

BusinessPartner PBS

Die Zeitschrift für Handel und Industrie



Mediakit 2023

www.pbs-business.de  <https://de.linkedin.com/company/pbs-business>



Verlag Chmielorz GmbH • Marktplatz 13 • 65183 Wiesbaden • Germany • Tel. +49 611 36098-270 • Fax +49 611 36098-277

1 Brief characteristics:

BusinessPartner PBS is one of the leading and independent reseller journals for the office-, IT- and AV-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, Office-, AV- and System-House-Channel, distribution, suppliers and service providers with the assortment fields „Office and information technology“, „Telecommunication“, „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: 17/2023

4 Web-address (URL): www.pbs-business.de, E-Mail: info@pbs-business.de

5 Publisher: Verlag Chmielorz GmbH

Postal address: PO Box 22 29, 65012 Wiesbaden, Germany

Street address: Marktplatz 13, 65183 Wiesbaden, Germany

Phone/Fax: +49 611 36098-270 / +49 611 36098-277

E-Mail/Internet: info@chmielorz.de / www.chmielorz.de

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Place of business: Wiesbaden, HRB 3862

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9 Fees:

Annual subscription:

National: € 83.00 (incl. shipping + sales tax)

International: € 98.50 (incl. shipping)

BusinessPartner PBS – the branch’s communication platform




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Time schedule/list of topics

Issues	Dates	Special Topics	Fairs
01/2023	PD: 01/26/2023 AD: 01/05/2023 ED/BD: 12/16/2022	Ink & Toner ISE News: AV and Media Technology Modern Workplace/Furnishing	Preview AMBIENTE Preview ISE Preview EuroShop
02/2023	PD: 02/28/2023 AD: 02/07/2023 ED/BD: 01/26/2023	Print and document management Office and communication papers All around the digital workplace (IT-supplies, monitors, headsets etc.) Office supplies/writing utensils Promotional items	Preview didacta Review PSI Review AMBIENTE I
03/2023	PD: 03/31/2023 AD: 03/10/2023 ED/BD: 02/28/2023	Meeting + Conference Business Software Shredder Leasing + Financing	Review AMBIENTE II Review ISE
04/2023	PD: 04/28/2023 AD: 04/05/2023 ED/BD: 03/24/2023	Education New Work: Trends in office furnishing Printing + Supplies Stamps + Supplies	Preview LEARNTEC Preview duoSymPos
SPECIAL EDITION	booking deadline: 03/09/2023	„SUSTAINABILITY IN THE OFFICE INDUSTRY“	
05-06/2023	PD: 06/26/2023 AD: 06/02/2023 ED/BD: 05/22/2023	Office Papers Input/Output/Workflow Digital education Ergonomics Creative collaboration in meeting and office Displays / Monitors / Signage Hybrid working Office kitchen + catering Style + Office	
07/2023	PD: 07/20/2023 AD: 06/29/2023 ED/BD: 06/19/2023	Sustainability Hardcopy supplies (printing supplies) Working at home, on the road and in the office Large Format + Production Printing Tidy desk	
08-09/2023	PD: 08/17/2023 AD: 07/27/2023 ED/BD: 07/17/2023	Scan + ECM Computing - notebooks, PCs and Co. Finishing (binding/laminating/cutting/punching/stapling) Facility: Cleaning + Hygiene	Preview INFORM
10/2023	PD: 10/06/2023 AD: 09/14/2023 ED/BD: 09/04/2023	Green Office Telecommunications + UCC solutions Business Software: ERP, CRM & Co. Packaging/Labelling/Shipping/Stamping	Preview Insights-X
11/2023	PD: 11/10/2023 AD: 10/19/2023 ED/BD: 10/09/2023	Information and document management Leasing + Financing Collaboration + Conferencing Data security	
SPECIAL EDITION	booking deadline: 09/21/2023	„OFFICE AND FURNISHINGS“	
12/2023	PD: 12/08/2023 AD: 11/17/2023 ED/BD: 11/07/2023	Printing + Solutions Monitors + Displays Promotional items + individualization Around the desk Bestsellers 2023	Preview PSI

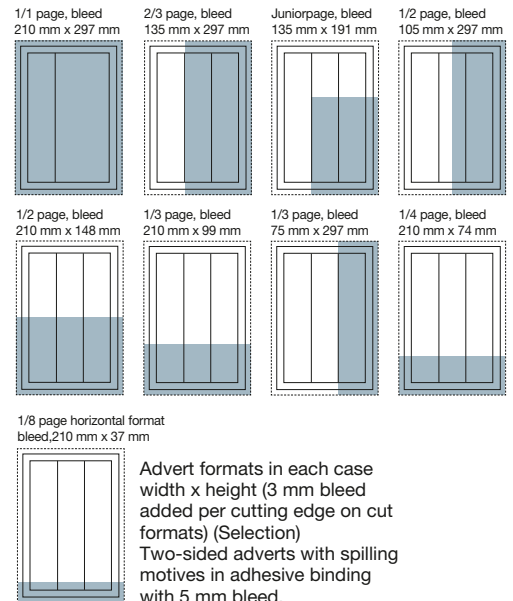
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- 1 Circulation:** 5.000 copies
- 2 Circulation check:** 
- 3 Magazine format:** DIN A4 (210 mm x 297 mm)
Print space: 175 mm x 256 mm
3 columns with a width of 55 mm each
- 4 Methods of printing and binding;** Sheet-offset print (adhesive binding)
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,
Technical supervision: Tel. +49 611 36098-235, -266, -282

- 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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Tel.: +49 611 36098-270
Fax: +49 611 36098-277
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 S.	175 x 256	210 x 297	4.890,-
2/3 S.	115 x 256	135 x 297	3.290,-
Juniorpage	-	135 x 191	2.960,-
1/2 S.	175 x 128 87 x 256	210 x 148 105 x 297	2.740,-
1/3 S.	175 x 85 55 x 256	210 x 99 75 x 297	1.860,-
1/4 S.	175 x 64 88 x 128	210 x 74	1.420,-
1/8 S.	175 x 32 88 x 64	210 x 37	730,-



- 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
- 13 Attached inserts:** Two-paged: € 483,- per thousand copies (€ 2.415,-) incl. postage
Four-paged: € 529,- per thousand copies (€ 2.645,-) incl. postage

- 14 Loose inserts:** Six-paged and above: fees on request
Format 210 x 297 mm + 3 mm bleed, smaller formats on request
Total quantity delivered (incl. allowance) 5.100 copies
- Circulation:
up to 25g: € 448,- per thousand (€ 2.240,-) (incl. postage)
up to 50g: € 494,- per thousand (€ 2.470,-) (incl. postage)
up to 75g: € 540,- per thousand (€ 2.700,-) (incl. postage)
Format max. 210 mm x 297 mm,
Total quantity delivered (incl. allowance) 5.100 copies
- Surcharge for partial use of circulation: 40%, minimum circulation: 2.500 copies
- 15 Affixed advertising media:** possible on advert 1/1 separate page fee on request
- 16 Delivery address for positions 13 to 15:** A&O GmbH
Frau Waltraud Zurek
Abt. BusinessPartner PBS
Elisabeth-Selbert-Str. 5
63110 Rodgau-Dudenhofen
- Delivery notation:** Edition BusinessPartner PBS-No. ...

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3 Contact person: Sales online advertisement
Torsten Wessel (advertising manager)
Tel.: +49 611 36098-270,
torsten.wessel@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
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 in pixel	Format (w x h)	Fees per four weeks
Wallpaper (Tandem Ad)	Homepage + Subpages	955 x 90 pixel Full Banner 160 x 600 pixel Wide Skyscraper	€ 1.490,-
Leaderboard	Homepage + Subpages	940 x 90	€ 1.100,-
Online-Advertorial	Homepage + Subpages	ca. 3.000 characters + photos	€ 950,-
Online-Advertorial plus	Homepage + Subpages	incl. 3 photo/text-Ad-sendings	€ 1.530,-
Wide Skyscraper	Homepage + Subpages	160 x 600	€ 925,-
Skyscraper	Homepage + Subpages	120 x 600	€ 860,-
Full-Size-Banner small	Homepage	620 x 60	€ 710,-
Medium-Rectangle	Homepage + Subpages	300 x 250	€ 660,-
Video	after consultation	-	€ 670,-

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 23.200 visits and circa 51.300 page impressions with www.pbs-business.de per month.

With our newsletter we achieve 4.500 subscribers.

Delivery of the banners via Desktop, Smartphone (320 x 50 px), Tablet (610 x 60 px)

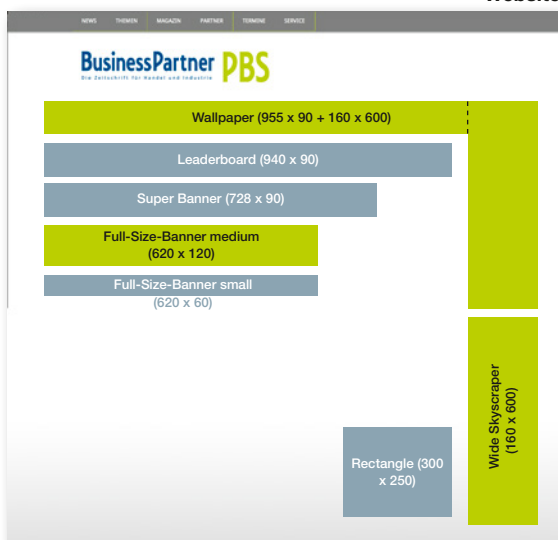
Newsletter

Type of advert	Placement	Format (w x h) in pixel	Fees per transmission
Super Banner	Headline	750 x 90	€ 590,-
Skyscraper	Margin, right	120 x 600	€ 520,-
Full-Size Banner	Body	620 x 60	€ 370,-
Full-Size-Banner + Text Ad	Body	620 x 60 + text	€ 430,-
Text Ad	Body	250 characters	€ 210,-
Photo + Text Ad	Body	Headline: max. 50 characters, Text: max. 250 characters, Photo 200 x 133 px, jpg	€ 380,-

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%

Website



Newsletter



Advertising Formats Mobile

Combination package for all formats with delivery via desktop, smartphone and tablet as content banner.
Placement as head banner on request (20 % extra charge)

Cross-media advertising with mobile advertising is particularly efficient! The advertising effect is increased. Mobile devices are used throughout the day. Tablets are very attractive advertising media. They combine the advantages of the Internet with the advantages of print - emotionality and a strong user connection. Reach your target group in different usage situations.

Smartphone

The smartphone mockup displays the mobile website interface. At the top, there is a navigation bar with the BusinessPartner PBS logo and search/share icons. Below this is a blue header labeled 'HEADBANNER' containing a portrait of a man and a green text box with the headline 'Rückblick/Ausblick MGW Office Supplies punktet mit neuen Sortimenten und Angeboten'. Underneath is another blue header labeled 'CONTENTBANNER' followed by a section titled 'Aktuelle Meldungen' with a news item dated 01.02.2022 about a quarterly report.

Tablet

The tablet mockup shows the website layout on a larger screen. It features a blue header with the BusinessPartner PBS logo and search/share icons. A large blue header labeled 'HEADBANNER' contains a portrait of a man and a green text box with the headline 'Rückblick/Ausblick MGW Office Supplies punktet mit neuen Sortimenten und Angeboten'. Below this is a blue header labeled 'CONTENTBANNER' followed by a section titled 'Aktuelle Meldungen'. The first news item is dated 01.02.2022 and titled 'Manutan setzt Wachstumskurs fort', with a sub-headline 'Manutan hat seinen Wachstumskurs das siebente Quartal in Folge fortgesetzt. Wie das B2B-Handelsunternehmen mitteilte, ist der Umsatz der Gruppe im Dreimonatszeitraum bis Ende 2021 um 6,4 Prozent gewachsen. ... weiter >'. The second news item is dated 31.01.2022 and titled 'Antalis setzt auf Auftragsbearbeitung mit KI', with a sub-headline 'Digitalisierte Prozesse'.

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Online-Advertorial

With a modern look and responsive design, the website www.pbs-business.de provides users with up-to-date news and additional services such as industry links, appointments, comprehensive search function, newsletters, magazine archives and much more.

In addition to the classic online advertising formats (banners), we also offer you the opportunity to place an „online advertorial“ prominently on the start page. In addition, you still have the option of referring to or linking to your advertorial in our weekly newsletters.

„Startpage“



Link on homepage

„Online-Advertorial“



Infos:

- An online advertorial can in principle start at any time, but it should take about a week to plan ahead (voting, approval). Please deliver approximately 3,000 characters including spaces and photo material (ideally product images with exempted products), the layout will be carried out by us.
- Accompanying the transmission of a picture and text ad in the newsletter is recommended as an indication of the online advertorial.
- The BusinessPartner PBS newsletter is published twice a week, Mondays and Wednesdays.
- The online advertorial is prominently placed on the homepage for 4 weeks and then permanently found in the archive.
- Delivery of the input (text and / or banner if applicable) at least five days before the start of the shift.
- There is no agency discount on online and print advertorials are not AE-enabled.

BusinessPartner PBS:

- | |
|--|
| • Online-Advertorial on www.pbs-business.de: € 950,- EUR |
| • Online Advertorial Plus (incl. 3 Photo/Text-Ad-Sendings): € 1.530,- EUR |
| • Text Ad in BusinessPartner PBS-Newsletter: € 210,- EUR |
| • or: Photo + Text Ad in BusinessPartner PBS-Newsletter: € 330,- |
| • or: Full-Size-Banner + Text Ad in BusinessPartner PBS-Newsletter: € 430,- |
| • Combination: Advertorial Online + Print: € 2.400,- (regular price € 2.650,-) |



The special edition „office equipment“ will be released in November 2023 as a supplement of BusinessPartner PBS



The special „Sustainability in the office“ will be released in April 2023

General Terms and Conditions

- Advertising contracts are in cases of doubt to be completed within a year of conclusion of contract.
- The discounts stated in the advertising price lists will be honoured only for the ads from a principal that will appear in print material within an insertion year. The period begins with the publication of the first advertisement.
- The principal has a retroactive claim to the discount applicable to its actual acceptance of advertisements within one year's time, if, at the start of the period, it concluded a contract based on the which the discount is already specified in the price list. The claim must be asserted within a month after the expiration of the insertion year.
- If the contract is not executed for reasons for which the principal is responsible, it must, without prejudice to any other legal obligations, refund the difference between the discount granted contractually and the discount applicable to its actual ad purchase.
- Costs for changes to originally agreed upon designs will be borne by the principal.
- In the event of price increases, an extension to contracts already in place is reserved.
- No guarantee is given for the placement of advertisements in certain issues or specific places in a printed medium, unless the principal has expressly confirmed this wish in writing.
- The principal is responsible for the timely delivery of print data. The obligation to retain the data storage devices ends six months after the expiration of the contract.
- Proofs will only be provided on expressed request. The principal bears the responsibility for the accuracy of the returned proofs. If the principal does not return proofs that we sent to it on time in a timely fashion itself, approval to print is deemed granted.
- It is only possible to print advertisements free of typographical mistakes if print documents are delivered that are themselves free of mistakes. The principal does have a claim to reduction of payment or a replacement ad in the event that the advertisement as printed is wholly or partly illegible, incorrect or incomplete, but only to the degree to which the purpose of the advertisement is adversely affected. Additional liability on the part of the publisher is excluded. Complaints must be asserted within four weeks of receipt of billing statements and receipts. The publisher accepts no liability of any kind for errors of any kind resulting from telephone communications.
- The publisher will show as much consideration as possible for avoiding the placement of competing advertisement on facing pages, placing them on different, non-facing pages as far as this is possible. There is strictly speaking no right to the exclusion of competitors. If the principal and the publisher do agree on an exclusion of competitors, this only applies for two facing pages and for advertisements that are at least 1/2 page in size. If a contract specifies a location, the exclusion of competitors cannot be agreed to.
Advertisements that cannot be recognised as advertisements because of their editorial design will be made recognizable as such by the publisher using the word "advertisement". The publisher reserves the right to reject advertising contracts – including those for individual calls in the framework of a contract – and orders for insets due to their content, origin or technical form according to the uniform principles of the publisher. This also applies to orders which are submitted with representatives. Insert orders are only binding for the publisher after submission

- of a template for the insert and its approval. The principal will be notified immediately when an order is rejected.
- A decline in circulation only has an influence on the contractual relationship if a circulation number is promised and it drops by more than 20%.
- The advertising client gives assurance that it is the holder of the copyrights and/or use rights to the content shown in the motifs in the advertisement. The advertising client indemnifies the publisher to this extent against all third-party claims, which this third party brings in connection with the publication of an advertisement – printed or digital – against the publisher.
- If a periodical ceases or interrupts its publication, the principal cannot assert any claims of any kind whatsoever for the expenses for texts, graphics, generation of print data, etc. which are thereby rendered invalid.
- On request, the principal will be given a file copy free of charge after the advertisement appears, to the extent that the type and scope of the order justifies this. If a complete file copy can no longer be provided, a page proof will be provided instead.
- The current price lists of the various publications apply for billing the advertisements, as they apply at the time the advertisements appear. Possible subsequent billing or credit to account remains reserved. Fractions of mmlines will be counted as full lines.
- If not size specifications are given, the actual printed size will be the basis on which the price is calculated.
- All prices for domestic orders apply plus the sales tax. They are due and payable on receipt of billing statement immediately and without discount. In the event of any default on payment, e.g. even in the case of judicial assistance to debtors, initiation of insolvency proceedings, bankruptcy, etc., any discount that has been granted is revoked and will be billed retroactively. Furthermore, default interest as well as dunning and collection costs will be billed. The execution of contracts can be suspended until all outstanding payments are paid in full. Interruptions in the execution of ongoing contracts due to default of payment do not entitle the client to extension of acceptance deadlines and do not establish any claim to compensation for damages on the part of the principal.
- German law applies under exclusion of international private law and the UN Convention on the International Sale of Goods. This also applies to orders from Austria and Switzerland. In business transactions with merchants and legal persons under public law, Wiesbaden is agreed on as the sole court of jurisdiction for all legal disputes concerning these terms and conditions and individual contracts concluded based on them including complaints concerning bills of exchange and cheques. The place of fulfilment is the headquarters of the publisher. Court of jurisdiction is, to the extent that the law does not mandate anything else, the publisher's headquarters, even for dunning procedures as well as in the event that the residence or habitual domicile of the principal is unknown at the time that the action is brought or the party to be subject to the action relocates its residence or habitual domicile outside of the jurisdiction of this law after the contract is concluded, the headquarters of the publisher is agreed on as the court of jurisdiction.

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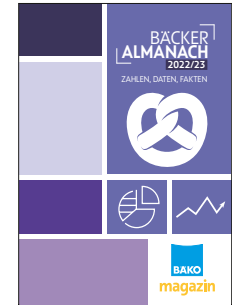
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