



Das Büro

Magazine for Office Excellence

Media Information 2010



date: 17/03/10

**1 Characteristics summary/USP/
Characteristics in brief:**

Das Büro is the only German business magazine which covers the entire spectrum of office related topics. Das Büro informs office professionals about outstanding developments in the field of office culture, office equipment, office technology and office supplies, focusing particularly on ergonomics, design aesthetics, quality, innovation, economy and ecology.

Target groups:

At present, approximately 19 million people, that is almost every second employee, work at an office in Germany. The magazine targets decision makers of small and mid-market companies.

Das Büro, thus, primarily addresses itself to:

- 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, 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/Years: 14th year

4 Web address: www.das-buero-magazin.de

5 Memberships

DNB – Media partner of the Deutsches Netzwerk Büro e. V.

Partnerships:

bso – Verband Büro-, Sitz- und Objektmöbel e. V.
VBG – Verwaltungs-Berufsgenossenschaft
bSb – Bundesverband Sekretariat und Büromanagement e. V.

6 Organ:

I.O.E. Initiative Office-Excellence

7 Editor/Publisher:

Frank Nehring

8 Publishing house:

Verlag Frank Nehring GmbH
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12	Subscription:	Single copy: 5 € subscription rate Germany: 27 € plus 9 € postage, VAT included (6 issues of Das Büro plus special editions)
13	ISSN-Number:	1867-8181
14	Volume analysis:	2008–2009 (issues 05/08–04/09) = 6 issues
	Format:	210 mm wide x 280 mm high
	Total content:	388 pages = 100 % (48–72 pages + 4 pages)
	Editorial part:	349 pages = 90 %
	Advertisements:	39 pages = 10 %
	Inserts:	12 pieces
15	Content analysis:	Editorial content 2008/2009 = 349 pages (without special editions)
	Office culture	17 %
	Office equipment	27 %
	Office technology	25 %
	Office supplies	25 %
	Address entries	6 %
16	Circulation control:	–
17	Circulations analysis:	Copies per issue on average July 1, 2008 to June 30, 2009
	Print run:	24,800

Number of copies actually distributed:	24,590
thereof foreign countries:	85
Sold circulation:	2,790
thereof foreign countries:	–
– Subscription copies:	2,610
– Single sales:	–
– Other sales:	180
Qualified distribution:	16,460
thereof to Architects:	3,250
Fairs/exhibitions:	500
Specialized trade/Retailers:	4,080
Free copies:	760
Rest, archive and voucher copies:	210

18 Geographical distribution analysis

	%	Copies
Germany:	99.8	24,505
Foreign Countries:	0.2	85
Totally:	100	24,590

Reader structure analysis

A readership survey had been carried out from July 1, 2009 to August 15, 2009. It is available upon request.

The magazine's concept is based on four main categories: office culture, office equipment, office technology and office supplies. Das Büro connects manufacturers and consumers, competent expert opinions and pragmatic solutions.

Standard categories - contents

Office culture

- General topics: time and self-management, rhetoric and presentation skills
- Health, safety and environmental topics
- Office ergonomics: mental and physical health, usability etc.
- Modern office management (travel management, correspondence)
- Studies and best practice examples
- News

Office equipment

- Office tables and chairs, system solutions etc.
- Sit-stand-workstations, room partitioning systems, office and conferences furniture
- Architecture, real estate and facility management
- Lighting systems, acoustics, air quality, floor coverings etc.
- News

Office technology

- Printers, copy and fax machines, scanners
- Telecommunications equipment (headsets, telephone systems, conference systems, VoIP etc.)
- Displays, projectors, computers, computer periphery
- Dictating technology, document shredders
- Software (Office solutions, safety, ECM, DMS, CRM etc.)
- News

Office supplies

- Paper supplies and writing implements
- Presentation and organisation
- Cleaning products
- Mail processing (enveloping, franking, courier services etc.)
- Coffee, water, catering
- Calendars, gift articles
- News

Addresses

- Top addresses for office equipment:
First-class manufacturers and competent retailers

In 2010, the following fairs will reported on Das Büro:

Fair	Date	City
Domotex	16/01/10 – 19/01/10	Hanover
imm cologne	19/01/10 – 21/01/10	Cologne
Paperworld	30/01/10 – 02/02/10	Frankfurt/Main
CallCenterWorld	08/02/10 – 11/02/10	Berlin
CeBIT	02/03/10 – 06/03/10	Hanover
Facility Management	09/03/10 – 11/03/10	Frankfurt/Main
ITB	10/03/10 – 14/03/10	Berlin
Light & Building	11/04/10 – 16/04/10	Frankfurt/Main
PostPrint	05/05/10 – 07/05/10	Berlin
IFA	03/09/10 – 08/09/10	Berlin
Orgatec	26/10/10 – 30/10/10	Cologne
DMS EXPO	09/11/10 – 11/11/10	Cologne

AS: Anzeigenmeldeschluss (Advertising closing date)
RS: Redaktionsschluss (Editorial deadline)
DS: Druckunterlagenschluss (Delivery date for printing data)
ET: Erscheinungstermin (Publishing date)

Das Büro 1/10

AS: 18/02/10 DS: 04/03/10
RS: 18/02/10 ET: 22/03/10

Main topics:

- Trends in office supplies: Paperworld 2010
- Trends in floor covering: Domotex 2010
- Beautiful office furniture: Imm cologne 2010
- Lighting solutions
- Mail processing and postage
- Safety
- Scanners
- Software
- Market survey: Franking machines
- Special: Acoustics

Das Büro 2/10

AS: 12/04/10 DS: 26/04/10
RS: 12/04/10 ET: 11/05/10

Main topics:

- Trends in office technology: CeBIT 2010
- Trends in office furniture: tables, chairs, systems
- Facility management 2010: News
- Travel management: ITB trends 2010
- Smoke cleaning systems and air conditioning systems
- Document Finishing: Laminating, franking etc.
- Cleaning products
- Automatic coffee makers/machines, Water dispenser and catering companies
- Market survey: Multifunction printers

Das Büro 3/10

AS: 14/06/10 DS: 28/06/10
RS: 14/06/10 ET: 15/07/10

Main topics:

- Lighting trends: Light & Building 2010
- Ergonomic workstation
- Computers and displays
- Paper & special paper supplies (labels etc.)
- Mail processing with ECM
- Market survey: Dictation sets

Das Büro 4/10

AS: 04/08/10 DS: 20/08/10
RS: 04/08/10 ET: 07/09/10

Main topics:

- Office safety: software, hardware, service
- Office Professionals Test 2010: office swivel chairs
- Telecommunications
- Computer periphery (input devices)
- Office organisation
- Filing
- Market survey: Document shredders

Das Büro 5/10

AS: 14/09/10 DS: 30/09/10
RS: 14/09/10 ET: 18/10/10

Main topics:

- Office furniture: Preview Orgatec 2010
- Health and ecological factors at the office
- Presenting: technology - office supplies - furniture (also meetings and conferences)
- Printers - b/w and colour, ink-jet and laser, multifunction, DMS, consumable office supplies
- Automatic coffee makers/machines and coffee specialities
- Writing implements
- Market survey: Projectors
- Special!: Luxury & lifestyle

Das Büro 6/10

AS: 10/11/10 DS: 24/11/10
RS: 10/11/10 ET: 10/12/10

Main topics:

- Office furniture trends: Highlights of Orgatec 2010
- Lighting solutions
- Mobile Office - from notebook to mobile phone
- Telecommunications
- Software with ECM
- Digital dictation sets
- Paper & special paper supplies (labels etc.)
- Market survey: Notebooks
- Special!: Wellness

Special edition

Green Office 2010

AS: 07/05/10 DS: 04/06/10
RS: 21/05/10 ET: 23/06/10

Green companies and products

Office supplies:

Paper supplies, writing implements, organisation and presentation resources etc.

Office technology:

Notebooks, computer monitors, servers, printers, conference solutions etc.

Office equipment:

Furniture, lighting, floor coverings etc.

Further issues planned.

- 1 Print run:** 24,800 copies
- 2 Magazine size:** 210 mm x 280 mm (B x H)
Type area: 178 mm x 240 mm (B x H)
No. of columns: 3
column width: 56 mm
- 3 Printing and binding method:** Offset printing, moving wire stitch
- 4 Frequency** 6 issues per annum (plus special editions)
- Publishing dates and Deadlines:** see publication schedule
- 5 Publishing house:** Verlag Frank Nehring GmbH
Zimmerstraße 56
10117 Berlin
- Advertising department (administration):** Bärbel Skrzypczak
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- 6 Terms of Payment:** Payment upon receipt of invoice
- Bank details
Berliner Sparkasse
Kto.-Nr.: 19 13 002 345
BLZ: 100 500 00
IBAN: DE 21 10050000
1913002345
BIC: BELADEBEXX

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

Format	Type area	Bleed (+ 3 mm four-side-trim)	Price
1/1	178 x 240	210 x 280	5,445 €
2/3 high	117 x 240	134 x 280	3,950 €
2/3 crossways	178 x 160	210 x 187	3,950 €
1/2 high	87 x 240	104 x 280	2,970 €
1/2 crossways	178 x 120	210 x 138	2,970 €
1/3 high	56 x 240	73 x 280	2,145 €
1/3 crossways	178 x 80	210 x 93	2,145 €
1/4 high	44 x 240	61 x 280	1,720 €
1/4 crossways	178 x 60	210 x 78	1,720 €



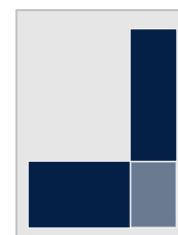
1/1 full page



2/3 page



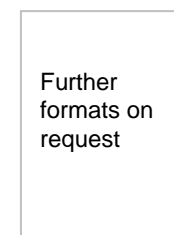
1/2 page



1/3 page



1/4 page



Further
formats on
request

8	Additional charges for special positions:	
	Front page	upon request
	2nd and 3rd cover page	5 %
	4th cover page	10 %
	Colour surcharges	1,700 € 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 media of the Verlag Frank Nehring.
	Agency commission	An agency commission (AE) of 15 % for advertisements (exclusively) will be granted to media agencies upon request. The commission will be added to the list prices for later deduction.
12	Bound inserts:	
	4 pages	4,500 €
	8 pages	5,800 €
		Further prices on request. Prices apply to a paper weight of max. 150 g. Delivery untrimmed, bleed upon request.

13	Loose inserts (up to 25g):	
	Maximum Size	210 mm x 280 mm (B x H)
	Full inserts (price per thousand)	220 €
	Partial inserts (price per thousand)	350 €, minimum 3.500 € Price for heavier inserts on request. No discounts.
14	Glued-on inserts:	
	Prices per thousand (excl. postage)	135 € for postcards 175 € for CD/booklets Larger and heavier formats on request. No discounts.
15	Address entry:	Top addresses Print version and internet 330 € for 6 issues/12 months (including PDF-catalogue on website)
16	Delivery note:	upon request

*Subject to change.
 All prices do not include VAT.
 Our standard terms and conditions of business apply.*