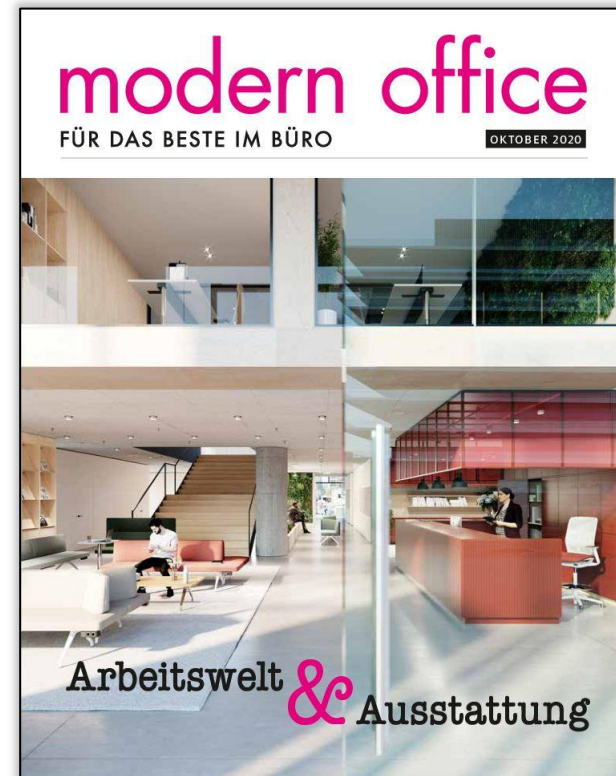


# MODERN OFFICE

FÜR EINE BESSERE BÜROARBEIT

**Rate Card 2021**



**1 Characteristics/USP:**

Modern Office – these are the high-quality supplements of the publishing house PRIMA VIER Nehring Verlag. Since 2010, the issues are 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:** 1–3 issues per annum

**3 Volume/Year:** 12<sup>th</sup> 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 Nehring Verlag GmbH  
Gustav-Freytag-Straße 7, 10827 Berlin  
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**10 ISSN:** 2194-0681

## Print run/digital copies and distribution analysis

<b>Total run:</b>	at least 150,000 copies/views each
<b>Print run:</b>	at least 100,000 copies each
<b>Digital run*:</b>	at least 50,000 views each

## Total number of distributed copies:

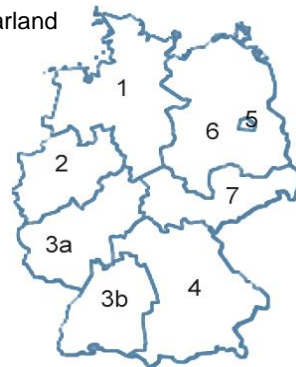
annual average (see AMF-scheme 2, no.17):	at least 150,000 copies/views each
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The distribution depends on the respective main medium (carrier medium). Further information can be provided on request.

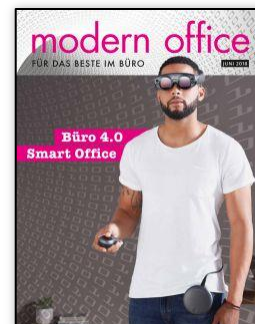
\* Modern Office has been and will be distributed via digital channels like emails and webpages. Further information upon request.

## 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



The editions of Modern Office follow the claim to show possibilities for better office work. The magazines present “The Best for the Office”, particularly in terms of productivity, health, well-being, design and sustainability. Within this framework, interesting topics and practical solutions from the major office areas of office culture, office equipment, office technology and office supplies are presented.



These issues of Modern Office have been published lately:

**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 October 2019 in the Süddeutsche Zeitung

**Arbeitswelt & Ausstattung** (*Workplace & equipment*) 19 October 2020 in the Süddeutsche Zeitung

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

## Modern Office 1/21

### The People and the Office

AS: 01.09.2021 DS: 16.09.2021  
RS: 01.09.2021 ET: 14.10.2021

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 14 October 2021 in the Süddeutsche Zeitung

This issue is dedicated to concepts and solutions for a humane design of office work. The aim is to advertise for a more humane office world. The main points of the supplement are: New Work (mindset and toolbox), new places of work (third places such as coworking spaces), new workspaces (multispace, activity-based-working), new workplaces (digital, remote), new companies (start-ups) and new generations (Y and Z).

#### Themen:

- Main topics: Health (directly before A+A fair), well-being, flexibility, sustainability, digitalisation, design, quality
- Best-practice-examples and solutions from the office fields:
  - Office culture (communication, career, home office, work-life-balance, etc.)
  - Office equipment (furniture, room climate, acoustics, lighting, etc.)
  - Office technology (computers, software/apps, communication, etc.)
  - Office supplies (stationery, office break, hygiene, mail processing, etc.)

Additional data sheet available.

Further issues are in preparation.

With a daily reach of **1.27 million readers** the Süddeutsche Zeitung (SZ) is Germany's largest national quality newspaper. It reaches 28,9 % of all decision makers in Germany ([LAE 2020](#)) – 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:** 1–3 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):** 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: BELADEV3333  
IBAN: DE21 10050000 1913002345

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

**Modern Office 1/21 (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 p 7 point 11.

- 8 Additional charges for special positioning:**
- |   |            |
|---|------------|
| Front page:                                     | On request |
| 2 <sup>nd</sup> and 3 <sup>rd</sup> cover page: | 5 %        |
| 4 <sup>th</sup> cover page:                     | 10 %       |

## MODERN OFFICE

FÜR EINE BESSERE BÜROARBEIT

- 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 p 5, 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)

### LinkedIn, Facebook & Twitter

The editorial staff also informs via:

[linkedin.com](http://linkedin.com), [fb.com/officeroxx](https://fb.com/officeroxx), [twitter.com/officeroxx](https://twitter.com/officeroxx)



## Advertising rate card No. 3 P

valid from October 16, 2019

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



#### OFFICE ROXX Mag (ex 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.

[More](#)

#### 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

BLOG FÜR MODERNE ARBEIT

#### OFFICE-DEALZZ.DE

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

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

#### OFFICE DEALZZ

DER BÜROWIRTSCHAFTSBLOG