

OFFICE ROXX

MAG FÜR MODERNE ARBEIT

OFFICE ROXX

Mag for Modern Work

Rate Card 2021

Euro 9,50 | ZK2 44762

OFFICE ROXX

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#01.211 #188 OFFICE-ROXX.DE



TOP 100: Die Bürolösungen des Jahres
SPECIAL: Green Office – Das nachhaltige Büro
HOMEOFFICE: Probleme und Lösungen

Date: 7/1/2021

1 Characteristics/USP:

The Magazine OFFICE ROXX (formerly Das Büro) is the only German office magazine which covers the entire spectrum of office related topics. OFFICE ROXX Mag informs decision makers about outstanding developments regarding office culture, office equipment and office technology, focusing particularly on new work, digital office, ergonomics, health, design aesthetics, quality, innovation, sustainability and economy. OFFICE ROXX Mag is competent, compact and complete.

Target groups:

At present, around 32 million people in Germany work in offices, that is already 71 percent of the workforce. The OFFICE ROXX Mag especially targets decision makers of small and mid-market companies.

OFFICE ROXX Mag 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: 25th year (1997–2006 BüroSpezial, 2007–2019 Das Büro)

4 Website: OFFICE-ROXX.DE
[linkedin.com](https://www.linkedin.com), [fb.com/officeroxx](https://www.facebook.com/officeroxx),
[twitter.com/officeroxx](https://www.twitter.com/officeroxx)

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
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Web: OFFICE-ROXX.DE

8 Editorial staff: Dr. Robert Nehring (editor-in-chief)
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9/10 Advertisements/ distribution: Mr. Tobias Meier
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11	Subscription:	Single copy: 9.50 € (print), 8.50 € (e-paper) Subscription Germany (print): 49 € Subscription Germany (e-paper): 44 € postage (print) and VAT included Subscription outside Germany (print): 49 € Subscription outside Germany (e-paper): 44 € postage (print) and VAT not included. (A subscription includes at least 6 issues of OFFICE ROXX Mag)
12	ISSN:	1867-8181
13	Volume analysis:	2019–2020 (issues 05/19–04/20 = 6 issues, without special issues)
	Format:	210 x 297 mm (width x height)
	Total content:	408 pages = 100 %
	Editorial part:	350 pages = 85.8 %
	Advertisements:	58 pages = 14.2 %
	Inserts:	10 pieces
14	Content analysis:	Editorial content 2019/2020 = 350 pages (without special editions)
	Office culture :	26 %
	Office equipment:	32 %
	Office technology:	17 %
	Office supplies:	13 %
	Miscellaneous:	12 % (editorials, contents, addresses)

15	Circulation control:	Publisher's statement
16	Circulation analysis:	Copies per issue on average from 1 July 2019 to 30 June 2020
	Total run:	34,948
	Print run:	20,548
	Total number of distributed copies:	20,048
	Sold circulation:	3,548
	– Subscription:	2,482
	– Single sales:	440
	– Other sales:	626
	Qualified distribution:	15,500
	Fair/Exhibition:	1,000
	Free copies:	300
	Rest, archive and voucher copies:	200
	Digital copies*:	14,400
	Subscription:	5,302
	Single sales:	368
	Qualified distribution:	8,730

* OFFICE ROXX Mag is also being distributed via e-paper.

17 Geographical distribution analysis according to the Nielsen regions (August 2020):

- Nielsen 1: 9 %
- Nielsen 2: 23 %
- Nielsen 3a: 20 %
- Nielsen 3b: 20 %
- Nielsen 4: 19 %
- Nielsen 5+6: 5 %
- Nielsen 7: 4 %



Readership analysis:

Data is taken from the readers' survey from July 9 to August 4, 2020.

Size of enterprise/organisation:

- 1 up to 10 employees: 15 %
- 11 up to 100 employees: 41 %
- 101 up to 500 employees: 35 %
- 501 and more employees: 9 %
- total: 100 %

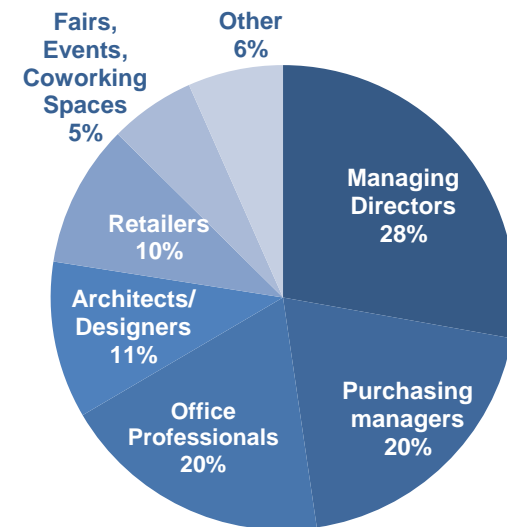
Decision-making power regarding the office equipment:

- full power: 49 %
- limited power: 39 %
- through suggestion/help: 9 %
- no power of decision making: 3 %
- total: 100 %

Receiver:

	Percentage	Copies	Comment
- Managing Directors:	29.2 %	10,212	
- Purchasing managers:	19.4 %	6,788	
- Office professionals:	19.7 %	6,892	
- Architects/Designers:	10.6 %	3,718	
- Office furniture retailers:	4.2 %	1,451	including planners and consultants
- Office technology retailers:	3.2 %	1,123	IT system houses
- Office supplies retailers:	2.5 %	882	Stationary
- Coworking Spaces:	1.7 %	600	
- Fairs/Events:	2.9 %	1,000	
- Other:	6.5 %	2,282	

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



Topics:

The magazine's concept is based on the following main categories: office culture, office equipment and office technology. The office break and office supplies sectors are part of the office culture. OFFICE ROXX Mag brings together manufacturers and consumers, competent expert opinions and pragmatic solutions.

Categories – contents

- | | |
|------------------|--|
| Office culture | <ul style="list-style-type: none"> – Human office, smart office, green office, healthy office – New work, third places, coworking, start-ups – Communication, collaboration, career (HR) – Presentation and organisation – Office break: coffee, tea, water, catering, vending – Paper, office supplies, writing instruments – Health, well-being, productivity, flexibility – Gadgets and gifts – Travel and event management (MICE) |
| Office equipment | <ul style="list-style-type: none"> – Furniture: Office desks and chairs, storage systems, etc. – Lighting systems, acoustics, room climate, flooring – 3rd level, cable & power management – Components & materials – Architecture, real estate, facility management – Cleaning products |

- Office technology – Communication equipment (video-calls, collaboration tools, headsets, telephone systems, etc.)
- Displays & projectors
 - Computer & computer peripherals (keyboards, mice, etc.)
 - Media technology
 - Cloud solutions
 - Printer, copier, scanner
 - Document shredders, mail processing
 - Software (Office solutions, ECM, CRM, ERP, e-sign, etc.)

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

Among others the following fairs will be depicted in OFFICE ROXX Mag:

Fair	Date	City
imm cologne	20.01.–23.01.2021	Cologne
Internorga	12.03.–16.03.2021	digital
Paperworld	17.04.–20.04.2021	Frankfurt/Main
Corporate Health Convention	20.04.–21.04.2021	Stuttgart
Drupa	20.04.–28.04.2021	Dusseldorf
Interzum	04.05.–07.05.2021	Cologne
Domotex	18.05.–20.05.2021	Hanover
ISE	01.06.–04.06.2021	Barcelona
Acoustex	09.06.–10.06.2021	Dortmund
Twenty2X	June 2021	Hanover
CCW	29.06.–01.07.2021	Berlin
IFA	03.09.–07.09.2021	Berlin
Zukunft Personal Europe	14.09.–16.09.2021	Cologne
A + A	26.10.–29.10.2021	Dusseldorf

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

OFFICE ROXX Mag 1/21 AS: 09.02.2021 DS: 26.02.2021
 RS: 09.02.2021 ET: 16.03.2021

- Main topics:**
- **Special:** Green Office (ecological sustainability)
 - Trends in office equipment (topics: homeoffice and well-being with highlights of imm cologne)
 - **Market overview:** office displays
 - **Market overview:** automatic coffee machines
 - Coffee – tea – water dispensers – catering, vending
 - Paper & special paper (labels, etc.)
 - **Magazine within the magazine: Top 100 Office Solutions of the Year 2021 (see also on page 7)**

OFFICE ROXX Mag 2/21 AS: 06.04.2021 DS: 23.04.2021
 RS: 06.04.2021 ET: 10.05.2021

- Main topics:**
- **Special:** Design Office (including awards: iF, Red Dot, etc.)
 - Trends in office technology with ISE preview
 - Document management: printing, scanning, e-signatures, mail processing, archivation
 - Trends in office equipment (furniture, room climate, acoustics, lighting, etc.)
 - Trends in office supplies with highlights of Paperworld

OFFICE ROXX Mag 3/21 AS: 08.06.2021 DS: 25.06.2021
 RS: 08.06.2021 ET: 12.07.2021

- Main topics:**
- **Special:** Office break (with lounge furniture, office kitchen, automatic coffee machines, etc.)
 - Meetings and conferences (furniture – technology – supplies)
 - Office furniture components and materials with highlights of Interzum
 - Computer and peripherals
 - Power & cable management, 3rd level, monitor arms
 - Calendars, gifts, advertising items

OFFICE ROXX Mag 4/21 AS: 03.08.2021 DS: 20.08.2021
 RS: 03.08.2021 ET: 06.09.2021

- Main topics:**
- **Special:** Smart Office (digital networking, mobile and remote IT, cloud, security, etc.)
 - Communication (software, hardware, services, furniture)
 - Rental & leasing (furniture, technology, coffee, etc.)
 - Organisation (analog & digital)
 - Cleaning products/hygiene
 - Coworking, business hotels, travel management, MICE
 - **Market overview:** document shredders

OFFICE ROXX Mag 5/21 AS: 15.09.2021 DS: 04.10.2021
 RS: 15.09.2021 ET: 19.10.2021

- Main topics:**
- **Special:** Healthy Office (with A+A preview)
 - Trends in office equipment: office & object with furniture, room climate, acoustics, lighting, etc.
 - Acoustics: walls, headphones, etc.
 - Scanners, printers, associated consumables
 - Automatic coffee machines and coffee specialities
 - Writing instruments

OFFICE ROXX Mag 6/21 AS: 09.11.2021 DS: 26.11.2021
 RS: 09.11.2021 ET: 13.12.2021

- Main topics:**
- **Special:** Human Office (new work, new workspaces, new workplaces)
 - Design awards: German Design Award, Iconic, etc.
 - Business software & office apps
 - Telephone & messenger
 - Displays and projectors
 - Paper(less) office wit Paperworld preview

Special Issues 2021

Every year the editorial staff of OFFICE ROXX Mag examines plenty of office products. Only the most convincing solutions are presented in an. Since 2004, OFFICE ROXX Mag (formerly 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 2021 the issue will be published as a magazine in a magazine of OFFICE ROXX Mag 1/21.

Here you can take a look at the [Office Products of the Year 2020](#).



Further special issues are being planned.

Publication schedule T

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

Wie könnten Büros 2030 aussehen?

Was wird dann wichtiger sein als heute, was weniger?



Ausblicke auf das Büro 2030

Visionen. Chancen. Herausforderungen.
Robert Nehring (Hg.)

PRIMA VIER

Das sind Leitfragen, die die 58 Autoren dieses Buches beantworten. Ihre Gedanken weisen den Weg in die Zukunft des Büros und der Büroarbeit.

Ein wichtiges Buch zur richtigen Zeit.

Mit Beiträgen von:

Prof. Dr. Dr. Ruth Stock-Homburg,
 Prof. Dr. Wilhelm Bauer,
 Prof. Dr. Dieter Lorenz, Prof. Jan Teunen,
 Prof. Dr. Volker Nürnberg, Dr. Sandra Breuer,
 Dr. Alexandra Hildebrandt, Dr. Christoph Quarch,
 Dr. Michael Groß, Raphael Gielgen,
 Samir Ayoub, Markus Albers, Fabian Kienbaum,
 Anna Kopp, Kay Mantzel, Bernd Fels,
 Tobias Kremkau, Christoph Magnussen,
 Pia A. Doll, Ulrich Köhler und vielen mehr.

OFFICE PIONEERS
Ausblicke auf das Büro 2030
 Visionen. Chancen. Herausforderungen.
 Robert Nehring (Hg.)
 PRIMA VIER Nehring Verlag, Berlin
 208 Seiten, 21 x 29,7 cm
 ISBN 978-3-00-065724-5 (Hardcover)
 ISBN 978-3-00-065723-8 (E-Book)
49,90 €
 (E-Book 39,90 €)

Als Buch und E-Book erhältlich unter:

★ www.OFFICE-PIONEERS.de ★

1 Total run: 34,948 copies
(20,548 printed, 14,400 e-papers)

Total number of distributed copies, annual average (see AMF-scheme 2, no.17): 34,448 copies
(20,548 printed, 14,400 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
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 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 OFFICE ROXX Mag). **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 p 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
16	Delivery note	
	for pos. 12–14:	On request.
	For delivery:	For "OFFICE ROXX Mag" (issue/no.)

Subject to change.

All prices without VAT.

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

E-paper of Das Büro 5/20



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

LinkedIn, Facebook & Twitter

The editorial staff informs also via those channels:



LinkedIn.com, fb.com/officeroxx, twitter.com/officeroxx

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 OfficeHIT. Readers tests of office products can also be carried out on request.



Special advertising types

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

- Advertorials (text advertisements)
- Sponsored articles
- Banderoles
- Wrappers
- Offprints

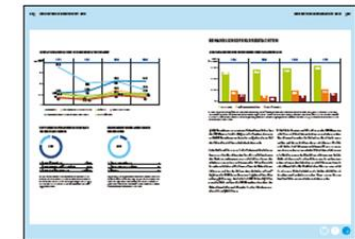


Upon request, we will send you the prices for these special advertising types.

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 German Institute for modern Office Work the magazine OFFICE ROXX 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 OFFICE ROXX is also the initiator and a founding member of the campaigns PrimaBüroKlima for better room climate, Quiet please! for better room acoustics and Bewegung im Büro for more dynamic sitting.



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



Modern Office

Since 2010, the publishing house PRIMA VIER Nehring Verlag produces 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-DEALZZ.DE



The Office Business Blog informs manufacturers and dealers of all office areas.

OFFICE-DEALZZ.DE