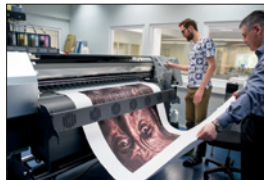


BusinessPartner PBS

Die Zeitschrift für Handel und Industrie



Mediakit 2019



Verlag Chmielorz GmbH • Marktplatz 13 • 65183 Wiesbaden • Germany • Tel. +49 611 36098-71 • Fax +49 611 36098-77

1 Brief characteristics:

BusinessPartner PBS is one of the leading and independent reseller journals for the office-, IT- and furniture branches throughout the German-speaking world. The editorial concept focuses on practice-oriented, up-to-date and competently researched information on shifts of the market, as well as subsequent chances for all economic participants involved. BusinessPartner PBS embodies an information-communication-platform for and among trading, distribution, suppliers and service providers with the assortment fields „Office and information technology“, „AV and media technology“, „Office equipment/lighting/acoustics“ as well as „Office supplies“ and „Facility“ – always keeping an eye on developments beyond the branch. The monthly print edition is completed and updated daily by our comprehensive website on www.pbs-business.de. There is also the possibility to subscribe a twice weekly Online-Newsletter.

- 2 Frequency:** monthly, see time schedule/list of topics
- 3 Volume/year:** 13/2019
- 4 Web-address (URL):** www.pbs-business.de, E-Mail: info@pbs-business.de
- 5 Executive publisher:** Werner Stark
- 6 Publisher:** Verlag Chmielorz GmbH
- Postal address:** PO Box 22 29, 65012 Wiesbaden, Germany
- Street address:** Marktplatz 13, 65183 Wiesbaden, Germany
- Phone/Fax:** +49 611 36098-0 / +49 611 301303
- E-Mail/Internet:** info@chmielorz.de / www.chmielorz.de
- Management:** Frank Wolfförster
- Place of business:** Wiesbaden, HRB 3862

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10 Fees:

Annual subscription:
 National: € 79.00 (incl. shipping + sales tax)
 International: € 94.50 (incl. shipping)

BusinessPartner PBS – the branch’s communication platform



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Time schedule/list of topics


Issues	Dates	Special Topics	Fairs
01/2019	PD: 01/18/2019 AD: 12/17/2018 ED: 12/10/2018	ISE-News: AV Media Technology Paperworld preview Preview Remanexpo: ink + toner Future office	Preview Paperworld Preview ISE Preview didacta
02/2019	PD: 02/27/2019 AD: 02/01/2019 ED: 01/25/2019	Print + document-management Mobile working and EDV supplies Facility/office kitchen/cleaning/office equipment Promotional items + individualization	Review Paperworld I Review PSI Preview Light + Building
03/2019	PD: 03/29/2019 AD: 03/05/2019 ED: 02/26/2019	Sustainability in the office ISE-trends: meeting + conference Data security + shredder Leasing + financing Finishing (binding/laminating/cutting)	Review ISE Review Paperworld II Preview IM.Top
SPECIAL EDITION	booking deadline: 02/15/19	„OFFICE EQUIPMENT“	
04/2019	PD: 04/26/2019 AD: 03/29/2019 ED: 03/22/2019	Office- and communication papers Education: solutions for educational establishments Imaging supplies Stamping/pasting/correcting/marking/writing ERP + CRM	Preview Photokina duoSymPos
05/2019	PD: 05/24/2019 AD: 04/29/2019 ED: 04/18/2019	Colour in the office Input-, output-, workflow solutions Excellent design Language technology + dictating-solutions	Review conhIT
06/2019	PD: 06/21/2019 AD: 05/23/2019 ED: 05/16/2019	Health Care Printing + supplies Digital workplace Cleaning/organizing/storing Telecommunication/collaboration	Preview CeBIT
07-08/2019	PD: 07/26/2019 AD: 07/02/2019 ED: 06/25/2019	Healthy office Ink/toner/printing supplies Facility/additional assortments/office kitchen Displays and monitors Large format and production-printing	Preview IFA Review CeBIT
09/2019	PD: 09/13/2019 AD: 08/20/2019 ED: 08/13/2019	Office equipment and additional assortments Stamps + accessories Batteries/IT supplies Scan + ECM Products and solutions for lawyers	
SPECIAL EDITION	booking deadline: 07/29/19	„OFFICE EQUIPMENT“	
10/2019	PD: 10/04/2019 AD: 09/09/2019 ED: 09/02/2019	Sustainability in the office Data security + shredder Collaboration + conferencing Packaging/labelling/marking/shipping Light concepts	Preview Insights-X Review IFA
11/2019	PD: 11/15/2019 AD: 10/22/2019 ED: 10/15/2019	Coffee and co. in the office Information- + document-management Promotional items + individualization Office- and communication papers Leasing + financing	Review INFORM Review Trend
12/2019	PD: 12/11/2019 AD: 11/15/2019 ED: 11/08/2019	Fleet management Ergonomics + office furniture trends Bestseller 2019 (product highlights) Printing + solution-business Workplace essentials	Preview PSI

PD = Publication Date AD = Ad deadline ED = Editorial deadline

For information on the latest topics please visit our website: www.pbs-business.de

Subject to modification

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- 1 Circulation:** 6.000 copies
- 2 Circulation check:** 
- 3 Magazine format:** DIN A4 (210 mm x 297 mm)
Print space: 175 mm x 256 mm
3 columns with a width of 55 mm each
- 4 Methods of printing and binding;** Sheet-offset print (adhesive binding)
Printing data: **Software:** Adobe Creative Suite
File formats: Logos, pictures and graphics: EPS or TIFF (uncompressed, CMYK mode),
Resolution: color and B/W pictures 300 dpi; line drawing 1.200 dpi, screened motives incl. fonts 500 dpi minimum;
Documents: PDF Adobe 1.4, EPS, (optimized for print, pictures and fonts embedded),
Print profile: ISO Coated v2 (ECI), sheet offset
Data transmission: FTP-server (log-in data can be obtained via phone),
E-mail: torsten.wessel@pbs-business.de,
Storage medium: compact disc
Technical supervision: Tel. +49 611 36098-35, -66, -82

- 5 Frequency of Publication:** issues reserved monthly, right to publish double
- Dates of publication:** see time schedule/list of topics
Ad deadline: see time schedule/list of topics
- 6 Publisher:** Verlag Chmielorz GmbH
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Marktplatz 13, +49 611 3609865183 Wiesbaden, Germany
Tel.: +49 611 36098-70
Fax: +49 611 36098-77
E-mail: torsten.wessel@pbs-business.de
www.pbs-business.de
- 7 Conditions of payment:** Due after receiving invoice, agency commission: 15%
VAT-Ident-Nr.: DE11 3885 161
- Bank connections:** Postbank, Niederlassung Frankfurt
BIC-Code: PBNKDEFFXXX,
IBAN-Code: DE18500100600188970601
Nassauische Sparkasse Wiesbaden
BIC-Code: NASSDE55XXX,
IBAN-Code: DE48510500150111103011

8 Advert formats and fees: (plus VAT), agency commission 15%

Format in mm	Width x Height	Width x Height bleed in mm 3 mm bleed added per cutting edge	4-coloured €
1/1 page	175 x 256	210 x 297	4.490,-
2/3 page	115 x 256	135 x 297	2.990,-
Juniorpage	-	135 x 191	2.690,-
1/2 page	175 x 128 87 x 256	210 x 148 105 x 297	2.490,-
1/3 page	175 x 85 55 x 256	210 x 99 75 x 297	1.690,-
1/4 page	175 x 64 88 x 128	210 x 74	1.290,-
1/8 page	175 x 32 88 x 64	210 x 37	660,-

- 9 Surcharges:** **Preference placements:**
Inside front cover: additional fee 20%
Binding placement demand: additional fee 20%
- 10 Rubric adverts:** Fees/millimeter: Per millimeter line (width 55 mm) € 4,50
Per millimeter line (width 88 mm) € 6,00
Box-number fee: € 8,-
- 11 Types of special advertising:** Fee for cover page combination and further types of special advertising on request
- 12 Discounts:** Depending on scale of quantity or frequency
Purchase within one year of insertion
3 ads = 5% discount
6 ads = 10% discount
10 ads = 15% discount
20 ads = 20% discount

- 13 Attached inserts:** Two-paged: € 420,- per thousand copies (€ 2.520,-) incl. postage
Four-paged: € 460,- per thousand copies (€ 2.760,-) incl. postage
Six-paged and above: fees on request
Format 210 x 297 mm + 3 mm bleed, smaller formats on request
Total quantity delivered (incl. allowance) 6.100 copies
- 14 Loose inserts:** Circulation:
up to 25g: € 390,- per thousand (€ 2.340,-) (incl. postage)
up to 50g: € 430,- per thousand (€ 2.580,-) (incl. postage)
up to 75g: € 470,- per thousand (€ 2.820,-) (incl. postage)
up to 100g: € 499,- per thousand (€ 2.994,-) (incl. postage)
Format max. 210 mm x 297 mm,
Total quantity delivered (incl. allowance) 6.100 copies
Surcharge for partial use of circulation: 40%, minimum circulation: 3.000 copies
- 15 Affixed advertising media:** possible on advert 1/1 separate page
fee on request
- 16 Delivery address for positions 13 to 15:** Rhein-Main-Buchbinderei GmbH
Department: BusinessPartner PBS
Ostring 13, 65205 Wiesbaden-Nordenstadt, Germany
- Delivery notation:** Edition BusinessPartner PBS-No. ...

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- 1 Web-Address (URL):** www.pbs-business.de
www.facebook.com/BusinessPartnerPBS
- 2 Publisher:** Verlag Chmielorz GmbH
Marktplatz 13 · 65183 Wiesbaden · Germany
Tel: +49 611 36098-0, Fax: +49 611 301303
- 3 Contact person:** Sales online advertisement
Torsten Wessel (advertising manager)
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torsten.wessel@pbs-business.de
- Franziska Möbius (Media-assistance)
Tel.: +49 611 36098-71,
franziska.moebius@pbs-business.de

- 4 Data transmission:** Not less than five days prior to advert start date via E-Mail to torsten.wessel@pbs-business.de or franziska.moebius@pbs-business.de
gif-, jpg-, swf, RGB mode
max. size of the file: 100 KB
- 5 Conditions of payment:** Due after receiving invoice, VAT No.: DE11 3885 161
- 6 Types of advertisement fees:** All fees exclusive of VAT

Website

Type of advert animated adverts possible	Placement	Format (w x h) in pixel	Fees per four weeks
Leaderboard	Homepage + Subpages	940 x 90	€ 875,-
Full-Size-Banner small	Homepage	620 x 60	€ 540,-
Skyscraper	Homepage + Subpages	120 x 600	€ 690,-
Wide Skyscraper	Homepage + Subpages	160 x 600	€ 740,-
Medium-Rectangle	Homepage + Subpages	300 x 250	€ 500,-
Wallpaper (Tandem Ad)	Homepage + Subpages	955 x 90 pixel Full Banner 160 x 600 pixel Wide Skyscraper	€ 1.195,-
Online-Advertorial	Homepage + Subpages	ca. 3.000 characters + photos	€ 750,-

Fees for banners on secondary levels and further types of special advertising such as mobile ads on request. Rotation of the banners reserved.

Hit rate PBS: To average we achieve 28.000 visits and circa 50.000 page impressions with www.pbs-business.de per month.

With our newsletter we achieve 4.500 subscribers.

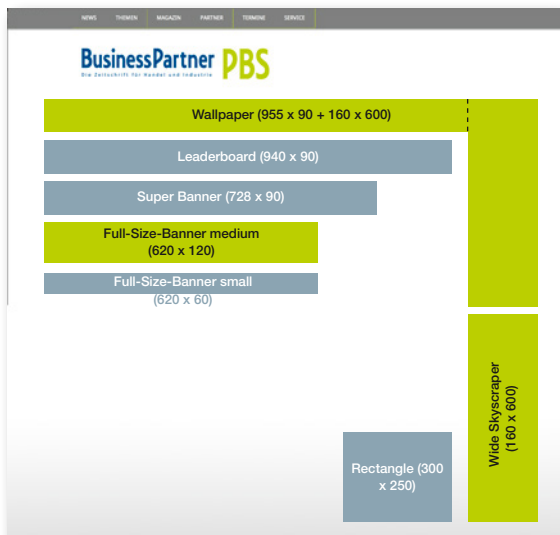
Newsletter

Type of advert	Placement	Format (w x h) in pixel	Fees per transmission
Super Banner	Headline	750 x 90	€ 490,-
Skyscraper	Margin, right	120 x 600	€ 435,-
Full-Size Banner	Body	620 x 60	€ 315,-
Full-Size-Banner + Text Ad	Body	620 x 60 + text	€ 365,-
Text Ad	Body	200 characters	€ 185,-

Would you like more detailed information? We would gladly send you our online media-kit! There you will find, for example, further information on our "job exchange", "mobile ads", "videos", etc.

Binding placement demand: additional fee 20% , continuous text 200 characters

Website



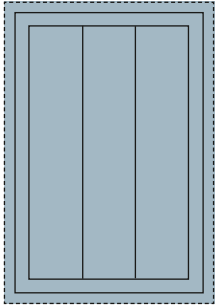
Newsletter



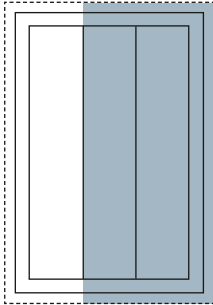
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Advert formats in each case width x height (3 mm bleed added per cutting edge on cut formats) (Selection)
Two-sided adverts with spilling motives in adhesive binding with 5 mm bleed.

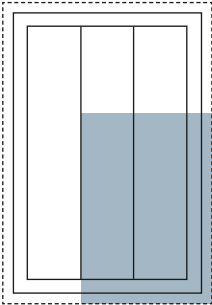
1/1 page, bleed
210 mm x 297 mm



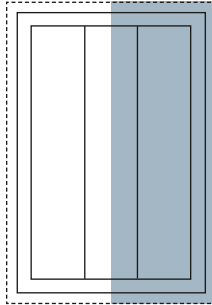
2/3 page, bleed
135 mm x 297 mm



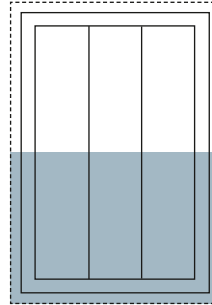
Juniormagazine, bleed
135 mm x 191 mm



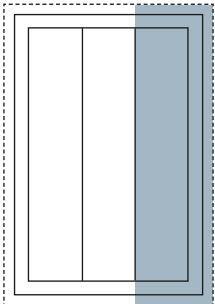
1/2 page, bleed
105 mm x 297 mm



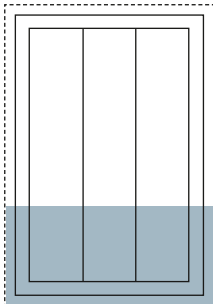
1/2 page, bleed
210 mm x 148 mm



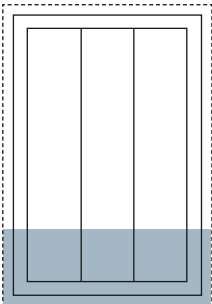
1/3 page, bleed
75 mm x 297 mm



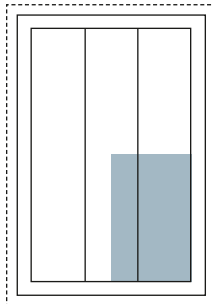
1/3 page, bleed
210 mm x 99 mm



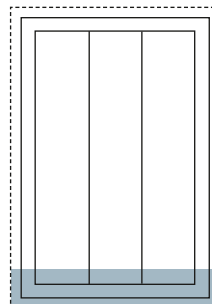
1/4 page, bleed
210 mm x 74 mm



1/4 page print space
88 mm x 128 mm



1/8 page horizontal format
bleed, 210 mm x 37 mm



Magazines published by ACM-Chmielorz publishing group and Online Platforms



www.schuhmarkt-news.de



www.orthoextra.de



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