

# novum world of graphic design

Advertising rates list no. 49  
effective from 1 January 2018.



Media pack  
2018

Since its launch in 1924 **novum** world of graphic design has been one of the world's leading and most influential design magazines.

Each month this award-winning international magazine (texts in German and English) presents inspiration, information, innovation and exclusivity for the graphic design and advertising sector. **novum** is renowned for its carefully researched and lavishly produced content, and its sophisticated visual identity. Each month novum features different cover materials and high-quality paper for the pages inside – to enhance the reader experience for our high-calibre audience from the creative sector.

**It's the medium that makes the difference.  
Including for your message!**

Test it for yourself – use **novum** as a platform for attracting attention to your products and company.

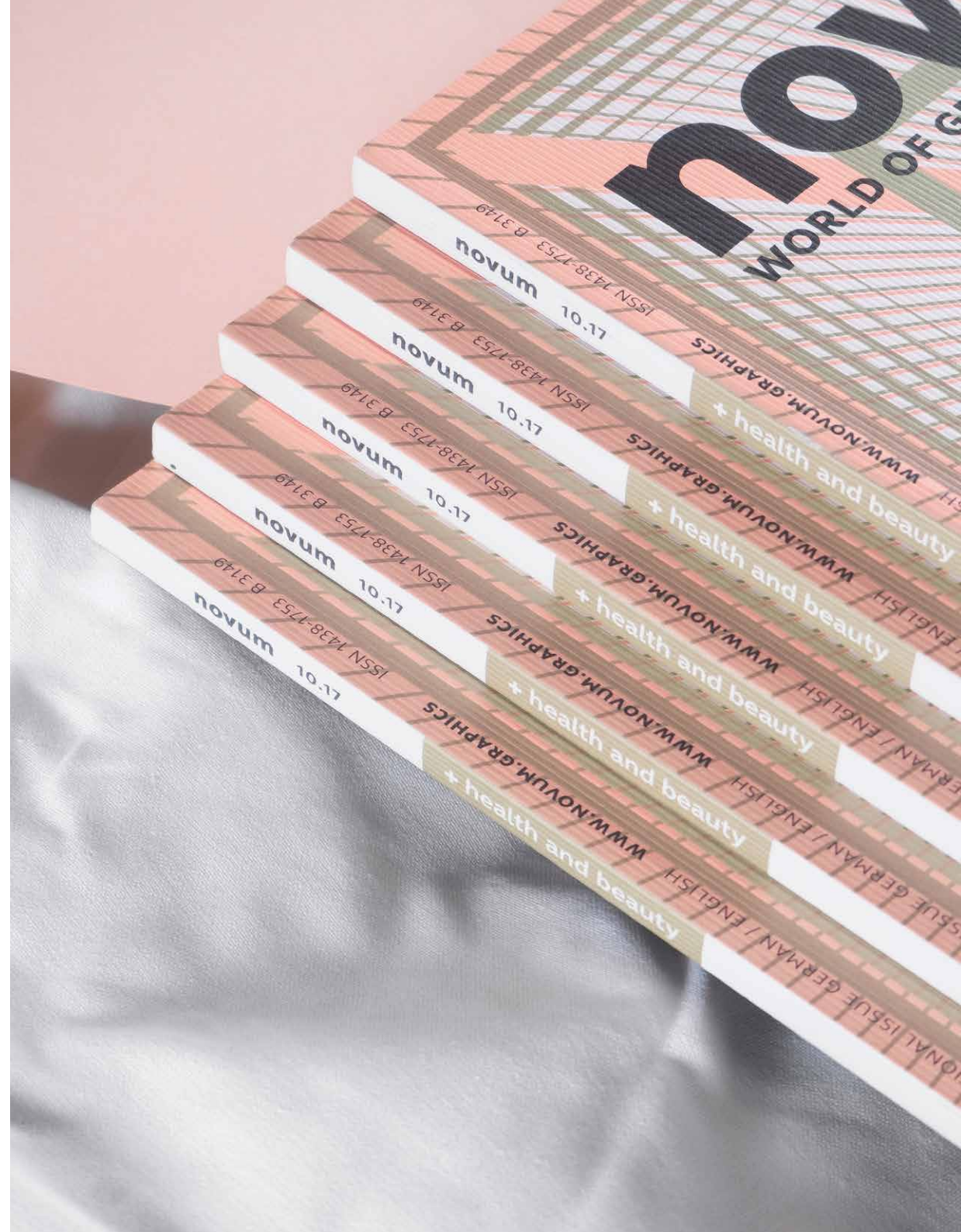
**Our credo on the web is: quality journalism for professional designers.**

Whether it's our website, the daily updated social media pages or the newsletter – all of our online media are characterised by our high standards in terms of content and design as well as high user numbers in the relevant target group.

**novum is a perfect platform for you to reach out intelligently and successfully to a top-flight audience of professional creatives.**

Your contact at novum for advertising:

**Christian Meier**  
meier@novum.graphics  
T: +49-89-36 88 81 84



### **We are a monthly magazine**

featuring the best in contemporary graphic design, illustration, photo design, online design, corporate design, advertising and typography.

Each month the **novum plus** section takes a close look at a different field of design. With its monthly focus on individual themes, e.g. paper, fashion, poster design or illustration etc., **novum** is a treasure chest of ideas and inspiration, a valuable and highly collectible resource.

### **07.18**

#### Tea & Coffee

Distribution date: 16.06.2018  
Booking deadline: 11.05.2018  
Copy deadline: 15.05.2018  
Inserts: 01.06.2018

### **11.18**

#### Creative Paper

Distribution date: 13.10.2018  
Booking deadline: 14.09.2018  
Copy deadline: 18.09.2018  
Inserts: 28.09.2018

### **01.18**

#### Theater

Distribution date: 16.12.2017  
Booking deadline: 13.11.2017  
Copy deadline: 16.11.2017  
Inserts: 01.12.2017

### **04.18**

#### Handmade

Distribution date: 17.03.2018  
Booking deadline: 16.02.2018  
Copy deadline: 20.02.2018  
Inserts: 02.03.2018

### **08.18**

#### Poster Design

Distribution date: 14.07.2018  
Booking deadline: 15.06.2018  
Copy deadline: 19.06.2018  
Inserts: 29.06.2018

### **12.18**

#### Editorial Illustration

Distribution date: 17.11.2018  
Booking deadline: 12.10.2018  
Copy deadline: 16.10.2018  
Inserts: 02.11.2018

### **02.18**

#### Illustration

Distribution date: 13.01.2018  
Booking deadline: 05.12.2017  
Copy deadline: 08.12.2017  
Inserts: 20.12.2017

### **05.18**

#### Fashion

Distribution date: 21.04.2018  
Booking deadline: 16.03.2018  
Copy deadline: 20.03.2018  
Inserts: 04.04.2018

### **09.18**

#### Interviews

Distribution date: 18.08.2018  
Booking deadline: 20.07.2018  
Copy deadline: 24.07.2018  
Inserts: 03.08.2018

### **03.18**

#### Gold

Distribution date: 17.02.2018  
Booking deadline: 19.01.2018  
Copy deadline: 23.01.2018  
Inserts: 02.02.2018

### **06.18**

#### Design & Architecture

Distribution date: 19.05.2018  
Booking deadline: 20.04.2018  
Copy deadline: 24.04.2018  
Inserts: 03.05.2018

### **10.18**

#### Shops

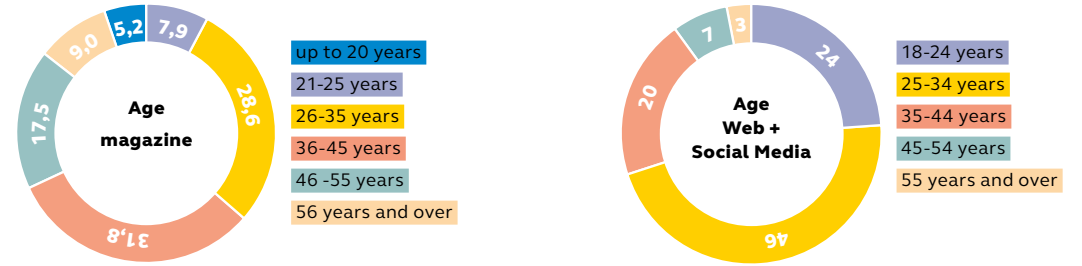
Distribution date: 15.09.2018  
Booking deadline: 17.08.2018  
Copy deadline: 21.08.2018  
Inserts: 31.08.2018

### **01.19**

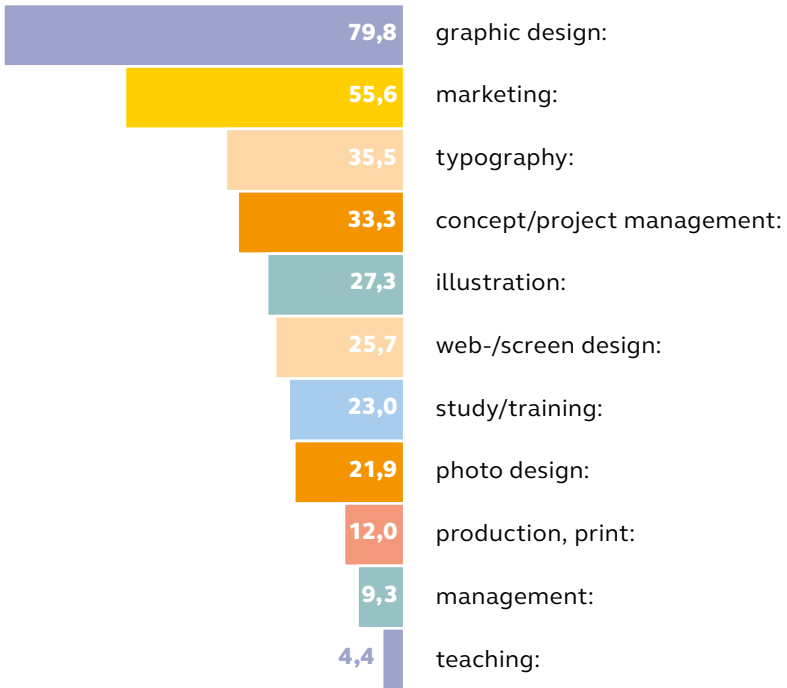
#### Materials

Distribution date: 15.12.2018  
Booking deadline: 14.11.2018  
Copy deadline: 20.11.2018  
Inserts: 30.11.2018

novum World of Graphic Design focuses on a professional readership from the field of design and advertising. About **20,000 design experts** read every issue (an average of 2.2 readers per copy). Introduce your products and services with novum to opinion leaders, early adopters and creative minds.



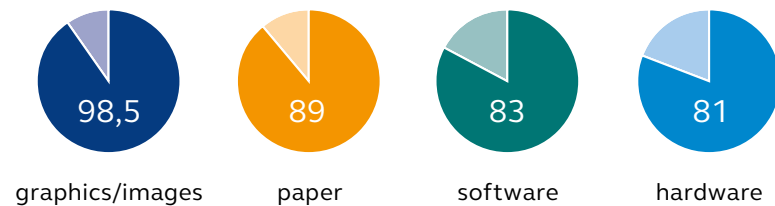
**main area of activity:**  
(multiple nominations)



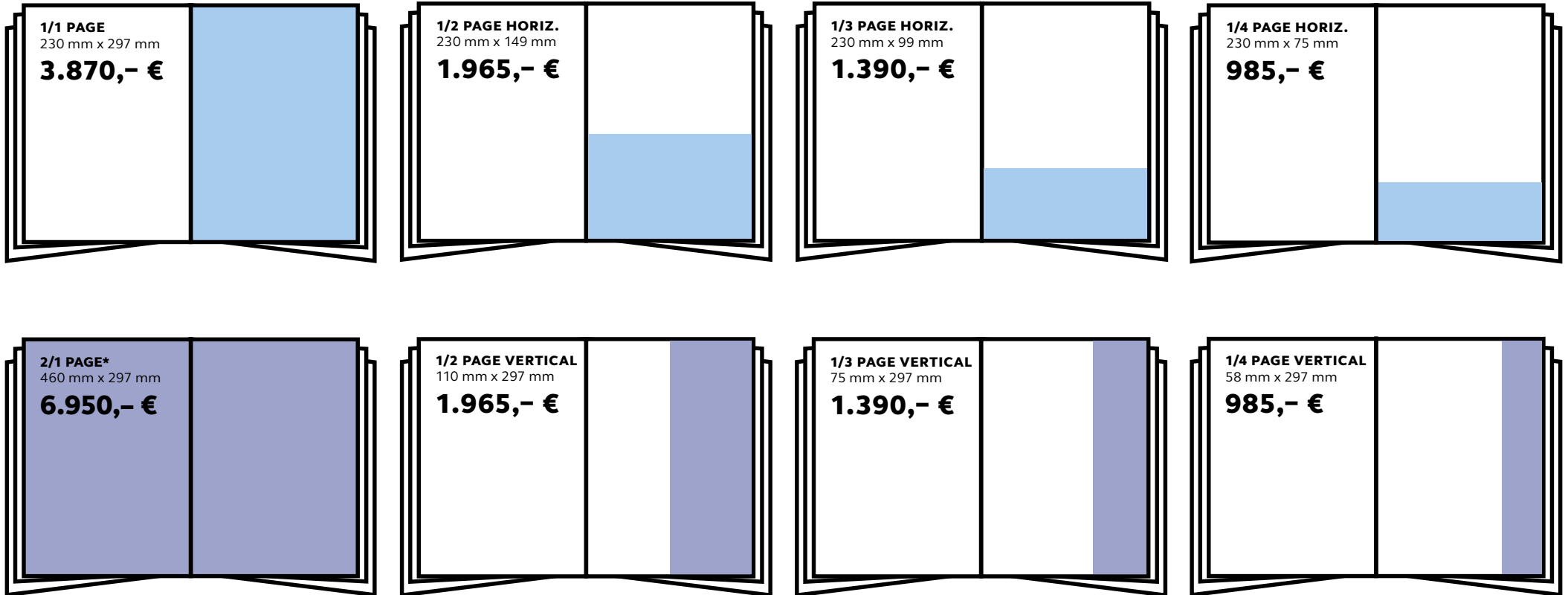
**Online coverage:**  
(August 2017)

Facebook: **26.300** Followers  
 Website: **14.568** Page views per month  
 Interaction core time: 9 am to 6 pm

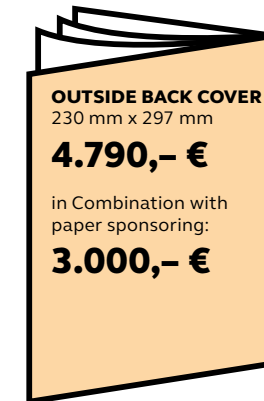
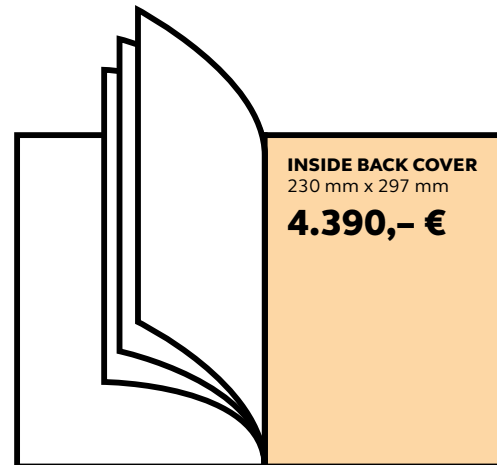
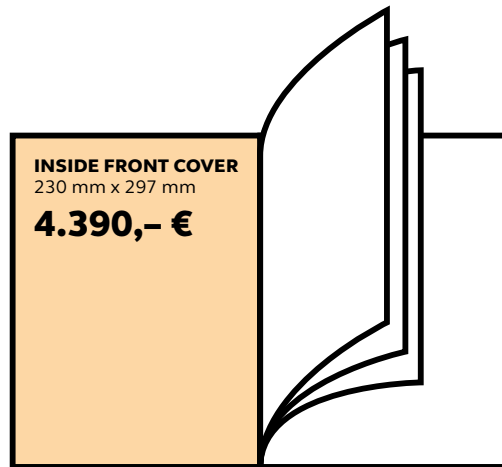
novum readers **decide on the purchase of...**  
(multiple nominations)



## Advertising: Ad Formats



Bleeds – **3 mm** trim allowance all around  
for full page ads.



Bleeds – **3 mm** trim allowance  
all around for full page ads.

### Reductions\*

#### for frequency

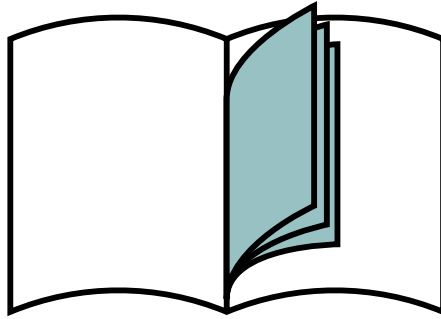
3 ads 2 %  
6 ads 4 %  
12 ads 8 %

\*for ads placed within  
one year

#### for volume

3 pages 3,0 %  
5 pages 5,0 %  
6 pages 6,0 %  
10 pages 10,0 %  
12 pages 15,0 %

**For job advertisements we give a 30% discount.**

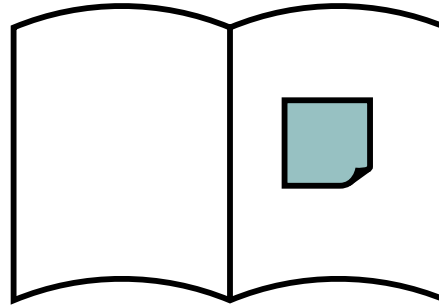


### **Bound inserts**

*(no reductions apply)*

**1 to 2 sheets per thousand €295**

*Allow 5mm bleed on the head and 3mm on the other sides of the page. 4-page bound inserts must be delivered folded. Final sample inserts requested in advance. Prices for special types of ads such as spreads or cover flaps, upon request.*

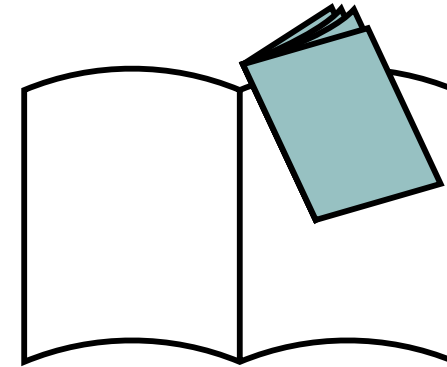


### **Tip-on cards**

*(only in connection with a full page ad)*

Postcards or response-cards

**per thousand €125**



### **Loose inserts**

*(no reductions apply)*

Sizes up to 220 mm x 290 mm

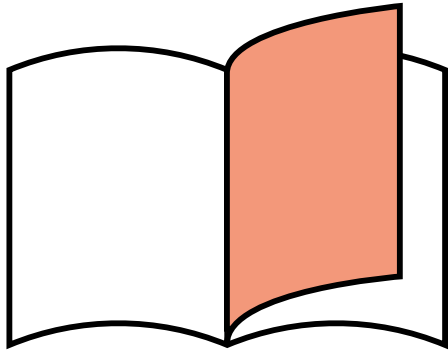
**up to 25 g**

**per thousand €265**

for each additional 5 g  
per thousand €10

*Selective distribution is also possible  
prices on request.*

## Avertising: Special Forms of Avertising



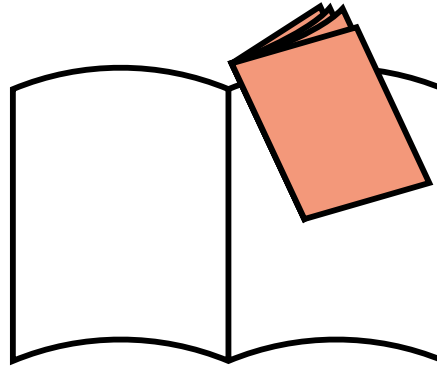
### Personalised page 3 for your customers.

Are you looking for something special to surprise your customers with? How about a personalised issue of novum? Here's how it works: We add an extra page to novum, bound into the magazine before the editorial, and your photos and personalised letter to your customers appear in our layout on that page. The back of that page is available for your own full-page advert.

After the magazines have been printed, we send you a package containing the number of issues you ordered, and you can then give these personalised novum magazines to your customers. Alternatively, for a very reasonable fee, we can send them direct to your customers on your behalf.

Price for personalisation of **50 magazines:**  
**€378** (Complete price: €628 including the individual issues)

Price for personalisation of **50 magazines,**  
**incl. despatch to individual recipients:**  
**€528** (Complete price: €778 including the individual issues)



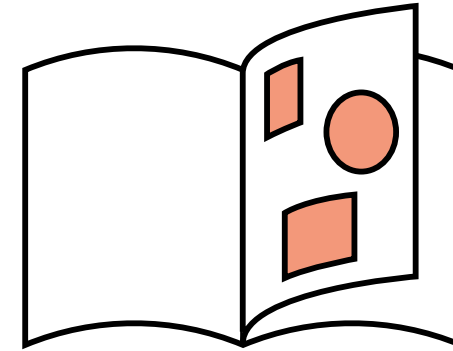
### Get novum to produce your inserts for you

You can save time and delivery costs by having your bound or loose inserts produced direct by novum. That way you benefit from our paper and printing expertise.

**Price, incl. printing and inclusion in novum:**  
 Insert, 1 sheet/2 pages (300 g image print, matt or glossy)  
 from PDF.

German-speaking subscribers (6,000 copies): **€2,500**  
 All issues (13,000 copies): **€4,800**

*We would be happy to draw up an individual quote for producing an insert for you (incl. text and design). Just call us.*



### Content Creation

Would you like to place the design of your **novum** advert in the professional hands of our graphics department? No problem. You deliver the content and we design your content in an individual design or in the look and feel of **novum**. Including a free revision round.

Price in addition to the advertising costs: **€ 650**



## Advertising materials

JPEG, Flash or GIF, HTML-script

The minimum run-time is one week.

The ads are administered via our own ad server, inclusive of statistical analysis. All prices relate to a permanent presence for the whole period of the booking.

## Average click-through rate

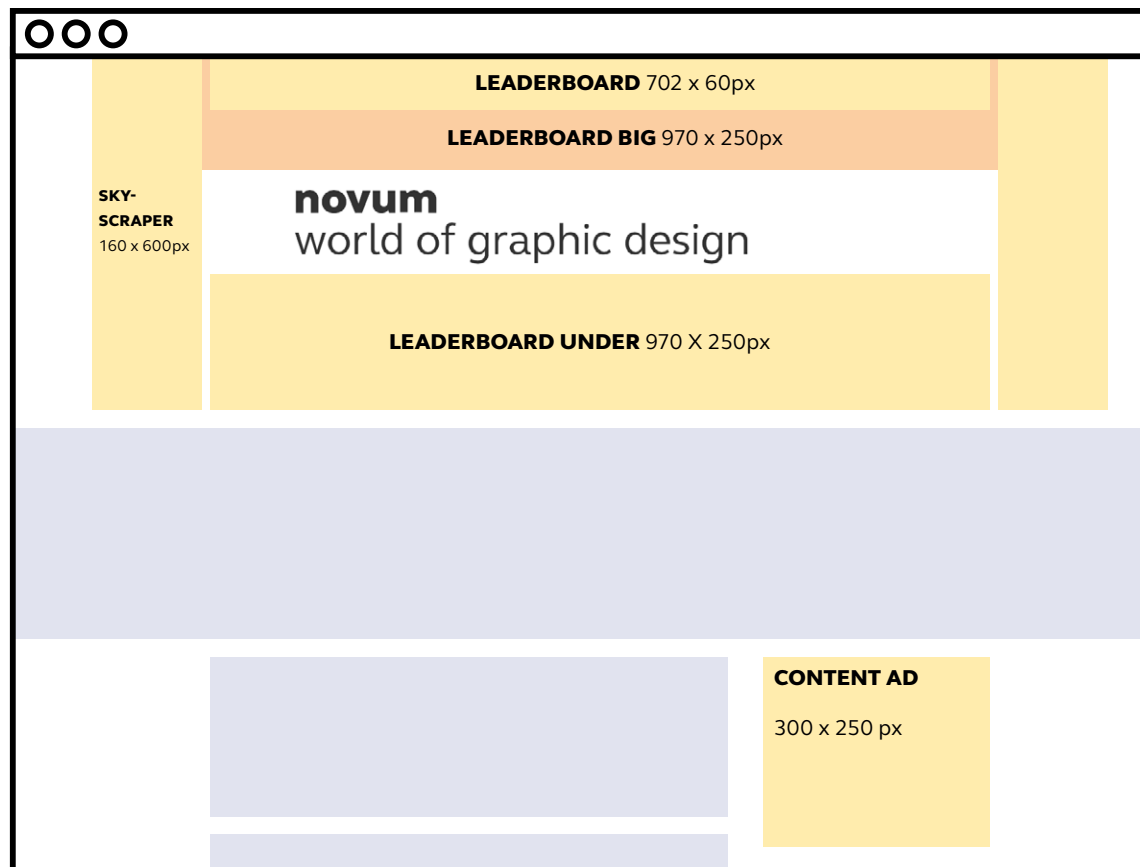
Because of the huge relevance of the target group **www.novum.graphics** offers an outstanding click-through-rate in all advertisements. Here you can see the rates of the last year as an example.

Leaderboard **0,76%**

Leaderboard big **0,97%**

Content ad **0,68%**

Skyscraper **0,47 %**



## Prices

Leaderboard big 970 x 250px **600 € per week**

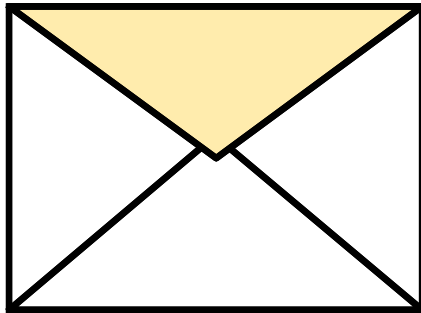
Leaderboard 702 x 60px **300 € per week**

Content Ad 300 x 250px **250 € per week**

Skyscraper **275 € per week**

Leaderboard Under 970 x 250px **650 € per week**

Would you like to use a different format or a special web technique? Do not hesitate to contact us.



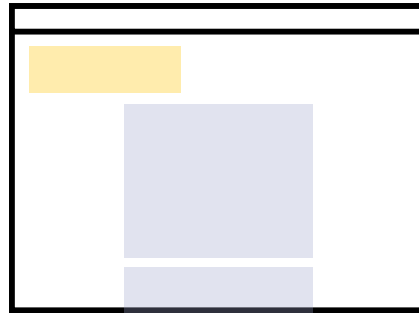
### Newsletter

**Ad per issue**  
**Price: €1,290**

The newsletter is published monthly and adverts are the first entry immediately after the contents list.

Your advert can be up to 600 characters (without spaces) in length and it can contain one image (250px x 300 px). Each newsletter contains only one ad. After distribution, a statistical analysis is made available to you.

Currently **2,500 designers** and agency employees receive our newsletter.



### Sponsored Article

**Price: €1,290**

Present your content as a »Sponsored Article« in the news section of our website. This very successful »Native advertising offer« was used by many of our customers last year and has been very well received by our readers. We will create an online article in the look & feel of the **novum** website from your text, images, links and videos. We will also support the online article by providing the content on our social media sites.



### Social Media

Are you interested in special social-media-activities or web specials in connection with **novum**? If so, call us. We would be happy to advise and show you successful projects.

Easily address our more than **25.000 followers** with your message.

## Publisher

Erhardt D. Stiebner †  
Dr. Joerg D. Stiebner

### Managing director

Dr. Joerg D. Stiebner  
Hans-Peter Copony

## Published by

Stiebner Verlag GmbH  
Hirtenweg 8b  
D-82031 Gruenwald  
Germany  
T: +49-89-1 25 73 78

## Advertisements

will Magazine Verlag GmbH  
Dietlindenstraße 18  
D-80802 Munich  
Germany

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## Awards

Innovation Award of the German  
Printing Industry:  
**2004|2006|2008|2010|2012|2014**

HP-Print Excellence Award:  
**2012**

IF-Award:  
**2014**

tdc. Award:  
**2014**

## Circulation

IVW Q 1/2017  
Print run: 11.033  
Distribution: 7.547  
Subscriptions: 5.444

## Frequency: monthly

novum is a member of:



## Magazine prices 2018\*

<b>Single issue domestic:</b>	<b>11,- €</b>
Annual subscription domestic plus (print + ePaper):	€132
Annual subscription domestic print only:	€120
Annual subscription domestic ePaper only:	€90
Annual subscription international plus:	€138 / €174**
Annual subscription international print only:	€126 / €162**
Student subscription domestic plus (print + ePaper):	€96
Student subscription domestic print only:	€84
Student subscription domestic ePaper only:	€60
Student subscription international plus:	€102 / €138**
Student subscription international print only:	€90 / €126**

## Bank account

BIC: GENODEF1M01  
IBAN: DE 60 701 900 00 000 757 61 29  
will Magazine Verlag GmbH  
Münchner Bank eG

account no.: 75 76 129  
Sort code: 701 900 00

VAT: DE 180 016 614

*Invoices are payable in full within 30 days of invoice date.*

*\*(all prices include postage)*

*\*\* (via airmail)*

## Technical guidelines

### File format

Printable PDF file formats ( PDF/X-3) are preferred Printing profile: ISOcoated\_v2 For colour matching on the printing press, a colour proof is imperative. For open files we accept no liability.

### Image data

Colour images: CMYK-TIF or -EPS, uncompressed, resolution 300 dpi  
Lines: Bitmap-TIF, resolution 1,200 dpi  
b/w images: grey-tone TIF or EPS, uncompressed, resolution 300 dpi

### Transmission of material

**novum** can accept no liability for imperfect processing or publication of digitally transmitted data if the above-mentioned technical guidelines are not adhered to.

### Address for delivery of bound and loose material

F&W Druck- und Mediencenter  
Holzhauser Feld 2  
D-83361 Kienberg  
Germany  
T: +49-8628 98 84-33

Please mark the envelope:  
»For **novum** issue (month / year)«

### Address for delivery of advertising material

will Magazine Verlag GmbH  
Dietlindenstraße 18  
80802 Munich  
Germany

Contact: Christian Meier  
**meier@novum.graphics**  
T: +49-89-36 88 81 84  
F: +49-89-36 88 81 81



