

As you Like it.



William Shakespeare.

DRUCKMARKT
PRINT | PAPER | PASSION

Media 2022

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. Some passages, however, are identical in content.

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.

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.

Editor

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

Editorial schedule ›Druckmarkt‹ 2022

Edition Germany	137	138	139	140	141	142
Swiss edition	123	124	125	126	127	128
Editorial and advertisement deadline	11. 02.	31. 03.	27. 05.	13. 07.	31. 08.	09. 11.
Artwork deadline	14. 02.	04. 04.	01. 06.	18. 07.	05. 09.	14. 11.
Date of publication	28. 02.	19. 04.	13. 06.	27. 07.	16. 09.	25. 11.

Advertising rates 2022

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: 4.000 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 2022, valid from January 2022.

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

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