

As You
Like It.

William Shakespeare.



DRUCKMARKT
Prinmediamağazın

Media 2017

Your own menu.

Just like cooking, making magazines requires a lot of creativity, good ingredients are needed and a perfect preparation is necessary. This applies to each single meal and even for assembling the sequence of courses.

We don't want to recommend „Druckmarkt“ as a meal, but we are working like chefs to create new menus in order to dish out interesting information to our guests – our readers. And of course, we attach great importance to good preparation and cooking. Subjects and topics who respond (even if they might not meet every taste), pages that are well laid out and easy to read – and in a print quality that meets the demands of the graphic arts industry.

And the menu sequence is well done. „Druckmarkt“ offers relevant daily news on the website „www.druckmarkt.com“ as appetizers, every two weeks the PDF magazine „Druckmarkt impressions“ on the Internet, every two months the printed magazine in high quality and the technical issues „Druckmarkt COLLECTION“ in no particular order, preparing difficult subjects easy but exhaustive.

We encourage you to put together your own menu from the offerings of Druckmarkt and choose the right medium for your communication.

With this concept „Druckmarkt“ has established itself as a magazine for the printing industry, while setting new standards. The editorial topics offer everything you need to know about the relevant issues in the industry. The trends, news, top-level interviews, base articles and background information is a reflection of the market, while tailored to the information needs of management.

The target group includes entrepreneurs, executives, investment managers in printing and publishing, print buyers or print production focused professionals in advertising agencies or the industry and employees, consultants, specialists in the supply industry, students, learners, teachers, trainers and consultants.



Great choice of topics.

Our actuality is actuality of themes. We want to talk and discuss about the right things at the right time. Leadership in themes is the claim of „Druckmarkt“. We stand for a thing, avoiding no judgment and we also provide the criticism. Because we understand „Druckmarkt“ as a platform for information exchange and communication.

In each of the six issues per year, we report on corporate governance, marketing, advertising, communication, education and training, print, publishing, information and communication technologies. Regular features include:

- Management, corporate strategy
- E-business, Web-to-Print
- Media, Premedia
- Prepress, workflow, digital imaging
- Print and Finishing
- Packaging and processing
- Digital printing, large format printing
- Newspapers and publishing technologies
- Paper, typography, design, Graphic Arts
- Environment and Ecology
- Education and training

Our concept is to provide information in the width and depth for a clearly defined target audience: the investment decision makers and managers at the companies. For this group we analyze and document the manufacturers and supplier-scene.

We provide information and comment whenever it is appropriate, and not wait until the message reaches the editors. Because we do not see ourselves as the voice of the industry, but as a critical reporter of the industry. Consistently in the choice of subjects and independent of marketing providers.

Publication dates:

6 times a year at 2-month intervals.

„Druckmarkt“ year subscription:

6 issues per year 60,00 € including postage and packing (domestic), 76,00 € (abroad).

Retail:

15,00 € per issue plus shipping.

Editorial schedule ›Druckmarkt‹ 2017

| Issue | 107 | 108 | 109 | 110 | 111 | 112 |
|------------------------|---------|---------|---------|---------|---------|---------|
| Editorial deadline | 01. 02. | 15. 03. | 08. 05. | 05. 07. | 06. 09. | 08. 11. |
| Advertisement deadline | 03. 02. | 17. 03. | 10. 05. | 07. 07. | 08. 09. | 10. 11. |
| Artwork deadline | 07. 02. | 22. 03. | 12. 05. | 12. 07. | 13. 09. | 15. 11. |
| Date of publication | 17. 02. | 31. 03. | 24. 05. | 21. 07. | 22. 09. | 24. 11. |

Editorial topics 2017

Issue 107 • February 17th

Markets
Print & finishing
PRINT digital!
Digital print
Finishing
Online print

January | February

The strengths of print in the communication mix.
Print 4.0: Cross-linked and automated printing and finishing.
The ›Digital Print Gallery‹ – Applications and successful samples.
Packaging digital print and improved.
Digital print and his consequences.
Series: The online printers.

Issue 108 • March 31st

Markets
Online print
Print & finishing
PRINT digital!
Digital print
Large format printing

March | April

Customer loyalty by online print.
Series: The online printers.
Offset printing with new colours and dryers.
The ›Digital Print Gallery‹ – Applications and successful samples.
Technology: Where does the trip go? Inkjet on the pole position?
From paper to glass: The variety of substrates and inks.

Issue 109 • May 24th

Markets
Print & finishing
PRINT digital!
Digital print
Paper and substrates
Online print

May | June

Crossmedia: Sideshow or real complement?
The printed catalogue as an anchor in a multimedia world.
The ›Digital Print Gallery‹ – Applications and successful samples.
Strategies for the Individualisation.
With fine feeling: the value of haptics.
Series: The online printers.

Issue 110 • July 21st

Markets
Premedia & prepress
Print & finishing
PRINT digital!
Veredelung
Online print

July | August

Enlargement of the services: But what?
What remains for prepress in the cross-linked print shop?
Corporate publishing: Successfully with magazines.
The ›Digital Print Gallery‹ – Applications and successful samples.
Refining in label printing and packaging.
Series: The online printers.

Issue 111 • September 22nd

Markets
PRINT digital!
Digital print
Premedia & prepress
Print & finishing
Online print

September | October

Newspaper presses in the commercial print market.
The ›Digital Print Gallery‹ – Applications and successful samples.
What's about mailings, magazines and newspapers?
Publishing in the cloud: Is it just blowing smoke?
Big data in the print shop?
Series: The online printers.

Issue 112 • November 24th

Markets
Print & finishing
PRINT digital!
Digital print
Refining
Online print

November | Dezember

What are the real growth markets in print?
Design, paper and print: The charm of the contrasts.
The ›Digital Print Gallery‹ – Applications and successful samples.
Photo and print belong together inseparably.
What is feasible and what perform the systems?
Series: The online printers.

Advertising rates 2017

| Ads | max. width | max. height | total price |
|---------------|------------|-------------|-------------|
| Type area | 185 mm | 280 mm | |
| 1/1 | 210 mm | 297 mm | 2.700,00 € |
| 1/2 portrait | 100 mm | 297 mm | 1.350,00 € |
| 1/2 landscape | 210 mm | 140 mm | 1.350,00 € |
| 1/3 portrait | 70 mm | 297 mm | 900,00 € |
| 1/3 landscape | 210 mm | 95 mm | 900,00 € |
| 1/4 portrait | 55 mm | 297 mm | 675,00 € |
| 1/4 landscape | 210 mm | 70 mm | 675,00 € |
| 1/5 landscape | 210 mm | 55 mm | 540,00 € |
| 1/8 landscape | 210 mm | 35 mm | 337,50 € |

Advertorials

| | |
|-----------|------------|
| 2/1 pages | 5.000,00 € |
| 1/1 page | 2.700,00 € |
| 1/2 page | 1.500,00 € |

An annual booking includes 6 ads or Advertorials – you will pay the price of 5 ads and **save 17%**.

Supplements and inserts on request

Plus 3 mm trimming area. All prices exclude VAT.

Magazine format: DIN A4 (210 x 297 mm).
Type area: 185 x 280 mm.
Printing process: Offset, perfect binding.
Spot colors will be converted into process colors.

Data format: PDFs
Data transmission via E-Mail at
nico@druckmarkt.com.

Circulation:
4.500 copies.

Your contact for advertisements
Klaus-Peter Nicolay
nico@druckmarkt.com

Publication dates:
6 times a year at 2-month intervals.

Quick facts.

Publication dates:

6 times a year at 2-month intervals.

Format: DIN A4 (210 x 297 mm).

Type area: 185 x 280 mm.

Printing Process: Offset, perfect binding.

Spot colors are converted into process colors.

Circulation: 4,500 copies.

Your contact for editorial

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