

OFFIXX

The Practical Thematic Issues

Rate Card 2017

In 2017 published twice as
a supplement to Das Büro.



Date: 10/12/2016

- | | | |
|-------------|--|--|
| 1 | Characteristics/USP: | OFFIXX is the practical thematic issue for the office. From 2017 onwards, OFFIXX is published as a supplement to the office magazine Das Büro – which means it benefits from the large print run of Das Büro. Entertaining, informative, challenging. In a convenient pocket format. |
| | Target groups: | OFFIXX addresses decision-makers and decisive people in the office related field, especially: <ul style="list-style-type: none"> – Managing board in enterprises of all sizes – Commercial buyers – Office professionals: office managers, office assistants and administrative employees – Self-employed people and freelancers (small office, home office) |
| 2 | Frequency: | 2 issues per annum |
| 3 | Volume/Year: | 7th year |
| 4 | Website: | www.OfficeABC.DE
www.fb.com/Office.Forum |
| 5 | Membership: | – |
| | Partnership: | Media partner of OFFICE ROXX and DIMBA
Deutsches Institut für moderne Büroarbeit |
| 6 | Organ: | – |
| 7 | Publishing house: | PRIMA VIER Verlag Frank Nehring GmbH
Gustav-Freytag-Straße 7
10827 Berlin (Germany)
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Fax: +49 30 479071-20
E-mail: info@OfficeABC.DE
Web: www.OfficeABC.DE |
| 8 | Editorial staff: | Dr. Robert Nehring (editor-in-chief)
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| 9/10 | Advertisements/
distribution: | Tobias Meier
Phone: +49 30 479071-28
E-mail: TM@OfficeABC.DE |
| 11 | Subscription price: | OFFIXX is only in combination with the Magazine Das Büro subscribable
Subscription Combi Germany: 49 €
Postage and VAT included
Subscription Combi outside Germany: 49 €
Postage and VAT not included |
| 12 | ISSN: | 2194-0673 |

13 Volume & distribution analysis:

Total run:	31,000 copies each
Print run:	26,000 copies each
Digital copies*:	at least 5,000 copies each
Free copies:	300
Fairs/exhibitions	500
Rest, archive and voucher copies:	200

Total number of distributed copies: at least 30,800

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

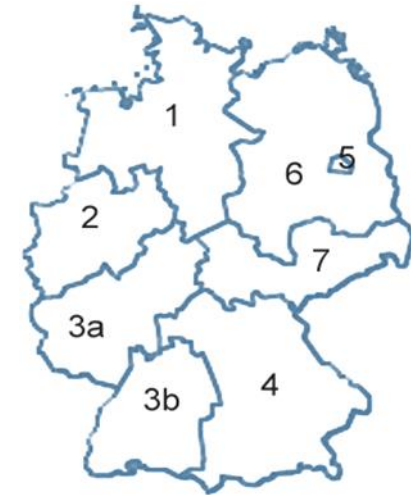
* OFFiXX has been and will be distributed also via digital channels, for example via E-mail and on online platforms. Further information on request.

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.

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



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The Office Break

Supplement to Das Büro 3/17 on 14 July

Print run: 31,000 copies

AS: 31.05.2017 DS: 23.06.2017

RS: 07.06.2017 ET: 10.07.2017

Breaks make office work worthwhile. They give the opportunity to relax, to take the mind off work and to regain energy. During breaks, friendships are made and creative ideas developed. The entire thematic issue deals with office breaks.

- Topics:**
- Healthy food & power foods
 - Relaxing furniture & canteen furniture
 - Delivery services: Lieferando, Deliveroo, etc.
 - Office water supplies (water dispensers, water filters, etc.)
 - Automatic coffee makers, capsule, pad and filter coffee machines
 - Coffee & tea, biscuits, gingerbread, snacks
 - Highlights of Internorga
 - WiFi entertainment
 - Apps and gadgets

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The Office Guide

Supplement to Das Büro 6/17 on 15 December

Print run: 31.000 copies

AS: 01.11.2017 DS: 24.11.2017

RS: 08.11.2017 ET: 11.12.2017

There are many things to know about offices and office work. This issue is going to present the best tips and solutions for the most important aspects of contemporary office work.

- Topics:**
- Health and sustainability
 - Presentation and organisation
 - Communication and collaboration (Office 4.0)
 - Design and security
 - Travelmanagement and HR
 - The best office furniture (chairs, desks ...)
 - Top IT: printers, scanners, displays, computers, keyboards, computer mouses, software
 - Best of office supplies: writing implements, paper, document shredders, mail processing, coffee machines ...

Reader tests & tests by the editorial staff – the OFFIXX-HIT

The editorial staff of OFFIXX organises reader tests on a regular basis – from test call to analysis report and publication of the test results (including the possible award of the label „OFFIXX-HIT“). Additionally, tests by the editorial staff are offered as well.



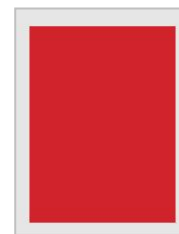
- 1 Total run:** 31,000 copies
- Total number of distributed copies, annual average (see AMF-scheme 2, no.17):** 30,800 copies
- 2 Format:** 160 mm x 230 mm (W x H)
Type area: 124 mm x 202 mm (W x H)
No. of columns: 2
Column width: 65,5 mm
- 3 Printing and binding method:** Offset printing, moving wire stitch, printable PDF
- 4 Frequency:** 2 issues p. a.
- Publication 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

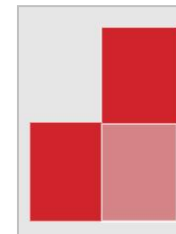
7 Advertising sizes (width mm x height mm) and rates (plus VAT):

Format	Type area	Bleed (+ 3 mm four-side-trim)	Price	AE-Price*
1/1	136 x 198	160 x 230	3,990 €	4,694 €
1/2 high	65,5 x 198	77,5 x 230	2,490 €	2,929 €
1/2 crossways	136 x 99	160 x 115	2,490 €	2,929 €

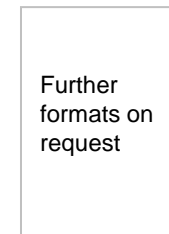
- * Only "AE-Prices" include an agency commission (15 %).
- **Advertisorial prices** are equal to ad prices (including layout support if necessary).
- **Bleed ads** are preferred (regarding the special layout of OFFIXX).
- Bleed ads need a 3 mm **four-side-trim**.
- **Distance to the inner margin:** 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.



1/1 full page



1/2 page



Further
formats on
request

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:	
	2 ads	5 %
	4 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 on request, see p 5, point 7.

12	Bound inserts:	2 pages (1 sheet) 3,000 € 4 pages (2 sheets) 4,650 € 8 pages (4 sheets) 6,000 € Further prices on request. Prices apply to a paper weight of max. 150 g. Delivery untrimmed, bleed upon request.
13	Loose inserts:	not available
14	Glued-on inserts	
	Prices per thousand:	
	(excl. postage):	140 € for postcards 180 € for CDs/booklets Larger and heavier formats on request. No discounts.
15	Delivery note	
	for pos. 12 –14:	On request
	For delivery:	For „OFFiXX“ (issue/no.)

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