



# PRINT & PRODUKTION

Magazine for Print & Media

PRINT & PRODUKTION is exclusive **medienpartner** and **kommunikation-medium** of the following organisations:



- The Arbeitskreis Prägefoliendruck e.V.: is the quality- and innovation group of printers and technologypartners  
**[www.look-and-feel.net](http://www.look-and-feel.net)**



- The digicom (Interessengemeinschaft Digitaldruck e.V.) has got the aim, to design the future of digital printing in collaboration with market-partners.  
**[www.digi-com.org](http://www.digi-com.org)**



- The EWPA (European Waterless Printing Association e.V.) promotes the use of waterless printing on all levels in order to protect the environment.  
**[www.ewpa.org](http://www.ewpa.org)**

For more information please contact:

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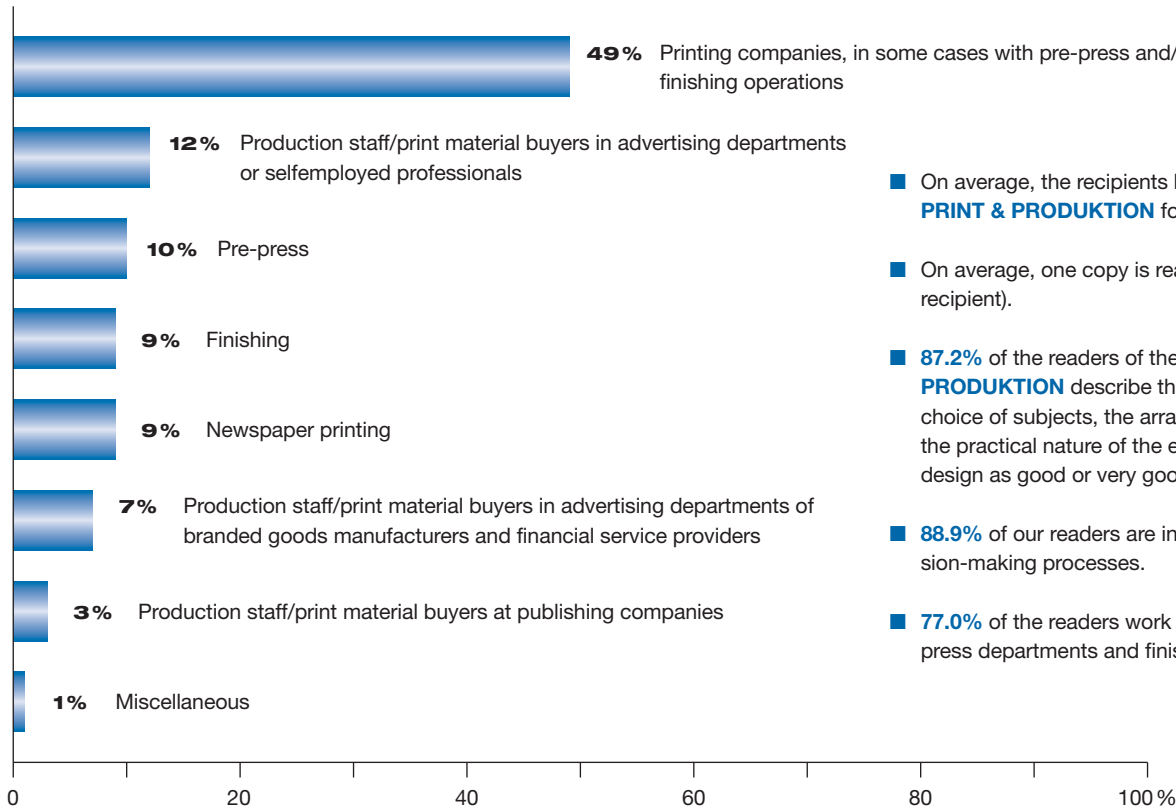
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- 1 Short description:** **PRINT & PRODUKTION** as a monthly B2B magazine is bridging the two important market players – the **printers and the print buyers**. The magazine is targeting staff people at prepress, press, and postpress houses as well as print buyers in advertising agencies and publishing houses. Printbuyers and printers have to find solutions to printing problems. Printbuyers need to know about technical possibilities, printers learn about sales and marketing problems. **PRINT & PRODUKTION** gives an answer to all these questions – easily readable.
- 2 Frequency:** 6 times p. a.
- 3 Year:** 23rd year 2010
- 4 Web-Adress (URL):** [www.print-und-produktion.de](http://www.print-und-produktion.de)
- 6 Media partner:** **PRINT & PRODUKTION** is the official partner of EWPA, digicom and the AK Prägefolien (see page 2)
- 7 Publisher:** Horst Ebel
- Publishing house:** EuBuCo Verlag GmbH  
Geheimrat-Hummel-Platz 4  
D-65239 Hochheim a. M.
- Phone:** +49 (0) 61 46 / 6 05-1 43  
**Fax:** +49 (0) 61 46 / 6 05-2 04
- 9 Editor in chief:** Thomas Fasold [[fasold@t-online.de](mailto:fasold@t-online.de)]  
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- 10 Advertising manager:** Magda Lehmann [[m.lehmann@eubuco.de](mailto:m.lehmann@eubuco.de)]  
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- 11 Distribution:** Carmen Johanni  
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Phone +49 (0) 61 46 / 6 05-1 12  
Fax +49 (0) 61 46 / 6 05-2 01
- 12 Subscription rates:** Subscription rate 50,- € p.a.  
plus postal costs

## Who reads PRINT & PRODUKTION in Germany?

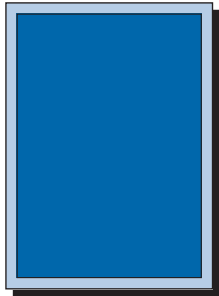


- On average, the recipients have already been reading **PRINT & PRODUKTION** for **3 - 5 years**.
- On average, one copy is read by 3 people (including the recipient).
- **87.2%** of the readers of the magazine **PRINT & PRODUKTION** describe the professional skills, the choice of subjects, the arrangement of the coverage, the practical nature of the examples and the magazine design as good or very good.
- **88.9%** of our readers are involved in investment decision-making processes.
- **77.0%** of the readers work in printing companies, pre-press departments and finishing.

Source: abs Marktforschung Abele & Ströhle OHG and internal data.

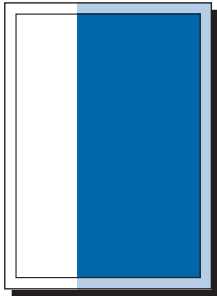
T = Type area

B = Bleed size (trim + 3 mm to size of page on the requisite sides)



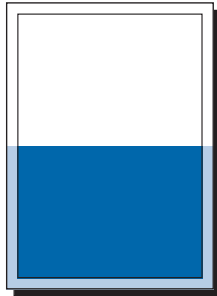
**1/1 full page**

T: 220 x 290  
B: 240 x 335



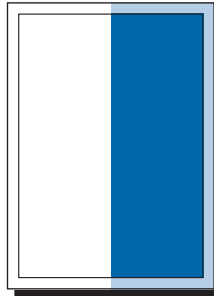
**3/4 page high**

T: 164 x 290  
B: 174 x 335



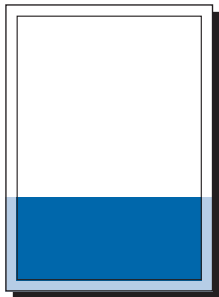
**1/2 page wide**

T: 220 x 145  
B: 240 x 166



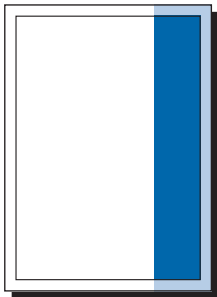
**1/2 page high**

T: 108 x 290  
B: 118 x 335



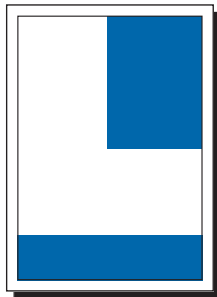
**1/3 page wide**

T: 220 x 97  
B: 240 x 112



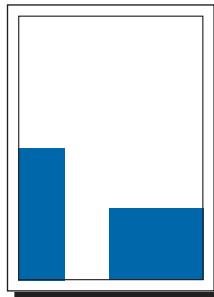
**1/4 page high**

T: 52 x 290  
B: 62 x 335



**1/4 page**

B: 220 x 73  
B: 108 x 145



**1/8 page**

B: 52 x 145  
B: 108 x 70

**Printing method**

Sheet offset

**Data medium**

CD/DVD

**Data format**

PDF according to ISO  
Standard PDF/X3 (Standard  
format for print production,  
Joboptions for Distiller  
available on request)

**Proof**

Sending a colour-true digital  
proof print according to  
the FOGRA Standard is abso-  
lutely essential.

**Binding**

wire stitching

All format specifications including 5 mm trim space all  
sides, advertisement text and graphics must be positio-  
ned at least 5 mm away from the trim space and bleed.

**Data transmission**

**FTP-Server**

on request

**ISDN**

**+49 (0) 61 46/6 05-2 32**

(Stingray)


**Fax-proof**

**+49 (0) 61 46/6 05-2 02**

**Hotline**

**+49 (0) 61 46/6 05-1 60**

We cannot accept any liability for errors and deviations in  
printing advertisements, which result from delivery of  
data which is not ready for press, wrong graphic formats  
or noncolour-true digital proofs. The same applies to late  
delivery of colour-data or data that is unreadable. HKS,  
Pantone and other spot colours are automatically  
converted to CMYK colours. You can find guidelines on  
creating PDF/X3 formats at [www.bvdm-online.de](http://www.bvdm-online.de).

- 1 Circulation:**  average per issue: 10.497 expl.  
 (IVW quarter 2/09)
- 2 Format:** 240 mm wide, 335 mm high  
**Type area:** 220 mm wide, 290 mm high  
**Columns:** 1 column 52 mm, 2 columns 108 mm,  
 3 columns 164 mm, 4 columns 220 mm
- 3 Printing, finishing, material:** Offset, stitch binding,  
 digital files
- 4 Dates:** 6 x p.a. publishing dates and order  
 deadlines see plan

- 5 Publishing house:** EuBuCo Verlag GmbH  
 Geheimrat-Hummel-Platz 4  
 D-65239 Hochheim a. M.
- 6 Advertising department:** Phone +49(0) 61 46/605-143  
 Fax +49(0) 61 46/605-204

**Bankaccount:** Mainzer Volksbank eG  
 Kto.-Nr. 160660015 (BLZ 55190000)  
 IBAN: DE8855190000160660015; BIC: MVBMD55

**7 Sizes and rates:**

Format	Width/Height	Bleed size *	b/w	4c
2/1 across cutter	460 x 290	480 x 335	6.000,- €	7.500,- €
<b>1/1</b>	<b>220 x 290</b>	<b>240 x 335</b>	<b>3.700,- €</b>	<b>4.900,- €</b>
1/2 wide	220 x 145	240 x 166	1.900,- €	2.900,- €
high	108 x 290	118 x 335		
1/3 wide	220 x 97	240 x 112	1.200,- €	1.900,- €
high	75 x 290	85 x 335		
1/4 wide	220 x 70	240 x 85	900,- €	1.500,- €
	108 x 145			
high	52 x 290	62 x 335		
1/8 wide	108 x 70	-	500,- €	800,- €
	52 x 145			

\* Bleed Size + 3 mm bleed at the relevant edges

<b>8 Special rates:</b>	
Front page	5.800,- €
Back cover, Cover 2, Cover 3	5.500,- €

**Color surcharge:**

Publisher Color (per color, Euroskala)	400,- €
Special color (HKS or Pantone)	630,- €

**9 No extra charge for bleed**

<b>10 Classified:</b>	
per mm and column (width 40 mm)	2,40 €
Job market	1,50 €
Chiffre	10,80 €
WER? WO? WAS? – Insert for 1 year	
Text	140,00 €
Text + Logo	635,00 €

**11 Discounts:**

2 – 3 x	5 %
4 – 5 x	10 %
6 x	15 %

<b>12 Bound inserts and glued inserts:</b>				
2 pages:	4 pages:	6 pages:	8 pages:	
3.500,- €	4.700,- €	5.500,- €	6.500,- €	

**13 Loose inserts:**

prices for total circulation of expl. 11.000	
Max. size 235 x 330 mm	
up to 25 gr.	1.750 €
up to 50 gr.	1.850 €
plus postal rates	

<b>14 Glued postcards:</b>	78,- ‰ €
plus postal rates	

**15 Please mail all inserts to:**  
on request  
**Signed:** for **PRINT&PRODUKTION** (issue No.)

**Sections in every issue:**

- Printing industry and production news
  - Sheet- and web-fed offset printing
  - Workflow/premedia / prepress
  - Packaging printing, conversion
  - Digital printing
  - Paper, materials
  - Finishing / postpress
- ≈

**In each issue** we report in course of our **media-partnerships** about trends and technologies for:

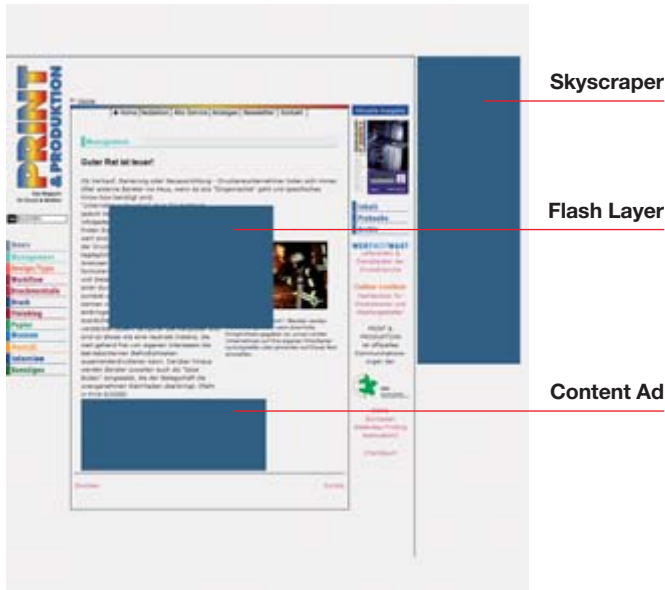
- a) European Waterless Printing Association (EWPA):  
Waterless Offset- und UV-Offsetprinting
- b) Arbeitskreis Prägefoliendruck:  
Conversion, Packaging Printing
- c) Digicom:  
digital production and Large-Format-Printing



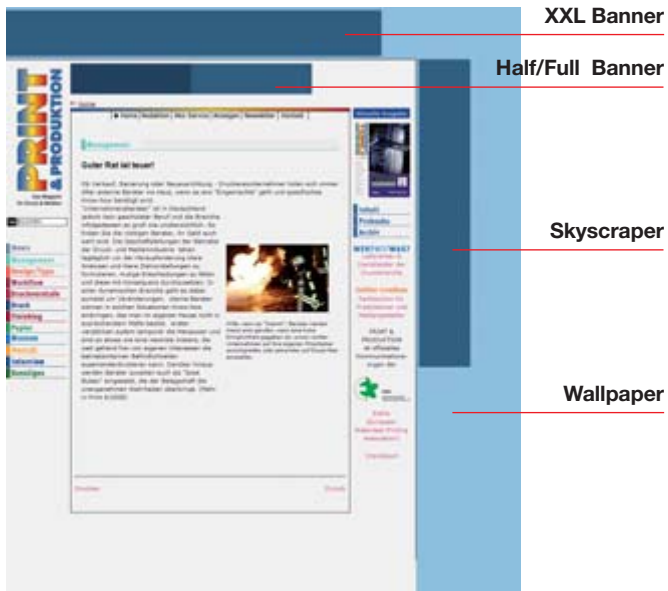
issue, month Publication Date (PD) Printing Material (DD) Advertising Deadline (AD)	Main editorial coverage	Trade fairs Events Congresses
<b>01-02 /2010</b>		
PD 02/22 DD 02/12 AD 02/04	<ul style="list-style-type: none"> <li>■ <b>Prepress, digital workflow</b></li> <li>■ <b>Web-to-Print</b></li> <li>■ <b>Proofing, Colormangement</b></li> <li>■ Professional <b>Software</b></li> <li>■ <b>Bookprinting:</b> Digital and classic</li> <li>■ <b>Digital Printing</b></li> <li>■ <b>Paper,</b> clima and environment</li> </ul>	<p>Report from <b>Druckforum</b>, Stuttgart</p> <p>Heading a new decennie: Statements from printing-professionals</p> <p><b>Cebit</b>, Hannover, 03/02 - 03/06 <b>Leipziger Buchmesse</b>, Leipzig, 03/18 - 03/21</p>
<b>03-04 /2010</b>		
PD 04/26 DD 04/16 AD 04/08	<ul style="list-style-type: none"> <li>■ <b>Small format printing:</b> From workflow to finishing</li> <li>■ Trends in <b>sheet- and web-fed offset printing</b></li> <li>■ <b>Computer-to-Plate</b> and digital printing plates</li> <li>■ <b>Consumption materials,</b> printing materials</li> <li>■ <b>Varnishes and inks</b></li> </ul>	<p>Special: Previews to the fairs IPEX und Postprint</p> <p><b>Postprint</b>, Berlin, 05/05 - 05/07 <b>Ipex</b>, Birmingham, 05/18 - 05/22 <b>Marketing Services</b>, Frankfurt/M., 05/18 - 05/20</p>

<b>05-06/2010</b>			
PD	06/14	<ul style="list-style-type: none"> <li>■ <b>Digital printing and finishing in mailing-production</b></li> <li>■ <b>Gathering, stitching</b> and binding</li> <li>■ <b>UV-Printing</b></li> <li>■ <b>Conversion</b></li> <li>■ Screen printing and digital Large-Format-Printing (<b>LFP</b>)</li> </ul>	<p>Previews to FESPA Europe and Mailingtage  Reports from IPEX:  Prepress, print and finishing</p> <p><b>Mailingtage</b>, Nürnberg, 06/16 - 06/17  <b>FESPA Europe</b>, München, 06/22 - 06/26</p>
DD	06/04		
AD	05/26		
<b>07-08/2010</b>			
PD	08/02	<ul style="list-style-type: none"> <li>■ <b>Workflow</b> and professional software</li> <li>■ <b>Proofing</b>, Colormanagement</li> <li>■ <b>Inks and varnishes</b></li> <li>■ Printing plates and <b>Computer-to-Plate</b></li> <li>■ <b>Sheet- and web-fed offset printing</b></li> <li>■ <b>Photobooks</b> in digital print</li> <li>■ <b>Finishing</b>, cutting and folding, stamping and drilling</li> </ul>	<p>Reports from FESPA Europe, München  Preview to Photokina, Köln</p> <p><b>Photokina</b>, Köln, 09/21 - 09/26</p>
DD	07/23		
AD	07/15		
<b>09-10/2010</b>			
PD	09/27	<ul style="list-style-type: none"> <li>■ <b>Newspaper technology / rotary printing</b></li> <li>■ <b>Mailroom</b> technology</li> <li>■ Small format <b>Offset-printing</b></li> <li>■ <b>Packaging</b>, packaging-workflow, folded box printing</li> <li>■ Large-Format-Printing (<b>LFP</b>)</li> </ul>	<p>- Previews to all "autumn"-fairs:</p> <p><b>Printpack/Fachpack</b>, Nürnberg, 09/28 - 09/30  <b>Ifra-Expo</b>, Hamburg, 10/04 - 10/06  <b>Druck+Form</b>, Sinsheim, 10/13 - 10/16  <b>Buchmesse</b>, Frankfurt, 10/06 - 10/10  <b>Viscom</b>, Frankfurt, 10/28 - 10/30</p>
DD	09/17		
AD	09/09		
<b>11-12/2010</b>			
PD	11/15	<ul style="list-style-type: none"> <li>■ <b>Workflow</b>, web-to-print</li> <li>■ <b>Sheet- and web-fed offset printing</b></li> <li>■ <b>Consumption-materials</b> and peripheral technology</li> <li>■ <b>Finishing</b>, cutting and folding, stiching and binding</li> <li>■ <b>Conversion</b></li> <li>■ <b>Finance and insurance</b></li> </ul>	<p>Reports from all fairs</p>
DD	11/05		
AD	10/28		

**Online-Ad size**



<b>URL</b>	www.print-und-produktion.de
<b>Publishing house</b>	EuBuCo Verlag GmbH Geheimrat-Hummel-Platz 4 D-65239 Hochheim a. M. Tel. +49 61 46/6 05-0 Fax +49 61 46/6 05-2 01
<b>Contact</b>	Magda Lehmann Tel. +49 61 46/6 05-1 43 E-Mail: m.lehmann@eubuco.de  Alexander Ebel Tel. +49 61 46/6 05-1 41 E-Mail: a.ebel@eubuco.de
<b>Impressions</b>	on request
<b>Advertising deadline</b>	until 5 days prior to publication a.ebel@eubuco.de
<b>Data delivery</b>	GIF, JPG, HTML, Flash, DHTML, Java till 35 KB, more on request
<b>External AdServer</b>	possible
<b>Agency commission</b>	15% on the net price



Specials on request

## Newsletter-Advertisement

€ 65,- (per ad) up to 650 letters + link in 10 lines

Ad size	Size in pixel	Price per month
Contend Ad	360 x 140	€ 450,-
Flash Layer	320 x 240	€ 450,-
Full Banner	468 x 60	€ 350,-
Half Banner	234 x 60	€ 250,-
Skyscraper small	120 x 600	€ 300,-
Skyscraper big	200 x 600	€ 400,-
Wallpaper	size on request	€ 900,-
XXL Banner	728 x 90	€ 500,-

Discounts	for purchase during 12 month period	
	as from 2nd month	5%
	as from 3rd month	10%
	as from 4th month	15%
	as from 5th month	20%
	as from 6th month	25%

**Terms of payment** immediately upon receipt of invoice

**Bank account** Mainzer Volksbank  
 bank code 551 900 00  
 account number 160 660 015  
 IBAN: DE88 5519 0000 0160 6600 15  
 BIC: MVBMDE55

1. Deliveries, performances and tenders of the editorial are exclusively to be complied in accordance with the herein stated business conditions. These conditions are furthermore to be applied to any future business relation, even though this is not expressly said. No other conditions claimed for by the client referring to his own business conditions will be recognized.

2. The editorial will not be responsible for delivery and performance delays due to force majeure or

to events that considerably aggravate deliveries to the editorial or make them impossible – this includes subsequent material procurement difficulties, operational disturbances, lack of personnel an transportation means, ordinances of authorities etc. Such circumstances will entitle the editorial to postpone the delivery performance respectively corresponding to the term of disturbance plus an adequate setup time or to resign from the contract as a whole or in parts due to the lack of adequate fulfilment.

3. Insertion orders, in case of doubt, are to be performed within one year after the date of agreement.

4. Sliding scale prices will only be granted to an advertiser for insertions published within one year.

The closing year starts with the publishing the first insertion.

5. The advertiser will have a retroactive claim for the reduction of prices corresponding to the actual insertion purchase within one year provided that at a beginning of the contract he agreed upon an order which according to the pricelist would justify a reduction.

6. In the case that an order is not complied with for reasons which are not in the range of responsibility of the editorial the client will have to reimburse without detriment of further legal obligations

the difference between the granted reduction and the reduction corresponding the actual purchase to the editorial. The reimbursement will not be paid when the lack of compliance is due to force majeure within the range of risks of an editorial.

7. The editorial will distinctly mark those insertion which due to their editorial form and additional

information by the editorial will not be recognized as such.

8. The editorial will reserve to refuse insertions and supplements even particular calls of one contract due to their contents, origin or technical form in accordance with the principles of the editorial. This will also be valid for orders and in to the agents of the editorial. The editorial will accept supplements be they loose or stitched without approving a sample presented in advance. No supplement will be accepted containing inserts of a third party. The client will be immediately given notice as to.

9. The clients will be responsible for the delivery of records, and supplements at due time. The editorial will immediately demand to replace inadequate or damaged records.

10. Cancellations of inserts, supplements and bookmarkers after the deadlines published in our price lists and media datas will under no condition be possible. The client will not have a title to resign when the delivery of the printing matters will be received after the deadline, i. e. the total price will have to be paid as accorded. The editorial will be entitled to claim recompensation in case the client caused a delay in printing by delivering the printing matters and supplements too late.

11. The client will have a title to claim for a reduction of price or a new insertion in the case that the printed insertion is in part or totally illegible, incorrect or incomplete. Missing or faulty check-up statements in print will not entitle to claims.

12. The reproduction of colour prints in the right shade requires exact colour indications by the client. For the reproduction of multicolour prints the client will also. For normal and special colours

the additional prices in accordance with our price list II will be charged. The editorial will recognize obligations as to the placement of multicolour prints only when they are expressly demanded by the client and assented by the editorial.

13. Rough proofs will only be delivered when expressly desired. The client will be responsible for the correctness of the returned proofs. In the case that the client will not return the proofs at due time the permission for the print will be considered given.

14. The settlement of payment for the insertions will be settled by pages or partial pages as indicated in the pricelist.

15. In the case that the client will not pay in advance, he will be sent the invoice at the latest ten days after the publication of the insertion. The editorial will be entitled to cover previous depth of the client even though otherwise stipulated by the client. In the case that costs and interest will have accrued the editorial will be entitled to first cover costs then interests and finally the main amount. The invoice will be due to be paid net within ten days after the receipt of the invoice.

16. In the case of a payment delay or moratorium interests of 5% beyond the valid discount rate of the Deutsche Bundesbank (German Federal Bank) will be charged from the beginning of the delay additional to the legal sales tax plus reminder charges. The editorial will be entitled to postpone the further performance of the order till all payments are made and demand advanced payment for the rest of the agreed upon insertions.

17. In the case of objections and counter claims the client will only be entitled to offsets, retention or reduction when the editorial explicitly agrees in writing or when counterclaims will be legally recognized.

18. The editorial will attach a voucher to the invoice. In the case that it will be impossible to procure the voucher it will be replaced by a legal admission certification.

19. The costs raising from considerable changes of original agreements and the delivery of ordered printed matters will be charged on the client.

20. Printed matters will be returned to the client on demand only. The obligatory retention period for printing documents will end three months after the fulfilment of the order if there no other explicit agreements.

21. These business conditions and all legal relations generating from them between the editorial and the client will be subject to the law of the Federal Republic of Germany.

22. Legal admissibility provided Wiesbaden will have the exclusive competence of court for all mediate or immediate controverseries from the contract.

23. In the case that a stipulation in these business conditions will be or turn invalid this will not apply for the rest of the herein stipulated agreements.

### Additional business conditions – marketing

The subscription period as a general principle extends till revocation. Delivery costs and risk will be charged on the client. The invoice will be payable one year in advance.

Payments will be claimed net cash within 30 days to one of our accounts. Orders from foreign countries will only be served against prepayment. The copies will be for the internal use of the client's enterprise only. Dissemination will not be admissible and considered a violation of the subscription conditions.