

As You  
Like It.

William Shakespeare.



DRUCKMARKT  
Prinmediamagazin

Media 2019

# 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](http://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‹ 2019

Issue	119	120	121	122	123	124
Editorial deadline	31. 01.	01. 04.	29. 05.	30. 07.	30. 09.	25. 11.
Advertisement deadline	04. 02.	04. 04.	03. 05.	02. 08.	02. 10.	28. 11.
Artwork deadline	07. 02.	08. 04.	05. 05.	06. 08.	07. 10.	02. 12.
Date of publication	15. 02.	15. 04.	14. 06.	15. 08.	15. 10.	11. 12.

# Editorial topics 2019

## Issue 119 • February 15<sup>th</sup>

Markets  
PRINT digital!  
Print & Finishing  
Digital print

## January | February

Top Class Interactive Print  
The extraordinary of print, finishing and finishing  
Business models in digital printing  
Packaging - digitally printed and enhanced

## Issue 120 • April 15<sup>th</sup>

Markets  
PRINT digital!  
Online-Print  
Print & Finishing

## March | April

The strengths of print in the communications mix  
The Print & Digital Convention - Outlook on the theme worlds  
Findings from the Online Print Symposium 2019  
Has the high-speed inkjet warmed up yet?

## Issue 121 • June 14<sup>th</sup>

Markets  
PRINT digital!  
Print & Finishing  
Large-Format-Printing

## May | June

Audio, photo and print - the clever completion  
Strategies for individualization  
There is no turning back: printing is a question of software  
Boom without end or business as usual?

## Issue 122 • August 15<sup>th</sup>

Markets  
PRINT digital!  
Print & Finishing  
Paper and Print

## July | August

Printing and advertising: Still in one boat?  
Label and packaging in a new light  
Printing 4.0: Networked and automated printing and processing  
The value of haptics

## Issue 123 • October 15<sup>th</sup>

Markets  
PRINT digital!  
Prepress  
Print & Finishing

## September | October

How's the newspaper doing, anyway?  
The success story of Book-on-Demand  
What remains in the networked print shop for prepress?  
The strengths of print in the communications mix

## Issue 124 • December 11<sup>th</sup>

Markets  
PRINT digital!  
Print & Finishing  
Online-Print

## November | December

What are the real growth markets in print?  
Where does augmented reality fit into print?  
Big data in the print shop - who can use what successfully?  
What's about the performance of MIS and web-to-print systems?

Subject to change.

# Advertising rates 2019

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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Your contact for editorial

Klaus-Peter Nicolay  
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