

modern office

Modern Office

The Very Best For Offices

Rate Card 2018

Süddeutsche Zeitung **Handelsblatt**

Wirtschafts **Woche**

Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND



Date: 10/04/2017

1 Characteristics/USP:

Modern Office – these are the high-quality supplements of the publishing house PRIMA VIER Verlag Frank Nehring. Since 2010, the issues have been 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 in the public and the private sector 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.

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:** 9th year

4 **Website:** www.OfficeABC.DE
fb.com/officeroxx
twitter.com/officeroxx
officeroxx@flipboard

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

6 **Publishing house:** PRIMA VIER
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10 **ISSN:** 2194-0681

Print run/digital copies and distribution analysis

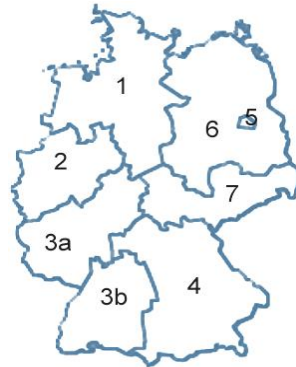
Total run:	at least 105,000 copies each
Print run:	at least 100,000 copies each
Digital copies*:	5,000 copies
Total number of distributed copies:	at least 105,000 copies each

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



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?



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.



These issues of Modern Office 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 (*Workplace 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 (*Workplace 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 Allgemeine Zeitung

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

Published on 8 June 2016 in the Süddeutsche Zeitung

Arbeitswelt & Ausstattung (*Workplace and equipment*)

Published on 17 October 2016 in the Süddeutsche Zeitung

Kommunikation im Büro (*Communication in the office*)

Published on 12 June 2017 in the Süddeutsche Zeitung

Gesundheit & Wohlbefinden (*Health & Well-Being*)

Published on 9 October 2017 in the Süddeutsche Zeitung

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

Modern Office 1/18 Office 4.0: Smart Office

AS: 18.04.2018 DS: 04.05.2018
RS: 18.04.2018 ET: 04.06.2018

Süddeutsche Zeitung

Print run: at least 100,000 copies
Digital copies: 5,000
Will be published on 4 June in the Süddeutsche Zeitung

Smart Office, Smart Working, New Work and Office 4.0 are terms that describe the current, ground-breaking change of office work – driven by digitalisation and flexibilisation. This issue of Modern Office – which will be published in the run up of the “new” Cebit in June 2018 – is dedicated to these developments. First, trend experts will have their say. Then best practice examples as well as products and solutions for the digitally connected office work will be shown.

Topics:

- Office technology: software/apps, communication and collaboration solutions, services, cloud, computers, printers, scanners, ...
- Office equipment: digitally enhanced furniture (apps, planning tools etc.), smart office lighting, clever power and cable management
- Office supplies: digital mail processing, digital whiteboards, digital calendars, stylus pens, e-procurement, smart coffee machines
- Office culture: organisation techniques and tools, apps for travel management/MICE, health, fitness, schedules etc.
- and much more



With a daily reach of 1.13 Mio. readers, the Süddeutsche Zeitung (SZ) is Germany's largest national quality newspaper. It reaches 28,9 % of all decision makers in Germany ([LAE 2017](#)) – more than any other daily or weekly newspaper in Germany.

Modern Office 2/18 Workplace and equipment

AS: 31.08.2018 DS: 17.09.2018
RS: 31.08.2018 ET: 15.10.2018

Süddeutsche Zeitung

Print run: at least 100,000 copies
Digital copies: 5,000
Will be published on 15 October in the Süddeutsche Zeitung

In the run up of the office furniture fair Orgatec in October, this issue is dedicated to concepts of modern office working environments. Furthermore, it will present examples and possibilities of excellent office equipment.

Topics:

- Main topics: New Work, Smart Office, design, health, well-being, mobility/flexibility, sustainability, quality
- Examples and solutions from the fields of:
 - Office equipment (furniture, lighting, air conditioning, air purification, acoustics, flooring, walls, power and cable management, monitor arms, ...)
 - Office technology (computers, computer peripheral, software/apps, printers, monitors, projectors, telecommunications, shredders, ...)
 - Office supplies (organisation, presentation, papers, writing instruments, mail processing, coffee machines, hygiene, ...)



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- 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
 Gustav-Freytag-Straße 7
 10827 Berlin
- Advertising department (administration):** Tobias Meier
 Email: TM@OfficeABC.DE
 Phone: +49 30 479071-28
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- 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):**
 Valid for four colour advertisements.

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.*

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



Das Büro

The magazine for modern office work is the only professional journal in Germany that covers the entire spectrum of office related topics and addresses managing directors and purchasing managers as well as retailers and specialists. Competent, compact, complete.

www.OfficeABC.DE

OFFICE-ROXX.DE

OFFICE ROXX
★DER AMTLICHE BÜRO-BLOG★

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



Facebook, Twitter & Flipboard

The editorial staff also informs at fb.com/officeroxx, twitter.com/officeroxx and officeroxx@flipboard about the topic office.