

Portrait

The technical magazine for bookbinding and finishing



Use these
convincing facts
for your
advertising
campaign

The character

bindereport is the only technical magazine for bookbinding and finishing in Germany and Switzerland.

Topics

bindereport regularly informs about:

- technical innovations in the fields of
- machines and devices for bookbinders
- machines for digital printing and duplicating
- machines for print finishing
- management of craftsmen's trade and industry
- professional improvement
- new processes and technique
- questions of law
- news from special organizations
- latest reports on economy, politics and supplying industry

The readership

... are owners and managers in the following branches:

- industrial binding departments and publishing house bindings in single-stage and multi-stage enterprises
- craftsmen's trade, library and retail binderies
- print houses with finishing departments
- packaging specialists
- finishing institutes
- digital printing businesses

Service

bindereport offers ...

- a circulation of about 5 000 copies (of course controlled by the audit bureau of circulation)
- an established experience for more than 100 years
- a large market for occasional advertisements which cares for the highest reader loyalty
- the exclusive position as the only specialized magazine in the sectors of bookbinding and finishing in Germany
- a powerful market presence by the high coverage of the target group

For rates & dates please turn over



Price list

no. 55 – valid from January 1, 2010

Printing run 5123 copies
Actual distributed run 4909 copies
 IWV controlled (IWV is the German equivalent of ABC, the Audit Bureau of Circulation)

Mechanical requirements Periodical size A4
 210 mm wide x 297 mm deep

Page type area 188 mm wide x 272 mm deep
 3 columns = 60 mm width
 4 columns = 44 mm width

Printing process Offset

Technical requirements ... digital format necessary

Terms 2 p. c. discount for payment within 8 days, otherwise strictly net 30 days after invoice date, USt-Ident-No. DE 115 697 748

Payments to Sparkasse Hannover
 (Sort code 250 501 80) A/C No. 101 99 00
 IBAN-Nr.: DE41 2505 0180 0001 0199 00
 BIC: SPKHDE2H

Address Schlütersche Verlagsgesellschaft mbH & Co. KG
 bindereport, D-30130 Hannover

Phone 0049 511 8550-2611/-2518
Fax 0049 511 8550-2407

Size	Columns	width x depth mm	Basic price b/w €	2 colours €	3 colours €	4 colours €
2/1 Page	8 columns	404 x 272	4,542.–	4,955.–	5,270.–	5,790.–
1/1 Page	4 columns	188 x 272	2,271.–	2,678.–	3,096.–	3,510.–
2/3 Page	2 columns 4 columns	124 x 272 high 188 x 180 wide	1,513.–	1,785.–	2,067.–	2,341.–
1/2 Page	2 columns 4 columns	92 x 272 high 188 x 134 wide	1,136.–	1,339.–	1,548.–	1,757.–
1/3 Page	1 column 4 columns	60 x 272 high 188 x 88 wide	758.–	893.–	1,033.–	1,171.–
1/4 Page	1 column 2 columns 4 columns	44 x 272 high 92 x 134 high 188 x 65 wide	568.–	670.–	776.–	880.–
1/6 Page	1 column 2 columns	60 x 134 high 92 x 88 wide	379.–	447.–	517.–	587.–
1/8 Page	1 column 2 columns 4 columns	44 x 134 high 92 x 65 wide 188 x 31 wide	284.–	335.–	389.–	441.–
Junior Page		140 x 180 high	1,136.–	1,339.–	1,548.–	1,757.–

Digital copy

We accept the following digital copy:
 Print-optimized PDF-files generated in Xpress, InDesign, Illustrator, Photoshop or Freehand. Resolution of colour or greyscale graphics 300 dpi with according graphic profile for printing, line drawings 1200 dpi; colour mode only CMYK.

We cannot guarantee for the quality of advertisements when we receive open files (incl. fonts and high-resolution graphics) and files from programmes such as Word, Excel, PowerPoint, Pagemaker or Corel. We also reserve the right to charge a handling fee for these formats.

Data carrier format

- CD-ROM (Macintosh/Windows), DVD-ROM (Macintosh)

Data transfer

- Mac/Leonard Pro: ISDN number +49 511 8550-6575
 - PC/Fritz!Data: ISDN number +49 511 8550-6580
 User name: Zeitschr
 Password: Verlag
 Transmission protocol: IDTrans
 - E-mail: anzeigendaten-bin@schluetersche.de
 - FTP connection on request

File information

With your delivery we also need the order data and a copy of the advertisement via fax at +49 511 8550-2401
 When delivering per e-mail or ISDN please make sure to include the following information: magazine_issue_customer name.
 Please also send us a black and white/colour print for data control. Colour-binding proofs must correspond to the FOGRA or ECI recommendations for sheet offset printing.

Reception and process check

The publisher does not assume liability for colour variations and type layout in the advertisement, when the files have not been saved in the recommended formats and colour-binding proofs have not been included.

mm-price per column

1 column, 44 mm wide € 2.22
 1 column, 60 mm wide (textual advertisements) € 2.92

Colour charges Prices for special colours if required

Bound inserts 2 pages insert € 2 352.–
 Bound-in centre insert € 3 614.–
 (4 pages):
 Minimum size for bleed inserts untrimmed
 213 mm deep x 303 mm wide.
 Series discount: 1 insert = 1 page

Loose inserts Up to 15 g weight per 1 000 copies € 176.–
 Up to 25 g weight per 1 000 copies € 239.–
 Maximum size 200 mm wide x 290 mm deep
 Series discount: 1 loose insert = 1 page

Series discounts 3 insertions or 1 page 5 p. c.
 6 insertions or 3 pages 10 p. c.
 9 insertions or 6 pages 15 p. c.
 12 insertions or 12 pages 20 p. c.
 (All series must be completed within a 12-months' period)

Delivery-address Inserts folded and untrimmed to be delivered to:
for inserts
 Schlütersche Druck GmbH & Co. KG
 – bindereport, No ... –
 Hans-Boeckler-Straße 52
 D-30851 Langenhagen

You need more information? Please contact:

Phone + 49 511 8550 2518 and 2611
 Fax + 49 511 8550 2407
 E-Mail technik@schluetersche.de

Topics and Dates



Issue	Publication date	Closing date	Closing date for copy	Topics	Events
1	21.01.10	06.01.10	07.01.10	<ul style="list-style-type: none"> cost factor energy 	<ul style="list-style-type: none"> Druckform Stuttgart 22.01. – 12.02.2010; Paperworld, Frankfurt 30.01. – 02.02.2009
2	18.02.10	29.01.10	01.02.10	<ul style="list-style-type: none"> Market review cutting machines (high-speed cutters) 	
3	18.03.10	26.02.10	01.03.10	<ul style="list-style-type: none"> Mailing production and mail orders 	<ul style="list-style-type: none"> IRD-annual meeting Ulm, 11.03. – 12.03.2010 CeBit Hannover, 02.03.06 – 06.03.2010 Leipziger bookfair, 18.03. – 21.03.2010 documeta, Chemnitz, 24.03. – 25.03.2010
4	19.04.10	26.03.10	29.03.10	<ul style="list-style-type: none"> perfect binding and glues Preview on Postprint 2010 	
5	18.05.10	27.04.10	28.04.10	<ul style="list-style-type: none"> Production of photo books 	<ul style="list-style-type: none"> PostPrint, Berlin 05.05. – 07.05.2010 IPEX, Birmingham, 18.05. – 25.05.2010
6	18.06.10	31.05.10	01.06.10	<ul style="list-style-type: none"> postpress finishing Quality management 	<ul style="list-style-type: none"> BDBI-annual meeting, 01.06. – 04.06.2010 Mailingdays Nürnberg, 16.06. – 17.03.2010
7	19.07.10	29.06.10	30.06.10	<ul style="list-style-type: none"> Gatherers Disposal systems in bookbinding shops 	
8	18.08.10	29.07.10	30.07.10	<ul style="list-style-type: none"> Folding machines 	
9	17.09.10	30.08.10	31.08.10	<ul style="list-style-type: none"> Thread stitching Preview on Druck + Form 	
10	18.10.10	28.09.10	29.09.10	<ul style="list-style-type: none"> Bookbinding materials Workflow in the bookbinding 	<ul style="list-style-type: none"> Graph Expo Chicago, 03.10. – 16.10.2010 Frankfurter bookfair, 06.10. – 16.10.2010
11	18.11.10	29.10.10	01.11.10	<ul style="list-style-type: none"> Economical working in craftsmen's trade 	<ul style="list-style-type: none"> Druck + Form Sinsheim, October 2010
12	17.12.10	29.11.10	01.12.10	<ul style="list-style-type: none"> Stitcher-gatherers 	

Buyers guide A-Z



mm-price per column
1 column, 44 mm wide 1,04 €

Supplement colour
50,00 € fixed price per colour

Column width
44 mm only

Bookings
Minimum 6 advertisements sequenced

Placement
several heading in alphabetic order

Form of payment
collective invoice in the middle of the term

Example
30 mm height / 1-column
31,20 €

Classified ad
Minimum price every supplement colour
Situations wanted
Box number adrate
Purchase and sales, help-wanted ads
And miscellaneous ad

Classified ad

Example
30 mm high / 2-column **133,20 €**

mm-price 2,22 € pro mm high (1 column/bw)
2,66 € pro mm high (1 column/2-c)
3,10 € pro mm high (1 column/3-c)
3,54 € pro mm high (1 column/4-c)

minimum-price every supplement colour 50 €

situations wanted 1,20 € pro mm high (1 column/bw)

Box number adrate 11,- € price

Column width
1 column = 44 mm
2 columns = 92 mm
3 columns = 140 mm
4 columns = 188 mm



Purchase and Sales, help-wanted ads and miscellaneous ads