

WE LOVE PRINT, MEDIA & COMMUNICATION

print^{and} Publishing Europe



D.A.CH

***Media Information
2024***

**MEDIA
WITH
CHARACTER**

PRINT & PUBLISHING

...is an independent trade magazine for media technology, print, post press, paper, sign and advertising technique as well as for business, finance and management, for the whole area of digital and printed communication.

We inform decision makers as well as users in following segments:

- Agencies & print buyers
- Graphic & Design
- Pre Media companies
- Large Format Print & Visual Design
- Printing Houses & Finishing companies
- Digital Printers & Copy shops
- Enhancer & Converter
- Paper Industry & Traders
- Publishing Houses & Media producer

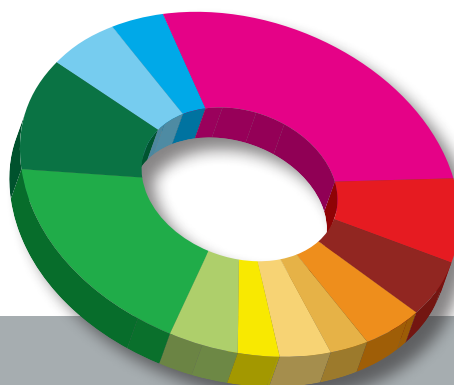
PRINT & PUBLISHING was founded 1989, after the historical political changes in Eastern Europe.

Today, the title plays a key role in Central- and Eastern Europe and is part of the leading magazine group in this area. The magazines are published in local language with local staff and – this is important – with interesting and unique network solutions they can offered only by an international acting media house.





Readership Profile

35%	Entrepreneurs, Managing Directors
27%	Technical Management
22%	Producers, Designers, Production
11%	Marketing, Sales and Distribution
5%	Students, Trainees



Distribution

27%	Printing houses & bookbinderies
8%	Digital printing houses & copy shops
6%	Suppliers / manufacturers of printing industry
5%	Enhancer & Converter
3%	Paper industry & Traders
4%	Publishing houses & media producers
3%	Direct marketer
5%	Others
18%	Agencies & print buyers
11%	Graphic & Design
6%	Premedia companies
4%	Large format print & Visual design

Issue	Publication	Deadline	
01 2024 • 281 	29. 02.	08. 02.	»Visual & More« Topic: Experience Visual Communication. Technology – Media – Campaigns. Trade show: Fespa Global Print Expo (19.–22.03.2024), Amsterdam
02 2024 • 282 	14. 05.	16. 04.	»drupa & More« – We create the future The ultimate drupa issue: Live again in Duesseldorf after an eight-year brake. We focus trends, news and background information. PLUS extensive Fespa 2024 review Trade show: drupa (28.05.–07.06.2024), Duesseldorf
03 2024 • 283	30. 06.	09. 06.	»Sustainability & More« Topic: Extensive drupa review plus sustainability aspects of the show. Sustainability in modern media production.
04 2024 • 284	26. 07.	05. 07.	»Summer & More« Topic: Special format, hot topics and a strong dash of print spirit.
05 2024 • 285	16. 09.	26. 08.	»Packaging & More« Topic: Package printing! Resistant, valuable and a good business. Trade show: FachPack (24.–26.09.2024), Nuremberg
06 2024 • 286	16. 10.	25. 09.	»Automation & More« Topic: When AI helps the printing company to improve its processes and automate operations. Trade show: print fair (October 2024), Vienna
07 2024 • 287	13. 12.	15. 11.	»Media & More« Topic: No matter whether offset printing, digital printing or special printing. Impressive materials create print experiences.

Surcharges

Cover page	20 %
2nd cover page	15 %
3rd cover page	10 %
Back cover	15 %
Right page	5 %
Bleed advertising	5 %

Discounts

2 bookings	5 %
3–5 bookings	10 %
6–7 bookings	15 %
Agency	15 %

Prices for

glued supplement
Loose supplement
Public relation 1/1
All prices net. Euro

GRAMS/PIECE EUR/THOUSAND

up to 20	350.–
up to 20	370.–
Price for 1/1 4c minus 20 %.	

Subscription

Austria	36.– eur	exkl. 10% VAT
Europe	48.– eur	excl. 10 % VAT (VAT number necessary)
Single Issue	7.50 eur	plus shipping costs, incl. 10 % VAT

Language

German

Print run

4,500

Distribution

Subscription,
direct mail

Magazine size

205 x 285 mm

Type area

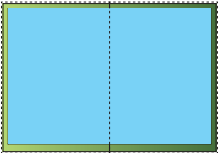
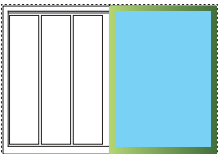
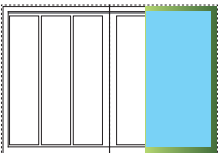
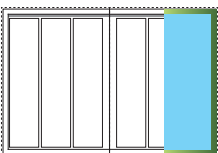
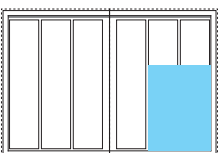
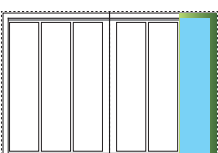
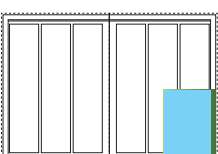
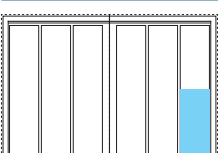
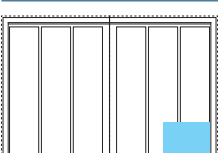
185 x 260 mm

Binding

Stitch / glue binding

II prices net; please add 5% advertising tax and 20% VAT. Transfer of advertising materials:

Please send pictures as JPG, TIFF, EPS (minimum 300 dpi), high res. PDFs without cutting marks. Transfer of high volume data with WeTransfer, Dropbox or ftp-links. Please save files for advertising not in the last software version, but rather a prior version.

Advertising sizes & prices	Size	Prices in EUR CMYK	Size in mm width x height	Bleed in mm width x height (+ 3 mm for bleed)
	2/1	7,200.–	390 x 260	410 x 285
	1/1	3,800.–	185 x 260	205 x 285
	2/3	2,850.–	125 x 260 185 x 170	135 x 285 205 x 185
	1/2	2,150.–	90 x 260 185 x 125	100 x 285 205 x 140
	Junior Page	2,200.–	120 x 165	–
	1/3	1,600.–	57 x 260 185 x 85	70 x 285 205 x 100
	1/4	1,150.–	90 x 125 185 x 65	100 x 140 –
	1/6	990.–	57 x 125 185 x 45	– –
	1/8	780.–	90 x 65 185 x 35	– –

BRANCHEN INDEX

Small but nice! The Print & Publishing marketplace for companies they want to present their services and products for a cost effective pricing. As an additional service we will also link your advertisement with your website.

The classification will be done made according to our service categories, the prices are per placement and per category. If your advertisement should be placed in several categories, we are happy to make an individual offer.

DISCOUNTS:

- 2 issues: 10 %
 - 3 issues: 15 %
 - 5 issues: 20 %
 - 7 issues: 25 %
- All prices net, exkl. 5 % advertising tax and 20 % VAT

57 x 20 mm

PRICE: 30.00 EUR

57 x 25 mm

PRICE: 37.50 EUR

57 x 30 mm

PRICE: 45.00 EUR

57 x 35 mm

PRICE: 52.50 EUR

57 x 40 mm

PRICE: 60.00 EUR

57 x 45 mm

PRICE: 67.50 EUR

57 x 50 mm

PRICE: 75.00 EUR

57 x 55 mm

PRICE: 82.50 EUR

57 x 60 mm

PRICE: 90.00 EUR

57 x 65 mm

PRICE: 97.50 EUR

57 x 70 mm

PRICE: 105.00 EUR

57 x 75 mm

PRICE: 112.50 EUR

eNEWSLETTER

Fast, attractive and effective!

Print & Publishing started with the **PRINT & PUBLISHING eNewsletter** in August 2007. Since then, the newsletter comes bi-weekly on Wednesday noon. Each issue publishes between five and ten of the hottest news items from the industry to inform our readers as best as possible.

It is of course possible to use the **PRINT & PUBLISHING eNewsletter** for advertising activities. We offer two different types of ads: banner and advertorials. The number of banners is limited – max. two in each issue.

Frequency of publication

Bi-weekly, every Wednesday, 12 o'clock

E-mail run

~ 3,900 e-mail addresses

Opening rate

Ø 31,8 %

Sizes of banner/advertising

jpg, 72 dpi, 656 x 120 Pixel

jpg, 72 dpi, 656 x 240 Pixel

Advertorial – max. 2,000 characters

All prices net, exclusive 20% VAT.

Prices in EUR

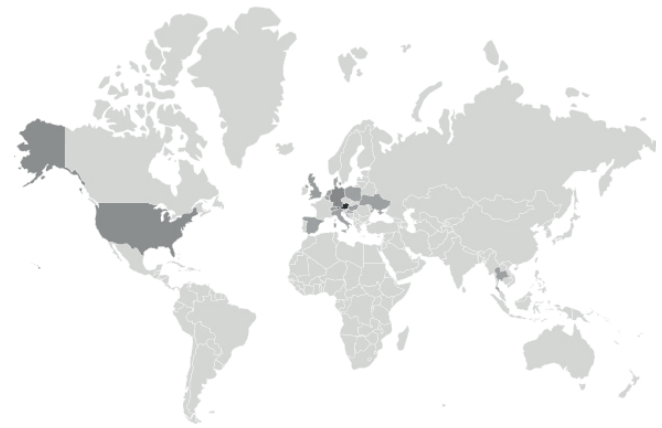
350.–


550.–

600.–

Top locations by opens

	Austria	63.6%
	Germany	15.2%
	USA	10.4%
	Switzerland	4.3%
	United Kingdom	3.2%






PEOPLE & EVENTS

PRODUCTION & TECHNOLOGIE

BUSINESS & MARKET

MEDIEN & KOMMUNIKATION DESIGN

ALLES, WAS UNS IM LEBEN UMGIBT, IST PRINT





Unique

Enter the EDP Awards and showcase your unique solution to the world.

Winners' announcement during drupa 2024.

Submit your entry now!






PAPARAZZI!

Neue Ausstellung im WestLight

Verschrien, verkannt, vergöttert: Paparazzi gehören ohne Zweifel zu den schillerndsten Figuren der Fotogeschichte. Ihre mit ebenso findigen wie ruchlosen Mitteln erjagten Bilder werden von Millionen Menschen gesehen, gleichwohl sind die Namen der Fotografen kaum bekannt.



Buch Wien 23

Mit neuem Besucherrekord

Mit einem Rekord ist die Buch Wien 23 zu Ende gegangen: Mit über 58.000 Besuchern übertraf Österreichs größte Buchmesse ihren bisherigen Rekord von 2019. Gepunktet hat man mit dem neuen New Adult Format.

www.printernet.at

Online advertising sizes & prices

Banner size in pixel (w x h)	1 month	3 months	6 months	9 months	12 months
695 x 180	850.-	2,423.-	4,590.-	6,503.-	7,650.-
250 x 330	550.-	1,568.-	2,970.-	4,208.-	4,950.-
250 x 250	405.-	1,154.-	2,187.-	3,098.-	3,645.-
250 x 100	285.-	812.-	1,539.-	2,180.-	2,565.-
250 x 50	150.-	428.-	810.-	1,148.-	1,350.-
665 x 90	650.-	1,853.-	3,510.-	4,973.-	5,850.-

All prices net, exclusive 20 % VAT.

The screenshot displays the homepage of printernet.at. At the top, there's a navigation bar with the site's logo and language options (A, E, G). Below this, a large banner for 'DRUCK & MEDIEN KONGRESS' is visible, featuring a '695 x 180' label. To the right, a sidebar lists 'Events & Termine' with dates and locations. The main content area is divided into several sections: 'News' with a headline about 'Heidelberg Innovation Week', 'Kommentar' (Commentary) with an article about the Corona crisis, 'Aktuelle Ausgabe' (Current Issue) showing a magazine cover, and 'Anzeige' (Advertisement) featuring a mouse. At the bottom, there's a 'Golden Pixel Award' section. On the right side of the screenshot, there are four additional banner placeholders with labels: '250 x 330', '250 x 250', '250 x 100', and '665 x 90'.

VOXEL

THE PAGES FOR 3D PRINTING

Relatively new in PRINT & PUBLISHING is editorial content related to 3D-printing. Why?

That's easy to explain. The advantages, potentials as well as barriers in the use of 3D printing technologies are versatile. The proven and tested areas of application as well as the utilisation of different materials are manifold. There is no industry that keeps untouched by the developments in this field. This new technology brings a revolution to almost every industry, as for example to the manufacturing industry or architectural design. Since it offers a faster and more flexible production of not only one but of a variety of designs, 3D printing thus accelerates product design. It enables the user to experiment with different variations, which leads to more flexibility and creativity. Many companies use 3D technologies in order to enhance their business models. They create business advantages and enter new markets. The annual volume of sales of 3D printers is supposed to increase from 1.6 billion dollars today to 13.4 billion dollars.

3D printing is not just another manufacturing technology. It changes the complete value-added chain by bringing the production closer to the end customer. In addition, it enables the economic production of individualised products. The freedom of design offered by 3D printing shifts the focus of product design away from the manufacturing towards functional optimisation.

3D print can be used to actualise a lot of exciting ideas. They are at the focus of our editorial interest. The advertising prices listed on page 4 are also valid for the Voxel pages.



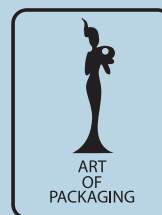
MEDIA WITH CHARACTER

Print^{and}
Publishing

VISUAL
COMMUNICATION

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europe

Packaging
AUSTRIA



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