

modern office

# Modern Office

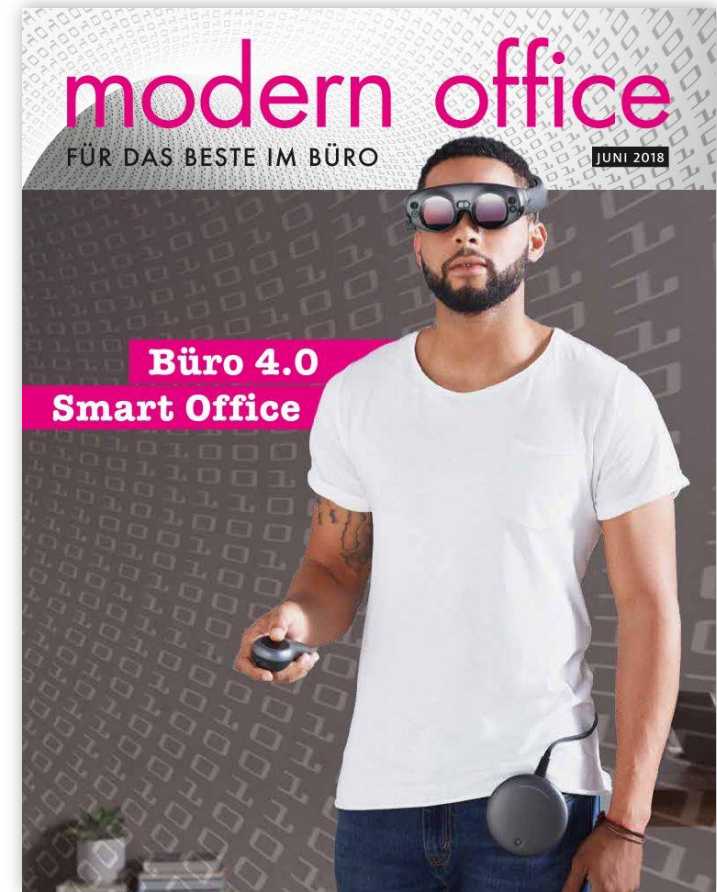
The Very Best For Offices

Rate Card 2019

Süddeutsche Zeitung

Frankfurter Allgemeine  
ZEITUNG FÜR DEUTSCHLAND

Wirtschafts  
Woche



Date: 11/07/2019

**1 Kurzcharakteristik/USP:**

Modern Office – these are the high-quality supplements of the publishing house PRIMA VIER Verlag Frank Nehring. Since 2010, the issues have been enclosed as special publications to renowned newspapers and business magazines like Frankfurter Allgemeine Zeitung, Süddeutsche Zeitung and WirtschaftsWoche (print run at least 100,000 copies).

Therefore, Modern Office is the office magazine with the highest circulation in Germany. Accordingly it offers the best cost per mille (CPM).

These supplements are meant to sensitize top managers in the public and the private sector to the topic “office“. The goal is to encourage those decision-makers to equip offices with high quality products, enabling them to create a more productive environment.

**Target groups:**

- Entrepreneurs, company owners, managing directors, CEOs
- Top managers, decision-makers for office topics
- Purchasing managers, facility managers, IT and organisation managers in companies and public administrations
- Office managers and office assistants

**2 Frequency:** 2–4 issues per annum

**3 Volume/Year:** 10th year

**4 Website:** [OFFICE-ROXX.DE/Modern-Office](http://OFFICE-ROXX.DE/Modern-Office)

**5 Publisher/Editor:** DIMBA  
Deutsches Institut für moderne Büroarbeit

**6 Publishing house:** PRIMA VIER  
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**10 ISSN:** 2194-0681

## Print run/digital copies and distribution analysis

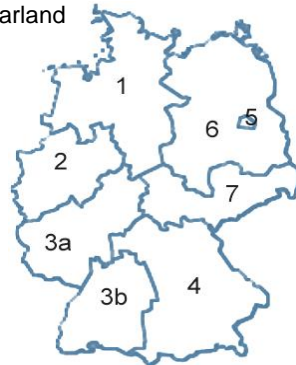
<b>Total run:</b>	at least 110,000 copies each
<b>Print run:</b>	at least 100,000 copies each
<b>Digital copies*:</b>	at least 10,000 copies each
<b>Total number of distributed copies:</b> annual average (see AMF-scheme 2, no.17):	at least 110,000 copies each

The distribution depends on the respective main medium (carrier medium). Further information can be provided on request.

\* Modern Office has been and will be distributed via digital channels like emails and webpages. Further information upon request.

## Distribution (according to the Nielsen regions):

Nielsen 1:	Bremen, Hamburg, Lower Saxony, Schleswig-Holstein
Nielsen 2:	North Rhine-Westphalia
Nielsen 3a:	Hessen, Rhineland-Palatinate, Saarland
Nielsen 3b:	Baden-Württemberg
Nielsen 4:	Bavaria
Nielsen 5+6:	Berlin, Brandenburg, Mecklenburg-West Pomerania, Saxony-Anhalt
Nielsen 7:	Saxony, Thuringia



## Events and Campaigns of DIMBA: Deutsches Institut für moderne Büroarbeit

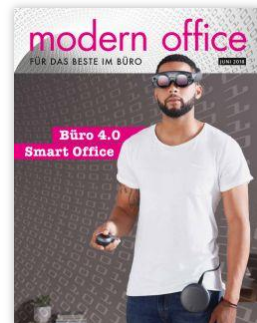
In cooperation with the Deutsches Institut für moderne Büroarbeit DIMBA the magazine Das Büro also organises events. For many years, there have been events such as the so called **Bürotrendforen** (Office Trend Fora), as well as congresses, trade fair tours and seminars.



The magazine Das Büro is also the initiator and a founding member of the campaigns **Aufstand im Büro** ("Stand up in the Office") for more sit-stand solutions, **Bewegung im Büro** ("Movement in the Office") for more dynamic sitting and **Quiet please!** for better room acoustics.



The single issues of Modern Office show possibilities of how to improve office work. Modern Office presents the “Very Best For The Office“ regarding productivity, health, well-being and sustainability. The focus lies on topics and practical solutions concerning the main office fields – office culture, office equipment, office technology and office supplies.



## These issues of Modern Office have been published lately:

**Office-Excellence: Was die Büroarbeit besser macht** (*Improving office work*)

May 2013 in the Süddeutsche Zeitung

**Office-Excellence: Gesund & fit im Büro** (*Healthy & fit in the office*)

2 October 2013 in the Frankfurter Allgemeine Zeitung

**Office-Brands: Welche Marken Sie im Büro kennen sollten** *Office Brands one should know* 18 November 2013 in the WirtschaftsWoche

**Best of Büro: Aktuelle Trends und moderne Lösungen** (*Best of office: current trends and modern solutions*) 6 May 2014 in the Süddeutsche Zeitung

**Arbeitswelt & Ausstattung** (*Workplace and equipment*)

1 October 2014 in the Frankfurter Allgemeine Zeitung

**Best Brands – Starke Marken fürs Büro** (*Best Brands – Important brands for the office*) 26 May 2015 in the Süddeutsche Zeitung

**Gesundheit & Nachhaltigkeit** (*Health & sustainability*)

16 October 2015 in the Frankfurter Allgemeine Zeitung

**Office-Excellence: Best of Büro** (*Office Excellence: Best of Office*)

8 June 2016 in the Süddeutsche Zeitung

**Arbeitswelt & Ausstattung** (*Workplace & equipment*)

17 October 2016 in the Süddeutsche Zeitung

**Kommunikation im Büro** (*Communication in the office*)

12 June 2017 in the Süddeutsche Zeitung

**Gesundheit & Wohlbefinden** (*Health & Well-Being*)

9 October 2017 in the Süddeutsche Zeitung

**Büro 4.0: Smart Office**

4 June 2018 in the Süddeutsche Zeitung

**Arbeitswelt & Ausstattung** (*Workplace & equipment*)

15 October 2018 in the Süddeutsche Zeitung

The complete e-paper versions of every issue are to be found [here](#).



AS: Anzeigenmeldeschluss (Advertising closing date)  
RS: Redaktionsschluss (Copy deadline)  
DS: Druckunterlagenchluss (Printing data deadline)  
ET: Erscheinungstermin (Publishing date)

## Modern Office 1/19

**Beautiful & Good: Design and Quality in the Office**

Frankfurter Allgemeine

AS: 10.05.2019 DS: 27.05.2019  
RS: 10.05.2019 ET: 17.-22.06.2019

**Complete run: at least 150,000 copies**

**Digital run: circa 140,000 copies (F.A.Z. digital)**

**Digital run: at least 10,000 copies**  
(OFFICE-ROXX.DE, including link delivery via email)

**Is available as an e-paper from 17 to 22 June**  
**via the digital service of the Frankfurter Allgemeine Zeitung**

The beautiful and good things have always been of particular interest to humans. This issue is dedicated to these two topics. At the heart of the e-paper, which is available for one week via the digital service of the F.A.Z. (in the apps Kiosk and Edition), are sophisticated design and high quality solutions for the office. Presented are individual products and entire scenarios. From 17 June on it is also permanently available on OFFICE-ROXX.DE.

### Topics:

- Presentation of attractive offices
- Excellent design: award-winning office products
- High quality office solutions: office furniture, office technology, office supplies
- Quality seals for orientation in the vast market of office products

Additional data sheet available.

The Frankfurter Allgemeine Zeitung (F.A.Z.) is a national daily newspaper, which for more than seven decades has stand for excellent journalism. **30 Percent of the readership** are professional decision-makers. The digital services have **2.5 million exclusive users** per week.

## Modern Office 2/19

**Healthy, Cheerful and Productive: Humans in the Office**

Süddeutsche Zeitung

AS: 02.09.2019 DS: 17.09.2019  
RS: 02.09.2019 ET: 16.10.2019

**Complete run: at least 110,000 copies**

**Print run: at least 100,000 copies**

**Digital run: at least 10,000 copies**  
(OFFICE-ROXX.DE, including link delivery via email)

**Will be published on 16 October in the Süddeutsche Zeitung**

In the run up to the big health and safety fair A+A in November 2019, this issue is dedicated to the topics of health and wellbeing in modern office environments. But productivity is also taking up a big part in this concept. The range of topics goes from „Light – Air – Noise“, moving enhancement solutions, ergonomics and questions of mental health up to the mixing up of office and living environments and modern feel good management. With many practical example and solutions.

### Topics:

- Work life balance, stress, burnout, constant accessibility, mindfulness, resilience, resonance, home-office, ...
- Acoustics, Lighting (with Human Centric Lighting), air purification
- Movement-enhancing furniture: sit-stand solutions, 3-D seats, ...
- Health and fitness apps, wearables
- Ergonomic computer peripherals as well as 3<sup>rd</sup> level with monitor arms and more.
- Cleaning/hygiene, ...

Additional data sheet available.

With a daily reach of **1.24 million readers** the Süddeutsche Zeitung (SZ) is Germany's largest national quality newspaper. It reaches 28,9 % of all decision makers in Germany (**LAE 2017**) – more than any other daily or weekly newspaper in Germany.

- 1 Total run:** at least 110,000 copies each
- Total number of distributed copies, annual average (see AMF-scheme 2, no. 17):** 110,000 copies
- 2 Format:** 200 mm x 255 mm (W x H)  
**Type area:** 173 mm x 220 mm (W x H)  
**No. of columns:** 3/2  
**Column width:** 55/70 mm
- 3 Printing and binding method, printing documents:** Offset printing, moving wire stitch printable PDF
- 4 Frequency:** 2–4x per annum
- Publishing dates and deadlines** see publication schedule
- 5 Publishing house:** PRIMA VIER  
 Verlag Frank Nehring GmbH  
 Gustav-Freytag-Straße 7  
 10827 Berlin
- Advertising department (administration):** Tobias Meier  
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 Phone: +49 30 479071-28
- 6 Terms of Payment:** Payment upon receipt of invoice
- Bank details:** Berliner Sparkasse  
 BIC: BELADEBEXXX  
 IBAN: DE21100500001913002345

- 7 Advertising sizes (width mm x height mm) and rates (plus VAT):**  
 Valid for four colour advertisements.

### Modern Office 1/19 (F.A.Z. digital)

Format	Type area	Bleed	Price	AE-Price*
1/1	174 x 220	200 x 255	4,990 €	5,871 €
1/2 high	86,5 x 220	101,5 x 255	2,990 €	3,518 €
1/2 crossways	174 x 110	200 x 127,5	2,990 €	3,518 €
1/3 high	55 x 220	70 x 255	1,990 €	2,341 €
1/3 crossways	174 x 72	200 x 92	1,990 €	2,341 €

### Modern Office 2/19 (Süddeutsche)

Format	Type area	Bleed	Price	AE-Price*
1/1	174 x 220	200 x 255	10,890 €	12,812 €
1/2 high	86,5 x 220	101,5 x 255	6,490 €	7,635 €
1/2 crossways	174 x 110	200 x 127,5	6,490 €	7,635 €
1/3 high	55 x 220	70 x 255	4,510 €	5,305 €
1/3 crossways	174 x 72	200 x 92	4,510 €	5,305 €

Further formats on request.

- **Advertorial prices** are equal to ad prices (including layout support if necessary).
- **Bleed ads** are preferred (regarding the special layout of Modern Office).
- **Bleed ads** need a **3 mm four-side-trim**.

\* Only „AE-Prices“ include an **agency commission (15 %)**.

See page 7 (point 11).

- 8 Additional charges for special positioning:**

Front page:	on request
2nd and 3rd cover page:	5 %
4th cover page:	10 %

- 9 Combinations:** Only one discount is valid. Special prices will not be discounted further.
- 10 Special advertising sizes:** On request
- 11 Discounts:**  
Combination discount: A discount is granted for placing ads in other publications of the PRIMA VIER Verlag Frank Nehring.
- Agency commission: An agency commission (AE) of 15 % for advertisements (exclusively) will be granted to media agencies upon request. See p 6, point 7.
- 12 Delivery note**  
for pos. 10: On request  
For delivery: For "Modern Office" (issue/no.)

*Subject to change.*

*All prices without VAT.*

*Our general terms and conditions apply.*

*([OFFICE-ROXX.DE/AGB](http://OFFICE-ROXX.DE/AGB)).*

## Facebook, Twitter & Flipboard

The editorial staff also informs via:

[fb.com/officeroxx](http://fb.com/officeroxx), [twitter.com/officeroxx](http://twitter.com/officeroxx) und [officeroxx@flipboard](mailto:officeroxx@flipboard)



## Further publications by Germany's leading publishing house for the office



### Das Büro

The magazine for modern office work is the only professional journal in Germany that covers the entire spectrum of office related topics and addresses managing directors and purchasing managers as well as retailers and specialists. Competent, compact, complete.

[OFFICE-ROXX.DE](http://OFFICE-ROXX.DE)

### OFFICE-ROXX.DE

As the only one of its kind, the "Official Office Blog" informs about all important aspects of the modern office. News, product recommendations and overviews as well as tips and tests are presented from the categories office culture, office equipment, office technology and office supplies.

[OFFICE-ROXX.DE](http://OFFICE-ROXX.DE)

**OFFICE ROXX**  
★ DER AMTLICHE BÜRO-BLOG ★

### OFFICE-DEALZZ.DE

The Office Business Portal informs manufacturers and retailers of all office areas: office furniture, office equipment, office supplies and office peripherals with topics such as school, handicrafts, photography.

[OFFICE-DEALZZ.DE](http://OFFICE-DEALZZ.DE)

**OFFICE DEALZZ**  
★ DAS BÜROWIRTSCHAFTSPORTAL ★