

# Das Büro

Magazine for Modern Office Work

## Rate Card 2018



Date: 10/04/2017

**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, health, design aesthetics, quality, innovation, sustainability and economy. Das Büro is competent, compact and complete.

**Target groups:**

At present, around 21 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:** 22<sup>nd</sup> year

**4 Website:** [www.OfficeABC.DE](http://www.OfficeABC.DE)  
[www.fb.com/officeroxx](http://www.fb.com/officeroxx), [twitter.com/officeroxx](https://twitter.com/officeroxx)  
[officeroxx@flipboard](mailto:officeroxx@flipboard)

**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  
Gustav-Freytag-Straße 7, 10827 Berlin  
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Fax: +49 30 479071-20  
Email: [info@OfficeABC.DE](mailto:info@OfficeABC.DE)  
Web: [www.OfficeABC.DE](http://www.OfficeABC.DE)

**8 Editorial staff:**

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**9/10 Advertisements/ distribution:**

Tobias Meier  
Phone: +49 30 479071-28  
Email: [TM@OfficeABC.DE](mailto:TM@OfficeABC.DE)

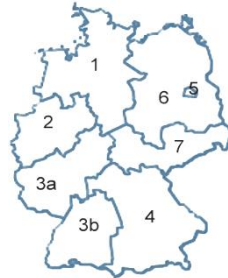
<b>11</b>	<b>Subscription:</b>	Single copy: 9.50 € Subscription Germany: 49 € postage and VAT included Subscription outside Germany: 49 € postage and VAT not included (6 issues of Das Büro plus up to 4 special editions)
<b>12</b>	<b>ISSN-Number:</b>	1867-8181
<b>13</b>	<b>Volume analysis:</b>	2016–2017 (issues 05/16–04/17) = 6 issues without special editions)
	Format:	210 mm x 297 mm (width x height)
	Total content:	432 pages = 100 %
	Editorial part:	362 pages = 83,8 %
	Advertisements:	70 pages = 16,2 %
	Inserts:	11 pieces
<b>14</b>	<b>Content analysis:</b>	Editorial content 2016/2017 = 362 pages (without special editions)
	Office culture	26 %
	Office equipment	22 %
	Office technology	21 %
	Office supplies	13 %
	Miscellaneous	18 % (editorials, contents, addresses; jubilee)
<b>15</b>	<b>Circulation control:</b>	Publisher's statement

<b>16</b>	<b>Circulation analysis:</b>	Copies per issue on average from 1 July 2016 to 30 June 2017
	<b>Total run:</b>	30,098
	<b>Print run:</b>	24,000
	<b>Digital copies*:</b>	6,098
	<b>Total number of distributed copies:</b>	29,898
	<b>Sold circulation:</b>	2,949
	– Subscription copies: thereof digital copies:	1,968 379
	– Single sales: thereof digital:	261 135
	– Other sales:	720
	<b>Qualified distribution:</b> thereof digital:	26,049 5,584
	<b>Fairs/exhibitions:</b>	600
	<b>Free copies:</b>	300
	<b>Rest, archive and voucher copies:</b>	200

\* Das Büro is also being distributed via digital channels, for example via email and online platforms like [www.onlinekiosk.de](http://www.onlinekiosk.de). Further information on request.

## 17 Geographical distribution analysis according to the Nielsen regions:

- Nielsen 1: 10 %
- Nielsen 2: 22 %
- Nielsen 3a: 19 %
- Nielsen 3b: 22 %
- Nielsen 4: 18 %
- Nielsen 5+6: 4 %
- Nielsen 7: 5 %



### Readership analysis:

Data is taken from the readers' survey from 14 July to 4 August 2017.

### Size of enterprise/organisation:

- 1 up to 10 employees: 16 %
- 11 up to 100 employees: 41 %
- 101 up to 500 employees: 35 %
- 501 and more employees: 8 %
- Total: 100 %

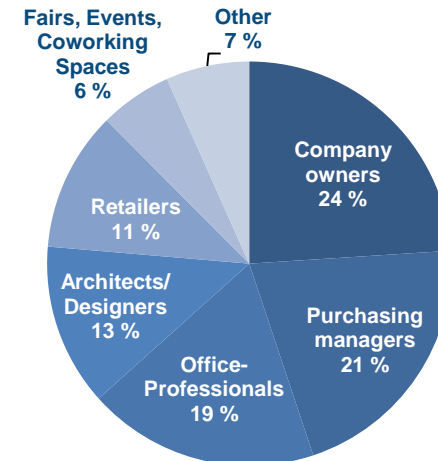
### Decision-making power regarding the office equipment:

- Full power: 50 %
- Limited power: 34 %
- Through suggestion/help: 13 %
- No power of decision making: 3 %
- Total: 100 %

### Receiver:

Receiver:	Percentage	Copies	Comment
- Company owners:	24,0 %	7.225	
- Purchasing managers:	20,9 %	6.292	
- Office professionals:	18,5 %	5.575	
- Architects/Designers:	13,0 %	3.909	
- Office furniture retailers:	5,1 %	1.535	Including planners and consultants
- Fairs/Events:	4,0 %	1.210	
- Office technology retailers:	3,1 %	920	IT system houses
- Office supplies retailers:	3,0 %	891	Stationary
- Coworking Spaces:	1,8 %	533	
- Other*:	6,7 %	2.009	
- Total:	100 %	30.098	

\* (Company medical officers, facility managers, safety officers and more. As well as not known)



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 Office 4.0/Smart Office, well-being, coworking, presentation, organisation, sustainability, travel and event management (MICE)
  - Health, safety and environmental topics
  - Office ergonomics, mental and physical health, usability, etc.
  - Modern office management (career, correspondence)
  - Studies, best practice examples, News
  
- Office equipment – Office desks and chairs, system furniture, i. e. 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, flooring, etc.
  - News
  
- Office technology – Printers, photocopiers, scanners
  - Telecommunication equipment (headsets, telephone systems, conference and collaboration systems, etc.)
  - Displays, projectors, computers, computer peripherals (keyboards, mice, etc.)
  - Server- and WLAN-Technology, Cloud- and storage solutions
  - Document shredders, dictation technology
  - Software (office solutions, safety, ECM/DMS, etc.)
  - News

- Office supplies – Presentation and organisation
  - Mail processing
  - Coffee, tea, water, catering
  - Cleaning products
  - Paper supplies and writing instruments, document-finishing
  - Calendars, gifts, promotion items
  - E-Procurement
  - News

- Addresses – Top addresses for all four office categories: First-class manufacturers and retailers

**In 2018, the following fairs will be depicted in Das Büro:**

Fair	Date	City
Domotex	12.01.–15.01.2018	Hannover
imm cologne	15.01.–21.01.2018	Cologne
Paperworld	27.01.–30.01.2018	Frankfurt/Main
ISE	06.02.–09.02.2018	Amsterdam
CCW	27.02.–01.03.2018	Berlin
INservFM	27.02.–01.03.2018	Frankfurt/Main
ITB/Business Travel Days	07.03.–11.03.2018	Berlin
Internorga	09.03.–13.03.2018	Hamburg
Light+Building	18.03.–23.03.2018	Frankfurt/Main
Corporate Health Convention	24.04.–25.04.2018	Stuttgart
Cebit	11.06.–15.06.2018	Hannover
Co-REACH	20.06.–21.06.2018	Nuremberg
Office Swivel Chair Test	25.06.–22.07.2018	Berlin
IFA	31.08.–05.09.2018	Berlin
Zukunft Personal	01.09.–30.09.2018	Cologne
Insights-X	04.10.–07.10.2018	Nuremberg
Arbeitsschutz Aktuell	23.10.–25.10.2018	Stuttgart
Orgatec	23.10.–27.10.2018	Cologne
mbt Meetingplace	25.10.–25.10.2018	Basel

## Das Büro 1/18

AS: 30.01.2018 DS: 16.02.2018  
RS: 30.01.2018 ET: 05.03.2018

- Main topics:**
- Special: Office lighting with Light+Building preview
  - Office flooring trends, 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 dispensers – catering providers
  - Market overview: automatic coffee makers

## Das Büro 2/18

AS: 29.03.2018 DS: 19.04.2018  
RS: 29.03.2018 ET: 07.05.2018

- Main topics:**
- Special: Trends in office technology with Cebit preview
  - Trends in office equipment (furniture, acoustics, etc.)
  - Office lighting with highlights of Light+Building
  - Design (iF, Red Dot Award, etc.)
  - Green Office: ecological sustainability
  - Printers/MPS/MFDs
  - DMS/ECM
  - Mail processing, mailings, Co-Reach preview
  - E-procurement

## Das Büro 3/18

AS: 05.06.2018 DS: 22.06.2018  
RS: 05.06.2018 ET: 09.07.2018

- Main topics:**
- Special: Office break, with automatic coffee makers, delivery services, catering providers, movement offerings, lounge furniture, etc.
  - Presentation and conferences (technology – office supplies – furniture)
  - Computers and peripherals
  - WLAN and cloud solutions
  - Office power & cable management, 3<sup>rd</sup> level, monitor arms
  - Calendars, gifts, advertising items

## Das Büro 4/18

AS: 02.08.2018 DS: 21.08.2018  
RS: 02.08.2018 ET: 05.09.2018

- Main topics:**
- Special: Health (encouragement of movement, ergonomics, etc.)
  - Communication (software, hardware, services, furniture)
  - Results of the Office Swivel Chair Test
  - Organisation, data backup
  - Document management
  - Document finishing: lamination, stamps, etc.
  - Cleaning products/hygiene
  - Travel management, business hotels, MICE
  - Market overview: document shredders

## Das Büro 5/18

AS: 11.09.2018 DS: 28.09.2018  
RS: 11.09.2018 ET: 16.10.2018

- Main topics:**
- Special: Office trends with huge Orgatec preview: furniture, concepts, air conditioning & air purification, lighting, flooring, media equipment, etc.
  - Acoustics: walls, headphones, etc.
  - Scanners, printers, associated consumables
  - Mail processing
  - Automatic coffee makers and coffee specialties
  - Writing instruments

## Das Büro 6/18

AS: 09.11.2018 DS: 28.11.2018  
RS: 09.11.2018 ET: 13.12.2018

- Main topics:**
- Special: New Work with coworking spaces, business centres, home office, start-ups, etc.
  - Highlights of Orgatec
  - Design: German Design Award and more
  - Software, office apps
  - IT/telecommunication & collaboration technology
  - Displays and projectors with ISE preview
  - MICE and travel management
  - Trends in office supplies with Paperworld preview

## Special Issues 2018

### Das Büro: Office Products of the Year 2018

AS: 30.01.2018 DS: 16.02.2018  
RS: 30.01.2018 ET: 05.03.2018

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 2004, 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 2018, the Office Products of the year will again be presented in a special issue.

### Das Büro: Quality Office 2018

AS: 20.03.2018 DS: 13.04.2018  
RS: 27.03.2018 ET: 30.04.2018

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), this very special buyers guide gives a representative overview containing all certified products and services as well as service providers – already for the tenth time.

### Das Büro: Office Brands 2018

AS: 24.07.2018 DS: 15.08.2018  
RS: 31.07.2018 ET: 30.08.2018

Outstanding office work surely needs outstanding office products. But to find the ideal office products is often not easy. Searching the internet sometimes creates more confusion than clarity. Therefore, this issue will portray the most important manufacturers of office equipment (furniture, lighting, air purification, acoustics, etc.), office technology (computers, printers, projectors, software/apps, etc.), office supplies (document shredders, mail processing, organisation, etc.) and office culture (travel management/MICE, health, career, etc.).



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:** 30,098 copies  
**Total number of distributed copies,** annual average (see AMF-scheme 2, no.17): 29,898 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, 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  
 Email: [TM@OfficeABC.DE](mailto: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  
 BIC: BELADEVXXX  
 IBAN: DE21100500001913002345

- 7 Advertising sizes (width mm x height mm) and rates (plus VAT):**  
 Valid for four colour advertisements.

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



<b>9</b>	<b>Combinations:</b>	Only one discount is valid.
<b>10</b>	<b>Special advertising sizes:</b>	On request
<b>11</b>	<b>Discount:</b>	(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 8 point 7.
<b>12</b>	<b>Bound inserts:</b>	
	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.
<b>13</b>	<b>Loose inserts</b>	
	(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.

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

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

## Tests and Awards

The editorial staff regularly tests new products for the suitability in offices – categories include ergonomics, innovation, design and ecology. The most convincing products get the recommendation büroHIT. Since 2005, every summer the annual big Office Swivel Chair Test has taken place. In it, current office chairs which are available on the German market are tested. Readers tests of office products can also be carried out on request.



## Special advertising types

Das Büro is offering almost every form of specialised advertising types. In addition to bound inserts, glued-on inserts and address-entries (see p. 9).

this also includes

- Advertorials (text advertisements),
- sponsored articles,
- banderoles,
- wrappers,
- offprints.

Upon request, we will send you the prices for these special advertising types.



## 20 years of Das Büro

The road to the Magazine for Modern Office Work.

[An article from Das Büro 1/17](#)



## Corporate Publishing

We also create and produce client and company magazines as well as business/yearly/management and board reports for you.

Use our knowhow.



## Events and Campaigns of DIMBA: Deutsches Institut für moderne Büroarbeit

In cooperation with the Deutsches Institut für moderne Büroarbeit DIMBA the magazine Das Büro also organises events. For many years, there have been events such as the so called [Bürotrendforen](#) (Office Trend Fora), as well as congresses, trade fair tours and seminars.



The magazine Das Büro is also the initiator and a founding member of the campaigns "[Aufstand im Büro](#)" ("Stand up in the Office") for more sit-stand solutions and "[Bewegung im Büro](#)" ("Movement in the Office") for more dynamic sitting.

What can we do for you?



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



### Modern Office

Since 2010, the publishing house Verlag Frank Nehring has produced special supplements for renowned newspapers and business magazines on behalf of the DIMBA Deutsches Institut für moderne Büroarbeit.

[www.OfficeABC.DE](http://www.OfficeABC.DE)

**OFFICE ROXX**  
★ DER AMTLICHE BÜRO-BLOG ★

### OFFICE-ROXX.DE

As the only one of its kind, the "Official Office Blog" informs about all important aspects of the modern office. News, product recommendations and overviews as well as tips and tests are presented from the categories office culture, office equipment, office technology and office supplies.

[www.OFFICE-ROXX.DE](http://www.OFFICE-ROXX.DE)



### Facebook, Twitter & Flipboard

The editorial staff also informs at [fb.com/officeroxx](https://fb.com/officeroxx), [twitter.com/officeroxx](https://twitter.com/officeroxx) and [officeroxx@flipboard](mailto:officeroxx@flipboard) about the topic office.