



- 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 Fachmedien Wiesbaden GmbH Gabler Verlag
- Contact editor:** Annette Rempel (Editor-in-Chief)  
phone +49 (0)611 / 78 78 – 159  
annette.rompel@gabler.com
- Contact advertising:** **Eva Hanenberg** (Sales Management)  
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eva.hanenberg@best-ad-media.de  
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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](http://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](http://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](http://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 Dateiformate:

Flash, GIF, HTML, JPEG  
Redirects möglich

Bei Einsatz einer Flash-Datei ist grundsätzlich immer eine alternative GIF-Datei als Fallback-Image anzuliefern.

Größe: max. 45 kB je Werbeform. Die maximale Größenangabe bezieht sich auf das Gesamtgewicht der jeweiligen Datei.

Best Ad Media behält sich vor, Dateien abzulehnen, die besonders CPU-lastig sind. Eine Auslastung von 40% darf nicht überschritten werden (Standard-PC).

Sound in Werbemittel ist erlaubt, wenn folgende Bedingungen eingehalten werden:

- Bei Start des Werbemittels muss der Sound ausgeschaltet sein. Nur eine eindeutige Aktion durch den User darf den Sound aktivieren (Klick)
- Eine deutlich sichtbare Schaltfläche zur Deaktivierung
- Mit dem Schließen des Werbemittels (z.B. Layer) muss der Sound enden

Infos zu Flash, Expandable Werbeformen, HTML, Einsatz von Redirects:  
[www.best-ad-media.de/datenanlieferung](http://www.best-ad-media.de/datenanlieferung)

### 2 Lieferadresse:

[banner@best-ad-media.de](mailto:banner@best-ad-media.de)

### 3 Lieferfrist:

Bis 2 Werktage vor Schaltbeginn  
Ziellink:

Bitte vergessen Sie nicht, den Ziellink für jedes Werbemittel einzeln anzugeben.

### 4 Newsletterwerbung:

Bei der Anlieferung von Newsletterwerbformaten ist außerdem zu beachten, dass keine Animationen dargestellt werden können.

### 5 Kontakt:

Nicole Brzank  
Disposition  
tel +49 (0)611 / 78 78 – 616  
[banner@best-ad-media.de](mailto:banner@best-ad-media.de)



- 1 Name:** Newsletter working@office, newsletter@workingoffice.de
- 2 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.
- 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:** fortnightly, every Wednesday
- 5 Publishing company:** Springer Fachmedien Wiesbaden GmbH Gabler Verlag
- Contact editor:** Annette Rompel (Editor-in-Chief)  
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annette.rompel@gabler.com
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eva.hanenberg@best-ad-media.de
- Carolyn Habermann** (Sales Management Online)  
phone +49 (0)611 / 78 78 – 211  
carolin.habermann@best-ad-media.de
- 6 Usage data:** Current number of recipients on request and at [www.best-ad-media.de/details-workingoffice-online](http://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

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You can find our specifications for online advertising at [www.best-ad-media.de/data-delivery](http://www.best-ad-media.de/data-delivery)