

PROFESSIONAL : : PRODUCTION



media data 2019

RATE CARD No. 24 | EFFECTIVE JANUARY 1st, 2019

CONTENT 2019

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- 7 Format and sizes / Technical details**
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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:

33th 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:

Alexander Ebel [a.ebel@eubuco.de]

7 Editor-in-chief:

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8 Publisher/

Advertising:

Joyce Hoch [j.hoch@eubuco.de]

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9 Circulation Dep.:

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 Phone +49 (0) 61 46 / 6 05 - 1 12
 Fax +49 (0) 61 46 / 6 05 - 2 01

10 Subscription rates:

Subscription rate 53 € p.a.
 plus postal fees

11 ISSN-Nummer:

0932-0393

12 Audit bureau:



13 Circulation:

3rd quarter 2018

Spread circulation:

6,265

Readers per issue:

over 24,400

Geographical aspect:

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

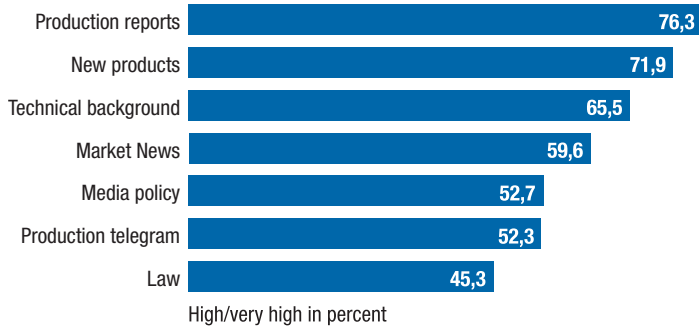
14 Source:

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.

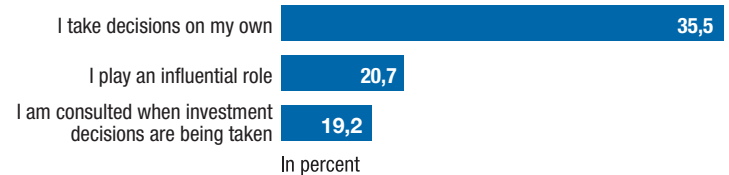
How interested are you in the following subjects?



How is the value of News for you?

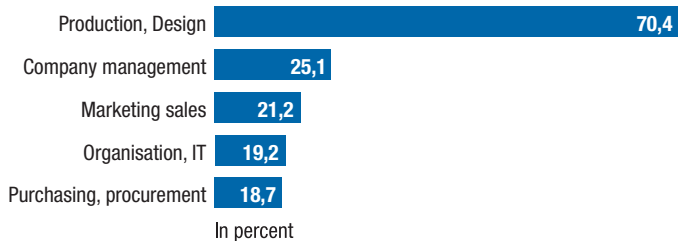


How involved are you in investments?

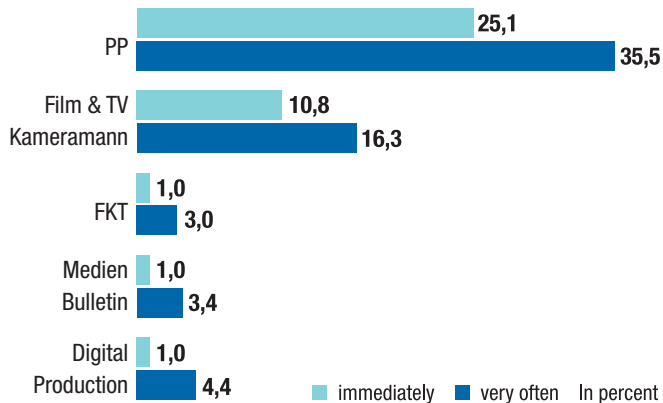


Areas in which the readers interviewed work

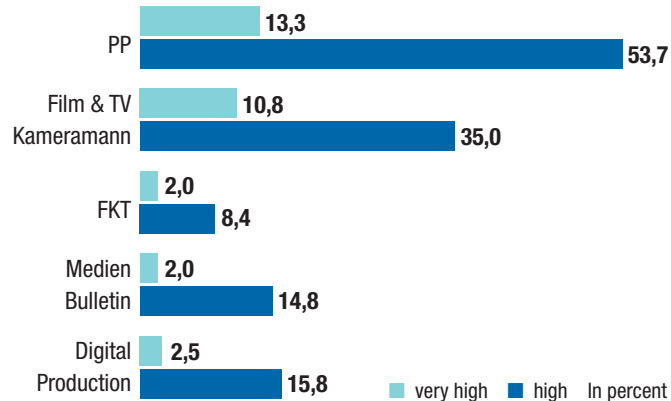
More than one answer was possible



How often do you read the following magazines?



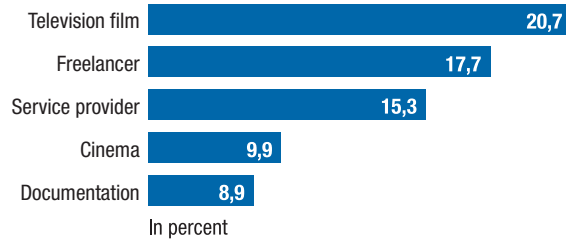
How are the news and actuality in the following magazines?



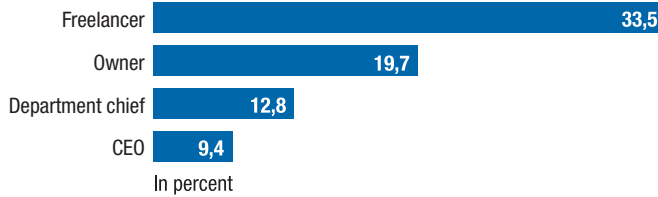
How many colleagues are reading Professional Production at your company?

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

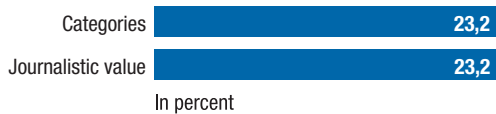
Specific areas in which the readers interviewed work



Functional details: position at the company

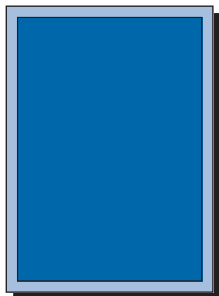


The readers of Professional Production like most



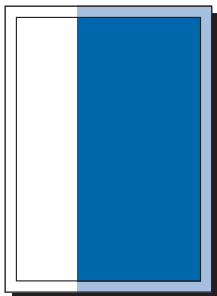
T = Type area

B = **Bleed size / trim + 3 mm** to size of page on the requisite sides



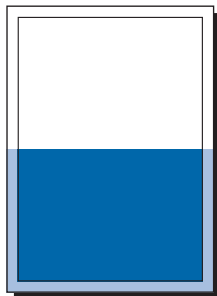
1/1 full page

T: 188 x 272
B: 210 x 297



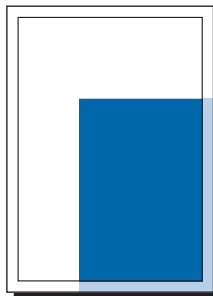
2/3 page high

T: 124 x 272
B: 134 x 297



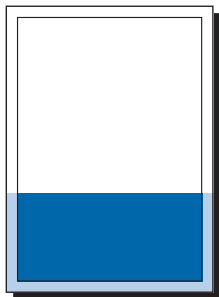
1/2 page wide

T: 188 x 130
B: 210 x 142



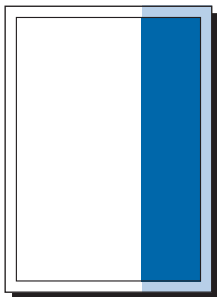
Junior page

T: 124 x 188
B: 134 x 207



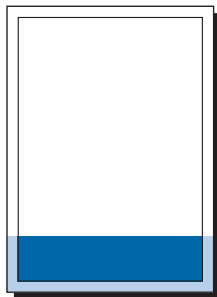
1/3 page wide

T: 188 x 80
B: 210 x 100



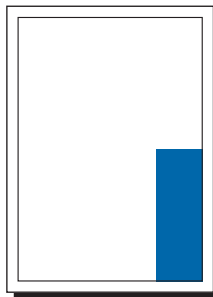
1/3 page high

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/X4 (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 abso-
lutely 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/X4 formats at www.bvdm-online.de.

- 1 Spread circulation:** 6,265
- 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 05-141
 Fax +49(0)61 46/6 05-204

- 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
per thousand **79 €**

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
01/19 January	
PD 12/12 AD 12/04 OD 11/23	Hamburg Open , 01/17/19
02/19 February	
PD 02/04 AD 01/25 OD 01/14	Berlinale , 02/07–02/17/19 European Film Market Berlin, 02/07–02/15/19 Berlinale Talents Berlin, 02/09–02/14/19
03/19 March	
PD 03/11 AD 03/01 OD 02/15	Prolight & Sound Frankfurt, 04/02–04/05/19
04-05/19 April/May	
PD 04/03 AD 03/26 OD 03/15	 NAB , Las Vegas, 04/06–04/11/19 FMX , Stuttgart, 04/30–05/03/19 Deutscher Filmpreis , Berlin, 05/03/19 Photokina , Cologne, 05/08–05/11/19 Int. Filmfestspiele Cannes , 05/14–05/25/19

Issue, month Publication date (PD) Art-material deadline (AD) Order deadline (OD)	Fairs Events Conventions Editorial coverage
06/19 June	
PD 06/03 AD 05/23 OD 05/14	Special: NAB News part 1, cameras Stage Set Scenery , Berlin, 06/18–06/20/19 Filmfest München , 06/27–07/06/19
07-08/19 July/August	
PD 07/24 AD 07/16 OD 07/05	Special: NAB News part 2, lenses Int. Funkausstellung (IFA) , Berlin, 09/06–09/11/19
09-10/19 September/October	
PD 09/04 AD 08/27 OD 08/16	 IBC , Amsterdam, 09/13–09/17/19 Cinec , Munich, 09/21–09/23/19 Mipcom , Cannes, 10/15–10/18/19
11-12/19 November/December	
PD 10/30 AD 10/23 OD 10/11	Special: IBC+cinec News part 1, cameras Energacamerimage , Bydgoszcz (Poland), End of November 2019
01/20 January	
PD 12/11 AD 12/03 OD 11/22	Special: IBC+cinec News part 2, lenses Hamburg Open , mid-January 2020 Bayerischer Filmpreis , 01/17/20

- 1 URL:** www.professional-production.de
- 2 Contact information:** Joyce Hoch j.hoch@eubuco.de
Tel. +49(0)6146/605-142 / 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

Ads	Sizes in pixel	Prices per month
Content Ad	300 x 250	€ 550,-
Fullsize Banner	468 x 60	€ 450,-
Skyscraper I	120 x 600	€ 450,-
Skyscraper II	160 x 600	€ 500,-
Superbanner/Leaderboard	728 x 90	€ 650,-
Wallpaper	160 x 600	€ 950,-
plus	728 x 90	

Newsletter, weekly every Monday:

Content Ad	300 x 250	€ 500,-
Fullsize Banner	468 x 60	€ 400,-
Superbanner/Leaderboard	728 x 90	€ 600,-

Superbanner/Leaderboard
728 x 90

Fullscreen Banner
468 x 60

Content Ad
300 x 250

Newsletter (RSS) | Impressum

Technologie und Medienrealisation in Film und Video

PROFESSION :
: PRODUCTION

HOME REDAKTION ABO SERVICE ANZEIGEN NEWSLETTER KONTAKT ARCHIV

ARTE KINASE
Lichtspiele von Odet
an der Spinnerei 40

Profilmadekussion zum
Zehnjährigen
Kollektiv "19 Kinder

AG DOK
Dokumentarfilm in der
ARD - Anspruch und
Wirklichkeit

VISION KINO
Publizistisch erste
Fahrtreise 62
Entdeckung in Europa in

NEWS FACHBEITRÄGE NEUE PRODUKTE VERANSTALTUNGEN PROG-TELEGRAMM KLEINANZEIGEN BRANCHEN-COOP

TOPNEWS

NEWS :
Warholmania in München
In diesem Sommer dreht sich in Münchens alles um Andy Warhol. Die Pop-Art-
Ikonen wird mit einer großen kunstübergreifenden Hommage geehrt, die das
Filmmuseum München gemeinsam mit dem Museum Brandhorst veranstaltet. [mehr]

NEWS :
**filmtontart live im Videostream und in den
Programmen des BR**
Für alle, die am Freitag, 25. Juni, nicht bei filmtontart - Tag der Filmmusik im
Bayrischen Rundfunk dabei sein können, wird es auch dieses Jahr mehrere
Video-Livestreams im Internet geben. Weitere Höhepunkte von filmtontart... [mehr]

NEWS :
**Dokumentarfilm in der ARD - Anspruch und
Wirklichkeit**
Die AG Dokumentarfilm befragt die Entscheidung der ARD, den durch Günther
Jauch bewanderten Senderplatz nach einem gescheiterten Talkshow-Reinverbot
ab 2016 für die Ausstrahlung fiktionaler Programme nutzen zu wollen. [mehr]

Suche

Ausgabe
Juni 2015

- Inhalt dieser
Ausgabe
- Preisliste
- Abo

Weitere Ausgaben

Abonnieren Sie unseren Newsletter:

Anmelden

Like!
Ich finde die PP gut
und möchte sie
unterstützen!

Orange

FACHBEITRÄGE

FACHBEITRÄGE : Ausgabe 06/15
Stampele
Auflösung, Auflösung, Auflösung. Auf der NAB konnte man fast den Anschein
bekommen, dass im Laufe der letzten zwei Jahre sich die Anforderungen der
Kunden an Kameras geändert haben. Oder doch nicht? Rüdiger Neubauer
berichtet... [mehr]

FACHBEITRÄGE : Ausgabe 06/15
Sonoton – die ersten 50 Jahre
Vor 50 Jahren wurde in München der Verlag Sonoton gegründet. Gerhard
Hartloz komponierte, seine Frau Rotheite, die in der Tourmusikbranche das
Geschäftsbüro leitete, kümmerte sich um die wirtschaftlichen
Belange... [mehr]

FACHBEITRÄGE : Ausgabe 06/15
Pichlers Letzte
Nach sieben Jahren legt Barbara Pichler ihre Interlandz nieder, um Platz für
neue Impulse zu machen. Ein Blick auf ihr letztes Diagonale-Programm von
Christine Denz. [mehr]

Wallpaper
+ Skyscraper 160 x 600
+ Superbanner 728 x 90

Skyscraper
120 x 600 und 160 x 600