



Rpi = 2.97 →
Readers per issue
over
18,490

PROFESSIONAL
PRODUCTION
TECHNOLOGIE UND MEDIENREALISATION IN FILM UND VIDEO



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1 Profile:

The International Trade Publication:

PROFESSIONAL PRODUCTION offers its readers timely facts, dates, and trends from the industry. The modern layout is impressed on detailed and highly professional reports on film-, TV- and video-production, computer animation, broadcast technology, commercial production, media politics, fairs conventions, festivals. An excellent service part contains a timeplanner, main topics, movie and TV-quotations, production telegramm, addresses and more.

2 Frequency:

8 times p. a. (Editorial calendar on page 9)

3 Year:

26th year

4 URL:

www.professional-production.de

5 Publishing company:

EuBuCo Verlag GmbH

Mailing address:

Postfach 11 85
65233 Hochheim a. M.
Germany

Company address:

Geheimrat-Hummel-Platz 4
65239 Hochheim a. M.

Phone:

+49 (0) 61 46 / 6 05-1 41

Fax:

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6 Group publisher/

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8 Publisher/

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10 Subscription rates:

Subscription rate 51 € p.a.
plus postal fees

11 ISSN-Number:

0932-0393

12 Audit bureau:



13 Circulation:

3rd quarter 2011

Spread circulation:

6,226

Readers per issue:

over 18,490

Geographical aspect:

	percentage	readers
German speaking countries	89,9	5,600
World wide	10,1	626

14 Source:

www.ivw.de

Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e. V.

15 Industries/areas of business/types of company

Groups of recipients (according to the classification of the areas of business)	Proportion in %
92.11 Film and video production	60.4
92.31 Self-employed creative professionals	14.4
92.31 Other auxiliary technical services	9.2
74.46 Advertising	5.2
92.20 TV and radio stations	4.4
Others	4.0
92.12 Film distribution and video programme suppliers	1.6
92.13 Cinema	0.8
Total	100.0

16 Size of the business unit

	Proportion in %
1–4 employees	60.0
5–9 employees	9.6
10–19 employees	7.2
20–49 employees	4.0
50–99 employees	2.8
100–199 employees	1.2
200–499 employees	1.2
500 employees or more	7.6
Don't know/no information provided	6.4
Total	100.0

17 Functional details: position at the company

	Proportion in %
Owner/co-owner	45.2
Management board member/director	9.6

Departmental manager	9.2
Group manager	2.4
Commercial employee	4.4
Technical employee	4.4
Self-employed	18
Clerical employee	0.8
Others	6
Total	100.0

18 Education/training: school education

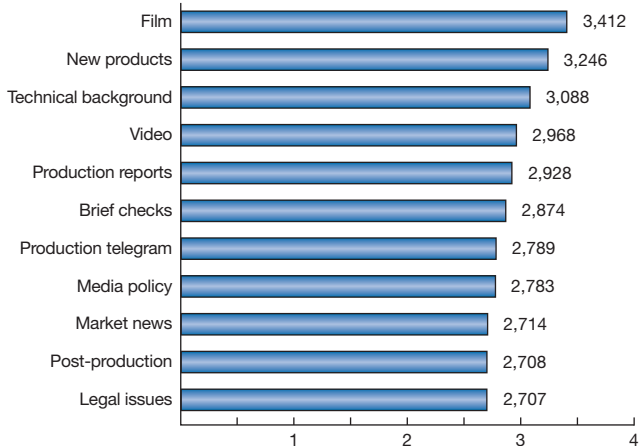
	Proportion in %
Lower school-leaving qualification	3.2
Higher school-leaving qualification	12.8
University entrance qualification	82.8
No information provided	1.2
Total	100.0

19 Age

	Proportion in %
20–24 years of age	0.4
25–29 years of age	3.6
30–34 years of age	6.4
35–39 years of age	14.0
40–44 years of age	14.0
45–49 years of age	16.8
50–54 years of age	16.8
55–59 years of age	8.4
60–64 years of age	8.0
65 years of age	7.2
No information provided	4.4
Total	100.0

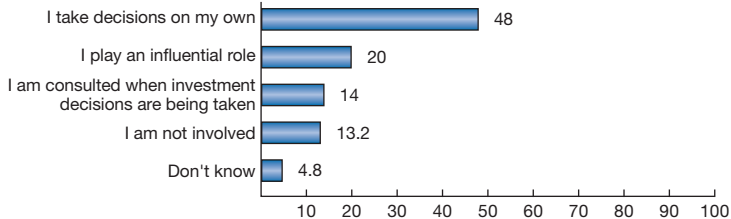
How interested are our readers in the following subjects?

Scale from 1 = not at all to 4 = very interested



How involved are our readers in investments?

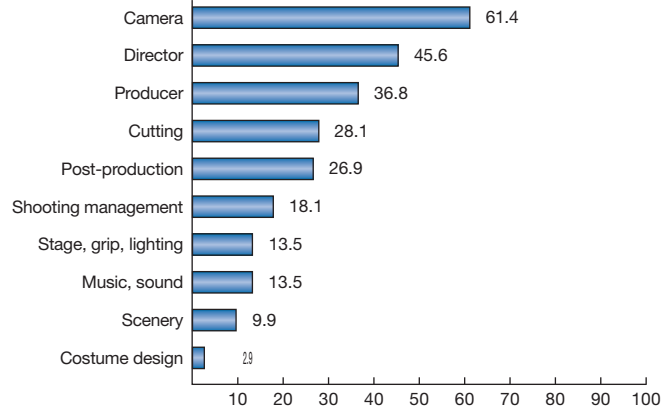
Figures in per cent



Readers per issue = 2.97 → We reach over **18,490** readers with every issue.

Specific areas in which the readers interviewed work in the production/design field

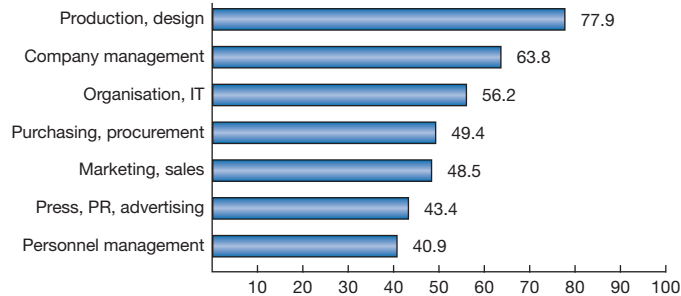
Figures in per cent



Areas in which the readers interviewed work

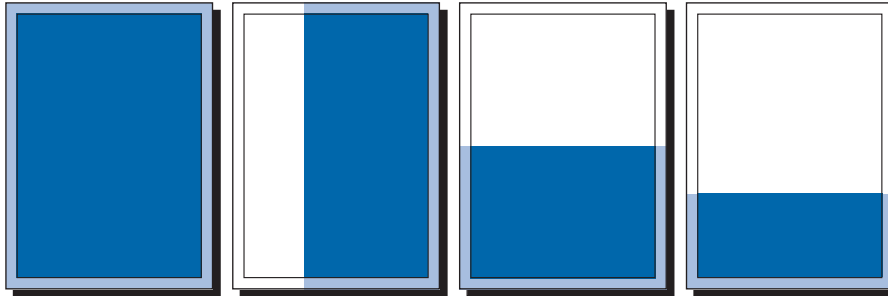
More than one answer was possible

Figures in per cent



T = Type area

B = Bleed size (trim + 3 mm to size of page on the requisite sides)



1/1 full page

T: 188 x 272
B: 210 x 297

2/3 page high

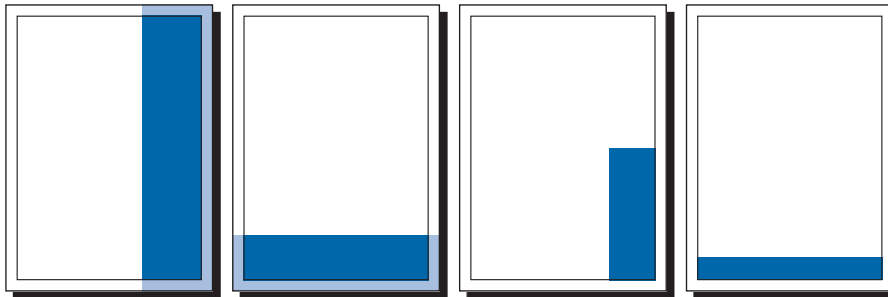
T: 124 x 272
B: 134 x 297

1/2 page wide

T: 188 x 130
B: 210 x 142

1/3 page wide

T: 188 x 85
B: 210 x 98



1/3 page high

T: 60 x 272
B: 70 x 297

1/4 page wide

T: 188 x 63
B: 210 x 75

1/6 page

T: 60 x 130

1/8 page

T: 188 x 30

Printing method

Sheet offset

Data medium

CD/DVD

Data format

PDF according to ISO Standard PDF/X3 (Standard format for print production, Joboptions for Distiller available on request)

Proof

Sending a colour-true digital proof print according to the FOGRA Standard is absolutely essential.

Binding

wire stitching

All format specifications including 5 mm trim space all sides, advertisement text and graphics must be positioned at least 5 mm away from the trim space and bleed.

Data transmission

FTP-Server

on request

ISDN

+49 (0) 61 46/6 05-2 32
(Stingray)

Fax-proof

+49 (0) 61 46/6 05-2 04

Hotline

+49 (0) 61 46/6 05-1 60

We cannot accept any liability for errors and deviations in printing advertisements, which result from delivery of data which is not ready for press, wrong graphic formats or noncolour-true digital proofs. The same applies to late delivery of colour-data or data that is unreadable. HKS, Pantone and other spot colours are automatically converted to CMYK colours. You can find guidelines on creating PDF/X3 formats at www.bvdm-online.de.

- 20 Spread circulation:** 6,226
- 21 Format:** 210 mm wide, 297 mm high
uncut 216 mm wide, 303 mm high
3 mm extra on trim edges for bleed size
- Type area:** 188 mm wide, 272 mm high
- Columns:** 3 columns, 60 mm column wide
- 22 Printing, finishing, material:** Offset, glue binding,
digital material preferred,
screen: 150 lpi.
- 23 Dates:** see editorial calendar on page 9

- 24 Publishing company:** EuBuCo Verlag GmbH
- Mailing address:** Postfach 11 85
65233 Hochheim a. M.
Germany
- Company address:** Geheimrat-Hummel-Platz 4
65239 Hochheim a. M.
- Advertising department:** Phone +49(0)61 46/6 05-1 41
Fax +49(0)61 46/6 05-2 04
- 25 Billing information:**
- Bank-account:** Mainzer Volksbank eG
Account-No. 160660015 (BLZ 55190000)
IBAN: DE8855190000160660015; BIC: MVBMD555

- 26 Sizes and rates:** VAT not included

Format :	Width/Height	* Bleed size	b/w	4c
2/1 across cutter	396 x 272	420 x 297	2,600 €	4,600 €
1/1	188 x 272	210 x 297	1,400 €	2,500 €
2/3 high	124 x 272	134 x 297	910 €	2,100 €
wide	188 x 182	210 x 195		
1/2 wide	188 x 130	210 x 142	720 €	1,960 €
1/3 high	60 x 272	70 x 297	460 €	1,700 €
wide	188 x 85	210 x 98		
1/4 wide	188 x 63	210 x 75	360 €	1,600 €
1/6 high	60 x 130		236 €	1,430 €
1/8 wide	188 x 30	–	195 €	1,300 €

* add 3 mm on trim edges for bleed size. **Discounts:** 2 x 5% 4 x 10% 8 x 15%

27 Special rates:

Front page	
product-placement-promotion (including 1/3 page 4c)	3,500 €
2nd, 3rd and back cover: (only 4c)	2,990 €

Color surcharge:

publishers color (per color)	400 €
special color (HKS or Pantone) please in CMYK	

28 Classified advertisements:

Job and classified ads:

per mm/column (wide 60 mm)	1.30 €
minimum 10 mm per column	

Production telegram: per mm and column (min. 5 mm) 3.50 €

Service for subscribers:

one entry per subscription in the "Branchen-Compendium"	
per year	99 €
plus logo	200 €
Chiffre-fee	11 €

29 Special advertisements: on request

30 Discounts:

2 x 5%	4 x 10%	8 x 15%
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31 Bound insert:

2 pages:	4 pages:	6 pages:	8 pages:
2,020 €	3,030 €	3,570 €	3,975 €
216 x 303 mm	426 x 303 mm		

Please deliver bound inserts uncut and folded, if possible.

32 Loose insert:

maximum size:	210 mm wide x 297 mm high	
Pricing:	up to 25 gr. per thousand	198 €
	over 25 gr. per thousand please ask publisher	
	postal fees are not included	

33 Glued tip on card




per thousand	79 €
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34 Delivery of inserts and postcards

10 days before publishing date.

Delivery address: on request

Delivery information: Please note the packages with "Professional Production" and issue number.

Issue, month Publication date (PD) Art-material deadline (AD) Order deadline (OD)	Fairs Events Conventions Editorial coverage	Issue, month Publication date (PD) Art-material deadline (AD) Order deadline (OD)	Fairs Events Conventions Editorial coverage
01+02/12		08+09/12	
PD 12/14/11		PD 07/18/12 	Siggraph , Los Angeles, 08/05–08/09/12
AD 12/06/11		AD 07/10/12	Int. Funkausstellung (IFA) ,
CD 11/28/11		CD 06/27/12	Berlin, 08/31–09/05/12
03/12		10/12	
PD 02/09/12	Berlinale 02/09–02/19/12	PD 08/29/12 	IBC – Int. Broadcasting Conference ,
AD 02/01/12	Berlinale Talent Campus	AD 08/21/12	Amsterdam, 09/06–09/11/12
CD 01/20/12	02/11–02/16/12	CD 08/08/12	cinec , München, 09/22–09/24/12
04/12			Mipcom , Cannes, 10/08–10/11/12
PD 03/08/12	MIPTV , Cannes, 04/01–04/04/12	11+12/12	
AD 02/29/12	ProLight + Sound , 03/21–03/24/12	PD 10/17/12	Int. Film Festival Plus Camerimage ,
CD 02/16/12	NAB , Las Vegas, 04/14–04/19/12	AD 10/09/12	Bydgoszcz, Poland,
		CD 09/28/12	November/December 2012
05/12		01+02/13	
PD 04/17/12	FMX , Stuttgart, 05/08–05/12/12	PD 12/12/12	
AD 04/05/12	Int. Filmfestspiele Cannes ,	AD 12/04/12	
CD 03/21/12	05/09–05/20/12	CD 11/21/12	
06+07/12			
PD 05/31/12	Filmfest Munich , 06/29–07/07/12		
AD 05/22/12	Digitale Cinematographie ,		
CD 05/09/12	07/05–07/06/12		
	medienforum.nrw , Cologne,		
	06/18–06/22/12		

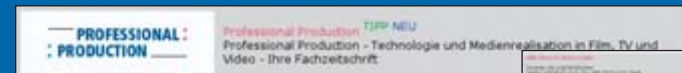
- 35 URL:** www.professional-production.de
- 36 Contact information:** Alexander Ebel [a.ebel@eubuco.de]
Tel. +49(0)61 46/605-1 41 / Fax -204
- 37 Data-delivery:** Please deliver at least two days in advance to [a.ebel@eubuco.de]
GIF, JPG, HTML, Flash, DHTML, Java
till 35 KB, more data on request
- 38 external AdServer:** possible
- 39 Sizes and rates:** VAT not included
Costs per month
Placement: TOP, Content-area
on request
- Specials:** **Website-sponsoring**
(including special ads & services)
on request
Newsletter-ads
€ 150,00 (Costs per ad) up to 650 characters
see discounts on page 8
- 40 Discounts:**

Billing information:

Ads	Sizes in pixel	Prices per month
Content Ad	300 x 250	€ 500
Flash Layer	320 x 240	€ 500
Full Banner	468 x 60	€ 400
Half Banner	234 x 60	€ 250
Skyscraper small	120 x 600	€ 400
Skyscraper big	160 x 600	€ 450
Wallpaper	on request	€ 900
Superbanner/leaderboard	728 x 90	€ 600

41 Billing information:

Bank-account: Mainzer Volksbank eG, Account-No. 160 660 015
(BLZ 551 900 00); IBAN: DE88 5519 0000 0160 6600 15; BIC: MVBMD55



Text-entry with logo in the magazine and website
only € 350 p.a. or € 150 for only text.

www.professional-production.de

1. Deliveries, performances and tenders of the editorial are exclusively to be complied in accordance with the herein stated business conditions. These conditions are furthermore to be applied to any future business relation, even though this is not expressly said. No other conditions claimed for by the client referring to his own business conditions will be recognized.

2. The editorial will not be responsible for delivery and performance delays due to force majeure or to events that considerably aggravate deliveries to the editorial or make them impossible – this includes subsequent material procurement difficulties, operational disturbances, lack of personnel and transportation means, ordinances of authorities etc. Such circumstances will entitle the editorial to postpone the delivery performance respectively corresponding to the term of disturbance plus an adequate setup time or to resign from the contract as a whole or in parts due to the lack of adequate fulfillment.

3. Insertion orders, in case of doubt, are to be performed within one year after the date of agreement.

4. Sliding scale prices will only be granted to an advertiser for insertions published within one year.

The closing year starts with the publishing the first insertion.

5. The advertiser will have a retroactive claim for the reduction of prices corresponding to the actual insertion purchase within one year provided that at a beginning of the contract he agreed upon an order which according to the pricelist would justify a reduction.

6. In the case that an order is not complied with for reasons which are not in the range of responsibility of the editorial the client will have to reimburse without detriment of further legal obligations

the difference between the granted reduction and the reduction corresponding the actual purchase to the editorial. The reimbursement will not be paid when the lack of compliance is due to force majeure within the range of risks of an editorial.

7. The editorial will distinctly mark those insertion which due to their editorial form and additional information by the editorial will not be recognized as such.

8. The editorial will reserve to refuse insertions and supplements even particular calls of one contract due to their contents, origin or technical form in accordance with the principles of the editorial. This will also be valid for orders and in to the agents of the editorial. The editorial will accept supplements be they loose or stitched without approving a sample presented in advance. No supplement will be accepted containing inserts of a third party. The client will be immediately given notice as to.

9. The clients will be responsible for the delivery of records, and supplements at due time. The editorial will immediately demand to replace inadequate or damaged records.

10. Cancellations of inserts, supplements and bookmarkers after the deadlines published in our price lists and media datas will under no condition be possible. The client will not have a title to resign when the delivery of the printing matters will be received after the deadline, i. e. the total price will have to be paid as accorded. The editorial will be entitled to claim recompensation in case the client caused a delay in printing by delivering the printing matters and supplements too late.

11. The client will have a title to claim for a reduction of price or a new insertion in the case that the printed insertion is in part or totally illegible, incorrect or incomplete. Missing or faulty check-up statements in print will not entitle to claims.

12. The reproduction of colour prints in the right shade requires exact colour indications by the client. For the reproduction of multicolour prints the client will also. For normal and special colours

the additional prices in accordance with our price list II will be charged. The editorial will recognize obligations as to the placement of multicolour prints only when they are expressly demanded by the client and assented by the editorial.

13. Rough proofs will only be delivered when expressly desired. The client will be responsible for the correctness of the returned proofs. In the case that the client will not return the proofs at due time the permission for the print will be considered given.

14. The settlement of payment for the insertions will be settled by pages or partial pages as indicated in the pricelist.

15. In the case that the client will not pay in advance, he will be sent the invoice at the latest ten days after the publication of the insertion. The editorial will be entitled to cover previous depth of the client even though otherwise stipulated by the client. In the case that costs and interest will have accrued the editorial will be entitled to first cover costs then interests and finally the main amount. The invoice will be due to be paid net within ten days after the receipt of the invoice.

16. In the case of a payment delay or moratorium interests of 5% beyond the valid discount rate of the Deutsche Bundesbank (German Federal Bank) will be charged from the beginning of the delay additional to the legal sales tax plus reminder charges. The editorial will be entitled to postpone the further performance of the order till all payments are made and demand advanced payment for the rest of the agreed upon insertions.

17. In the case of objections and counter claims the client will only be entitled to offsets, retention or reduction when the editorial explicitly agrees in writing or when counterclaims will be legally recognized.

18. The editorial will attach a voucher to the invoice. In the case that it will be impossible to procure the voucher it will be replaced by a legal admission certification.

19. The costs raising from considerable changes of original agreements and the delivery of ordered printed matters will be charged on the client.

20. Printed matters will be returned to the client on demand only. The obligatory retention period for printing documents will end three months after the fulfillment of the order if there no other explicit agreements.

21. These business conditions and all legal relations generating from them between the editorial and the client will be subject to the law of the Federal Republic of Germany.

22. Legal admissibility provided Wiesbaden will have the exclusive competence of court for all mediate or immediate controversies from the contract.

23. In the case that a stipulation in these business conditions will be or turn invalid this will not apply for the rest of the herein stipulated agreements.

Additional business conditions – marketing

The subscription period as a general principle extends till revocation. Delivery costs and risk will be charged on the client. The invoice will be payable one year in advance.

Payments will be claimed net cash within 30 days to one of our accounts. Orders from foreign countries will only be served against prepayment. The copies will be for the internal use of the client's enterprise only. Dissemination will not be admissible and considered a violation of the subscription conditions.