

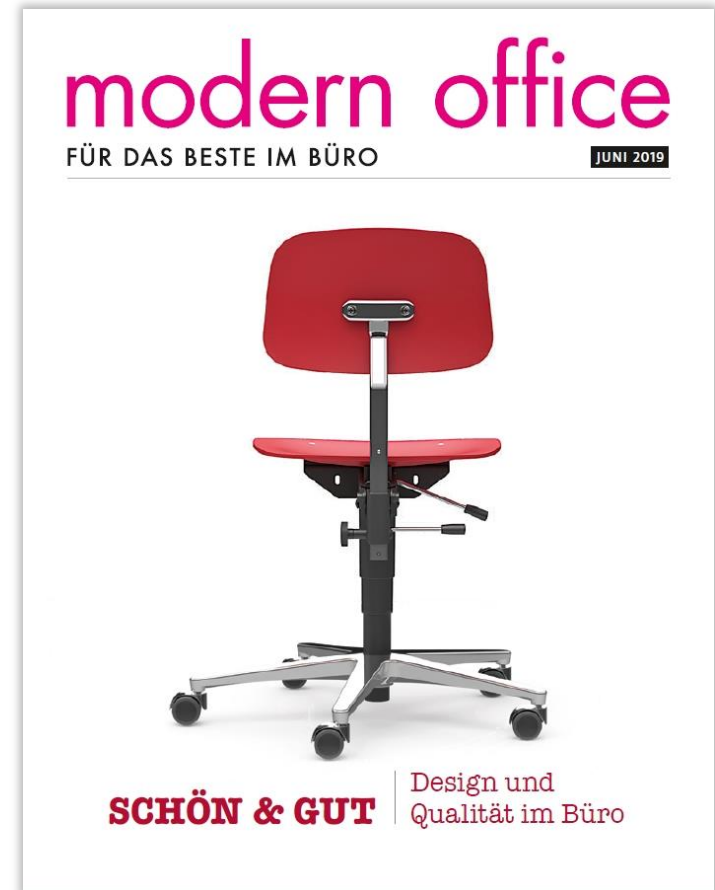
modern office

Modern Office

The Very Best For Offices

Rate Card 2020

Süddeutsche Zeitung **Frankfurter Allgemeine**
ZEITUNG FÜR DEUTSCHLAND



Date: 20/07/2020

1 Characteristics/USP:

Modern Office – these are the high-quality supplements of the publishing house PRIMA VIER Nehring Verlag. 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.

Traget 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:** 11th year

4 **Website:** OFFICE-ROXX.DE/Modern-Office

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

6 **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

7 **Editorial staff:** Dr. Robert Nehring (editor-in-chief)
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8/9 **Advertisements/
Distribution:** Tobias Meier
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10 **ISSN:** 2194-0681

Print run/digital copies and distribution analysis

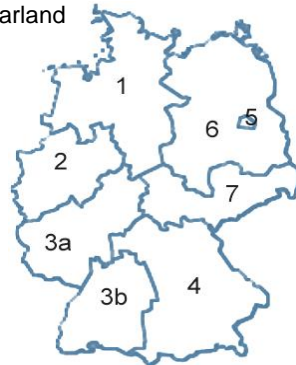
Total run:	at least 150,000 copies/views each
Print run:	at least 100,000 copies each
Digital run*:	at least 50,000 views each
Total number of distributed copies:	
annual average (see AMF-scheme 2, no.17):	at least 150,000 copies/views each

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

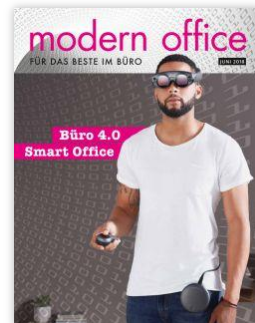
In cooperation with the Deutsches Institut für moderne Büroarbeit DIMBA the magazine Das Büro also organises events. For many years, there have been events such as the so called **Bürotrendforen** (Office Trend Fora), as well as congresses, trade fair tours and seminars.



The magazine Das Büro is also the initiator and a founding member of the campaigns **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 is 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-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*) 19 October 2018 in the Süddeutsche Zeitung

Schön & gut: Design und Qualität im Büro (*Beautiful & Good: Design and Quality in the Office*) From 17 to 22 June 2019 available as an e-paper in the digital service of the Frankfurter Allgemeine Zeitung, permanently on OFFICE-ROXX.DE

Gesund, gut gelaunt und produktiv: Der Mensch im Büro (*Healthy, Cheerful and Productive: Humans in the office*) 16 Oktober 2019 in the Süddeutsche Zeitung

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

Modern Office 1/20 100 Great Office Products

AS: 08.05.2020 DS: 26.05.2020
RS: 08.05.2020 ET: 15.–20.06.2020

Frankfurter Allgemeine
Digital

at least 150,000 views
at least 100,000 views via F.A.Z. digital
at least 50,000 views on OFFICE-ROXX.DE via newsletter, mailings,
socials, search engines, direct links

Will be published on 15 June 2020 as an e-paper on OFFICE-ROXX.DE and is
also available from 15 to 20 June 2020 via the digital service of the
Frankfurter Allgemeine Zeitung

Every year the editorial staff examines plenty of office products. Many are tried
out, some of them are even extensively tested for the Nehring Media. In this issue
the editorial staff presents the most recommendable products from all office fields:

- especially helpful
- especially high-quality
- especially beautiful
- especially health-promoting
- especially sustainable, etc.

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. **31 Percent of the readership** are professional decision-
makers. The digital service has **12.8 million exclusive users** per month.

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

Modern Office 2/20 Workplace & Equipment

AS: 04.09.2020 DS: 21.09.2020
RS: 04.09.2020 ET: 19.10.2020

Süddeutsche Zeitung

Complete run: at least 150,000 copies/views
Print run: at least 100,000 copies
E-paper: at least 50,000 views on OFFICE-ROXX.DE via
newsletter, mailings, socials, search engines, direct links

Will be published on 19 October 2020 in the Süddeutsche Zeitung

Already for the sixth time this issue is dedicated to concepts of modern office
working environments as well as examples and possibilities of excellent office
equipment. The Orgatec was once more planned as the central reference point
together with the vending fair Euvend & Coffeena. After the cancellation of the two
fairs due to corona, the focus is now on what would have been shown at these two
events. Other topics are office technology and office supplies.

Topics:

- Focus topics: New work, smart office, multispaces, activity-based-
working, design, quality, health, well-being, flexibility, sustainability
- Best practice examples and unique solutions from the areas:
Office equipment (furniture, acoustics, lighting, electrification, etc.),
Office technology (computer, computer peripherals, software/apps,
communication, ...),
Office supplies (office break/coffee machines/vending, PBS, mail processing, ...).

Additional data sheet available.

With a daily reach of **1.25 million readers** the Süddeutsche Zeitung (SZ)
is Germany's largest national quality newspaper. It reaches 28,9 % of all
decision makers in Germany ([LAE 2019](#)) – more than any other daily or
weekly newspaper in Germany.

1 **Total run:** at least 150,000 copies/views each

Total number of distributed copies,
annual average (see
AMF-scheme 2,
no. 17):

at least 150,000 copies/views each

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 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: BELADEV3333
IBAN: DE21 10050000 1913002345

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

Modern Office 1/20 (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	2,490 €	2,929 €
1/3 crossways	174 x 72	200 x 92	2,490 €	2,929 €

Modern Office 2/20 (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 (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 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 Nehring Verlag.

 Agency commission: An agency commission (AE) of 15 % for advertisements (exclusively) will be granted to media agencies upon request. See page 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)

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

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 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

OFFICE DEALZZ
 ★ DER BÜROWIRTSCHAFTSBLOG ★

Facebook, Twitter & Flipboard

The editorial staff also informs via:

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

