

As You Like It.



William Shakespeare.

DRUCKMARKT
PRINT | PAPER | PASSION

Media 2020

Same content, but different.

In 1996, *Druckmarkt* was first published as a collection of market overviews. KLAUS-PETER NICOLAY put the object in the *arcus* publishing house 1998 editorially on completely new legs. Since then 124 issues have been published in Germany every two months under his direction and 110 issues of *Druckmarkt Schweiz* have been published by DVZ *Druckmarkt Verlag Zürich* together with JEAN-PAUL THALMANN.

The magazine topics offer everything worth knowing about the industry. The issues with news, top-level interviews, basic articles, trend analyses and background information reflect the market.

From **January 2020**, the two publications will work even more closely together in their circulation area (Germany, Austria, Switzerland). The print market editions in Germany and Switzerland will therefore be largely identical in content – except for the advertisements and the cover.

Stories, interviews and reporting from the three German-speaking countries will thus be placed next to each other on an equal footing, thus broadening the content claim of the magazines.

Otherwise, not much will change: The contacts are the same and the structure as well as the design of *Druckmarkt* will remain the same.

But: we will change the subtitles of the publications. Instead of *management magazine* or *interactive print magazine*, we want to focus on what is most important to us: print, paper, passion - the passion for print and paper.

The target group of the publications are also entrepreneurs, decision-makers and investment managers in printing companies, bookbinderies as well as publishers, print buyers, designers, production managers and experts in advertising agencies or industry involved in print production.

In short: experts from the entire industry.

As a media partner and official body of various initiatives, associations and organizations, we are very close to the real world and serve a readership far beyond the core target group of the printing industry.

Great choice of topics.

Due to its bimonthly publication frequency, the topicality of *Druckmarkt* is not the quick, fleeting information, but the relevance of the topics. We report on relevant issues in the industry and discuss them at the right time. Our readers benefit from the carefully researched articles with extensive background knowledge.

Because our concept is to convey information in breadth and depth, we analyse and document market events, taking into account the relevant techniques that are reflected in almost every issue:

- management, corporate strategies
- e-commerce, online print
- Prepress, Digital Imaging
- Digital printing, large format printing
- Print and finishing
- Packaging, finishing
- Newspaper, publishing and media
- Paper, typography, design, graphic arts
- Environment and ecology

Druckmarkt reports in every issue about markets and their trends, about current developments in prepress, digital printing, print and finishing.

Content leadership is the claim of *Druckmarkt*. We take sides in one thing or another, we are not afraid of judgement and we are also open to criticism. And we 'make issues'. We inform and comment whenever we see fit, not as the industry's mouthpiece but as critical observers of the industry. Consistent in the selection of topics, autonomous and independent.

Editor

KLAUS-PETER NICOLAY (Editor in Chief)
nico@druckmarkt.com

Editorial schedule ›Druckmarkt‹ 2019

Edition Germany	125	126	127	128	129	130
Swiss edition	111	112	113	114	115	116
Editorial deadline	20. 01.	16. 03.	18. 05.	13. 07.	14. 09.	02. 11.
Advertisement deadline	23. 01.	19. 03.	22. 05.	17. 07.	18. 09.	06. 11.
Artwork deadline	27. 01.	23. 03.	25. 05.	21. 07.	21. 09.	09. 11.
Date of publication	07. 02.	03. 04.	05. 06.	31. 07.	02. 10.	20. 11.

Editorial topics 2020

Issue 125 | 111 • 07. 02.

January | February

Markets
Digital print
Print & Finishing
Paper
Crossmedia

The strengths of print in the communication mix
Industrial Print - a growth market for printing?
Print 4.0: Networking and automation
The value of haptics
Side stage or real addition?

Issue 126 | 112 • 03. 04.

March | April

drupa 2020
Markets
Print & Finishing
Digital print
Large format printing

What is expected, what will drupa bring?
Findings from the Online Print Symposium 2020
Inkjet on the pole position?
The success story of Book-on-Demand
Boom without end or long since a normal business?

Issue 127 | 113 • 05. 06.

May | June

drupa 2020
Markets
Print & Finishing
Digital print
Sustainability

What is expected, what will drupa bring?
The print and advertising scene: still in the same boat?
Audio, photo and print - the clever addition
Business models in digital printing
How green is the industry really?

Issue 128 | 114 • 07. 08.

July | August

drupa 2020
Markets
Prepress
Digital print
Print & Finishing

Review: What was the benefit of drupa?
Expansion of print services: But what and how?
What remains for prepress in the networked printshop?
Strategies for individualization
Printing 4.0: Networked and automated printing and processing

Issue 129 | 115 • 09. 10.

September | October

drupa 2020
Markets
Digital print
Print & Finishing
Substrates

Review: What was the benefit of drupa?
Newspapers between print and online: What about the medium?
Photo and print belong inseparably together
Advance into the extraordinary with print and enhancement
The variety from paper to glass

Issue 130 | 116 • 04. 12.

November | December

Markets
Digital print
Print & Finishing
Enhancement
Sustainability

What are the real growth markets in print?
Where does augmented reality fit in with print?
Digital printing and online print: a dream team?
Design, paper and print: The appeal of opposites
What is feasible, what is affordable?

Subject to change.

Advertising rates 2020

Ad formats	max. width	max. height	Price Euro	Price CHF
Type area	185 mm	280 mm		
1/1	210 mm	297 mm	2.700,00	3.700,00
1/2 portrait	100 mm	297 mm	1.350,00	1.850,00
1/2 landscape	210 mm	145 mm	1.350,00	1.850,00
1/3 portrait	70 mm	297 mm	900,00	1.235,00
1/3 landscape	210 mm	95 mm	900,00	1.235,00
1/4 portrait	55 mm	297 mm	675,00	925,00
1/4 landscape	210 mm	70 mm	675,00	925,00
1/5 landscape	210 mm	55 mm	540,00	740,00
1/8 landscape	210 mm	35 mm	337,50	465,00

Bleed: 3 mm.

Classified ads		Millimetre price 4c	
1 column	42 mm	1,50	3,00
2 columns	88 mm	3,00	6,00

We offer a 17% discount for placement in 6 issues: you place 6 ads, but only pay for 5.

Inserts and supplements on request.

Advertorials

2/1 pages	5.000,00
1/1 page	2.700,00

Magazine format: DIN A4 (210 x 297 mm).

Type area: 180 x 280 mm.

Printing process: Offset, perfect binding.

Spot colors will be converted into process colors.

Circulation: 4.500 copies.

Publication dates: 6 times a year at 2-month intervals.

Data format: PDFs

Data transmission via E-Mail at

nico@druckmarkt.com

Your contact for advertisements

KLAUS-PETER NICOLAY

nico@druckmarkt.com

All prices plus statutory value added tax. Advertising rate 2020, valid from January 2020.

Quick facts.

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Druckmarkt year subscription:

6 issues per year 60,00 € including postage and packing (domestic), 76,00 € (abroad).

Retail:

15,00 € per issue plus shipping.

Your contact for editorial

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