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PRINT & PRODUKTION

Das Magazin für Druck & Medien

MARKANTE IDENTITÄT™

Agilium
Agilium: Das neue in der Druck- und Medienwelt

Print-to-Go
Print-to-Go: Die neue Drucktechnologie

Agilium
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Print im Wandel
Print im Wandel: Die neue Drucktechnologie

News für Full Service
News für Full Service: Die neue Drucktechnologie

Modell Chromedia
Modell Chromedia: Die neue Drucktechnologie

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Print to perfection.

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Print-to-Go
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Agilium
Agilium: Das neue in der Druck- und Medienwelt

Wasserlos glücklich
Wasserlos glücklich: Die neue Drucktechnologie

Tuning für ColorWit
Tuning für ColorWit: Die neue Drucktechnologie

Ein Standard muss her
Ein Standard muss her: Die neue Drucktechnologie

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PRINT & PRODUKTION

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Zukunftswahl in Silber

Agilium
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Print-to-Go
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Zukunftswahl in Silber
Zukunftswahl in Silber: Die neue Drucktechnologie

Verträge werden bitter
Verträge werden bitter: Die neue Drucktechnologie

Hybride Technologien
Hybride Technologien: Die neue Drucktechnologie

PRINT & PRODUKTION

Magazine for Print & Media

PRINT & PRODUKTION is exclusive **medienpartner** and **kommunikation-medium** of the following organisations:



- The Arbeitskreis Prägefolien Druck e.V.: is the quality- and innovation group of printers and technologypartners
www.look-and-feel.net



- The digicom (Interessengemeinschaft Digitaldruck e.V.) has got the aim, to design the future of digital printing in collaboration with market-partners.
www.digi-com.org



- The EWPA (European Waterless Printing Association e.V.) promotes the use of waterless printing on all levels in order to protect the environment.
www.ewpa.org

For more information please contact:

Magda Lehmann under Tel. +49(0)61 46/605-1 43

Fax +49(0)61 46/605-204 | E-Mail: m.lehmann@eubuco.de

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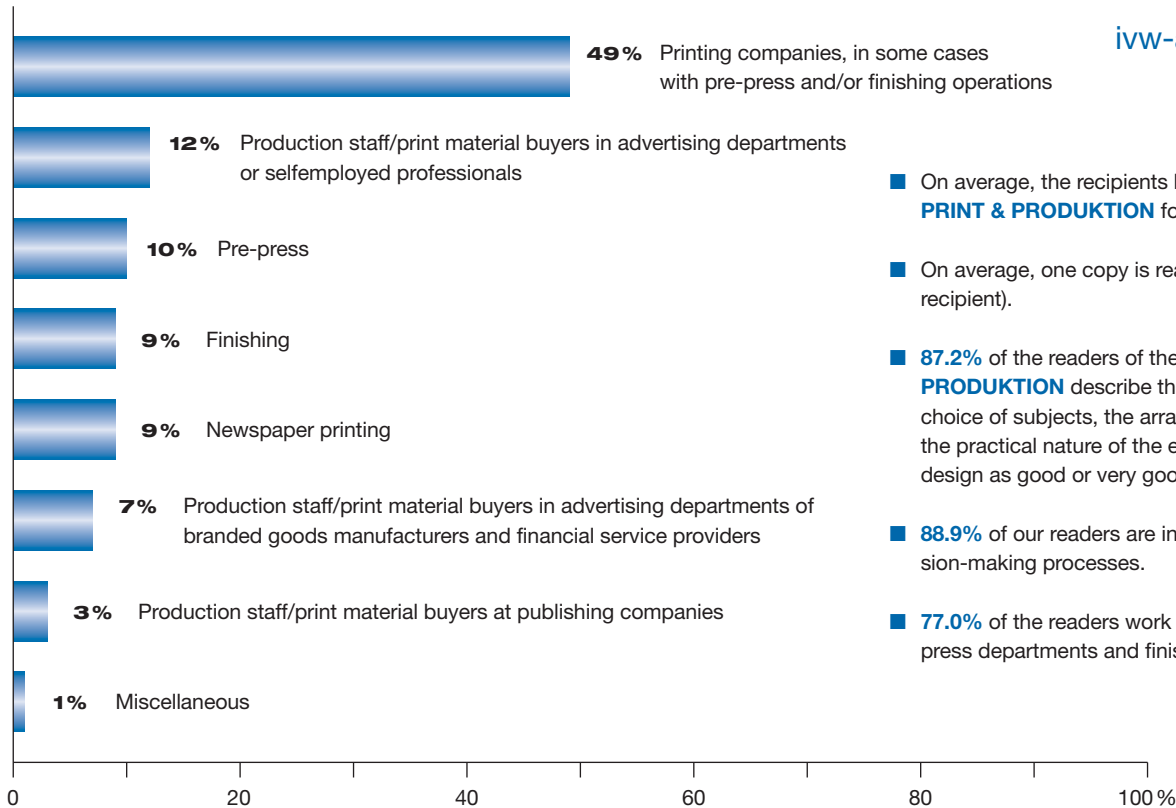
- 1 Short description:** **PRINT & PRODUKTION** as a monthly B2B magazine is bridging the two important market players – the **printers and the print buyers**. The magazine is targeting staff people at prepress, press, and postpress houses as well as print buyers in advertising agencies and publishing houses.
Printbuyers and printers have to find solutions to printing problems. Printbuyers need to know about technical possibilities, printers learn about sales and marketing problems. **PRINT & PRODUKTION** gives an answer to all these questions – easily readable.
- 2 Frequency:** 6 times p. a.
- 3 Year:** 25rd year 2012
- 4 Web-Adress (URL):** www.print-und-produktion.de
- 6 Media partner:** **PRINT & PRODUKTION** is the official partner of EWPA, digicom and the AK Prägefolien (see page 2)
- 7 Publisher:** Horst Ebel
Alexander Ebel [a.ebel@eubuco.de]
Publishing house: EuBuCo Verlag GmbH
Geheimrat-Hummel-Platz 4
D-65239 Hochheim a. M.
Phone: +49 (0) 61 46 / 6 05-1 43
Fax: +49 (0) 61 46 / 6 05-2 04
- 9 Editorial Office:** Andrea Köhn (former Bötel)
[\[d.koehn@print-und-produktion.de\]](mailto:d.koehn@print-und-produktion.de)
Phone +49 (0) 41 31 / 7 77 90 66
Fax +49 (0) 41 31 / 7 77 90 49
Mobil +49 (0) 171-54 68 649
- 10 Advertising manager:** Magda Lehmann [m.lehmann@eubuco.de]
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Phone +49-(0) 61 46-6 05-1 40
Fax +49-(0) 61 46-6 05-2 04
- 11 Distribution:** Carmen Johanni
[\[vertrieb@eubuco.de\]](mailto:vertrieb@eubuco.de)
Phone +49 (0) 61 46 / 6 05-1 12
Fax +49 (0) 61 46 / 6 05-2 01
- 12 Subscription rates:** Subscription rate 69,55– € p.a.
incl. postal costs



ivw-audited tvA III/2011
10.493 expl.

Who reads PRINT & PRODUKTION in Germany?

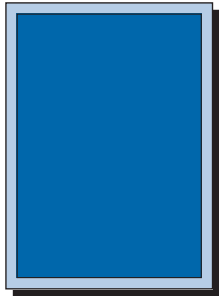


- On average, the recipients have already been reading **PRINT & PRODUKTION** for **3 - 5 years**.
- On average, one copy is read by 3 people (including the recipient).
- **87.2%** of the readers of the magazine **PRINT & PRODUKTION** describe the professional skills, the choice of subjects, the arrangement of the coverage, the practical nature of the examples and the magazine design as good or very good.
- **88.9%** of our readers are involved in investment decision-making processes.
- **77.0%** of the readers work in printing companies, pre-press departments and finishing.

Source: abs Marktforschung Abele & Ströhle OHG and internal data.

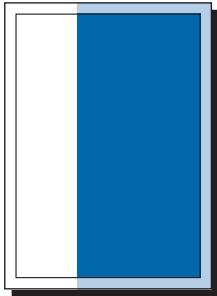
T = Type area

B = Bleed size (trim + 3 mm to size of page on the requisite sides)



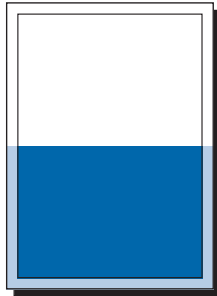
1/1 full page

T: 220 x 290
B: 240 x 335



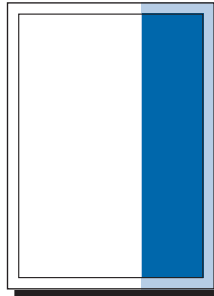
3/4 page high

T: 164 x 290
B: 174 x 335



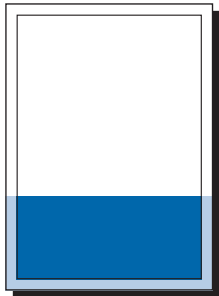
1/2 page wide

T: 220 x 145
B: 240 x 166



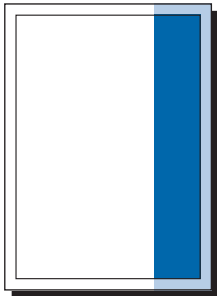
1/3 page high

T: 75 x 290
B: 85 x 335



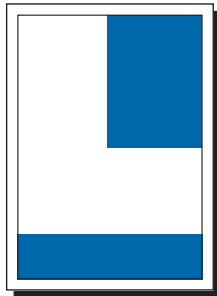
1/3 page wide

T: 220 x 97
B: 240 x 112



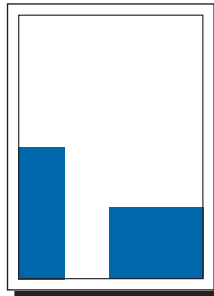
1/4 page high

T: 52 x 290
B: 62 x 335



1/4 page

B: 220 x 73
B: 108 x 145



1/8 page

B: 52 x 145
B: 108 x 70

Printing method

Sheet offset

Data medium

CD/DVD

Data format

PDF according to ISO
Standard PDF/X3 (Standard
format for print production,
Joboptions for Distiller
available on request)

Proof

Sending a colour-true digital
proof print according to
the FOGRA Standard is abso-
lutely essential.

Binding

wire stitching

All format specifications including 5 mm trim space all
sides, advertisement text and graphics must be positio-
ned at least 5 mm away from the trim space and bleed.

Data transmission

FTP-Server

on request

ISDN

+49 (0) 61 46/6 05-2 32
(Stingray)


Fax-proof

+49 (0) 61 46/6 05-2 02

Hotline

+49 (0) 61 46/6 05-1 60

We cannot accept any liability for errors and deviations in
printing advertisements, which result from delivery of
data which is not ready for press, wrong graphic formats
or noncolour-true digital proofs. The same applies to late
delivery of colour-data or data that is unreadable. HKS,
Pantone and other spot colours are automatically
converted to CMYK colours. You can find guidelines on
creating PDF/X3 formats at www.bvdm-online.de.

- 1 Circulation:**  average per issue: 10.493 expl.
 (IVW quarter III/2011)
- 2 Format:** 240 mm wide, 335 mm high
Type area: 220 mm wide, 290 mm high
Columns: 1 column 52 mm, 2 columns 108 mm,
 3 columns 164 mm, 4 columns 220 mm
- 3 Printing, finishing, material:** Offset, stitch binding,
 digital files
- 4 Dates:** 6 x p.a. publishing dates and order
 deadlines see plan

- 5 Publishing house:** EuBuCo Verlag GmbH
 Geheimrat-Hummel-Platz 4
 D-65239 Hochheim a. M.
- 6 Advertising department:** Phone +49(0) 61 46/605-143
 Fax +49(0) 61 46/605-204

Bankaccount: Mainzer Volksbank eG
 Kto.-Nr. 160660015 (BLZ 55190000)
 IBAN: DE8855190000160660015; BIC: MVBMDE55

7 Sizes and rates:

Format	Width/Height	Bleed size *	b/w	4c
2/1 across cutter	460 x 290	480 x 335	6.000,- €	7.500,- €
1/1	220 x 290	240 x 335	3.700,- €	4.900,- €
1/2 wide	220 x 145	240 x 166	1.900,- €	2.900,- €
high	108 x 290	118 x 335		
1/3 wide	220 x 97	240 x 112	1.200,- €	1.900,- €
high	75 x 290	85 x 335		
1/4 wide	220 x 70	240 x 85	900,- €	1.500,- €
high	52 x 290	62 x 335		
	108 x 145			
1/8 wide	108 x 70	-	500,- €	800,- €
	52 x 145			

* Bleed Size + 3 mm bleed at the relevant edges

8 Special rates:

Front page	5.800,- €
Back cover, Cover 2, Cover 3	5.500,- €

Color surcharge:

Publisher Color (per color, Euroskala)	400,- €
Special color (HKS or Pantone)	630,- €

9 No extra charge for bleed

10 Classified:

per mm and column (width 40 mm)	2,40 €
Job market	1,50 €
Chiffre	10,80 €
WER? WO? WAS? – Insert for 1 year	
Text	140,00 €
Text + Logo	635,00 €

11 Discounts:

2 – 3 x	5 %
4 – 5 x	10 %
6 x	15 %

12 Bound inserts and glued inserts:

2 pages:	4 pages:	6 pages:	8 pages:
3.500,- €	4.700,- €	5.500,- €	6.500,- €

13 Loose inserts:

prices for total circulation of expl. 11.000	
Max. size 235 x 330 mm	
up to 25 gr.	1.750 €
up to 50 gr.	1.850 €
plus postal rates	

14

Glued postcards:	88,- ‰ €
plus postal rates	

15

Please mail all inserts to:

on request

Signed: for **PRINT&PRODUKTION** (issue No.)

issue Publication Date (PD) Printing Material (DD) Advertising Deadline (AD)	Main editorial coverage	Trade fairs Events Congresses
01-02 /2012 PD 02/16 DD 02/09 AD 01/31	<ul style="list-style-type: none"> ■ Prepress – proofing, colormangement ■ Computer-to-Plate – plateexposure and -automatisation ■ Sheetfed and web-fed offsetprinting and digitalprinting ■ Finishing – folding and cutting, stamping, gluing and binding ■ Newspaper printing and mailroom-technology ■ Material – papers, inks and lacquers 	FOCUS: DRUPA-product-announcements: Product- and system news from manufacturers From prepress to finishing, incl.specials like ecology and energy FAIRS: Paperworld , Frankfurt, 01/28 – 01/31 Druckforum , Stuttgart, 01/27 – 02/17 FESPA Digital , Barcelona, 02/21 – 02/24
03-04 /2012 PD 04/19 DD 04/02 AD 03/30	<ul style="list-style-type: none"> ■ Prepress – layout, web-to-print ■ Software and services: MIS, JDF, workflow ■ Offset- and digital printing, variable dataprinting ■ Finishing and paper-converting ■ Consumption materials - paper and printing-substrates ■ Inks, laquers and varnishes ■ Peripheral technology – network-infrastructure, climatic environment and noise protection 	FOCUS: DRUPA-News and exhibit-preview + visitor-GUIDE (overview in table-form with highlights from all areas) Special: A perfect day on drupa – tips and tricks for visitors FAIRS: drupa , Düsseldorf 05/03 – 05/16
05-06/2012 PD 06/19 DD 06/10 AD 06/01	<ul style="list-style-type: none"> ■ Retrospective reports to drupa 2012 – analysis and results ■ Prepress – workflow-solutions ■ Mailing-production – addressmanagement, printing, enveloping, logistics ■ Finishing – stamping, folding, cutting ■ Digital-printing – finishing and conversion ■ High-Speed-inkjet-printing ■ LCD-monitors 	FOCUS: sustainability in the pressroom – Plant engineering for the modern and environmentally friendly printing facility , machine-parc, peripherals, energy recuperation, photovoltaic, energy consumption FAIRS: Mailingtage , Nürnberg, 06/20 – 06/21

07-08/2012

PD 08/16
DD 08/09
AD 07/31

- Publishing systems
- Prepress – web-to-print and crossmedia--solutions
- Finishing in offset- and digital-printing: machinery and equipment
- Paper and printing-substrates
- Web-fed offset-printing
- Peripheral technology (washing, moistening, tempering, drying)

FOCUS: Inkjet/high-speed digital-printing

Analysis of the chances of the new systems

How does the digital high-performance-pressure change the press room?

FAIRS:

ECO Print, Berlin, 09/26 – 09/27

Fachpack, Nürnberg, 09/25 – 09/27

Postprint, Leipzig, 09/05 -09/07

09-10/2012

PD 10/04
DD 09/26
AD 09/17

- Newspaper production (prepress, rotary printing, finishing)
- Mailroom technology
- Prepress – workflow-automatisation
- Computer-to-plate – software, systems, machinery
- Large-Format-Printing
- Peripheral technology: process, machinery and materials
- Materials: Paper and printing substrates

FOCUS: Growth market „logistics“

Printers discover logistics as a new service for customers: Just-in-time-delivery, circulation and short delivery-times require adequate logistical concepts.

FAIRS:

IFRA, Madrid, 10/29 – 10/31

Druck+Form, Sinsheim, 10/10 – 10/13

VISCOM, Frankfurt, 10/25 – 10/27

Buchmesse, Frankfurt, 01/10 – 10/14

FOGRA Forum UV-Druck, München, 09/07 – 09/11

11-12/2012

PD 11/22
DD 11/15
AD 11/06

- Electronic Printing
- Inline-Finishing
- Digital-printing
- Logistics (inhouse and as a service)
- Packaging printing and –conversion with lacquers and foils
- Material – Papers, printing inks and varnishes
- Management/finance: insurance and financing

FOCUS: Functional/Electronic Printing

Added value for printing-products via expended functionality. Intelligent packaging and multifunctional catalogues.

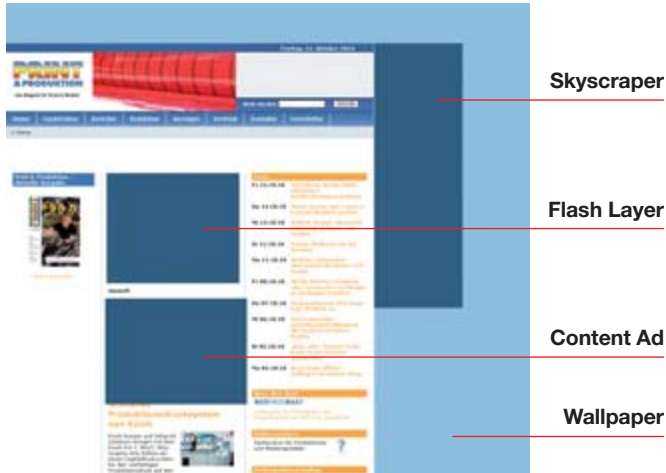
FAIRS:

Druckforum, Stuttgart, Jan./Feb. 2013

Paperworld, Frankfurt, January 2013

Hunkeler Innovationdays, Luzern, Jan/Feb 2013

Online-Advertising



URL	www.print-und-produktion.de
Publishing house	EuBuCo Verlag GmbH Geheimrat-Hummel-Platz 4 D-65239 Hochheim a. M. Tel. +49 61 46/6 05-0 Fax +49 61 46/6 05-2 01
Contact	Magda Lehmann Tel. +49 61 46/6 05-1 43 E-Mail: m.lehmann@eubuco.de Alexander Ebel Tel. +49 61 46/6 05-1 41 E-Mail: a.ebel@eubuco.de
Impressions	on request
Advertising deadline	until 5 days prior to publication a.ebel@eubuco.de
Data delivery	GIF, JPG, HTML, Flash, DHTML, Java till 35 KB, more on request
External AdServer	possible
Agency commission	15% on the net price



■ Online-ads run on all pages/subpages of
www.print-und-produktion.de
 Specials on request

Newsletter-Advertisement

€ 65,- (per ad) up to 650 letters + link in 10 lines

Ad size	Size in pixel	Price per month
Contend Ad	300 x 250	€ 450,-
Flash Layer	320 x 240	€ 450,-
Full Banner	468 x 60	€ 350,-
Half Banner	234 x 60	€ 250,-
Skyscraper small	120 x 600	€ 300,-
Skyscraper big	200 x 600	€ 400,-
Wallpaper	size on request	€ 900,-
XXL Banner	728 x 90	€ 500,-

Discounts	for purchase during 12 month period
	as from 2nd month 5%
	as from 3rd month 10%
	as from 4th month 15%
	as from 5th month 20%
	as from 6th month 25%

Terms of payment immediately upon receipt of invoice

Bank account Mainzer Volksbank
 bank code 551 900 00
 account number 160 660 015
 IBAN: DE88 5519 0000 0160 6600 15
 BIC: MVBMD55

1. Deliveries, performances and tenders of the editorial are exclusively to be complied in accordance with the herein stated business conditions. These conditions are furthermore to be applied to any future business relation, even though this is not expressly said. No other conditions claimed for by the client referring to his own business conditions will be recognized.

2. The editorial will not be responsible for delivery and performance delays due to force majeure or to events that considerably aggravate deliveries to the editorial or make them impossible – this includes subsequent material procurement difficulties, operational disturbances, lack of personnel, an transportation means, ordinances of authorities etc. Such circumstances will entitle the editorial to postpone the delivery performance respectively corresponding to the term of disturbance plus an adequate setup time or to resign from the contract as a whole or in parts due to the lack of adequate fulfilment.

3. Insertion orders, in case of doubt, are to be performed within one year after the date of agreement.

4. Sliding scale prices will only be granted to an advertiser for insertions published within one year.

The closing year starts with the publishing the first insertion.

5. The advertiser will have a retroactive claim for the reduction of prices corresponding to the actual insertion purchase within one year provided that at a beginning of the contract he agreed upon an order which according to the pricelist would justify a reduction.

6. In the case that an order is not complied with for reasons which are not in the range of responsibility of the editorial the client will have to reimburse without detriment of further legal obligations

the difference between the granted reduction and the reduction corresponding the actual purchase to the editorial. The reimbursement will not be paid when the lack of compliance is due to force majeure within the range of risks of an editorial.

7. The editorial will distinctly mark those insertion which due to their editorial form and additional

information by the editorial will not be recognized as such.

8. The editorial will reserve to refuse insertions and supplements even particular calls of one contract due to their contents, origin or technical form in accordance with the principles of the editorial. This will also be valid for orders and in to the agents of the editorial. The editorial will accept supplements be they loose or stitched without approving a sample presented in advance. No supplement will be accepted containing inserts of a third party. The client will be immediately given notice as to.

9. The clients will be responsible for the delivery of records, and supplements at due time. The editorial will immediately demand to replace inadequate or damaged records.

10. Cancellations of inserts, supplements and bookmarkers after the deadlines published in our price lists and media datas will under no condition be possible. The client will not have a title to resign when the delivery of the printing matters will be received after the deadline, i. e. the total price will have to be paid as accorded. The editorial will be entitled to claim recompensation in case the client caused a delay in printing by delivering the printing matters and supplements too late.

11. The client will have a title to claim for a reduction of price or a new insertion in the case that the printed insertion is in part or totally illegible, incorrect or incomplete. Missing or faulty check-up statements in print will not entitle to claims.

12. The reproduction of colour prints in the right shade requires exact colour indications by the client. For the reproduction of multicolour prints the client will also. For normal and special colours

the additional prices in accordance with our price list II will be charged. The editorial will recognize obligations as to the placement of multicolour prints only when they are expressly demanded by the client and assented by the editorial.

13. Rough proofs will only be delivered when expressly desired. The client will be responsible for the correctness of the returned proofs. In the case that the client will not return the proofs at due time the permission for the print will be considered given.

14. The settlement of payment for the insertions will be settled by pages or partial pages as indicated in the pricelist.

15. In the case that the client will not pay in advance, he will be sent the invoice at the latest ten days after the publication of the insertion. The editorial will be entitled to cover previous depth of the client even though otherwise stipulated by the client. In the case that costs and interest will have accrued the editorial will be entitled to first cover costs then interests and finally the main amount. The invoice will be due to be paid net within ten days after the receipt of the invoice.

16. In the case of a payment delay or moratorium interests of 5% beyond the valid discount rate of the Deutsche Bundesbank (German Federal Bank) will be charged from the beginning of the delay additional to the legal sales tax plus reminder charges. The editorial will be entitled to postpone the further performance of the order till all payments are made and demand advanced payment for the rest of the agreed upon insertions.

17. In the case of objections and counter claims the client will only be entitled to offsets, retention or reduction when the editorial explicitly agrees in writing or when counterclaims will be legally recognized.

18. The editorial will attach a voucher to the invoice. In the case that it will be impossible to procure the voucher it will be replaced by a legal admission certification.

19. The costs raising from considerable changes of original agreements and the delivery of ordered printed matters will be charged on the client.

20. Printed matters will be returned to the client on demand only. The obligatory retention period for printing documents will end three months after the fulfilment of the order if there no other explicit agreements.

21. These business conditions and all legal relations generating from them between the editorial and the client will be subject to the law of the Federal Republic of Germany.

22. Legal admissibility provided Wiesbaden will have the exclusive competence of court for all mediate or immediate controverseries from the contract.

23. In the case that a stipulation in these business conditions will be or turn invalid this will not apply for the rest of the herein stipulated agreements.

Additional business conditions – marketing

The subscription period as a general principle extends till revocation. Delivery costs and risk will be charged on the client. The invoice will be payable one year in advance. Payments will be claimed net cash within 30 days to one of our accounts. Orders from foreign countries will only be served against prepayment. The copies will be for the internal use of the client's enterprise only. Dissemination will not be admissible and considered a violation of the subscription conditions.