

dasbüro

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Das Büro

Magazine for Office Excellence

Media Information 2012



Date: 15/12/11

1 Characteristics/USP:

Das Büro is the only German office magazine which covers the entire spectrum of office related topics. Das Büro informs office professionals about outstanding developments regarding 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 in Germany, that is almost every second employee, work in an office. Das Büro 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/Year:** 16th year

4 **Website:** www.das-buero-magazin.de

5 **Membership:** DNB – Media partner of the Deutsches Netzwerk Büro e. V.

Partnerships: bso – Verband Büro-, Sitz- und Objektmöbel e. V.
VBG – Verwaltungs-Berufsgenossenschaft

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: 6 €
 Subscription rate Germany: 33 €
 postage and VAT included
 (6 issues of Das Büro plus special editions)

13 ISSN-Number: 1867-8181

14 Volume analysis: 2010–2011
 (issues 05/10–04/11) = 6 issues
 (without special editions)

Format: 210 mm wide x 280 mm high
 Total content: 404 pages = 100 %

Editorial part: 350 pages = 86.6 %
 Advertisements: 54 pages = 13.4 %
 Inserts: 5 pieces

15 Content analysis: Editorial content 2010/2011 = 350 pages
 (without special editions)

Office culture 18 %
 Office equipment 29 %
 Office technology 26 %
 Office supplies 23 %
 Address entries 4 %

16 Circulation control: –

17 Circulation analysis: Copies per issue on average from
 July 1, 2010 to June 30, 2011

Print run: 25,000

Total number of distributed copies: 24,800

thereof foreign countries: 185

Sold circulation: 1,555

thereof foreign countries: –

– Subscription copies: 1,325

– Single sales: –

– Other sales: 230

Qualified distribution: 19,835

thereof to Architects: 4,125

Fairs/exhibitions: 450

Specialized trade/Retailers: 2,400

Free copies: 560

Rest, archive and voucher copies: 200

18 Geographical distribution analysis:

	Copies
Germany:	24,615
Foreign Countries:	185
Totally:	24,800

Readership analysis:

A reader's survey had been carried out from July 14, 2011 to August 26, 2011.

The magazine's concept is based on the following 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 like 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 solutions, room partitioning systems, office and conference 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, gifts
- News

Addresses

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

In 2012, the following fairs are relevant for the reporting in Das Büro.

Fair	Date	City
Domotex	14/01/12 – 17/01/12	Hanover
imm cologne	16/01/12 – 22/01/12	Cologne
Paperworld	28/01/12 – 31/01/12	Frankfurt/Main
CallCenterWorld	27/02/12 – 01/03/12	Berlin
Facility Management	06/03/12 – 08/03/12	Frankfurt/Main
CeBIT	06/03/12 – 10/03/12	Hanover
ITB	07/03/12 – 11/03/12	Berlin
Light & Building	15/04/12 – 20/04/12	Munich
Corporate Health Convention	24/04/12 – 25/04/12	Munich
Drupa	03/05/11 – 16/05/12	Cologne
IFA	31/08/12 – 05/09/12	Berlin
DMS EXPO, IT & Business	23/10/12 – 25/10/12	Stuttgart
Orgatec	23/10/12 – 27/10/12	Cologne

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

Das Büro 1/12

AS: 14/02/12 DS: 02/03/12
 RS: 14/02/12 ET: 20/03/12

- Main topics:
- Trends in office supplies: Paperworld 2012
 - Trends in floor covering: Domotex 2012
 - Lighting solutions, preview Light & Building
 - Automatic coffee makers, water and catering provider
 - Office assistance
 - Scanners
 - Software

Das Büro 2/12

AS: 10/04/12 DS: 27/04/12
 RS: 10/04/12 ET: 16/05/12

- Main topics:
- Special: Sit/Stand solutions
 - Trends in office technology: CeBIT 2012
 - Printer
 - Office design (iF award & red dot product award)
 - Trends in office furniture: tables, chairs, systems
 - Lighting/Air/Noise
 - Travel management: ITB trends 2011
 - Smoke cleaning systems and air conditioning
 - Business Centers

Das Büro 3/12

AS: 06/06/12 DS: 25/06/12
 RS: 09/06/12 ET: 14/07/12

- Main topics:
- Presenting: technology - office supplies - furniture (also meetings and conferences)
 - Ergonomic workstation
 - Computers and displays
 - Lighting solutions, review Light & Building
 - Office furniture in detail: hidden champions
 - Paper & special paper supplies (labels etc.)
 - Dictation sets
 - Market survey: Projectors

Das Büro 4/12

AS: 03/08/12 DS: 22/08/12
 RS: 03/08/12 ET: 07/09/12

- Main topics:
- Special: mail processing and mailing
 - Office safety: software, hardware, service
 - Office Professionals Test 2012 office swivel chairs
 - Computer periphery (input devices)
 - Office organisation and document finishing
 - Cleaning products
 - Filing (i. a. scanner)
 - Telecommunication
 - Market survey: Document shredders

Das Büro 5/12

AS: 07/09/12 DS: 26/09/12
 RS: 07/09/12 ET: 15/10/12

- Main topics:
- Special: Office furniture, Orgatec preview
 - Health and ecological factors in the office
 - Lighting solutions
 - Printers: b/w and colour, ink-jet and laser, multifunction; DMS, consumable supplies
 - Automatic coffee makers/dispensers and coffee specialities
 - Writing implements

Das Büro 6/12

AS: 02/11/12 DS: 21/11/12
 RS: 08/11/12 ET: 07/12/12

- Main topics:
- Special: Office furniture, Orgatec review
 - Mobile Office – from flexible spaces up to mobile computer
 - Telecommunication
 - Software (including ECM)
 - Dictation sets
 - Cleaning products
 - Paper & special paper supplies (labels etc.)
 - Market survey: Mobile Computing

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

Special edition

Das Büro: Office supplies 2012

AS: 07/02/12 DS: 24/02/12
RS: 07/02/12 ET: 13/03/12

Here will be presented the variety of office supply solutions – from writing implements up to filing systems, shredders, coffee maker and dictations sets. This edition will be a special shopping guide with a representative overview of excellent, useful and sustainable supply products.

Special edition

Das Büro: Quality Office 2012

AS: 23/03/12 DS: 20/04/12
RS: 30/03/12 ET: 09/05/12

Selected office furniture solutions which are certified by „Quality Office“ will be presented in this yearly published magazine. In cooperation with the bso (Verband Büro-, Sitz- und Objektmöbel e. V.) will be created a special shopping guide with a representative overview of all certified products.

Further magazines from the Verlag Frank Nehring

Modern Office

Special supplement for newspapers and business magazines

On behalf of the „Initiative Office-Excellence“ the publishing house Verlag Frank Nehring will produce in cooperation with the editorial staff of Das Büro again in 2012 special supplements for newspapers and business magazines called Modern Office (print run 100,000 copies).

www.modern-office.info

Alex

Magazine for Office Professionals

The magazine for committed office workers will be published four times in 2012. The target group includes mainly secretaries, office managers, executives and professionals.

www.alex-magazin.de

Further information can be found in the media data on www.OfficeABC.de and on request.

- 1 Print run:** 25,000 copies
- 2 Format:** 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):** Tina Stegath
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- 6 Terms of Payment:** Payment upon receipt of invoice
- Bank details**
 Berliner Sparkasse
 Account-No.: 19 13 002 345
 Bank code: 100 500 00
 IBAN: DE 21 10050000 1913002345
 BIC: BELADEV333

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

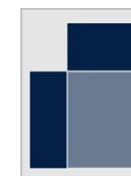
Format	Type area	Bleed (+ 3 mm four-side-trim)	Price	AE-Price*
1/1	185 x 228	210 x 280	5,795 €	6,664 €
2/3 high	122 x 228	132 x 280	4,200 €	4,830 €
2/3 crossways	152 x 185	210 x 170	4,200 €	4,830 €
1/2 high	90 x 228	100 x 280	3,160 €	3,634 €
1/2 crossways	185 x 116	210 x 135	3,160 €	3,634 €
1/3 high	58 x 228	68 x 280	2,280 €	2,622 €
1/3 crossways	185 x 75	210 x 95	2,280 €	2,622 €
1/4 high	46 x 228	56 x 280	1,830 €	2,100 €
1/4 crossways	185 x 57	210 x 65	1,830 €	2,100 €
1/4	90 x 115	100 x 134	1,830 €	2,100 €

Further formats on request.

- **Advertorial prices** are equal to ad prices. We offer layout support.
- **Bleed ads** are preferred (regarding the special layout of Das Büro).
- *Only „AE-Prices“ include an **agency commission (15 %)**.



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 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 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	4,650 €
	8 pages	6,000 €
		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)	360 €
	Partial inserts (price per thousand)	410 €, minimum 3,500 € Price for heavier inserts on request. No discounts.
14	Glued-on inserts:	
	Prices per thousand (excl. postage)	140 € for postcards 180 € for CD/booklets Larger and heavier formats on request. No discounts.
15	Address entry:	Top addresses Print version and internet 375 € for 6 issues/12 months (including PDF-catalogue on website)
16	Delivery note:	On request

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