

INTERVIEW
Rpi = 3,9 →
Readers per issue **24,400**
+ highest distribution
of the
specialist magazines

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.

3 Year:

31th 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 42

Fax:

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

6 Group publisher/

Intl. Sales:

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7 Editor-in-chief:

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8 Publisher/

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10 Subscription rates:

Subscription rate 53 € p.a.
 plus postal fees

11 ISSN-Nummer:

0932-0393

12 Audit bureau:



13 Circulation:

3rd quarter 2016

Spread circulation:

6,270

Readers per issue:

over 24,400

Geographical aspect:

	percentage	readers
German speaking countries	84,9	5,301
World wide	15,1	941

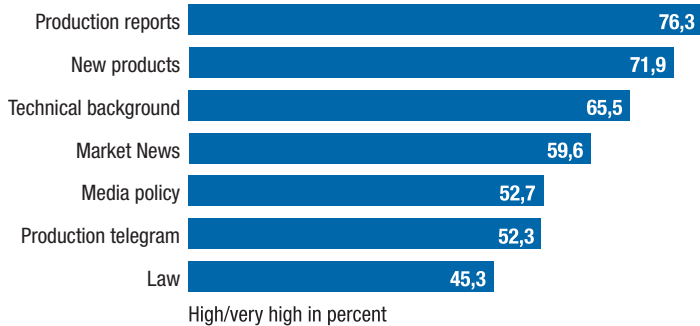
14 Source:

www.ivw.de
 Informationsgemeinschaft zur Feststellung
 der Verbreitung von Werbeträgern e. V.

Abridged version of the Professional Production readers interview

The interview was done by teleResearch GmbH, Mannheim (Germany).
 The results mirror the most significant results.

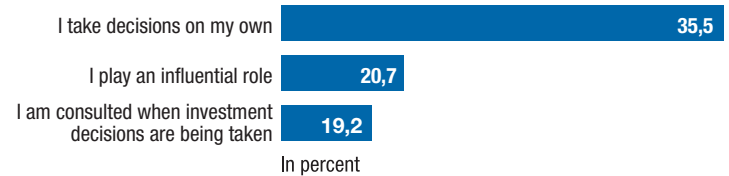
How interested are you in the following subjects?



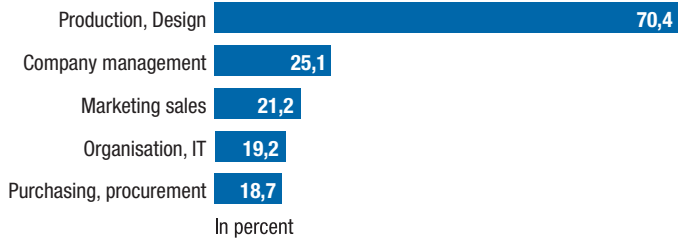
How is the value of News for you?



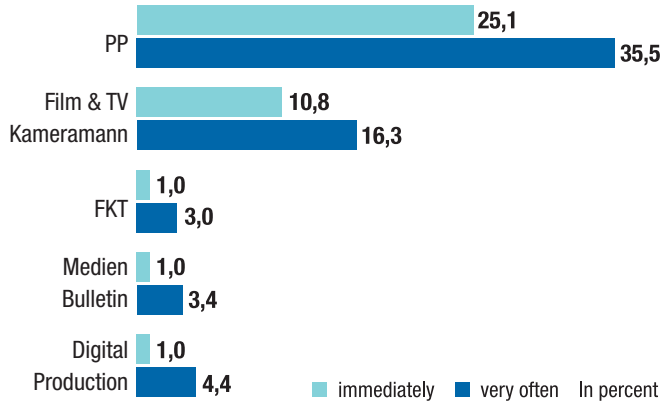
How involved are you in investments?



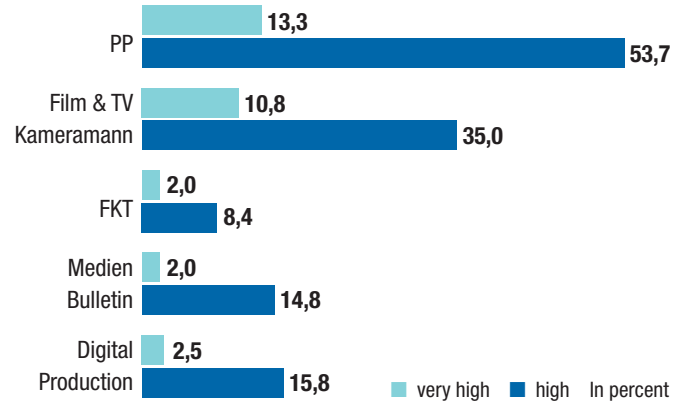
Areas in which the readers interviewed work
More than one answer was possible



How often do you read the following magazines?



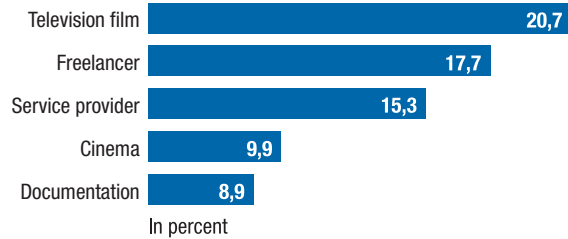
How are the news and actuality in the following magazines?



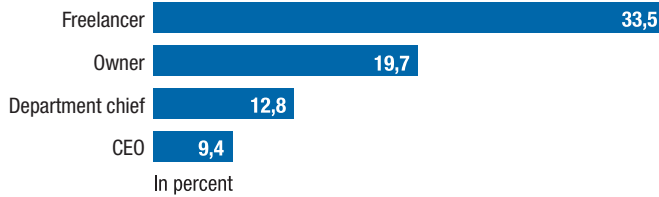
How many colleagues are reading Professional Production at your company?

1-5 Readers say 77,8 %
 Readers per issue **3,9**

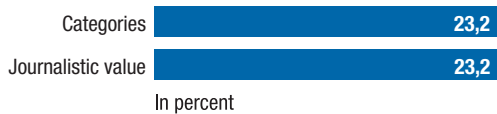
Specific areas in which the readers interviewed work



Functional details: position at the company

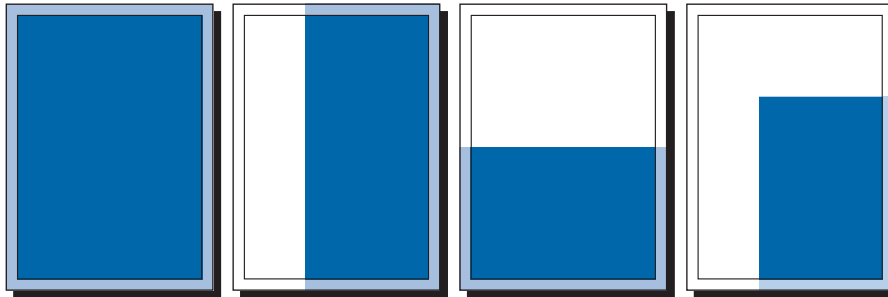


The readers of Professional Production like most



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

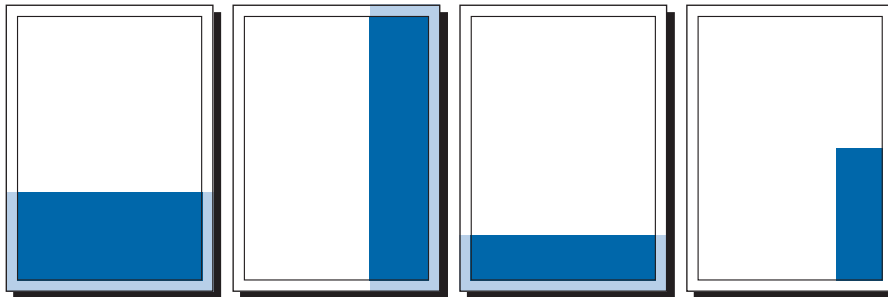
T: 124 x 272
 B: 134 x 297

1/2 page wide

T: 188 x 130
 B: 210 x 142

Junior page

T: 124 x 188
 B: 134 x 207



1/3 page wide

T: 188 x 80
 B: 210 x 100

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

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

Fax-proof

+49 (0) 61 46 / 605-204

Hotline

+49 (0) 61 46 / 605-160

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.

- 1 Spread circulation:** 6,270
- 2 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
- 3 Printing, finishing, material:** Offset, glue binding,
 digital material preferred,
 screen: 150 lpi.
- 4 Dates:** see editorial calendar on page 10

- 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.
- Advertising department:** Phone +49(0)61 46/6 05-1 41
 Fax +49(0)61 46/6 05-2 04

- 6 Billing information:**
Bank-account: Mainzer Volksbank eG
 IBAN: DE88 5519 0000 0160 6600 15; BIC: MVBMD55XXX

- 7 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	990 €	2,100 €
wide	188 x 182	210 x 195		
1/2 wide	188 x 130	210 x 142	950 €	1,960 €
Junior page	124 x 188	134 x 207	950 €	1,960 €
1/3 high	60 x 272	70 x 297	800 €	1,700 €
wide	188 x 80	210 x 100		
1/4 wide	188 x 63	210 x 75	560 €	1,600 €
1/6 high	60 x 130		390 €	900 €
1/8 wide	188 x 30	-	270 €	800 €

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

8 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

9 Classified advertisements:
Job and classified ads:
 per mm/column (wide 60 mm) **2.50 €**

Production telegram: per mm and column (min. 5 mm) **3 €**
Service for subscribers:
 one entry per subscription in the "Branchen-Compendium"
 per year **97 €**
 plus logo **200 €**
 Chiffre-fee **11 €**

10 Special advertisements: on request

11 Discounts:
 2 x 5% 4 x 10% 8 x 15%

12 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.


13 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

14 Glued tip on card **79 €**
 per thousand

15 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
01/17 January	
PD 12/13 AD 12/05 OD 11/18	Hamburg Open , 01/19/17 Bayerischer Filmpreis , Munich, 01/20/17 Deutscher Fernsehpreis , Dusseldorf, 02/02/17
02/17 February	
PD 02/01 AD 01/24 OD 01/13	Berlinale , 02/09–02/19/17 European Film Market Berlin, 02/09–02/17/17 Berlinale Talents Berlin, 02/11–02/16/17
03/17 March	
PD 03/08 AD 02/28 OD 02/17	CeBIT , Hannover, 03/20–03/24/17 MIPTV , Cannes, 04/03–04/06/17 ProLight & Sound , Frankfurt am Main, 04/04–04/07/17
04-05/17 April/May	
PD 04/05 AD 03/28 OD 03/17	 NAB , Las Vegas, 04/22–04/27/17 FMX , Stuttgart, 05/02–05/05/17 Int. Filmfestspiele Cannes 05/17–05/28/17 Bayerischer Fernsehpreis , Munich, June 2017

Issue, month Publication date (PD) Art-material deadline (AD) Order deadline (OD)	Fairs Events Conventions Editorial coverage
06/17 June	
PD 06/07 AD 05/29 OD 05/19	Special : NAB News part 1 medienforum.nrw , Cologne, 05/30–06/01/17 Filmfest München , 06/22–07/01/17
07-08/17 July/August	
PD 07/19 AD 07/11 OD 06/30	Special : NAB News part 2 Filmfestival Locarno , 08/02–08/12/17 Int. Funkausstellung (IFA) , Berlin, 09/01–09/06/17
09-10/17 September/October	
PD 09/06 AD 08/29 OD 08/18	 IBC , Amsterdam, 09/14–09/19/17 Mipcom , Cannes, 10/09–10/12/17 Medientage , Munich, 10/25–10/27/17
11-12/17 November/December	
PD 10/25 AD 10/17 OD 10/06	Special : IBC News part 1 Camerimage , Bydgoszcz (Poland) November 2017
01/18 January	
PD 12/13 AD 12/05 OD 11/24	Special : IBC News part 2 Hamburg Open , January 2018 Berlinale , 02/08–02/18/18

- 1 URL:** www.professional-production.de
- 2 Contact information:** Joyce Hoch [j.hoch@eubuco.de]
Tel. +49 (0) 61 46 / 605-1 42 / Fax -204
- 3 Data-delivery:** Please deliver at least four days in advance to [j.hoch@eubuco.de]
GIF, JPG, HTML, Flash, DHTML, Java
till 35 KB, more data on request

- 4 external AdServer:** possible
- 5 Sizes and rates:** VAT not included
Costs per month
Placement: TOP, Content-area

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

- 6 Discounts:**
- Billing information:**

Ads	Sizes in pixel	Prices per month
Content Ad	300 x 250	€ 550
Flash Layer	320 x 240	€ 550
Full Banner	468 x 60	€ 450
Half Banner	234 x 60	€ 300
Skyscraper small	120 x 600	€ 450
Skyscraper big	160 x 600	€ 500
Wallpaper	on request	€ 950
Superbanner/leaderboard	728 x 90	€ 650

- 7 Billing information:**
- Bank-account:** Mainzer Volksbank eG
IBAN: DE88 5519 0000 0160 6600 15; BIC: MVBMD55XXX



Professionelle Film-, Video-, Audio- und Lichttechnik

MBF FILMTECHNIK
65936 Frankfurt/M., Westerbachstr. 164
Telefon 069/340004-0
E-Mail: jh@mbf.de
22043 Hamburg, Kadenburgstraße 44
Telefon 040/656864-0
www.mbf.de
10785 Berlin, Lützowstraße 102-104
Telefon 030/683282-0

Vermietung und Verkauf

Cape Cross Studio- und Filmlichtgesellschaft mbH
Schanzenstr. 1, 51063 Köln
Tel. 02 21/67 11 59-0,
Fax 02 21/67 11 59-20
info@capecross.de, www.capecross.de

PROFESSIONAL : PRODUCTION Professional Production **TIPP NEU**
Professional Production - Technologie und Medienrealisation in Film, TV und Video - Ihre Fachzeitschrift

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 no 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 an 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 fulfilment.

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 publishment 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 fulfilment 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 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.