

Media Information 2012

Advertising rate card no. 13

Valid from 01.10.2011

working@office

Print + Online



We're there for you!

Your contact partners in the advertising marketing department:



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Journals



Online solutions



Books



Corporate Publishing



Events



Trade journal

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- 1 Title:** working@office
- 2 Brief description:** working@office is a specialist magazine on modern office management in Germany. It focuses on topics including success in professional life, careers and further education, personal career development, and more. working@office reflects changes in the professional world, especially those concerning women, and it addresses them as qualified decision-makers concerning professional requirements, as shapers of their own careers and personalities, and as investors of work-related and private budgets.
- 3 Target group:** Decision-makers in office management. Personnel providing high-level assistance to chief officers, senior managers and teams, and management boards.
- 4 Frequency:** monthly
- 5 Magazine size:** 210 mm x 279 mm
- 6 Year of publication:** 13th volume 2012
- 7 Subscription price:** Yearly subscription
 Germany € 94 (incl. V.A.T. + p&p)
 Foreign countries € 118 (incl. V.A.T. + p&p)
 Single issue € 9 (incl. V.A.T. + p&p)
- 8 Official journal of:** –
- 9 Membership:** –
- 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)
 Britta Dolch (Head of Sales Management)
 Eva Hanenberg (Sales Management)
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 eva.hanenberg@best-ad-media.de
- 13 Editor:** Annette Rempel (Editor-in-Chief)
 phone +49 (0)611 / 78 78 – 159 · fax – 490
 annette.rempel@springer.com

14 Scope analysis 2010 = 12 issues

Total volume	1,052 pages	=	100.0%
Editorial part	873 pages	=	83.0%
Advertisement part	179 pages	=	17.0%
Supplements	22 items		

15 Content analysis of the editorial part

Office magazin	20 pages	=	2.3%
Office	275 pages	=	31.5%
Column	12 pages	=	1.4%
Multimedia	86 pages	=	9.9%
Travel	75 pages	=	8.6%
Success	158 pages	=	18.1%
Book market	12 pages	=	1.4%
Life	41 pages	=	4.7%
Others (editorial etc.)	47 pages	=	5.4%
english@office	54 pages	=	6.2%
w@o-special	93 pages	=	10.7%



Issue, Month, (AD)*, (CD)*, (PD)*	Fairs, Events, Congresses	Office	Multimedia	Travel	Success	Life
January AD 23.11.2011 CD 30.11.2011 PD 21.12.2011	Paperworld , Frankfurt/Main, Germany (28-31.01.)	New series: Project Management // Handy assistants: clips, folders, organisation aids // english@office	International e-mail etiquette // Tablet PCs: product overview	Quality seals for business hotels	Virtual work relief for bosses: the new form of management support	Finances: Everything eco or what?
2 February AD 02.01.2012 CD 09.01.2012 PD 30.01.2012		Advertising media // New series: Project Management	Digital job administration	The ideal travel preparation for the boss	New series: Compliance // Personality: Are you a diva? Congratulations!	Ways out of chaos: how to escape from office madness
3 March AD 31.01.2012 CD 07.02.2012 PD 28.02.2012	CeBIT , Hanover, Germany (06-10.03.) ITB , Berlin, Germany (07-11.03.)	Trends on the desk: the latest news from Paperworld // New series: Project Management	Air conditioning, fans, humidifiers	Visa services: when the boss travels abroad	New series: Compliance // Etiquette: dos and don'ts at a business lunch	Spring cleaning for your body and soul
4 April AD 02.03.2012 CD 09.03.2012 PD 30.03.2012		Accessories at the push of a button: comparison of wholesalers // english@office	How to combat dust particulates in the office	New series: conferences abroad – destinations and their possibilities	New series: Compliance // Temp work	How to secure your pension
5 May AD 28.03.2012 CD 04.04.2012 PD 27.04.2012	IMEX , Frankfurt/Main, Germany (22-24.05.)	The classics: files compared// Relocation services	The latest news from CeBIT: trend report for hardware and software	Barrier-free events: organisation, locations, supporting programmes	No fear of board members' assistance	Children & career
6 June AD 30.04.2012 CD 08.05.2012 PD 31.05.2012	career@office , Frankfurt/Main, Germany (05.06.)	Future Office: furniture for the work-place of tomorrow // Indian, Persian, Mandarin: interpreter services for the office	Product photography: photographing products with Studio-in-a-box concepts	New series: conferences abroad – destinations and their possibilities	Basic knowledge of PR // Best practice examples for a better working climate	Fit for a job interview

Issue, Month, (AD)*, (CD)*, (PD)*	Fairs, Events, Congresses	Office	Multimedia	Travel	Success	Life
7 July AD 31.05.2012 CD 08.06.2012 PD 29.06.2012		Writing equipment // The winners of the red dot design award // english@office	Headsets	Unusual event locations	Conflict management	Black gold: all you need to know about coffee
8 August AD 02.07.2012 CD 09.07.2012 PD 30.07.2012		Greeting cards	Let there be light: lighting for the desk and office	New series: conferences abroad – destinations and their possibilities	Conflict management, Part 2	Business accessories: bags, business card holders and calendars
9 September AD 01.08.2012 CD 08.08.2012 PD 30.08.2012	Business Travel & Meetings Show, Düsseldorf, Germany (26-27.09.)	Shredders for data security	Digitale flip charts: new presentation accessories	Green Meetings: how to organise a sustainable event	Mind mapping: and suddenly you're full of ideas	FengShui in the office: well-being at the workplace
10 October AD 31.08.2012 CD 07.09.2012 PD 28.09.2012	ORGATEC, Cologne, Germany (23-27.10.)	Trade fair stand from A to B: haulage contractors compared // english@office	Voice recognition software and dictation systems	Measured quantities and characteristic figures in business travel management	Flexible working time models	Tips for non-morning persons
11 November AD 01.10.2012 CD 09.10.2012 PD 30.10.2012	career@office, Cologne, Germany (13.11.)	Information systems for companies, corridors and conference rooms	Image processing: tips for better photos	Congress centres in Germany	Voice training: make yourself heard!	Distance learning and e-learning for assistants
12 December AD 02.11.2012 CD 09.11.2012 PD 30.11.2012		Trendy desktop accessories	Label printers for the office	Negotiating with travel service providers	Change management: no fear of change	Fit for the cold season: indoor sports

***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	8,695	9,705	10,715	11,725
1/1 page	175 x 240	210 x 279	4,345	4,895	5,445	5,995
2/3 page						
upright	115 x 240	131 x 279	2,896	3,446	3,996	4,546
horizontal	175 x 156	210 x 177				
Juniorpage	115 x 178	131 x 198	2,720	3,210	3,700	4,190
1/2 page						
upright	85 x 240	101 x 279	2,172	2,722	3,272	3,822
horizontal	175 x 117	210 x 137				
1/3 page						
upright	55 x 240	63 x 279	1,448	1,998	2,548	3,098
horizontal	175 x 76	210 x 86				
1/4 page						
upright	40 x 240	46 x 279	1,086	1,386	1,686	1,986
horizontal	175 x 56	210 x 63				
block	85 x 117	101 x 137				

Special ads such as product test, news clip, user report, interview etc. depend on size, price on request.

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

Actual distributed circulation: 30,594 copies

2 Additional fees:

Placement:	Cover page 4c	on request
	4th cover page 4c	€ 795
	2nd cover page 4c	€ 495
	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 3 ads	3%	3 pages	5%
For 6 ads	5%	6 pages	10%
For 9 ads	10%	9 pages	15%
For 12 ads	15%	12 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:	
4-page	€ 5,840
8-page	€ 8,440
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	€ 280
Up to 30 g per thousand	on request
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	€ 120
for CD, booklets	€ 160
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

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	1,390	1,670	1,950	2,220
	horizontal	175 x 117				
1/3 page	upright	55 x 240	990	1,190	1,390	1,580
	horizontal	175 x 76				
	block	115 x 117				
1/4 page	upright	40 x 240	765	918	1,071	1,224
	horizontal	175 x 56				
	block	85 x 117				
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:

Eva Hanenberg (Sales Management)
phone +49 (0)611 / 78 78 – 226
eva.hanenberg@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:	31,000		
Actual distributed circulation (ADC):	30,594	of which, abroad:	849
Copies sold:	13,180	of which, abroad:	583
Subscription copies:	12,902	Member copies:	300
Individual sales:	4		
Other sales:	274		
Voucher copies:	17,414		
Reminder, archive and record copies:	406		

**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	97.2	29,745
Foreign countries	2.8	849
Actual distributed circulation (ADC)	100.0	30,594



- 1 Web address (URL):** www.workingoffice.de
- 2 Brief description:** The portal offers top topics from the office, including those from the current printed issue, in addition to a comprehensive community area/forum.
- 3 Target group:** Decision-makers in office management. Personnel providing high-level assistance to chief officers, senior managers and teams, and management boards.
- 4 Publishing company:** Springer Gabler
Springer Fachmedien Wiesbaden GmbH
- Contact editor:** Annette Rempel (Editor-in-Chief)
phone +49 (0)611 / 78 78 – 159
annette.rompel@springer.com
- Contact advertising:** **Eva Hanenberg** (Sales Management)
phone +49 (0)611 / 78 78 – 226
eva.hanenberg@best-ad-media.de
Carolyn 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:
38,900 per month (Ø July 2010 – June 2011)
Page Impressions:
135,400 per month (Ø July 2010 – June 2011)
For the latest usage data, visit:
www.best-ad-media.de/details-workingoffice-online

Results of the 2011 workingoffice.de User Survey

workingoffice.de an attractive advertising environment.

Portal characteristics (very good/good)



Ads on workingoffice.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 salesbusiness.de

Our users are predominantly female.

- ▶ **96%** female, **4%** male

workingoffice.de successfully reaches decision-makers.

- ▶ **91%** of our users either make investment decisions directly or fulfil an advisory function in investment planning at their companies.

Source: 2011 Online User Survey, n=156, 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 included 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

- Name:** Newsletter working@office,
newsletter@workingoffice.de
- Brief description:** working(at)office presents topical issues surrounding the office in a compact form and includes the columns Office, Events, Travel, Success, Book Recommendations and Community.
- Target group:** Decision-makers in office management. Personnel providing high-level assistance to chief officers, senior managers and teams, and management boards.
- Frequency:** fortnightly, every Wednesday
- Publishing company:** Springer Gabler
Springer Fachmedien Wiesbaden GmbH
Contact editor: Annette Rempel (Editor-in-Chief)
phone +49 (0)611 / 78 78 – 159
annette.rompel@springer.com
Contact advertising: **Eva Hanenberg** (Sales Management)
phone +49 (0)611 / 78 78 – 226
eva.hanenberg@best-ad-media.de
Carolin Habermann (Sales Management Online)
phone +49 (0)611 / 78 78 – 211
carolin.habermann@best-ad-media.de
- Usage data:** Current number of recipients on request and at
www.best-ad-media.de/details-workingoffice-online.





1 Advertisement formats and prices (Prices in Euro)

Newsletter	Pixel Format	CPM	kB
Advertorial/Textad + Logo/Picture (GIF or JPEG)*	Pic 140 x 100, Text 300 characters **)	55	max. 45
Advertorial/Textad + Logo/Picture (GIF or JPEG)*	Pic 140 x 100, Text 650 characters **)	75	max. 45
Fullsize Banner (GIF or JPEG)*	468 x 60	75	max. 45
Rectangle (GIF or JPEG)*	300 x 250	75	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
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 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 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