

Deutscher Drucker


PREPRESS · CROSS MEDIA · PRESS · POSTPRESS · PACKAGING PRODUCTION

MEDIA INFORMATION 2012

Valid from 1st January 2012

The No. 1
for managers
The first choice
for decision makers
in Drupa year 2012

Circulation audited by  II/11 8,321 circulation | 6,684 sales | 6,662 subscriptions

Official magazine for news from the  Fachverbandes Führungskräfte der Druckindustrie und Informationsverarbeitung e.V.

Deutscher Drucker

PREPRESS · CROSS MEDIA · PRESS · POSTPRESS · PACKAGING PRODUCTION

Media information 2012

Communication that works

BETTER THAN EVER ■ Deutscher Drucker is the No. 1 trade magazine for the print and media industry.

■ Deutscher Drucker is known around the world for the quality of its reporting. It is the only German industry magazine to appear 38 times a year, with each issue offering expert, interestingly presented coverage of a specific theme as well as key business information for the printing industry's decision makers.

Its topical news section reports about products, business developments and people as well as publishing first hand accounts of important industry events. Its Products & Technology, Operation & Management and Customers & Markets sections offer more in-depth articles, reports, interviews, case studies and analyses. Numerous absorbing series and a weekly focus complete the spectrum of what Deutscher Drucker offers.

You can target your advertising campaign precisely by placing advertisements in exactly the right editorial context to ensure that you reach the right readers. Its clear structure and modern layout make Deutscher Drucker a visually appealing title that will enhance your corporate image and product campaigns and increase their effectiveness.

➤ CONTENTS

- In brief
- Contacts
- Addresses and Figures
- Structure, Print run and Pagination
- Display advertisements in the editorial section
- Loose and bound inserts
- Recruitment, Directory, Classified advertising, For sale
- Editors, Addresses, Bank details, Data delivery
- **Editorial schedule**
- General Terms and Conditions
- www.print.de - the industry portal for the print and media industry

FOR DECISION MAKERS ■ Deutscher Drucker is far and away the leading trade magazine for the entire print and media industry.

■ Deutscher Drucker reaches the industry experts and managers who make technical and commercial decisions across the whole of the print and media industry in a way no other industry medium comes close to matching. The senior positions occupied by Deutscher Drucker's readers mean that they make high demands of their trade magazine—and it more than fulfils these. It's not for nothing that Deutscher Drucker has many, many more paying subscribers than any other printing trade magazine. The 38 issues of Deutscher Drucker that appear every year are a 'must read' for the printing industry.

"... the ideal media partner for successful advertising."

DEUTSCHER DRUCKER OFFERS YOU

- the highest sold circulation (6,684 copies, IVW II/11)
- the most subscriptions (6,662 copies, IVW II/11)
- the lowest price per thousand subscribers
- 38 issues a year for more topical content
- the broadest coverage
- the largest recruitment and used machinery section in the industry

Deutscher Drucker
 VORSTUFE · CROSS MEDIA · DRUCK · WEITERVERARBEITUNG
 14. Juli 2011

DIGITAL GEDRÜCKT UND RICHTIG EDEL
 Beim Laminieren, Kaschieren oder Lackieren von Digitaldrucken gibt es einige Besonderheiten. Seite 26

ENDLOSSYSTEM MIT FESTINTE
 Xerox' neues Inkjet-System soll auch auf günstigen Substraten gute Ergebnisse liefern. Seite 16

Wundermittel Digitaldruck? Kostenvergleich gibt Aufschluss
 GESCHÄFTSMODELLE ■ Bis zum Jahr 2015 wird es laut BVDM von den derzeit 10 000 grafischen Betrieben in Deutschland nur noch 7 000 geben. Wer dazugehören will, muss sich vom Wettbewerb abheben. Eine Chance dazu bietet der Digitaldruck.
 ■ Der allgemeine Wirtschaftsschwung kommt in der Druckindustrie nur selten und wenn, dann verzögert an. Die Preise für Druckdienstleistungen sind allein im Jahr 2009 um 1,8 Prozent gesunken und auch das Druckvolumen wird einer PISA-Studie zufolge bis 2015 um weitere 20 Prozent sinken.
 ■ Allein dem Digitaldruck wird ein Wachstum von sage und Schreibe 44 Prozent vorhergesagt, dass sich immer mehr Druckunternehmen die digitalen Medien ins Haus holen.
 ■ Für Offsetbetriebe, die ihr Angebot erweitern wollen, ein Kostenvergleich beider Druckverfahren aber.

Fachkräftenachwuchs Student trifft Unternehmen
 ■ Eine Kontaktmesse für Studenten und Unternehmen bietet eine gute Chance, einen künftigen Arbeitgeber beziehungsweise einen neuen Mitarbeiter zu finden. In der Fachzeitschrift "Deutscher Drucker" hat der Förderverein für Druck- und Medienberufe zum vierten Mal eine solche Veranstaltung organisiert – unterstützt von 20 Studenten ihrer Professur. Das Motto der Messe: Kontakte schaffen Kontrakte. Seite 32

Online-Auftritt Wie gut sind Lieferantenwebshops?
 ■ Produkte und Leistungsmerkmale werden online veröffentlicht. Wie gut sind Lieferantenwebshops? Seite 12



DEUTSCHER DRUCKER ADVERTISING SALES AND MEDIA SERVICES



Joachim Berger
Representative

BERGER MEDIEN
Im Wiesengrund 2
55278 Königernheim
Tel.: +49 (0) 67 37/71 57 20
Fax: +49 (0) 67 37/71 56 89
j.berger@print.de



Andrea Dyck
Representative

Verlagsbüro Felchner
Alte Steige 26, 87600 Kaufbeuren
Tel.: +49 (0)83 41/9 66 17 84
Fax: +49 (0)83 41/87 14 04
a.dyck@print.de



Regine Grossmann
Display advertising and administration

Tel.: +49 (0)711/4 48 17-25
Fax: +49 (0)711/44 20 99
r.grossmann@print.de



Marianne Rezk
Classified and Recruitment

Tel.: +49 (0)711/4 48 17-34
Fax: +49 (0)711/44 20 99
m.rezk@print.de



Neil Stratton, Mike Robinson
Representative for UK, USA, CA

Babel Marketing
Dellstone 6, Ivy Cottages
Hinksey Hill, Oxford OX1 5BQ
Tel.: +44(0)1865 739 484
n.stratton@print.de

We would be delighted to put together individual communication solutions tailored your individual requirements for successful strategic marketing. Request a personalized proposal.



ADDRESS DETAILS

Deutscher Drucker Verlagsgesellschaft mbH & Co. KG

Telephone +49 (0)7 11/44 81 7-0
(switchboard)

Fax +49 (0)7 11/44 20 99

E-mail info@print.de

Web site <http://www.print.de>

Postal address Postfach 4124, 73744 Ostfildern

Delivery address Riedstraße 25, 73760 Ostfildern

Insert deliveries Industriebuchbinderei Ostalb GmbH
Im Wert 3, 73563 Möggingen

Bank details Volksbank Ulm-Biberach
BLZ 630 901 00
Account number. 3906 000

Print data Digital data **only**,
by e-mail or post
(CD, DVD)

DEUTSCHER DRUCKER IN FIGURES

Place of publication Ostfildern, Germany

Frequency 38 times per year

Annual subscription (38 issues)

Germany € 145.15 (including VAT and postage)

Abroad € 191.75 (including postage)

Individual issue € 6.75 (plus postage)

Booking deadlines (see page 14 and flyer for details)

Display 16 days prior to publication

Classified 8 days prior to publication

Formats

Magazine 230 mm wide, 300 mm high

Type area 206 mm wide, 269 mm high

Column width 66 mm/49 mm

Column number 3/4

Bleed Magazine format + 3 mm trim on 3 sides

Printing process Offset, 80 l/cm screen

Printing material Digital data

Paper 90 g Eurobulk, paper grade SK3, wood-free



EFFECTIVE ■ Deutscher Drucker offers a unique editorial concept.

■ The news section covers what's happening in terms of products, companies and people and reports first hand from interesting industry events. Detailed articles—many of which form parts of series to allow in-depth treatment—reports, interviews and case studies form the core of the industry's leading magazine, which focuses on a different theme for every issue. The industry relies on 'its' Deutscher Drucker.

It is Deutscher Drucker's editorial quality combined with its focused content that ensures you can place your advertising in precisely the right editorial context and secure excellent contacts. Deutscher Drucker's clear organization and modern layout mean that your corporate image and product advertisements will appear in an environment that enhance their impact.

Deutscher Drucker has carried the official news of the FDI—the German federation of printing industry and communication managers—for over 25 years and it is also the sole German member of the EUROGRAPHIC PRESS (EP), a group of leading printing magazines from 16 European countries that exchange information.

Deutscher Drucker is a member of the IVW, the independent body that audits the distribution and usage of the German media.

CONTENT ANALYSIS

Issues in 2010	42 issues
Format	A4
Page total	1,924 pages (10%)
Editorial pages	1,487 pages (70%)
Advertising pages	437 pages (30%) of which
Display	179 pages (41%*)
Classified	169 pages (39%*)
Recruitment	82 pages (20%*)
	*of total advertising
Loose inserts	22 items
Bound inserts	9 items





DEUTSCHER DRUCKER DISPLAY ADVERTISEMENTS IN EDITORIAL SECTION

1/1 page



2/3 page



1/2 page



1/3 page



1/4 page



2/1 pages



SPECIAL POSITIONS

A 20% surcharge applies to guaranteed positions

1/2 page	Vertical, next to Editorial	4 colour	€4,850.00
1/1 page	Outside back cover	4 colour	€7,100.00
1/1 page	Inside front cover	4 colour	€7,100.00
1/1 page	Next to contents	4 colour	€6,360.00
Front cover	145 x 206 mm	4 colour	€7,900.00
Front cover	62 x 24 mm	4 colour	€1,800.00

Rate card 47, valid from 1 January 2012.

Prices

Prices are calculated for orders over any 12 month period. The published prices have already taken discounts into account. All prices subject to VAT at the prevailing rate.

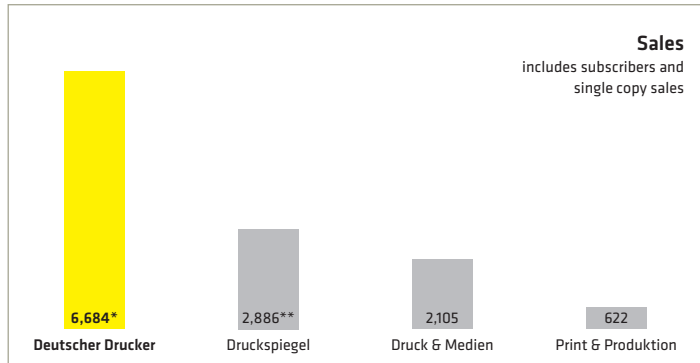
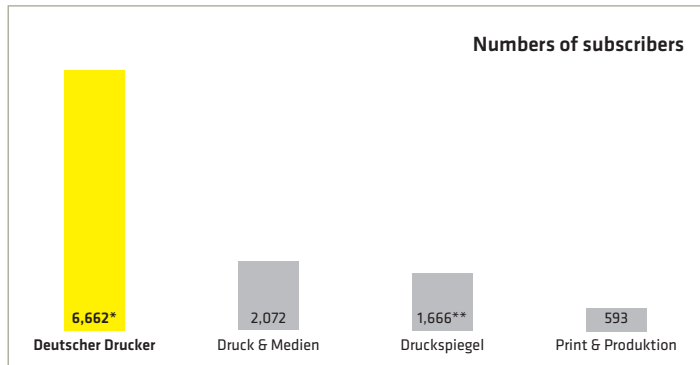
Payment

14 days from date of invoice, with no deductions.

Bank details

Volksbank Ulm-Biberach
BLZ (bank identifier) 630 901 00, account number 3906 000
IBAN DE32 6309 0100 0003 9060 00
BIC ULMVDE66

THE MAGAZINE THE DECISION MAKERS TRUST



Source:  Quarter 2 2011

* includes 1,977 copies for members of the FDI (Fachverband Führungskräfte der Druckindustrie und Informationsverarbeitung e.V.)

**includes 537 copies for members of the LAG (Lehrerarbeitsgemeinschaft Medien e.V.)

The circulation comparison does not include copies sent out free of charge by the publisher (circulation less sales). Further information from www.ivw.de

CIRCULATION ANALYSIS

Circulation auditing



Circulation analysis

Copies per issue
Average for Quarter 2 2011

Print run

9,090

Actual circulation

8,321

Sales

6,684

of which, Subscriptions

6,662

Free copies

1,637



EUROGRAPHIC PRESS (EP) information exchange pool



FDI (Fachverband Führungskräfte der Druckindustrie und Informationsverarbeitung e.V.)



IVW, die unabhängige Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.

FORMAT	TYPE AREA	BLEED	COLOUR	PRICE	SERIES RATES				
					3 x	6 x	12 x	19 x	38 x
1/1 page	206 x 269	230 x 300 233 x 306 including trim	4 colour	6,450.00	6,127.50	5,805.00	5,482.50	5,160.00	4,837.50
2/3 page	high 136 x 269	151 x 300 154 x 306 including trim	4 colour	5,450.00	5,177.50	4,905.00	4,632.50	4,360.00	4,087.50
	wide 206 x 178	230 x 198 233 x 201 including trim							
1/2 page	high 101 x 269	113 x 300 116 x 306 including trim	4 colour	4,500.00	4,275.00	4,050.00	3,825.00	3,600.00	3,375.00
	wide 206 x 132	230 x 148 233 x 151 including trim							
1/3 page	high 66 x 269	74 x 300 77 x 306 including trim	4 colour	3,725.00	3,538.75	3,352.50	3,166.25	2,980.00	2,793.75
	wide 206 x 87	230 x 97 233 x 100 including trim							
1/4 page	high 49 x 269	55 x 300 58 x 306 including trim	4 colour	3,100.00	2,945.00	2,790.00	2,635.00	2,480.00	2,325.00
	wide 206 x 64	230 x 72 233 x 75 including trim							
	2 column 101 x 132	113 x 148 116 x 151 including trim							
2/1 pages	438 x 269	460 x 300 466 x 306 including trim	4 colour	10,700.00	10,165.00	9,630.00	9,095.00	8,560.00	8,025.00

All dimensions in mm. Other formats on request. All prices quoted in euros (€) and subject to VAT at the prevailing rate.



LOOSE AND BOUND INSERTS

- Delivery address** Industriebuchbinderei Ostalb GmbH
Im Wert 3, 73563 Mögglingen, Germany
- Delivery quantity** We will specify the precise delivery quantity when the order is placed. Excess copies will be disposed of three weeks after publication. Deliveries should clearly state the delivery quantity and specify the issue.
- Delivery deadline** 10 days prior to publication.
- Other formats** Details of other formats with dimensions are available from r.grossmann@print.de
- Prices** All prices are quoted in euros (€) and subject to VAT at the prevailing rate.
No series discounts on loose and bound inserts.

BOUND INSERTS, 2 TO 8 PAGES

Paper grammage up to a maximum of 180 g/m²

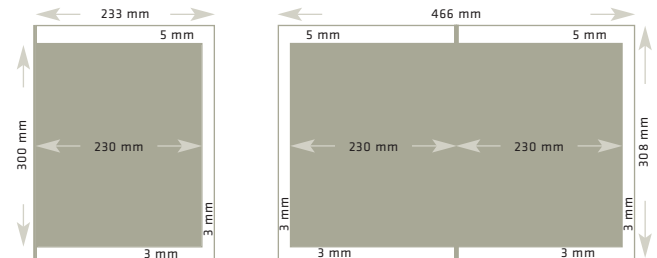
2 page	5,450.00
4 page	6,200.00
6 page	6,800.00
8 page	7,500.00

LOOSE INSERTS, 2 TO 6 PAGES

Maximum format 220 mm wide by 295 mm high

Weight up to 25 g	4,350.00
Weight up to 50 g	4,700.00

BOUND INSERT DIMENSIONS FOR SADDLE-STITCHED ISSUES





RECRUITMENT ■ The job market for print and media industry managers and technical experts.

The 38 issues per year mean that your recruitment advertising works quickly and saves you time when recruiting. Deutscher Drucker has a larger recruitment section than any other printing trade magazine, which demonstrates



how highly rated it is by the industry. Deutscher Drucker carries the official news of the FDI (the industry's management association). **As a bonus:** As well as being published in Deutscher Drucker your recruitment advertisement will run for four weeks on the www.print.de industry portal.

Box fee	Germany €8.00, abroad €10.00
Type area	206 mm wide, 250 mm high
Basic price	€3.90 (colour) per millimetre of depth
Copy deadline	12 noon CET, Thursday before publication
Discounts	There are no discounts for advertisements in this section.

YOUR CONTACT

Marianne Rezk

Tel.: 0711/4 48 17-34

Fax: 0711/44 20 99

E-mail: m.rezk@print.de

Data delivery

Deutscher Drucker is produced entirely digitally. Please send digital data only by e-mail or post (CD, DVD)

COLUMN WIDTH	JOB OFFER	SOUGHT
31 mm	3.90	2.15
66 mm	7.80	4.30
101 mm	11.70	6.45
136 mm	15.60	8.60
171 mm	19.50	10.75
206 mm	23.40	12.90

Prices in euros (€) per mm of depth, plus VAT.



FOR SALE/WANTED

Sections For sale, Wanted, Investment opportunities, Business opportunities, Leasing, Representatives, Events, Seminars/Courses, Assistance, Joint ventures, Auctions, Tenders, Miscellaneous.



Type area 206 mm wide, 250 mm high

Basic rate €3.80 (colour) per column mm

Copy deadline 12 noon CET, Thursday before publication

Discounts There are no discounts for advertisements in this section.

COLUMN WIDTH	COLOUR
31 mm	3.80
66 mm	7.60
101 mm	11.45
136 mm	15.20
171 mm	18.95
206 mm	22.70

Prices in euros (€) per mm of depth, plus VAT.

DIRECTORY ■ The A-Z Directory that allows readers to turn straight to your products and services.

Width 49 mm

Basic rate €3.70 (colour) per millimetre of depth

Copy deadline 9.00 a.m. CET, Tuesday before publication

Discounts see table for series discounts



NUMBER	DISCOUNT	COLOUR
6 x	5 %	3.52
12 x	15 %	3.15
21 x	30 %	2.59
38 x	45 %	2.04

Prices in euros (€) per mm of depth, plus VAT.



DISPLAY ADVERTISEMENTS IN THE DIRECTORY

Positioning

At the back of the issue, on left or right hand pages.
Several advertisements may be placed on the same page.



FORMAT	TYPE AREA	COLOUR	PRICE	SERIES RATES FOR ADVERTISEMENTS IN THE DIRECTORY				
				3 x	6 x	12 x	19 x	38 x
1/1 page	206 x 269	4 colour	5,805.00	5,482.50	4,925.00	4,837.50	4,192.50	3,225.00
2/3 page	vert. 136 x 269 horiz. 206 x 178	4 colour	4,905.00	4,632.50	4,360.00	4,087.50	3,542.50	2,725.00
1/2 page	vert. 101 x 269 horiz. 206 x 132	4 colour	4,050.00	3,825.00	3,600.00	3,375.00	2,925.00	2,250.00
1/3 page	vert. 66 x 269 horiz. 206 x 87	4 colour	3,352.50	3,66.25	2,980.00	2,793.75	2,421.25	1,862.50
1/4 page	vert. 49 x 269 horiz. 206 x 64 2 column 101 x 132	4 colour	2,790.00	2,635.00	2,480.00	2,325.00	2,015.00	1,550.00
2/1 pages	438 x 269	4 colour	9,630.00	9,095.00	8,560.00	8,025.00	6,955.00	5,350.00

All dimensions in mm. All prices in euros (€) and subject to VAT at the prevailing rate.



DEUTSCHER DRUCKER THE EDITORIAL TEAM



Bernhard Niemela MA

Editor-in-Chief

Tel.: +49 (0)7 11/448 17 - 20
Fax: +49 (0)7 11/44 20 99
b.niemela@print.de



Judith Grajewski Dipl.-Ing.

Editor
Digital/offset printing

Tel.: +49 (0)7 11/448 17 - 50
Fax: +49 (0)7 11/44 20 99
j.grajewski@print.de



Michael Schüle

Prepress, premedia

Editor
Premedia

Tel.: +49 (0)7 11/448 17 - 27
Fax: +49 (0)7 11/44 20 99
m.schuele@print.de



Michael Scherhag

Dipl.-Ing.

Editorial office

Tel.: +49 (0)71 81/4 82 51 90
Fax: +49 (0)71 81/4 82 51 91
m.scherhag@print.de



Gerd Bergmann

Dipl.-Wirt.-Ing.

Deputy Editor-in-Chief
Print/Business

Tel.: +49 (0)7 11/448 17 - 47
Fax: +49 (0)7 11/44 20 99
g.bergmann@print.de



Frank Lohmann

Dipl.-Ing

Editor
Print/Postpress

Tel.: +49 (0)7 11/448 17 - 32
Fax: +49 (0)7 11/44 20 99
f.lohmann@print.de



Daniela Tscherbakova

MA

Editor
Paper/Business

Tel.: +49 (0)7 11/448 17 - 38
Fax: +49 (0)7 11/44 20 99
d.tscherbakova@print.de



Kurt K. Wolf

Editorial office

Tel.: +41 - 44/40 00 922
Fax: +41 - 44/40 00 925
kwolf@uitikon.ch



Petra Ebeling

Dipl.-Ing.

Editor
Postpress

Tel.: 07 11/4 48 17 - 67
Fax: 07 11/44 20 99
p.ebeling@print.de



Martina Reinhardt
MA

Editor
Postpress

Tel.: +49 (0)7 11/448 17 - 17
Fax: 07 11/44 20 99
m.reinhardt@print.de



Christina Hanck

Trainee

Tel.: +49 (0)7 11/448 17 - 33
Fax: +49 (0)7 11/4 48 17 82
c.hanck@print.de

DEUTSCHER DRUCKER VERLAGSGESELLSCHAFT MBH & CO. KG

Telephone +49 (0)7 11/44 81 70 (switchboard)
Fax +49 (0)7 11/44 20 99
E-mail info@print.de
Web site <http://www.print.de>
Postal address Postfach 4124, 73744 Ostfildern, Germany
Delivery address Riedstraße 25, 73760 Ostfildern, Germany
Insert deliveries Industriebuchbinderei Ostalb GmbH
Im Wert 3, 73563 Mögglingen, Germany
Bank details Volksbank Ulm-Biberach
BLZ 630 901 00, account no. 3906 000
IBAN DE32 6309 0100 0003 9060 00
BIC ULMVDE66

Digital print data

Deutscher Drucker is produced exclusively digitally. Consequently, only digital printing data can be accepted.

Data delivery

Please send digital print data only by e-mail or by post (CDs, DVDs)

Managing Director

Bernhard Niemela, MA
Managing Director & Editor-in-Chief

Tel.: +49 (0)7 11/4 48 17 - 20
Fax: +49 (0)7 11/44 20 99
b.niemela@print.de

Production

Michael Kessler
Production manager

Tel.: +49 (0)7 11/4 48 17 - 30
Fax: +49 (0)7 11/44 20 99
m.kessler@print.de











Drupa special issues:

Please refer to the 2012 editorial schedule for our Drupa specials.



DEUTSCHER DRUCKER 2012 EDITORIAL SCHEDULE

No	DoP	DISPLAY	CLASSIFIED	FOCUS CUSTOMERS PRODUCTS & TECHNOLOGY MANAGEMENT SHOWS
1	12.01.2012	21.12.2011	04.01.2012	Major industry survey: What does Drupa year 2012 hold? What themes will matter to printers, finishers and prepress houses ? The experts respond Preview: Druckforum 2012 in Stuttgart
2	19.01.2012	03.01.2012	12.01.2012	Packaging production and label printing (1) Preview of the year: which shows apart from Drupa will be worth a visit in 2012? Customer magazines in the throes of change How to handle complaints! Overview: important shows and open houses in 2012
3	26.01.2012	10.01.2012	19.01.2012	Innovations in sheet-fed offset Print products and digital services for the tourist industry Series: Entrepreneurs who think about tomorrow (1): The best print products Photo competition: Demo centres in Germany Overview: Demo centres
4	02.02.2012	17.01.2012	26.01.2012	Postpress, mailroom & logistics (1) Series: Entrepreneurs who think about tomorrow (2): The best printing systems Overview: Bookbinderies
5	09.02.2012	24.01.2012	02.02.2012	Offset plus digital printing: technologies and markets for hybrid print products Paper trends: Report from Paperworld How much print... does the food industry need The work of the health insurance association Preview: Fespa Digital in Hamburg
6	16.02.2012	31.01.2012	09.02.2012	Modern newspaper production (1) Blanket wash-up devices surveyed Series: Marketing for printers (1) Series: Drupa for newcomers – print production today (1): Data workflow and media neutral storage
7	01.03.2012	14.02.2012	23.02.2012	Fine print products, extraordinary substrates and multi-variant presses Possibilities and models for employee involvement Series: Drupa for newcomers – print production today (2): Prepress systems – from data to print Overview: Key certificates Look and feel: print and paper samples in the hand
8	08.03.2012	21.02.2012	01.03.2012	Exclusive: Germany's 50 best printers – DD's finest Lobbying in Europe: what the work of Intergraf does for printers Series: Drupa for newcomers – print production today (3): Digital printing systems Preview: Book Fair in Leipzig Overview: Digital printing service providers
9	15.03.2012	28.02.2012	08.03.2012	Packaging production and label printing (2) Series: Drupa for newcomers – print production today (4): Offset printing systems How much print... does a media college need Series: The path to lean production (1)
10	22.03.2012	06.03.2012	15.03.2012	 Drupa Trends issue 1: Green printing & the environment Series Drupa for newcomers–print production today (5): Substrates and finishing Series: The path to lean production (2) Overview: Top training partners
11	05.04.2012	20.03.2012	29.03.2012	 Drupa Trends issue 2: Postpress & finishing Series: Drupa for newcomers–print production today (6): Inks and press chemistry Series: The path to lean production (3)
12	12.04.2012	27.03.2012	03.04.2012	 Drupa Trends issue 3: Automated print production & rational workflows Series: Drupa for newcomers–print production today (7): Postpress Overview: Used machinery dealers

No	DoP	DISPLAY	CLASSIFIED	FOCUS CUSTOMERS PRODUCTS & TECHNOLOGY MANAGEMENT SHOWS
13	19.04.2012	03.04.2012	12.04.2012	 Drupa Trends issue 4: Digital printing Series: Drupa for newcomers – print production today (8): Material flow and logistics How much print... does a brewery need Series: Marketing for printers (2)
14	26.04.2012	10.04.2012	19.04.2012	 Drupa Trends issue 5: All the 'must see' Drupa exhibitors Series: Drupa for newcomers – print production today (9): New kinds of application in print Overview: Lettershops
15	03.05.2012	17.04.2012	25.04.2012	 Drupa Start issue: Crucial information and tips for your show visit Series: Drupa for newcomers – print production today (10): Print products as sustainable and environmentally friendly forms of media Series: Successful print and postpress companies (1) Overview: Bookbinderies
16	10.05.2012	24.04.2012	03.05.2012	 Drupa Live issue: The big show surprises Measuring, controlling and checking in print production Cloud Computing : what progress has it made in the printing industry? Series: Successful print and postpress companies (2) Preview: Typo in Berlin
17	18.05.2012	30.04.2012	10.05.2012	 Drupa Live issue: Comments and opinions from the world's largest print show Offset, digital, flexo: which print technology for which product? How much print... do the armed forces need Special: Quality assurance – the perfect press room (maintenance, order, cleanliness) Series: Successful print and postpress companies (3)
18	24.05.2012	08.05.2012	16.05.2012	Postpress & logistics (3) Drupa 2012: The major supplier report: when the pack is reshuffled for buyers (1) Students at work: a win-win situation for companies and colleges Series: Books entrepreneurs ought to read (1)
19	08.06.2012	22.05.2012	31.05.2012	Major competition: the best machine design Drupa 2012: The major supplier report: when the pack is reshuffled for buyers (2) Series: Marketing for printers (2) Series: Books entrepreneurs ought to read (2)
20	14.06.2012	29.05.2012	06.06.2012	Mega trends Green Printing, sustainability and energy efficiency Special: Mailings, coupons, transpromo Drupa 2012: The major supplier report: when the pack is reshuffled for buyers (3) Series: Books entrepreneurs ought to read (3) Preview: the Nuremberg Mailing Days
21	28.06.2012	12.06.2012	21.06.2012	Printed products to hold—unusual printed products, substrates and surfaces Drupa 2012: The major supplier report: when the pack is reshuffled for buyers (4) How much print ... does the Employment Office need Series: Printing in Germany: analysis of 2011 (1) Look and feel: print and paper samples
22	12.07.2012	26.06.2012	05.07.2012	Trends in web offset printing: inline and offline production Postpress solutions for web printing compared Series: The industry on the Internet— the best supplier web sites (1) Series: Together into the future: company networks (1) Series: Printing in Germany: analysis of 2011 (2)
23	26.07.2012	10.07.2012	19.07.2012	Offset & digital printing : how is which area of business served? Series: Printing in Germany: analysis of 2011 (3) One year without 'printers': how have the new training categories turned out? Series: The industry on the Internet— the best supplier web sites (2)
24	09.08.2012	24.07.2012	02.08.2012	Postpress & logistics (4) How much print... does a zoo need Series: Together into the future: company networks (2) Proflex : A to Z of major exhibitors
25	23.08.2012	07.08.2012	16.08.2012	How to make machines run really well: The right grades of paper, inks, coatings and press chemicals Series: Printing companies as brands (1) Special: Top environment certificates

No	DoP	DISPLAY	CLASSIFIED	FOCUS CUSTOMERS PRODUCTS & TECHNOLOGY MANAGEMENT SHOWS
26	06.09.2012	21.08.2012	30.08.2012	Packaging printing and label production (3) Series: Printing companies as brands (2) Special: The fastest sheet-fed off-set presses
27	20.09.2012	04.09.2012	13.09.2012	Green printing: how to be an eco-printer Series: Printing companies as brands (3) Special: The sheet-fed offset presses with the largest printing formats
28	27.09.2012	11.09.2012	20.09.2012	Large format printing: the right technique for the big splash How much print... does a radio broadcaster need Series: Multi-channel products and their prepress demands (1) Energy for operations: electricity suppliers compared Solar collectors tested out Printpack : A to Z of major exhibitors
29	04.10.2012	18.09.2012	27.09.2012	Druck & Form : A to Z of major exhibitors Series: Multi-channel products and their prepress demands (2) Ongoing press and media technician training: colleges for technicians (1): Bielefeld Frankfurt Book Fair : the most interesting developments for the printing industry
30	11.10.2012	25.09.2012	04.10.2012	Digital & offset printing: the right technology for each product Series: Marketing for printers (4) Ongoing press and media technician training: colleges for technicians (2): Tettngang Staff planning and management Overview: Personnel services
31	18.10.2012	02.10.2012	11.10.2012	Modern newspaper production (2): The well designed newspaper printing plant Ifra 2012: A to Z of major exhibitors Ongoing press and media technician training: colleges for technicians (3): Frankfurt/M. Overview: Bookbinderies
32	25.10.2012	09.10.2012	18.10.2012	Look and feel: how printed products score over on-screen media Special: Finishing in digital printing How much print... does a special mailer need Ongoing press and media technician training: colleges for technicians (4): Munich Look and feel: print and paper samples
33	02.11.2012	16.10.2012	25.10.2012	Postpress & logistics (5) Calendar trends in Germany Ongoing press and media technician training: colleges for technicians (5): Nuremberg
34	15.11.2012	30.10.2012	08.11.2012	PrintStars 2012 - The doers behind award winning printed products Ongoing press and media technician training: colleges for technicians (6): Stuttgart Series: Printing on unusual substrates (1): Glass and metal Overview: Lettershops
35	22.11.2012	06.11.2012	15.11.2012	Digital printing - a real alternative to offset? Series: Printing on unusual substrates (2): Wood and natural stone Ongoing press and media technician training: colleges for technicians (7): Düsseldorf Overview: Digital presses
36	29.11.2012	13.11.2012	22.11.2012	Packaging printing and label production (4) How much print... does a press manufacturer need Series: Printing on unusual substrates (3): Textiles
37	06.12.2012	20.11.2012	29.11.2012	What innovations is sheet-fed offset printing offering? Series: Marketing for printers (5) Series: Printing on unusual substrates (4): Foodstuffs
38	13.12.2012	27.11.2012	06.12.2012	Postpress and logistics (6) Semi-commercial production: when technological frontiers fall Special: Training options for plant managers and executives Overview: Top training partners
1	10.01.2013	27.12.2012	03.01.2013	Major industry survey : What does 2013 hold? The experts respond Preview of Druckforum 2013

Increase the reach and impact of your advertising campaign. Advertise without wastage



Hit your target fast and precisely

1 Greater impact

By using both communication channels you increase target group recognition of your brand, by sending the same message through different channels.

2 Greater reach

You will reach more people in your target group faster, since not every reader uses print.de and not every web site visitor reads Deutscher Drucker.



DEUTSCHER DRUCKER GENERAL TERMS AND CONDITIONS

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.

21 | 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.



The broadest reach in the industry:

- 145,548 visits
- 321,257 page impressions (IVW 5/2011)

State of the art advertising options:

- Fair and transparent banner advertising
- Video advertising with user engagement measurement
- Comprehensive supplier database as a service for users and to optimize their own sites for search engines
- Newsletter advertising – 5,800 subscribers
- Stand alone newsletter for exclusive exposure and maximum impact
- Lead generation to find out who is really interested in a product

The number 1

Deutscher Drucker is the leading trade magazine for the print and media industry—but it offers much more:

- Highest sold circulation: 6,684 copies (II/11)
- Most subscriptions: 6,662 copies (II/11)
- Topical: Deutscher Drucker appears 38 times a year
- Lowest cost per thousand subscribers
- Broadest coverage
- Focused editorial so that you can choose the right place for your ad
- The key target group: Technical experts and managers across the whole of the print and media industry who make technical and commercial decisions.

AFDI Offizieller Informationsorgan der Fachverbände Führungskräfte der Druckindustrie und Informationsverarbeitung e.V.

DIGITAL GEDRUCKT UND RICHTIG EDEL
Beim Laminieren, Kaschieren oder Lackieren von Digitaldrucken gibt es einige Besonderheiten. Seite 26

ENDLOSSYSTEM MIT FESTINTE
Xerox' neues Inkjet-System soll auch auf günstigen Substraten gute Ergebnisse liefern. Seite 16

Deutscher Drucker

VORSTUFE · CROSS MEDIA · DRUCK · WEITERVERARBEITUNG

14. Juli 2011 · Nr. 14

Fachkräftenachwuchs Student trifft Unternehmen

■ Eine Kontaktmesse für Studenten, Absenker und Unternehmen bietet eine gute Gelegenheit, einen neuen Mitarbeiter beziehungsweise einen Förderverein zu finden. In München ist zum vierten Mal eine solche Veranstaltung organisiert – unterstützt von 20 Studenten an ihrer Professur. Das Motto der Messe: „Nur Kontakte schaffen Kontrakte.“ Seite 32

Online-Auftritt Wie gut sind Lieferantenwebsites?

Wundermittel Digitaldruck? Kostenvergleich gibt Aufschluss

GESCHÄFTSMODELLE ■ Bis zum Jahr 2015 wird es laut BVDM von den derzeit 10 000 grafischen Betrieben in Deutschland nur noch 7 000 geben. Wer dazugehört will, muss sich vom Wettbewerb abheben. Eine Chance dazu bietet der Digitaldruck.

■ Der allgemeine Wirtschaftsaufschwung kommt in der Druckindustrie nur selten und wenn, dann verzögert an. Die Preise für Druckleistungen sind allein im Jahr 2009 um 1,8 Prozent gesunken und auch das Druckvolumen wird einer PISA-Studie zufolge 2015 um weitere acht Prozent sinken. Ein schwieriger Markt also – zumindest auf den ersten Blick.

Allein dem Digitaldruck wird ein Wachstum von sage und schreibe 44 Prozent vorhergesagt. Es ist also nicht verwunderlich, dass sich immer mehr Druckunternehmen die digitalen Systeme ins Haus holen. Aber das allein reicht in der Regel nicht aus. Schließlich muss die Vervielfachung des Umsatzes einmalmal die Kosten für Offsetbetriebe, die ihr Angebot erweitern wollen, ein Kostenvorteil beider Druckverfahren aufschlüsseln bringen.

Aber auch die Definition des angestrebten Geschäftsmodells ist wichtig.

■ Produkte und Leistungen auf der Website präsentieren. Aufträge übers Web zu tätigen. Im Onlineshop Bestellungen tätigen.