

# Druck & Medien

THE MAGAZINE FOR  
GRAPHIC INDUSTRY

MEDIAPACK 2025



Valid from

**01.01.**

2025

THE DRUCK&MEDIEN MAGAZINE

Druck&Medien is the printing industry’s leading trade magazine with a circulation of about 6,500 copies. Druck&Medien addresses entrepreneurs and key personnel in the printing business, but also instructors in vocational schools, liaisons of suppliers, print buyers, and media production staff.

As an authoritative magazine maintaining consistently high standards, Druck&Medien is well respected for its independent writing and coverage of the industry’s various sectors.

Druck&Medien	
File Delivery	by E-Mail to ines.herrera@oberauer.com
Technical formats	Please send your PDF-File (min. 400dpi, PDF/x-4 2008) in high resolution and all fonts embedded.
Colour profile	PSOcoated v3 (ISO 12647-2:2013). Other colour profiles (e.g. RGB, Pantone, HKS, etc.) will be converted to CMYK, which can lead to colour changes.
Colour	Euroscale
Print	Offset
Format	210 x 280 mm (W x H)
Trim size	175 x 240 mm (W x H)
Bleed	+3mm (all sides)
Binding	Adhesive Bond (Depending on your advertising design, include 4-6mm in the layout.)
Screen	80
Printrun	6.500
Print circulation	6.270

DRUCK&MEDIEN DIGITAL

The website [www.druck-medien.net](http://www.druck-medien.net) independently reports on the latest developments of the printing industry.

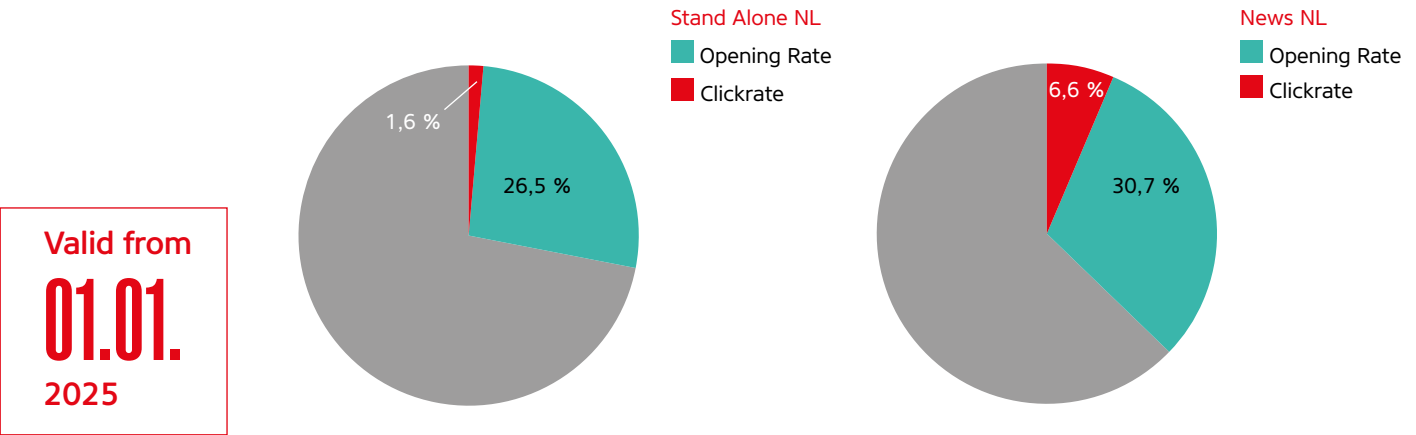
DRUCK&MEDIEN NEWSLETTER

The [druckmedien.net](http://druckmedien.net) newsletter reports twice a week all the printing industry’s essential news as they have been breaking over the last hours. It is regularly read by approximately 5,600 subscribers.

Druck&Medien Digital	
Views	45.806
Sessions	26.498
Newsletter	5.000 subscribers
Booking Deadline	Five days before publication by e-mail to ines.herrera@oberauer.com
Booking term	One week, starting Sunday 12 p.m.
File Delivery	Three days before publication to ines.herrera@oberauer.com
Technical formats	Please send your files in GIF, JPG, PNG or <b>HTML5*</b> . <b>Animated banners can’t be placed in the newsletter</b>
Maximum file size	<b>HTML5:</b> Polite 60 KB, max 199 KB reload; Gif/JPG max. 100 KB
Cancellation	due to ToS

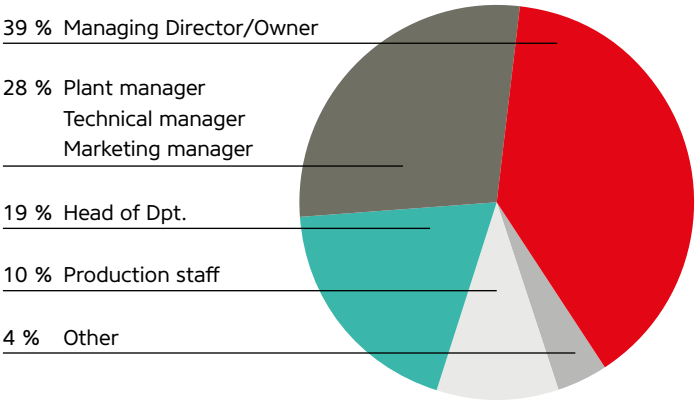
\* Requirements for HTML5:  
[https://support.google.com/dfp\\_premium/answer/7046799?hl=de](https://support.google.com/dfp_premium/answer/7046799?hl=de)

NEWSLETTER SUBSCRIBERS

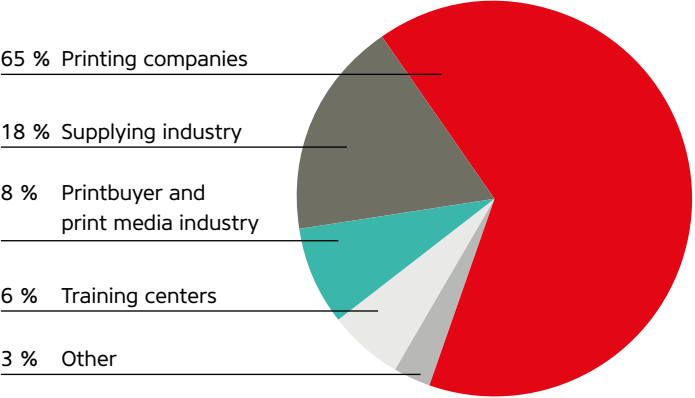


# FACTS AND FIGURES

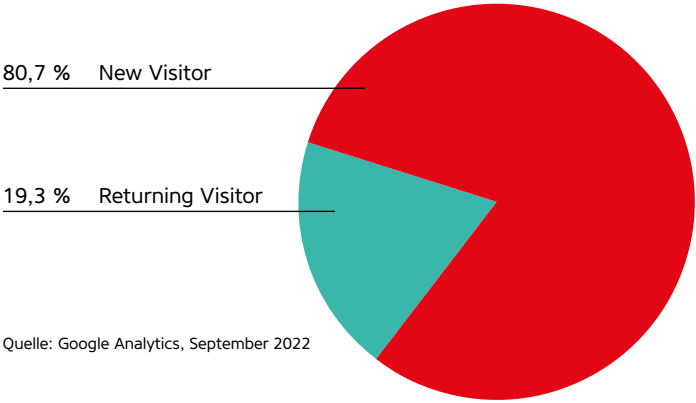
## READERSHIP STRUCTURE



## SECTOR MIX

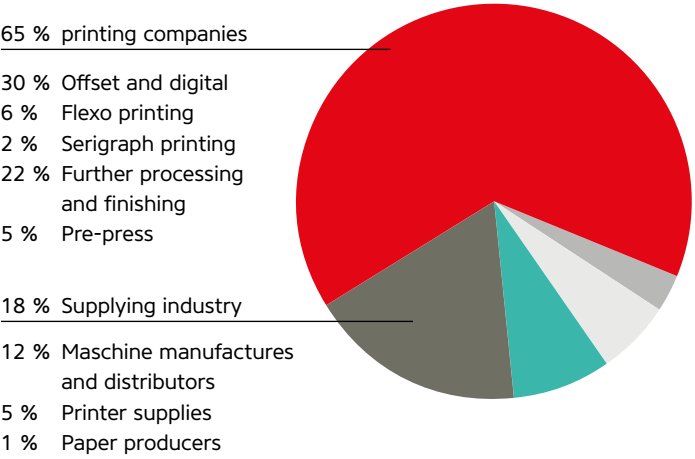


## WEBSITE VISITORS



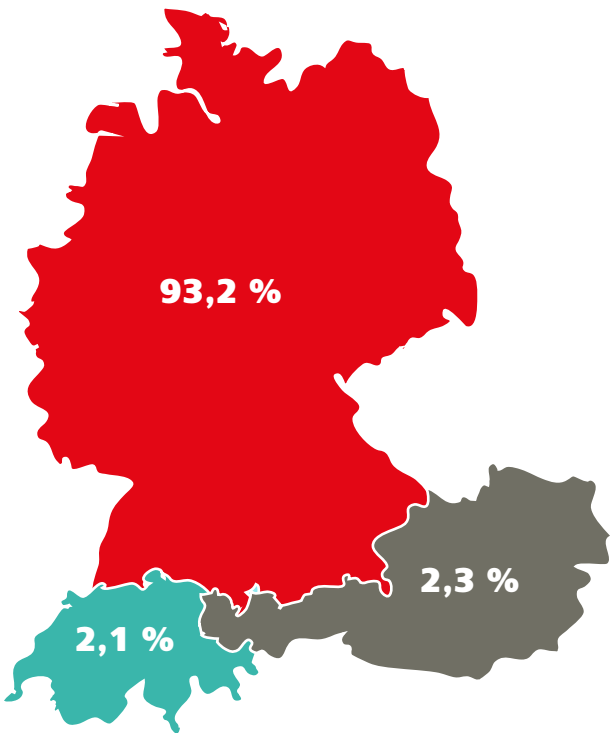
Quelle: Google Analytics, September 2022

## BRANCHENMIX DETAILS



## DEMOGRAPHIC READERSHIP STRUCTURE

- 93,2 % Germany
- 2,3 % Austria
- 2,1 % Switzerland
- 2,4 % Rest of Europe



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# TERMS CONTACT

Issue	Booking deadline	Copy submission	Release date	Topics
01/2025	2025-01-22	2025-01-24	2025-02-10	<b>Shortlist Printer of the year</b> <b>Special AI:</b> Where does the printing industry stand? <b>Dossier:</b> Sustainable printing <b>Top 10:</b> Paper traders and paper manufacturers
02/2025	2025-03-06	2025-03-10	2025-03-25	<b>Special:</b> Large format printing <b>Dossier:</b> Social media for printers <b>Top 10:</b> Large format printing manufacturers
03/2025	2025-04-30	2025-05-05	2025-05-20	<b>Results Printer of the Year</b> <b>Special printing process:</b> Will digital printing replace offset printing? <b>Dossier:</b> The most important AI tools for printers <b>Top 10:</b> Digital printing manufacturers
04/2025	2025-06-27	2025-07-01	2025-07-16	<b>Special:</b> Label printing <b>Ranking:</b> The most important AI service providers for printers <b>Dossier:</b> Certifications for printers <b>Top 10:</b> Print finishing
05/2025	2025-09-04	2025-09-08	2025-09-23	<b>Young talents</b> <b>Ranking:</b> The most important management consultants in the industry <b>Special:</b> Packaging printing <b>Dossier:</b> A new way of thinking about customer acquisition <b>Top 10:</b> Printing inks
06/2025	2025-11-06	2025-11-12	2025-11-25	<b>Special:</b> Yearbook 2025 <b>Dossier:</b> Workflow automation with AI <b>Top 10:</b> Workflow tools

## Editor-in-Chief

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## Sales Manager

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## Jobs

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# ADVERT RATES

Formats single pages	full page (width x height) + bleed*	type area (width x height)	Rates in €
1/1 Page inner section	210 mm x 280 mm	175 mm x 240 mm	5.490,00
1/1 Page 2. Coverpage	210 mm x 280 mm		5.900,00
1/1 Page 3. Coverpage	210 mm x 280 mm		5.900,00
1/1 Page 4. Coverpage	210 mm x 280 mm		6.020,00
1/2 Page horizontal	210 mm x 140 mm	175 mm x 119 mm	3.370,00
1/3 Page horizontal	210 mm x 94 mm	175 mm x 80 mm	2.290,00
1/3 Page vertical	70 mm x 280 mm	55 mm x 245 mm	2.290,00
1/4 Page horizontal	210 mm x 70 mm	175 mm x 60 mm	1.860,00
1/8 Page horizontal	210 mm x 47 mm	175 mm x 40 mm	1.440,00
Business cards for 6 issues		85 mm x 50 mm	1.840,00

\* bleed: 3 mm on all sides, left inside 5-6 mm

## Advertorials

The advertiser generally provides the text and line art/photos, the Publisher will be responsible for the layout. For legal reasons, the identifier "Advertisement" is included to distinguish, for the reader's convenience, the advertorial's message from the magazine's articles.

### Requirements for advertorial pages

1. The text's language must be German.
2. The prescribed number of keystrokes must not be exceeded.
3. Photos (min. 300 dpi in CMYK) and captions must be included.
4. Text and images must be in receipt 4 business days prior to the printer files' closing date.

Formats	Keystrokes	Rates* in €
1/1 Page	1.800	5.670,00

\* Druck&Medien provides the fixed template. Two sample proofs and/or copy cuts, photo search etc. are included.

All rates in Euro plus VAT



### Sales Manager

Inés Herrera-Quiroga

Phone: +43 6225/27 00-31

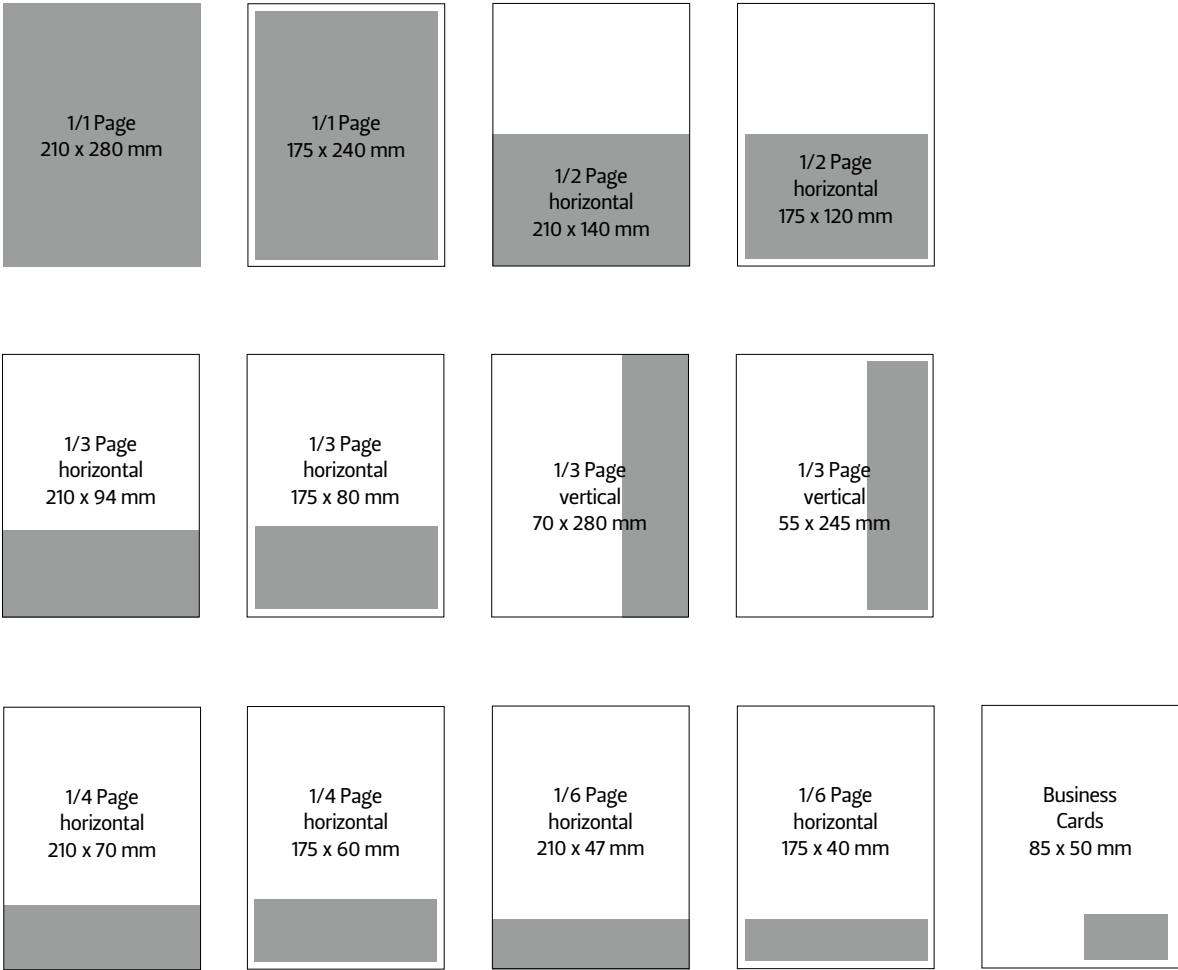
ines.herrera@oberauer.com

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# ADVERT FORMATS



\* bleed: 3 mm on all sides

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# ADVERT SPECIALS

supplement in relation to weight	Rates in €
up to 30 g	3.500,00
up to 50 g	3.750,00
postage charge and finishing, flatrate	950,00

At a higher weight: price on request.

The supplement prices don't include the postage charge.

External costs will be accounted depending on the expense costs.

Delivery volume: 5000 magazines.

**delivery adress for supplements:**

MDS GmbH

Römerstraße 14 | 5400 Hallein | Austria

Tel.: +436245/82816-0

special format	format/performance	Rates in €
belly band	4c with dispersion varnish	4.440,00
Postcard / Post-It	on 1/1 carrier advertisement	5.390,00
	additional postcard	1.500,00
	manually, additional Post-it	1.760,00
Insert	double sided 1/1, folded delivery format	3.650,00

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All prices are exclusive of statutory tax.

## Desktop

Formats	Pixel	Rates in €/Week
<b>Billboard</b>	<b>Desktop:</b> 1020 x 250 / 970 x 250 / 800 x 250 <b>Mobil:</b> 320 x 100	790,00
<b>Content Ad</b>	300 x 250	620,00
<b>Halfpage Ad</b>	300 x 600	670,00

Placement: max. 3 banner rotating. Exclusive circuit on request.

## Newsletter Ad Formats

Formats	Pixel	Rates in €/Week
<b>Rectangle XL / Advertorial</b>	590 x 400 (max. height)	900,00
<b>Stand Alone Newsletter</b>	single distribution	2.590,00

You will receive the "Druck&Medien"-newsletter twice a week.

**Rectangle XL / Advertorial**

The Rectangle XL is flexible design-wise.

The banner is placed right in the editorial space of the newsletter.

An image file is required.

**Stand Alone Newsletter (Advertising)**

An exclusive stand alone mailing with your content, pictures, linkings and optional space for advertisements. Your message will receive the full attention from about 5600 subscribers.

All rates in Euro plus VAT

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# DIGITAL AD FORMATS PLACEMENTS

## Website

### Billboard



Formats

Desktop  
1020 x 250 / 970 x 250 / 800 x 250

Mobil  
320 x 100

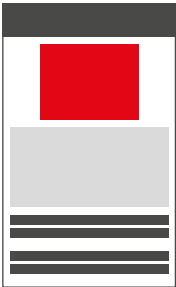
### Halfpage Ad



Formats

Desktop  
300 x 600

### Content Ad



Formats

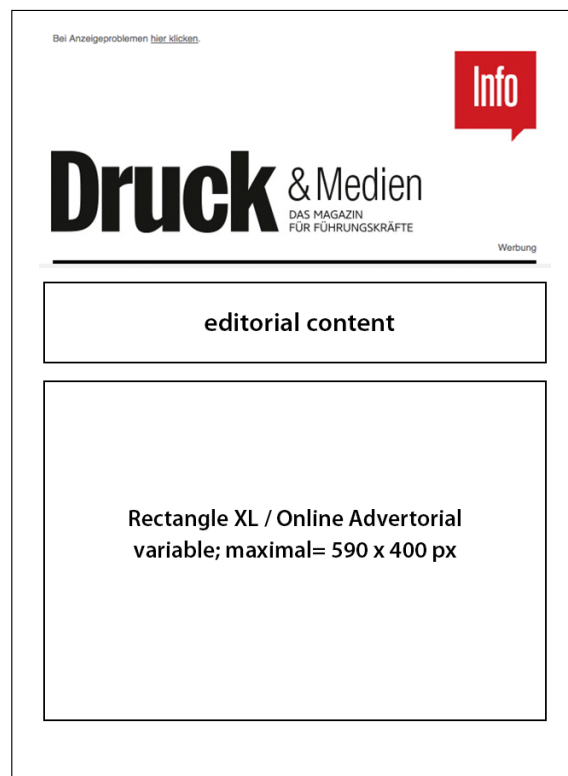
Desktop  
300 x 250

Mobil  
300 x 250

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# DIGITAL AD FORMATS PLACEMENTS

## Newsletter



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All data in pixels

# JOB PLATFORM ONLINE

Address the top-employees of the printing industry with your job ad at druck-medien.net. Our options:

Plattform	Rate job ad in €	Rate Internship/Voluntary Service/Trainee in €
druck-medien.net	590,00	390,00

## Our Service \*

Advertisement in the online-specialist market for 6 weeks in the rubric „Jobs“  
E-mail with your job ad to our community within one hour  
One dispatch in our weekly Job-Newsletter  
Inclusion of your job as link reference in the job field from the D&M Newsletter  
Inclusion in the „Top Jobs“ list on the website druck-medien.net

Make use of the potential of all our specialist markets for optimal distribution in all branches.

All rates in Euro plus VAT

Prices and Services 2025. Subject to change without notice.

\*Offers are subject to additional discounts or commissions.

Lisa Hofer  
phone: + 43 6225/ 27 00-46  
jobs@oberauer.com

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Crossmedia Combi Jobplattform

Combine our online options with print (1/1 page € 1.500.-)

# PUBLISHER'S DATA

Publishing House	OBERAUER DER MEDIENFACHVERLAG Johann Oberauer GmbH Fliederweg 4 5301 Eugendorf, Salzburg Austria
Payment terms	Remittance: 14 days net following receipt of invoice. Turnover tax-ID-No.: ATU 349 15 900
Banking	Volksbank Freilassing IBAN: DE91 7109 0000 0100 2515 85 BIC: GENODEF1BGL
Online	<a href="http://www.druck-medien.net">www.druck-medien.net</a>
Delivery address for supplements	MDS GmbH Römerstraße 14   5400 Hallein   Austria Tel.: +436245/82816-0
print run	average 6,500 copies
Subscription rates	Germany: 165 € incl. VAT and shipping Retail: 28 € incl. VAT plus shipping

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# TERMS OF SERVICE

1. An "Ad placement order" within the meaning of the Terms of Service refers to a contract an advertiser or other interested party enters into for the purpose of bringing to the public's awareness—by way of dissemination—one or several advertisements in a printed publication.

2. The Terms of Service are applicable to all advertising orders accepted by Johann Oberauer Ltd. (the "Publisher" hereafter). Diverging Terms of Service on the part of Principal are invalid, even though the Publisher may not expressly object to them.

3. If in doubt, adverts must be released for publication within the calendar year following a contract's signing. If the right of release of individual adverts is sanctioned, the publication order must be completed within the calendar year following publication of the first ad; with the proviso the first ad is being released and published within the deadline listed in sentence no. 1.

4. After contract signing, Principal is entitled to release within the agreed upon and/or under fig. 2 named deadline additional ads exceeding the contract's provisions within the current calendar year.

5. When an order cannot be completed for reasons beyond the Publishers control, Principal may not, irrespective of other legal duties, insist on previously agreed-upon (bulk) discounts but only on those discounts, which would have been granted predicated on an actual purchase.

6. We do not guarantee acceptance of advertisements and outside supplements for certain editions, or certain sections of the publication, unless Principal has expressly made his order contingent on such provision. In section-relevant ads, the Publisher guarantees the ad's insertion in the specific section without requiring express agreement.

7. Adverts bordering editorial content on at least 3 of their sides and stand removed from other ads, and which for reasons of their design are not recognisable as ads, will be designated "advertisement" by the Publisher.

8. Principal affirms that the content and appearance of his ads will not be in violation of any law, ordinances or other official directives.

9. Publisher reserves the right to reconsider and reject orders and individual releases due to content, providence or technical form in conformity with consistent, objectively justifiable principles when sufficient grounds exist to assume their content to be in violation of the law or official directives or when their publication is unacceptable to the Publisher, even though aforesaid orders or releases had earlier been legally approved. The same extends to orders placed with branch offices, agencies or representatives. Orders for supplements shall be approved only following submission of a sample of the supplement. Supplements easily confused with being an integral part of the publication owing to their design and presentation or which contain ads by third party will be rejected. The Principal shall be promptly notified of such rejection.

10. Timely furnishing of an ad's content together with proper printer files/templates or the supplements is the Principal's responsibility. Publisher will immediately call for replacement of obviously corrupted or damaged files/templates or supplements. Publisher represents and warrants the quality of reproduction commensurate with the publication's specific section and the quality standards of the files/templates provided.

11. Principal shall notify Publisher immediately of any shortcomings concerning the published advertisement.

11.1. Unless stipulated otherwise, Publisher will warrant the print quality of all advertising appearing in its publication and will republish at no cost the upgraded ad if its effectiveness had been impaired or jeopardised owing to insufficient quality.

11.2. In case of a failed upgrade or improvement, Principal may demand a reduction in price or cancellation of the contract. The Principal may also demand damages in accordance with the below-referenced paragraph if the fault lies with the Publisher.

11.3. Additional warranty claims by Principal are excluded, unless compulsory liability applies due to a failure of execution previously guaranteed or an artful hiding of the shortcoming by the Publisher.

11.4. The warranty period extends over three months from the day of publication.

12. Publisher is liable for any damage wilfully caused by him, his legal representatives or proxies up to no more than the monetary value of the order. Publisher also is liable for any damage caused by him, legal representatives or company executives due to grossly negligent conduct. The Publisher also is liable for threats to life, bodily harm and health of others caused by him, his legal representatives and proxies.

12.1. For types of damage other than those enumerated under fig. 12, sent. 3, which was caused by the Publisher, his legal representatives or company executives and resulting from only marginally negligent conduct, Publisher shall be held liable only for the violation of duties crucial for the consummation of contract (cardinal duties). Liability of the Publisher in this instance is limited to typically foreseeable contractual damages.

12.2. In reference to the provisions of fig. 12, sent. 1 and 3, Publisher is liable for assistants not acting as proxies or company executives only when the afore mentioned individuals wilfully violate a contractually essential duty (cardinal duty). Again, Publisher's liability is limited to typically foreseeable contractual damages.

12.3. All else considered, liability of the Publisher—for whatever legal reason—is excluded. Exempted is any liability stemming from the product liability act and/or other mandated legal fundamentals.

13. Sample proofs are provided only on specific request. Ensuing costs shall be borne by Principal. Principal vouches for the correctness of the returned and revised sample proofs. Publisher will perform all corrections indicated on the sample proof within the set deadline.

14. If no specific instructions as to size were provided, the actual standard, printed height customary for the type of ad will be used as basis for billing.

15. In the event of late payments and deferrals, interest and late charges will become due. Principal reserves the right to cite mitigating circumstances in opposing the level of charges. The Publisher may in case of deferred payment discontinue processing the order until payment is received and demand cash upfront for the balance of adverts. If Principal's credit worthiness is in doubt Publisher may, even during the contractually assured runtime, block the publication of additional ads without regard to an originally agreed payment arrangement and to make any advance payment contingent on settlement of earlier, still outstanding invoices.

16. Accepted and hence legally binding orders are subject to the following cancellation deadlines and monetary charges:

## Print:

**1 week prior booking deadline = 50% of total amount of order.**

**From the booking deadline = 75% of total amount of order.**

**From copy submission = 100% of total amount of order.**

## Online:

**100% of the contract value has to be paid after receiving the booking confirmation.**

17. On request, the Publisher will furnish a sample of the ad together with the invoice. Depending on order size and type, clippings, individual pages or entire magazines will be made available. If an ad's sample can no longer be found, a legally valid certification by the Publisher concerning publication and dissemination of the ad will be furnished.

18. Printer files will be returned to Principal upon request only. The obligation of safe keeping old files ceases three months following the expiration of contract.

19. The city of Salzburg shall be place of performance. The city of Salzburg shall be legal venue for any and all disputes and procedures that may arise from the advertising contract, including its effectiveness.

20. Changes and/or additions to the contract must be in writing to become valid. This also pertains to a change in the aforesaid clause.

20.1. The eventuality of some provisions in the contract being redundant or unenforceable will not affect the balance of the contract and leave it undisturbed.