


Cebra

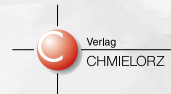
Zeitschrift für effiziente Beschaffung
rund um Büro und Arbeitswelt



Media Kit 2024

www.cebra.biz

 www.facebook.com/cebrabiz



Verlag Chmielorz GmbH • Marktplatz 13 • D-65183 Wiesbaden • Germany • Tel. +49 (0) 6 11/3 60 98-223 • Fax +49 (0) 6 11/3 60 98-113

1 Brief characteristics:

“C.ebra” (magazine for efficient office and workstation equipment procurement) provides background information, correlations and orientation aid for efficiently purchasing commercial office materials (C-articles), office furniture and technical products. This specialist journal focuses on buyers and decision makers in companies, public authorities and institutions. “C.ebra” sees itself as a central information and communication platform for the relevant market participants.

The objective is to establish a network between manufacturers/suppliers, retailers and the purchasing companies and authorities, to sustainably support a top quality benchmarking process. The professional and up-to-date reporting focuses on the brand topic, the importance of specialist dealers for purchasing, the portrayal of the market environment and the buyer’s situation in the procurement process. Special attention is paid to topics such as social compatibility with production, “Green Procurement”, and the all-important public sector procurement segment.

- 2 Frequency:** six issues per year, see time schedule/list of topics
3 Volume/year: 17/2024
4 Web-address (URL): www.cebra.biz, E-Mail: info@cebra.biz
5 Publisher: Verlag Chmielorz GmbH
Postal address: PO Box 22 29, D-65012 Wiesbaden, Germany
Street address: Marktplatz 13, D-65183 Wiesbaden, Germany
Phone/Fax: +49 (0) 6 11/3 60 98-0 / +49 (0) 6 11/3 60 98-113
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6 Object Management: Elke Sondermann

7 Editorial staff:

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9 Distribution:

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10 Fees:

Annual subscription:
National: € 75,- (incl. shipping + sales tax)
International: € 98,- (incl. shipping)

**11 Cooperations and
Media Partnerships:**

The publishing house Chmielorz with its media BusinessPartner PBS and C.ebra is member of the Industrieverband Büro und Arbeitswelt e. V. (IBA) 

C.ebra cooperates with the JARO Institut für Nachhaltigkeit und Digitalisierung e.V. (JARO Institute for Sustainability and Digitisation).

CLIMATE-NEUTRAL PRINTING ON
100% RECYCLED PAPER

Time schedule/list of topics


Issue	Dates	Special topics
Special Edition Wll.news January 2024	PD: 01/15/2024 AD: 12/21/2023 ED/BD: 12/11/2023	<ul style="list-style-type: none"> • ISE-News: AV and Media Technology • New Work/New Tools • Data Security • Interior Design • Green Office
01-02/2024	PD: 03/25/2024 AD: 03/04/2024 ED/BD: 02/20/2024	<ul style="list-style-type: none"> • Healthy Office • Digital services and smart software solutions • Office papers • Print and document management • Writing, marking, stamping • Business equipment/customization/ promotional items <p>SPECIAL EDITION “OFFICE AND FURNISHING” BOOKING DEADLINE 02/14/2024</p>
03/2024	PD: 05/24/2024 AD: 05/03/2024 ED/BD: 04/18/2024	<ul style="list-style-type: none"> • Hybrid Working • Office kitchen/coffee/snacks/water/drinks • Office supplies: correcting, gluing, labeling ... • Meetings and conferences/conferencing • Planning and visualisation • Facility services: green plants and garden maintenance <p>SPECIAL EDITION “Sustainability in the office industry” BOOKING DEADLINE 04/12/2024</p>
04/2024	PD: 07/15/2024 AD: 06/26/2024 ED/BD: 06/12/2024	<ul style="list-style-type: none"> • Out of the box – New Work, inspiration, design • Green Office (products, materials, trends) • Hard copy supplies • Homeoffice • Trends in procurement/digital tools/platforms • Promotional items/calendars/ presents/customization • Facility services (washroom/cleaning/waste management)
05/2024	PD: 10/15/2024 AD: 09/23/2024 ED/BD: 09/16/2024	<ul style="list-style-type: none"> • Hygiene/cleaning and health in the office • Office break: coffee, water, snacks • Digital Workplace/Digital Workspace/Remote Work • Displays and monitors • Data security/document shredder • Autumn classics: filing/archive/organization/finishing <p>SPECIAL EDITION “OFFICE AND FURNISHING” BOOKING DEADLINE 09/09/2024</p>
06/2024	PD: 12/12/2024 AD: 11/25/2024 ED/BD: 11/08/2024	<ul style="list-style-type: none"> • Sustainability/CSR/Diversity • Company catering/catering • Orgatec highlights • AV and media technology • Less pressure in the office? Input, output, workflow • Shipping, packaging, labeling, stamping

Cebra is printed climate-neutrally on "Vivus Silk" made from 100% recycled paper, semi-matt coated, from Berberich Papier

PD = Publication Date AD = Ad deadline ED = Editorial deadline
For information on the latest topics please visit our website: www.cebra.biz

Subject to modification

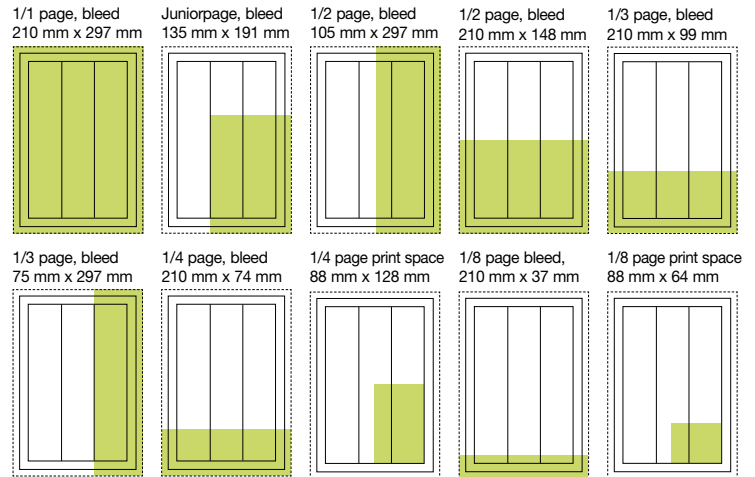
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- 1 Circulation:** 8.500 copies
- 2 Circulation check:** 
- 3 Magazine format:** DIN A4 (210 mm x 297 mm)
Print space: 175 mm x 256 mm
3 columns with a width of 55 mm each
- 4 Methods of printing and binding, Printing data:** Sheet-offset print (stapling),
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: Adobe PDF 1.4, EPS, (optimized for print, pictures and fonts embedded), TIFF
Print profile: ISO Coated v2 (ECI), sheet offset
Data transmission: Storage medium: compact disc, E-Mail: torsten.wessel@pbs-business.de or ulrike.noethe@chmielorz.de
Technical supervision: Tel. +49 (0) 6 11/3 60 98-235

- 5 Frequency of Publication:** six issues per year
right to publish double
- Dates of publication:** see time schedule/list of topics
Ad deadlines: see time schedule/list of topics
- 6 Publisher:** Verlag Chmielorz GmbH
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Fax: +49 (0) 6 11/3 60 98-113
E-Mail: torsten.wessel@pbs-business.de
www.chmielorz.de
- 7 Conditions of payment:** Due after receiving invoice,
agency commission: 15%
- Bank connection:** Postbank, Niederlassung Frankfurt
BIC-Code: PBNKDEFFXXX,
IBAN-Code: DE18500100600188970601
- Nassauische Sparkasse Wiesbaden
BIC-Code: NASSDE55XXX,
IBAN-Code: DE48510500150111103011

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

Format	Width x Height in mm	Width x Height bleed in mm	B/W	4-coloured
1/1 S.	175 x 256	210 x 297	3.465,-	4.990,-
2/3 S.	115 x 256	135 x 297	2.309,-	3.605,-
Juniorpage	-	135 x 191	-	3.172,-
1/2 S.	175 x 128 87 x 256	210 x 148 105 x 297	1.732,-	2.705,-
1/3 S.	175 x 85 55 x 256	210 x 99 75 x 297	1.154,-	1.802,-
1/4 S.	175 x 64 88 x 128	210 x 74	866,-	1.352,-
1/8 S.	175 x 32 88 x 64	210 x 37	433,-	676,-



Advert formats in each case width x height (3 mm bleed added per cutting edge on cut formats) (selection)

- 8 Surcharges:** **Preference placements:**
Inside front cover: additional fee 20%
Binding placement demand: additional fee 20%
- 9 Rubric adverts:** Fees/millimeter: Per millimeter line (width 55 mm) € 4,30
Per millimeter line (width 88 mm) € 5,80
- 10 Discounts:** Depending on scale of quantity or frequency
Purchase within one year of insertion
3 ads = 5% discount
6 ads = 10% discount
- 11 Attached inserts:** 2-side: € 423,- per thousand (€ 3.596,-)
incl. postage
4-side: € 464,- per thousand (€ 3.944,-)
incl. postage
8-side: € 438,- per thousand (€ 4.380,-)
Size: 210 x 297 mm + 3 mm bleed,
smaller formats on request
Delivery volume (incl. discount) 8.600 copies

- 12 Loose inserts:** Total print run:
Up to 25g: € 380,- per thousand (€ 3.230,-)
(incl. postage)
Up to 50g: € 423,- per thousand (€ 3.596,-)
(incl. postage)
Up to 75g: € 464,- per thousand (€ 3.944,-)
(incl. postage)
Max. size: 210 mm x 297 mm,
delivery volume (incl. discount) 8.600 copies
Product sample as attachment on request
Surcharge for partial print reservation 40%, minimum
circulation: 3.000 copies
- 13 Affixed advertising media:** possible on advert 1/1 separate page
fee on request
- 14 Delivery address for positions 12 to 14:** A&O GmbH
Frau Waltraud Zurek
Elisabeth-Selbert-Str. 5
63110 Rodgau-Dudenhofen
- Delivery notation:** Edition C.ebra-No. ...

SPECIAL EDITIONS



The special edition wll.news - , which will be published in January 2024, focuses on the topics of working, learning and living. Planned circulation 12,000 copies



The special edition "Office and Furnishings" is published in March and October 2024. Planned circulation 13,000 copies



The special edition "Sustainability in the Office Industry" will be published in May 2024. Planned circulation 13,000 copies

Prices Special Editions

Ad Formats

Format in mm	Width x height in mm, bleed	Price
1/1	210 x 297	5.500,-
Juniorpage	135 x 191	4.000,-
1/2	210 x 149 105 x 297	3.300,-
1/3	210 x 99 75 x 297	2.300,-

* plus 3 mm bleed per bleed edge

Special Forms of Advertising

Form of advertising	Price
4. cover page	6.000,-
Contribution to printing costs* (approx. 1.5 pages)	1.500,-

* (only for best practice, non-product stories)

Advertorials

Scope	Price
Page	2.500,-
Double page	3.500,-
Product clip 1/3 page	850,-
Product clip 1/2 page	1.300,-
Company portrait	2.500,-

Special prints and other forms of advertising on request

Detailed information about our special editions can be found here



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3 Contact person: Sales online advertisement
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Ulrike Nöthe (Ad Disposition)
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Fax: +49 (0) 6 11/3 60 98-277
ulrike.noethe@chmielorz.de

4 Types of advertisement fees: All fees exclusive of VAT.

5 Data transmission: not less than five days prior to advert start date via e-mail to torsten.wessel@pbs-business.de or ulrike.noethe@chmielorz.de
gif-, jpg-, tif-, flash-files, RGB mode
max. size of file: 100 KB

6 Conditions of payment: Due after receiving invoice, VAT No.: DE 11 3885 161

Website

Type of advert animated adverts possible	Placement	Format (w x h) in pixel	Fees per four weeks
Wallpaper	Home- + Subpages	955 x 90 Pixel Leaderboard 160 x 600 Pixel Wide Skyscraper	€ 810,-
Leaderboard	Home- + Subpages	940 x 90	€ 680,-
Super-Banner	Home- + Subpages	728 x 90	€ 560,-
Skyscraper	Home- + Subpages	120 x 600	€ 400,-
Full-Size-Banner small	Homepage	620 x 60	€ 260,-
Full-Size-Banner medium	Homepage	620 x 120	€ 280,-
Medium-Rectangle	Home- + Subpages	300 x 250	€ 390,-
Online-Advertorial	Home- + Subpages	ca. 3.000 characters + photos	€ 700,-
Online-Advertorial PLUS		incl. 3 Photo/Text-Ad-Sendings	€ 1090,-

Fees for mobile-banners or banners on secondary levels and further types of special advertising on request.
Rotation of the banners reserved.
Delivery of the banners via Desktop, Smartphone (320x60 px), Tablet (610x60 px)

Newsletter

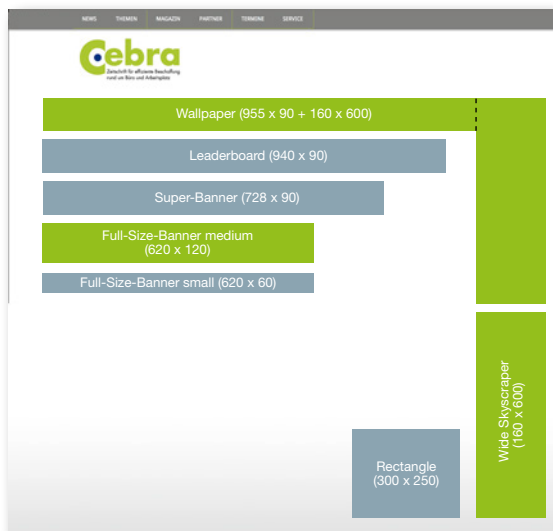
Type of advert	Placement	Format (w x h) in Pixel	Fees per transmission
Super Banner	Headline	750 x 90	€ 250,-
Super Banner + text	Body	750 x 90 + text*	€ 260,-
Full-Size-Banner	Body	620 x 60	€ 220,-
Full-Size-Banner + Text-Ad	Body	620 x 60 + text*	€ 230,-
Text Ad	Body	250 characters	€ 170,-

Guest commentary	€ 300,-
Sponsored Interview	€ 400,-
Sponsored Post	€ 200,-

Binding placement demand: additional fee 20%.

* Text max. 250 characters

Website



NEWSLETTER



Online advertorial



- 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 fulfillment 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.

Note: This is a translation that has been provided for your information. Only the German original has any legal validity.

Magazines published by ACM-Chmielorz publishing group



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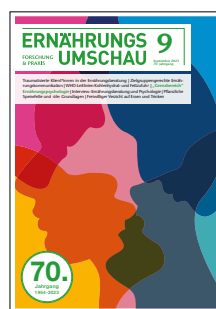
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