinances or other official directives.

9. Publisher reserves the right to reconsider and reject orders and individual releases due to content, providence or technical form in conformity with consistent, objectively justifiable principles when sufficient grounds exist to assume their content to be in violation of the law or official directives or when their publication is unacceptable to the Publisher, even though aforesaid orders or releases had earlier been legally approved. The same extends to orders placed with branch offices, agencies or representatives. Orders for supplements shall be approved only following submission of a sample of the supplement. Supplements easily confused with being an integral part of the publication owing to their design and presentation or which contain ads by third party will be rejected. The Principal shall be promptly notified of such rejection.

10. Timely furnishing of an ad's content together with proper printer files/templates or the supplements is the Principal's responsibility. Publisher will immediately call for replacement of obviously corrupted or damaged files/templates or supplements. Publisher represents and warrants the quality of reproduction commensurate with the publication's specific section and the quality standards of the files/templates provided.

11. Principal shall notify Publisher immediately of any shortcomings concerning the published advertisement.

11.1. Unless stipulated otherwise, Publisher will warrant the print quality of all advertising appearing in its publication and will republish at no cost the upgraded ad if its effectiveness had been impaired or jeopardised owing to insufficient quality.

11.2. In case of a failed upgrade or improvement, Principal may demand a reduction in price or cancellation of the contract. The Principal may also demand damages in accordance with the below-referenced paragraph if the fault lies with the Publisher.

11.3. Additional warranty claims by Principal are excluded, unless compulsory liability applies due to a failure of execution previously guaranteed or an artful hiding of the shortcoming by the Publisher.

11.4. The warranty period extends over three months from the day of publication.

12. Publisher is liable for any damage wilfully caused by him, his legal representatives or proxies up to no more than the monetary value of the order. Publisher is also liable for any damage caused by him, legal representatives or company executives due to grossly negligent conduct. The Publisher also is liable for threats to life, bodily harm and health of others caused by him, his legal representatives and proxies.

12.1. For types of damage other than those enumerated under fig. 12, sent. 3, which was caused by the Publisher, his legal representatives or company executives and resulting from only marginally negligent conduct, Publisher shall be held liable only for the violation of duties crucial for the consummation of contract (cardinal duties). Liability of the Publisher in this instance is limited to typically foreseeable contractual damages.

12.2. In reference to the provisions of fig. 12, sent. 1 and 3, Publisher is liable for assistants not acting as proxies or company executives only when the aforementioned individuals wilfully violate a contractually essential duty (cardinal duty). Again, Publisher's liability is limited to typically foreseeable contractual damages.

12.3. All else considered, liability of the Publisher—for whatever legal reason—is excluded. Exempted is any liability stemming from the product liability act and/or other mandated legal fundamentals.

13. Sample proofs are provided only on specific request. Ensuing costs shall be borne by Principal. Principal vouches for the correctness of the returned and revised sample proofs. Publisher will perform all corrections indicated on the sample proof within the set deadline.

14. If no specific instructions as to size were provided, the actual standard, printed height customary for the type of ad will be used as basis for billing.

15. In the event of late payments and deferrals, interest and late charges will become due. Principal reserves the right to cite mitigating circumstances in opposing the level of charges. The Publisher may in case of deferred payment discontinue processing the order until payment is received and demand cash upfront for the balance of adverts. If Principal's credit worthiness is in doubt Publisher may, even during the contractually assured runtime, block the publication of additional ads without regard to an originally agreed payment arrangement and to make any advance payment contingent on settlement of earlier, still outstanding invoices.

16. Accepted and hence legally binding orders are subject to the following cancellation deadlines and monetary charges: 1 week prior to closing date for advertisements = 25% of total amount of order 1 week following closing date for advertisements = 50% of total amount of order. At time of closing date for printer files = 75% of total amount of order.

17. On request, the Publisher will furnish a sample of the ad together with the invoice. Depending on order size and type, clippings, individual pages or entire magazines will be made available. If an ad's sample can no longer be found, a legally valid certification by the Publisher concerning publication and dissemination of the ad will be furnished.

18. Printer files will be returned to Principal upon request only. The obligation of safe keeping old files ceases three months following the expiration of contract.

19. The city of Salzburg shall be place of performance. The city of Salzburg shall be legal venue for any and all disputes and procedures that may arise from the advertising contract, including its effectiveness.

20. Changes and/or additions to the contract must be in writing to become valid. This also pertains to a change in the aforesaid clause.

20.1. The eventuality of some provisions in the contract being redundant or unenforceable will not affect the balance of the contract and leave it undisturbed.