

As You Like It.



William Shakespeare.

DRUCKMARKT
PRINT | PAPER | PASSION

Media 2021

Druckmarkt first appeared in 1996 as an annual collection of market overviews. KLAUS-PETER NICOLAY put the publication on a completely new editorial platform at arcus-Verlag in 1998 and has since published 130 issues every two months in Germany. At *Druckmarkt* Verlag in Zurich, 116 issues of *Druckmarkt* Schweiz were produced in collaboration with Jean-Paul Thalmann.

The topics of the magazines offer everything worth knowing about the graphic arts industry. The issues with news, top-level interviews, basic articles, trend analyses and background information are a mirror of the market.

The *Druckmarkt* editions in Germany and Switzerland are published independently of each other. Each issue has its country-specific and relevant articles - cover and advertisements anyway. Some passages, however, are identical in content.

We focus on what is most important to us: Print, Paper, Passion - the passion for print and paper.

The target group of the publications are entrepreneurs, decision-makers and investment managers in printing plants, bookbinderies and publishing houses. A second pillar is made up of print buyers, designers, ptimz producers and print experts in advertising agencies or industry. In short: professionals from the entire industry.

Frequency: 6 x per year.

As media partners and official organs of various initiatives, associations and organisations we are very close to practice and serve a readership far beyond the core target group of the printing industry.

We have a particularly close partnership with *f:mp* (*Fachverband Medienproduktion e.V.*) and its print digital initiative.

Together with the consultancy *zipcon GmbH*, Essen, *Druckmarkt* publishes the trade journal publishes the trade newspaper *beyondprint unplugged*.

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‹ 2021

Edition Germany	131	132	133	134	135	136
Swiss edition	117	118	119	120	121	122
Editorial and advertisement deadline	15. 02.	26. 03.	14. 05.	23. 07.	17. 09.	12. 11.
Artwork deadline	12. 02.	02. 04.	21. 05.	30. 07.	24. 09.	19. 11.
Date of publication	22. 02.	12. 04.	31. 05.	09. 08.	04. 10.	29. 11.

Editorial topics *Druckmarkt* 2021

January/February
Issue 131 / 117 (CH)
22. 02. 2021

Market: The strengths of print in the communication mix
Paper with flair: The value of haptics
Print 4.0: Networking, automation and printing
Print services: From design to logistics

March/April
Issue 132 / 118 (CH)
12. 04. 2021

Digital printing: inkjet in pole position?
Webshops: Concepts and solutions
Print and advertising scene: Still in the same boat?
Paper: An industry in transition

May/June
Issue 133 / 119 (CH)
31. 05. 2021

Audio, photo and print: the clever addition
Business models in digital printing
Online print and digital print: a dream team?
Industrial print: a growth market for print?

July/August
Issue 134 / 120 (CH)
09. 08. 2021

Online print: insights from OPS 2021
Strategies for individualisation
Advancing the extraordinary with print, finishing and enhancement
Sustainability: How green is the industry really?

September/October
Issue 135 / 121 (CH)
04. 10. 2021

Large-Format-Printing: Boom without end or normal business?
Newspapers between print and online
Robotics and artificial intelligence: solutions and approaches
Substrates: The variety from paper to glass

November/December
Issue 136 / 122 (CH)
29. 11. 2021

Trends in packaging and labels
Where does augmented reality fit in with print?
Finishing under digital auspices
Design, paper and print: the appeal of contrasts

Subject to change.

Advertising rates 2021

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.

intervals.

Data format: PDFs

Data transmission via E-Mail at

nico@druckmarkt.com

Circulation: 4.500 copies (Germany),
2.500 copies (Switzerland),

Your contact for advertisements

KLAUS-PETER NICOLAY

nico@druckmarkt.com

Publication dates: 6 times a year at 2-month

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

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

Format: DIN A4 (210 x 297 mm).
Type area: 180 x 280 mm.
Printing Process: Offset, perfect binding.
Spot colors are converted into process colors.

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

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

Druckmarkt
Ahornweg 20
D-56814 Fankel/Mosel
phone: +49 26 71 - 38 36
www.druckmarkt.com

Your contact for advertisements

KLAUS-PETER NICOLAY
nico@druckmarkt.com

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