



- Premedia/Software
- Offsetprint
- Digitalprint
- Large-Format-Print
- Packaging & Label
- Signage
- Finishing
- Management



QIII/2017 tvA: 8.997

# PRINT & PRODUKTION

Magazine for print+media

**MEDIADATA 2018**



Das Magazin  
für Druck & Medien



Geprüfte Auflage  
Audited Circulation

## ADDED VALUE ... for readers and advertisers

- **Experienced:** 30 years of market experience **guarantee continuity.**
- **Qualified:** Over 8.900 print-production-affine readers. **PRINT & PRODUKTION** has one of the highest, qualified distribution amongst all german speaking printmagazines. **Certified:** It is one of the few magazines in the market that are subject to the strict IVW-control (BPA-equivalent, currently: IVW QIII/2017 tvA: 8.997 Ex.).
- **Versatile:** A wide **spectrum of relevant topics** and **cooperations** with diverse authorities guarantee topical and comprehensive information ... directly from the sources.
- **Appealing:** The **pleasant format, editorial arrangement and writingstyle** take care of a professional, haptical joy of reading!
- **Contemporary:** **Additional distribution** of news via home-page, weekly newsletter roundup the total service of information.

For more information please contact:

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

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## CONTENT 2018

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**1 Short description:**

**PRINT & PRODUKTION** is a B2B magazine that is bridging the two important market players – the **manufacturers of equipment (premedia, printing, finishing, materials) and the printers and 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. Also in every issue: The topics "large-format-printing" and "signage-technology". Both topics are increasingly relevant in the daily business of printshops! Printbuyers and printers have to find solutions to printing problems. The decision-makers need to know about technical possibilities and need to learn about modern topics and even sales and marketing factors.

For more than 29 years **PRINT & PRODUKTION** gives answers to all these questions – easily readable. It is reputed for its well structured content, magazine-design and independant and investigative reports. Every issue has an additional focus-topic in combination with practical reports and case-studies.

**2 Frequency:** 6 times p. a.

**3 Year:** 31st year 2017

**4 Web-Adress (URL):** [www.print-und-produktion.de](http://www.print-und-produktion.de)

**5 Cooperations:** FFI, BVDM, f:mp

**6 Affiliations:** AK Prägefolien e.V., EWPA

**7 Publisher:** Alexander Ebel [[a.ebel@eubuco.de](mailto:a.ebel@eubuco.de)]

**8 Publishing house:** EuBuCo Verlag GmbH  
Geheimrat-Hummel-Platz 4  
D-65239 Hochheim a. M.

**Phone:** +49(0)61 46/605-1 43

**Fax:** +49(0)61 46/605-204

**9 Editor in chief:** Andrea Köhn  
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**10 Advertising manager:** Magda Lehmann [[m.lehmann@eubuco.de](mailto:m.lehmann@eubuco.de)]

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**11 Distribution:** Carmen Johanni  
[\[vertrieb@eubuco.de\]](mailto:vertrieb@eubuco.de)

Phone +49(0)61 46/605-1 12

Fax +49(0)61 46/605-201

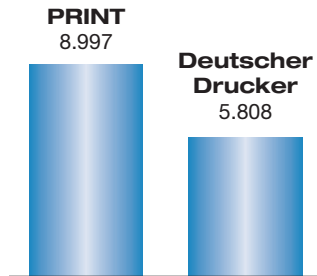
**12 Subscription rates:** Subscription rate 69,55 € p.a.  
incl. postal costs

**PRINT & PRODUKTION** has one of the highest distribution amongst all comparable german-speaking print-magazines in total circulation, controlled and certified by IVW-authority.



**Certified distribution:**

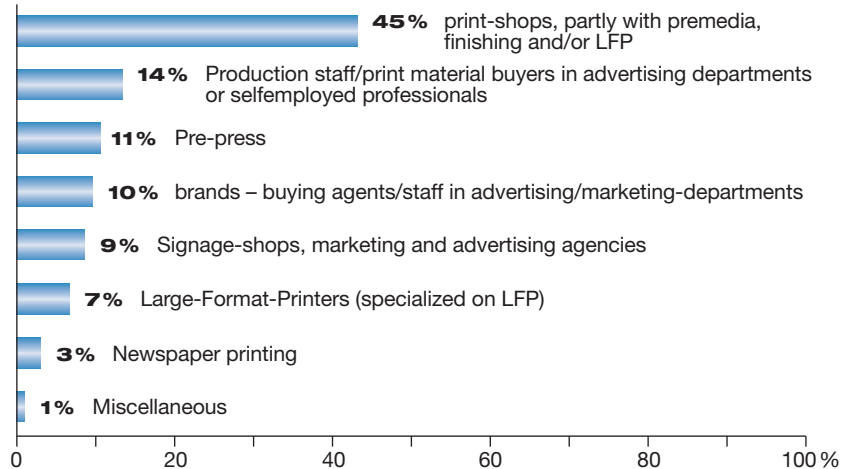
8.997 Expl. (IVW-tvA QIII/2017)



- **IVW e.V.** – This official german authority controls the appropriate distribution on all levels of circulation. This controlling institution ensures the **objective and proper distribution** of advertising media in Germany.

**NOT subject to IVW-control**, are these german-speaking printmagazines:  
4c, Druck & Medien, Druckspiegel, Druckmarkt, World of Print, XMedia

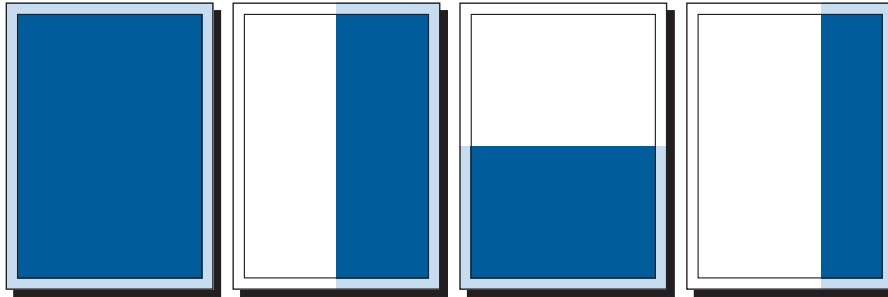
## Who reads **PRINT & PRODUKTION** in Germany?



- On average, the recipients have already been reading **PRINT & PRODUKTION** for over **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 the readers are involved in investment decision-making processes.
- **77,0 %** of the readers work in print companies, pre-pres departments and finishing.

T = Type area (all sizes in mm, width x height)

B = Bleed size / trim + 5 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**

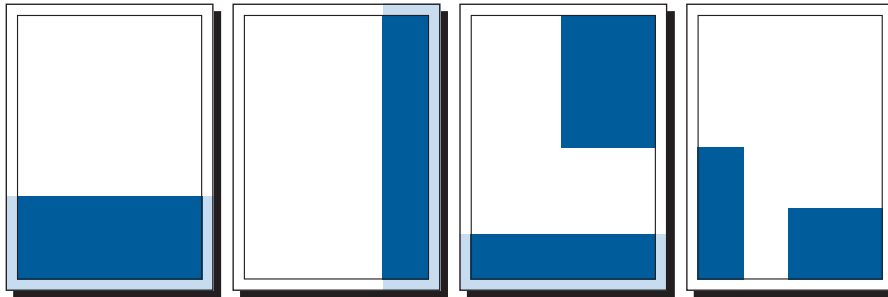
T: 164 x 290  
B: 174 x 335

**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**

T: 220 x 73  
T: 108 x 145  
B: 240 x 85

**1/8 page**

T: 52 x 145  
T: 108 x 70

**Printing method**

Sheet offset

**Data medium**

CD/DVD

**Data format**

PDF according to ISO  
Standard PDF/X4 (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 positioned at least 5 mm away from the trim space and bleed.

**Data transmission**

**FTP-Server**

on request

**E-Mail**

**m.lehmann@eubuco.de**


**Fax-proof**

**+49 (0) 61 46 / 605-204**

**Hotline**

**+49 (0) 61 46 / 605-160**

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/X4 formats at [www.bvdm-online.de](http://www.bvdm-online.de).

- 1 Circulation:**  average per issue: 8,997 expl.  
 (IVW quarter III/2017)
- 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  
 IBAN: DE88 5519 0000 0160 6600 15  
 BIC: MVBMD55XXX

**7 Sizes and rates** (all sizes in mm, width x height, prices in Euro):

Format	Width/Height	Bleed size	4c
2/1 across cutter	460 x 290	480 x 335 +5 mm bleed	7.500,- €
1/1	220 x 290	240 x 335 +5 mm bleed	4.950,- €
1/2 wide	220 x 145	240 x 166 +5 mm bleed	2.950,- €
high	108 x 290	118 x 335 +5 mm bleed	
1/3 wide	220 x 97	240 x 112 +5 mm bleed	1.950,- €
high	75 x 290	85 x 335 +5 mm bleed	
1/4 wide	220 x 70	240 x 85 +5 mm bleed	1.200,- €
high	52 x 290	62 x 335 +5 mm bleed	
	108 x 145		
1/8 wide	108 x 70	-	800,- €
high	52 x 145		

<b>8 Special rates:</b>	
Front page	<b>5.800,- €</b>
Back cover, cover 2, cover 3	<b>5.500,- €</b>

**9 No extra charge for bleed**

<b>10 CLASSIFIED job market and category ads:</b>	
“category ad” per mm and column (width 52 mm)	<b>3,10 €</b>
“job market” per mm and column (width 52mm)	<b>1,50 €</b>
Chiffre fee	<b>10,80 €</b>

**“WER?WO?WAS?”-register of print-serviceproviders**

(insert for 1 year = 6 printed issues)	
Text (b/w)	<b>140,00 €</b>
Text + Logo, 4c	<b>635,00 €</b>
Designed small-ad (40 x 50 mm, 4c)	<b>635,00 €</b>

<b>11 Discounts:</b>	
2 – 3 x	5 %
4 – 5 x	10 %
6 x	15 %

<b>12 Bound inserts and glued inserts:</b>				
2 pages:	4 pages:	6 pages:	8 pages:	
<b>3.500,- €</b>	<b>4.700,- €</b>	<b>5.500,- €</b>	<b>6.500,- €</b>	

Prices are valid for a paperweight up to 170 g. Delivery unbleeded.  
 Formats: 240 x 335mm (WxH) (2-pager) or 480 x 335mm (WxH) (4-pager) plus 5mm bleed.  
 Oversize format produces higher postal fees.

<b>13 Loose inserts:</b>	
prices for total circulation of expl. 9,000	
Max. size 235 x 330 mm	
	up to 25 gr. <b>2.350 €</b>
	up to 50 gr. <b>2.500 €</b>

<b>14 Glued postcards:</b>	<b>130,- ‰ €</b>
in combination with carrier-ad only, only for full circulation possible, plus postal rates	

**15 Please mail all inserts to: service-provider** on request

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

issue / dates 2018		FOCUS topics editorial topics 2018	fairs / events
<b>February</b>	<b>01-02</b>	<b>OFFSET PRINTING – CTP – WORKFLOW – SOFTWARE – COLOR – FINISHING – PERIPHERALS</b>	
PD	02/15	<ul style="list-style-type: none"> <li>• Offsetprinting: automated CtP-plateproduction, energy-management, computer-to-plate trends</li> <li>• Workflow–management: automation, cross-linking of processes, interfaces, standards</li> <li>• Colormanagement: measurement-techniques, proofing, surface inspection - be on the safe side</li> <li>• LFP/signage: Ind. inkjet projects, textile printing, promotion-printing, car-wrap, UV-flatbed</li> <li>• Multi-finishing for complex requirements, combination of technologies, on demand-finishing</li> <li>• Printed electronics: requirements, solutions for industrial printprojects (LOPEC), security print</li> <li>• Materials: Textiles, printing-blankets, CtP-plates, consumption material, (UV-) inks &amp; lacquers</li> <li>• PRINT-management: Teambuilding - taking employees into responsibility, motivation</li> </ul>	<b>Heimtextil</b> Frankfurt, 01/09–01/12/2018
DA	02/07		<b>EMPack</b> Dortmund, 01/24–01/25/2018
AD	01/29		<b>Wetec</b> Stuttgart, 02/15–02/17/2018
PM	01/25		<b>UNIQUE</b> Leipzig, 03/03–03/05/2018
			<b>LOPEC</b> Munich, 03/14–03/15/2018 <b>IPEX</b> London, 03/19–03/24/2018
<b>April</b>	<b>03-04</b>	<b>DIGITAL PRINTING – PACKAGING &amp; LABEL – SIGNAGE &amp; LFP – INKJET – EDUCATION</b>	
PD	04/26	<ul style="list-style-type: none"> <li>• Digital printproduction: lean production with automation and process optimization</li> <li>• Variable data-printing, ready for transaction and transpromo, High-Speed digital-inkjet</li> <li>• Packaging: printing &amp; beautification, labelling-trends, ident-marking, requirement by brands</li> <li>• Large-Format: latest LFP-technology, textile-printing, sublimation- and inkjet-printing</li> <li>• Signage: new trends in signage, shop-/PoS-design, floor, wall, be attractive with conversion</li> <li>• Software: MIS and ERP-systems – the art of information-management, adjustable solutions</li> <li>• Materials: substrates for fast/perfect results, sustainable resources, foils for signage, LFP</li> <li>• PRINT-management: Corporate education &amp; training - find suitable programs for your team</li> </ul>	<b>EMPack</b> Utrecht, 04/10–04/12/2018
DA	04/18		<b>Pure Digital</b> Amsterdam, 04/17–04/19/2018
AD	04/09		<b>FESPA</b> Berlin, 05/15–05/18/2018
PM	04/05		
<b>June</b>	<b>05-06</b>	<b>MULTICHANNEL – MAILING PRODUCTION – BEAUTIFICATION – ONLINE-SALES – HYBRID</b>	
PD	06/21	<ul style="list-style-type: none"> <li>• Crossmedia-publishing print-online-mobile - multichannel-marketing - worklow-optimization</li> <li>• Online-printing: Web-shop-design, digital workflow, automated job-management, social media</li> <li>• Mailing-production: attractive solutions with beautification: emboss, laser, sense of enveloping</li> <li>• Hybrid print-production: intelligent combination of offset-, inkjet- and digital-machinery</li> <li>• LFP / signage: Carwrapping, windowgraphics, suitable foils, LFP-print &amp; cut-solutions</li> <li>• Materials: creative papers for mailings, attract attention with envelopes, consumption materials</li> <li>• PRINT-management: Search &amp; find suitable staff, qualification for executives/management</li> </ul>	<b>Zellcheming</b> Frankfurt, 06/26–06/28/2018
DA	06/14		<b>Direct Mail Days</b> Neuwied, 06/13–06/14/2018
AD	06/04		<b>Gallus Innovationdays</b> St. Gallen, 06/26-06/28/2018
PM	05/30		



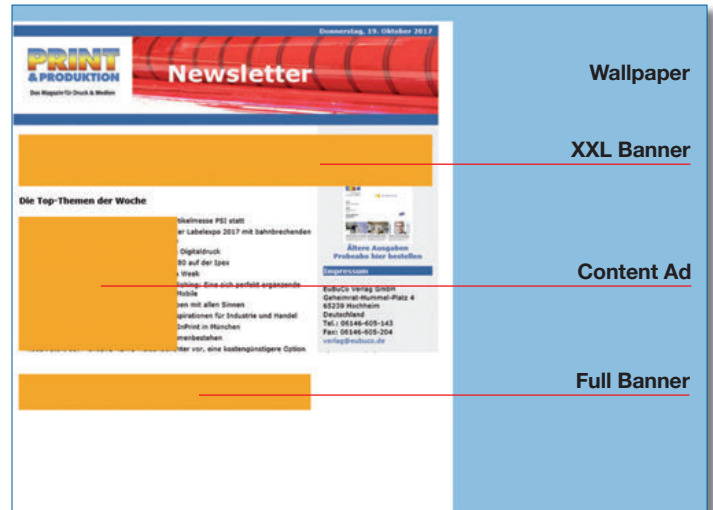
<b>August</b>	<b>07-08</b>	<b>PACKAGING &amp; LABELLING – FINISHING – LOGISTICS – BOOKS – SUSTAINABLE PRINTING</b>	
PD	08/23	<ul style="list-style-type: none"> <li>• Multi-finishing-solutions: stacking, folding, cutting, binding, modularity inline vs. offline</li> <li>• Modern packaging production: ideal combination of material and print-technology</li> <li>• Label-production: requirements by brands, small and medium scale quantity, label-conversion</li> <li>• Book-production - solutions on demand: small scale, photo-books, conversion of books/cover</li> <li>• LFP / digitalsignage – shopdesign: decor, wall, floor, Interaction with customer: NFC, beacons</li> <li>• Building-technology: ecologic planning, energy-management, logistics &amp; transport-synergies</li> <li>• Materials: paper &amp; board for packaging, glue, printing colours, consumption material finishing</li> <li>• PRINT-management: lean administration vs max efficiency in the mailroom, strategy/consult</li> </ul>	<b>dmexco</b> Cologne, 09/12–09/13/2018
DA	08/15		<b>Fachpack</b> Nuremberg, 09/25–09/27/2018
AD	08/06		
PM	08/02		
<b>October</b>	<b>09-10</b>	<b>NEWSPAPER (publishing-CtP-retrofitting) – LARGE-FORMAT/display – INKJET – ECOLOGY</b>	
PD	10/04	<ul style="list-style-type: none"> <li>• Newspaper production – rotary-printing, workflow, mailroom, inspection, retrofitting/refurbish</li> <li>• Editorial-/publishing-systems for printed and online media, multichannel is obligatory</li> <li>• Computer-to-plate: automation, cost-benefit-check, chemical free printing plates</li> <li>• Peripherals: equipment for washing, moisturizing, tempering, drying (incl.UV), mailroom climate</li> <li>• LFP/ signage: print &amp; cut technology, textile printing, promotion@point-of-sale, 3D-Print</li> <li>• Industrial-/UV-inkjet – create added-value with individualization - materials, technologies</li> <li>• Materials: eco-cert papers &amp; printing colors, ecologic resource mangement, eco-certification</li> <li>• PRINT-management: Create growth - check customer-structure, appearance, sales-power</li> </ul>	<b>Buchmesse</b> Frankfurt, 10/10–10/14/2018
DA	09/25		<b>WPExpo &amp; DCX Digital</b> Berlin, 10/09–10/11/2018
AD	09/14		
PM	09/12		
			<b>INPRINT</b> Milano, 11/20–11/22/2018
<b>December</b>	<b>11-12</b>	<b>PACKAGING &amp; BEAUTYFICATION – FINISHING – FINANCE &amp; INSURANCE – LFP-print/textile</b>	
PD	11/29	<ul style="list-style-type: none"> <li>• Folded box-board production: new machinery/materials, hybrid print, big brand requirements</li> <li>• Beautyfication: UV-technology, LED-UV-technology, hot-/cold-foil stamping - max attraction</li> <li>• TOP converted print-products 2017 – samples, stories, background and a technical review</li> <li>• Finishing: half- and full-automatic, folding-/cutting-machines, small/medium scale</li> <li>• LFP / signage: RIB-software, LFP-beautification, new materials, finishing: printing&amp;cutting</li> <li>• Finance, leasing and insurance: analysis of needs, search for consult and planning</li> <li>• PRINT-management: how to search &amp;find suitable staff, qualification-programs for management</li> </ul>	<b>PSI/Viscom</b> Duesseldorf, 01/08–01/10/2019
DA	11/21		<b>Paperworld</b> Frankfurt, 01/26–01/29/2019
AD	11/12		
PM	11/08		
			<b>Heimextil</b> Frankfurt, 01/14–01/16/2019
			<b>Hunkeler Innovationdays</b> Luzern, 02/25–02/28/2019

PD = Publication Date, DA = Date for Artwork, AD = Advertising Date, PM = Press Material (editorial content)

**Homepage**



**Newsletter (weekly, wednesdays)**



**URL** www.print-und-produktion.de

**Impressions** on request

**Advertising deadline** until 5 days prior to publication  
m.lehmann@eubuco.de

**Data delivery** GIF, JPG (also in newsletter), HTML, DHTML, HTML5, Javascript, Flash. Up to 35 KB, above on request

**Externer AdServer** possible

Online Homepage	Size in pixel	Price per month
Full Banner	468 x 60	€ 650,-
Contend Ad	300 x 250	€ 750,-
Skyscraper	200 x 600	€ 800,-
XXL Banner/Leaderboard	728 x 90	€ 800,-
Flash Layer	320 x 240	€ 750,-
Wallpaper inkl. Skyscraper	Auf Anfrage	€ 1.000,-

Online Newsletter	Size in pixel	per week
XXL Banner am Kopf	728 x 90	€ 250,-
Full Banner	468 x 60	€ 150,-
Contend Ad	300 x 250	€ 250,-
Standalone (Sondernewsletter an alle Empfänger)		€ 1.750,-
Online Advertorial mit Logo	bis 500* Zeichen	€ 350,-

\* Zeichen sind inkl. Leerzeichen, Headline und Link.

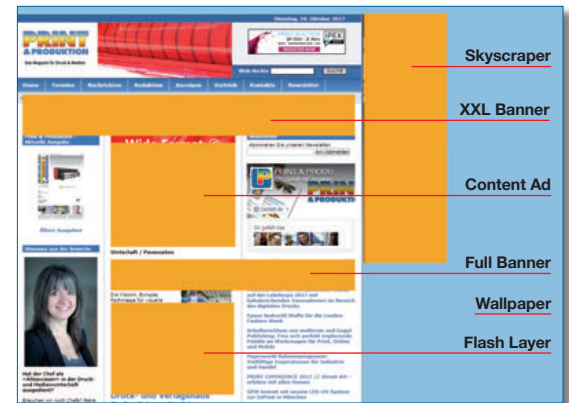
#### Terms of payment

immediately upon receipt of invoice;

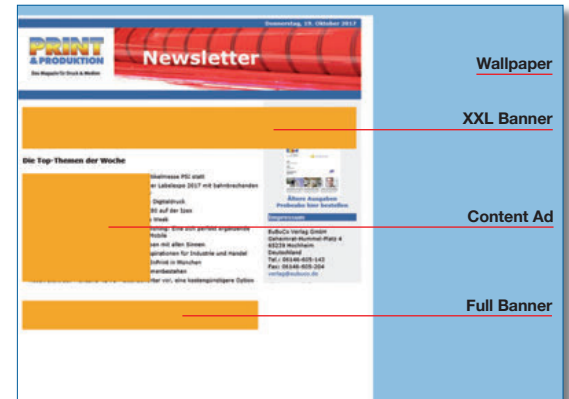
#### Bank account

Mainzer Volksbank eG  
 IBAN: DE88 5519 0000 0160 6600 15  
 BIC: MVBMDE55XXX

## Online Homepage



## Online Newsletter



**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 no 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 publishment 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 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 controversies 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.