

PRINT & PUBLISHING



MAGAZINE FOR DIGIT@L AND PRINTED COMMUNICATION

PRINT & PUBLISHING

...ist das Magazin für Medientechnologie, Druck, Weiterverarbeitung, Papier, Sign & Werbetechnik sowie Business, Finanz und Management im Bereich digitaler und gedruckter Kommunikation.

Wir informieren sowohl Entscheider als auch Anwender in folgenden Segmenten:

- Agenturen & Auftraggebern
- Grafik & Design
- PreMedia Unternehmen (Fotografen, Reprostudios)
- Large Format Print & Visual Design
- Druckereien & Buchbindereien
- Digitaldruckereien & Copy Shops
- Veredeler & Converter
- Papierindustrie & -handel
- Verlage & Medienhersteller

PRINT & PUBLISHING ist seit 1989 am Markt, gegründet kurz nach den historischen politischen Umwälzungen in Osteuropa. Heute zählt der Titel zu den führenden Magazinen in Zentral- und Osteuropa und vertritt den führenden Medienverbund in dieser Region. Jeweils in den lokalen Sprachen publiziert, mit Mitarbeitern vor Ort, mit interessanten und einzigartigen Netzwerk-lösungen die Ihnen nur ein international agierendes Medienunternehmen bieten kann!



Leserprofil Readership profile

- **35%** Unternehmer, Geschäftsführer **Entrepreneurs, Managing directors**
- **27%** Technisches Management **Technical management**
- **22%** Producer, Designer, Mitarbeiter in der Produktion **Producers, Designers, Production**
- **11%** Marketing, Verkauf und Vertrieb **Marketing, Sales and distribution**
- **5%** Studenten und Auszubildende **Students, Trainees**

PRINT & PUBLISHING

...is an international 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 (Photographers, Repto studios...)
- 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.



Verbreitung Distribution

<ul style="list-style-type: none"> 27% 8% 6% 5% 3% 4% 3% 5% 18% 11% 6% 4% 	<ul style="list-style-type: none"> Druckereien & Buchbindereien Printing houses & bookbinderies Digitaldruckereien & Copy Shops Digital printing houses & copy shops Druckmaschinenhandel / -hersteller & Zulieferindustrie Suppliers / manufacturers of printing industry Veredler & Converter Enhancer & Converter Papierindustrie & -handel Paper industry & Traders Verlage & Medienhersteller Publishing houses & media producers Direktmarketer Direct marketer Sonstige Others Agenturen & Auftraggeber Agencies & print buyers Grafik & Design Graphic & Design PreMedia Unternehmen Premedia companies Large Format Print & Visual Design Large format print & Visual design
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Publication dates

Issue	Publication	Deadline	
01 2010 · 173	25. 01. 2010	11. 01. 2010	Trend outlook 2010 Special: monitors for production, color management, proofing, Paperworld 2010
02 2010 · 174	12. 03. 2010	19. 02. 2010	Special: MIS, workflow & more
03 2010 · 175	12. 04. 2010	22. 03. 2010	Special: CtP & Co
04 2010 · 176	10. 05. 2010	19. 04. 2010	Special: Digital print production – solutions and market overview Ipex – Birmingham
05 2010 · 177	11. 06. 2010	28. 05. 2010	Special: new digital print solutions Mailingtage – Nuremberg, Fespa – Munich
06 2010 · 178	30. 07. 2010	09. 07. 2010	Special: sheet- and web offset printing in Austria
07 2010 · 179	20. 09. 2010	30. 08. 2010	Special: packaging print and enhancing; Photokina 2009 together with IMAGING magazine, Ifra 2010 – Hamburg
08 2010 · 180	20. 10. 2010	29. 09. 2010	Special: finishing and converting viscom – Frankfurt
09 2010 · 181	03. 12. 2010	12. 11. 2010	Special: paper and print media

Surcharges

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

Prices for

Gramms/piece EUR/thousand

Stitched supplement / glued supplement	up to 20	350,-
Loose supplement	up to 20	370,-
Public relation 1/1	Valid is price for 1/1 4c minus 20 percent.	
For b/w ads we charge price from price list less 30 percent. Small market ads will be charged like aliquot pr. All prices net without 5% advertising tax and 20% VAT.		

Discounts

Up to 3 bookings	5 %
4 to 6 bookings	10 %
7 or more bookings	15 %
Agency	15 %

Subscription

Austria	45,- EUR	excl. 10% VAT
Europe	65,- EUR	excl. 10% VAT /UID
Single Issue	6,- EUR	plus shipping costs, incl. 10% VAT

Language	Print run	Distribution	Magazine size	Print area	Binding
German	6.500	Subscription, direct mail	205 x 285 mm	185 x 260 mm	Stitch / glue binding

Please notice that we have to charge 5 percent advertising tax (not refundable) for all ads published in Austria!

All prices net, exclusive 5 percent advertising tax and 20 percent VAT!

Transfer of advertising material: Please send JPG, TIFF, EPS (minimal 300 dpi), high res. PDFs without marks for cutting on CD or by e-mail (e-mails not larger than 10 MB). Please save files for advertising not in last version, better will be one version below. Banner files would be best in GIF.

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	135 x 285
			185 x 170	205 x 185
	1/2	2.050,-	90 x 260	100 x 285
			185 x 125	205 x 140
	Junior Page!	1.900,-	120 x 165	-
	1/3	1.500,-	57 x 260	70 x 285
			185 x 85	205 x 100
	1/4	1.100,-	90 x 125	100 x 140
			185 x 65	-
	1/6	950,-	57 x 125	-
			185 x 45	-
	1/8	750,-	90 x 65	-
			185 x 35	-

Online advertising sizes & prices

Banner size in pixel (w x h)	1 month	3 month	6 month	1 year
120 x 60	150,-	425,-	800,-	1.440,-
120 x 120	300,-	855,-	1.620,-	2.880,-
Skyscraper 120 x 600	550,-	1.570,-	2.970,-	5.280,-
Top banner 468 x 60	600,-	1.710,-	3.240,-	5.760,-

Newsletter

PRINT & PUBLISHING started with the »PRINT & PUBLISHING E-MAIL NEWSLETTER« in August 2007.

Since then, the newsletter comes bi-weekly on Wednesday noon. Each issue publishes between five and ten hottest news of the branch to inform our readers as best as possible.

It's naturally possible to use the PRINT & PUBLISHING NEWSLETTER also for advertising activities.

Therefore we can offer you two different kinds: banner and advertorials. The number of banners is limited – max. two in each issue.

Frequency of publication	E-mail run	Sizes of banner/advertising	Prices in EUR
Bi-weekly each Wednesday, 12 o'clock	circa 3.500 e-mail addresses	jpg, 72 dpi, 600 x 120 Pixel	250,-
		jpg, 72 dpi, 600 x 240 Pixel	450,-
		Advertorial – max. 2000 characters	500,-

All prices net, exclusive 20% VAT!

Fragen und Antworten zu PRINT & PUBLISHING
Österreich, Polen, Russland, Tschechien/Slowakei, Ungarn
sowie unsere Medienaktivitäten in CEE richten Sie bitte an:
Questions & answers to PRINT & PUBLISHING
Austria, Poland, Russia, Hungary and Czech Republic plus our
media activities in Central and Eastern Europe to:

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