

# Das Büro

Magazine for Modern Office Work

## Rate Card 2020



Date: 14/07/2020

**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 32 million people in Germany work in offices, that are almost 71 Percent of all employees. 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:** 24<sup>nd</sup> year

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

**5 Membership/ Company:**

Member and Media Partner of Deutsches Netzwerk Büro e. V. (DNB) and Industrieverband Büro und Arbeitswelt e. V. (IBA)

**6 Organ:** Deutsches Institut für moderne Büroarbeit (DIMBA)

**7 Publishing house:** PRIMA VIER Nehring Verlag GmbH  
Gustav-Freytag-Straße 7, 10827 Berlin  
Phone: +49 30 479071-0  
Email: [info@OFFICE-ROXX.DE](mailto:info@OFFICE-ROXX.DE)  
Web: [OFFICE-ROXX.DE](http://OFFICE-ROXX.DE)

**8 Editorial staff:** Dr. Robert Nehring (editor-in-chief)  
Phone: +49 30 479071-18  
Email: [RN@OFFICE-ROXX.DE](mailto:RN@OFFICE-ROXX.DE)

Mr. Gerrit Krämer  
Phone: +49 30 479071-16  
Email: [GK@OFFICE-ROXX.DE](mailto:GK@OFFICE-ROXX.DE)

Christian Marx  
Phone: +49 30 479071-13  
Email: [CM@OFFICE-ROXX.DE](mailto:CM@OFFICE-ROXX.DE)

Mr. Paul Svihalek  
Phone: +49 30 479071-19  
Email: [PS@OFFICE-ROXX.DE](mailto:PS@OFFICE-ROXX.DE)

**9/10 Advertisements/ distribution :** Mr. Tobias Meier  
Phone: +49 30 479071-28  
Email: [TM@OFFICE-ROXX.DE](mailto:TM@OFFICE-ROXX.DE)

<b>11</b>	<b>Subscription:</b>	Single copy: 9.50 € (print), 8.50 € (e-paper) Subscription Germany (print): 49 € Subscription Germany (e-paper): 44 € postage and VAT included
		Subscription outside Germany (print): 49 € Subscription outside Germany (e-paper): 39 € postage and VAT not included.
		(A subscription includes 6 issues of Das Büro plus up to 4 special editions)
<b>12</b>	<b>ISSN:</b>	1867-8181
<b>13</b>	<b>Volume analysis:</b>	2018–2019 (issues 05/18–04/19 = 6 issues, without special issues)
	Format:	210 x 297 mm (width x height)
	Total content:	432 pages = 100 %
	Editorial part:	357 pages = 82.6 %
	Advertisements:	75 pages = 17.4 %
	Inserts:	6 pieces
<b>14</b>	<b>Content analysis:</b>	Editorial content 2018/2019 = 357 pages (without special editions)
	Office culture :	26 %
	Office equipment:	29 %
	Office technology:	15 %
	Office supplies:	16 %
	Miscellaneous:	14 % (editorials, contents, addresses)

<b>15</b>	<b>Circulation control:</b>	Publisher's statement
<b>16</b>	<b>Circulation analysis:</b>	Copies per issue on average from 1 July 2018 to 30 June 2019
	<b>Total run:</b>	34,500
	<b>Print run:</b>	22,500
	Total number of distributed copies:	22,000
	Sold circulation:	3,500
	– Subscription:	2,318
	– Single sales:	304
	– Other sales:	878
	Qualified distribution:	17,000
	Fair/Exhibition:	1,500
	Free copies:	300
	Rest, archive and voucher copies:	200
	<b>Digital copies*:</b>	12,000
	Subscription:	5,112
	Single sales:	352
	Qualified distribution:	6,536

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

**17 Geographical distribution analysis according to the Nielsen regions (August 2019):**

- 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 11 to August 9, 2019.

**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 %

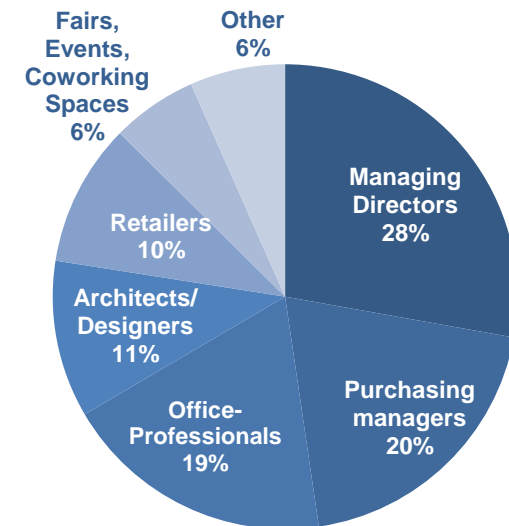
**Decision-making power regarding the office equipment:**

- Full power: 47 %
- Limited power: 40 %
- Through suggestion/help: 10 %
- No power of decision making: 3 %
- Total: 100 %

**Receiver:**

	Percentage	Copies	Comment
- Managing Directors:	28.7%	9,915	
- Purchasing managers:	19.7%	6,787	
- Office-professionals:	18.9%	6,512	
- Architects/Designers:	10.9%	3,774	
- Office furniture retailers:	4.2%	1,466	Including planners and consultants
- Office technology retailers:	3.1%	1,082	IT system houses
- Office supplies retailers:	2.5%	875	Stationary
- Coworking Spaces:	1.7%	580	
- Fairs/Events:	4.3%	1,500	
- Other:	5.8%	2,009	

\* (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
  - New Work, office 4.0, coworking, start-ups
  - Health, well-being, productivity, flexibility
  - social and ecological sustainability
  - Communication, collaboration, career
  - Presentation and organisation
  - Travel and event management (MICE)
  
- Office equipment
  - Office desks and chairs, system furniture, i. e. sit-stand solutions, room partitioning systems, conference furniture, soft seating
  - Power and cable management, components & materials
  - Architecture, real estate, facility management
  - Lighting systems, acoustics, air quality, flooring
  
- Office technology
  - Telecommunication equipment (collaboration and conference systems, headsets, telephone systems, etc.)
  - Displays, projectors
  - Computer, computer peripherals (keyboards, mice, etc.)
  - Server- and WLAN-Technology, Cloud- and storage solutions
  - Printer, copier, scanner
  - Document shredders, dictation technology
  - Software (Office solutions, safety, ECM/DMS, etc.)

- Office supplies
  - Office break: coffee, tea, water, catering, vending
  - Cleaning products
  - Presentation and organisation
  - Paper supplies and writing instruments, document-finishing
  - Mail processing
  - 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	10.01.–13.01.2020	Hanover
imm cologne	13.01.–19.01.2020	Cologne
Paperworld	25.01.–28.01.2020	Frankfurt/Main
ISE	11.02.–14.02.2020	Amsterdam
CCW	02.03.–04.03.2020	Berlin
ITB/Business Travel Forum	04.03.–08.03.2020	Berlin
Light + Building	08.03.–13.03.2020	Frankfurt/Main
Internorga	13.03.–17.03.2020	Hamburg
Twenty2X	17.03.–19.03.2020	Hanover
Swivel Chair Test by Das Büro	16.04.–15.05.2020	Berlin
Corporate Health Convention	12.05.–13.05.2020	Stuttgart
IFA	04.09.–09.09.2020	Berlin
Arbeitsschutz aktuell	06.10.–08.10.2020	Stuttgart
Acoustex	07.10.–08.10.2020	Dortmund
Insights-X	14.10.–17.10.2020	Nuremberg
Orgatec	27.10.–31.10.2020	Cologne
Euvend & Coffeena	29.10.–31.10.2020	Cologne

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

## Das Büro 1/20

AS: 31.01.2020 DS: 19.02.2020  
RS: 31.01.2020 ET: 05.03.2020

- Main topics:**
- Special: Green office: ecological sustainability
  - Office lighting with highlights of Light + Building
  - Trends in office supplies, with highlights of Paperworld
  - Office flooring trends, with highlights of Domotex
  - Market overview: office displays
  - Office security: software, hardware, services
  - Paper & special paper (labels, etc.)
  - Coffee – tea – water dispensers – catering, vending
  - Market overview: automatic coffee machines

## Das Büro 2/20

AS: 31.03.2020 DS: 21.04.2020  
RS: 31.03.2020 ET: 07.05.2020

- Main topics:**
- Special: Design awards: iF, Red Dot etc.
  - Trends in office technology, with highlights of ISE, CCW and Twenty2X
  - Trends in office equipment (furniture, acoustics, etc.)
  - Printers/MPS/MFDs, DMS/ECM
  - Mail processing, mailings
  - E-procurement

## Das Büro 3/20

AS: 05.06.2020 DS: 24.06.2020  
RS: 05.06.2020 ET: 09.07.2020

- Main topics:**
- Special: Office break, with lounge furniture, office kitchen, automatic coffee machines, etc.
  - Presentation and conferences (technology, office supplies, furniture)
  - Results of the Office Swivel Chair Test
  - Office furniture components and materials
  - Computer and peripherals, WLAN- and cloud computing
  - Office power & cable management, 3<sup>rd</sup> level, monitor arms
  - Calendars, gifts, advertising items

## Das Büro 4/20

AS: 03.08.2020 DS: 20.08.2020  
RS: 03.08.2020 ET: 04.09.2020

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

## Das Büro 5/20

AS: 16.09.2020 DS: 05.10.2020  
RS: 16.09.2020 ET: 20.10.2020

- Main topics:**
- Special: Office trends: furniture, concepts, air conditioning & air purification, lighting, flooring, media equipment, etc. With huge alternative Orgatec reporting, part I
  - Acoustics: walls, headphones, etc.
  - Scanners, printers, associated consumables
  - Mail processing
  - Automatic coffee machines and coffee specialities, with alternative Euvend & Coffeena reporting
  - Writing instruments

## Das Büro 6/20

AS: 11.11.2020 DS: 30.11.2020  
RS: 11.11.2020 ET: 15.12.2020

- Main topics:**
- Special: New Work(spaces) with multi spaces, activity based working, coworking, home office, start-ups etc.
  - Alternative Orgatec reporting, part II
  - Design awards: German Design Award, Iconic etc.
  - Software, office apps
  - IT/telecommunication & collaboration technology
  - Displays and projectors with ISE preview
  - MICE and travel management
  - Trends in office supplies with Paperworld preview

## Special Issues 2020

### Das Büro: Top 100 Office Products of the Year 2020

AS: 28.01.2020 DS: 19.02.2020  
RS: 04.02.2020 ET: 05.03.2020

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. Since 2017 the Top 100 Office Products of the Year have been presented in a special issue.

## Publication schedule T

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

### Das Büro: Quality Office 2020

AS: 26.03.2020 DS: 21.04.2020  
RS: 02.04.2020 ET: 07.05.2020

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 twelfth 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:** 34,500 copies  
(22,500 printed, 12,000 e-papers)
- Total number of distributed copies, annual average (see AMF-scheme 2, no.17):** 34,000 copies  
(22,000 printed, 12,000 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):** Mr. Tobias Meier  
Email: [TM@OFFICE-ROXX.DE](mailto:TM@OFFICE-ROXX.DE)  
Phone: +49 30 479071-28
- 6 Terms of payment:** Payment upon receipt of invoice
- Bank details:** Berliner Sparkasse  
BIC: BELADEBEXX  
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 sideways	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 sideways	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 sideways	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 sideways	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 (ready-made text ads):** They are equal to ad prices (including layout support if necessary).
- **Sponsored article prices :** Upon request.
- **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 %)**.  
See page 9 (point 11).

- 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 inserts:**
- |                    |         |
|--------------------|---------|
| 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): 299 €
- Partial inserts (price per thousand): 399 €, minimum 5,000 inserts  
Price for heavier inserts on request.  
No discounts.

- 14 Glued-on inserts:**  
Prices per thousand (excl. postage):
- |  |
|--|
| 140 € for postcards                    |
| 180 € for 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](http://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](http://OFFICE-ROXX.DE/AGB)).*

**E-paper of Das Büro 2/19**



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

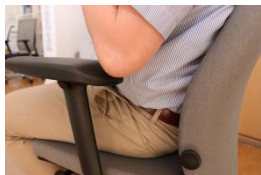
**Tests and Awards**

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

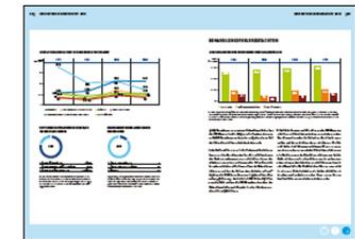


Upon request, we will send you the prices for these special advertising types.

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

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

### 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-DEALZZ.DE

The Office Business Blog informs manufacturers and dealers of all office areas (office furniture, office equipment, office supplies) as well as on the topics school and handicraft/DIY.

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

**OFFICE DEALZZ**  
★ DER BÜROWIRTSCHAFTSBLOG ★