

WE LOVE PRINT, MEDIA & COMMUNICATION

print^{and} Publishing EUROPE



D.A.CH

MEDIA WITH CHARACTER

**Media Information
2023**

PRINT & PUBLISHING

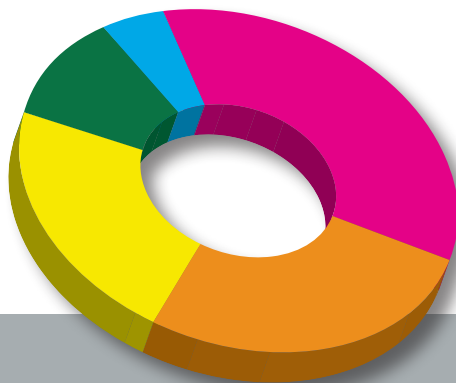
...is an independent trade magazine for media technology, print, post press, paper, sign and advertising technique as well as for business, finance and management, for the whole area of digital and printed communication.

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 2023 . 274	17. 02.	27. 01.	»Inkjet & More« Topic: Digital printing is changing the range of applications. We look at the solutions in the field of document printing, corrugated board and industrial applications. Trade shows: Hunkeler Innovationdays (27.02.–02.03.2023), Luzerne InPrint (21.–23.03.2023), Munich
02 2023 . 275	05. 05.	14. 04.	»Visual & More« Topic: Visual communication adventure. Technology – media – campaigns. Trade show: Fespa (23.–26.05.2023), Munich
03 2023 . 276	30. 06.	09. 06.	»Sustainability & More« Topic: How important is sustainability in modern media production and which demands do clients have?
04 2023 . 276	28. 07.	07. 07.	»Summer & More« Topic: Special format, hot topics plus focus on packaging printing. Resistant against crisis, valuable and a good business.
05 2023 . 277	01. 09.	11. 08.	»Labels & More« Topic: Modern label production analogue and digital. We talk with users about their solutions and ideas. Trade show: Labelexpo (11.–14.09.2023), Brussels
06 2023 . 278	13. 10.	22. 09.	»Automation & More« Topic: Not only online printers are good in automation, but many companies in the industry are also becoming process masters. We present them. Trade show: print fair (October 2023), Vienna
07 2023 . 279	15. 12.	17. 11.	»Finishing & More« Topic: We show clever solutions for conventional and digital finishing plus a focus on MIS solutions.

Surcharges

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

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 %.	

Discounts

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

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

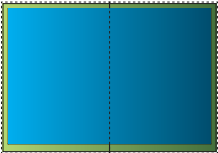
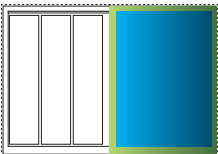
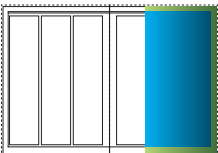
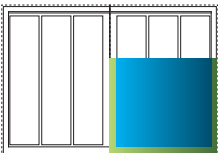
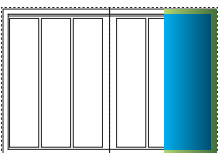
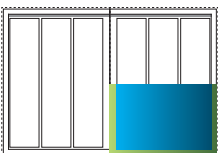
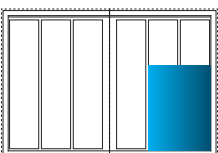
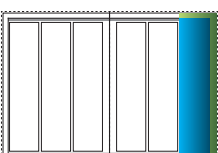
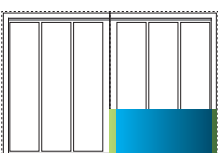
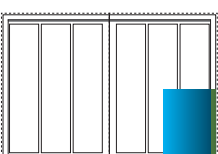
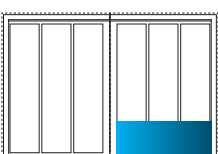
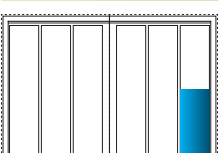
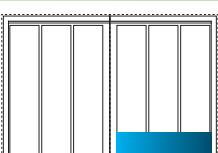
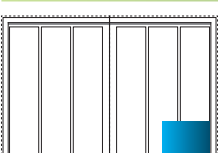

185 x 260 mm

Binding

Stitch / glue binding

Il 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

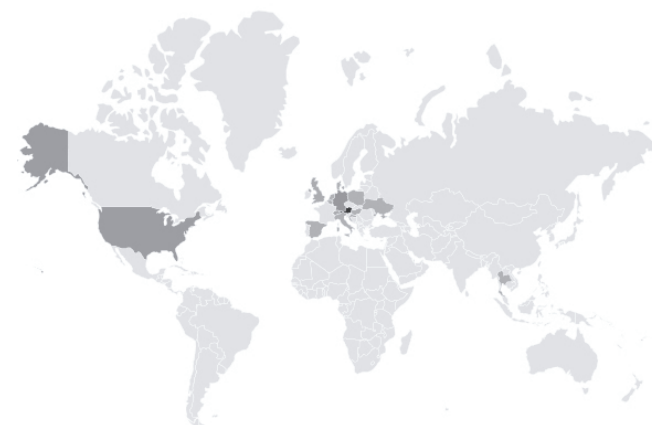
350.–

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 & TECHNOLOGY

BUSINESS & MARKET

MEDIA & COMMUNICATION DESIGN

ALLES, WAS UNS IM LEBEN UMGIBT, IST PRINT

NO FOIL.
TRANSFER ONLY.

VERIFIABLE. **KURZ**





Helmut Newton. Legacy
Eine Retrospektive zum 101. Geburtstag des Fotografen

Helmut Newton ist nur schwer zu fassen. Die meisten von uns glauben, sein Werk zu kennen, zumindest die wichtigen Aspekte. Doch hat der deutsch-australische Fotograf



Doxnet Thementag 2021
Veranstalter zufrieden mit Verlauf

Es sind Zahlen, die für das menschliche Gehirn kaum zu erfassen sind: 3,6 Milliarden Pakete wurden im ersten Pandemie-Jahr 2020 durch Deutschland transportiert, die Rekorde wurden von Monat zu Monat

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 logo 'print and Publishing' and a search bar. Below the navigation bar, there's a large banner for 'DRUCK & MEDIEN 02-03 NOV. 2020 GRAZ' with a '695 x 180' label. To the right, there's a section for 'Events & Termine' listing various events. Below the main banner, there's a row of links: CONTENT, ABO, PARTNERSCHAFT, GLOSSAR, IMPRESSUM, ÜBER UNS, WERBUNG, KONTAKT, and NEWSLETTER. The main content area is divided into several sections: 'News' with a headline 'Heidelberg Innovation Week: Expertenwissen auf Knopfdruck', 'Kommentar' with a headline 'Medien in der Corona-Zeit', 'Aktuelle Ausgabe' featuring the 'print and Publishing europe' magazine cover, and 'Anzeige' (Advertisement) with a headline 'Das war die Print Experience 2020...'. On the right side, there's a 'Content' menu with links to Business, Leute & Events, Papier & Medien, Ökologie, Technik, Messen, Aus- & Weiterbildung, and Medien . Kommunikation . Desig... Below this, there's a 'Lifestyle' section with a headline 'Mit einer Maus zwei Geräte steuern' and a 'Golden Pixel Award' section with a headline 'GOLDEN PIXEL AWARD'. At the bottom, there's a 'Marktplatz' (Marketplace) section.

250 x 330

250 x 250

250 x 100

665 x 90

VOXEL

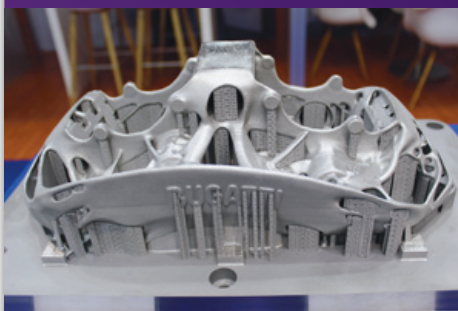
THE PAGES FOR 3D PRINTING

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.



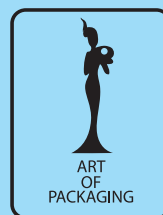
MEDIA WITH CHARACTER

Print^{and}
Publishing

VISUAL
COMMUNICATION

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europe

Packaging
AUSTRIA



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