

Media data 2017

viscom⁺
print & communication



- Magazine for printing technology and printed communication
- Is the official publication of graphic arts industry association viscom

www.viscomedia.ch

WEMF confirmed



Advertising Rates and Conditions in CHF plus 8,0% Value Added Tax



Advertising commercials

Size	upright	across page	b/w	2-colors*	4-colors*
1/1 page	186 × 268 mm		2990.–	3490.–	4490.–
1/1 page, bleed	216 × 303 mm				
1/2 page	91 × 268 mm	186 × 132 mm	1495.–	1745.–	2245.–
1/3 page	59 × 268 mm	186 × 86 mm	996.–	1246.–	1746.–
1/4 page	91 × 132 mm	186 × 64 mm	747.–	997.–	1497.–
1/8 page	91 × 64 mm	186 × 30 mm	374.–	624.–	1124.–

*Pantone colours are reproduced with process colours.

Inserts

Advertising value	3190.–
Loose inserts (up to 50 g)	
Format 203 × 291 mm, plus postage/copy	–.11*
Surcharge for glued-in (format 213 × 306 mm) or stitched-in (right side additional 10 mm stitching edge)	1400.–

Conditions

10% commissions for agents

Buyer's Guide, What? Where?

Field 59 × 20 mm	2222.–
Color charge	500.–

Buyer's Guide

Cont. Stat. Printing/Print Finishing

4 fields 59 × 35 mm, flat rate	707.–
Color charge	500.–

Discounts for multiple insertions

Advertisements and inserts (for appointment adverts and want ads as well as for the Buyer's Guide, no discounts are given)

6× per annum	5% discount
12× per annum	10% discount
20× per annum	15% discount

Classified advertisements line/millimetre rate

Single column in 4-column text page	3.80
Single column in 3-column text page	5.05

Appointment adverts, want ads, misc. (incl. Internet)

Line/millimetre 1-column	3.10
1-column (43,5 mm) 3-columns (138,5 mm)	
2-columns (91 mm) 4-columns (186 mm)	
Color supplement (all sizes)	250.–
Chiffre (reply number) fee	15.–

Buyer's Guide

Advertising rates and terms available on request

Contents

Why should I read viscom print & communication?

The graphic arts magazine:

- reports comprehensively on the world of visual communication with special emphasis on print media
- is with a print run of 6497 copies (WEMF confirmed) the largest printing industry magazine
- is the favoured platform for commercial, industry specific advertising and for job advertisement
- is read by decision makers and opinion leaders in all levels of the industry
- is also interesting for readers outside management (printers, typesetters, apprentices, etc.)
- addresses readers in all parts of Switzerland (German, French and Italian speaking parts) and is therefore published in three different languages
- is the official publication of Viscom, the leading Swiss graphic arts industry association
- is member of Eurographic Press, the grouping of the leading European graphic arts magazines

Which subjects will I find in viscom print & communication?

- News from the industry
- Company management
- Marketing and advertising
- Business topics
- Premedia and prepress
- Print and technology
- Finishing and logistics
- Paper and board
- Informatics and Networking
- Packaging
- Publishing and printmedia
- Typography
- Education and training

viscomedia.ch is our online news and advertising platform.

This together with a 14-day newsletter.

Information about the publisher and technical information

Publisher

Verlagsgemeinschaft viscom

Print run

(WEMF confirmed): 6723 copies

thereof:

Members subscriptions	5502
Fully paid subscriptions	686
Free copies	309

Format

210 × 297 mm

Languages

German, French, Italian

Frequency

Twice monthly

Printing process

Sheet offset printing

Supply of print data

Preferred are PDF-files. All commonly used layout and graphic programs are accepted.

Data transfer

Information via telephone +41 (0) 71 272 74 37
Files to be sent to: office@viscomedia.ch

Proofs

Please include a contract proof or control print-out. O.K. to print is binding.

Resolution/Screen ruling

Standard values (2400 dpi, 60-line screen)
or see item supply of print data

Order extensions and cancellations

Discounts are given according to the price list. The time frame for discounts is 12 months from publication of the first advert.

Placing

Requests for placing are met within the confines of existing possibilities. They are binding only if a surcharge has been paid.

Inserts

Please send a sample in advance to clear up technical requirements.
Telephone +41 (0) 71 272 74 37
or office@viscomedia.ch

Trimming

Send pattern previously, clarify technical requirements: Telephone +41 (0) 71 272 74 37
Files to be sent to: office@viscomedia.ch

Publishing calendar 2017

Issue	focus	advert. deadline commercial	Inserateschluss appointments	publishing date
1/2	Ausblick 2017/Hunkeler	13.01.2017	20.01.2017	31.01.2017
3/4	Digitaldruck/Hunkeler	27.01.2017	03.02.2017	14.02.2017
5	Papier und Veredelung	17.02.2017	24.02.2017	07.03.2017
6	Aus-/Weiterbildung	03.03.2017	10.03.2017	21.03.2017
7	Empack/Verpackung	24.03.2017	31.03.2017	11.04.2017
8/9	Fespa/Large Format	12.04.2017	21.04.2017	02.05.2017
10	Druck und Technologie	05.05.2017	12.05.2017	23.05.2017
11	Weiterverarbeitung	24.05.2017	01.06.2017	13.06.2017
12/13	Aus-/Weiterverarbeitung/Vernetzung	16.06.2017	23.06.2017	04.07.2017
14/15	Swiss Emex/Marketing	04.08.2017	11.08.2017	22.08.2017
16	Druck und Mehrwerte	18.08.2017	25.08.2017	05.09.2017
17	Label und Large Format	01.09.2017	08.09.2017	19.09.2017
18	Zeitung	15.09.2017	22.09.2017	03.10.2017
19	Papier und Karton/Nachhaltigkeit	29.09.2017	06.10.2017	17.10.2017
20	Digitaldruck/Vernetzung	20.10.2017	27.10.2017	07.11.2017
21	Verpackung/Mehrwerte	03.11.2017	10.11.2017	21.11.2017
22	Veredelung	17.11.2017	24.11.2017	05.12.2017
23/24	Informatik	01.12.2017	08.12.2017	19.12.2017

Messen 2017

Hunkeler Innovationdays	20. – 23. Februar	Luzern
Easy Fairs Empack	26. – 27. April	Zürich
Fespa	8. – 12. Mai	Hamburg
SuisseEmex 17	29. – 30. August	Zürich
Labelexpo Europe	25. – 28. September	Brüssell
Fachpack	27. – 29. September	Nürnberg
World Publishing Expo	9. – 11. Oktober	Berlin
Ipex	31. Oktober – 3. November	Birmingham

Contact persons



Editorial topics

Paul Fischer
Telefon +41 71 272 72 48
paul.fischer@viscomedia.ch



Editorial office

Jürg Marti
Telefon +41 71 272 72 48
juerg.marti@viscomedia.ch



Rédaction romande

Philippe Evard
Téléphone +41 58 225 55 60
philippe.evard@viscom.ch



Advertising Director

Daniel Egger
Direktwahl +41 71 272 74 37
daniel.egger@viscomedia.ch



Administration

Tamara Morellini
Telefon +41 71 272 72 48
office@viscomedia.ch

Verlagsgemeinschaft viscom

St. Galler Tagblatt AG
Fürstenlandstrasse 122
Postfach 2362
CH-9001 St. Gallen
Telefon +41 71 272 72 48
Fax +41 71 272 74 87
office@viscomedia.ch
www.viscomedia.ch

Prices

Annual subscription 136.-
Foreign countries 176.-