



75.000 Sole Decisionmakers

# Mediadata 2022

Premium Positioning and Premium Communication  
The most important people in German Economy

## Profile

### German Mittelstand • Magazine for Family-Owned Enterprises

**unternehmer**  
magazin

**Our Self-Image** **unternehmermagazin**, founded in 1953, is Germany's oldest and largest professional journal of its kind. **unternehmermagazin** is the first publication geared towards the **entrepreneurs of the German Mittelstand**. Since the 1990s, a magnitude of other media has been laying claim to our target group by using the term "Unternehmer" in their subtitles, slogans, or in their marketing. All of them have "borrowed" this term from us. These apparent competitors have a rather heterogeneous readership that mainly consists of hired decision-makers. In contrast, **unternehmermagazin** remains being **exclusively made for the true sole decision-maker and focuses specifically on owners of mid-sized enterprises in various industrial sectors with annual sales ranging from two million to two billion Euros**. We explicitly do not target owners of small LLC's or executives in corporations, neither freelancers, self-employed nor students.

**Positioning** For 69 years **unternehmermagazin** has centered on the political, professional and private needs of family-owned enterprises of the German Mittelstand. The magazine's long-standing **USP is its focus on the independent decision-makers**. Our readers are owners, managing partners, partners and majority-shareholders of medium and large-sized businesses, many of these are German, European or global market leaders – the so-called **»Hidden Champions«**.

**Market Position** From 1953 to 2001, **unternehmermagazin** was the official voice of the Arbeitsgemeinschaft Selbständiger Unternehmer (ASU) [Working Committee of Independent Entrepreneurs] and the Bundesverband Junger Unternehmer (BJU) [Federal Association of Young Entrepreneurs]. Since then the magazine operates as an independent publication of Unternehmer Medien GmbH, which was founded by the magazine's longtime chief editor Dr. Reinhard Nenzel.

**B-to-B** We individually address entrepreneurs via direct house-to-house distribution. Our readers hold equity capital, assume overall management responsibility, decide personally on major business investments and are responsible for several million jobs in Germany and all over the world.



**B-to-C** Our privileged readership enjoys a high above-average net income. They combine a refined, sophisticated lifestyle with a special fondness for exclusive consumer goods. Apart from that, our audience is very well-versed in investments.

**Communication Performance** Our readers are defined by their **entrepreneurial skills and academic background**. Their excellent social standing and status makes them role models and opinion leaders well beyond their respective industries. High profile advertising gets excellent resonance – especially when taking subsidiaries and shares into consideration.





	print run	actual circulation
<b>2022</b>	75.000 copies*	74.550 copies*
<b>I. quarter 2021</b>	75.000 copies*	74.158 copies*
<b>II. quarter 2020</b>	75.000 copies	74.387 copies

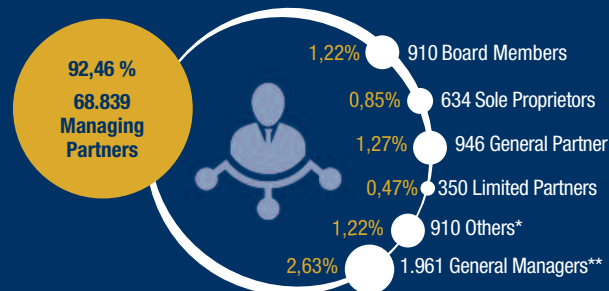
\* Publisher information

### Target group and Distribution

Entrepreneurs are the most valuable target group of the German economy. They rarely purchase print media at the newspaper stand; therefore our personalised direct marketing is founded on a self-developed database, which is constantly and proactively maintained by our staff and addressees. Consequently, the link between the magazine and the readership is intellectually as well as emotionally very strong.

### Readership Analysis: Status in company

Regular subscribers, n = 39.602 of 74.550 recipients



\* substantially Partners, Advisory, Board Members, Politicians) \*\* usually in family-owned enterprises

**Publisher** **UNTERNEHMER  
MEDIEN GMBH**

GEDANKEN FÜR GENERATIONEN

Schlossallee 10 • 53179 Bonn, Germany  
Tel.: 0228/95459-10, Fax: -80  
E-Mail: [verlag@unternehmermedien.de](mailto:verlag@unternehmermedien.de)  
Internet: [www.unternehmermedien.de](http://www.unternehmermedien.de)

**Management** **Dr. Reinhard Nenzel** Tel.: +49 228/95459-81  
**Chief Editor**

**Editorial staff** **Frank Schmidt M.A.** Tel.: +49 228/95459-91  
(Managing Editor)

**Christina Rothstein M.A.** Tel.: +49 228/95459-82  
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**Thomas Ninnemann** Tel.: +49 228/95459-85

**Adressbroking** **Christina Rothstein M.A.** Tel.: +49 228/95459-82

**Kooperationen** **Dr. Reinhard Nenzel** Tel.: +49 228/95459-81

**Graphics** **Markus Pohlmann** Tel.: +49 228/95459-86

**Published since** 1953 (70th year)












**Price** Annual subscription: Germany € 75  
Europe € 85 • Overseas € 125

**Bank details** **Sparkasse KölnBonn** | SWIFT-BIC COLSDE33  
IBAN DE43 3705 0198 0043 5001 64  
**Postbank Köln** | SWIFT-BIC PBNKDEFF  
IBAN DE75 3701 0050 0007 3275 07

# Advertising Price List | Valid from January 1, 2018

No. 43 | Prices net ex VAT

**unternehmer**  
magazin

Size in page fractions		Width & height		Black & white	Two colours	Three colours	Four colours
		Type area	Anschnitt				
	1/1	178 x 252	210 x 280	13.750,- €	14.000,- €	14.250,- €	14.500,- €
 	2/3 vertical 2/3 horizontal	117 x 252 178 x 168	133 x 280 210 x 184	9.050,- €	9.300,- €	9.550,- €	9.800,- €
 	1/2 vertical 1/2 horizontal	86,5 x 252 178 x 123	103 x 280 210 x 140	6.650,- €	6.900,- €	7.150,- €	7.400,- €
 	1/3 vertical 1/3 horizontal	56 x 252 178 x 81	72 x 280 210 x 97	4.650,- €	4.900,- €	5.150,- €	5.400,- €
 	1/4 vertical 1/6 horizontal	86,5 x 123 56 x 123		3.250,- € 2.100,- €	3.500,- € 2.350,- €	3.750,- € 2.600,- €	4.000,- € 2.850,- €
	Island ad 1/1 panorama	56 x 50 388 x 123	420 x 139	1.150,- € 13.750,- €	1.200,- € 14.000,- €	1.250,- € 14.250,- €	1.300,- € 14.500,- €
	2/1	388 x 252	420 x 280	24.750,- €	25.000,- €	25.250,- €	25.500,- €

<b>Format</b>	210 mm wide x 280 mm high (magazine format)
<b>Type area</b>	178 mm wide x 252 mm high • 3 columns each 56 mm
<b>Print cut</b>	210 mm wide x 280 mm high (plus 3 mm trim on all four edges)
<b>Colours</b>	Euroscale, other colours on request. Marginal shade differences due to tolerances of offset process.
<b>Circulation</b>	75,000 copies nationwide
<b>Printing process</b>	Rotary offset
<b>Print-ready files</b>	Digital (PDF/X-3). Profile: ISO Coated v2. Proofs must be colour binding.
<b>Forwarding address for print-ready files</b>	<b>Publisher:</b> Unternehmer Medien GmbH, Schlossallee 10, D-53179 Bonn, Germany  <b>Contact person:</b> Markus Pohlmann (Graphics), Tel.: +49 (0)228/95459-86, Fax: -80, email: pohlmann@unternehmermagazin.de
<b>Paper</b>	Paper 115 gram picture print
<b>Binding</b>	Stapled
<b>Frequency</b>	Combined issues every second month (six actual issues)

<b>Discounts</b>	<b>Repeat ad rebate</b>	<b>Quantity rebate</b>
	3 ads 3 %	3 pages 3 %
	4 ads 5 %	4 pages 5 %
	6 ads 10 %	6 pages 10 %

Ads placed in one calendar year. Colours also subject to discount. No surcharge for print cut and gutter bleed.

**Inserts** € 150 per thousand up to 25 g • € 175 per thousand up to 50 g (both ex VAT). Other weights on request.

**Format** Maximum 205 mm (width) x 275 mm (height)

**Stapled inserts** € 175 per thousand up to 50 g (ex VAT), four-sided, on client's own paper. Bound into centre of magazine. Other solutions (incl. printing) on request.

**Format** Maximum 210 mm (width) x 280 mm (height), plus 3 mm trim at the edges. Delivered folded, uncut.

**Adhesive inserts** € 75 per thousand (ex VAT).  
Formats, weights and placements on request.

**Job advertisements** Special price: € 9.50 per mm.

**Forwarding address for inserts, stapled inserts and adhesive inserts** **Printing Office: L. N. Schaffrath GmbH & Co. KG**  
Marktweg 42-50 • D-47608 Geldern •  
**Contact person:** Torben Wagener  
Tel.: 02831/396-126, Fax: 02831/396-66126  
email: torben.wagener@schaffrath.de

\*plus 25,- € per thousand (up to 25 g) or 35,- € per thousand (up to 50 g). Handling and post fees not discountable or AE eligible



## Topics & Dates | subject to change

Reservations: Two weeks before DOP | Print data: One week before DOP

**unternehmer**  
magazin

Issue	Front-Page Topics	Specials	Extras	Publication date
1-2	»Hidden Champions« Strengths   Benchmarks   Value added	Restructuring and Reorganization Aims   Turnaround   Interim Management	Automation and Robotics Sensors   Software   Solutions	25.03.2022
3-4	Location Germany: Industry 4.0 IT   cloud   artificial intelligence	SME Financing Banks   Fintechs   Private Equity	Employer-funded Pension Execution   Remuneration   Outsourcing	20.05.2022
5-6	Economic Sustainability Manufacture (Production)   Service   Trade	Digital Business Models Strategies   Synergies   Data Security	Corporate Health Management Health Insurance   Market   Best Practice	15.07.2022
7-8	Entrepreneurs and Society Foundations   CSR   Corporate Giving	»New Work« Environments   Leadership   HR	Logistics and e-mobility Infrastructure   Batteries   Hydrogen	16.09.2022
9-10	Transition in Family Businesses Transformation   Markets   Investments	Entrepreneurial Succession Heirs   Outside Manager   M & A	Contemporary Asset Management Providers   Services   Performance	28.10.2022
11-12	Startups and Investments Concepts   Culture   Innovations	Services in Industry Research   Development   Engineering	Focusing on Switzerland & Lichtenstein Politics   Economy   Trade	09.12.2022
Standard Sections: Entrepreneurs & Companies (U&U)   Management (Top Performance)   Theory and Practice (Quality)				

**Our Philosophy** **unternehmermagazin** has always flown the flag for individual and entrepreneurial freedom with the principles of Social Market Economy forming the guidelines. We regard entrepreneurs who run family-owned businesses as highly remarkable. Although we have deep respect for the skills, achievements and the individual success patterns of entrepreneurs, we always maintain a professional perspective. Our respect refers to their ability to sustain corporate culture shaped by long-standing tradition while creating a climate of renewal, enabling them to regularly develop new innovations that are able to win over future markets. Still, we are aware of the «Mittelstand-Myth», that heralds a certain set of values which does not always correspond with the reality of the business world.

**Standards** After an intensive phase of research, we plan the **unternehmermagazin**'s issues in editorial meetings regarding the topics and events as well as the point of view and the selection of authors. The aim is to open up topics of strategic relevance having a long half-life in their specific tone and mentality of the Mittelstand. After that, we invite entrepreneurs, university lecturers, top politicians, regional politicians, leading representatives of associations and acknowledged experts to express their knowledge and experience in bylined articles. We proofread the manuscripts with care and coordinate them with the authors in written form.

**Front-Page Topics** These economic policy-oriented issues serve to provide orientation in both key questions and also the discussion of complex contexts and the formation of opinion. At the same time the **unternehmermagazin** deals with the change of external contexts, economic problems, predictions and trends.

**Specials** These matters, focusing on internal affairs and business management, are geared towards the value chain and soft facts as they can be found in succession arrangements. In this, the focus is on the practical approach.

**Extras** The emphasis of this section lies on complementary pieces that allow us to cover more diverse subjects. The articles convey reliable criteria and professional knowledge. As usual, they are presented in order with a didactic concept in mind, going from more general to very specific.



# Readership Analysis | 2021

Evaluation on the basis of our in-house company information database

**unternehmer**  
magazin

## ► Status in company

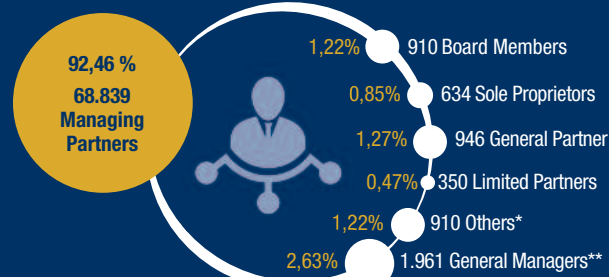
The count of legal form organizations of all companies who obtain the **unternehmermagazin** on a regular basis are GmbHs of a total share of 68,56 % and 22,44 % GmbH & Co. KGs. That proves a predominant rate of GmbH CEOs. Likewise there is a little increase growing share of family owned stock companies of 1,22 %. There are some exceptions with small AGs who show a tendency to work in international fields. 2,61 % are so called KGs.

## ► Year of enterprise establishment

**unternehmermagazin** specializes in targeting businesses that are steeped in tradition. Around 23 % of the readers are the third, fourth or even fifth generation heads of German Mittelstand businesses that were founded over 100 years ago and so enjoy the sectoral status that usually comes with age. They also possess the greatest innovating power and the highest levels of credit-worthiness. Their long-standing market experience is reflected in vast product and service expertise and global exports.

### Readership Analysis: Status in company

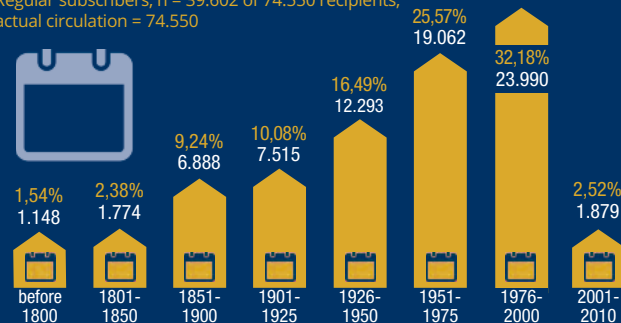
Regular subscribers, n = 39.602 of 74.550 recipients



\* substantially Partners, Advisory, Board Members, Politicians) \*\* usually in family-owned enterprises

### Readership Analysis: Year of establishment

Regular subscribers, n = 39.602 of 74.550 recipients,  
actual circulation = 74.550

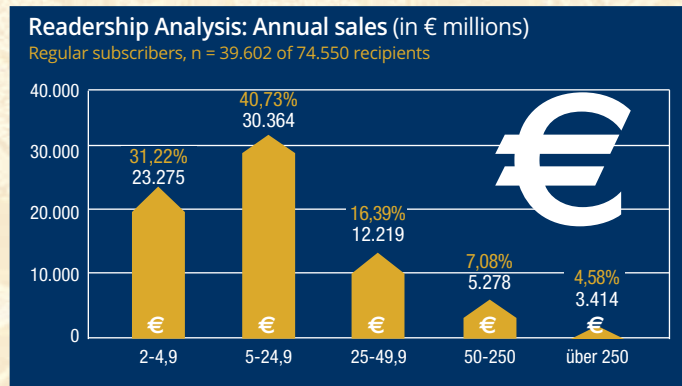




Most of our readers have an academic background which is also part of our fast growing generation. Over two thirds of our firm database have a German High School degree called "Abitur", half of our clients (or readers) a University degree, and close to 10% are in possession of a doctoral degree. Four-fifths are at least 40 years old and the average subscription period is more than eight years. The men share representation of 87% is significant but due to the a very liberal succession arrangements the female share is going to grow.

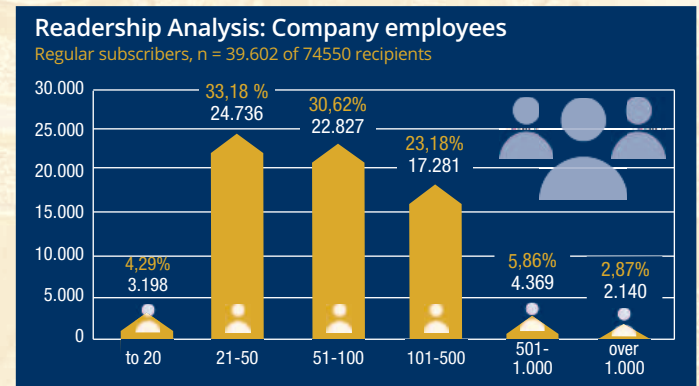
## ► Annual sales

**unternehmermagazin** is at home in all sectors of medium-sized business. Almost one quarter of our readers are each responsible for annual sales exceeding € 25 million, and in many cases the figures are far higher. With growing company groups in Germany and abroad, a not insignificant number of readers exceed the billion barrier. These include machine and systems engineering, and the automotive sector. Internationally successful businesses have high economic clout.



## ► Company employees

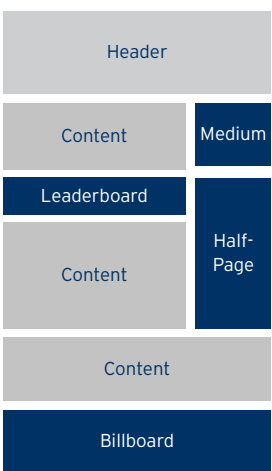
**unternehmermagazin** represents the landscape of German family businesses in their historical normal distribution and reaches around 80 % of all relevant companies. Nearly one third of our magazine editions go to company owner s who employ at least fifty employees. Close to two third our readers employ up to 100 people. Almost half of our magazine s are distributed to the following three States called Nordrhein-Westfalen, Baden-Württemberg and Bayern. The acceptance of all company sizes are similar.



# Online Price List | Valid from September, 2021

## No. 3 | Prices net ex VAT

**unternehmer**  
magazin

Placement	promotional measure	width x height (in pixel)	Description	1 months	3 months	6 months	12 months
	<b>Multi-Banner</b>	300 x 250 300 x 600 728 x 90-150 970 x 250	Medium Half-Page Leaderboard Billboard	590,- € 990,- € 690,- € 1.290,- €	1.590,- € 2.690,- € 1.890,- € 3.490,- €	2.890,- € 4.790,- € 3.290,- € 6.190,- €	4.990,- € 8.290,- € 5.790,- € 10.890,- €
	<b>Main-Banner</b>	300 x 250 300 x 600 728 x 90-150 970 x 250	Medium Half-Page Leaderboard Billboard	390,- € 690,- € 490,- € 890,- €	1.090,- € 1.890,- € 1.290,- € 2.390,- €	1.890,- € 3.290,- € 2.390,- € 4.290,- €	3.290,- € 5.790,- € 4.090,- € 7.490,- €
	<b>Single-Banner</b>	300 x 250 300 x 600 728 x 90-150 970 x 250	Medium Half-Page Leaderboard Billboard	290,- € 490,- € 390,- € 590,- €	790,- € 1.290,- € 1.090,- € 1.590,- €	1.390,- € 2.390,- € 1.890,- € 2.890,- €	2.490,- € 4.090,- € 3.290,- € 4.990,- €

**Sites for Medium and Half-Page:** Homepage, Verlag, Bücher, Aktuelles (oversight), Interessante Fakten (oversight), Historie (Verlag), Stellenangebote, Magazin, Leserstruktur, Digitales Archiv, Abonnement, Historie (Magazin), Direktmarketing

**Sites for Leaderboard and Billboard:** Homepage, Verlag, Bücher, Historie (Verlag), Magazin, Abonnement, Direktmarketing

Formats: **JPG, GIF, PNG.** All banners in rotation.  
Further formats or sizes on request.

Contact: Markus Pohlmann • Tel.: +49 228/95459-86  
E-Mail: pohlmann@unternehmermagazin.de



## GENERAL TERMS AND CONDITIONS OF BUSINESS

■ 1. An advertising order, for the purposes of these General Terms and Conditions of Business, is a contract for the placement of one or a number of advertisements from an advertiser or other interested party in a print magazine and/or in an electronic medium for the purposes of disseminating the advertisement. The publisher is entitled to save advertisements in a database in regard to content, text, and images, and to make them available to customers through electronic media. Insofar as the advertisements constitute copyrighted creative efforts, the publisher is acknowledged the spatially and temporally unlimited right of use thereof.

■ 2. Advertisements have to be called forward for publication within one year of the conclusion of the contract. If, within the context of the contract, the right is granted to call forward individual advertisements, then the entire order must be fulfilled within one year from publication of the first advertisements, as long as the first advertisement is called up and published within the period set in Sentence 1.

■ 3. Within the context of contracts on advertisements, the customer is entitled to call forward further advertisements within the period agreed, or as indicated in Clause 2, also over and above the quantity specified in the present contract.

■ 4. The advertiser has a retrospective claim to his discount in correspondence with his actual advertisement sales within one insertion year. This claim, however, exists only if a contract has been concluded at the beginning of the period which justifies this claim to rebate on the basis of the price table from the outset. The claim to rebate expires if it has not been asserted within one month after expiration of the one-year period.

■ 5. If an order is not fulfilled due to circumstances for which the publisher is not responsible, then without prejudice to any other legal obligations, the customer must refund to the publisher the differential amount between the rebate granted and that corresponding to the actual purchase. The refund is omitted if the non-fulfillment is based on force majeure within the publisher's sphere of risks.

■ 6. When figuring order sizes, text millimeter lines will be converted to ad millimeters according to the price table.

■ 7. The inclusion of advertisements or inserts which are expressly for publication only in certain issues, in certain numbers of issues, or in certain positions in publications are safeguarded by the publisher only if the validity of the advertising order expressly depends on it. Classified advertisements will be printed in the appropriate section without the need of any specific agreement to this effect.

■ 8. Advertisements which are not recognizable as such because of the resemblance to editorial matter will be clearly marked "advertisement" by the publisher.

■ 9. The publisher reserves the right to reject orders for advertisements – or individual requests for advertisements within the framework of a contract – and insert orders due to content, origins, form or technical quality in accordance with uniform, materially justified, basic principles of the publisher. The same applies if their content contravenes the law or official regulations. The same applies to orders by or for a third party. Orders for inserts are binding for the publisher only after a sample has been submitted and approved. Inserts which purport to be part of the magazine because of their form or design will not be accepted. The customer will be notified immediately of the refusal of an order.

■ 10. It is the responsibility of the customer to provide advertising copy and flawless printer's copy or inserts in proper time. In case of recognizably unsuitable or damaged printer's copy, the publisher is entitled to claim immediate replacement. The publisher guarantees the typographically flawless reproduction of the advertisement.

■ 11. In the event that the published ad does not comply in quality or form as stipulated in the contract, the customer is entitled to claim a reduced rate or to demand flawless repeat advertising, but only to the extent that the effectiveness of the advertisement was impaired. Further liabilities for the publisher are not possible. This does not apply to damages caused by intent or gross negligence on the part of the publisher or the publisher's authorized agents. This does not affect liabilities for damages caused by the missing of guaranteed properties. In commercial dealings, the publisher is not liable for gross negligence on the part his authorized agents.

Missing or deficiently printed control instructions do not

result in a claim for the customer provided that nothing different has been agreed upon. Reclamation claims must be lodged within eight days after receipt of invoice and voucher. In any case, liability is limited to foreseeable damages, and is restricted by the payment amount for the advertisement or for the insert. In the case of advertisements ordered by phone, or telephonically communicated date or order changes, corrections and cancellations, the publisher is not liable for transmission errors. In the case of imperfect repeat advertising, no claims can be made if the advertiser has been able to point out any flaws prior to the printing of the next advertisement. The publisher's payment claim remains unaffected.

The publisher is not liable for indemnity or recourse claims resulting from the content or the form of an advertisement, especially from competition law regulations. An exceptional liability of the publisher is limited to the foreseeable damage which is restricted by the payment amount for the advertisement or for the insert. The same applies in the case of delayed publication of advertisements or inserts which contain specific deadline information.

■ 12. Proofs will be supplied only when expressly requested. The customer is responsible for the correctness of returned proofs. If the customer has not returned the proofs by the deadline that is set when the proofs are supplied, the imprimator is considered granted.

■ 13. If no particular size specifications are made, calculations will be based on the actual advertisement height that is standard for the type of advertisement in question.

■ 14. Unless the customer pays in advance, the invoice with voucher copy is provided by the fifth day of the month following the publication of the advertisement. The invoice must be paid after receipt within the period stated on the rate card, unless a shorter period or payment in advance have been agreed upon. Any discounts for payment before due date will be granted as stated on the rate card.

■ 15. New rates for advertisement bookings are effective immediately unless customer and publisher have agreed upon something else.

■ 16. In the case of delayed or deferred payment, interests in the amount of 5 p.c. above the respective valid bank rate of the Deutsche Bundesbank as well as collection

costs will be charged. In the case of delayed payment, the publisher can postpone further fulfillment of the current order until payment has been received, and can demand advance payment for the remaining advertisements.

■ 17. In the case of insolvency, the total payment of the remaining advertisements is due immediately, even in the case of § 17 Abs. 1 KO. In any event, every granted discount is cancelled in the case of insolvency, court-imposed settlement, or a lawsuit.

■ 18. If justified by the nature and scale of the order, the publisher will supply two complete voucher copies along with the invoice. If it is no longer possible to supply a voucher, the publisher will provide in its place a legally valid affirmation of the publication and circulation of the advertisement.

■ 19. The customer is obliged to bear the costs for substantial changes of originally stipulated implementations and for the supply of ordered lithos and drawings.

■ 20. A decrease in circulation affects the contractual relationship only if a specific height of circulation has been guaranteed which decreases by more than 20 p.c. Furthermore, claims for price reduction are excluded from contracts if the publisher has informed the customer of falling circulation so far in advance that he can withdraw from the contract before the advertisement is published.

■ 21. Replies to box number advertisements are held and forwarded in proper time by the publisher with due business care. Beyond that, the publisher assumes no liability. Registered and express letters received in reply to box number advertisements are forwarded as ordinary mail only. For the customer's protection, the publisher reserves the right to open incoming replies for inspection purposes in order to prevent abuse of the box number service. The publisher is not obliged to forward merchandise material or agency offers.

■ 22. Printer's copy will be returned to the customer by special request only. The publisher's obligation to store the copy or data ends three months after expiration of contract unless something else has been agreed upon.

■ 23. Place of performance is Bonn. In the case of lawsuits in business dealings with traders, bodies corporate in public law or in the case of special public law funds, the court of jurisdiction is Bonn.



# Past fifteen years' issues all online



## [www.undernehmermagazin.de](http://www.undernehmermagazin.de)

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