

Das Büro

Magazine for Modern Office Work

Rate Card 2017



20 Years of Das Büro:
PRIMA VIER
goes DIN A4!

€ 7,50 ZVK 44 762

Jul/Aug 2016 **Nr. 3**

dasbüro

MAGAZIN FÜR OFFICE-EXCELLENCE

www.OfficeABC.DE



Perfekt präsentieren

Technik und Techniken

BEST PRACTICE:

Office
& Objekt



EINSTELLUNGS- SACHE:

Beamer
oder Display



KABEL & CO.:

Clever elektrifiziert



Date: 10/12/2016

1 Characteristics/USP:

Das Büro is the only German office magazine which covers the entire spectrum of office related topics. Das Büro informs decision-makers about outstanding developments regarding office culture, office equipment, office technology and office supplies, focusing particularly on ergonomics, design aesthetics, quality, innovation, economy and ecology. Das Büro is competent, compact and complete.

Target groups:

At present, around 17 to 19 million people in Germany work in offices, that is almost every second employee. Das Büro especially targets decision-makers of small and mid-market companies.

Das Büro primarily addresses the following groups:

- Entrepreneurs, company owners, managing directors
- Purchasing managers, facility managers, IT and organisation managers in companies and public administrations
- Office managers and office assistants
- Retail traders
- Architects and furnishing consultants
- Works council and staff council representatives
- Health and safety officers, technicians and inspectors
- Representatives of associations and co-operative societies
- Ergonomists, company medical officers

2 Frequency: 6 issues per annum (plus special editions)

3 Volume/Year: 21st year

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

5 Membership/company: DNB – Media partner of the Deutsches Netzwerk Büro e. V.

Partnerships: Industrieverband Büro und Arbeitswelt e. V. (IBA), Bundesdeutscher Arbeitskreis für Umweltbewusstes Management (B.A.U.M.), EU-OSHA Campaign “Healthy Workplaces, for All Ages”

6 Organ: DIMBA
Deutsches Institut für moderne Büroarbeit

7 Publishing house: PRIMA VIER Verlag Frank Nehring GmbH
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11	Subscription:	Single copy: 9.50 € Subscription Germany: 49 € postage and VAT included Subscription outside Germany: 49 € postage and VAT not included (6 issues of Das Büro plus up to 4 special editions plus up to 4 issues OFFIXX)
12	ISSN-Number:	1867-8181
13	Volume analysis:	2015–2016 (issues 05/15–04/16) = 6 issues without special editions)
	Format:	210 mm x 297 mm (width x height)
	Total content:	408 pages = 100 %
	Editorial part:	357 pages = 87,5 %
	Advertisements:	51 pages = 12,5 %
	Inserts:	5 pieces
14	Content analysis:	Editorial content 2015/2016 = 357 pages (without special editions)
	Office culture	19 %
	Office equipment	30 %
	Office technology	28 %
	Office supplies	12 %
	Miscellaneous	11 % (editorials, contents, addresses)
15	Circulation control:	Publisher's statement

16	Circulation analysis:	Copies per issue on average from 1 July 2015 to 30 June 2016
	Total run:	27,120
	Print run:	25,000
	Digital copies*:	2,120
	Total number of distributed copies:	26,920
	Sold circulation:	2,261
	– Subscription copies:	1,812
	thereof digital copies:	355
	– Single sales:	249
	thereof digital:	92
	– Other sales:	200
	Qualified distribution:	21,671
	thereof digital:	1,673
	thereof architects:	3,878
	Fairs/exhibitions:	600
	Specialized trade/retailers:	2,088
	Free copies:	300
	Rest, archive and voucher copies:	200

** Das Büro has been and will be distributed also via digital channels, for example via E-mail and online platforms like onlinekiosk.de. Further information on request.*

17 Geographical distribution analysis:

Economic area	Copies
Germany:	26,687
Foreign countries:	233
Total:	26,920

Readership analysis

Data collection: Data is taken from the 2016 readers' survey of Das Büro.

Survey period: 11 July to 5 August 2016

Size of enterprise/organisation:

– 1 up to 10 employees:	15 %
– 11 up to 100 employees:	43 %
– 101 up to 500 employees:	34 %
– 501 and more employees:	8 %
– Total:	100 %

Job position:

– Management/Administration:	27 %
– Head of Department/Division:	30 %
– Purchaser/Organisation:	28 %
– Retailers:	9 %
– Others/Office Professionals:	32 %

Multiple answers were possible.

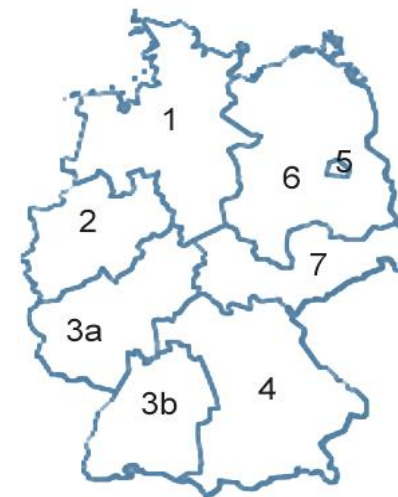
Decision-making power regarding the office equipment:

Full power:	52 %
Limited power:	34 %
Through suggestion/help:	11 %
No power of decision making:	3 %
Total:	100 %

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-Württemberg
Nielsen 4:	Bavaria
Nielsen 5+6:	Berlin, Brandenburg, Mecklenburg-West Pomerania, Saxony-Anhalt
Nielsen 7:	Saxony, Thuringia

Nielsen 1:	10 %
Nielsen 2:	23 %
Nielsen 3a:	19 %
Nielsen 3b:	22 %
Nielsen 4:	17 %
Nielsen 5+6:	4 %
Nielsen 7:	5 %



The magazine's concept is based on the following four main categories: office culture, office equipment, office technology and office supplies. Das Büro brings together manufacturers and consumers, competent expert opinions and pragmatic solutions.

Standard categories – contents

Office culture

- General office topics like rhetoric and presentation skills, work-life balance, time management and self management, travel and event management
- Health, safety and environmental topics
- Office ergonomics: mental and physical health, usability, etc.
- Modern office management (career, correspondence)
- Studies and best practice examples
- News

Office equipment

- Office desks and chairs, system solutions, sit-stand solutions, room partitioning systems, conference furniture, soft seating, 3rd level, power and cable management
- Architecture, real estate, facility management, suppliers
- Lighting systems, acoustics, air quality, floor coverings, etc.
- News

Office technology

- Printers, photocopiers, scanners
- Telecommunication equipment (headsets, telephone systems, conference and collaboration systems, VoIP, etc.)
- Displays, projectors, computers, computer peripherals
- Dictation technology, document shredders
- Software (office solutions, safety, ECM, DMS, CRM, etc.)
- News

Office supplies

- Paper supplies and writing implements
- Presentation and organisation
- Cleaning products
- Mail processing (enveloping, franking, courier services, etc.)
- Coffee, water, catering
- Calendars, gifts, promotion items
- E-procurement
- News

Addresses

- Top addresses for office equipment: First-class manufacturers and retailers

In 2017, the following fairs will be depicted in Das Büro:

Fair	Date	City
Domotex	14.01.–17.01.2017	Hanover
imm cologne	16.01.–22.01.2017	Cologne
Paperworld	28.01.–31.01.2017	Frankfurt/Main
ISE	07.02.–10.02.2017	Amsterdam
CCW	21.02.–23.02.2017	Berlin
INservFM	21.02.–23.02.2017	Frankfurt/Main
ITB/Business Travel	08.03.–12.03.2017	Berlin
Internorga	17.03.–21.03.2017	Hamburg
CeBIT	20.03.–24.03.2017	Hanover
Corporate Health Convention	09.05.–10.05.2017	Stuttgart
interzum	16.05.–19.05.2017	Cologne
Co-Reach	21.06.–22.06.2017	Nuremberg
Big Office Chair Test by Das Büro	26.06.–23.07.2017	Berlin
IFA	01.09.–06.09.2017	Berlin
Swiss Office Management	20.09.–21.09.2017	Basel
IT & Business	tba	Stuttgart
Zukunft Personal	tba	Cologne
Insights-X	tba	Nuremberg
A+A	17.10.–20.10.2017	Dusseldorf

DAS BÜRO BECOMES 20 IN 2017!

In early 1997, the first issue of Das Büro (then called BüroSpezial) was published. This jubilee will be celebrated in Das Büro 1/17. There are plenty of possibilities to contribute.



THE BÜROHIT

On a regular basis, the editorial staff tests new products with a special focus on their usability in the office field – categories are such as ergonomics, innovation, design and ecology. Reader tests can also be carried out on request.



Further publications by Germany's leading publishing house for the office

Modern Office

The publishing house PRIMA VIER Verlag Frank Nehring will again produce special supplements for renowned newspapers and business magazines on behalf of the DIMBA Deutsches Institut für moderne Büroarbeit. The print run of these supplements will be at least 100,000 copies. They will be produced in cooperation with the editorial staff of Das Büro. www.OfficeABC.DE

OFFIXX

In thematic issues, the practical office magazine for committed office professionals addresses decision makers and decisive people in office related fields. Informative and entertaining. www.OfficeABC.DE

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>.

Das Büro 1/17

AS: 07.02.2017 DS: 24.02.2017
RS: 07.02.2017 ET: 13.03.2017

Main topics:

- Special: 20 years of Das Büro
- Office 4.0/Smart Office, Cebit preview
- Trends in floor coverings, with highlights of Domotex
- Trends in office supplies, with highlights of Paperworld
- Paper & special paper (labels, etc.)
- Market overview: office displays
- Office security: software, hardware, services
- Coffee – tea – water dispenser – catering providers
- Market overview: automatic coffee makers



Das Büro 2/17

AS: 05.04.2017 DS: 26.04.2017
RS: 05.04.2017 ET: 12.05.2017

Main topics:

- Special: Office trends (furniture, acoustics, air conditioning)
- Office lighting (with human centric lighting)
- Trends in office technology, with highlights of Cebit
- Excellent office design (iF, Red Dot Award, etc.)
- Green Office: ecological sustainability
- Printer & MPS, DMS & ECM
- Mail processing, mailings, Co-Reach preview
- E-procurement

Das Büro 3/17

AS: 12.06.2017 DS: 29.06.2017
RS: 12.06.2017 ET: 14.07.2017

Main topics:

- Special: The Perfect Presentation (technology, supplies, furniture)
- Computers/computer peripherals (input devices)
- WiFi and online clouds
- Dictation technology
- Furniture in detail (components), with highlights of interzum
- Office power & cable management, 3rd level, monitor arms
- Document finishing: laminating, stamping, etc.
- Calendars, gifts, advertising items

Das Büro 4/17

AS: 08.08.2017 DS: 25.08.2017
RS: 08.08.2017 ET: 11.09.2017

Main topics:

- Special: Healthy office, well-being, office ergonomics (with A+A preview)
- Communication
- Results of the Big Office Chair Test
- Organisation, data backup
- Document management: IT & Business preview
- Cleaning products
- Business trips
- Office break, food delivery services
- Market overview: document shredders

Das Büro 5/17

AS: 22.09.2017 DS: 12.10.2017
RS: 22.09.2017 ET: 27.10.2017

Main topics:

- Special: Office trends: furniture, concepts, air conditioning & air purification, lighting, floor covering, media equipment, etc.
- Acoustics: walls, headphones, etc.
- Mail processing and mailing
- Scanners and archiving solutions
- Printers, printing services, consumable supplies
- Automatic coffee makers and coffee specialties
- Writing implements

Das Büro 6/17

AS: 13.11.2017 DS: 30.11.2017
RS: 13.11.2017 ET: 15.12.2017

Main topics:

- Special: Office to go – new workspaces
- German Design Award
- Business-Centres, coworking spaces, home office
- Software, office apps
- IT/telecommunication & collaboration technology
- ISE preview
- Travel management
- Trends in office supplies, Paperworld preview

Special Issues 2017

Das Büro: Office Products of the Year 2017

AS: 27.01.2017 DS: 20.02.2017
RS: 03.02.2017 ET: 07.03.2017

Every year the editorial staff of Das Büro examines plenty of office products. Only the most convincing solutions are presented in an issue of Das Büro. Since 2014, Das Büro has awarded the Office Products of the Year. For awarding this prize, the editorial staff chooses from hundreds of office products from the past twelve months. In 2017, the Office Products of the year will again be presented in a special issue.

Das Büro: Quality Office 2017

AS: 29.03.2017 DS: 20.04.2017
RS: 03.04.2017 ET: 08.05.2017

This issue will present office furniture, office consultants and office retailers that carry the „Quality Office“ certificate. In cooperation with the Industrieverband Büro und Arbeitswelt e. V. (IBA; formerly known as bso), this very special buyers guide gives a representative overview containing all certified products and services as well as service providers – already for the ninth time.

Das Büro: Office Furniture – Producers, Retailers, Planners

AS: 28.07.2017 DS: 21.08.2017
RS: 04.08.2017 ET: 05.09.2017

To find the ideal office furniture is not easy. Searching the internet often creates more confusion than clarity. Therefore, for the second time after the great success in 2016, this issue will portray the most important manufacturers, retailers, planners, interior designers and office consultants. With many outstanding case studies and trends articles.

Das Büro: Office Technology – Producers and Consultants

AS: 13.09.2017 DS: 06.10.2017
RS: 20.09.2017 ET: 23.10.2017

Office technology is a vast field. There is a jungle of offers, only small differences, short product cycles and volatile prices. For this reason and after the great success of the special issue „Office Furniture“ in 2016, this issue is going to present the most important producers, system houses and IT consultants. With plenty of case studies and trends articles.

The special issues have a format of 200 x 255 mm (width x height) and differing advertising prices which we will gladly send you upon request.

- 1 Total run:** 27,120 copies
Total number of distributed copies, annual average (see AMF-scheme 2, no.17): 26,920 copies
- 2 Format:** 210 mm x 297 mm (W x H)
Type area: 185 mm x 243 mm (W x H)
No. of columns: 3/2
Column width: 58/88 mm
- 3 Printing and binding method:** Offset printing, adhesive binding/moving wire stitch, printable PDF
- 4 Frequency:** 6 issues p. a. (plus special editions)
Publishing dates and deadlines: see publication schedule
- 5 Publishing house:** PRIMA VIER Verlag Frank Nehring GmbH
 Gustav-Freytag-Straße 7
 10827 Berlin
Advertising department (administration): Tobias Meier
 E-mail: TM@OfficeABC.DE
 Phone: +49 30 479071-28
 Fax: +49 30 479071-20
- 6 Terms of payment:** Payment upon receipt of invoice
Bank details: Berliner Sparkasse
 IBAN: DE21100500001913002345
 BIC: BELADEVXXX

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

Format	Type area	Bleed	Price	AE-Price*
1/1	185 x 243	210 x 297	5,990 €	7,047 €
2/3 high	122 x 243	132 x 297	4,490 €	5,282 €
2/3 crossways	185 x 162	210 x 198	4,490 €	5,282 €
1/2 high	90 x 243	100 x 297	3,490 €	4,105 €
1/2 crossways	185 x 121,5	210 x 148,5	3,490 €	4,105 €
1/3 high	58.5 x 243	68.5 x 297	2,490 €	2,929 €
1/3 crossways	185 x 81	210 x 99	2,490 €	2,929 €
1/4 high	42.5 x 243	52.5 x 297	1,990 €	2,341 €
1/4 crossways	185 x 61	210 x 74.5	1,990 €	2,341 €
1/4	90 x 121.5	100 x 142	1,990 €	2,341 €

Further formats on request.

- **Advertorial prices** are equal to ad prices (including layout support if necessary).
- **Bleed ads** are preferred (regarding the layout of Das Büro).
- **Bleed ads** need a **3 mm four-side-trim**.
- **Distance to the inner margin:** Please leave a visible distance of 8 mm for all ads that touch the inner margin because there is a small part that gets partially hidden in the binding process due to the adhesive binding.
- *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: 1,990 € 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 9 point 7.
12	Bound inserts:	
	2 pages (1 sheet)	4,990 €
	4 pages (2 sheets)	6,490 €
	8 pages (4 sheets)	7,490 €
		Further prices on request. Prices apply to a paper weight of max. 150 g. Delivery untrimmed, bleed upon request.
13	Loose inserts	
	(up to 25 g):	
	Maximum Size:	210 mm x 297 mm (W x H)
	Full inserts (price per thousand):	360 €
	Partial inserts (price per thousand):	410 €, minimum 3,500 €
		Price for heavier inserts on request.
		No discounts.

14	Glued-on inserts:	
	Prices per thousand (excl. postage):	140 € for postcards 180 € for CD/booklets Larger and heavier formats on request. No discounts.
15	Address entry:	Top addresses Print and online 490 € for 6 issues/12 months plus on OFFICE-ROXX.DE
16	Delivery note	
	for pos. 12–14:	On request.
	For delivery:	For "Das Büro" (issue/no.)

Benefit from our know-how:

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

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