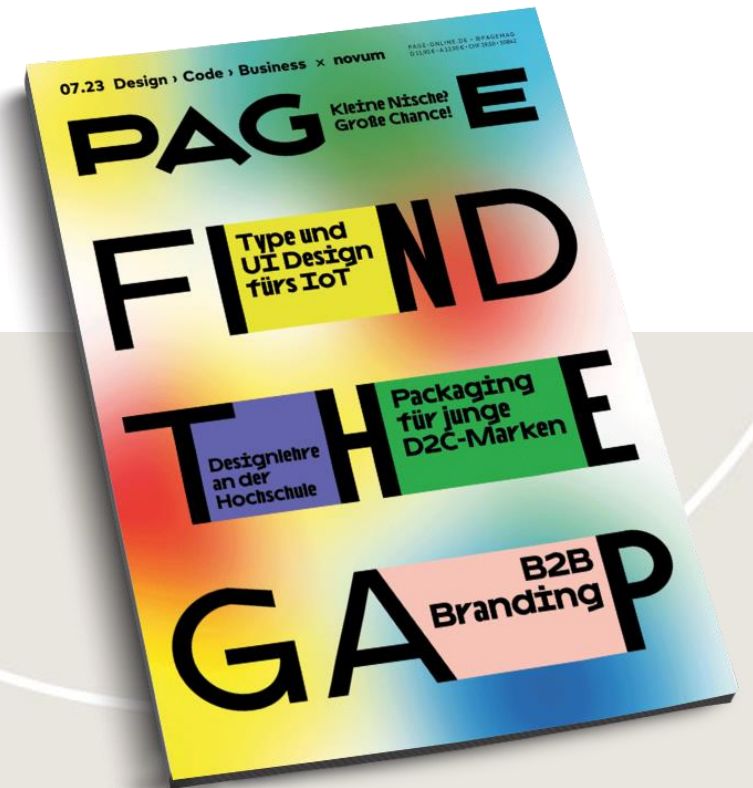
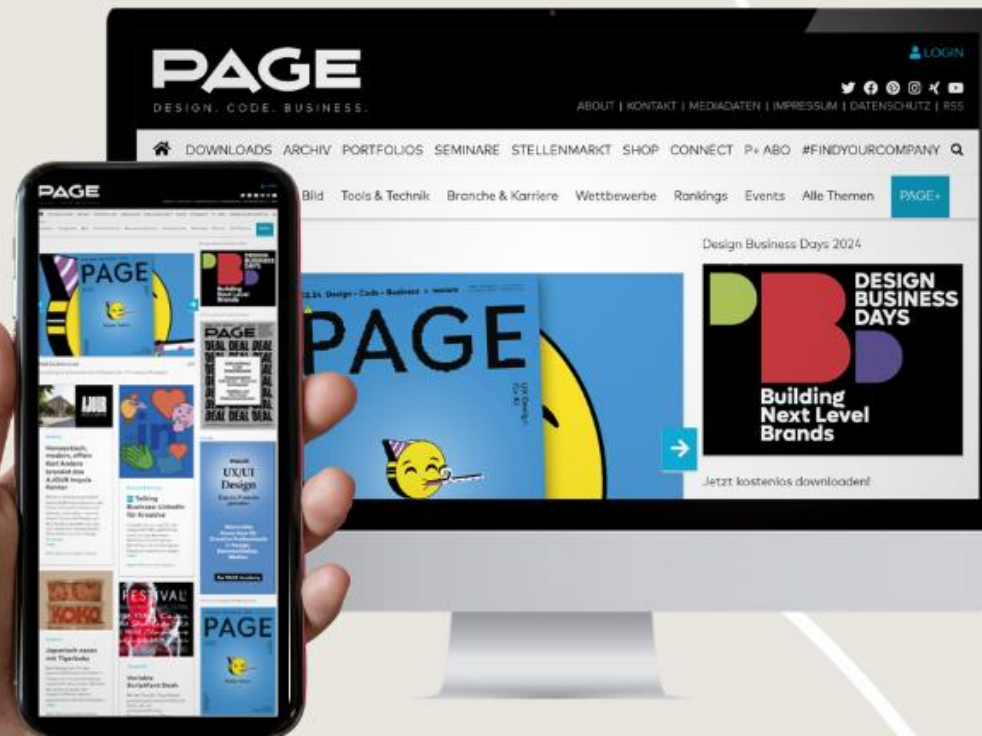


RATE CARD 2024

PRICES, FORMATS, TOPICS & DATES

VALID FROM 01.01.2024. STATUS: 16.01.2024



FIRST THOUGHTS

Design. Code. Business.

PAGE is the magazine for **creative media design, publishing and trends** and produces the most relevant **creative rankings** with a clear design focus. PAGE provides indispensable knowledge for the development of contemporary brand identities, convincing communication concepts and digital products - interdisciplinary, holistic, sustainable. The target group are **decision-makers in the creative industry**. Our high-quality product portfolio of **DIGITAL, PRINT and EVENTS** offers numerous touchpoints that reach your target group with pinpoint accuracy.

Innovative forms of advertising create advantages through exclusivity and reach, e.g. a **newsletter specially designed for your company** or native forms of **advertising** as part of **content marketing**.

- **PAGE Events** – on site and digitally, our target group meets **industry leaders** who **inspire**, giving them the valuable opportunity to **network**.
- **PAGE** expanded as part of **EMG's media brands** with **W&V** their competence portfolio along the value chain.

Would you like to get to know our products in more detail?
Our **sales team** will be happy to provide you with personal advice.

PAGE



Astrid Umbreit, PAGE Editor-in-Chief

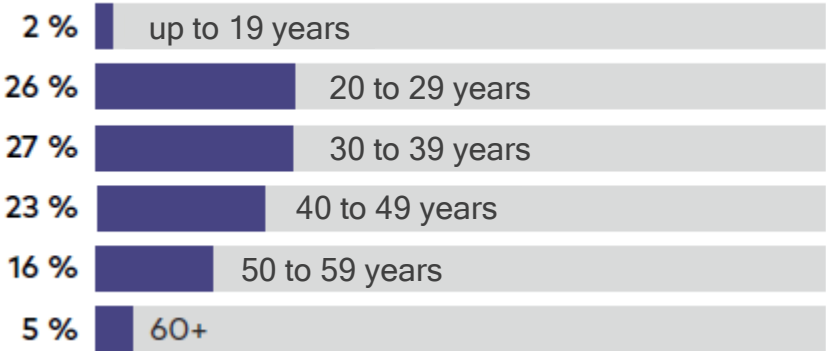
INDUSTRIES & REACH



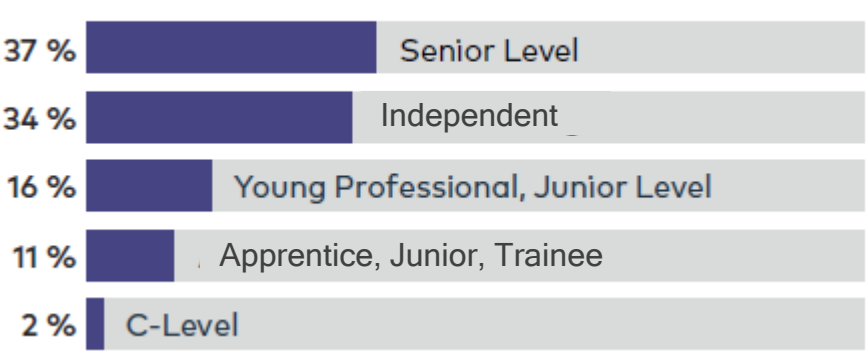
PAGE users

The PAGE community offers a unique interdisciplinary mix of influential trendsetters in the creative industry and high potentials, the designers and thought leaders of tomorrow.*

Age



Position in the company



Circulation (incl. E-Paper)***	Page Impressions***	Newsletter subscribers**	
13,184	370,990	27,000	
XING****	Facebook****	Twitter/X****	Instagram****
23,718	71,460	9,840	25,800

* Source: User survey PAGE, SENSORPRO 10/17 (total participant 889). ** Publisher's internal statistics. IVW, QII/23. As of June 2023.



Digital Products

Print products

Event-Sponsoring

PAGE Job market

Appendix

- Display Advertising
- Newsletter Advertising
- Native Advertising + Ad Specials
- Lead generation

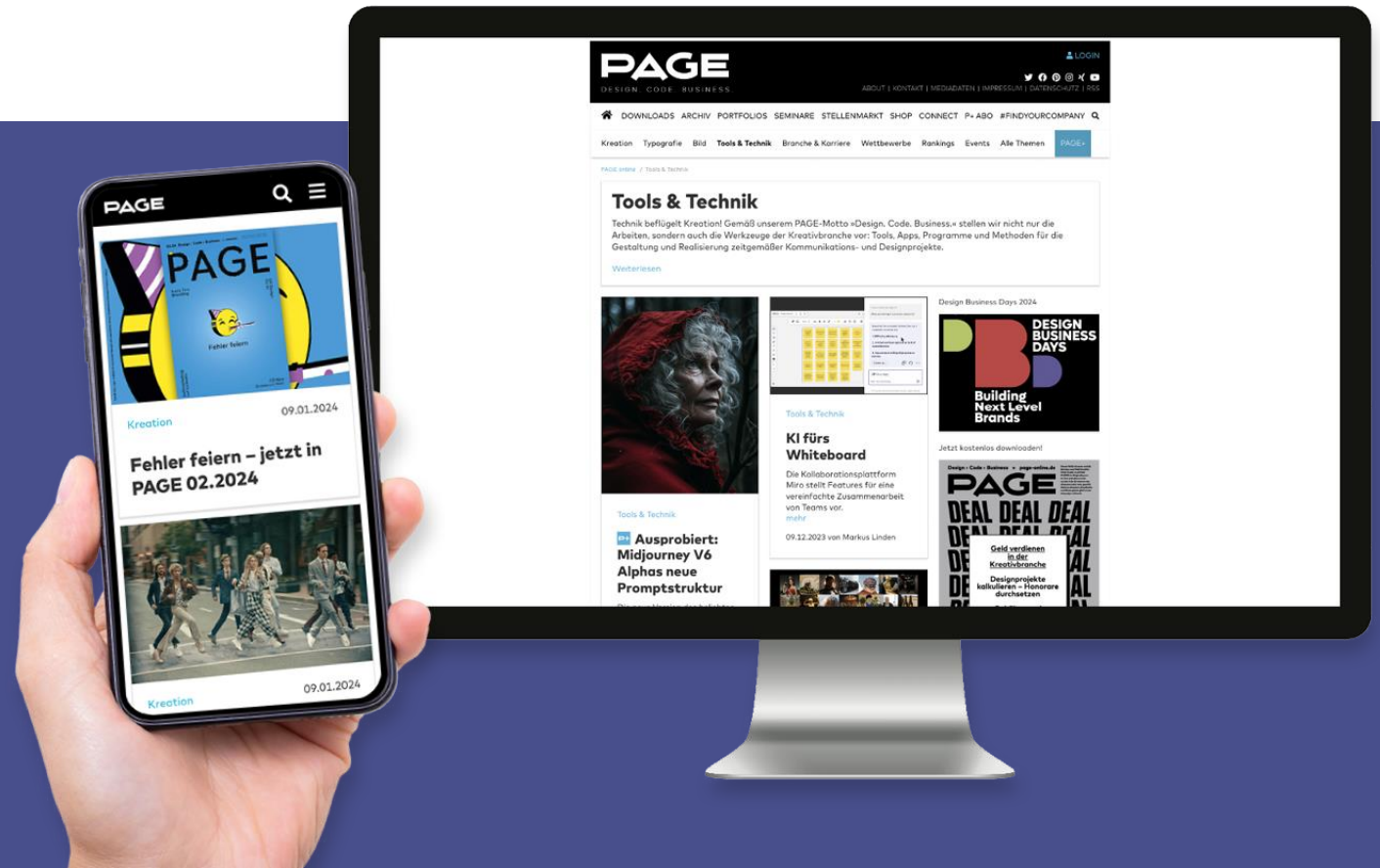
- Print Classic
- Format Special
- Print Special
- Timetable

- Design Business Days

- Network
- Discounts
- Contact
- Technical data

DIGITAL PRODUCTS





FORMATS & PRICES



DISPLAY ADVERTISING

PAGE

Overview of formats and prices





Ad-Format*		Format in pixels	Placement	CPM**
Content Ad		300 x 250	Multiscreen	60.–
Skyscraper / Sticky Skyscraper		160 x 600	Desktop only	60.–
Superbanner		728 x 90 to 980 x 90	Desktop only	60.–
Wide Skyscraper		300 x 600	Desktop only	69.–

* Placement run-of-site and rotating on the placements within the page. Technical data for our digital products can be found under <https://verlag.wuv.de/technischdaten>.
** Price per thousand contacts (CPM) in Euro plus VAT. EMG's terms and conditions apply.

DISPLAY ADVERTISING

PAGE

Overview of formats and prices




Ad-Format*		Format in pixels	Placement	CPM**
Billboard		Desktop: 940 x 250 Mobile: 300 x 100	Multiscreen	100.–
Halfpage Ad		300 x 600	Multiscreen	100.–
Pushdown Billboard (Frequency Capping: 1/Session)		min. 980 x 90 to max. 980 x 250	Desktop only	115.–
Fireplace Background: 1 x 1 pixel as JPEG, GIF, PNG or color hex code		160 x 600 + 980 x 90 + 160 x 600	Desktop only	135.–

* Placement run-of-site and rotating on the placements within the page. Technical data for our digital products can be found under <https://verlag.wuv.de/technischdaten>.
** Price per thousand contacts (CPM) in Euro plus VAT. EMG's terms and conditions apply.

DISPLAY ADVERTISING

PAGE

Overview of formats and prices

Ad-Format*		Format in pixels	Placement	CPM**
Layer Ad (Frequency Capping: 1/Session)		640 x 480	Desktop only	135.–
Floor Ad (Frequency Capping: 2/Day/User)		Desktop: 940 x 250 Mobile: 300 x 100	Multiscreen	150.–
Tandem-Ad Background: 1 x 1 pixel as JPEG, GIF, PNG or color hex code		160 x 600 + 980 x 90 + 160 x 600 + 940 x 250	Desktop only	150.–

* Placement run-of-site and rotating on the placements within the page. Technical data for our digital products can be found under <https://verlag.wuv.de/technischdaten>.
** Price per thousand contacts (CPM) in Euro plus VAT. EMG's terms and conditions apply.

Overview

Newsletter	Profile	Target group	Subscribers*	Open rate*	Frequency per week / mailing day**	Booking	Ad places
PAGE Daily	Stay up to date with the PAGE Daily newsletter.	Creative Professionals	15,000	48%	5 x / Mon, Tue, Thu, Fri. Sat	weekly	3
PAGE Weekly	With the PAGE Weekly newsletter, the highlights of the week at a glance.		27,000	46%	1 x / Wed	weekly	3

* Publisher's internal statistics. **On weekdays.

NEWSLETTER ADVERTISING

PAGE

Formats

PREMIUM BANNER



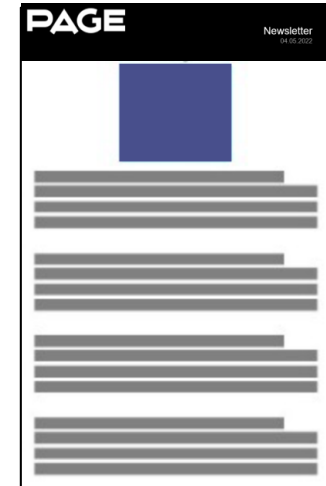
600 x 450 px

NATIVE TEXT AD



Headline: max. 60 characters incl. spaces,
Text: max. 240 characters incl. spaces,
Image: 510 x 510 px, CTA button (optional)

STANDARD BANNER



300 x 250 px

Daily Update for Creative Professionals

Ad-Format	Format in pixels		PAGE Daily Price per week*
Premium Banner	600 x 450 px	Pos. 1	3,960.–/week
		Pos. 2	2,970.–/week
		Pos. 3	1,980.–/week
Standard Banner / Native Text Ad	300 x 250 px / Headline: max. 60 characters incl. spaces, Text: max. 240 characters incl. spaces, Image: 510 x 510 px, CTA button (optional)	Pos. 1	2,380.–/week
		Pos. 2	1,780.–/week
		Pos. 3	1,180.–/week

* Prices per week in Euro plus VAT. EMG's terms and conditions apply.
** Publisher's internal statistics.

PAGE

Range/week:
5 x
15,000 Subscribers**
48% open rate**

Mon, Tue, Thu, Fri,
Sat
Business days

**10% COMBINED
DISCOUNT**
when booking Daily &
Weekly together



PAGE WEEKLY

Highlights of the Week for Creative Professionals

Ad-Format	Format in pixels	PAGE Weekly Price per week*	
Premium Banner	600 x 450 px	Pos. 1	1,870.–/week
		Pos. 2	1,400.–/week
		Pos. 3	930.–/week
Standard Banner / Native Text Ad	300 x 250 px / Headline: max. 60 characters incl. spaces, Text: max. 240 characters incl. spaces, Image: 510 x 510 px, CTA button (optional)	Pos. 1	1,120.–/week
		Pos. 2	840.–/week
		Pos. 3	560.–/week

* Prices per week in Euro plus VAT. EMG's terms and conditions apply.
** Publisher's internal statistics.

Range/week:
1 x
27,000 Subscribers**
46% Open rate**

Wednesday
Business days

10% COMBINED
DISCOUNT
when booking Daily &
Weekly together

PAGE Newsletter 04.05.2022

Pos. 1




Pos. 2

Pos. 3

NATIVE ADVERTISING + AD SPECIALS

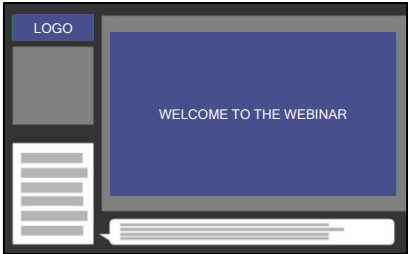
PAGE

Formats

Ad-Format		Services at a glance	Package price*
Sponsored Post		<ul style="list-style-type: none">▪ Editorial article marked as an advertisement on page.de▪ Review and correction of the article by our editorial team▪ Archiving to page-online.de after the campaign has ended▪ Selectable between Light, Classic and Premium▪ Optional:<ul style="list-style-type: none">▪ Building Sponsored Post▪ Sponsored Interview▪ Sponsored Post Serie	from 2,600.–
Stand Alone Mailing		Send your co-branded PAGE newsletter to up to 25,000 addresses using only your content, images, social media links and direct deep links to your websites.	from 5,200.– Example: Shipping to 10,000 addresses
Native Stand Alone Mailing		<ul style="list-style-type: none">▪ Editors put together a newsletter on your desired topic▪ Shipped once out of turn▪ Matching own and curated articles in the look of our editorial newsletters as teasers▪ All ad placements are yours!▪ Shipping to 25,000 addresses	9,000.–

* Prices in Euro plus VAT. EMG's terms and conditions apply.

Formats

Ad-Format	Services at a glance	Package price*
Webinar <div></div>	<ul style="list-style-type: none">▪ You have the knowledge! The focus is on your company, because your speaker conveys content on your topic via webcam and presentation.▪ A moderator from the editorial team welcomes and accompanies the webinar.▪ Participants can ask questions and interact via chat.▪ Interested parties can watch the recording of the webinar by registering (webcast).▪ There are three packages to choose from, depending on the number of participants.▪ You will receive the lead count according to the booking.	from 13,500.—

* Prices in Euro plus VAT. EMG's terms and conditions apply.

PRINT PRODUCTS




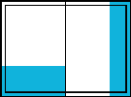

FORMATS & PRICES



PRINT CLASSIC

Overview of formats and prices

Please take into account technical data.

Whole page or as a side part		Cropped Ads Width x Height in mm + 4 mm Trimming on the outer edges	Formats in the typesetting area Width x height in mm	Prices* colored
1/1 or Advertorial**		210 x 297	185 x 272	6,000.–
2nd or 4th cover page		210 x 297	–	7,610.–
1/2 horizontal / vertical		210 x 143 / 102 x 297	185 x 130 / 90 x 272	3,690.–
1/3 horizontal / vertical		210 x 98 / 68 x 297	185 x 85 / 56 x 272	3,000.–
2/1		420 x 297	385 x 272	1,160.–
Guest Post		1 page	Meets editorial criteria, is neutral and non-judgmental, no product advertising (advertorial). With the guest post, you document your professional expertise on a specific topic.	2,030.–

* Prices in Euro plus VAT EMG's terms and conditions apply.
** On delivery of complete printed documents. Layout possible from 600 euros per page.

PRINT CLASSIC

Overview of formats and prices



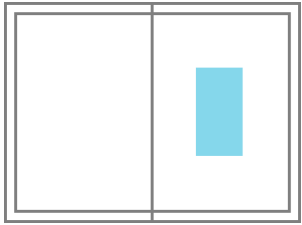
PAGE

Whole page or as a side part		Cropped Ads Width x Height in mm + 3 mm Trimming on the outer edges	Formats in the typesetting area Width x height in mm	Prices* colored
1/1 or Advertorial**		220 x 280	188 x 260	6,000.–
2nd or 4th cover page		220 x 280	–	7,610.–
1/2 horizontal / vertical		220 x 140 / 110 x 280	188 x 130 / 100 x 260	3,690.–
1/3 horizontal / vertical		220 x 94 / 74 x 280	188 x 84 / 64 x 260	3,000.–
2/1		440 x 280	420 x 260	1,160.–
Guest Post		1 page	Meets editorial criteria, is neutral and non-judgmental, no product advertising (advertorial). With the guest post, you document your professional expertise on a specific topic.	2,030.–

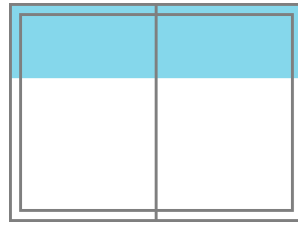
* Prices in Euro plus VAT EMG's terms and conditions apply.
** On delivery of complete printed documents. Layout possible from 600 euros per page.

FORMAT SPECIAL*

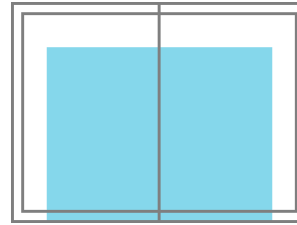
Interact with the reader and your brand will be remembered!



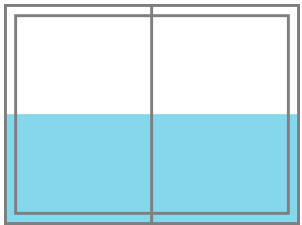
Island ad



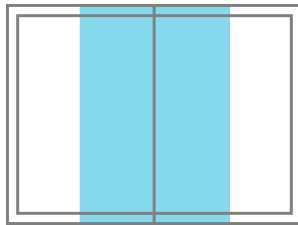
Head of the Double-page spread



Corner field over waistband
(Tunnel ad)



2 x 1/2 across fret or high over waistband



2 x 1/3 across waistband

We would be happy to discuss further ideas and let's find unusual, individual solutions together.

PAGE

Let your creativity run wild!

Special products need special solutions.
Take advantage of the opportunity to stage your advertising with unusual formats and thus attract the attention of our target group to you and your products.

Format Special:

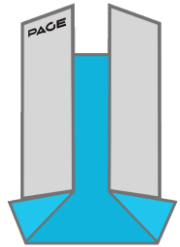
- offer a prominent advertising placement
- show our readers your innovative power
 - convince through creativity
- can greatly increase the response effect

Whether on the title, the cover or in the content.

PRINT SPECIAL*

Overview

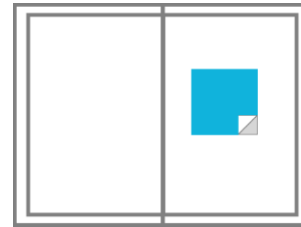
PAGE



Altar fold



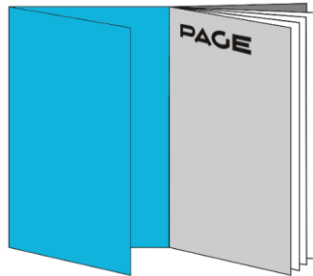
Belly band



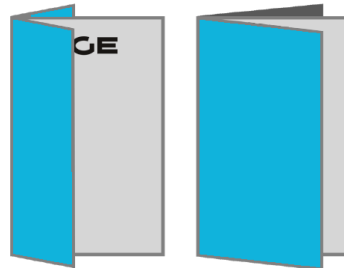
Glued inserts



Bound-in supplements
2 pages / 4 pages / other formats available



Gatefold cover
titel / back / double



Cover
double / extended page / glossy finish

We would be happy to discuss further
ideas and prices with you!

* Prices on request.

PAGE MAGAZINE ANNUAL DEAL

PAGE

Present all year round - benefit from up to 60% discount!

YOUR REACH



YOUR PRICE

Expenses	1 Output	2 Issues	3 Issues	From 4 Issues
Discount*	0%	40%	50%	60%
Total price** without discount	6,000.-	12,000.-	18,000.-	24,000.-
Total price** with discount	6,000.-	7,200.-	9,000.-	9,600.-
Price** per 1/1 page	6,000.-	3,600.-	3,000.-	2,400.-

* Discount can be applied to all formats. Here is an example of the 1/1 page.
** Prices in Euro plus VAT. The terms and conditions of EMG apply. No further discounts.

PAGE BOOKLETS

Knowledge at a glance: your ad in the right environment!

You can find the current dates here!

PAGE

The booklet will be included in the print magazine and published on PAGE Online as well as a free download in the PAGE Shop and in the PAGE App. The booklet also appears in the PAGE newsletter and on social media.

We have two possible formats for you:

A. the short profile with the information about your company such as address, telephone number, etc. and B. your freely designed ad.

Format	2/1 page	1/1 page
	A. Text with up to 800 characters W. 238 mm x 184 mm	A. Text with up to 800 characters W. 82 mm x 184 mm
Price	2,100.-*	1,390.-*

Add on formats (publication on the desired date):

- Native Ad in PAGE Newsletter 1,600.-* (special price)
- Sponsored Post on PAGE Online incl. Social Media 1,700.-* (special price)

PAGE Booklet »Job & Career«

Design trends, typography or corporate trends are constantly changing and with them, the demands on young designers. This is exactly why the offerings of public and private universities, academies, seminar providers and online courses are so important. The booklet »Job, Career & Education« introduces educational institutions.



PAGE Booklet »CD/CI Ranking« and Leadership by Design

shows which German design offices and agencies are among the top addresses in the field of corporate design. Managing directors, CEOs and creative directors eagerly await the list every year. Extended circulation!



* Prices in Euro plus VAT. Prices may vary depending on the edition. The terms and conditions of EMG apply. Not AE eligible and no further discounts possible.

TOPICS & DATES

2024

PAGE

You can always find the topics and dates of our marketing network
via the following link:

[Current Calendar](#)

EVENTS, CONFERENCES, TRADE FAIRS

NETWORKING, CONTENT & MORE

PAGE X W&A



**Building
Next Level
Brands**

**11. + 12.09.24
Hamburg**

EVENTS

This is where our community meets

At the **DESIGN BUSINESS DAYS**, we bring together creatives, agencies, brand owners and marketing managers and show how the innovation potential of design can be applied to business and corporate culture.nn

Date: 11.+12. September 2024

Place: Hamburg

Content: Keynotes, Best Practice Examples & Keynote Speeches

Target group: 200+Clients and contractors of design services

- ❖ CMOs, CDOs, design and brand managers in corporations, SMEs and start-ups
- ❖ Creatives in design, strategy, communication and technology
- ❖ Consultants, project and process managers

[You can find more events in our network here!](#)



Building Next Level Brands



APPENDIX

RATE CARD 2024



OUR NETWORK

Reach ALL relevant decision-makers across multiple media brands!

PAGE

PAGE

W&A

Commerce, marketing and creation can no longer be considered separately for a successful future.
With our four brands, you can reach all areas **involved in decision-making processes**.

Profil

The leading medium of the **design industry** offers indispensable knowledge for the development of current brand appearances, convincing communication concepts and digital products.

The information platform for the communications industry and is aimed at interested parties in **marketing, agencies and the media and e-commerce**.

Zielgruppe

PAGE is the ideal communication platform for all those who are looking for access to **creative professionals** in agencies and companies.

Brand maker – Whether you're a doer, a creative, a strategist, a numbers specialist or a boss, the focus is on communicators who want to make a difference.

Reichweite*

Page Impressions:
370,990 per month

Distribution Magazine:
13,184 (incl. e-paper)

Page Impressions:
1,574,885 per month

Distribution Magazine:
16,025 (incl. e-Paper)

* Sources: In-house or IVW QII/23.

DISCOUNT

2024

Revenue scale in euros	Discounts in %
25,000	3
50,000	5
100,000	10
150,000	15
250,000	17
450,000	20
650,000	22

The discount scale* applies to sales from print and digital products of the brands:

- PAGE and
- W&V

The revenue scale is based on the gross prices shown for circuits.

Bookings for non-discountable products, such as special promotions and events (excluding technical costs), are integrated into the basic financial statements.

* Discounts do not apply to products of the JOBNETWORK of the EBNER MEDIA GROUP.

UNSER SALES-TEAM

Talk to us. We look forward to getting in touch with you.

PAGE



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Products



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Commerce, Shoptech

SPECIFICATIONS

Digital

Extradition

All advertising materials are delivered in rotation. Exclusively available on request.

Expandable Formate

The banner is displayed in large format (expandable format) on the first page view. In the event of further page views by the user, the advertising material is still visible and can be reopened by user action (mouse-over or click).

Sticky

Concurrent placement on Skyscraper, Wide Skyscraper and Hockeystick(Advertising material must be physically available).

Data delivery, advertising material

All banner formats up to max. 800 KB.

Data formats: JPEG, GIF, HTML5.

Delivery no later than 7 days before the first publication of the campaign.

Delivery to: clientsuccess@ebnermedia.de

Terms & Conditions for Online

<https://www.ebnermedia.de/ebv/online-agb/>

Redirect TAGs

Redirect TAGs can be a GIF, rich media, or an internal redirect.

Support

For HTML5 advertising materials, the following guidelines must be observed. We are happy to support you with any problems. This incurs costs, for which Ebner Media Group GmbH reserves the right to charge the costs to the customers.

HTML5 Advertising Material / Display Banner

We can host HTML5 advertising materials with our ad server. The following guidelines should be followed: use unique IDs, classes, variables, and function names (per banner). No folder structure, all files must be in the root directory. Only index.html can resolve ad server variables, *.js or other file types, as well as other HTML files, do not resolve ad server variables. Ad server variables are needed, for example, to count clicks or for correct paths to the images. To circumvent this, the required files could also be stored on a file server and the absolute path could be used. All required scripts should be integrated into the index.html if possible. There should be no basic HTML structure (html, head, title, body), as banners are already delivered as HTML. The index.html should be renamed to ad.html.

SPECIFICATIONS

PAGE

Print

Printing/binding process

Web offset process, perfect binding/hot melt

Paper

Envelope: 250 g/m² Glossy art print Content: 85 g/m² Artipress

Booklet format

210 mm x 297 mm high

Printing documents

PDF: PDF/X-3

Color: CMYK

Colour profiles: PAGE magazine: ISO Coated V2 (cover and inner part),

PAGE-Booklet: PSO Coated V3 (cover and inner part)

Images: 300 dpi

Bleed: 4 mm

Data transfer by e-mail to:

clientsuccess@ebnermedia.de

Inserts & bound inserts: Delivery address on request

Terms of Delivery/Samples Inserts, inserts, adhesives, etc. must be designed in such a way that there is no need for additional manual processing. All third-party inserts must be delivered loose on pallets (Euro pallets only) and protected from moisture and dirt. Banding the third-party inserts with paper, plastic strips or rubber bands is not permitted. This generates additional costs and will be charged. For all third-party supplements, a binding sample or layout with size and weight information must be submitted to the publisher before the order is accepted. Delivery quantities and delivery addresses can be found in the respective order confirmation.

General Terms and Conditions for Print

<https://www.ebnermedia.de/ebv/print-agb/>