



# media data 2010

## Behörden Spiegel and Public Procurement special

Nr. 19/2009

## **Behörden Spiegel - the Newspaper**

With 25 years of successful community building – the Behörden Spiegel is the Officials' newspaper. An IVW-audited publication: monthly press run: 104 000 copies

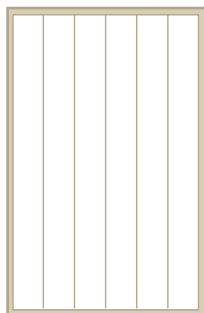
With its net monthly press run of 104.000 for a total distribution of 96.833 (4th quarter IVW-audited figures), the Behörden Spiegel has the widest circulation of any independent newspaper for civil servants in Germany. It is distributed by mail and through official channels and may also be purchased from newsagents. In addition, its distribution in the larger official organisations is guaranteed through both individual and bulk subscriptions (purchases in large numbers). In geographical terms, it targets the federal capital Berlin, Bonn, the 16 provincial capitals, and, finally, each municipal and district locality. As most copies are delivered directly to official departments, information carried by the Behörden Spiegel reaches our readers directly at the workplace and during office hours.

## **Wide Distribution Network**

Federal, provincial and municipal authorities are the three pillars of our distribution network. However, in addition to civil service subscribers, we have a regular readership in trade associations, foreign missions, professional associations and civil service trade unions as well as industrial agencies. Circulation of the Behörden Spiegel is particularly strong in many cities where the higher federal and provincial authorities or central official institutes are to be found. Bulk subscribers include the Robert-Koch-Institute in Berlin, the Federal Office of Defence Technology and Procurement in Koblenz, the Federal Administration Office in Cologne, the Federal Criminal Police Office in Wiesbaden, the Federal Agency for Occupational Health, Safety and Medicine in Dortmund, the German Meteorological Service in Offenbach, the Federal Aviation Authority in Brunswick, Federal Police Headquarters in Potsdam, and the Ministries that have remained in Bonn. The Behörden Spiegel also reports on subjects related to local government and local government-owned companies as well as functions outsourced by the public authorities. Consequently, this specialised newspaper for civil servants has attracted a readership among the managerial staff of the 12.000 municipal and district authorities across Germany.

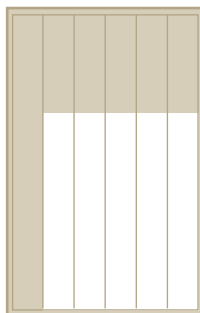
## **Community Building Role**

The newspaper's topical information and reports on areas from local to federal authority level reach the most important decisionmakers at local, provincial and federal levels, including elected representatives in all areas of policy-making. An online portal providing additional background material to supplement the articles in the Behörden Spiegel, and two weekly newsletters (EGovernment/ ITC; Security), further reinforce the community building role this leading medium, Behörden Spiegel, plays for the civil service. The paper's economics section, "Procurement", discusses contemporary issues in the area of public procurement law, presents examples of best practices, and reports on new products and services. In addition, there are selected focus topics each month which you can find in the detailed list presenting an overview of the individual subjects covered from January to December.



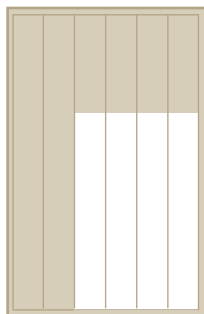
## Full page

Type Area  
285 mm x 430 mm  
black/white:  
7.688,-Euro  
4 colours:  
10.622,-Euro



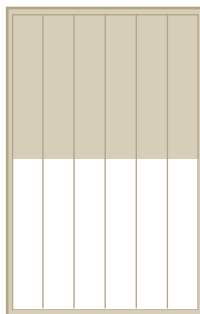
## DIN A4 page

6 columns /horizontal  
285 mm x 215 mm  
black/white:  
4.425,-Euro  
4 colours:  
7.359,-Euro



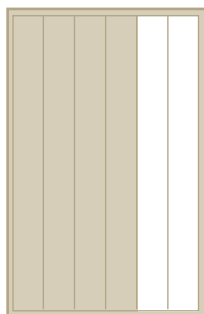
## Juniorpage

Type Area  
189 mm x 275 mm  
black/white:  
3.278,-Euro  
4 colours:  
6.212,-Euro



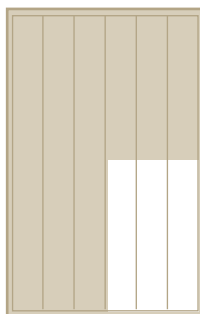
## Half page

6 columns  
285 mm x 144 mm  
black/white:  
3.844,-Euro  
4 colours:  
6.778,-Euro



## Third page

2 columns  
93 mm x 430 mm  
black/white:  
2.562,-Euro  
4 colours:  
5.496,-Euro




## Quarter page

3 columns  
141 mm x 215 mm  
black/white:  
1.922,-Euro  
4 colours:  
4.856,-Euro

## Newspaper Behörden Spiegel

Publishing Company: ProPress Publishing Group Ltd., Bonn/Berlin  
Postal Address: Am Buschhof 8, 53227 Bonn, Germany  
phone and fax: +49/228/970 970; fax +49/228/970 97-75  
E-Mail: anzeigen@behoerderspiegel.de  
Advertising Manager: Helga Woll

## Circulation

Total Circulation: 104,000 copies –  certified

The IVW is the information community for the verification of the circulation of printed media

Geographical Breakdown: Germany 94%, Austria 4%, Switzerland 2%  
Issue price: 1,50 Euro  
Frequency: monthly  
Distribution: Subscription & Newsstall  
Established: April 1985

## Advertisement Rates

Basic Rates: 1/2 Page: 3.844,- Euro 1/1 Page: 7.688,- Euro  
Colour Surcharge:  
•per colour (HKS Z Euroscale): + 978 Euro  
•4 colour: + 2.934 Euro  
Millimeter / Column: 2,98 Euro  
Special placement: + 10%  
Terms of Payment: 14 days after publication,  
3% discount by payment in advance

## Discounts

|           |     |            |              |
|-----------|-----|------------|--------------|
| 1.290 mm  | 3%  | 1/2 page   | 3 issues 2%  |
| 2.580 mm  | 6%  | 1/1 page   | 6 issues 4%  |
| 7.740 mm  | 10% | 3/1 pages  | 12 issues 6% |
| 15.480 mm | 15% | 6/1 pages  | 24 issues 8% |
| 30.960 mm | 20% | 12/1 pages |              |

It is not possible to combine these discounts.

## Technical Information

Type Area: 285 mm (Width) 430 mm (Height)  
Raster: 71 lpi - 137 lpi  
Data formats: .eps, .tif, pdf ready to print at minimum 300 dpi  
by E-Mail: satz@behoerderspiegel.de  
Printing method: web offset

## Bank account

Sparkasse Köln/Bonn, Account-Nr.: 750 30 63, Bank Code-Nr.: 370 501 98, IBAN=DE06370501980007503063, BIC=COLSDE33=Swift-Code, VAT Nr.: DE 122275444

- ▶ **13<sup>th</sup> European Police Congress**  
2nd - 3rd February 2010, bcc Berliner Congress Center [www.european-police.eu](http://www.european-police.eu)
- ▶ **1. Bundeskongress "Smart Metering"**  
8th - 9th February 2010, dbb Forum Berlin [www.smart-metering-kongress.de](http://www.smart-metering-kongress.de)
- ▶ **3. Bürgermeisterkongress**  
12th - 13th 2010 April, Bad Neuenahr/Ahrweiler [www.buergermeisterkongress.de](http://www.buergermeisterkongress.de)
- ▶ **13. Effizienter Staat**  
27th - 28th 2010 April, dbb forum berlin [www.effizienter-staat.de](http://www.effizienter-staat.de)
- ▶ **3. Bundeskongress Haushaltsmodernisierung**  
7th June 2010, dbb forum berlin [www.haushalt-modern.de](http://www.haushalt-modern.de)
- ▶ **5. Demographiekongress**  
31st August - 1st September 2010, dbb forum berlin [www.best-age-conference.com](http://www.best-age-conference.com)
- ▶ **6<sup>th</sup> European Congress on Civil Protection and Disaster Management**  
8th - 9th September 2010, Bonn [www.civil-protection.com](http://www.civil-protection.com)
- ▶ **5. Bundeskongress ÖPP**  
28th September 2010, Stadthalle Bonn/Bad Godesberg [www.dppp.de](http://www.dppp.de)
- ▶ **PITS 2010 – Kongressmesse "Public IT-Security"**  
6th - 7th October 2010, dbb forum berlin [www.public-it-security.de](http://www.public-it-security.de)
- ▶ **9<sup>th</sup> Congress on European Security and Defence – Berlin Security Conference**  
9th - 10th November 2010, bcc Berliner Congress Center [www.euro-defence.eu](http://www.euro-defence.eu)
- ▶ **e-NRW**  
November 2010, Düsseldorf [www.e-nrw.info](http://www.e-nrw.info)

For further information or sponsoring options at congresses please contact [kongress@behoerdenspiegel.de](mailto:kongress@behoerdenspiegel.de)

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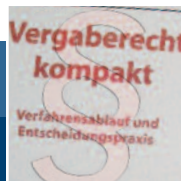
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