











<p>077730 www.cebra.biz</p> <p>Best Practice Hellmann Worldwide Logistics arbeitet nachhaltig</p> <p>Netzwerke „Neue Qualität der Büroarbeit“ - Gespräch mit Bruno Zwingmann</p> <p>Datensicherheit Von Datenklau, Social Engineering und Brandgefahren</p> <p>E-Procurement Mosaik-Unternehmensverband setzt auf TradeCore SRM</p>	<p>077730 www.cebra.biz</p> <p>Best Practice Huber+Suhner arbeitet nach dem „We Care“-Prinzip</p> <p>E-Procurement „e_procure & supply“-wichtige Anlaufstelle für den Einkäufer</p> <p>Office Gold Club „On the road again“ - Marken-Roadshow startet durch</p> <p>Special „Einer für alles“ - Multifunktionsgeräte helfen sparen</p>	<p>077730 www.cebra.biz</p> <p>Öffentlicher Einkauf Frankenstein zählt den Amtsschimmel</p> <p>Praxis Die Zukunft der Arbeit - Aktuelle Studie für den Einkäufer</p> <p>e_procure & supply Einkäufer treffen sich in Nürnberg</p> <p>Special Mobiles Arbeiten und Geschäftsreisemanagement</p>	<p>077730 www.cebra.biz</p> <p>Praxis Epson geht mit gutem Beispiel voran</p> <p>Markt „Best Office Award“ wieder ausgelobt</p> <p>Green IT Beratungsbüro des Birkom informiert</p> <p>Special Gesundheitsvorsorge am Arbeitsplatz</p>	<p>077730 www.cebra.biz</p> <p>Praxis Blauer Engel auf dem Ökumenischen Kirchentag</p> <p>Office Gold Club Kann man Markenprodukten vertrauen?</p> <p>Archivierung Von der Papierakte zur digitalen Datei</p> <p>Büromöbel Nachhaltigkeit als Entscheidungskriterium für den Einkauf</p>	<p>077730 www.cebra.biz</p> <p>Öffentlicher Einkauf Frankenstein über qualmende Köpfe und die neue VOL</p> <p>Special Sicherheitslecks im Unternehmen aufspüren</p> <p>Praxis DIHK-Fachkonferenz „Grüne Beschaffung“ in Berlin</p> <p>Special Empfang + Lobby: Der erste Eindruck entscheidet</p>	<p>077730 www.cebra.biz</p> <p style="text-align: right;">Oktober - 7 2010</p> <div style="text-align: center;">  <p>Zeitschrift für effiziente Beschaffung rund um Büro und Arbeitsplatz</p> </div> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Öffentlicher Einkauf Frankenstein und der Traum vom Design-Tempel</p> <p>Office Gold Club Die Einkäufer vertrauen auf Markenprodukte</p> <p>Praxis Rednet-Akademie: IT-Sicherheit ernst nehmen</p> <p>Leser-Umfrage Welche Kriterien sind bei Bürostühlen kaufentscheidend?</p> </div> <div style="width: 45%;">  <p>Das Zeichen für bessere Büros.</p> </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="width: 15%;">  <p>BME-Einkäufertag + „Green Office“ Titel: HSM-Experten beraten nur „Nachhaltig on tour“, Themen: ...</p> </div> <div style="width: 15%;">  <p>Paperworld-Rückblick: BME Einkauf Titel: Durable – Einladung zur Verkauft-Bullinger „Öko-Tipp“ erreicht</p> </div> <div style="width: 15%;">  <p>Office Gold Club: Die Highlights Titel: Der „Slider memo“ von SoBenchportal.com: Einkäufer be...</p> </div> <div style="width: 15%;">  <p>Office-Papiere: CO₂-Fußabdruck Titel: Neue Dahle-Aktenvermisch Design-Awards: Das Beste vom...</p> </div> <div style="width: 15%;">  <p>e_procure & supply: Highlights Titel: Sonnige Aussichten für die Arjowiggins: Recycling-Zellstoff</p> </div> <div style="width: 15%;">  <p>Managed Print Services unter der Lupe Titel: Staples Advantage nimmt Test frei für den neuen „Liquid 1...</p> </div> <div style="width: 15%;">  <p>Konferenz + Meeting: Von Pocket-Beamer bis e-Table, ab S. 36 „Ordnungssinn“: Abgabe zwischen Tradition und Moderne, ab S. 41 Titel: Orgatec, deutlich mehr als nur Möbel, S. 26</p> </div> </div> <div style="text-align: right; margin-top: 10px;">  </div>
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Mediakit 2011

Verlag Chmielorz GmbH • Marktplatz 13 • D-65183 Wiesbaden • Germany • Tel. +49 (0) 6 11/3 60 98-71 • Fax +49 (0) 6 11/3 60 98-77

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, official bodies and institutions with at least fifty office workstations. „C.ebra“ sees itself here 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:** eight issues per year, see time schedule/list of topics
- 3 Volume/year:** 4/2011
- 4 Web-address (URL):** www.cebra.biz, E-Mail: info@cebra.biz
- 5 Executive publisher:** Werner Stark
Tel.: +49 (0) 6 11/3 60 98-19
werner.stark@pbs-business.de
- 6 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 11/30 13 03
E-Mail/Internet: info@chmielorz.de / www.chmielorz.de

7 Editorial staff:

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Tel.: +49 (0) 6 11/3 60 98-24
elke.sondermann@cebra.biz
Gisela Berg, Susanne Fuchs, Jörg Müllers,
Maria Nitschke, Michael Smith, Werner Stark

8 Advertising:

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linda.bleser@pbs-business.de

9 Distribution:

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Monika Pfeifer
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monika.pfeifer@chmielorz.de

10 Fees:

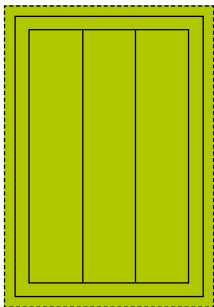
Annual subscription:
National: € 45.00 (incl. shipping + sales tax)
International: € 60.00 (incl. shipping)
Single copies: € 6.00 (shipping extra, incl. sales tax)

11 Cooperations and Media-Partnerships:

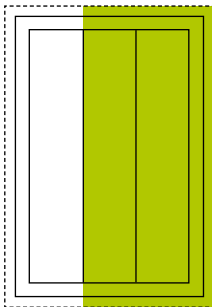
C.ebra is an official media partner of the Office Gold Club, the B.A.U.M. „Büro & Umwelt“ (office and environment) competition (since 2008), „Papieratlas“ (since 2008) and the „Germany's Most Recycling Paper-Friendly Company“ special award, which is presented as part of the German Sustainability Award. There is also a media partnership as part of the Best Practice Awards with the e_procure & supply trade fair. C.ebra cooperates with Messe Frankfurt and the BME (Bundesverband für Materialwirtschaft, Einkauf und Logistik) e.V. for the „Paperworld Procurement“ event, and is a member of DNB (Deutsches Netzwerk Büro) e.V.

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

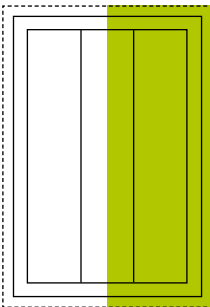
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210 mm x 297 mm



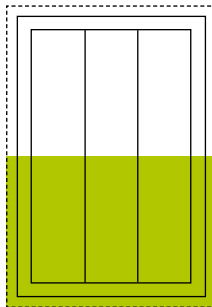
2/3 page, bleed
135 mm x 297 mm



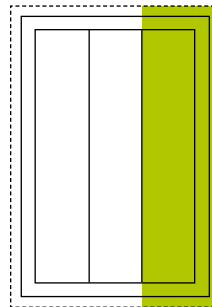
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105 mm x 297 mm



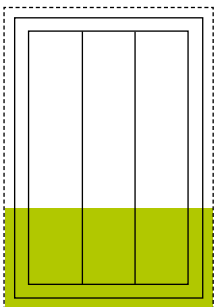
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210 mm x 148 mm



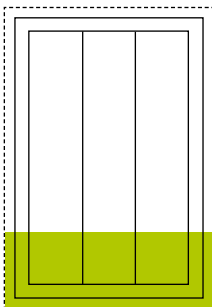
1/3 page, bleed
75 mm x 297 mm



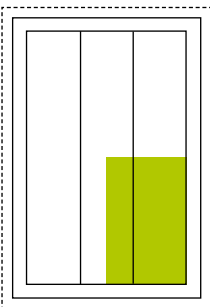
1/3 page, bleed
210 mm x 99 mm



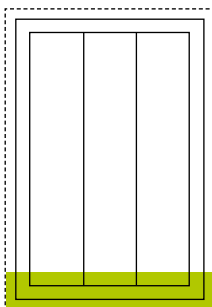
1/4 page, bleed
210 mm x 74 mm



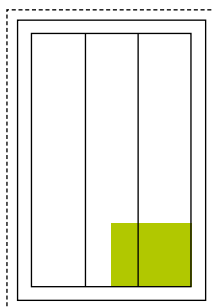
1/4 page print space
88 mm x 128 mm




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



1/8 page print space
88 mm x 64 mm



Verlag Chmielorz GmbH • Marktplatz 13 • D-65183 Wiesbaden • Germany • Tel. +49 (0) 6 11/3 60 98-71 • Fax +49 (0) 6 11/3 60 98-77

- 1 Circulation:** 10.000 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, Printing data:** Sheet-offset print (adhesive binding),
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 1.5, EPS, (optimized for print, pictures and fonts embedded) TIFF
Data transmission: FTP-server (log-in data can be obtained via phone), Storage medium: compact disc, E-Mail: layout@chmielorz.de
Technical supervision: Tel. +49 (0) 6 11/3 60 98-35,-66, -82

- 5 Frequency of Publication:** eight 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
PO Box 22 29, D-65012 Wiesbaden, Germany
Marktplatz 13, D-65183 Wiesbaden, Germany
Tel.: +49 (0) 6 11/3 60 98-70
Fax: +49 (0) 6 11/3 60 98-77
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
Account number: 1889 70-601, bank code: 500 100 60
BIC-Code: PBNKDEFF, IBAN-Code: DE18500100600
Nassauische Sparkasse Wiesbaden
Account number: 111 103 011, bank code: 510 500 15
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 page	175 x 256	210 x 297	3.265,-	4.640,-
2/3 page	115 x 256	135 x 297	2.176,-	3.094,-
Juniorpage	-	135 x 191	-	2.718,-
1/2 page	175 x 128 87 x 256	210 x 148 105 x 297	1.633,-	2.320,-
1/3 page	175 x 85 55 x 256	210 x 99 75 x 297	1.087,-	1.547,-
1/4 page	175 x 64 88 x 128	210 x 74	816,-	1.160,-
1/8 page	175 x 32 88 x 64	210 x 37	408,-	580,-

- 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) € 4,00
Per millimeter line (width 88 mm) € 5,50
- 10 Types of special advertising:** Special-ads Retailer: Format 60 x 50 mm,
incl. online publishing
8 ads: € 630,-
6 ads: € 500,-
3 ads: € 280,-
1 ads: € 100,-
Fee for cover page combination and further types of special advertising on request
- 11 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
- 12 Attached inserts:** 2-side: € 363,- per thousand (€ 3.630,-)
incl. postage
4-side: € 398,- per thousand (€ 3.980,-)
incl. postage
8-side: € 414,- per thousand (€ 4.140,-)
Size: 210 x 297 mm + 3 mm bleed,
smaller formats on request
Delivery volume (incl. discount) 10.100 copies
- 13 Loose inserts:** Total print run:
Up to 25g: € 327,- per thousand (€ 3.270,-)
(incl. postage)
Up to 50g: € 363,- per thousand (€ 3.630,-)
(incl. postage)
Up to 75g: € 398,- per thousand (€ 3.980,-)
(incl. postage)
Up to 100g: € 414 per thousand (€ 4.140,-)
(incl. postage)
Max. size: 210 mm x 297 mm,
delivery volume (incl. discount) 10.100 copies
Product sample as attachment on request
Surcharge for partial print reservation – 20%
- 14 Affixed advertising media:** possible on advert 1/1 separate page
fee on request
- 15 Delivery address for positions 12 to 14:** Rhein-Main-Buchbinderei GmbH
Department: C.ebra
Ostring 13
65205 Wiesbaden-Nordenstadt, Germany
- Delivery notation:** Edition C.ebra-No. ...

Time schedule/list of topics

Issue	Dates	Special topics	Fairs
01/2011	PD: 01/17/2011 AD: 12/16/2010 ED: 12/09/2010	<ul style="list-style-type: none"> • Safely destroy files + data media • Ink + toner: Originals, alternatives and fakes • Impressive appearance: Business Accessories • Stylish hospitality + catering • Everything in view: Order on the desk 	
02/2011	PD: 02/25/2011 AD: 02/07/2011 ED: 01/31/2011	<ul style="list-style-type: none"> • Reception desk + lobby: The first impressions counts • Will the post room soon be surplus to requirements? Trends in post management • Special productions + advertising materials: What's possible? • Ergonomics + light at the workstation • Using multifunctional devices correctly 	
03/2011	PD: 03/25/2011 AD: 03/03/2011 ED: 02/24/2011	<ul style="list-style-type: none"> • Focussing on the brand: Product safety + quality • Successful event: Meetings + conferences • Health, hygiene + cleaning at the workstation • Digital trends for the working environment • The home office workstation 	 Business Travel & Meetings Show 13.-14. April 2011 Düsseldorf
04/2011	PD: 05/04/2011 AD: 04/12/2011 ED: 04/05/2011	<ul style="list-style-type: none"> • Web to Print + other web solutions • Starter in document management • Business trips + hotel bookings: Recognizing savings potential • Pencil, pen or gel pen: New writing options for the office • The time-sharing workstation 	
05/2011	PD: 06/22/2011 AD: 05/31/2011 ED: 05/24/2011	<ul style="list-style-type: none"> • Paper, paper, paper: So what's new? • Trends with packaging + shipping • Innovative solutions for the mobile working environment • Decorative design + art in the office • Perfect paper handling: Cutting, holing, binding 	
06/2011	PD: 07/28/2011 AD: 07/07/2011 ED: 06/30/2011	<ul style="list-style-type: none"> • Green Procurement: Everything as it should be? • Personalised time management: Calendar et al • Saving space + time: Scan + archive documents • Presenting + illustrating: From flip charts to beamers • Made in Germany 	
07/2011	PD: 09/15/2011 AD: 08/25/2011 ED: 08/18/2011	<ul style="list-style-type: none"> • Security: The dangers aren't only in cyberspace • Managed Print Services - hands-on experiences • Gift ideas for colleagues and customers • Filing systems: Order is half the job • Everything in view? Identifying, labelling, sticking-on 	
08/2011	PD: 11/24/2011 AD: 11/03/2011 ED: 10/27/2011	<ul style="list-style-type: none"> • Corporate Social Responsibility (CSR) as a procurement criterion? • Good impression: Document finishing par excellence • Effective voice communication: Dictating devices, mobile phones and more • Healthy + fit in the office/safety at work • Office cleaning + waste removal: Concepts and products 	
Special Solutions: Series:		Banks/insurance companies, public health, official authorities/legal, research/training, museums/archives „Made in Germany“, „Environmentally Friendly Offices“	

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 web-address (URL): www.cebra.biz

2 Publisher: Verlag Chmielorz GmbH
Marktplatz 13 · 65183 Wiesbaden, Germany
Tel.: +49 (0) 6 11/3 60 98-0,
Fax: +49 (0) 6 11/30 13 03

3 Contact person: sales online advertisement
Torsten Wessel (advertising manager)
Tel.: +49 (0) 6 11/3 60 98-70,
Fax: +49 (0) 6 11/3 60 98-77
torsten.wessel@pbs-business.de

Linda Bleser (assistance)
Tel.: +49 (0) 6 11/3 60 98-71,
Fax: +49 (0)6 11/3 60 98-77
linda.bleser@pbs-business.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 linda.bleser@pbs-business.de
gif-, jpg-, tif-, html-, flash-files, RGB mode
max. size of file: 100 KB

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

Type of advert animated adverts possible	Placement	Format (w x h) in pixel	Fees per four weeks
Head Banner	Home- + Subpages	468 x 60	€ 220,-
Banner	Home- + Subpages	234 x 60	€ 150,-
Banner	Newssite	158 x 125	€ 100,-
Skyscraper	Home- + Subpages	120 x 600	€ 275,-
Wide Skyscraper	Home- + Subpages	160 x 600	€ 330,-
Wallpaper	Home- + Subpages	825 x 60 Pixel Full Banner 160 x 600 Pixel Wide Skyscraper	€ 440,-
Newsletter-Ad	Newsletter	continuous text and/or Banner	€ 100,-

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

We are looking forward to assist in designing and programming your banners.
Contact: Michael Smith,
Tel.: +49 (0) 6 11/3 60 98-21
michael.smith@pbs-business.de



General Terms and Conditions of Business

- 1 In cases of doubt, advertisement orders must be settled within a year of the order transaction.
- 2 The discounts stated in the advertisement price lists are granted only for a client's advertisements published in a magazine within an insertion year. The period begins on publication of the first advertisement.
- 3 The client is retroactively entitled to the discount corresponding to its actual purchase of advertisements within the one-year period if, at the start of that period, it placed an order qualifying it for a discount based on the price list from the outset; such claims must be asserted within one month after the expiry of the insertion year.
- 4 If the order is not processed through the fault of the client, the client must refund the difference between the discount granted and the discount corresponding to the actual purchase, notwithstanding any further legal obligations.
- 5 The costs of any modifications to the versions originally agreed are payable by the client.
- 6 In the event of price increases, the right to extend such increases to unfinished orders remains reserved.
- 7 No guarantee is given that advertisements will be placed in specific issues or on specific pages in a magazine, unless this is expressly confirmed to the client in writing.
- 8 The client is responsible for timely delivery of the printed information. The obligation to keep the data carriers ends six months after expiry of the order.
- 9 Sample proofs will be supplied only when explicitly requested. The client is responsible for the accuracy of the returned sample proofs. If the client fails to return punctually the sample proof sent to it on time, approval for printing will be deemed to have been given.
- 10 Technically perfect printed reproduction of advertisements is only possible if perfect printed material is supplied. In the event of fully or partially illegible, incorrect or incomplete printing of the advertisement, the client will be entitled to a reduction in payment or a replacement advertisement, but only to the extent to which the purpose of the advertisement has been impaired. The publishers shall bear no further liability. Complaints must be enforced within four weeks after receipt of invoices and supporting documentation. The publishers accept no liability for errors of any kind arising from transmissions by telephone.
- 11 The publishers automatically take every precaution to ensure as far as possible that competing advertisements are not placed on pages opposite one another. However, in principle there is no entitlement to exclusion of competition. If exclusion of competition is agreed between the client and the publishers, this will apply only to two pages opposite one another and to advertisements which are at least 1/2 page in size. If an order is tied to a specific issue or page, exclusion of competitors cannot be agreed.
- 12 Advertisements which are not identifiable as such based on their editorial layout will be clearly identified as such by the publishers with the word "Advertisement". The publishers reserve the right to refuse advertisement orders – including individual requests in the context of a contract – and insert orders on the basis of their content, origin or technical format in accordance with

the standard principles of the publishers. This also applies to orders which are placed with agents. Insert orders are only binding on the publishers following submission and approval of a sample of the insert. The client will be informed immediately when an order is refused.

- 13 A decline in circulation will affect the contractual relationship only if an increase in circulation has been promised and circulation falls by more than 20%.
- 14 If a magazine discontinues or breaks off publication, the client may not assert claims of any kind for money spent on text, graphics, production of printed data, etc. that is thereby made redundant.
- 15 On request a checking copy will be supplied to the client free of charge following publication of the advertisement, provided this is justified by the size and scope of the order. If a complete checking copy can no longer be provided, a page proof will be provided instead.
- 16 The relevant price lists of the magazines valid at the time of publication of the advertisements are applicable when billing the advertisements. The right to any subsequent billing or credits remains reserved. Fractions of mm-lines will be billed as full lines.
- 17 If no particular size specifications are given, billing will be based on the actual advertisement height.
- 18 All prices apply to domestic orders plus turnover tax and are payable immediately on receipt of invoice without discount. In case of any payment default, e.g. including in the event of judicial assistance in connection with contracts, institution of composition proceedings, bankruptcy or similar, any discount granted will be void and will be re-billed; default interest and reminder and collection costs will also be billed. Execution of orders may be postponed until full payment of all arrears. Interruptions in the processing of unfinished orders as a result of payment default do not entitle the client to an extension of the order period or to make any claim for damages.
- 19 The place of performance is the registered office of the publishers and Hamburg. The place of jurisdiction, unless the law stipulates otherwise, is the registered office of the publishers and Hamburg, also in the case of default actions; in cases where the domicile or normal place of residence of the client is unknown at the time the action is brought or the party claimed against in the action moves its domicile or normal place of residence beyond the scope of application of this law after conclusion of the contract, the registered office of the publishers or Hamburg is also the agreed place of jurisdiction.

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

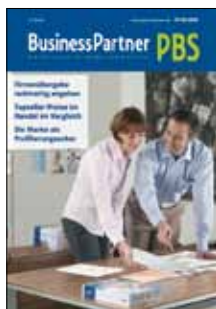
Magazines published by ACM-Chmielorz publishing group



www.schuhmarkt-news.de



www.spomo.com



www.pbs-business.de



www.cebra.biz



www.vdv-online.de



www.filmecho.de



www.baeko-magazin.de



www.staatsanzeiger-hessen.de



www.ujs.info



www.fub-online.info



www.vergabe24.de



www.solarserver.de