

# Creditreform

Das Unternehmermagazin aus der Handelsblatt Media Group

Media  
information

## 2019

Advertising price list no. 54

Valid from 1 January 2019

- **Core target:**  
Entrepreneurs and  
managers in SMEs
- **Member of the LAE**  
Leseranalyse  
Entscheidungsträger  
(readership analysis  
decision-makers)



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## YOUR MEDIA TEAM



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## PUBLISHER DETAILS

Organ:	Official members' magazine of the Creditreform Group	Distribution:	Kathleen Donat Telephone: +49 (0)221/ 54 227-665 Fax: +49 (0)211 / 54 227-865 e-mail: k.donat@planetc.co
Publisher:	Verband der Vereine Creditreform e.V, Hellersbergstraße 12, D-41460 Neuss, PO Box 1015 53, D-41415 Neuss	Subscription price:	Annual subscription 69,00 (inland)Annual subscription 69,00 (abroad) plus 25,00 postage Individual sale price 6,50
Publisher:	planet c GmbH Postal address: PO Box 101102, D-40002 Düsseldorf Toulouser Allee 27, D-40211 Düsseldorf Telephone: +49 (0)221/ 54 227-671 Fax: +49 (0)211 / 54 227-871 e-mail: media@planetc.co	Bank details:	Commerzbank AG, Sort Code 30080000, Account no. 202411100 IBAN DE58 3008 0000 0202 4111 00 BIC DRES DE FF 300
Editorial:	Christian Raschke (Editor-in-Chief)	Payment terms:	8 days 2 % discount or 14 days after invoice date net, All prices plus VAT VAT ID: DE205443097
Issue / Year	133st issue 2018	Agency commission:	15 %
Publication dates:	monthly	Terms and Conditions:	The General Terms and Conditions for advertising in newspapers and magazines shall apply.
Print run:	IWW-tested  (3rd quarter 2018), 122,124 copies		
Internet address:	<a href="http://www.creditreform-magazin.de">www.creditreform-magazin.de</a>		
Publication / editorial schedule:	see pages 5 and 6		

## MAGAZINE PROFILE

Creditreform Magazine – The entrepreneurs' magazine for decision-makers in SMEs



The SME sector is the backbone of the German economy – but what information, what specialist knowledge do the doers in the sector need to keep things that way? Creditreform, the magazine for entrepreneurs, offers precisely that: strategic background knowledge, practical examples, concrete implementation tips – across the media as a monthly print magazine, as an app and as a wide-reaching online portal with a weekly newsletter and 50,000 subscribers.

Readers and users of this product family include proprietors, directors and managers, both technical and commercial, in SMEs. They represent high investment potential and a relevant target group for your business-to-business communication.

The Creditreform Magazine appears in a publishing partnership with the Creditreform Group. As a result of the connection with this organisation,

which is traditionally committed to the entrepreneur, the Creditreform Magazine has exclusive access to reliable market analyses of cyclical developments and economic perspectives, straight from the horse's mouth. The following sections – both offline and online – are highly valued and actively used by decision-makers, for both the operational business and the strategic development of their companies.

### Sections

**successful:** Provides hints and tips on all questions of corporate management – from the problem of succession and questions of personnel and management to success factors of sustainable economic management. Plus: Interesting facts from the areas of marketing, vehicle fleets and business trips.

**solvent:** Provides help with the next meeting with the bank manager, information about alternative forms of finance, tax tips and recent judgments, and helps businesses not only to acquire liquidity but also to invest.

**informs:** Provides entrepreneurs with reports on the economy, market analyses and commentaries on economic and regulatory policy.

**networked:** Breaks down IT trends to the requirements of the SME, helps with sober analysis and points out what is important to note in their implementation and application in SMEs.

**relaxed:** Health tips, culinary delights, travel, lifestyle. Because after all, work and business are not everything.

## TIMETABLE AND TOPIC OVERVIEW

Issue no.	Dates*	Topics	Topics	Trade fair
<b>01</b>	PD: 04.01.2019 AD: 10.12.2018 CD: 12.12.2018	<b>Finance / Banking survey</b>	<b>Telekommunikation</b>	
<b>02</b>	PD: 04.02.2019 AD: 10.01.2019 CD: 15.01.2019	<b>E-Mobility</b>	<b>Commercial Property</b>	
<b>03</b>	PD: 04.03.2019 AD: 11.02.2019 CD: 14.02.2019	<b>Business trips</b>	<b>Lifestyle buildings</b>	<b>ITB</b> , Berlin 6th – 10th March 2019
<b>04</b>	PD: 02.04.2019 AD: 11.03.2019 CD: 13.03.2019	<b>Finance</b>	<b>Employer Branding</b>	<b>Hannover Messe</b> , Hannover 1st – 5th April 2019
<b>05</b>	PD: 02.05.2019 AD: 11.04.2019 CD: 15.04.2019	<b>Fleet Management</b>	<b>Jubilee 140 Years Creditreform</b>	
<b>06</b>	PD: 03.06.2019 AD: 09.05.2019 CD: 14.05.2019	<b>Technology Trends</b>	<b>Transport/Logistics</b>	<b>CeBIT</b> , Hannover 24th – 28th June 2019
<b>07</b>	PD: 02.07.2019 AD: 11.06.2019 CD: 13.06.2019	<b>Commercial Insurance</b>	<b>Green Business</b>	
<b>08</b>	PD: 02.08.2019 AD: 10.07.2019 CD: 12.07.2019	<b>Sucession Finance</b>	<b>Lifestyle: Travel</b>	

Issue no.	Dates*	Topics	Topics	Trade fair
<b>09</b>	PD: 02.09.2019 AD: 12.08.2019 DU: 14.08.2019	<b>HR Management</b>	<b>Fleet Management</b>	<b>Zukunft Personal</b> , Köln 17th – 19th September 2019 <b>IAA</b> , Hannover 12th – 22th September 2019
<b>10</b>	PD: 04.10.2019 AS: 11.09.2019 CD: 13.09.2019	<b>Finance: Leasing</b>	<b>Lifestyle: Wine</b>	
<b>11</b>	PD: 01.11.2019 AD: 10.10.2019 CD: 15.10.2019	<b>Internationlization</b>	<b>Busienss Office</b>	
<b>12</b>	PD: 02.12.2019 AD: 11.11.2019 CD: 13.11.2019	<b>Startups</b>	<b>Finance</b>	

PD = Publication date AD = Advertising deadline CD = Copy deadline

\* Subject to change

## PRICES AND FORMATS

### Basic formats in the editorial section

Format	Type area width x height	Bleed* area width x height	Price in EUR, 4c
1/1	180 x 250	210 x 280	12,940.00
2/3 portrait	118 x 250	133 x 280	9,940.00
1/2 landscape	180 x 121	210 x 136	8,485.00
1/2 portrait	90 x 250	104 x 280	8,485.00
1/3 portrait	60 x 250	75 x 280	6,930.00
1/3 landscape	180 x 81	210 x 96	6,930.00
1/4 landscape	180 x 60	210 x 75	6,080.00
1/6 portrait	60 x 121	75 x 136	5,045.00

Other formats on request.

### Special placements

Format	Type area width x height	Bleed* area width x height	Price in EUR, 4c
Inside front cover	180 x 250	210 x 280	13,250.00
Outside back cover	180 x 250	210 x 280	13,250.00
1/3 next to editorial	60 x 250	75 x 280	7,350.00
1/3 portrait in list of contents	–	75 x 280	7,510.00
Island ads	54 x 60	–	6,260.00
Juniorpage	116 x 69	134 x 186	9,150.00

\* Bleed formats: plus 5mm bleed margin all around in each case

### Formats across the gutter in the editorial section

Format	Type area width x height	Bleed* area width x height	Price in EUR, 4c
2/1	396 x 250	420 x 280	25,880.00
1 2/3 (1/1 + 2/3 portrait)	334 x 250	346 x 280	22,880.00
1 1/3 (1/1 + 1/3 portrait)	272 x 250	287 x 280	19,870.00
2 x 2/3 portrait	272 x 250	272 x 280	19,870.00
2 x 1/2 landscape	396 x 121	420 x 136	16,089.00
2 x 1/2 (Tunnel)	254 x 180	–	17,245.00
2 x 1/3 landscape	396 x 81	420 x 96	13,875.00

### The following discounts apply for ads in the editorial section

Mengenstaffel		Malstaffel	
3 pages or more	5 %	3 times	3 %
6 pages or more	10 %	6 times	5 %
12 pages or more	15 %	12 times	10 %
24 pages or more	20 %		

All prices plus statutory VAT.

## LOOSE INSERTS. BOUND INSERTS. TIP-ONS

	Loose inserts	Bound inserts	Tip-ons
Prices in EUR (plus VAT)	up to 25 g <b>168.00 per th.</b> each additional 5 g <b>22.00 per th.</b> plus postage  additional charge if not inserted in the full print run	4 pages <b>15,860.00</b> 8 pages <b>23,200.00</b> 16 pages <b>30,850.00</b> (more prices on request) plus postage	a) postcards or other rectangular, unfolded printed matter, empty envelopes (flap closed) <b>68.00 per th.*</b> b) filled envelopes (flap closed), folded printed matter, CD-ROM <b>88.00 per th.*</b> c) free sample etc. (on request with specimen)
Discounts	none	4 BI pages – 2 pages acc. to quantity scale	carrier add acc. to quantity scale
Formats	minimum format: 60 mm wide x 75 mm high maximum format: 200 mm wide x 270 mm high different formats on request.	210 mm wide x 280 mm high bleed margin: 5 mm at the top, bottom and outside, and 10 mm at the fold	minimum format: 60 mm wide x 75 mm high maximum format: 160 mm wide x 220 mm high other formats on request with specimen.
Weight	Please enquire!	Please enquire!	paper weight for postcards, 150g/m <sup>2</sup> maximum weight for filled envelopes, 20 g
Allocation options	full circulation, postcode areas on request minimum circulation 10,000 copies	full circulation	basic ad in the full circulation
Placement		in the middle of the magazine (other placement options on request)	on request
Order and cancellation deadline	4 weeks before publication date		
Specimens	ask for 5 copies in advance from the advertising		
Mailing address	Postage paid to Evers-Druck GmbH, Mr Peters, Ernst-Günter-Albers-Straße, D-25704 Meldorf		
Other notes	<p>Loose inserts: These are inserted by machine into the magazine and for that reason they have to fulfil certain requirements. In the case of loose inserts with more than one page, the folded side is always parallel to the spine of the magazine. Concertina-folded loose inserts or loose inserts with a postcard stapled to them can only be processed manually (for an additional charge). If loose inserts contain a stuck-on postcard, this must be stuck on with a strip of glue parallel to the closed spine of the insert, so that it cannot come loose in the automated insertion process. An advertiser's loose inserts can only differ in their format within the same issue with the special agreement of the publisher.</p> <p>Bound inserts must be provided ready for processing.</p> <p>Tip-ons: The placement of the advertisement and the position of the tip-on on the advertisement require coordination with the advertising department. The tip-on can be placed within 30 to 35 mm from the spine and at least 20 mm away from the from the trimming edges. When designing the advertisement it is important to observe adhesive tolerances of <math>\pm</math> 5-10 mm in each direction and deviations of <math>\pm</math> 5 degrees from the parallel.</p>		

\* additional 1/1 advertising page (see price list on page 7)



## PRINTING MATERIAL. PROCESSING

Format:	210 mm wide x 280 mm high
Type area:	180 mm wide x 250 mm high
Printing process:	Web offset
Processing:	Saddle stitching
Printing material:	Digital on CD-ROM + proof in the common file formats for MAC. Four-colour submissions must be colour-proof. Increases in tonal values for colour ads according to the „Technical Guidelines“ of the BVD-FOGRA standard.
Profile data:	ISO coated v2 300 – for cover pages PSO LWC Standard – for inner pages

**Mailing address for printing material:**  
planet c GmbH  
Simone Orlich  
Toulouser Allee 27, D-40211 Düsseldorf

by e-mail: druckunterlagen@planetc.co  
via Cloud Service Please call +49 (0)211/54 227-672 for details

### Advertising, copy and cancellation deadlines:

According to the applicable timetable in each case. Cancellation deadlines are identical with the advertising deadlines in each case. As a result of extremely tightly calculated advertising and copy deadlines, the late delivery of printing material can adversely affect the print result. Any complaints are excluded in such cases.

Files:	PDF/X4 or X3 print-optimised InDesign (please also provide fonts) Illustrator (please also provide fonts) Specific programs on request.
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An original proof of the images must be sent to the printers at the same time, as otherwise it is not possible to guarantee the accuracy of the colours. In addition, you are requested to send the image of the advertisement to the publisher by fax or as a PDF file:

Printers:	Evers-Druck GmbH Michael Peters Ernst-Günter-Albers-Straße, D-25704 Meldorf
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Phone +49 4832 608-154

Fax +49 4832 608-954

e-mail: michael.peters@eversfrank.com

### Colour ads, summary of formats:

If the formats are printed using the gutter spread method and the additional colours are not used on both pages, the costs for each magazine page are calculated separately at the prices applicable for the format sections.

Any special colours or shades which cannot be achieved by the combination printing of colours from the scale being used, require special agreement. Details on request.

The combination of different ad formats to create large rectangular formats is possible by special agreement.

Bleeding, exceeding the type area or printing across the gutter will not be charged.

## ONLINE ADVERTISING AT CREDITREFORM-MAGAZIN.DE

**creditreform-magazin.de** is a daily updated portal of practical benefit and utility for entrepreneurs, managers and specialists in the SME sector.

An online service offering real recommendations for action, tips for everyday company life, expert interviews and practical examples, so that SMEs can learn from one another.

The **topics** range from company management, HR, marketing and vehicle fleets, finance, taxes and investment, to high-tech issues such as cloud computing, big data, Industry 4.0 or mobile business.

And because work is not everything in life, **creditreform-magazin.de** also provides its users with health tips and lifestyle ideas for after work.

### Traffic\*:

Page impressions:	43,629
Visits:	30,613
Unique users:	28,527
Newsletter subscribers:	50,000

\*as of 09/2018, average in the first half of 2018

### Target group:

- Directors and decision-makers in the SME sector
- The self-employed

### Contact:

Tatjana Moos

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Fax: +49 (0)211/54 227-871

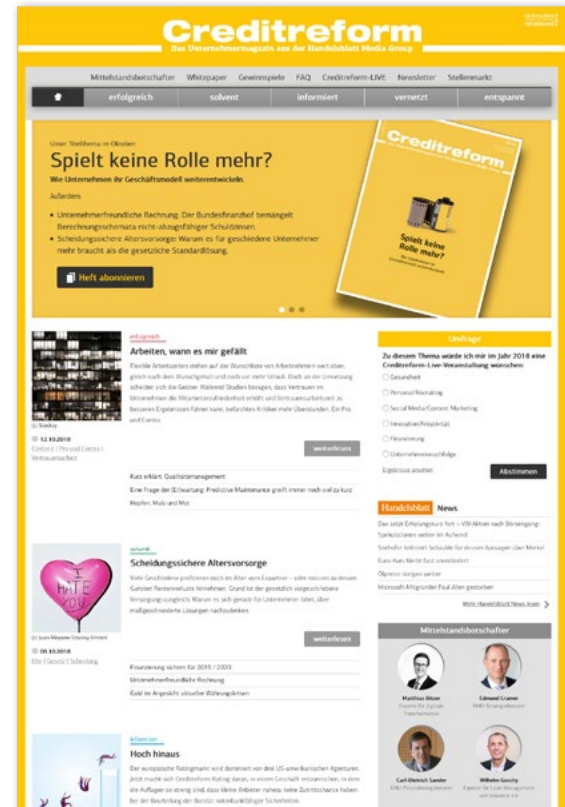
e-mail: t.moos@planetcc.com

Nadja Bragoner








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Fax: +49 (0)211/54 227-864

e-mail: n.bragoner@planetcc.com



## Standard advertising forms and prices online

	Advertising form	Size in pixels	max. KB	Cost per thousand	Cost per week
	Fullsize	468 x 60	90 KB	€ 60.00	€ 1,200.00
	Super banner	728 x 90	90 KB	€ 70.00	€ 1,400.00
	Medium rectangle	300 x 250	90 KB	€ 90.00	€ 1,800.00
	Skyscraper	160 x 600	90 KB	€ 75.00	€ 1,500.00
	Wallpaper	728 x 90 + 160 x 600	130 KB	€ 110.00	€ 2,200.00
	Billboard	820 x 250	100 KB	€ 115.00	€ 2,300.00
	Half page ad	300 x 600	100 KB	€ 110.00	€ 2,200.00

All prices plus the statutory VAT applicable in each case.  
Special advertising forms such as video etc, on request.

### Discounts within a financial year:

From € 5,000 5 %  
From € 10,000 10 %  
From € 20,000 15 %  
From € 30,000 20 %

### Minimum booking value per booking:

€ 1,000.00 (net)

### Data delivery:

At least three days before start of placement to  
s.orlich@planetec.co

### Technical specifications:

Please request our information sheet containing  
the detailed specifications.

## YOUR MEDIA TEAM

### Overall Head of Advertising/Crossmedia:

Tatjana Moos

Telephone: +49 (0)211/54 227-671

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e-mail: [t.moos@planetc.co](mailto:t.moos@planetc.co)

### Head of Advertising/Crossmedia:

Nadja Bragoner

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