

#### PUBLISHER

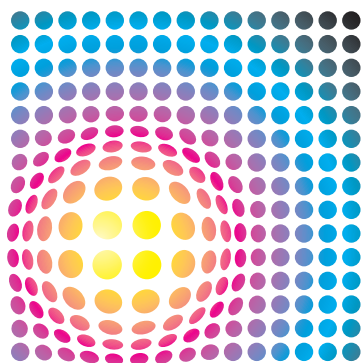
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#### EDITORIAL/ADVERTISING

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# Graphische Revue

**Das Portal für Mediendesign und -produktion**

## Media Kit 2019

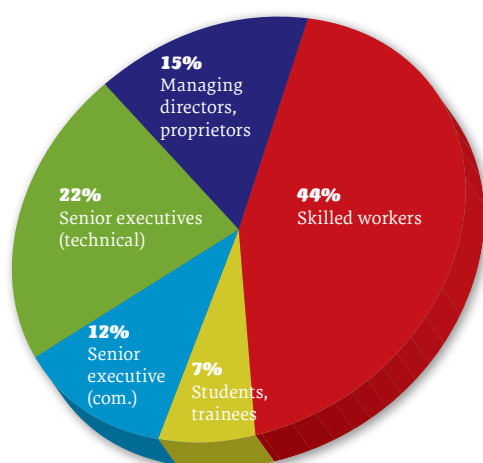
*We don't get a second chance  
to make a first impression.*

OSCAR WILDE

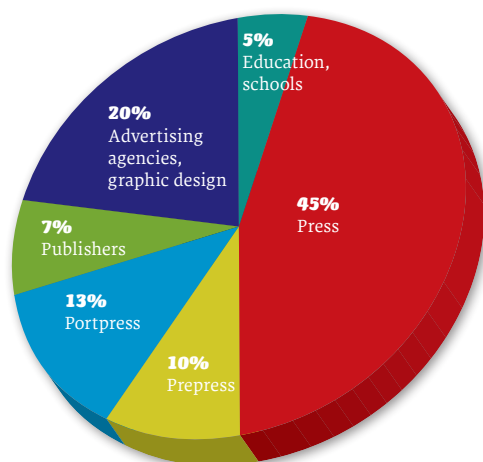
# EDITORIAL CONCEPT

Graphische Revue has been reporting on developments and trends in the printing community since 1900. In an age of rapid technological advances, accompanied by far-reaching structural changes, Graphische Revue provides decision-makers, managers, and professionals in the graphic arts business with valuable information targeted to their specific needs six times a year. We analyze and document all important goings-on in the market. As part of this concept we also consider it our duty to raise and debate new issues. We communicate them and comment on them in whatever way we see fit. We regard ourselves as a critical observer, not as the industry's mouthpiece. We choose our topics conscientiously and do not allow ourselves to be influenced by the marketing spin of individual suppliers. We ask awkward questions – but we also deliver sharp and sensitive analyses of corporations, strategies, applications and decisions.

## READERSHIP ANALYSIS ACC. TO READERS GROUPS



## DISTRIBUTION ACC. TO INDUSTRIES



## TOPICS

The spectrum of topics covered extends from graphic design and typography through prepress, print, and post-print to cross-media publishing. The various subject areas are clearly arranged in sections headed "Market", "Design", "Technology", and "Know-how". Each issue also includes an "In Focus" section that spotlights a specially selected topic from A to Z. Graphische Revue is a bi-monthly journal: its acknowledged topicality derives not from the availability of quick, volatile information but from the relevance of its content. Readers profit from carefully researched reports which provide comprehensive background knowledge. At the same time, thematic leadership is a claim to which Graphische Revue traditionally aspires. We take a stance on issues that matter; we are not afraid to pass judgement and we welcome criticism. Our aim is for Graphische Revue to serve as an information and communication platform for the industry. The following topics are among those regularly investigated:

- *Management, business strategies*
- *E-commerce, web-to-print*
- *Premedia, prepress, digital imaging*
- *Print and finishing*
- *Packaging, finishing*
- *Digital printing, large format printing*
- *Newspaper, publishing and media technology*
- *Paper, typography, design, graphic arts*
- *Environment and ecology*
- *Training and continuing professional development*

# PUBLICATION DATES 2019

ISSUE	1	2	3	4	5	6
COPY DEADLINE	04.02.	01.04.	03.06.	19.08.	01.10.	08.11.
AD CLOSING	08.02.	05.04.	08.06.	23.08.	04.10.	11.11.
MATERIAL DEADLINE	11.02.	08.04.	10.06.	26.08.	08.10.	18.11.
DATE OF PUBLICATION	18.02.	15.04.	17.06.	02.09.	15.10.	25.11.

## ISSUE 1 • 18. FEBRUAR 2019

**Market:** The merits of print in the communications mix. **Print 4.0:** Networking as the key to automated printing and processing. **Clever workflow solutions** for print finishing.

**Supreme discipline:** Creation and Production of Mailings.

**Special on In-house Publishing:** How in-house print shops can boost processes.

## ISSUE 2 • 15. APRIL 2019, FESPA

**Digital transformation** in the sign making market. **Market:** Online Print Symposium 2019.

**Service and support** for print: A necessary evil or a legitimate solution? **Technology:** Inkjet in the pole position. **Media** from paper to glass: All manner of substrates and inks.

**Education and Training** of employees.

**Special on Fespa 2018: Digital Large Format Print - Diversity as never before!**

## ISSUE 3 • 17. JUNI 2018

**Cross-media publishing** – a mere sideshow or a genuine alternative? **Research & development** in the printing industry. The perfect feel: **Tactile surfaces add value. Workflow management** – from the customer to production and back again. **Strategies for the individualization** of print products. **Digital enhancement processes:** Techniques and solutions.

## ISSUE 4 • 2. SEPTEMBER 2018, FACHPACK, 2019, IFRA 2019

**Expansion of Services:** The question of which and how? **Offset:** concepts for automation.

**Web-to-Print: new concepts and solutions. Sustainability:** How green is the industry really? **Finishing Techniques** in label printing and packaging. **What can Big Data do in the print shop: approaches and solutions. Newspaper print** conquers the market of commercial printing.

**Special Packaging Print: Trends and challenges in a growing market**

## ISSUE 5 • 15. OKTOBER 2018, INPRINT 2018

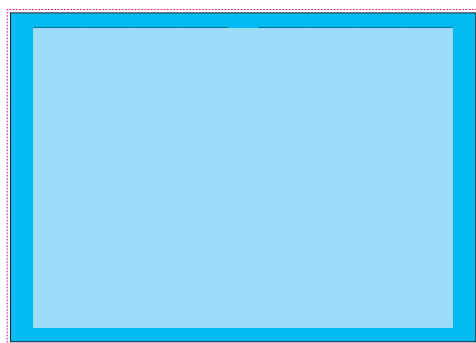
**Digital printing in B2 and B1 format** - where do we stand and what will we achieve at drupa 2020? **Management Tools** for writing success stories. **The success stories of Book-on-Demand. Clever solutions for finishing. Large Format:** New ideas for Point-of-Sale and Interior Design

## ISSUE 6 • 25. NOVEMBER 2018

**What are the real Growth Markets in Print? Design, Paper and Print:** The attraction of opposites. **Photo and Print** an inseparable duo. **Print enhancement:** What is feasible, what do analogue and digital systems achieve? **Design Papers:** Trends and News. **Offset** – a technology shows what it's got.

**Special Industrial Printing: Applications and Solutions**

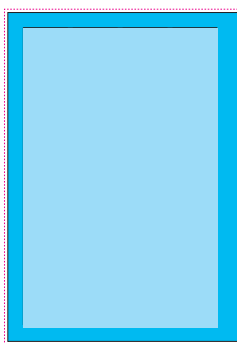
# FORMATS



## 2/1 PAGE

Type area 378 x 270 mm

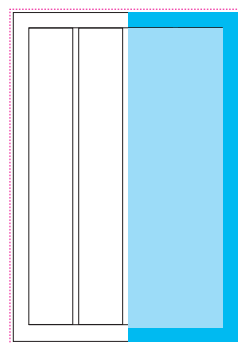
Bleed 420 x 297 mm



## 1/1 PAGE

175 x 270 mm

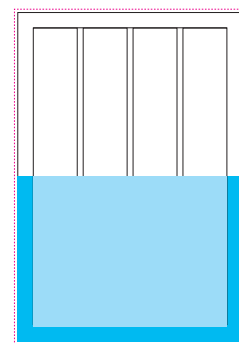
210 x 297 mm



## 1/2 PAGE (VERT.)

85 x 270 mm

106 x 297 mm



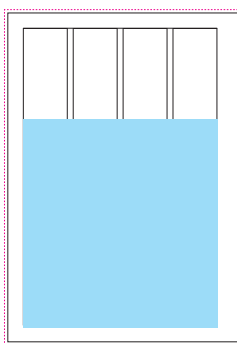
## 1/2 PAGE (HORIZ.)

175 x 135 mm

210 x 148 mm

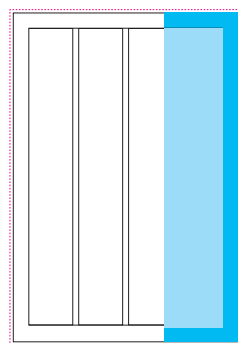
## IMPORTANT:

Please allow 3 mm trim  
for all bleed formats



## JUNIORPAGE

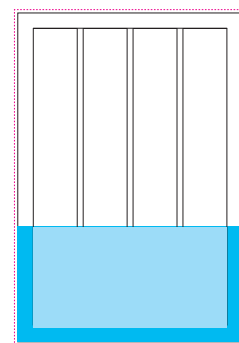
175 x 189 mm



## 1/3 PAGE (VERT.)

53 x 270 mm

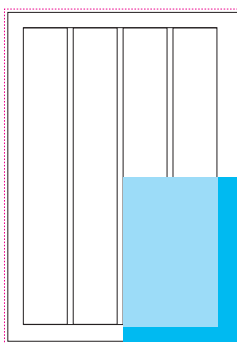
74 x 297 mm



## 1/3 PAGE (HORIZ.)

175 x 90 mm

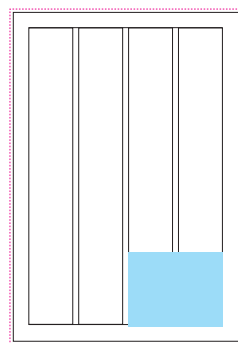
210 x 103 mm



## 1/4 PAGE

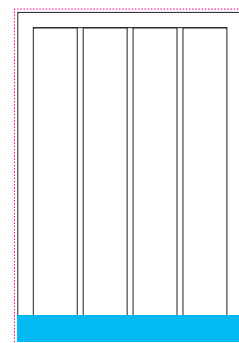
85 x 135 mm

106 x 148 mm



## 1/8 PAGE

85 x 67,5 mm



## FOOTER

24,5 x 210 mm

## TECHNISCHE DATEN

Publication	6X per year
Printed copies	5000 Exemplare
Distributed copies	4870 Exemplare
Format	DIN A4 (210 x 267 mm)
Type area	175 x 267 mm
Bleed	3 mm
Produktion	Sheet, Euroskala
Screen ruling	70er

Ad files  
Data formats  
Data transfer  
Subscription

Digital Data  
PDF  
knud.wassermann@chello.at  
35 euros (home),  
50 euros (foreign countries)

All costs for reproduction must be borne by the customer.

# ADVERTISING RATES

FORMATS	€
2/1 PAGE	5800,-
1/1 PAGE	3200,-
JUNIOR PAGE	2500,-
1/2 PAGE	1850,-
1/3 PAGE	1200,-
1/4 PAGE	900,-
1/8	550,-
FOOTER	450,-

All prices are exclusive of 20% value added tax and the 5% advertising tax which is compulsory in Austria.

## SUPPLEMENTS/ BOUND INSERTS

MAX. 20 G € 290,-	PER 1000 COPIES
MAX. 40 G € 350,-	PER 1000 COPIES
OVER 40 G ON REQUEST	

Supplements and bound inserts are not discountable.

## THREE-COUNTRY PACKAGE FOR DACH

FORMATS	A/D (€)	D/A/CH (€)
1/1	4520,-	6600,-
1/2 HOCH/QUER	3800,-	4400,-
1/3 HOCH/QUER	2800,-	3800,-
1/4	2000,-	2800,-
1/8	1600,-	2000,-
FUSSLEISTE	1000,-	1200,-

Druckmarkt Deutschland, Druckmarkt Schweiz, and Graphische Revue together give you access to 16,000 readers in the German speaking world – with three titles, all well established in their respective circulation areas. The possible country combinations and the excellent value for money are further arguments in favour of our special three-country package.

# ADVERTISING ON WWW.GRAPHISCHE-REVUE.AT

## FORMAT IN PIXEL (B x H)

	1 MONTH (€)	3 MONTH (€)	6 MONTH (€)	1 JAHR (€)
<b>TOP BANNER 970 X 90</b> (special ad form)	800,-	2200,-	4000,-	7500,-
<b>NAVIGATION-DROPDOWN 240 X 200</b>	300,-	750,-	1350,-	2200,-
<b>CONTENT BANNER STARTSEITE 728 X 90</b> (L-AD)	600,-	1500,-	2750,-	4500,-
<b>SIDEBAR/SINGLE-POST BANNER 300 X 250</b> (Med. Rectangle)	400,-	1000,-	1800,-	3000,-

FORMATS: HTML5, JPG, GIF, PNG

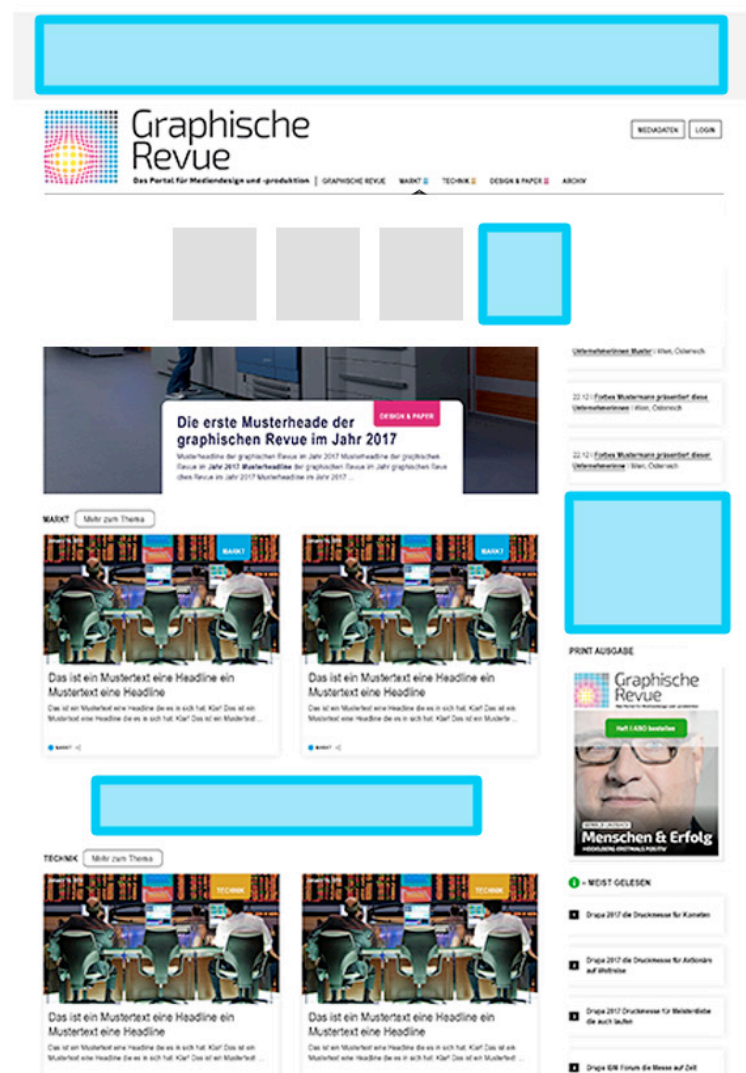
## Facts & Figures of www.graphische-revue.at

1 January to 31 October 2018

Users: 22.420

Sessions: 38.398

Page views: 250.498



### Top-Banner

Größe: 970 x 90 Pixel

Format: HTML5 | jpg | gif | png

### Navigation-Dropdown

Größe: 240 x 200 Pixel

Format: HTML5 | jpg | gif | png

### Side-Bar / Single Post Rectangle

Größe: 300 x 250 Pixel

Format: HTML5 | jpg | gif | png

### Content-Banner

Größe: 728 x 90 Pixel

Format: HTML5 | jpg | gif | png

# E-NEWS-NEWSLETTER

The e-mail Newsletter of Graphische Revue is distributed to 2000 recipients.  
It boasts an average opening rate of 30% and an average click rate of more than 10%.

**Banner in the e-mail Newsletter:** € 280/issue, 350 x 80 pixels

Please submit all banners as jpg or animated gif, jpg, png.  
We will be pleased to assist you with the design of your banner if necessary!



## Creatives Kräfteressen im Rahmen des FRANZL Design Award

fruck.at ruft bereits zum zweiten Mal zum Kreativwettbewerb auf. Angesprochen sind Jungdesigner bis 25 sowie Profi-Grafiker aus Österreich und der Schweiz. Eingereicht werden kann ab dem 15. Jänner 2018, die Sieger werden durch eine Fachjury unter der Leitung von Raffaele Irturo sowie über ein Community Voting ermittelt. Auf die Jungdesigner wartet ein Preisgeld von insgesamt 15.000 Euro.

[Zum Artikel](#) ▶

## Kategorien...

MARKT	⌵
TECHNIK	⌵
POWERED BY XEROX	⌵
Design	⌵

## MARKT



## PaginaNet GmbH setzt einen Fuß in den österreichischen Markt

Die PaginaNet GmbH baut ihr Vertriebs- und Servicenetzt weiter aus. Um die stark wachsende Zahl an österreichischen und süddeutschen Kunden noch besser betreuen zu können, wurde jetzt in Wien eine weitere Vertretung eingerichtet. Geführt vom erfahrenen Druck-Ingenieur Jürgen Lohkamp,



## print24.com erweitert sein 3-2-1-Lieferportfolio

Die Internetdruckerei Unitedprint SE, zu der unter anderem auch die bekannte Marke print24.com gehört, hat ihr beliebtes Liefermodell, mit dem Kunden die betreffenden Produkte im Standardversand schon innerhalb von drei Tagen, im Expressversand innerhalb von zwei und im

# SOCIAL MEDIA

As a trade journal, we have decided to actively only use LinkedIn as a social media channel. The Graphische Revue is currently represented there with approximately 1,900 followers. Our activities on LinkedIn are noticed. Some of our postings get the attention of more than 1,000 followers, who additionally fuel the traffic on the homepage [www.graphische-revue.at](http://www.graphische-revue.at). **Price on request!**