

PRINT & PRODUKTION

MAGAZINE FOR PRINT + MEDIA



PREMEDIA/SOFTWARE

OFFSETPRINT

DIGITALPRINT

LARGE-FORMAT-PRINTING

PACKAGING & LABEL

SIGNAGE

FINISHING

MANAGEMENT

media data 2020

RATE CARD No. 36 | EFFECTIVE JANUARY 1st, 2020



Geprüfte Auflage
Audited Circulation
QIII/ 2019 tvA: 8.993

Content 2020

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Periodical/Publishing house



PRINT & PRODUKTION is a B2B magazine that is bridging the two important market players – the **manufactures of equipment (premedia, printing, finishing, materials) and the printers and print-buyers**. The magazine is targeting staff people at prepress, press, and postpress 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 30 years **PRINT & PRODUKTION** gives answers to all these questions - easily readable and understandable. It is reputed for its well structured content, magazine-design and independent and investigative reports. Every issue has an additional focus - topic in combination with practical reports and case-studies.

Frequency	6 times p.a.
Year	33rd year 2020
Web-Adress (URL)	www.print-und-produktion.de
Cooperations	FFI, BVDM, f:mp
Affiliations	AK Prägefolien e.V., EWPA
Publisher	Alexander Ebel a.ebel@eubuco.de

Publishing house

Eubuco Verlag GmbH
Postfach 11 85, D-65233 Hochheim a. M.
Geheimrat-Hummel-Platz 4
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T +49 (0) 61 46/605-143 | **F** -204

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Subscription rates

Subscription rate 72,00 € p.a.
incl. postal costs

Bank account

Mainzer Volksbank eG
IBAN DE88 5519 0000 0160 6600 15
BIC MVBMD55XXX

Readership analysis

9.000

Printed copies **9.000**

Audited circulation **8.993**

IVW II. Quartal 2019



Geprüfte Auflage
Audited Circulation

PRINT & PRODUKTION has one of the highest distribution amongst all comparable german-speaking printmagazines.

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:
Druck & Medien, Druckspiegel, Druckmarkt, World of Print, XMedia



Who reads **PRINT & PRODUKTION**

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%

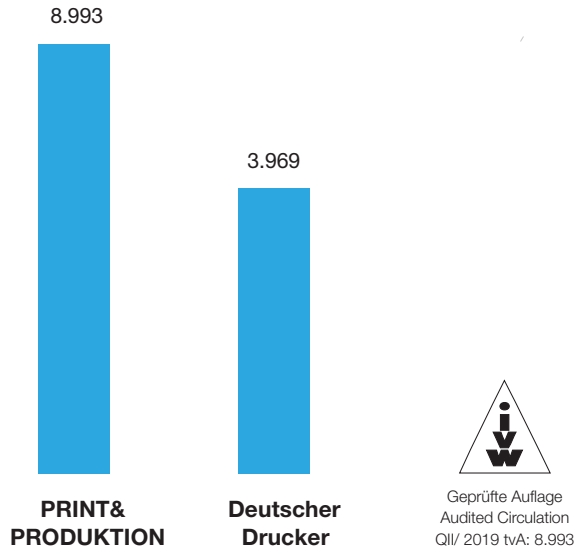
of the readers work in print companies, prepress departments and finishing.

The recipients have already been reading **PRINT & PRODUKTION** for over **5 years**.

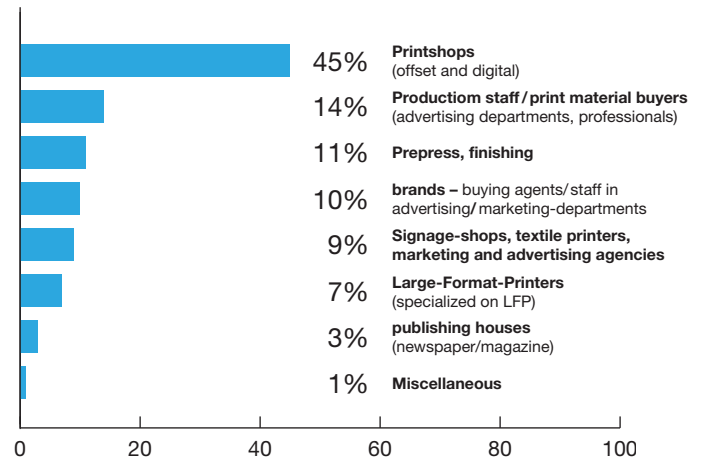
On average, one copy is read by **3 people** (including the recipient).

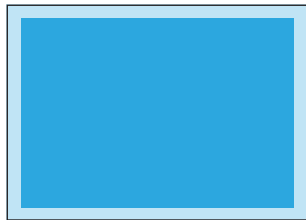
Source: Inhouse readership survey

CIRCULATION COMPARATIVE



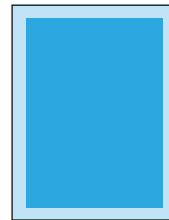
READERSHIP ANALYSIS





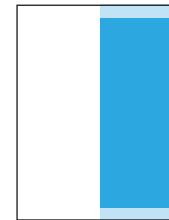
2/1 page
4c
€ 6,950

T: 460 x 290
B: 480 x 335



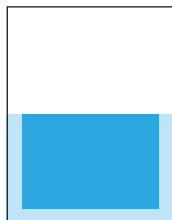
1/1 page
4c
€ 5,200

T: 220 x 290
B: 240 x 335



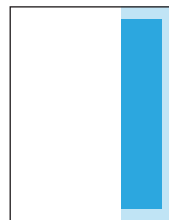
1/2 page portrait
4c
€ 3,100

T: 108 x 290
B: 118 x 335



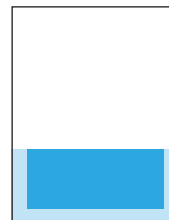
1/2 page landscape
4c
€ 3,100

T: 220 x 145
B: 240 x 165



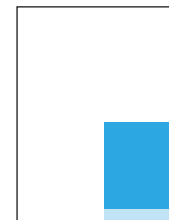
1/3 page portrait
4c
€ 2,050

T: 75 x 290
B: 85 x 335



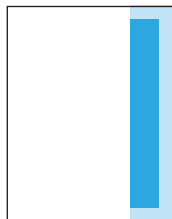
1/3 page landscape
4c
€ 2,050

T: 220 x 97
B: 240 x 112



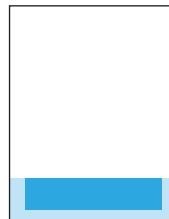
1/4 page corner 4c
€ 1,250

T: 108 x 145
B: 118 x 165



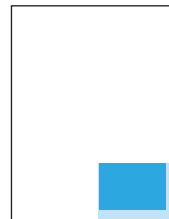
1/4 page portrait
4c
€ 1,250

T: 52 x 290
B: 62 x 335



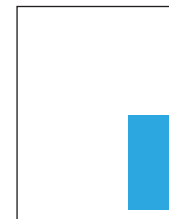
1/4 page landscape
4c
€ 1,250

T: 220 x 70
B: 240 x 85



1/8 page landscape
4c
€ 900

T: 108 x 70
B: 118 x 85



1/8 page portrait
4c
€ 900

T: 52 x 145

T = Type area, B = Bleed size (all sizes in mm, width x height)
trim + 5 mm to size of page on the requisite sides

Other formats available on request.

SPECIAL RATES

Front page	€ 5,800
Back cover, cover 2, cover 3	€ 5,500

WER? WO? WAS?

Register of print service providers. Your contacts in PRINT-sector-index. Insert for 1 year (6 printed issues parallelly on homepage)

Sectorindex (Text, bw)	Sectorindex (Text + Logo, 4c)	Designed small-ad (40 x 50 mm, 4c)
€ 140	€ 635	€ 635

CLASSIFIED ADS

Job-Combi Online – magazine – newsletter (expl.: 2 month Content-Ads Online, ¼-page print)	Category-Ad in magazine per mm and column (52 mm wide)	Job-Ad in magazine per mm and column (52 mm wide)
€ 1,900	€ 3,40	€ 1,80

Chiffrefee	€ 10,80
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DISCOUNTS

for bookings within one year (12 month):

frequency	2–3 x 5 %	4–5 x 10 %	6 x 15 %
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Agency commission: 15 %.

BOUND INSERTS AND GLUED INSERTS

2 pages	4 pages	6 pages	8 pages
€ 3,500	€ 4,700	€ 5,500	€ 6,500

Prices are valid for a paperweight up to 170 g. Delivery unbleeded. Formats: 240 x 335 mm (W x H) (2- pager) or 480 x 335 mm (W x H) (4-pager) plus 5 mm bleed.

Oversize format produces higher postal fees.

LOOSE INSERTS

Max. size 235 x 330 mm or A3 folded

Prices: up to 25 g	up to 50 g	over 50 g
€ 2,350	€ 2,500	on request

Precise information on quantity and delivery comes after placement of order.

Reference **signed** for **PRINT&PRODUKTION** (issue No.)

GLUED POSTCARDS

in combination with carrier-ad only, only for full circulation possible, plus postal rates

Price per thousand: € 130

Orders are accepted subject to the conditions and terms stipulated in the General Conditions of Business and Rate Card effective at the time of receipt of the order.

Per Download on www.print-und-produktion.de or on request to **T** +49 (0) 61 46/605-143

Ad specials

Outstanding ads in a magazine are always an eye-catcher! If you want to present your competences prominently there are versatile options- according to your specific goals.

We enjoy to give consult:

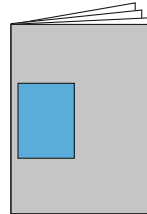
Dirk Wehlmann

d.wehlmann@eubuco.de

T +49 (0) 61 46/605-140

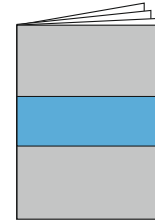
Mobile +49 (0) 1 70/41 67 697

Booklet/Postcard
glued on frontcoverpage



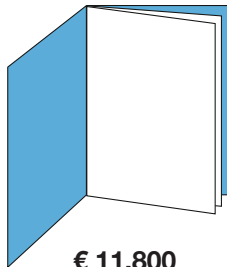
€ 5,500
(exclusive print)

Banderol – encloses the magazine with your message in the „first row“



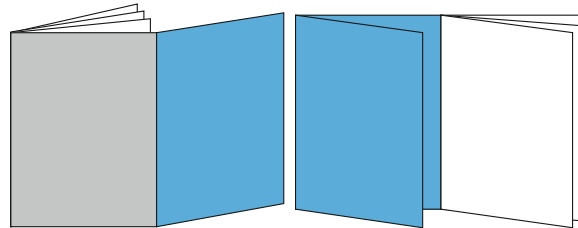
€ 4,400
(exclusive print)

Cover - Wrap
halfpage / fullpage



€ 11,800
(4 pages, including print)

Gatefolder
with hinged additorial page



€ 9,800
(3 pages, including print)

Online-Advertising



Web-Adress (URL)	www.print-und-produktion.de
Impressions	on request
Advertising deadline	until 3 days prior to publication b.faulhaber@eubuco.de
Data delivery	GIF, JPG (also in newsletter), HTML, DHTML, HTML5, Javascript, Flash. Up to 35KB, above on request
Externer AdServer	possible
Agency commission	15% on net price
Bank account	Mainzer Volksbank eG IBAN DE88 5519 0000 0160 6600 15 BIC MVBMD55XXX

	Size in pixel	per month
Homepage		
Full Banner	468 x 60	€ 650
Half Banner	234 x 60	€ 350
Content 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	on request	€ 1.000
Newsletter*	Size in pixel	per week
XXL Banner (top)	728 x 90	€ 250
Full Banner	468 x 60	€ 150
Content Ad	300 x 250	€ 250
Standalone (Special newsletter to all recipients)		€ 1,750

* weekly, wednesdays

ISSUES

FOCUS-TOPICS

FAIRS/EVENTS

FEBRUARY 1-2

PD 02.06.
DA 01.29.
AD 01.20.
PM 01.17.

drupa
preview
Special I

DIGITAL PRINTING - SOFTWARE – LFP/SIGNAGE – (UV-)INKJET – PRINT 4.0

- Premedia: workflow, illustration, layout – management-software (MIS / ERP)
- Digital printproduction: automation & process optimization, finishing
- Variable data-printing: highspeed-digital-inkjet, personalizing, transaction-printing (TA/TP)
- LFP-printing: latest trends, print & cut-machinery, (UV-)inkjet, 3D-printing, material
- Signage: Industrial inkjet, promotion@PoSale, car-wrapping / window-graphics, UV-flatbed
- Digital textileprinting: new inks, substrates and transfer-printing, garment direct-textileprint
- Industrial printing requirements, security printing, printed electronics (LOPEC)
- Management & strategy: motivation of employees - preparation for digital future

Heimtextil Francfort
01/07–01/09 2020

PSI/Viscom Duesseldorf
01/08–01/10 2020

Wetec Stuttgart
01/30–02/01 2020

FESPA Madrid
03/24–03/27 2020

LOPEC Munich
03/24–03/26 2020

APRIL 3-4

PD 04/09
DA 04/01
AD 03/23
PM 03/20

drupa
preview
Special II

OFFSET PRINTING – PREMEDIA – CTP – PACKAGING – LABELS – FINISHING

- Premedia: Color management/-measurement, processcontrol, proofing, surface-inspection
- Offsetprinting: new trends and applications, computer-to-plate, workflow-mngt, job-control
- Packaging: folded-box-board production, beautification & conversion, encoding, materials
- Label printing: market-trends, customer expectations, case-stories, label-beautification
- LFP/signage: new machinery and qualities, LFP-conversion, signprinting, point-of-sale
- Finishing: Multi-finishing for complex orders - command digital- and offsetprinting finishing
- Materials: printing-blankets, printing plates, consumption material, lacquers, inks, foils
- Management & strategy: Entrance into digital print production - first steps

Interpack Duesseldorf
05/07–05/13 2020

EMPack Zuerich
04/22–04/23/2020

ISSUES

FOCUS TOPICS

FAIRS/EVENTS

JUNE 5-6

PD 06/04
DA 05/26
AD 05/13
PM 05/11

drupa
main-
issue

DRUPA 2020 – “embrace the future”

- Latest TRENDS & highlights presented at DRUPA2020: Exhibitor preview, proposals & more
- Multichannel: crossmedia publication, reaching customers print-online-mobile
- Online-printing: web-shop-design, automated workflow / job management systems
- Mailing production: data, workflow, printing, beautification (laser/emboss), response control
- Materials for mailings: creative papers and envelopes, special effect materials, consumption
- Hybrid print production: combining offset- with digitalprint and other printing methods
- Beautification: Overview in the „djungle of possibilities“, new UV-techniques
- LFP/signage: Print & cut-solutions, car-wrapping and window-graphics, foils, tooling
- Management & strategy: entrepreneur circles – stronger with regional/national networking

DRUPA 2020 & PDC (fmp)

Duesseldorf
06/16–06/26 2020

Zellcheming Francfort

06/23–06/25 2020

AUGUST 7-8

PD 08/06
DA 07/29
AD 07/20
PM 07/17

drupa
Best of
success stories

FINISHING – PACKAGING & LABELLING – PERIPHERAL TECH – ECOLOGY

- Multi-finishing: stacking, folding, cutting, glueing, binding, inline vs. offline
- Modern packaging production: ideal combinations of material and printing technology
- Label production: requirements and needs from brands, security printing, quality inspection
- Printing peripherals: washing, moisturing, tempering, trying (incl.UV), mailroom climate
- LFP/signage: shop design (wall, floor), new PoS-tech, customer interaction/print electronics
- Building technology: income with „logistics“, energie-management & saving-potential
- Materials: Recycling-papers, labels + foils, inks and lacquers, printing chemicals
- Ecology: Environment protection in business, model for sustainability, certification, ecoLabels

UNIQUE 4+1 Leipzig

09/05–09/07 2020

dmexco Cologne

09/15–09/16 2020

Mailingtage Francfort

09/17 2020

ISSUES	TOPICS	FAIRS/EVENTS
OCTOBER 9-10	NEWSPAPER-BOOK-MAGAZINE (publishing-CtP-production) – (UV-) INKJET	<p>Buchmesse Francfort 10/14–10/18 2020</p> <p>The IJC Inkjet Neuss Oktober 2020</p> <p>INPRINT Milano 11/24–11/26 2020</p>
<p>PD 10/08</p> <p>DA 09/30</p> <p>AD 09/21</p> <p>PM 09/18</p>	<ul style="list-style-type: none"> • Modern production of newspapers/magazines: Premedia to mailroom, inspection, retrofitting • Editorial- and publishingsystems: print, online, socialmedia – Multichannel, PRINT 4.0 • Computer-to-plate: automated plate-production, cost-benefit comparison • Book production: Fotobook, on-demand small scale, cover production, book-finishing • Industrial inkjet/UV-inkjet: new applications and qualities, ideal mix of technology & materials • LFP/signage: LFP-print on rigid / flexible materials, textileprint, promotion@PoS, 3D-print • Materials: papers for magazines, inks+lacquers (incl. UV-conversion), printing chemicals • Management & strategy: manage alternation of generation – bind specialised workers 	
DECEMBER 11-12	PACKAGING – BEAUTIFICATION – LFP/SIGNAGE – FINISHING – FINANCE	<p>PSI/Viscom Duesseldorf 01/07–01/09 2021</p> <p>Heimtextil Francfort 01/07–01/10 2021</p> <p>Paperworld Francfort 01/25–01/28 2021</p>
<p>PD 11/26</p> <p>DA 11/18</p> <p>AD 11/09</p> <p>PM 11/06</p>	<ul style="list-style-type: none"> • LFP-/signage: Prin & cut of rigid board/flexible material, workflow-/ RIP-software • Materials: rigid board@PoS, colors, inks, lacquers, foils for beautification, car-wrapping • Textile-printing: new tec-textiles and inks, textile-design-casestudies, sublimation, directprint • Packaging: folded-box-board printing, added value, sustainable packaging/label-production • Beautification: UV-print, LED-UV, hot-/coldfoil stamping, lasering, creative use of lacquers • TOP converted print-products 2020: functional examples, role of agencies & brands • Finishing: cutting- and folding machinery, for small/medium-scale, half-/fullautomation • Finance: short-term rise of capital, leasing, insurance: reveal savings potential 	

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

Format	240 x 335 mm (Width x Height)
Type area	220 x 290 mm
Printing method	Sheet offset
Paper	Insidel: 90 g/m ² , LuxoSamt Offset, white matt A potential shine through with bright addesigns cannot be excluded
Inks	Offset-Standard, CMYK
Data medium	CD, DVD
Data format	PDF/X-4-Standard Export ISO Coated v2 (ECI)
Proof	Digitalproof according ISO Coated v2 (ECI)
Binding	wire stitching

Advertisement text and graphics must be positioned at least 5 mm away from the trim space and bleed.

File description

Please name your files as follow:
PRINT_issue_customer

Data transmission

FTP-Server on request
T 0 61 46/605-160 or
T 0 61 46/605-161

Fax-proof **F** 0 61 46/605-204

Hotline

If you have problems with data-transfer please contact our Service-Team under **T** 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.

Experienced 30 years of market experience guarantee continuity.

Qualified Over 8900 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** (akt.: IVW QII/2019 tvA: 8.993 Exemplare; see page 4).

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 writing style take care of a professional, haptical joy of reading!

Contemporary Additional distribution of news via homepage, weekly newsletter roundup the total service of information.

**PRINT
& PRODUKTION**

added value...

FOR READERS AND ADVERTISERS.

For more information please contact:

Dirk Wehlmann unter **T** +49 (0) 61 46/6 05-140 | **F** +49 (0) 61 46/6 05-204 | d.wehlmann@eubuco.de | **Mobile** +49 (0) 1 70/4 16 76 97

1. Orders are accepted subject to the conditions and terms stipulated in the General Conditions of Business and Rate Card effective at the time of receipt of the order. Changes in rates shall also be applicable to current orders from the date on which they take effect unless an explicit agreement to the contrary has been made. The publisher shall give clients due notice of any such changes.
2. Advertising orders are to be executed within twelve months of the conclusion of the contract.
3. The discounts indicated in the rate table apply only to the original contracting customer within a specified 12-month period.
4. Should an order not be executed for reasons beyond the control of the publisher, the client shall make payment to the publisher of the difference between the rebate originally agreed and the rebate to which he is entitled on the basis of the number of insertions actually printed, and that without prejudice to any other of the client's legal obligations.
5. The publishing house does not guarantee the appearance of advertisements in specific issues or editions, or in specific locations in the publication.
6. Advertisements which are not readily recognizable as such will be clearly designated as advertisements by the publishing house.
7. The publisher reserves the right to refuse publication of advertisements or the inclusion of inserts, including individual insertions within the framework of a multiple order, due to their content, origin or material from.
8. The client shall ensure that the contents of his advertisement(s) or insert(s) are not in violation of any legal provisions or other rules and regulation whatsoever.
9. The client shall ensure punctual delivery of copy, of printing materials in good condition, or of inserts. In case of late delivery thereof, the publisher shall be entitled to invoice the client for the contracted space, even if the space can be employed otherwise.
10. The customer is not entitled to reduction in payment if the print of the advertisement is entirely or partially illegible, incorrect or incomplete.
If the message conveyed by the advertisements is significantly impaired, the customer is entitled to the publication of another advertisement.
Claims must be made in writing within 30 days from receipt of the invoice and voucher. Claims, however valid, made after this period cannot be considered.
The customer is not entitled to compensation for missing or inaccurately printed control data or for colour deviations in polychromatic advertisements.
11. The publisher shall not be responsible for the accurate reproduction of copy or of alterations thereto that are communicated to the publisher by telephone nor for errors resulting from illegibly written copy.

The client shall not be entitled to compensation for shortcomings resulting from damage or imperfections in the printing materials that are not immediately recognizable. If printing materials are delivered to the publisher in a damaged condition immediately prior to press time, the client shall reimburse the publisher for all additional resulting costs.
12. Proofs will be provided only upon request. The client shall be responsible for the accuracy of the proofs returned to the publisher. If the client does not return within the allotted time proofs that have been made available to him in due time, the advertisement shall be considered approved and ready for press.
13. If prepayment is not made, the invoice and voucher will be issued no later than the 5th day of the month following publication of the advertisement.
14. The invoice is payable without discount immediately upon receipt. A discount of two percent is granted for prepayment.
15. Payment must be made directly to the publishing house or to one of its accounts. Representatives are not authorized to accept payment.
16. In the event of delay in payment, the publishing house will charge interest at the rate of one percent above the current discount rate of the German Federal Bank (Deutsche Bundesbank) as well as collection fees.
The publishing house may delay fulfilment of a current contract until such payment is received, and may demand prepayment for remaining advertisements.
17. The publisher shall supply only one free voucher with the invoice. If a voucher is no longer available, a voucher clipping or legally binding confirmation of publication from the publisher shall be substituted.
18. The client shall bear the costs for any extensive alterations to the original order as well as for the preparation of printing material.
19. Registered and special delivery (express) letters received through box numbers will be forwarded by regular mail only. Claims against loss, mishandling or delay of such are excluded.
20. In the interest and for the protection of the customer, the publishing house reserves the right to open replies sent to box numbers in order to control and prevent misuse of this service. The publishing house is not required to forward commercial promotional material or mediation offers.
21. Printing materials shall be returned to the client only on his express instructions. They shall be kept on file only for a period of three months after publication of the advertisement unless explicit instructions to the contrary are received.
22. Any disputes arising out of these conditions of business shall be submitted to the jurisdiction of the competent court in Wiesbaden, Germany, in accordance with German law.

