



# Print Media Rates 2017

The magazine of the creative scene  
**Design. Code. Business.**  
➤ [www.page-online.de](http://www.page-online.de)

PAGE rate card No 31, valid from 1.1.2017



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## **PAGE – The magazine for the creative scene Design. Code. Business.**

PAGE is the professional magazine for creative media design, publishing and trends. Month by month PAGE provides leading figures in the creative industry with what they need to know about design and advertising as well as developments in classic and digital media. PAGE acts both as a source of inspiration and a guide to investment. The readers of PAGE are young, tech savvy professionals with senior decision-making power who are constantly looking for new ideas, inspiration and solutions for their work.

PAGE is not just a magazine. It is also a forum for designers and techies. The early adopters and trendsetters in the design, communication and digital industry share their ideas and their know-how via PAGE Print, PAGE Online and the PAGE Newsletter as well as through the PAGE social media networks. Integration is the order of the day. No other German language design and publishing magazine comes close to matching the reach of PAGE.

**Reach 10/2016**Print subscribers<sup>1</sup>

10.929 (IVW 2/2016)

Sold copies<sup>2</sup>

18.358 (IVW 2/2016)

Readers (3.2 readers/copy)<sup>3</sup>

42.392

Visits/month

266.764 (IVW Sep. 2016)

Page impressions/month

465.664 (IVW Sep. 2016)

Newsletter subscribers

21.899

PAGE eDossier downloads

93.158

Facebook fans

42.065

Twitter follower

8.543

Xing follower

4.564

Pinterest follower

2.200

Instagram follower

1.364

## PAGE is the German-language design and publishing magazine with the greatest reach<sup>4</sup>



<sup>1</sup>Including 35 ePaper, <sup>2</sup>Including 5,742 ePaper, <sup>3</sup>According to CZAIA reader survey, <sup>4</sup>IVW

## Native Advertising – Content is King!

Today, anyone who wants to catch the customer's attention needs a mix of editorial content and advertising or brand messages, in a nutshell: Native Advertising!

### How does Native Advertising work?

Native Advertising is storytelling. Your advertising or brand message is published in our platforms' editorial environment by means of an editorial plot (story). Or your company (offer) is an integrated element of an editorial topic, without directly engaging in direct product advertising. Native Advertising sustainably supports you in building and extending your company's and your products' leading position in your relevant target groups.

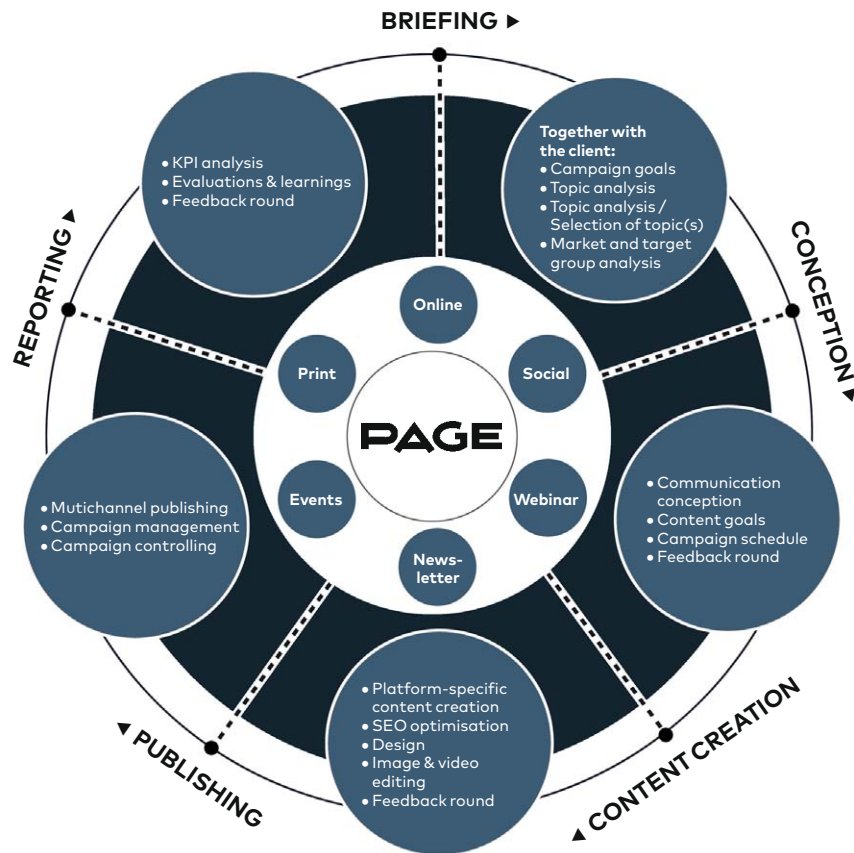
### What does Native Advertising achieve at PAGE?

- Your content receives high attention and involvement from our community due to the high credibility and reach of our media brand
- Publication of your content within the look & feel of our editorial environment. We are happy to handle the content creation for you
- Leads to longer time spent on the site and higher involvement with your brand as well as your message and creates long-term effects
- The only way to reach your target group across all relevant communication channels (print, online, social media) and avoiding ad blockers in the process
- Helps to reach your company's and products' whole target group by creating a larger audience for your topic
- Allows for customised communication to the target group, which is relevant for you, due to clear persona definition and positioning of PAGE
- Supports your company in establishing itself as an opinion leader for your target group on the relevant topics
- Improves the visibility of your brand in search engines and social media channels using SEO optimised multimedia storytelling (editorial, images, graphics, video)

### Content is king and we are the topic champions

We are the content specialists for our target group and know exactly which topics our community is interested in. Simply leave the storytelling of your message to us. We will make sure that your topics reach our community effectively.

We will take over the campaign conception, the content creation, the multichannel publishing, the campaign management and the reporting. A one-stop full service – from your target group's content specialists.





“The interdisciplinary approach, variety and originality in the choice of topics and reporting are a constant source of inspiration. The interest and open-minded approach shown towards new topics, concepts and ideas is remarkable. For many students, it’s the ideal platform for their first publications. PAGE is quite simply unbeatable and right in touch with what’s happening!”

Prof. Tanja Diezmann,  
University of Arts,  
Bremen

### Reading behaviour

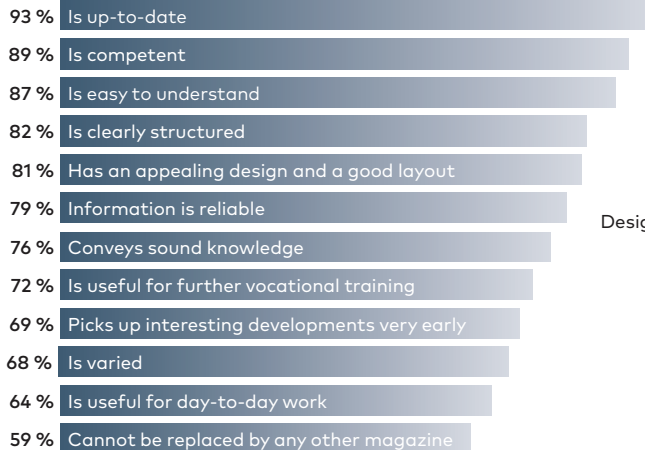
90% read 10-12 issues per year

88% read 3/4 of every issue

96% keep PAGE

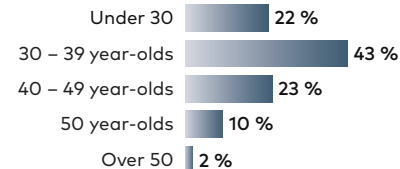
104 minutes is spent reading an issue of PAGE in average

### Statements on PAGE



Source: Telephone readership survey of a sample of PAGE subscribers in June 2006 (C.A.T.I.). 253 interviews (net), designed and carried out by CZAIA Marktforschung GmbH, Bremen.

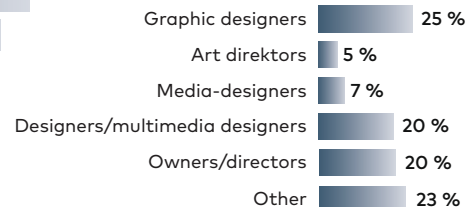
### Age



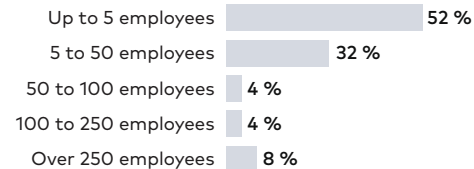
### Gender



### Professional Function



### Company Size





“Necessity is the mother of invention. And that means creativity. I only equip our agency’s studios with the bare essentials. For art directors, PAGE is indispensable – anybody who thinks he can manage without PAGE has got his priorities wrong.”

André Kemper,  
CEO ANDRÈ GmbH



“I read and enjoy PAGE every month. It is a wonderfully inspiring magazine and absolutely unique in the German market.” Joachim Baldauf,  
Photographer

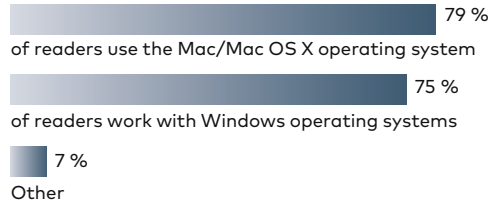
#### PAGE readers and PAGE subscribers

are opinion formers with senior decision-making power in the creative, agency and publishing scene.

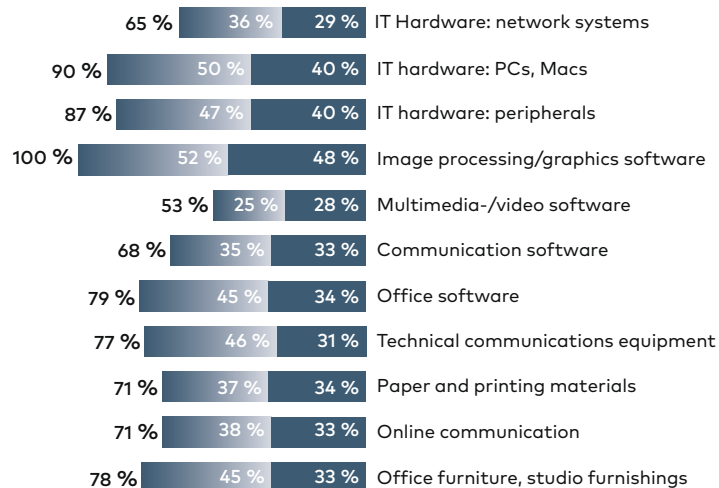
**Almost 2/3 of readers are sole or joint decision makers** over investments in hard- and software as well as technical communications.

**More than 2/3 have a major influence** on the selection of paper and substrates.

#### PAGE reaches readers across all platforms\*



\*multiple answers possible



■ Sole decision-maker  
 ■ Joint decision-maker (in team & preparation)  
 ■ multiple answers possible

Source: Telephone readership survey of a sample of PAGE subscribers in June 2006 (C.A.T.I.). 253 interviews (net), designed and carried out by CZAIA Marktforschung GmbH, Bremen.



"I like PAGE and PAGE likes me. We've been having a lot of fun together for years!"  
Johannes Erler,  
ErlerSkippeTönsmann



"There's nothing in Germany today that could replace PAGE as a design magazine."  
Erik Spiekermann,  
edenspiekermann

### PAGE sections/themes



**Signals.** Inspiration for creatives. Award winning work, visionary concepts, interdisciplinary projects, lively discussions.



**Projects.** Sneak peeks. Professionals from agencies and companies lift the curtain on their own work.



**Themes.** Trends in and the background to corporate design, user experiences and campaigns.



**Tool.** Tools, methods, tutorials. The creative process is becoming more complex and demands technical and design expertise.



**News.** Images, paper and technology. Exciting developments together with readers' tips for designers and developers.



**Industry.** What gets freelancers, agencies and entrepreneurs going. Business advice, job profiles and salaries, insights.



### Circulation analysis

Quarter 02/2016

Print run:	18,190 copies
Circulation:	18,722 copies (including ePaper = 5,742)
Sales:	18,358 copies (including ePaper = 5,742)
Subscribers:	10,929 copies (including ePaper = 35)

### Subscription AboPlus: Print + Digital

Germany:	EUR 116.50
Austria:	EUR 128.20
Switzerland:	CHF 206.00

**Publication frequency**  
monthly



### Keywords and themes in PAGE

3D-printer, agency software, **animation**, AR, training, awards, banners, **picture agencies**, cods, content management software, content marketing, digital design, **digital imaging**, digital video, **digital printing**, colour and colour management, footage, photography, **gadgets**, game design, integrated campaigns, **interactive design**, iPad, iPhone, mobile Internet, monitors, **multi-function devices**, native advertising, netbooks, online services, **online advertising**, paper, post-production, presentation technology, print, **project management**, proofing printers, RIA, type, shop design, smart phones, Social media, story boarding, typography, **UX design**, finishing, VR, web TV, web design, **web-to-print**, and much, much more.

Issue	Date of publication	Ad order deadline	Copy deadline	Delivery of inserts etc.	Shows and events	Dates 2017
01.2017	07.12.2016	11.11.2016	16.11.2016	22.11.2016	imm cologne, Cologne	16.01. – 22.01.
02.2017	04.01.2017	09.12.2016	14.12.2016	19.12.2016	Paperworld, Frankfurt	28.01. – 31.01.
03.2017	01.02.2017	06.01.2017	11.01.2017	17.01.2017	Online Marketing Rockstars, HH	02.03. – 03.03.
04.2017	01.03.2017	03.02.2017	08.02.2017	14.02.2017	TOCA ME, Munich MCBW, Munich South by Southwest, Austin PICTAday, Hamburg	4th March 04.03. – 12.03. 10.03. – 19.03. 30th March
05.2017	05.04.2017	10.03.2017	15.03.2017	21.03.2017	OFFF, Barcelona see#12, Wiesbaden D&AD Festival, London ADC Festival, Hamburg	06.04. – 08.04. 22nd April 25.04. – 28.04. April 2017
06.2017	03.05.2017	07.04.2017	12.04.2017	18.04.2017	ITFS + fmx 2017, Stuttgart re:publica, Berlin FESPA 2017, Hamburg TYPO Berlin, Berlin	02.05. – 07.05. 08.05. – 10.05. 08.05. – 12.05. 25.05. – 27.05.
07.2017	07.06.2017	12.05.2017	17.05.2017	23.05.2017	CO-REACH, Nuremberg Cannes Festival, Cannes	21.06. – 22.06. 21.06. – 28.06.
08.2017	05.07.2017	09.06.2017	14.06.2017	20.06.2017	Comic Con Germany, Stuttgart	01.07. – 02.07.
09.2017	02.08.2017	07.07.2017	12.07.2017	18.07.2017		
10.2017	06.09.2017	11.08.2017	16.08.2017	22.08.2017	CM World, Cleveland dmexco, Cologne NEXT, Hamburg	05.09. – 08.09. 13.09. – 14.09. 20.09. – 23.09.
11.2017	04.10.2017	08.09.2017	13.09.2017	19.09.2017	Buchmesse, Frankfurt viscom, Dusseldorf Designers Open, Leipzig	11.10. – 15.10. 18.10. – 20.10. 20.10. – 22.10.
12.2017	01.11.2017	06.10.2017	11.10.2017	17.10.2017	Native Advertising Days, Berlin	November 2017
01.2018	06.12.2017	10.11.2017	15.11.2017	21.11.2017		
02.2018	03.01.2018	08.12.2017	12.12.2017	15.12.2017	imm cologne, Cologne	January 2018

## Editorial Section

## Position ads

Format	Width x high in mm			Prices 4c
	Type are		with bleed	
1 x 2/1	390 x 272		420 x 297	€ 9 820
1 x 1/1	185 x 272		210 x 297	€ 5 780
1 x 2/3	185 x 175	horizontal	210 x 188	€ 4 620
	120 x 272	vertical	132 x 297	
1 x 1/2	185 x 130	horizontal	210 x 143	€ 3 560
	90 x 272	vertical	102 x 297	
1 x 1/3	185 x 85	horizontal	210 x 98	€ 2 900
	56 x 272	vertical	68 x 297	
1 x 1/4	185 x 62	horizontal	210 x 75	€ 2 380
	44 x 272	vertical	56 x 297	
	90 x 130	2 columns	102 x 143	
2nd Cover			210 x 297	€ 6 960
4th Cover			210 x 297	€ 7 360
Opening Spread	2nd Cover+ 3rd Page		420 x 297	€ 11 560

## Discounts

Frequency discounts		Quantity discounts	
from 3 ads	3 %	from 3 pages	5 %
from 6 ads	6 %	from 6 pages	10 %
from 9 ads	9 %	from 9 pages	15 %
from 12 ads	12 %	from 12 pages	20 %

**Special placement surcharge:**

10 % for preferred positioning in the magazine  
(no discounts apply)

Advertorial/Native Ad/  
Sponsored Content

You supply the text and image and we place your content in our layout and produce an advertorial that has the look & feel of PAGE. Advertorials are identified with the word »Sponsored Content«.

**Price on request**



All prices subject to VAT

## Advertorial

## Job Market

Job market information,  
refer to page 14



## Ad Specials: loose, bound and glued inserts

## Loose inserts

max. W 200 x H 287 mm

Up to 25 grams weight	€ 4 580 full run
	€ 3 580 split run
Per additional 5 gram	€ 100 additional charge

**Minimum order: total subscription**

Position unspecified. Loose inserts are to be stacked loose on Euro pallets and packaged securely for transportation.

## Bound inserts

max. W 210 x H 297mm  
5 mm head trim  
5 mm foot trim  
4 mm outside trim  
3mm spine trim

Length	Paperweight	Price for total run	Price for split run
2 to 4 pages	100 g to 150 g paper	€ 4 580	€ 3 580
8 pages	60 g to 180 g paper	€ 5 380	€ 4 380
12 pages	60 g to 180 g paper	€ 5 980	€ 4 980
16 pages	60 g to 180 g paper	€ 6 580	€ 5 580

**Minimum order: total subscription!**

Positioning unspecified. Bound inserts have to be delivered like our specifications. Otherwise, all additional manual preparation will be charged to the customer.

## Glued inserts

Only possible in connection  
with 1/1 page

To glue cards, samples, mailings and others **Price on request**

**Minimum order: full run, only!**

The price depends from the weight, form and format of each sample.  
It has to be calculated separately.

## Multi-page catalogs

**Minimum order: full run, only!**

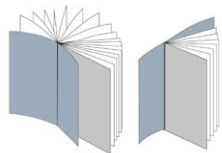
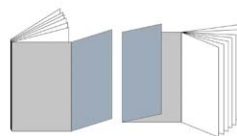
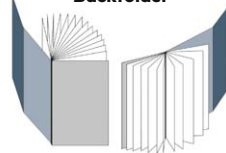
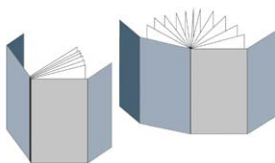
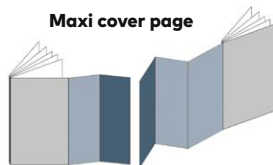
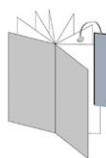
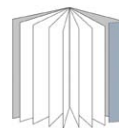
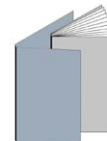
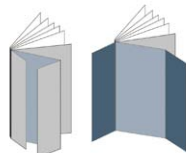
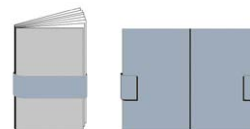
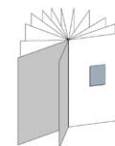
For technical reasons, no consideration can be given to placement requests for multi-page catalogues. No discount and no agency commission on postage and additional technical costs.

Format	Color 4c
8/1	€ 23 120
16/1	€ 36 960

## Delivery terms/Samples

Loose, bound and glued inserts are to be delivered in such a way that no additional manual preparation is required. Otherwise, the costs incurred will be charged to the customer. A binding sample of the loose, bound and glued insert, and if necessary a layout with size and weight specifications, must be submitted to the publisher prior to acceptance of the order. Please refer to the relevant order confirmation for quantities and delivery addresses.  
(Delivery to the printer to be labeled: "For PAGE, Issue No. .../...").

All prices subject to VAT

**Half cover inc. back cover****Gatefolder****Backfolder****Gatefolder and backfolder****Maxi cover page****Bookmark****Bookmark****Wrap****Lose cover****Gatefold cover****Belly band****Belly band with double page****Adhesive notes**

**Special forms of advertising** require advance planning and individual coordination of every technical question. A firm booking should be made as early as possible. Prices on request.

### Recruitment advertising in the leading publishing and design magazine

An exceptional target group. Professional creatives make up 57%\* of the readership.

PAGE reaches precisely the right readership to fill high-level creative jobs.

Publishers such as **ProSiebenSat1**, Bertelsmann, **Spiegel-Verlag**, companies like **Mercedes Benz**, REWE or **Amazon**, agencies like METK, Jung von Matt and **Scholz & Volkmer** have all successfully used PAGE for years as an efficient recruitment medium.

\*Source: Telephone readership survey of a sample of PAGE subscribers in June 2006 (C.A.T.I.). 253 interviews (net), designed and carried out by CZAIA Marktforschung GmbH, Bremen.

Advertisements in the printed magazine will also automatically appear online for 6 weeks at no extra charge.

[www.page-online.de](http://www.page-online.de)

Publish your advertisement almost immediately in the PAGE online recruitment section, without having to wait for the next printed edition.  
<http://stellenmarkt.page-online.de>

All prices subject to VAT

### Print Job Market formats and prices

Format	Width x height in mm without bleed				Prices			
					b/w	2c	3c	4c
1/1		180 x 246			€ 3 990	€ 4 240	€ 4 490	€ 4 740
3/4	vert.	133 x 246	horiz.	180 x 184	€ 2 990	€ 3 240	€ 3 490	€ 3 740
1/2	vert.	87 x 246	horiz.	180 x 121	€ 2 250	€ 2 500	€ 2 750	€ 3 000
3/8	vert.	87 x 184	horiz.	133 x 121	€ 1 850	€ 2 100	€ 2 350	€ 2 600
1/4	vert.	41 x 246	horiz.	180 x 58	€ 1 350	€ 1 600	€ 1 850	€ 2 100
1/4	2col.	87 x 121			€ 1 350	€ 1 600	€ 1 850	€ 2 100
1/8	vert.	41 x 121	horiz.	87 x 58	€ 1 195	€ 1 445	€ 1 695	€ 1 945

Prices, ad close and data close have to be requested.

### Online only

1	Basic offer	2	Silver offer	3	Gold offer
	Plain text, online recruitment advertisement with no logo 6 weeks online Price: 720 €		"Standard" structured online job ad with logo Structured online ad using set templates 6 weeks online Price: € 820		Individually structured online job ad with logo Structured online ad as requested by customer 6 weeks online Price: € 1 190
4	<b>Trainee placement ad</b> 6 weeks online Price: € 320				

**Your contact for the PAGE Job Market:** Sabine Vockrodt, Job Market Director, Phone +49 (0)89/2183 7049, Fax -7864, [stellenangebote@wuv.de](mailto:stellenangebote@wuv.de)  
Verlag Werben & Verkaufen GmbH for PAGE // Ebner Verlag GmbH & Co KG

## Ad Sales Management



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**Sabine Vockrodt**

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# PAGE

Design. Code. Business.

**Ad Sales Management (Print/Web/Mobile/Social Media)**

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