

NEW BUSINESS

Media Kit 2015

Rates. Specifications.

Topics. **Deadlines.**

Circulation. Reach.

Target-oriented. **Comprehensive.** Effective.



The **NEW BUSINESS** magazine for entrepreneurs has been providing valuable information about top companies for its readers and clients for 22 years. The magazine highlights the companies' performance characteristics, portrays winners of the industrial and business world and provides numerous interesting and valuable suggestions for the B2B target group of decision-makers, managers and opinion leaders with dozens of special interest topics due to its 'magazine-within-the-magazine' structure.

As a monthly magazine **NEW BUSINESS** focuses on topics that are essential and very helpful for every entrepreneur, freelancer and everybody who considers taking the plunge into the business world. From individual cover stories and comprehensive special topics to special editions: we deliver the necessary tips, tricks and information for your knowledge lead and competitive edge.

The **NEW BUSINESS** publishing company works with renowned cooperation partners such as the Austrian Federal Economic Chamber to ensure target-oriented marketing and top-rate target audiences for its clients. Due to years of distribution of our magazine via the newspaper 'WirtschaftsBlatt' we established a healthy base of independent, financially strong and economically important subscribers which we can offer you in addition to our **NEW BUSINESS** subscribers.

More than 1,000 clients are already working successfully with our services – make our services work for you too!



Target-oriented. **Industry-specific.** Effective.

NEW BUSINESS specials focusing on individual Austrian provinces

NEW BUSINESS presents one specific Austrian province in nine of its eleven issues every year – these specials are published in the magazine itself and as an independent production run. The **circulations** of these independent production runs range from 15,000 to 45,000 (depending on the size of the respective province). They are compiled in cooperation with the respective provincial government and the local Chambers of Commerce. These issues are distributed via the local magazines of the local Chambers of Commerce.

Therefore you achieve and benefit from a perfectly structured reach in the national and regional B2B sector!

NEW BUSINESS Innovations Journal for innovation, technology & industry

The business world is always in motion. Every day thousands of companies further establish our country's outstanding reputation around the world with their products and services. NEW BUSINESS Innovations has become a top-class trade magazine and presents exactly those companies with industry-specific special topics including automation, plant engineering, CNC, energy, metrology, environmental technology, high-tech and many more. NEW BUSINESS Innovations is a **supplement** to regular issues of NEW BUSINESS and distributed separately as a stand-alone issue on high-quality printing paper.

This is a unique opportunity: a business magazine and trade magazine - all in one!

NEW BUSINESS Guides

Our industry guides with up-to-date, practice-oriented and user-friendly topics including IT & telecommunication, logistics, automation, facility management, environmental technology and many more are top-quality reference books to provide you with even better information for your B2B communication.

You reach exactly those readers who are really interested in your services and products!



Target-oriented. **Compact.** Effective.



NEW BUSINESS PDF-Newsletters

NEW BUSINESS News

Up-to-date business info, portraits of top companies and industries, hotel tips, dates & events: we created the compact PDF newsletter NEW BUSINESS News in addition to our NEW BUSINESS print magazine to provide our readers with even faster access to interesting business news. These newsletters are published every second Tuesday evening/Wednesday morning.

The illustrated NEW BUSINESS News has already more than 60,000 online subscribers – in Austria and abroad.

www.newbusinessnews.at



EXPORT today

EXPORTER'S weekly was yesterday – EXPORT today is today! EXPORTER's weekly was a weekly PDF-newsletter which has been published by the New Business publishing house and its partner company CPG on behalf of the **Austrian Federal Economic Chamber (AWO)** since 2005. As it turned into one of the most successful PDF-newsletter in Austria, we decided to rename it to **EXPORT today** in 2012.

Events, tips, dates, export-stars and companies on the rise: **EXPORT today** focuses on export - the key issue of today's business world.

EXPORT today is published every Thursday evening/Friday morning and has already become a vital source of information and news for more than 50,000 successful companies!

www.exporttoday.at

NEW BUSINESS and Marketagent.com

The Marketagent.com institute – one of the most renowned research institutes in the German-speaking region – works with our online B2B subscribers to provide its clients with a valuable target group for very specific marketing management.

Marketagent.com's managing director Mag. Thomas Schwabl says: "Our cooperation with NEW BUSINESS allows us to draw samples that cover the domestic corporate landscape in the best possible way. We can reach a broad array of decision-makers from a multitude of industries to realise sophisticated market and opinion research in the B2B sector – quick, cost-efficient and across all media."

MARKETAGENT.COM

Target-oriented. **Powerful.** Effective.

Circulation and distribution of NEW BUSINESS magazine

11 issues of NEW BUSINESS are published every year with a **circulation** of 55,000 per issue. These issues are accompanied by separate special issues that focus on individual federal provinces (additional circulations range from 15,000 to 45,000 per special issue).

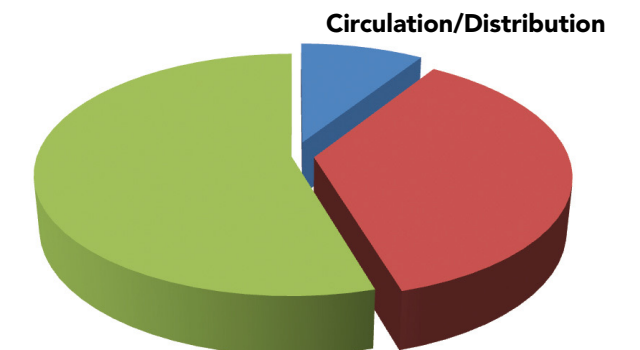
Our readership consists of important private and industrial companies. Due to years of distribution of our magazine via the newspaper 'WirtschaftsBlatt' we established a healthy base of independent, financially strong and economically important subscribers which we can offer you in addition to our NEW BUSINESS subscribers. After precise research we also bought thousands of personalised addresses of the most important industries from the European market leader Schober Group.

The age of our **average target group** ranges from 25 to 60. Our readers are either entrepreneurs or in executive positions (managing directors, board members, authorised officers, CIO's, management assistants, assistants to the executive board, marketing directors, purchasing directors, etc.)

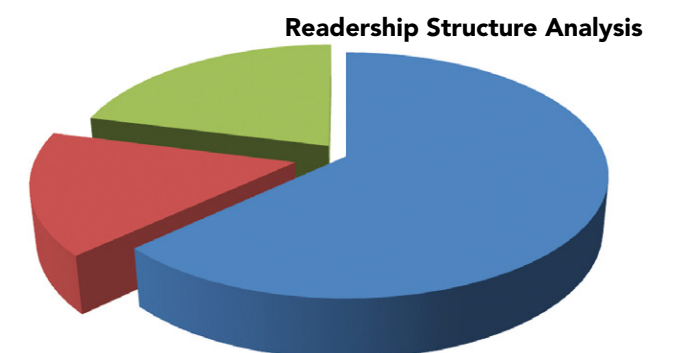
We cover a heterogenous range of industries: from traditional industrial enterprises to lawyers, tax consultants, logistics specialists, car suppliers, marketing or service companies and tourism businesses. Our addresses are personalised – you will reach small-scale businesses as well as world's largest companies with our NEW BUSINESS pool.

NEW BUSINESS can offer you 65,000 distinguished readers - if we include provincial special issues, you will even reach up to 110,000 readers!

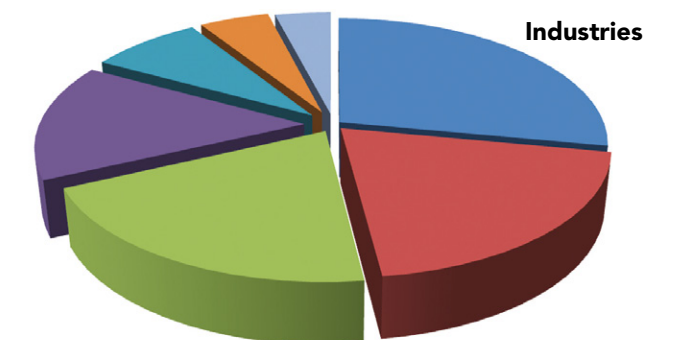
We guarantee a top-rate and powerful target group for your commercial success!



■ 20.000 Subscribers, incl. WirtschaftsBlatt-combo subscribers
■ 30.000 Schober Group's personalised addresses
■ 5.000 Kiosks and other distribution channels



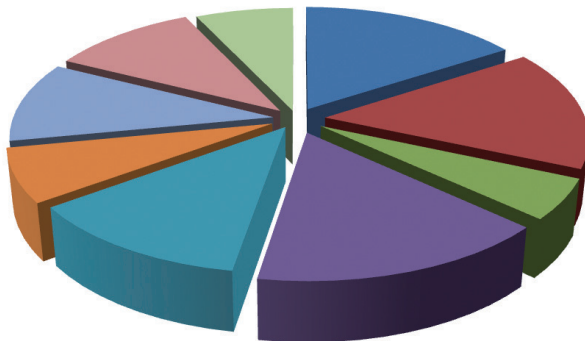
■ 16 % Executive Employees / Co-deciders
■ 21 % Commercial/Technical Executives
■ 63 % Managing Directors/Board Members/Company Owners



■ 28 % Industry/Energy/Environment
■ 20 % Transport/Logistics
■ 20 % Technology/IT/Telecommunications
■ 15 % Trade/Commerce
■ 8 % Money/Credit/Insurance Business
■ 5 % Research/Development
■ 4 % Others (lawyers, business consultants, architects, tourism industry, municipal institutions)

Target-oriented. **Personable.** Effective.

Circulation of provincial specials in the respective newspapers of the local Chambers of Commerce



- 45.000 Vienna
- 45.000 Lower Austria
- 15.000 Burgenland
- 45.000 Upper Austria
- 35.000 Styria
- 20.000 Carinthia
- 30.000 Salzburg
- 30.000 Tyrol
- 20.000 Vorarlberg

Distribution of provincial specials

NEW BUSINESS's provincial specials reach your specific target group nationwide as well as in the respective provinces: our target group-oriented nationwide distribution network via magazines of the respective provincial chambers of commerce guarantee the best-possible awareness in one of the best B2B target groups of this country.

Provincial specials are created in cooperation with the respective provincial institutions and the Austrian Federal Economic Chamber.

What our customers say about us (excerpts):



We congratulate New Business, Mr Polak, and his entire team on their 20th anniversary. Our collaboration with New Business is characterised by a high standard of professionalism, competence as well as a good and fair business relationship. Their editorial staff stands for interesting and well-researched information for decision-makers of all industries and these articles are embedded in a creative and dynamic design. Therefore it provides an attractive environment for ABB.
Thomas Makrandreou, corporate communications ABB AG



PRISMA has been working successfully with New Business publishing for many years. We particularly appreciate the reliability, flexibility and commitment of Mr Polak and his entire team. We congratulate them on their 20th anniversary and are looking forward to working together on many further joint projects.
Marion Koll, corporate communications Prisma Kreditversicherungs-AG



NEW BUSINESS has been providing vital information for industry and economy for many years now. Raiffeisen always supports start-ups and therefore we have been working successfully with the advertising power of NEW BUSINESS for many years because this important topic gets continual and professional coverage. We wish you continued success in the future.
Dr. Leodegar Pruschak, CEO of Zentrale Raiffeisenwerbung



The 'New Business' magazine is exciting, beautifully designed and diversified. The 'New Business' team provides very friendly, competent and personal support. Flexibility, quick responses and meeting individual customer requirements are a matter of course for the magazine's editorial staff. Siemens is well represented in this magazine and I am looking forward to continuing our cooperation in the future.
Susanna Sturm, Siemens AG Austria



Our collaboration with New Business has always been excellent over the years. I would particularly like to highlight the competent and personal service as well as the quick and precise implementation of our orders. New Business is a true classic and widely popular - therefore we always reach our target group perfectly. I wish you continued success for the upcoming years!
Herbert Auer, chairman, VB Factoring Bank AG

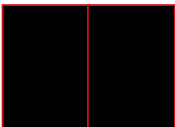


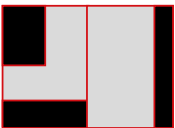


To walk with the client is the road to success. This becomes particularly apparent in the articles of New Business. Its editorial staff researched and presented our feature excellently. This article shows our 20 years of success as an exciting life work story.
Ing. Wolfgang Huemer, CEO, Zoller Austria GmbH

Topics. Dates.

Issue	Key Topics	Date of Publication	Copy Deadline
1	IT Guide Education and further training Trade fair Wels	30. 01. 2015	16. 01. 2015
2	Metal, production, engineering Safety, investment Province of Carinthia	27. 02. 2015	13. 02. 2015
3	FACILITY MANAGEMENT Guide Trade fair Smart Automation Province of Lower Austria	27. 03. 2015	13. 03. 2015
4	LOGISTICS Guide Energy, environmental protection Province of Vienna	30. 04. 2015	17. 04. 2015
5	AUTOMATION Guide Plastic and Packaging Province of Burgenland	29. 05. 2015	15. 05. 2015
6	ERP & CRM Industry Province of Tyrol	26. 06. 2015	12. 06. 2015
7	All about your company EDUCATION-Guide Province of Upper Austria	28. 08. 2015	14. 08. 2015
8	IT & Software solutions Gifts & Lifestyle Province of Styria	25. 09. 2015	11. 09. 2015
9	ENVIRONMENTAL TECHNOLOGY & ENERGY Guide Top industry-ranking Province of Vorarlberg	23. 10. 2015	09. 10. 2015
10	INDUSTRY Guide Business location Austria Province of Salzburg	20. 11. 2015	06. 11. 2015
11	'Best of Leading Companies' Research & development Review and outlook	31. 12. 2015	11. 12. 2015

Specifications. Rates.

Format	Type Area (width & height in mm)	Trim (width & height in mm)	Rates (in €)
 2/1	395 x 250	420 x 280	9.500,—
 1/1	185 x 250	210 x 280	5.300,—
 1/2	wide: 185 x 120 tall: 90 x 250	wide: 210 x 135 tall: 100 x 280	3.150,—
 1/3	wide: 185 x 80 tall: 60 x 250	wide: 210 x 94 tall: 70 x 280	2.650,—
 1/4	DIN: 90 x 123 wide: 185 x 60 tall: 43 x 250	DIN: 105 x 140 wide: 210 x 70 tall: 52 x 280	1.950,—

RATES AND OPTIONS FOR YOUR ONLINE AD:
please contact marketing@newbusiness.at

Rates for special placements (flap, banderole on a cover, split cover, etc.) are available upon request.
All rates are net prices and do not include any statutory taxes or duties.

SPECIAL PLACEMENT SURCHARGES 1/1 4C
Inside front cover +20%
Inside back cover +15%
Back cover +25%

TRIM ADVERTISEMENTS
Bleed: 5 mm out of trim, all 4 sides.
Elements running into bleed must allow at least 8 mm from trim.

INSERTS / SUPPLEMENTS
up to 20 gram € 120.-/thousand
up to 30 grams € 140.-/thousand
rates for more than 30 grams upon request
Tip-on cards (added mechanically, min. ad booking: 1/1 page) € 90.-/thousand

The. **New Business.** Team.



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Production:

Printing material:

Storage medium (CD-ROM, Zip 100),
e-mail, FTP upon arrangement with graphics department +43/1/235 13 66-720

File formats: InDesign, Photoshop (*.psd, *.eps, *.tiff), Freehand (*.eps), Illustrator (*.eps), print-quality PDF.

Please include all necessary image files, logos, fonts with printout as well as the editable original file!

Printing method: web-fed offset

Screen ruling: 60 lpcm

Printing order: black, cyan, magenta, yellow

Colour scale:

Print processes are generally done with the European scale therefore all lithos have to be delivered accordingly. Variations in tonal value are within the tolerance range of the printing process. Spot colours are available upon request and will incur surcharges.

Publisher's post address:

New Business Verlag GmbH
A-1060 Vienna, Otto-Bauer-Gasse 6
Phone: +43/1/235 13 66-0
Fax: +43/1/235 13 66-999
<http://www.newbusiness.at>

Place of publication:

New Business Verlag GmbH
A-1060 Vienna, Otto Bauer Gasse 6
Place of fulfillment and place of jurisdiction is the seat of the publisher.

Terms of payment:

If payment of the ad placement costs is made prior to the publishing date of the issue in which the ad is placed, the publisher grants a 2 % discount. The amounts are payable net cash within three weeks after the publication date.

Terms and Conditions:

Order placement

- Orders are subject to the general terms and conditions, the currently valid rate card for advertisements and our order confirmation
- The publisher reserves the right to reject advertising orders – including individual advertisements during the terms of an order – at its own discretion. The client will be notified of the rejection.

Order processing

- Advertisements shall be placed within one calendar year if collectively agreed discounts were received. The discount year may commence at the publication date of the first advertisement at the client's request.
- If an agreed order volume is not reached within the discount year due to one or more cancellations of publications the discount agreement remains unaffected by this.
- If an annual order is not fulfilled due to no fault of the publisher, the client must reimburse the publisher for the difference between the discount granted and the discount actually accepted.
- No guarantee can be given for the placement of advertisements in specific issues or specific places of an issue. The publisher reserves the right to reject the processing of accepted orders for technical or other reasons for which the client shall have no claim for compensation.
- Competitive exclusion cannot be agreed by the publisher.
- Text advertisements and advertisements which are not recognisable as advertising will be marked with the word 'Anzeige' ('Advertisement').
- The publisher guarantees the correct reproduction of the advertisement. Variations in tonal value shall be within the tolerance range of the printing process. Unusable or damaged advertisement data will be returned to the client. If an advertisement proves to be illegible, incorrect or incomplete, and where defective copy is not to blame, the client shall be entitled to price reduction or additional insertion of

the advertisement, but only to the extent to which the message of the advertisement was compromised. The publisher's liability shall not extend beyond the scope indicated above.

- If the material contains defects that are not immediately noticeable, but become apparent only during printing, the client shall not be entitled to assert any claims for inadequate printing.
- The publisher accepts no liability in the case of changes or cancellations requested by telephone.
- Proofs shall only be made available at the client's explicit request. The client shall be deemed to have given approval for printing if the proof is not returned by the deadline specified by the publisher.
- The obligation to hold printing material in safekeeping shall expire three months after the publication of the last advertisement.
- Objections must be reported within eight days after the publication date.

Charging and payment

- If the client does not pay in advance, the invoice is payable within the period indicated in price list.
- Advertisements may be produced without the base colour black; this does not affect calculation of the costs of the advertisement.
- The publisher is entitled to make the publication of further advertisements subject to the settlement of outstanding invoices.
- In case of delayed payment or failure to pay on the part of the client, the publisher is entitled to impose interest for delayed payment in the amount of 14 percent as well as collection costs. The publisher may suspend the execution of the order until payment is received.
- The costs of final artworks or other printing materials shall be borne by the client.
- If printing materials for colour advertisements consists of more than three colour elements the additional production costs for every additional colour image shall be charged separately.

- The client shall bear any additional costs incurred by late delivery of printing materials (three weeks before publication date).
- In the event of changes to the advertisement price list, the new conditions also have immediate validity for contracts which are already in force.
- In case of operational disturbances or force majeure the publisher is entitled to full payment of the advertisements published if 80 percent of the print run assured for the advertising order is met. For lower percentages, payment shall be calculated accordingly.
- The client shall receive a free sample after the publication of the advertisement.
- Advertising orders must be placed in writing and must be accepted in writing by the publisher; place of fulfillment is the seat of the publisher.
- The client guarantees the publisher and its staff, particularly the responsible editor, that the advertisement does not violate any legal provisions and that no rights of third parties are violated. The client shall hold the publisher and its staff harmless from and against any claim or cause of action arising out of the published advertisement and make full amends for any disadvantages that they suffer. The publisher and its staff shall not be obliged to check the advertisement or counterstatements accordingly.
- Free cancellations of booked advertisements by the client are possible until four weeks prior to the advertising deadline. For cancellations received after the advertising deadline, the client shall be obliged to pay the full amount of the order placed.
- Court of jurisdiction shall be Vienna.
- In case of a discrepancy between this English version and the German version of these Terms and Conditions the German version is the authoritative one and supersedes this English version.