

# -print.de Stellenmarkt

Jobs für die gesamte Druckindustrie

# Media Data 2025



valid from 2025, Jan 1st

#6

## BENEFITS

The trade portal print.de and trade magazine Deutscher Drucker are the most renowned and wide-reaching trade publications within the German-speaking printing industry. With a job advertisement on jobs.print.de, you can reliably reach specialists and managers in all segments of the printing branch.

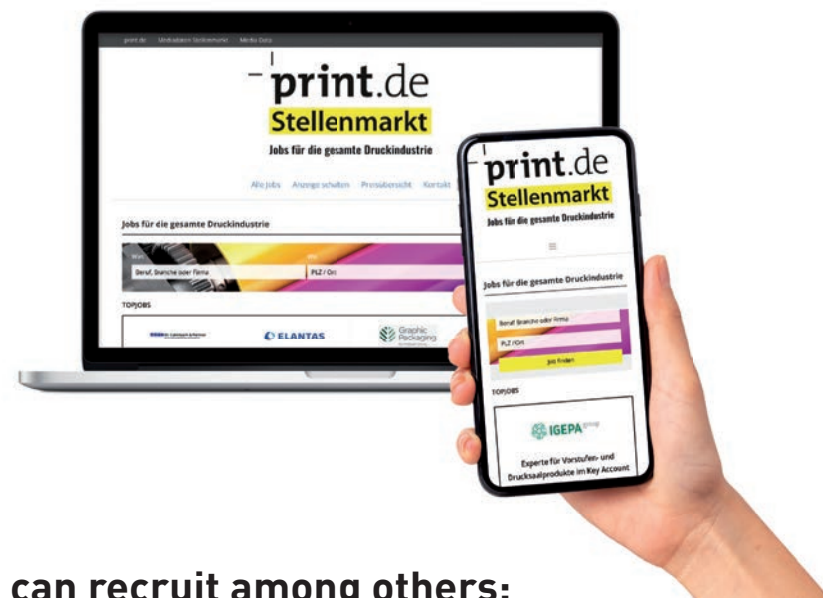
Professionals in publication printing, advertising technology and in large-format digital printing, as well as packaging and label printing, regularly rely on the information offered in print, online and at events. Reap the benefits from the high attention of the market-leading trade publications and place your job ads in the industry's largest job market on print.de and Deutscher Drucker!

The publishing program is supplemented by the trade publications Grafische Palette, Flexo+Tief-Druck und Etiketten-Labels, the annual industry Print & Media Awards, as well as by popular digital event formats such as Print Innovation Week, Postpress Summit and Packaging Days.

**For job seekers in the printing branch, there's simply no way around the print.de/Deutscher Drucker job market!**

As an employer, you can benefit from many further features and benefits:

- You reach a purely professional target group without wastage, with maximum reach across all channels– Online, mobile and print!
- First-class performance values of newsletters, websites and print
- Easy, comfortable and fast placement of job ads with automatic verification and quality assurance
- High price price/performance effectiveness



**You can recruit among others:**

**INDUSTRIAL FOREMAN (M/W/O)**

**BOOKBINDER (M/W/D)**

**DIGITAL UND PRINT MEDIA DESIGNER (M/W/O)**

**SALES ACCOUNT MANAGER (M/W/O)**

**OFFSET PRINTER/MEDIEN TECHNOLOGE (M/W/O)**

**PACKAGING PRINTER (M/W/O)**

**SALES MANGER REP (M/W/O)**

**PRINTER / LOGISTICIAN (M/W/O)**

**DIGITAL PRINTER (M/W/O)**

**MACHINE AND PLANT OPERATOR (M/W/O)**

**SOFTWARE DEVELOPER (M/F/D)**

**PACKAGING TECHNOLOGIST (M/W/O)**

**MEDIA TECHNOLOGY PRINT PROCESSOR (M/W/O)**

**DEPARTMENT HEAD OFFSET PRINTING (M/W/O)**



## PRODUCT PORTFOLIO OVERVIEW

### PRINT

Deutscher Drucker is the No. 1 trade magazine for the printing and media industry!

- Publication frequency: 16 issues per year
- Total circulation (TvA): 2,806 \*
- Sold circulation: 2,046 \*
- Subscription share thereof: 1,936 \*

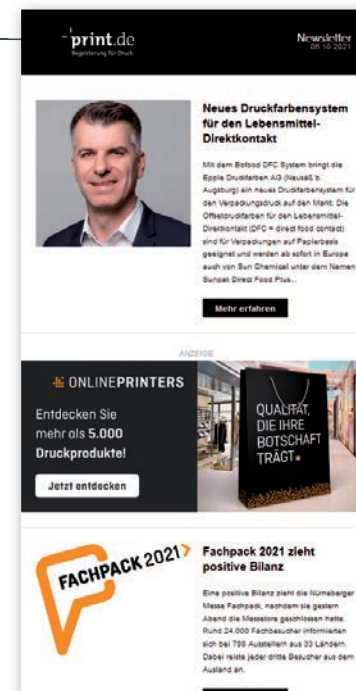
\* IWW average II. Quarter 2024



### NEWSLETTER

- Newsletter subscribers weekly: 7,500
- Newsletter subscribers daily: 7,500
- Newsletter subscribers Jobs of the week: 8,250
- Newsletter subscribers Large Format Print: 760

By opting in (consenting to receiving emails) subscribers signal their wish to be contacted regularly. The content is therefore awaited, desired and highly trusted.



### WEBSITE

www.print.de

- Visits: 125,680
- Page Impressions: 283,908
- \* IWW II/2024

### Social Media

- Facebook fans: 4,620
- LinkedIn: 3,280

The reach of your job advert can be increased with a social media push (Facebook, LinkedIn) or a Google Boost.



### EVENTS

Our successful and diverse events broaden the magazine- and portal's target audience in the printing branch ideally.

**PACKAGING DAYS**  
Verpackungsdruck & Etikettenproduktion

**PRINT INNOVATION WEEK**

**PostPress Summit**  
Die wichtigsten Trends in der Druckweiterverarbeitung

**Druck & Medien AWARDS**

## ONLINE JOB VACANCY ADS

### SERVICE HIGHLIGHTS

- appears for 60 / 90 / 120 days in mobile optimized online Job Market
- personal contact partner
- 50 % discount for start-ups

### USER GROUPS

Heads of Sales/Marketing, CEOs/ Managing Directors, Department Heads, Print Department Managers, Sales Managers, Heads of Production, IT Administrators, Printers/ Media Technicians, Media designers, Bookbinders, Packaging Printers, Technicians/Masters

### PLACEMENT

Please note that only one position can be advertised at a time. A placement is possible at any time via the self-entry tool at: <https://bit.ly/3BkhZa7>

\* Prices in Euro plus vat/sales tax. The GTCs of the publishing house apply. Prices for job adverts are not discountable. 15 % commission is only payable for the placement of third party orders and is only granted to registered advertising agents. You can download the GTCs here: [www.ebnermedia.de/ebvm/agb](http://www.ebnermedia.de/ebvm/agb)

### FORMATS AND PRICES

| ALL IN ONE <b>BESTSELLER</b>  | Price*  |
|---|---|
| <b>Designed Ad in your CI / CD</b>  | <b>90 Days</b> € 1,395.00<br>instead € 1,792.00 |
| <ul style="list-style-type: none"> <li>• All the advantages of the CLASSIC online job vacancy ad</li> <li>• Extended term of 90 days</li> <li>• incl. TOPJOB</li> <li>• incl. Refresh</li> <li>• incl. Social Media Push Small</li> </ul> |   |

| CLASSIC  | Price*                    |
|--|---------------------------|
| <b>Designed Ad in your CI / CD</b>   | <b>60 days</b> € 1,195.00 |
| • Full service: On request, advert design according to your input without additional costs | 90 days + € 200.00        |
| • Logo display in search results list  | 120 days + € 300.00       |
| • Linking of job ad in print.de Newsletter   |                           |

| BASIC   | Price*                  |
|---|-------------------------|
| <b>Template-based display according to predefined layout without images, only self-entry possible</b> | <b>60 days</b> € 895.00 |
| • Logo display in search results list   | 90 days + € 200.00      |
| • Linking of job ad in print.de Newsletter  | 120 days + € 300.00     |

| ADDITIONAL SERVICES   | Price*    |
|---|-----------|
| <b>Social Media Push</b>  |           |
| We place your job advert specifically in social media - so you can also attract passive candidates!                   |           |
| • <b>Small package:</b><br>Targeted placement of your job advert in social media                                      | + 249,- € |
| • <b>Medium package:</b><br>Approx. doubled reach compared to Social Media Push Small                                 | + 479,- € |
| • <b>Large package:</b><br>Approx. quadrupled reach compared to Social Media Push Small                               | + 899,- € |
| <b>TOPJOB placement</b>   |           |
| • TOPJOBs are placed prominently above the other jobs and in the rotation banner at the top with a link to the advert | + 99,- €  |
| <b>Refresh</b>  |           |
| • Date refresh after 30 days / advert moves to the top  | + 49,- €  |



| FLATRATE  | Price*     |
|---|------------|
| Place an unlimited number of CLASSIC online job adverts within 6 months, duration 60 days | € 3,945.00 |

| Contingents   |      |
|---|------|
| Discount per ad on listed price<br>(subject to a period of 12 Months) |      |
| 3 ads   | 16 % |
| 5 ads   | 21 % |
| 10 ads  | 26 % |
| 20 ads  | 39 % |




## ONLINE+PRINT


With a print ad in the job market section of the trade magazine “Deutscher Drucker”, you additionally get into contact with professionals interested in job offers in the printing industry.

You are addressing all readers, as job ads arouse curiosity – a good opportunity to reach people who are latently looking and feel particularly addressed by your offer!

Highlight the value of your search for suitable employees for a position at your company with a print ad in the job market section!

*The prices stated are surcharges on the placement of an online job advert at a price of € 1,195.00 (CLASSIC)*

| Ad  | Format    | Price Print* |
|---|-----------|--------------|
|  | 202 x 267 | + € 3,495.00 |
| 1/1 page  |           |              |
|  | 202 x 124 | + € 1,395.00 |
| 1/2 page horizontal   |           |              |
|  | 99 x 267  | + € 1,395.00 |
| 1/2 page vertical   |           |              |

| Ad  | Format   | Price Print* |
|---|----------|--------------|
|  | 99 x 124 | + € 490.00   |
| 1/4 page  |          |              |

Format in print space, width x height in mm

**\* Price surcharge on online job ad in euro plus vat.**  
The GTCs of the publishing house apply. Prices for job adverts are not discountable. 15% commission is only payable for the placement of third party orders and is only granted to registered advertising agents.  
You can download the GTCs here:  
[www.ebnermedia.de/ebv/agb](http://www.ebnermedia.de/ebv/agb)



### DATES 2025:

| Issue   | EVT        | AS und DU  | Issue   | EVT        | AS und DU  |
|---------|------------|------------|---------|------------|------------|
| 01/2025 | 23.01.2025 | 16.01.2025 | 09/2025 | 26.06.2025 | 18.06.2025 |
| 02/2025 | 13.02.2025 | 06.02.2025 | 10/2025 | 17.07.2025 | 10.07.2025 |
| 03/2025 | 06.03.2025 | 27.02.2025 | 11/2025 | 11.09.2025 | 04.09.2025 |
| 04/2025 | 03.04.2025 | 27.03.2025 | 12/2025 | 25.09.2025 | 18.09.2025 |
| 05/2025 | 24.04.2025 | 17.04.2025 | 13/2025 | 09.10.2025 | 02.10.2025 |
| 06/2025 | 08.05.2025 | 20.04.2025 | 14/2025 | 30.10.2025 | 23.10.2025 |
| 07/2025 | 22.05.2025 | 15.05.2025 | 15/2025 | 20.11.2025 | 13.11.2025 |
| 08/2025 | 05.06.2025 | 28.05.2025 | 16/2025 | 11.12.2025 | 04.12.2025 |

EVT = Publication date / AS = Ad booking deadline by 12pm / DU = Print data submission deadline

### Contingents

Discount per ad on listed price  
(subject to period of 12 Months)

|        |      |
|--------|------|
| 3 ads  | 16 % |
| 5 ads  | 21 % |
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## PRINT | TECHNICAL SPECIFICATIONS – DATA TRANSFER

### MAGAZINE INFORMATION

MAGAZINE format: 230 mm width, 300 mm height

Print space: 206 mm width, 269 mm height

Column width: 66 mm/49 mm

Number of columns: 3/4

### PRINT

Printing process: Offset printing, 80s screen

Paper: 90 g Claro Bulk, Paper class SK3, wood free

### TECHNICAL SPECIFICATIONS

Print data submissions: PDF/X3 or PDF/X4 in CMYK mode, PSO coated\_v3\_eci.icc  
3 mm bleed on all sides, apply register or bleed marks,  
embed fonts and images. To avoid image elements or text  
sliding unintentionally into the bleed, please keep 5 mm  
distance from the page margin.

Profile: PSO Coated v3 (ECI)

Datacompression: SIT, SITX, SEA (Mac), ZIP (PC)

Data transfer e-Mail: jobs@print.de

Extra charges: Changes to data submitted, carried out by the publishing  
house, are subject to costs calculated.



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