

Media Information 2012

Advertising rate card no. 14

Valid from 01.10.2011



We're there for you!

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Journals



Online solutions



Books



Corporate Publishing



Trade journal

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- 1 Title:** CallCenterProfi
- 2 Brief description:** CallCenterProfi is the specialist magazine for all issues concerning customer service and customer communication. All channels, whether inbound or outbound, converge in call centres and communication centres. CallCenterProfi provides comprehensive and up-to-date reports on technical, organisational and corporate insider knowledge concerning the topics: call centres, telemarketing and CRM. The editors see themselves as knowledge managers informing the sector not only through the CallCenterProfi print version but also online (www.callcenterprofi.de), through an email newsletter, at trade fairs, meetings and through a continuously expanding book programme.
- 3 Target group:** Call centre managers, managing directors/board members, customer service/customer care managers, IT/telecommunications managers, marketing/sales managers, purchasing managers for IT/telecommunications, and CRM managers
- 4 Frequency:** 8 times a year + special issues
- 5 Magazine size:** 210 mm x 279 mm
- 6 Year of publication:** 15th volume 2012
- 7 Subscription price:** Yearly subscription
 Germany € 99 (incl. V.A.T. plus p&p)
 Foreign countries € 115 (incl. V.A.T. plus p&p)
 Single issue € 14 (incl. V.A.T. plus p&p)
- 8 Official journal of:** –
- 9 Membership:** DDV
- 10 Publishing company:** Springer Gabler
 Springer Fachmedien Wiesbaden GmbH
 Abraham-Lincoln-Str. 46, 65189 Wiesbaden, Germany
 phone +49 (0)611 / 78 78 – 0
www.springerfachmedien-wiesbaden.de
- 11 Publisher:** –

- 12 Advertising:** Tanja Pfisterer (Assistant Head of Global Advertising/
 Head of Key Account Management)
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 Eva Hanenberg (Sales Management)
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 Kerstin Feindler (Media Sales)
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- 13 Editor:** Simone Fojut (Editor-in-Chief)
 phone +49 (0)611 / 78 78 - 336
simone.fojut@springer.com

14 Scope analysis 2010 = 8 issues + 4 special issues

Total volume	596 pages	=	100.0%
Editorial part	460 pages	=	77.2%
Advertisement part	136 pages	=	22.8%
Supplements	11 items		

15 Content analysis of the editorial part

Markets	59 pages	=	12.8%
Front page article	47 pages	=	10.2%
Call Center	53 pages	=	11.5%
Technology	65 pages	=	14.1%
Customer Service	28 pages	=	6.1%
Practice	37 pages	=	8.0%
Management	28 pages	=	6.1%
Editorial, others	32 pages	=	7.0%
Products	13 pages	=	2.8%
Telemidia	1 page	=	0.2%
CAT-Award	21 pages	=	4.6%
Ranking	18 pages	=	3.9%
Mail order business	25 pages	=	5.4%
Industry contacts CC/TS	33 pages	=	7.2%

Issue, Month, (AD)*, (CD)*, (PD)*	Fairs, Events, Congresses	Main Editorial Topics				Specials**	Special Issues**
		Technology	Management / Employees	Call Centers / Customer Service			
1 Feb. / March AD 25.01.2012 CD 01.02.2012 PD 21.02.2012	CallCenterWorld , Berlin, Germany (27.02.-01.03.) CeBIT , Hanover, Germany (06-10.03.)	Hardware and software from CallCenterWorld	Ergonomics in call centers	Customer service meets social media	Data quality as a recipe for success	CallCenterWorld	
2 April AD 22.03.2012 CD 29.03.2012 PD 19.04.2012		Communication 2012	Workforce management	Customer service in the healthcare sector	Credibility in customer communication	Industry focus Pharmaceutical / healthcare	
3 May AD 16.04.2012 CD 23.04.2012 PD 14.05.2012		Email management	Staff management	New service concepts	Brand management in call centers	Industry focus Energy market	
4 June AD 04.06.2012 CD 11.06.2012 PD 29.06.2012		Voice recording	Call centers as career opportunities	Service - luxury or necessity	Ranking of call center service providers	Industry focus IT-TC	Ranking 2012
5 July / Aug. AD 29.06.2012 CD 06.07.2012 PD 26.07.2012		Automation in call centers	Human resources management as value-added	Help desks	Value-added solutions	Industry focus Financial services	

Issue, Month, (AD)*, (CD)*, (PD)*	Fairs, Events, Congresses	Main Editorial Topics				Specials**	Special Issues**
		Technology	Management / Employees	Call Centers / Customer Service			
6 Sept. / Oct. AD 23.08.2012 CD 30.08.2012 PD 19.09.2012	Mail Order World & Versandhandelskongress, Wiesbaden, Germany (26-27.09.) Contact Center Trends, Frankfurt/Main, Germany	On-demand solutions	Team leaders - the managers of tomorrow	Customer value analysis	Self service		Mail order congress/ Mail Order World
7 November AD 17.10.2012 CD 24.10.2012 PD 14.11.2012	Digital Touch, Be Connected und Voice + IP, Frankfurt/Main, Germany	Headset solutions	Remuneration models	Service hotlines	Service quality	Industry focus Public administration	
8 Dec. / Jan. AD 22.11.2012 CD 29.11.2012 PD 19.12.2012		Campaign management	Monitoring	Managing international campaigns	Collection		Call Center specialists

Regular topics in CallCenterProfi:

Technology	Social media, headsets, CRM, IVR, VoIP, facility, value-added services, workforce management, etc
Call Center	Organisation, management and control, trends/developments
Management	Recruiting, development, management and motivation
Law	Competition law, data protection, etc.
Customer Service	Issues concerning strategies and customer perspectives
Markets	News and salary barometer
Products	Important products for operating call centers and service centers
Events	Fairs, congresses, seminars, conferences

**) Special issues and Specials on trade fairs, trends and industry news with value-added benefit. Circulation at selected trade fairs.

*AD = Advertising deadline | CD = Copy deadline | PD = Publication date

This overview of the subjects scheduled for 2012 is intended for your planning. We reserve the right to make changes if necessary. For further information, please call +49 (0)611 / 78 78 – 226

1 Advertisement formats and prices (Prices in Euro)

Format	Type area formats width x height in mm	Format for bleed ads width x height in mm**	Basic price b/w	2 colours*	3 colours*	4 colours*
2/1 page	388 x 240	420 x 279	6,850	7,950	9,050	10,150
1/1 page	175 x 240	210 x 279	3,720	4,270	4,820	5,370
3/4 page horizontal	175 x 178	210 x 189	2,805	3,355	3,905	4,455
2/3 page upright	115 x 240	131 x 279	2,500	3,050	3,600	4,150
2/3 page horizontal	175 x 156	210 x 177				
Juniorpage	115 x 178	131 x 198	2,510	3,000	3,490	3,980
1/2 page upright	85 x 240	101 x 279	1,890	2,440	2,990	3,540
1/2 page horizontal	175 x 117	210 x 137				
1/3 page upright	55 x 240	63 x 279	1,280	1,830	2,380	2,930
1/3 page horizontal	175 x 76	210 x 86				
1/4 page upright	40 x 240	46 x 279	975	1,525	2,075	2,625
1/4 page horizontal	175 x 56	210 x 63				
1/4 page block	85 x 117	101 x 137				
1/6 page block	85 x 76	–	670	1,220	1,770	2,320

Business addresses 55 mm width x 38 mm height: placement for 1 year (8 issues: January – December 2012) 4 colours, **€ 1,381.50** (no discounts, no commission available)

* ISO scale ** plus 3 mm bleed difference on all sides
Further formats on request.

Actual distributed circulation: 10,669 copies

2 Additional fees:

Placement:	Cover page 4c	on request
	4th cover page 4c	€ 800
	2nd, 3rd and 4th cover pages 4c	€ 660
	Binding placement requests	10% of the b/w price
Colour:	Fee for special colours: fee for each additional colour, price	on request
Format:	Ads over the binding:	10% of the b/w price
	Island position ads:	60% of the b/w price
	Satellite position ads:	10% of the b/w price
	Ads running into the bleed:	10% of the b/w price

3 Discounts:

applicable for orders placed within the advertising year

Quantity Scale		Length Scale	
For 2 ads	3%	2 pages	5%
For 4 ads	5%	4 pages	10%
For 6 ads	10%	6 pages	15%
For 8 ads	15%	8 pages	20%

Only one discount scale may be applied.

Discounts apply to all additional fees: colour, placement and bleed fees. Discounts do not apply to special costs or additional technical costs.

4 Columns:

Job Advertisements / Business Connections Page 6

5 Special advertising forms:

Loose / Fixed Inserts:	
2-page	€ 3,900
4-page	€ 5,600
Partial occupation (addition to price)	€ 400

These prices apply for paper weights up to 170 g.
Delivered untrimmed, trimming on request.
Discounts are based on the Length Scale:
(1 sheet = 1/1 page)

Enclosures: (no discounts available)

Loose, maximum size 203 mm x 272 mm	€ 270
Up to 25 g per thousand	
Up to 30 g per thousand	€ 280
Number of enclosures	on request
Prices for heavier enclosures	on request
Partial occupation (addition to price)	€ 400

Fixed enclosures: (no discounts available)

Per thousand up to 25 g, incl. gluing costs, applicable only with purchase of a 1/1 page ad for postcards	€ 110
for CD, booklets	€ 150
Number of supplements	on request
Larger and heavier formats (also applies for product samples)	on request

6 Contact:

Eva Hanenberg (Sales Management)
phone +49 (0)611 / 78 78 – 226
eva.hanenberg@best-ad-media.de

Kerstin Feindler (Media Sales)
phone +49 (0)611 / 78 78 – 217
kerstin.feindler@best-ad-media.de

7 Payment conditions:

2% discount for payment prior to publication; 15% agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.

Banking information:

Springer Fachmedien Wiesbaden GmbH
Deutsche Bank Berlin
Bank Nr. (BLZ): 100 700 00 | Account Nr.: 069700300
Swift/BIC: DEUTDEBB
IBAN: DE09 1007 0000 0069 7003 00

You can find our general terms and conditions at
www.best-ad-media.de/gtc

Advertisement formats and prices (Prices in Euro)

Format	Type area formats width x height in mm	Format for bleed ads width x height in mm**	Basic price b/w	2 colours*	3 colours*	4 colours*	
1/1 page	175 x 240	210 x 279	2,770	3,320	3,880	4,430	
2/3 page upright	115 x 240	131 x 279	1,960	2,352	2,744	3,136	
1/2 page upright	85 x 240	101 x 279	1,390	1,670	1,950	2,220	
	horizontal	175 x 117					210 x 137
1/3 page upright	55 x 240	63 x 279	990	1,190	1,390	1,580	
	horizontal	175 x 76					210 x 86
	block	115 x 117					131 x 137
1/4 page upright	40 x 240	46 x 279	765	918	1,071	1,224	
	horizontal	175 x 56					210 x 63
	block	85 x 117					101 x 137
1/8 page upright	55 x 86	–	455	546	637	728	
	block	85 x 56					–

Classified ads available on request.

* ISO scale ** plus 3 mm bleed difference on all sides

Applicable for Germany only – the current V.A.T. rate has to be added to all prices. You'll find our general terms and conditions at www.best-ad-media.de/gtc

Extra charges

for colours: per special colour on request

Rate for box numbers: **Euro 12** (Germany)
Euro 16 (foreign countries)

Contact:

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eva.hanenberg@best-ad-media.de

Kerstin Feindler (Media Sales)
phone +49 (0)611 / 78 78 – 217
kerstin.feindler@best-ad-media.de

- 1 Journal format:** 210 mm wide x 279 mm long
- Print space:** 175 mm wide x 240 mm long
- 2 Printing and binding methods:** Offset, saddle stitching
- 3 File transfer:**

FTP:
Access information on request

E-Mail:
nicole.brzank@best-ad-media.de

Maximum file size: 10 MB!
Please use Winzip (.zip) to compress your file.
The name of the zip file should start with the journal name, followed by the issue and customer name.
- 4 File formats:** Please submit the print-ready PDF X3 files in the size of the ad format.
Ads running into the bleed must be positioned with a 3 mm bleed on the page(s) in question.
- 5 Colours:** Special colours must be defined using their HKS or Pantone specifications.
The maximum colour coating should not exceed 300%.
Offset profile = Iso Coated V2 300
- 6 Proofs:** Since we use Process Standard Offset (PSO) printing, we don't need proofs.
- 7 File archiving:** Since files are archived for 1 year, repeat printings of the unchanged files are possible as a rule. However, we do not offer a guarantee as to file availability.
- 8 Liability:** The commissioning party assumes responsibility for the timely submission of the advertising text and suitable, error-free printing materials and/or inserts. Should clearly unsuitable or damaged materials be submitted, the publisher will demand their immediate replacement. Should no suitable materials be submitted, the publisher will print the advertisement in the quality the submitted materials allow.
- 9 Contact:** Nicole Brzank, Advertising & Layout
phone +49 (0)611 / 78 78 – 616
fax +49 (0)611 / 78 78 – 443
nicole.brzank@best-ad-media.de



1 Circulation monitoring:



2 Circulation analysis: average number of copies per issue in one year
(July 1 2010 – June 30 2011)

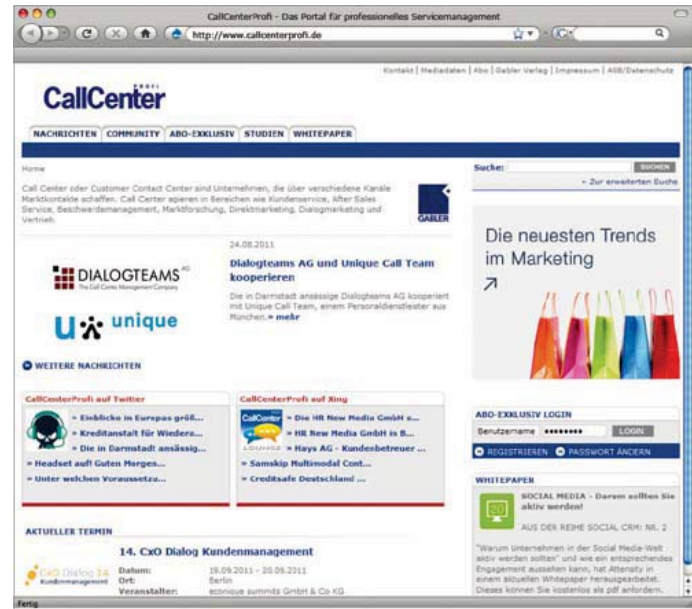
Print run:	12,826		
Actual distributed circulation (ADC):	10,669	of which, abroad:	159
Copies sold:	1,368	of which, abroad:	128
Subscription copies:	1,354	Member copies:	19
Individual sales:	–		
Other sales:	14		
Voucher copies:	9,301		
Reminder, archive and record copies:	2,157		

**3.1 Coverage in Germany structured according to postcode areas:
Current coverage upon request**

3 Geographical distribution analysis:

Economic area	Percentage of actual circulation	
	%	copies
Germany	98,5	10.510
Foreign countries	1,5	159
Actual distributed circulation (ADC)	100,0	10.669

- 1 Web address (URL):** www.callcenterprofi.de
- 2 Brief description:** CallCenterProfi.de, a leading industry network for managers working in customer service and communications in German-speaking countries, addresses decision-makers and executives working for service providers and also in the business areas Call Center, Customer Care, CRM and IT/telecom.
- 3 Target group:** Call centre managers, managing directors/board members, customer service/customer care managers, IT/telecommunications managers, marketing/sales managers, purchasing managers for IT/telecommunications, and CRM managers
- 4 Publishing company:** Springer Gabler
Springer Fachmedien Wiesbaden GmbH
- Contact editor:** Simone Fojut (Editor-in-Chief)
phone +49 (0)611 / 78 78 – 336
simone.fojut@springer.com
- Contact advertising:** **Eva Hanenberg** (Sales Management)
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kerstin.feindler@best-ad-media.de
Carolin Habermann (Sales Management Online)
phone +49 (0)611 / 78 78 – 211
carolin.habermann@best-ad-media.de
- 5 Usage data:** page 11



1 Advertisement formats and prices (Prices in Euro)

Web	Pixel Format	CPM	kB
Superbanner (Big Size)	728 x 90	75	max. 45
Skyscraper	120 x 600	75	max. 45
Wide Skyscraper	160 x 600 or 200 x 600	75	max. 45
Medium Rectangle Site Rotation	300 x 250	75	max. 45
Medium Rectangle Fixed 1st Position	300 x 250	85	max. 45
Expandable Rectangle Small	from 300 x 250 to 630 x 250	100	max. 45
Expandable Rectangle Large	from 300 x 250 to 630 x 350	125	max. 45
Video Rectangle (Polite Streaming)	300 x 250	75	max. 45
Wallpaper (Superbanner + Skyscraper)	728 x 90 + 120 x 600	150	each max. 45
Layer Ad + Rectangle Reminder (Tandem Ad)	on request	150	max. 45
Half Page	300 x 600	150	max. 45
Expandable Half Page	from 300 x 600 to 630 x 600	on request	max. 45
Text and Logo (GIF)	300 x 115	55	max. 45

For details on special ad formats, please visit www.best-ad-media.de/special-ads

- 2 Discounts:** On request (conditions agreed on for print media do not apply for online media)
- 3 Payment conditions:** 2% discount for payment prior to publication; 15% agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.

Banking information: Springer Fachmedien Wiesbaden GmbH
 Deutsche Bank Berlin
 Bank Nr. (BLZ): 100 700 00 | Account Nr.: 069700300
 Swift/BIC: DEUTDEBB
 IBAN: DE09 1007 0000 0069 7003 00

You can find our general terms and conditions at www.best-ad-media.de/gtc

You can find our specifications for online advertising on page 12.

- 1 **Access control:** –
- 2 **Usage data:**
 - Visits:
11,100 per month (Ø July 2010 – June 2011)
 - Page Impressions:
25,400 per month (Ø July 2010 – June 2011)
 - For the latest usage data, visit:
www.best-ad-media.de/details-callcenterprofi-online

Results of the 2011 callcenterprofi.de User Survey

callcenterprofi.de offers an attractive advertising environment.

Portal characteristics (very good/good)



Ads on callcenterprofi.de activate users.

- ▶ **87%** of our users reported acquiring further information at a provider's homepage because of information on products or providers they saw on callcenterprofi.de

Our users are predominantly male.

- ▶ **66%** male, **34%** female

callcenterprofi.de users are well educated.

- ▶ **56%** have degrees from a traditional university or university of applied sciences; some even have their doctorates.

callcenterprofi.de successfully reaches decision-makers.

- ▶ **87%** of our users either make investment decisions directly or fulfil an advisory function in investment planning at their companies.
- ▶ **68%** hold leadership positions at their companies.

Source: 2011 Online User Survey, n=251, conducted by Best Ad Media + eResult

1 Data formats:

Flash, GIF, HTML, JPEG
Redirects possible

If Flash files are submitted, an alternative GIF version should always also be sent as a fallback image.

Size: max. 45 kB per advertisement. The maximum allowable file size is based on the file size of the respective file(s).

Best Ad Media reserves the right to reject files that would be especially straining for CPUs; a utilisation level of 40% may not be exceeded (for standard PCs).

Sound can be include in advertisements, provided the following conditions are met:

- At the start of the advertisement, the sound must be turned off. Only a specific action on the part of the user (click) should activate the sound.
- There should be a clearly visible button to turn off the sound.
- When the ad (e.g. its layer) is closed, the sound must automatically end.

Information on Flash, expandable advertisements, HTML, and the use of redirects:
www.best-ad-media.de/data-delivery

2 Delivery address:

banner@best-ad-media.de

3 Delivery deadline:

Up to 2 business days prior to activation

Target link:

Please be sure to include the target link for each ad.

4 Newsletter advertisements:

If newsletter-format ads are submitted, please note that animations cannot be displayed.

5 Contact:

Nicole Brzank
Advertising & Layout
phone +49 (0)611 / 78 78 – 616
banner@best-ad-media.de

- 1 Name:** Newsletter CallCenterProfi, newsletter@callcenterprofi.de
- 2 Brief description:** Managers in the customer service and communications sectors in the German-speaking region consult CallCenterProfi for information on the latest market developments. The newsletter covers topics such as research, products and technology, important dates and internal announcements.
- 3 Target group:** Call centre managers, managing directors/board members, customer service/customer care managers, IT/telecommunications managers, marketing/sales managers, purchasing managers for IT/telecommunications, and CRM managers
- 4 Frequency:** fortnightly, every wednesday
- 5 Publishing company:** Springer Gabler
Springer Fachmedien Wiesbaden GmbH
- Contact editor:** Simone Fojut (Editor-in-Chief)
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simone.fojut@springer.com
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kerstin.feindler@best-ad-media.de
Carolin Habermann (Sales Management Online)
phone +49 (0)611 / 78 78 – 211
carolin.habermann@best-ad-media.de
- 6 NUsage data:** Current number of recipients on request and at www.best-ad-media.de/details-callcenterprofi-online



1 Advertisement formats and prices (Prices in Euro)

Newsletter	Pixel Format	Fixed Price	kB
Advertorial/Textad + Logo/Picture (GIF or JPEG)*)	Pic 140 x 100, Text 300 characters **)	350	max. 45
Advertorial/Textad + Logo/Picture (GIF or JPEG)*)	Pic 140 x 100, Text 650 characters **)	450	max. 45
Fullsize Banner (GIF or JPEG)*)	468 x 60	450	max. 45
Rectangle (GIF or JPEG)*)	300 x 250	450	max. 45

*) not animated files; **) incl. spaces

- 2 Discounts:** Conditions agreed for print media will not be applied for online media, on request
- 3 Payment conditions:** 2% discount for payment prior to publication; 15% agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.
- Banking information:** Springer Fachmedien Wiesbaden GmbH
 Deutsche Bank Berlin
 Bank Nr. (BLZ): 100 700 00 | Account Nr.: 069700300
 Swift/BIC: DEUTDE33
 IBAN: DE09 1007 0000 0069 7003 00

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You can find our specifications for online advertising at www.best-ad-media.de/data-delivery

A world of information from the management and financial services fields



- www.salesbusiness.de
- www.callcenterprofi.de
- www.marketingreview.ch
- www.media-spectrum.de
- www.bankmagazin.de
- www.versicherungsmagazin.de
- www.workingoffice.de
- www.innovative-verwaltung.de

Springer Gabler