

As You  
Like It.

William Shakespeare.



DRUCKMARKT  
Prinmediamagazin

Media 2018

# Your own menu.

Just like cooking, making magazines requires a lot of creativity, good ingredients 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‹ 2018

Issue	113	114	115	116	117	118
Editorial deadline	31. 01.	09. 03.	14. 05.	09. 07.	03. 09.	05. 11.
Advertisement deadline	01. 02.	12. 03.	17. 05.	12. 07.	06. 09.	08. 11.
Artwork deadline	02. 02.	16. 03.	22. 05.	16. 07.	11. 09.	12. 11.
Date of publication	12. 02.	04. 04.	04. 06.	27. 07.	21. 09.	23. 11.

# Editorial topics 2018

## Issue 113 • February 12<sup>th</sup>

## January | February

Markets	The new role of print.
PRINT digital!	The ›PRINT digital Convention 2018‹.
Print & finishing	Packaging – digital printed.
Digital print	New business models in digital print.
Online print	Series: The online printers.

## Issue 114 • April 4<sup>th</sup>

## March | April

Markets	The strengths of print in the communication mix.
PRINT digital!	The ›Digital Print Galery‹ – Applications and successful samples.
Large format printing	The variety of systems, substrates and inks.
Online print	Online Print Symposium 2018 – a review.
Print & finishing	Cross-linked and automated printing and finishing.

## Issue 115 • June 4<sup>th</sup>

## May | June

Markets	Enlargement of the services: But what?
PRINT digital!	Strategies for the Individualisation.
Online print	Series: The online printers.
Print & finishing	Enhancement in print and finishing.
Paper and substrates	The value of haptics.

## Issue 116 • July 27<sup>th</sup>

## July | August

Markets	Advertising and print: Still in one front?
PRINT digital!	The principle discipline: Mailings.
Large format printing	A never ending boom?
Online print	MIS or web-to-print system?
Print & finishing	Design, paper and print: The charm of the contrasts.

## Issue 117 • September 21<sup>st</sup>

## September | October

Markets	Photo and print belong together inseparably.
PRINT digital!	The succes story book on demand.
Print & finishing	What's about the newspapers?
Online print	Series: The online printers.
Prepress	What remains for prepress in the cross-linked print shop?

## Issue 118 • November 23<sup>th</sup>

## November | Dezember

Markets	What are the real growth markets in print?
PRINT digital!	Push into the unusual.
Large Format Printing	What is feasible and what perform the systems?
Print & finishing	Big data in the print shop?
Online print	Software driven printing.

# Advertising rates 2018

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.

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