

# BusinessPartner PBS

Die Zeitschrift für Handel und Industrie



# Mediakit 2024

[www.pbs-business.de](http://www.pbs-business.de)  <https://de.linkedin.com/company/pbs-business>



Bild: Pinkypillsk/Getty Images

Verlag Chmielorz GmbH • Marktplatz 13 • 65183 Wiesbaden • Germany • Tel. +49 611 36098-270 • Fax +49 611 36098-277

**1 Brief characteristics:**

BusinessPartner PBS is one of the leading and independent reseller journals for the office-, IT- and AV-branches throughout the German-speaking world. The editorial concept focuses on practice-oriented, up-to-date and competently researched information on shifts of the market, as well as subsequent chances for all economic participants involved. BusinessPartner PBS embodies an information-communication-platform for and among trading, Office-, AV- and System-House-Channel, distribution, suppliers and service providers with the assortment fields „Office and information technology“, „Telecommunication“, „AV and media technology“, „Office equipment/lighting/acoustics“ as well as „Office supplies“ and „Facility“ – always keeping an eye on developments beyond the branch. The monthly print edition is completed and updated daily by our comprehensive website on [www.pbs-business.de](http://www.pbs-business.de). There is also the possibility to subscribe a twice weekly Online-Newsletter.

**2 Frequency:** monthly, see time schedule/list of topics

**3 Volume/year:** 18/2024

**4 Web-address (URL):** [www.pbs-business.de](http://www.pbs-business.de), E-Mail: [info@pbs-business.de](mailto:info@pbs-business.de)

**5 Publisher:** Verlag Chmielorz GmbH

**Postal address:** PO Box 22 29, 65012 Wiesbaden, Germany

**Street address:** Marktplatz 13, 65183 Wiesbaden, Germany

**Phone/Fax:** +49 611 36098-270 / +49 611 36098-277

**E-Mail/Internet:** [info@chmielorz.de](mailto:info@chmielorz.de) / [www.chmielorz.de](http://www.chmielorz.de)

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**Place of business:** Wiesbaden, HRB 3862

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**9 Fees:**

Annual subscription:

National: € 85.00 (incl. shipping + sales tax)

International: € 101.00 (incl. shipping)

**BusinessPartner PBS – the branch’s communication platform**



**Special Editions**



The special edition wll.news from BusinessPartnerPBS and C.ebra, which will be published in January 2024, focuses on the topics of working, learning and living. Planned circulation 12,000 copies



The special edition wll.news from BusinessPartnerPBS and C.ebra, which will be published in March and October 2024, focuses on the topics of working, learning and living. Planned circulation 13,000 copies



The special edition "Sustainability in the Office Industry" will be published in May 2024. Planned circulation 13,000 copies

**Prices Special Editions**

**Ad Formats**

Format in mm	Width x height in mm, bleed	Price
1/1	210 x 297	5.500,-
Juniorpage	135 x 191	4.000,-
1/2	210 x 149 105 x 297	3.300,-
1/3	210 x 99 75 x 297	2.300,-

\* plus 3 mm bleed per bleed edge

**Advertorials**

Scope	Price
Page	2.500,-
Double page	3.500,-
Product clip 1/3 page	850,-
Product clip 1/2 page	1.300,-
Company portrait	2.500,-

Special prints and other forms of advertising on request

**Special Forms of Advertising**

Form of advertising	Price
4th cover page	6.000,-
Contribution to printing costs* (at approx. 1.5 pages report)	1.500,-


\* (only for best practice, non-product stories)



Detailed information about our special editions can be found here

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**Time schedule/list of topics**

Issues	Dates	Special Topics	Fairs
 <b>Special Edition</b> wll.news January 2024	PD: 01/15/2024 AD: 12/21/2023 ED/BD: 12/11/2023	ISE-News: AV and Media Technology New Work/ New Tools Data Security Interior Design Green Office	Preview AMBIENTE Preview ISE Preview didacta
02-03/2024	PD: 03/27/2024 AD: 03/06/2024 ED/BD: 02/23/2024	Collaboration & Conferencing Business-Software Print and Document Management Ink & Toner Office Supplies/Writing Instruments/ Stamps	Review AMBIENTE Review ISE
<b>SPECIAL EDITION</b>	booking deadline: 02/14/2024	<b>„OFFICE AND FURNISHINGS“</b>	
04-05/2024	PD: 05/31/2024 AD: 05/07/2024 ED/BD: 04/24/2024	Education Printing & Supplies Leasing & Financing Displays/Monitors/Signage Office Papers/Business Equipment/Individualization Home office/Digital Workplace/Digital Workspace Innovations and Classic Office Supplies Office Kitchen	Preview LEARNTEC
<b>SPECIAL EDITION</b>	booking deadline: 04/12/2024	<b>„SUSTAINABILITY IN THE OFFICE INDUSTRY“</b>	
06/2024	PD: 06/28/2024 AD: 06/07/2024 ED/BD: 05/27/2024	Input, Output, Workflow Computing – Notebooks, PCs and Co. Hygiene & Cleaning Ergonomics	
07/2024	PD: 07/31/2024 AD: 07/10/2024 ED/BD: 06/28/2024	Digital Education Large Format & Production-Printing Hybrid Working Hardcopy-Supplies Office Chairs	Preview IFA Review drupa
08-09/2024	PD: 09/02/2024 AD: 08/12/2024 ED/BD: 07/31/2024	Scan & ECM Telecommunications and UCC Office-Papers Sustainability	Preview INFORM
10/2024	PD: 10/14/2024 AD: 09/23/2024 ED/BD: 09/11/2024	Business-Software: ERP, CRM & Co. Leasing & Financing Packaging/Labelling/Shipping/Stamping Data Security/Shredder Around the Digital Workplace	Preview Insights-X/ ORGATEC
<b>SPECIAL EDITION</b>	booking deadline: 09/09/2024	<b>„OFFICE AND FURNISHINGS“</b>	
11/2024	PD: 11/08/2024 AD: 10/17/2024 ED/BD: 10/07/2024	Efficient Business Processes/Information and Document Management AV and Media Technology Finishing (Binding/Laminating/Cutting/Punching/Stapling) Promotional Items & Individualization	
12/2024	PD: 12/09/2024 AD: 11/18/2024 ED/BD: 11/06/2024	Printing & Solutions Monitors & Displays Trends in Office Furnishings Bestsellers 2024	Preview PSI

PD = Publication Date AD = Ad material deadline ED/BD = Editorial deadline/Booking deadline  
For information on the latest topics please visit our website: [www.pbs-business.de](http://www.pbs-business.de)

Subject to modification

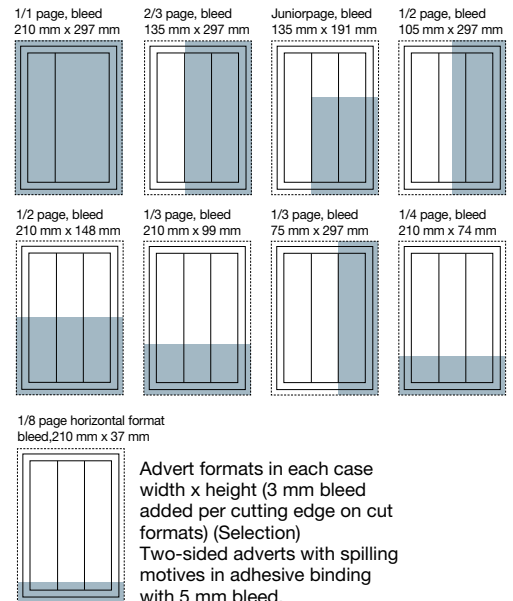
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- 1 Circulation:** 4.500 copies
- 2 Circulation check:** 
- 3 Magazine format:** DIN A4 (210 mm x 297 mm)  
**Print space:** 175 mm x 256 mm  
3 columns with a width of 55 mm each
- 4 Methods of printing and binding;** Sheet-offset print (adhesive binding)  
**Printing data:** **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:** PDF Adobe 1.4, EPS, (optimized for print, pictures and fonts embedded),  
**Print profile:** ISO Coated v2 (ECI), sheet offset  
**Data transmission:** FTP-server (log-in data can be obtained via phone),  
**E-mail:** torsten.wessel@pbs-business.de,  
**Technical supervision:** Tel. +49 611 36098-235, -266, -282

- 5 Frequency of Publication:** issues reserved monthly, right to publish double
- Dates of publication:** see time schedule/list of topics  
**Ad deadline:** see time schedule/list of topics
- 6 Publisher:** Verlag Chmielorz GmbH  
Postbox 22 29, 65012 Wiesbaden, Germany  
Marktplatz 13, +49 611 3609865183 Wiesbaden, Germany  
Tel.: +49 611 36098-270  
Fax: +49 611 36098-277  
E-mail: torsten.wessel@pbs-business.de  
www.pbs-business.de
- 7 Conditions of payment:** Due after receiving invoice, agency commission: 15%  
VAT-Ident-Nr.: DE11 3885 161
- Bank connections:** Postbank, Niederlassung Frankfurt  
BIC-Code: PBNKDEFFXXX,  
IBAN-Code: DE18500100600188970601  
Nassauische Sparkasse Wiesbaden  
BIC-Code: NASSDE55XXX,  
IBAN-Code: DE48510500150111103011

**8 Advert formats and fees:** (plus VAT), agency commission 15%

Format in mm	Width x Height	Width x Height bleed in mm 3 mm bleed added per cutting edge	4-coloured €
1/1 S.	175 x 256	210 x 297	4.890,-
2/3 S.	115 x 256	135 x 297	3.290,-
Juniorpage	-	135 x 191	2.960,-
1/2 S.	175 x 128 87 x 256	210 x 148 105 x 297	2.740,-
1/3 S.	175 x 85 55 x 256	210 x 99 75 x 297	1.860,-
1/4 S.	175 x 64 88 x 128	210 x 74	1.420,-
1/8 S.	175 x 32 88 x 64	210 x 37	730,-



- 9 Surcharges:** **Preference placements:**  
Inside front cover: additional fee 20%  
Binding placement demand: additional fee 20%
- 10 Rubric adverts:** Fees/millimeter: Per millimeter line (width 55 mm) € 4,50  
Per millimeter line (width 88 mm) € 6,00  
Box-number fee: € 8,-
- 11 Types of special advertising:** Fee for cover page combination and further types of special advertising on request
- 12 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
- 13 Attached inserts:** Four-paged: € 529,- per thousand copies (€ 2.381,-) incl. postage

- 14 Loose inserts:** Six-paged and above: fees on request  
Format 210 x 297 mm + 3 mm bleed, smaller formats on request  
Total quantity delivered (incl. allowance) 5.100 copies
- Circulation:  
up to 25g: € 448,- per thousand (€ 2.016,-) (incl. postage)  
up to 50g: € 494,- per thousand (€ 2.223,-) (incl. postage)  
up to 75g: € 540,- per thousand (€ 2.430,-) (incl. postage)  
Format max. 210 mm x 297 mm,  
Total quantity delivered (incl. allowance) 4.600 copies
- Surcharge for partial use of circulation: 40%, minimum circulation: 2.500 copies
- 15 Affixed advertising media:** possible on advert 1/1 separate page fee on request
- 16 Delivery address for positions 13 to 15:** A&O GmbH  
Frau Waltraud Zurek  
Abt. BusinessPartner PBS  
Elisabeth-Selbert-Str. 5  
63110 Rodgau-Dudenhofen
- Delivery notation:** Edition BusinessPartner PBS-No. ...

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- 1 Web-Address (URL):** [www.pbs-business.de](http://www.pbs-business.de)  
<https://de.linkedin.com/company/pbs-business>
- 2 Publisher:** Verlag Chmielorz GmbH  
Marktplatz 13 · 65183 Wiesbaden · Germany  
Tel: +49 611 36098-270, Fax: +49 611 36098-277
- 3 Contact person:** Sales online advertisement  
Torsten Wessel (advertising manager)  
Tel.: +49 611 36098-270,  
torsten.wessel@pbs-business.de

- 4 Data transmission:** Not less than five days prior to advert start date via E-Mail to [torsten.wessel@pbs-business.de](mailto:torsten.wessel@pbs-business.de)  
gif-, jpg-, swf, RGB mode  
**max. size of the file: 100 KB**
- 5 Conditions of payment:** Due after receiving invoice,  
VAT No.: DE11 3885 161
- 6 Types of advertisement fees:** All fees exclusive of VAT

**Website**

Type of advert animated adverts possible	Placement in pixel	Format (w x h)	Fees per four weeks
Wallpaper (Tandem Ad)	Homepage + Subpages	955 x 90 pixel Full Banner 160 x 600 pixel Wide Skyscraper	€ 1.490,-
Leaderboard	Homepage + Subpages	940 x 90	€ 1.100,-
Online-Advertorial	Homepage + Subpages	ca. 3.000 characters + photos	€ 950,-
Online-Advertorial plus	Homepage + Subpages	incl. 3 photo/text-Ad-sendings	€ 1.530,-
Wide Skyscraper	Homepage + Subpages	160 x 600	€ 925,-
Skyscraper	Homepage + Subpages	120 x 600	€ 860,-
Full-Size-Banner small	Homepage	620 x 60	€ 710,-
Medium-Rectangle	Homepage + Subpages	300 x 250	€ 660,-
Video	after consultation	-	€ 670,-

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

Hit rate PBS: To average we achieve 23.200 visits and circa 51.300 page impressions with [www.pbs-business.de](http://www.pbs-business.de) per month.

With our newsletter we achieve 4.500 subscribers.

Delivery of the banners via Desktop, Smartphone (320 x 50 px), Tablet (610 x 60 px)

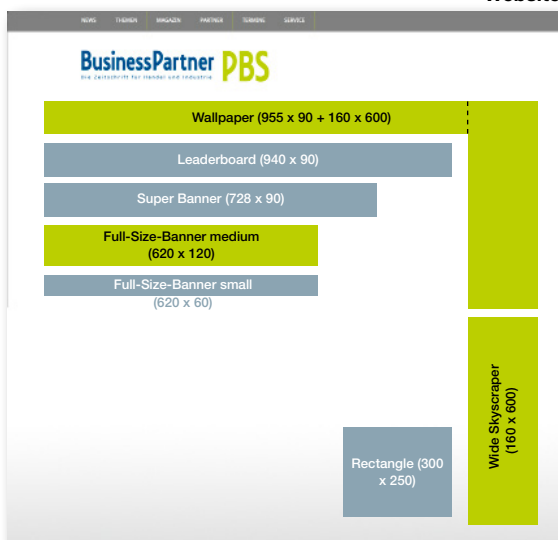
**Newsletter**

Type of advert	Placement	Format (w x h) in pixel	Fees per transmission
Super Banner	Headline	750 x 90	€ 590,-
Skyscraper	Margin, right	120 x 600	€ 520,-
Full-Size Banner	Body	620 x 60	€ 370,-
Full-Size-Banner + Text Ad	Body	620 x 60 + text	€ 430,-
Text Ad	Body	250 characters	€ 210,-
Photo + Text Ad	Body	Headline: max. 50 characters, Text: max. 250 characters, Photo 200 x 133 px, jpg	€ 380,-

Would you like more detailed information? We would gladly send you our online media-kit! There you will find, for example, further information on our "job exchange", "mobile ads", "videos", etc.

Binding placement demand: additional fee 20%

**Website**



**Newsletter**

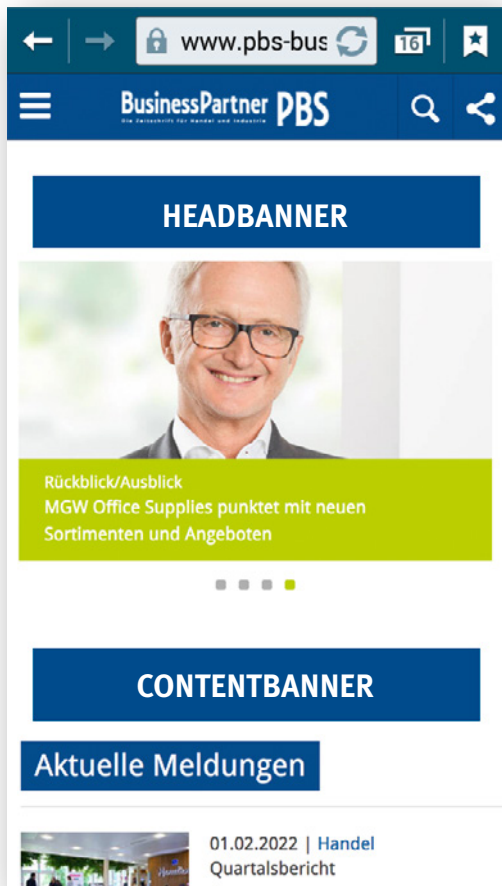


## Advertising Formats Mobile

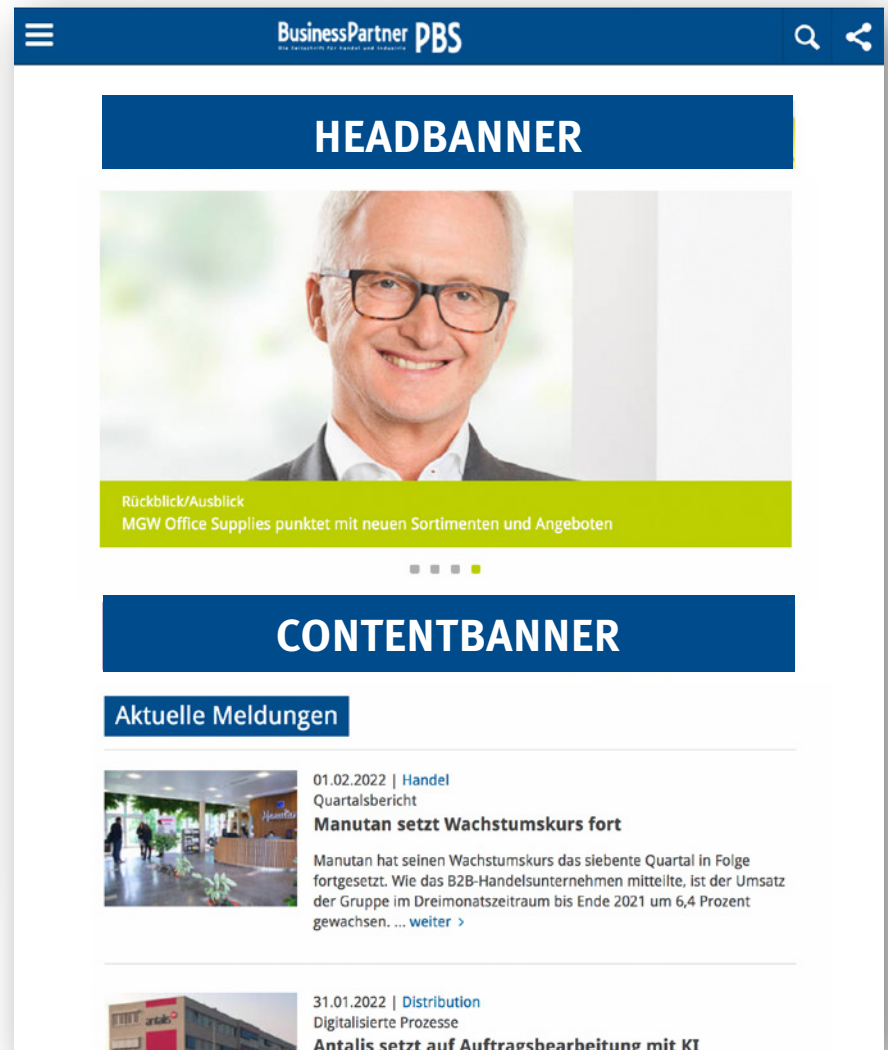
Combination package for all formats with delivery via desktop, smartphone and tablet as content banner.  
Placement as head banner on request (20 % extra charge)

Cross-media advertising with mobile advertising is particularly efficient! The advertising effect is increased. Mobile devices are used throughout the day. Tablets are very attractive advertising media. They combine the advantages of the Internet with the advantages of print - emotionality and a strong user connection. Reach your target group in different usage situations.

### Smartphone



### Tablet



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## Online-Advertorial

With a modern look and responsive design, the website www.pbs-business.de provides users with up-to-date news and additional services such as industry links, appointments, comprehensive search function, newsletters, magazine archives and much more.

In addition to the classic online advertising formats (banners), we also offer you the opportunity to place an „online advertorial“ prominently on the start page. In addition, you still have the option of referring to or linking to your advertorial in our weekly newsletters.

### „Startpage“



Link on homepage

### „Online-Advertorial“



### BusinessPartner PBS:

- Online-Advertorial on www.pbs-business.de: € 950,- EUR
- Online Advertorial Plus (incl. 3 Photo/Text-Ad-Sendings): € 1.530,- EUR
- Text Ad in BusinessPartner PBS-Newsletter: € 210,- EUR
- or: Photo + Text Ad in BusinessPartner PBS-Newsletter: € 330,-
- or: Full-Size-Banner + Text Ad in BusinessPartner PBS-Newsletter: € 430,-
- Combination: Advertorial Online + Print: € 2.400,- (regular price € 2.650,-)

### Infos:

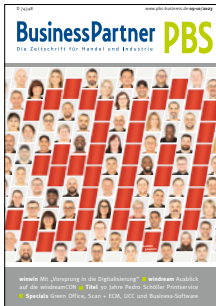
- An online advertorial can in principle start at any time, but it should take about a week to plan ahead (voting, approval). Please deliver approximately 3,000 characters including spaces and photo material (ideally product images with exempted products), the layout will be carried out by us.
- Accompanying the transmission of a picture and text ad in the newsletter is recommended as an indication of the online advertorial.
- The BusinessPartner PBS newsletter is published twice a week, Mondays and Wednesdays.
- The online advertorial is prominently placed on the homepage for 4 weeks and then permanently found in the archive.
- Delivery of the input (text and / or banner if applicable) at least five days before the start of the shift.
- There is no agency discount on online and print advertorials are not AE-enabled.

You can find the terms and conditions at





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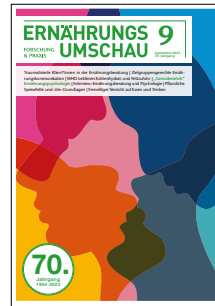
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