

Das Büro

Magazin for Modern Office Work

Rate Card 2019



Date: 02/05/2019

1 Characteristics/USP:

Das Büro is the only German office magazine which covers the entire spectrum of office related topics. Das Büro informs decision-makers about outstanding developments regarding office culture, office equipment, office technology and office supplies, focusing particularly on ergonomics, health, design aesthetics, quality, innovation, sustainability and economy. Das Büro is competent, compact and complete.

Target groups:

At present, around 21 million people in Germany work in offices, that is almost every second employee. Das Büro especially targets decision-makers of small and mid-market companies.

Das Büro primarily addresses the following groups:

Entrepreneurs, company owners, managing directors

- Purchasing managers, facility managers, IT and organisation managers in companies and public administrations
- Office managers and office assistants
- Retail traders related to office products
- Architects and furnishing consultants
- Works council and staff council representatives
- Health and safety officers, technicians and inspectors
- Representatives of associations and co-operative societies
- Ergonomists, company medical officers

2 Frequency: 6 issues per annum (plus special editions)

3 Volume/Year: 23rd year

4 Website: OFFICE-ROXX.DE/Das-Buero
fb.com/officeroxx, twitter.com/officeroxx
[officeroxx@flipboard](https://flipboard.com/@officeroxx)

5 Membership/ Company:

DNB – member and media partner
Deutsches Netzwerk Büro e. V.

Partnerships:

Industrieverband Büro und Arbeitswelt e. V. (IBA), Bundesdeutscher Arbeitskreis für Umweltbewusstes Management (B.A.U.M.),

6 Organ:

DIMBA
Deutsches Institut für moderne Büroarbeit

7 Publishing house:

PRIMA VIER Nehring Verlag GmbH
Gustav-Freytag-Straße 7, 10827 Berlin
Phone: +49 30 479071-0
Email: info@OFFICE-ROXX.DE
Web: OFFICE-ROXX.DE

8 Editorial staff:

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9/10 Advertisements/ distribution:

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11	Subscription:	Single copy: 9.50 € Subscription Germany (print): 49 € Subscription Germany (digital): 39 € postage and VAT included Subscription outside Germany (print): 49 € Subscription outside Germany (digital): 39 € postage and VAT not included. (6 issues of Das Büro plus up to 4 special editions)
12	ISSN:	1867-8181
13	Volume analysis:	2017–2018 (issues 05/17–04/18 = 6 issues, without special editions)
	Format:	210 x 297 mm (width x height)
	Total content:	408 pages = 100 %
	Editorial part:	346 pages = 84,8 %
	Advertisements:	62 pages = 15,3 %
	Inserts:	10 pieces
14	Content analysis:	Editorial content 2017/2018 = 346 pages (without special editions)
	Office culture :	30 %
	Office equipment:	20 %
	Office trchnology:	15 %
	Office supplies:	15 %
	Miscellaneous:	20 % (editorials, contents, adresses)

15	Circulation control:	Publisher's statement
16	Circulation analysis:	Copies per issue on average from 1 July 2017 to 30 June 2018

Total run: 33,955

Print run: 24,000

Total number of distributed copies: 23,800

Sold circulation: 3,479

– Subscription: 2,344

– Single sales: 285

– Other sales: 850

Qualified distribution: 18,921

Fair/Exhibition: 1,100

Free copies: 300

Rest, archive and voucher copies: 200

Digital copies*: 9,955

Subscription: 4,788

Single sales: 285

Qualified distribution: 4,882

* Das Büro is also being distributed via digital channels, for example via subscription and platforms like [onlinekiosk.de](https://www.onlinekiosk.de). Further information on request.

17 Geographical distribution analysis according to the Nielsen regions:

- Nielsen 1: 10 %
- Nielsen 2: 23 %
- Nielsen 3a: 19 %
- Nielsen 3b: 21 %
- Nielsen 4: 18 %
- Nielsen 5+6: 5 %
- Nielsen 7: 4 %



Readership analysis:

Data is taken from the readers' survey from July 9 to August 10 2018.

Size of enterprise/organisation:

- 1 up to 10 employees: 15 %
- 11 up to 100 employees: 43 %
- 101 up to 500 employees: 33 %
- 501 and more employees: 9 %
- Total: 100 %

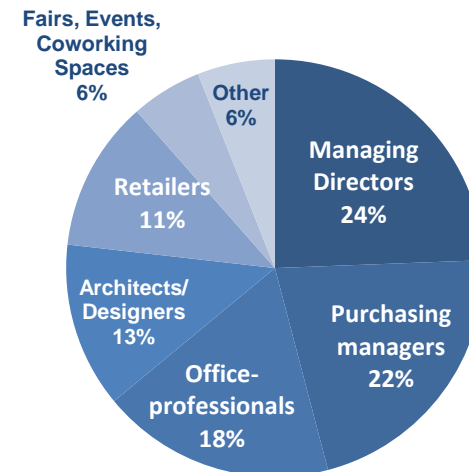
Decision-making power regarding the office equipment:

- Full power: 51 %
- Limited power: 37 %
- Through suggestion/help: 10 %
- No power of decision making: 2 %
- Total: 100 %

Receiver:

Receiver:	Percentage	Copies	Comment
- Managing Directors:	24,4 %	8.285	
- Purchasing managers:	21,5 %	7.300	
- Office-professionals:	18,1 %	6.146	
- Architects/Designers:	12,8 %	4.346	
- Office furniture retailers:	4,9 %	1.664	Including planners and consultants
- Fairs/Events:	3,6 %	1.222	
- Office technology retailers:	3,3 %	1.121	IT system houses
- Office supplies retailers:	3,5 %	1.188	Stationary
- Coworking Spaces:	1,9 %	645	
- Other*:	6,0 %	2.037	
- Total:	100 %	33.955	

* (Company medical officers, facility managers, safety officers and more. As well as not known)



Topics:

The magazine's concept is based on the following four main categories: office culture, office equipment, office technology and office supplies. Das Büro brings together manufacturers and consumers, competent expert opinions and pragmatic solutions.

Standard categories – contents

- Office culture
 - General office topics like Smart Office, well-being, coworking, presentation, organisation, sustainability, travel and event management (MICE)
 - Health, safety and environmental topics
 - Office ergonomics, mental and physical health, usability, etc.
 - Modern office management (career, correspondence)
 - Studies, best practice examples

- Office Equipment
 - Office desks and chairs, system furniture, i. e. sit-stand solutions, room partitioning systems, conference furniture, soft seating, 3rd level, power and cable management
 - Architecture, real estate, facility management, suppliers
 - Lighting systems, acoustics, air quality, flooring, etc.

- Office technology
 - Printers, photocopiers, scanners
 - Telecommunication equipment (headsets, telephone systems, conference and collaboration systems, etc.)
 - Displays, projectors, computers, computer peripherals (keyboards, mice, etc.)
 - Server- and WLAN-Technology, Cloud- and storage solutions
 - Document shredders, dictation technology
 - Software (office solutions, safety, ECM/DMS, etc.)

- Office supplies
 - Presentation and organisation
 - Mail processing
 - Coffee, tea, water, catering
 - Cleaning products
 - Paper supplies and writing instruments, document-finishing
 - Calendars, gifts, promotion items
 - E-Procurement

- Addresses
 - Top addresses for all four office categories: First-class manufacturers and retailers

Among others the following fairs will be depicted in Das Büro:

Fair	Date	City
Domotex	11.01.–14.01.2019	Hanover
imm cologne	14.01.–20.01.2019	Cologne
Paperworld	26.01.–29.01.2019	Frankfurt/Main
ISE	05.02.–08.02.2019	Amsterdam
CCW	19.02.–21.02.2019	Berlin
INservFM	19.02.–21.02.2019	Frankfurt/Main
ITB/Business Travel Days	06.03.–10.03.2019	Berlin
Internorga	15.03.–19.03.2019	Hamburg
Corporate Health Convention	09.04.–10.04.2019	Stuttgart
Interzum	21.05.–24.05.2019	Cologne
Cebit	24.06.–28.06.2019	Hanover
Bürostuhl-Vergleichstest	24.06.–19.07.2019	Berlin
IFA	06.09.–11.09.2019	Berlin
Zukunft Personal Europe	17.09.–19.09.2019	Cologne
Insights-X	10.10.–12.10.2019	Nuremberg
mbt Meetingplace	tba	Basel
A + A	05.11. –08.11.2019	Dusseldorf

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

Das Büro 1/19

AS: 05.02.2019 DS: 22.02.2019
RS: 05.02.2019 ET: 11.03.2019

- Main topics:**
- Special: Office lighting
 - Office flooring trends, with highlights of Domotex
 - Trends in office supplies, with highlights of Paperworld
 - Paper & special paper (labels, etc.)
 - Highlights of ISE
 - Market overview: office displays
 - Office security: software, hardware, services
 - Coffee – tea – water dispensers – catering providers
 - Market overview: automatic coffee makers

Das Büro 2/19

AS: 02.04.2019 DS: 23.04.2019
RS: 02.04.2019 ET: 09.05.2019

- Main topics:**
- Special: Trends in office technology with Cebit preview
 - Trends in office equipment (furniture, acoustics, etc.) with Interzum preview
 - Design: iF, Red Dot Award, etc.
 - Green Office: ecological sustainability
 - Printers/MPS/MFDs
 - DMS/ECM
 - Mail processing, mailings
 - E-procurement

Das Büro 3/19

AS: 06.06.2019 DS: 26.06.2019
RS: 06.06.2019 ET: 11.07.2019

- Main topics:**
- Special: Office break, with automatic coffee makers, delivery services, catering providers, movement offerings, lounge furniture, etc.
 - Presentation and conferences (technology – office supplies furniture)
 - Computers and peripherals
 - WLAN and cloud solutions
 - Office power & cable management, 3rd level, monitor arms
 - Calendars, gifts, advertising items

Das Büro 4/19

AS: 06.08.2019 DS: 23.08.2019
RS: 06.08.2019 ET: 09.09.2019

- Main topics:**
- Special: Health (encouragement of movement, ergonomics, etc.)
 - Communication (software, hardware, services, furniture)
 - Results of the Office Swivel Chair Test
 - Organisation, data backup
 - Document management
 - Document finishing: lamination, stamps, etc.
 - Cleaning products/hygiene
 - Travel management, business hotels, MICE
 - Market overview: document shredders

Das Büro 5/19

AS: 18.09.2019 DS: 08.10.2019
RS: 18.09.2019 ET: 23.10.2019

- Main topics:**
- Special: Office trends: furniture, concepts, air conditioning & air purification, lighting, flooring, media equipment, etc. With A+A preview
 - Acoustics: walls, headphones, etc.
 - Scanners, printers, associated consumables
 - Mail processing
 - Automatic coffee makers and coffee specialities
 - Writing instruments

Das Büro 6/19

AS: 12.11.2019 DS: 29.11.2019
RS: 12.11.2019 ET: 16.12.2019

- Main topics:**
- Special: New Work with coworking spaces, business centres, home office, start-ups, etc.
 - Design: German Design Award and more
 - Software, office apps
 - IT/telecommunication & collaboration technology
 - Displays and projectors with ISE preview
 - MICE and travel management
 - Trends in office supplies with Paperworld preview

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

Special Issues 2019

Das Büro: Office Products of the Year 2019

AS: 31.01.2019 DS: 22.02.2019
RS: 07.02.2019 ET: 11.03.2019

Every year the editorial staff of Das Büro examines plenty of office products. Only the most convincing solutions are presented in an issue of Das Büro. Since 2004, Das Büro has awarded the Office Products of the Year. For awarding this prize, the editorial staff chooses from hundreds of office products from the past twelve months. In 2019, the Office Products of the year will again be presented in a special issue.

Das Büro: Office & Object 2019 (E-Paper only)

AS: 08.08.2019 DS: 30.08.2019
RS: 15.08.2019 ET: 06.09.2019

In this special issue, which will be published digitally as an e-paper only, Das Büro presents successful examples for modern office environments. The case studies are chosen according to these criteria: attractiveness/design, innovation, creativity promotion, communication promotion, collaboration promotion, concentration promotion, health promotion, physical activity promotion, sustainability, clever office hacks, third places, coworking, special features.

Das Büro: Quality Office 2019

AS: 26.03.2019 DS: 17.04.2019
RS: 02.04.2019 ET: 07.05.2019

This issue will present office furniture, office consultants and office retailers that carry the „Quality Office“ certificate. In cooperation with the Industrieverband Büro und Arbeitswelt e. V. (IBA), this very special buyers guide gives a representative overview containing all certified products and services as well as service providers – already for the eleventh time



The covers are linked to the e-paper versions of the issues.
Additional data sheets are available for the special issues.
The special issues have a format of 200 x 255 mm (width x height) and differing advertising prices which we will gladly send you upon request.

- 1 Total run:** 33,955 copies
(24,000 printed, 9,955 e-papers)
- Total number of distributed copies, annual average (see AMF-scheme 2, no.17):** 33,755 copies
(23,800 printed, 9,955 e-papers)
- 2 Format:** 210 mm x 297 mm (B x H)
Type area: 185 mm x 243 mm (B x H)
No. of columns: 3/2
Column width: 58/88 mm
- 3 Printing and binding method, printing documents:** Offset printing, adhesive binding, printable PDF
- 4 Frequency:** 6 issues p. a. (plus special editions)
Publishing dates and deadlines: see publication schedule
- 5 Publishing house:** PRIMA VIER Nehring Verlag GmbH
Gustav-Freytag-Straße 7
10827 Berlin
- Advertising department (administration):** Tobias Meier
Email: TM@OFFICE-ROXX.DE
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.

Format	Type area	Bleed	Price	AE-Price*
1/1	185 x 258	210 x 297	6,490 €	7,635 €
2/3 high	122 x 258	132 x 297	4,990 €	5,871 €
2/3 crossways	185 x 181,5	210 x 198	4,990 €	5,871 €
1/2 high	90 x 258	100 x 297	3,990 €	4,694 €
1/2 crossways	185 x 129	210 x 148,5	3,990 €	4,694 €
1/3 high	58,5 x 258	68,5 x 297	2,990 €	3,518 €
1/3 crossways	185 x 82,5	210 x 99	2,990 €	3,518 €
1/4 high	42,5 x 258	52,5 x 297	2,290 €	2,694 €
1/4 crossways	185 x 58	210 x 74,5	2,290 €	2,694 €
1/4	90 x 129	100 x 142	2,290 €	2,694 €

Further formats on request.

- **Advertorial prices** are equal to ad prices (including layout support if necessary).
- **Bleed ads** are preferred (regarding the layout of Das Büro).
- **Bleed ads** need a **3 mm four-side-trim**.
- **Distance to the inner margin:** Please leave a visible distance of 8 mm for all ads that touch the inner margin because there is a small part that gets partially hidden in the binding process due to the adhesive binding.
- *Only "**AE-Prices**" include an **agency commission (15 %)**.

- 8 Additional charges for special positioning:**
- Front page: On request
2nd and 3rd cover page: 5 %
4th cover page: 10 %
Additional Colours: 1,990 € per special colour

- 9 Combinations:** Only one discount is valid. Special prices will not be further discounted.
- 10 Special advertising sizes:** on request
- 11 Discount:** (if placed within 12 months)
- Frequency discount:
- | | |
|-------|------|
| 3 ads | 5 % |
| 6 ads | 10 % |
- Volume discount:
- | | |
|---------|------|
| 3 pages | 5 % |
| 6 pages | 10 % |
- Combination discount: A discount is granted for placing ads in other publications
- Agency commission: An agency commission (AE) of 15 % for advertisements (exclusively) will be granted to media agencies upon request. See p 8 point 7.
- 12. Bound insertsa:**
- | | |
|--------------------|---------|
| 2 pages (1 sheet) | 4,990 € |
| 4 pages (2 sheets) | 6,490 € |
| 8 pages (4 sheets) | 7,490 € |
- Further prices on request. Prices apply to a paper weight of max. 150 g. Delivery untrimmed, bleed upon request.
- 13 Loose inserts**
(up to 25 g):
- Maximum Size: 210 mm x 297 mm (W x H)
- Full inserts (price per thousand): 360 €
- Partial inserts (price per thousand): 410 €, minimum 3,500 €
Price for heavier inserts on request.
No discounts.

- 14 Glued-on inserts:**
Prices per thousand (excl. postage):
- | |
|--|
| 140 € for postcards |
| 180 € for CD/booklets |
| Larger and heavier formats on request. |
| No discounts. |
- 15 Address entry:** Top addresses
Print and online
490 € for 6 issues/12 months plus web-entry and catalogue on OFFICE-ROXX.DE
- 16 Delivery note**
for pos. 12–14: On request.
For delivery: For "Das Büro" (issue/no.)

Subject to change.

All prices without VAT.

Our general terms and conditions apply (OFFICE-ROXX.DE/AGB).

E-Paper of Das Büro 5/18



The complete e-paper version of this issue can be found [here](#).

Facebook, Twitter & Flipboard

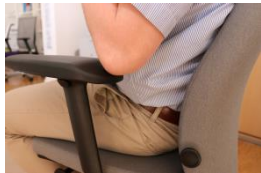
The editorial staff informs also via those channels:

fb.com/officeroxx, twitter.com/officeroxx, officeroxx@flipboard



Tests and Awards

The editorial staff regularly tests new products for the suitability in offices – categories include ergonomics, innovation, design and ecology. The most convincing products get the recommendation büroHIT. Since 2005, every summer the annual big Office Swivel Chair Test has taken place. In it, current office chairs which are available on the German market are tested. Readers tests of office products can also be carried out on request.



Special advertising types

Das Büro is offering almost every form of specialised advertising types. In addition to bound inserts, glued-on inserts and address-entries (see p. 9) this also includes

- advertorials (text advertisements),
- sponsored articles,
- banderoles,
- wrappers,
- offprints.

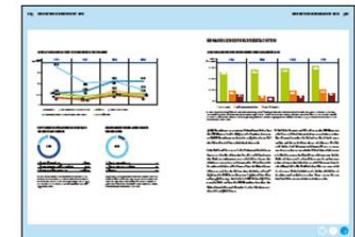


Upon request, we will send you the prices for these special advertising types.

Corporate Publishing

We also create and produce client and company magazines as well as business/yearly/management and board reports for you.

Use our knowhow.



20 years of Das Büro

The road to the Magazine for Modern Office Work.

[An article from Das Büro 1/17](#)



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.



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



Modern Office

Since 2010, the publishing house PRIMA VIER Nehring Verlag has produced special supplements for renowned newspapers and business magazines on behalf of the DIMBA Deutsches Institut für moderne Büroarbeit.

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

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

OFFICE DEALZZ
★ DAS BÜROWIRTSCHAFTSPORTAL ★