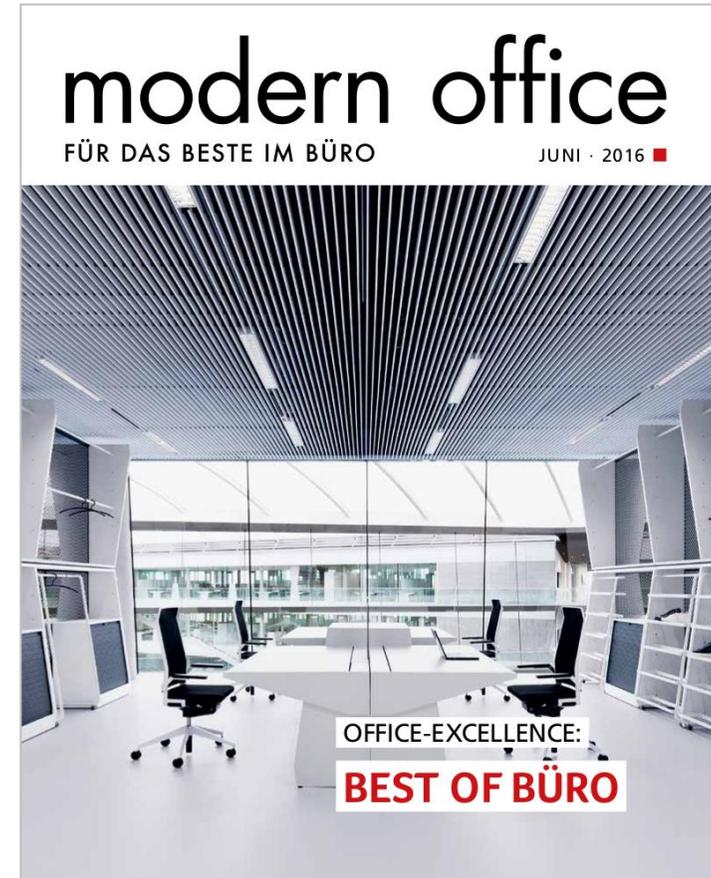


modern office

Modern Office

The Very Best For Offices

Rate Card 2017



Date: 10/07/2016

1 Characteristics/USP:

Modern Office – these are the high-quality supplements of the publishing house PRIMA VIER Verlag Frank Nehring. The single issues are enclosed as special publications to renowned newspapers and business magazines like Frankfurter Allgemeine Zeitung, Süddeutsche Zeitung, WirtschaftsWoche and Handelsblatt (print run at least 100,000 copies). Therefore, Modern Office is the office magazine with the highest circulation in Germany and offers the best cost per mille (CPM).

These supplements are meant to sensitize top managers to the topic “office”. The goal is to encourage those decision-makers to equip offices with high quality products, enabling them to create a more productive environment. Publisher of Modern Office is the DIMBA Deutsches Institut für moderne Büroarbeit

Target groups:

- Entrepreneurs, company owners, managing directors, CEOs
- Top managers, decision-makers for office topics
- Purchasing managers, facility managers, IT and organisation managers in companies and public administrations
- Office managers and office assistants

2 **Frequency:** 2–4 issues per annum

3 **Volume/Year:** 8th year

4 **Website:** www.OfficeABC.DE
www.fb.com/Office.Forum

5 **Publisher/Editor:** DIMBA
Deutsches Institut für moderne Büroarbeit

6 **Publishing house:** PRIMA VIER Verlag Frank Nehring GmbH
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10 **ISSN:** 2194-0681

Print run/digital copies and distribution analysis

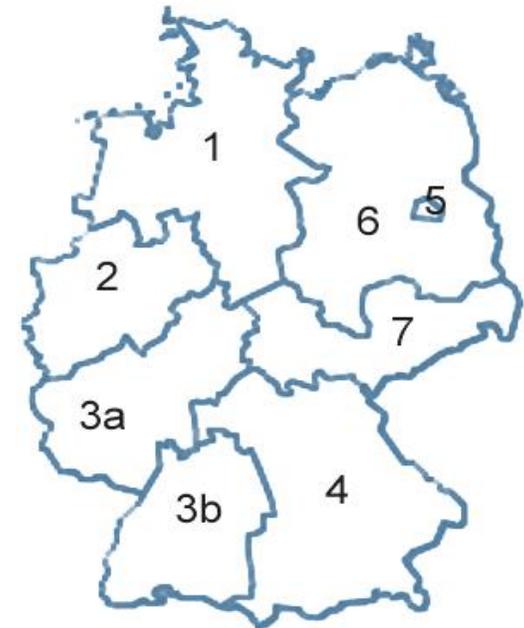
Total run:	at least 105,000 copies each
Print run:	at least 100,000 copies each
Digital copies*:	5,000 copies
Total number of distributed copies:	at least 105,000 copies each

The distribution depends on the respective main medium (carrier medium). Further information can be provided on request.

* Modern Office has been and will be distributed via digital channels like E-mails and Webpages. Further information upon request.

Distribution (according to the Nielsen regions):

Nielsen 1:	Bremen, Hamburg, Lower Saxony, Schleswig-Holstein
Nielsen 2:	North Rhine-Westphalia
Nielsen 3a:	Hessen, Rhineland-Palatinate, Saarland
Nielsen 3b:	Baden-Wurtemberg
Nielsen 4:	Bavaria
Nielsen 5+6:	Berlin, Brandenburg, Mecklenburg-West Pomerania, Saxony-Anhalt
Nielsen 7:	Saxony, Thuringia



The single issues of Modern Office show possibilities of how to improve office work. Modern Office presents the “Very Best For The Office“ regarding productivity, health, well-being and sustainability. The focus lies on topics and practical solutions concerning the main office fields – office culture, office equipment, office technology and office supplies.

The following special editions have been published until now:

Office-Excellence: Mehr Effizienz im Büro! (*More efficiency in the office*)

Published on 6 September 2010 in the WirtschaftsWoche

Office-Excellence: Umweltbewusste Büroarbeit (*Office work with environmental awareness*) Published on 27 June 2011 in the Frankfurter Allgemeine Zeitung

Starke Marken für das Büro (*Important brands for the office*)

Published on 31 October 2011 in the WirtschaftsWoche

Gesundheit und Nachhaltigkeit im Büro (*Health and sustainability in the office*)

Published on 21 May 2012 in the Süddeutsche Zeitung

Office-Excellence: Arbeitswelt & Ausstattung (*Work place and equipment*)

Published on 5 October 2012 in the Frankfurter Allgemeine Zeitung

Office-Excellence: Was die Büroarbeit besser macht (*Improving office work*)

Published on 15 May 2013 in the Süddeutsche Zeitung

Office-Excellence: Gesund & fit im Büro (*Healthy & fit in the office*)

Published on 2 October 2013 in the Frankfurter Allgemeine Zeitung

Office-Brands: Welche Marken Sie im Büro kennen sollten (*Office Brands one should know*) Published on 18 November 2013 in the WirtschaftsWoche

Best of Büro: Aktuelle Trends und moderne Lösungen (*Best of office: current trends and modern solutions*) Published on 6 May 2014 in the Süddeutsche Zeitung

Arbeitswelt & Ausstattung (*Work place and equipment*)

Published on 1 October 2014 in the Frankfurter Allgemeine Zeitung

Best Brands – Starke Marken fürs Büro (*Best Brands – Important brands for the office*) Published on 26 May 2015 in the Süddeutsche Zeitung

Gesundheit & Nachhaltigkeit (*Health and sustainability*)

Published on 16 October 2015 in the Frankfurter Allgemeinen Zeitung

Office-Excellence: Best of Büro (*Office Excellence: Best of Office*)

Published on 8 June 2016 in the Süddeutsche Zeitung

Arbeitswelt & Ausstattung (*Work place and equipment*)

Published on 17 October 2016 in the Süddeutsche Zeitung



AS: Anzeigenmeldeschluss (Advertising closing date)
RS: Redaktionsschluss (Copy deadline)
DS: Druckunterlagenschluss (Printing data deadline)
ET: Erscheinungstermin (Publishing date)

Modern Office 1/17 Communication in the Office

AS: 21.04.2017 DS: 12.05.2017
RS: 28.04.2017 ET: 12.06.2017

Süddeutsche Zeitung

Print run: at least 100,000 copies
Will be published on 12 June in the Süddeutsche Zeitung

According to studies, about 50 % of the time spent in the office is dedicated to communication – and the number of information channels and the amount of information that has to be processed is still rising. Confronted with this, it is not easy to keep the overview or to adapt offices to this new challenge. This issue of Modern Office will show how and by which means communication in the office can succeed.

Topics:

- Successful communication: How to communicate successfully face to face and on the phone, in e-mails and social media. Always on culture, work-life balance, home office, Coworking spaces ...
- Technology: telecommunications, data transmission, video communication, conference technology, headsets, smartphones, displays, computer, WiFi, dictation technology, online clouds
- Collaboration furniture: lounge, soft seating, activity based working, breakout zones
- Acoustics: Reducing noise in open spaces
- Printers, paper, writing implements, mail processing and mailing
- Office brake: Office kitchens as a place for communication

Modern Office 2/17 Health & Well-Being

AS: 18.08.2017 DS: 11.09.2017
RS: 25.08.2017 ET: 09.10.2017

Süddeutsche Zeitung

Print run: at least 100,000 copies
Will be published on 9 October in the Süddeutsche Zeitung

On the occasion of the International Trade Fair “A+A – Safety, Security and Health at Work” which will take place in October 2017, this issue of Modern Office deals with health and well-being in the office. Its topics include lighting, air conditioning, air purification, acoustics and dynamic office furniture as well as ergonomics, psychological health, cosiness in the office and feel good management. With plenty of examples and solutions.

Topics:

- Work-life balance, stress, burnout, always on culture, workplace mindfulness, resilience, home office ...
- Acoustics, lighting (with human centric lighting), air conditioning, air purification
- Dynamic office furniture: sit-stand solutions, 3D-seating ...
- Soft seating, lounge furniture, activity based working
- Health & fitness apps, wearables
- Monitor arms, 3rd level
- Cleaning products, office hygiene

Further publications for 2017 are in planning.
Dates will be announced in due course of time.

- 1 Total run:** at least 105,000 copies each
- Total number of distributed copies, annual average (see AMF-scheme 2, no. 17):** 105,000 copies
- 2 Format:** 200 mm x 255 mm (W x H)
Type area: 173 mm x 220 mm (W x H)
No. of columns: 3/2
Column width: 55/70 mm
- 3 Printing and binding method:** Offset printing, moving wire stitch printable PDF
- 4 Frequency:** 2–4x per annum
- Publishing dates and deadlines** see publication schedule
- 5 Publishing house:** PRIMA VIER Verlag Frank Nehring GmbH
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 10117 Berlin
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 Phone: +49 30 479071-28
 Fax: +49 30 479071-20

Benefit from our know-how:

Besides many special advertisement formats (special printings and more) we offer as well corporate publishing and we organise events and workshops related to any kind of office topic.

- 6 Terms of Payment:** Payment upon receipt of invoice
- Bank details:** Berliner Sparkasse
 IBAN: DE21 100500001913002345
 BIC: BELADEBEXX

7 Advertising sizes (width mm x height mm) and rates (plus VAT):

Format	Type area	Bleed	Price	AE-Price*
1/1	174 x 220	200 x 255	10,890 €	12,812 €
1/2 high	86,5 x 220	101,5 x 255	6,490 €	7,635 €
1/2 crossways	174 x 110	200 x 127,5	6,490 €	7,635 €
1/3 high	55 x 220	70 x 255	4,510 €	5,305 €
1/3 crossways	174 x 72	200 x 92	4,510 €	5,305 €

Further formats on request.

- **Advertorial prices** are equal to ad prices (including layout support if necessary).
 - **Bleed ads** are preferred (regarding the special layout of Modern Office).
 - Bleed ads need a **3 mm four-side-trim**.
- * Only „**AE-Prices**“ include an **agency commission (15 %)**.

- 8 Additional charges for special positioning:**
- Front page: On request
 2nd and 3rd cover page: 5 %
 4th cover page: 10 %
 Additional colours: 1,750 € per special colour

9	Combinations:	Only one discount is valid.
10	Special advertising sizes:	On request
11	Discount:	(if placed within 12 months)
	Frequency discount:	
	3 ads	5 %
	6 ads	10 %
	Volume discount:	
	3 pages	5 %
	6 pages	10 %
	Combination discount:	A discount is granted for placing ads in other publications of the PRIMA VIER Verlag Frank Nehring.
	Agency commission:	An agency commission (AE) of 15 % for advertisements (exclusively) will be granted to media agencies upon request. See p 6, point 7.
12	Delivery note	
	for pos. 10:	On request
	For delivery:	For "Modern Office" (issue/no.)

*Subject to change.
All prices without VAT.
Our general terms and conditions apply.*

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OFFICE-ROXX.DE

As the first of its kind, the "Official Office Blog" informs about all important aspects of the modern office. News, product recommendations and overviews as well as guest posts, checklists, tests, press and book reviews etc. are presented from the categories office culture, office equipment, office technology and office supplies.

www.OFFICE-ROXX.DE

Facebook & Flipboard

The editorial staff also informs about office news and office trends on www.fb.com/Office.Forum and on <http://flip.it/LzZwSq>.