

Success guaranteed.

**Personalwirtschaft**

# Media Data 2012

A low-angle, upward-looking photograph of a sailboat's mast and rigging. The mast is a prominent horizontal metal pole on the right side, with various ropes and pulleys attached. The sails are white and partially unfurled, creating a complex web of lines against a clear, bright blue sky. The sun is visible as a bright, circular glow in the center of the frame, partially obscured by the rigging. The overall composition is dynamic and emphasizes the structure of the sailboat.

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**Personalwirtschaft:  
Know today what will happen tomorrow.**

Personalwirtschaft is tuned into business. In up-to-date, in-depth reports, experts from consulting, industry and science provide valuable arguments and perspectives from practical experience for practical application. Our topics are well researched, cutting-edge and uncompromisingly critical, giving our readers a decisive competitive advantage. Planning made easy.



## Publisher

Wolters Kluwer Deutschland GmbH  
Luxemburger Straße 449  
50939 Köln  
Phone 0221/9 43 73-0  
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www.wolterskluwer.de

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## Volume/Frequency

39th volume 2012, monthly

## Circulation

Printed copies*	8,400
Distributed copies*	8,110
Sold copies*	4,283
Subscription circulation*	3,895

\* Average per year July 2010-June 2011

## Purchase price

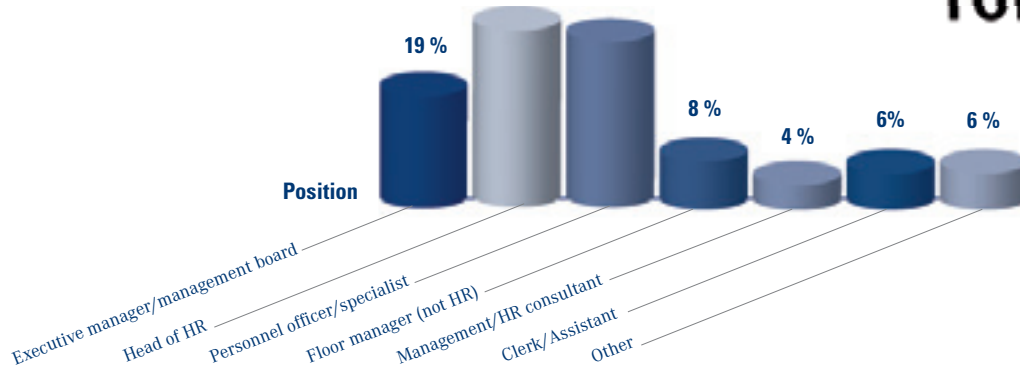
Yearly subscription inland 169,80 €  
Retail price 16,90 €

## Bank Details

Deutsche Bank, Neuwied  
Konto 202 88 50, BLZ 574 700 47

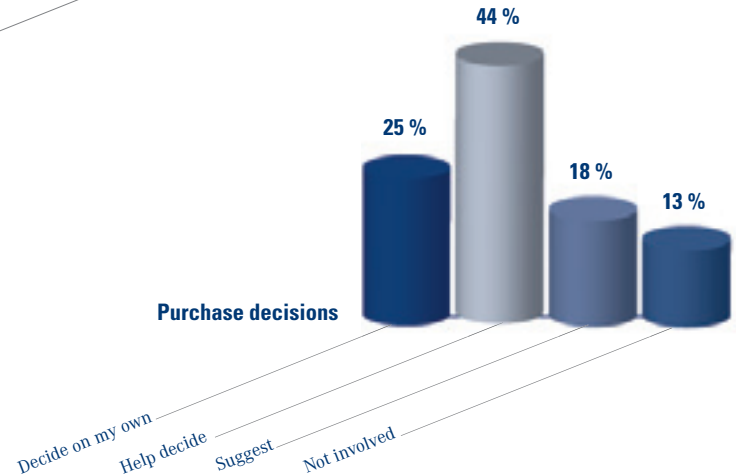
## Terms and Conditions

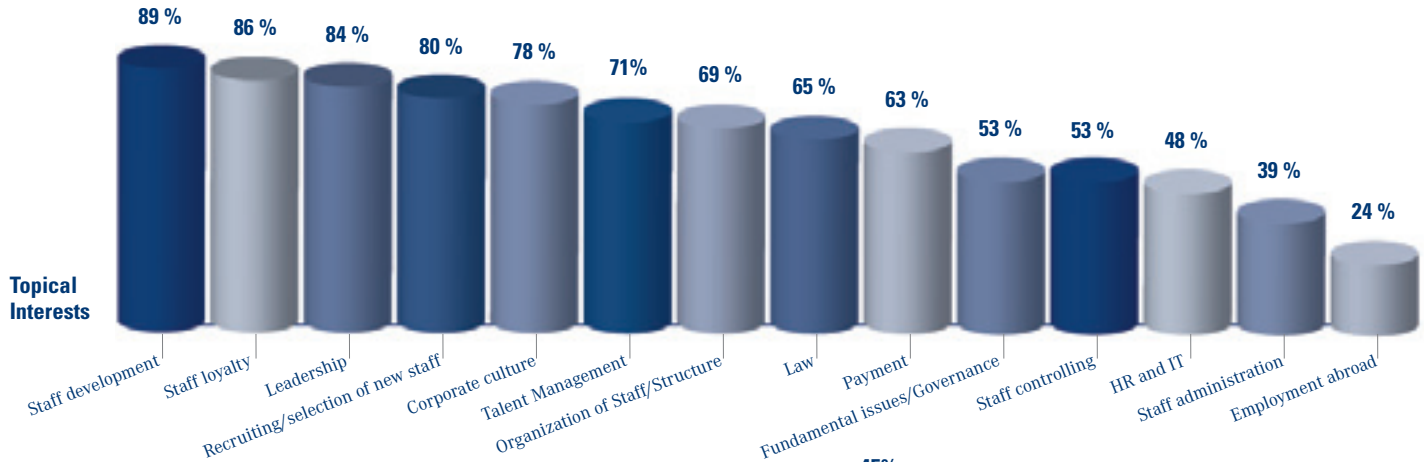
For the processing of orders for advertising and inserts, the terms and conditions of the publisher apply. The full terms and conditions can be viewed at [www.wolterskluwer.de/agb-anzeigen](http://www.wolterskluwer.de/agb-anzeigen). On request, we can also send you the terms and conditions.



### Readership structure

As decision makers and opinion leaders HR managers trust the informative substance of **Personalwirtschaft**. They are the multipliers who recommend our premium title within their company.

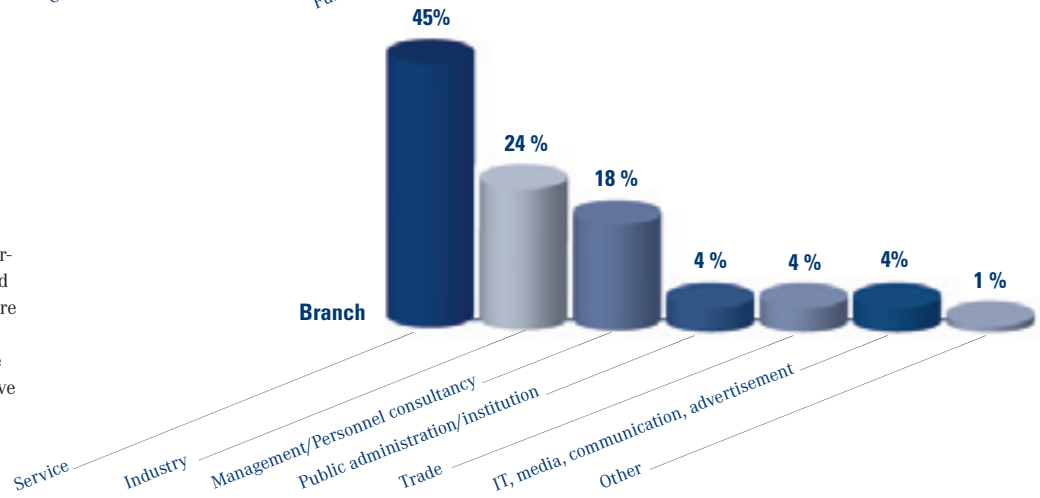




## Conclusion

The quality of our readership is above average. Career-oriented HR managers of primarily modern, mid-sized companies and sizable organizations belong to the core readership of **Personalwirtschaft**. Their interests lie mainly in strategic and value-adding HR topics. Some also enjoy reading **Personalwirtschaft** at home to delve further into the content.

Source: Reader analysis, Forsa Market Research Institute, April 2010.



## Advisory board

Our magazine is competently advised by an advisory board occupied by experts from industry and academia. Prominent human resources managers and well-known professors from prestigious universities discuss the current issues in personnel work, providing the editorial staff with impetus and provocative topics. The list of names on our advisory board reads like a “who’s who” of the German HR scene. For our readers and customers, this is another building block of the journal’s reputation.

»In the past, our trade often tediously followed trends from the United States. German personnel managers are still not at the vanguard of the field, but they are closing the gap to the top. This is demonstrated every month in Personalwirtschaft, with numerous good articles written by the innovative minds of the German HR scene. For anyone wanting to keep abreast of the trends of modern HR, I recommend taking a look at Personalwirtschaft. The editorial staff has their ear to the ground and their topics are on the pulse of our times. I say, keep up the good work.«

*Thomas Sattelberger, Head of Human Resources at Deutsche Telekom*



**Prof. Heinz Fischer,**

*Pforzheim University  
of Applied Sciences*



**Rudolf Kast,**

*Management Consultant, Personalmanufaktur*



**Isabell Krone,**

*HR Manager*



**Prof. Dr.  
Christian Scholz,**

*Department of Business  
Administration, Saarland  
University*



**Prof. Dr. Dirk Sliwka,**

*Head of the Seminar for General  
Business Administration and  
Human Resource Management  
at the University of Cologne*



»For me, Personalwirtschaft is a competent and innovative HR trade journal, which, in its presentation of controversial issues, succeeds in stimulating the debate among personnel managers both in theory and in practice.«

*Prof. Dr. Wolfgang Jäger, Department of Media Economics University of Applied Sciences Wiesbaden*

»For many years, Personalwirtschaft has been my constant companion for suggestions and innovations in the field of human resources. It is also gladly used by our human resources managers for that purpose. If you want to be well prepared for the future, Personalwirtschaft is as solid as a rock.«

*Prof. Dr. Gunther Olesch, Manager of HR, computer science, and legal at Phoenix Contact*



»Firms are becoming increasingly successful at systematically integrating their human resources management into the overall strategy of the company. Old-school personnel management is out. The current fields of interest are talent management, internationalization, and controlling as well as measuring of success in the personnel area. There are many ideas to be developed, exchanged, adapted and implemented. It is part of Personalwirtschaft's mission to support exactly these processes.«

*Prof. Dr. Birgitta Wolff, Minister of Education Sachsen Anhalt*

<b>Edition</b>	<b>Dates</b>	<b>Topics</b>	<b>Special editions</b>	<b>Conventions</b>
<b>1   12, January</b>	PD: 23.12.11 PM: 02.12.11 AD: 18.11.11	<b>Preliminary report: LEARNTEC convention</b> Skill diagnostics Travel management	<b>HR-Outsourcing</b> including market overview	<b>LEARNTEC</b> , Karlsruhe 31.01.-02.02.2012
<b>2   12, February</b>	PD: 27.01.12 PM: 05.01.12 AD: 22.12.11	<b>Preliminary report: CeBIT convention</b> Occupational health management Talent management Public administration		<b>didacta</b> , Hannover 14.-18.02.2012
<b>3   12, March</b>	PD: 29.02.12 PM: 07.02.12 AD: 25.01.12	Time management/Work schedule schemes Coaching Recruiting <i>Market overview: Digital personnel file</i>	<b>Temporary Employment Map</b> including list of providers	<b>CeBIT</b> , Hannover 06.-10.03.2012 <b>PERSONAL Convention Hospitals</b> , Hannover 14.-15.03.2012
<b>4   12, April</b>	PD: 30.03.12 PM: 02.03.12 AD: 24.02.12	<b>Preliminary report: PERSONAL convention</b> Compliance Outplacement Payment	<b>MBA &amp; other Masters Degrees</b> including market overview	<b>PERSONAL</b> , Stuttgart 24.-25.04.2012
<b>5   12, May</b>	PD: 30.04.12 PM: 29.03.12 AD: 22.03.12	<b>Preliminary report: DGFP Conference</b> Catering/Company catering Succession planning Social media	<b>HR counseling compass</b> including list of providers <b>Employment abroad</b> including market overview	<b>DGFP-Conference</b> , Congress Center, Messe Frankfurt/M. 07.-08.05.2012 <b>PERSONAL</b> , Hamburg 09.-10.05.2012
<b>6   12, June</b>	PD: 31.05.12 PM: 02.05.12 AD: 23.04.12	<b>Preliminary report: Staff Management Conference</b> Staff marketing Outsourcing Temporary employment	<b>HR software</b> including market overview	<b>Personal management convention</b> , Berlin 21.-22.06.2012

<b>7   12, Juli</b>	PD: 29.06.12 PM: 30.05.12 AD: 23.05.12	Education planning Further training for managers Works council work	<b>Occupational pension scheme/ Life accounts</b> including market overview	
<b>8   12, August</b>	PD: 31.07.12 PM: 02.07.12 AD: 25.06.12	Change management Staff evaluation HR consultant <i>Market overview: Software for payment and salary</i>		
<b>9   12, September</b>	PD: 31.08.12 PM: 01.08.12 AD: 25.07.12	<b>Preliminary report: Zukunft Personal convention</b> HR marketing HR benchmarking <i>Market overview: Employee polls</i>	<b>Personnel work in healthcare</b>	<b>Zukunft Personal, Köln</b> 25.-27.09.2012
<b>10   12, October</b>	PD: 28.09.12 PM: 31.08.12 AD: 24.08.12	Staff loyalty Diversity HR self services	<b>Temporary employment</b> including market overview <b>Labor law</b>	
<b>11   12, November</b>	PD: 31.10.12 PM: 02.10.12 AD: 25.09.12	E-learning Occupational pension scheme <i>Market overview: Time management</i>	<b>E-Recruiting</b> including market overview <b>Occupational health management</b> <b>MBA Guide 2013</b>	
<b>12   12, December</b>	PD: 30.11.12 PM: 31.10.12 AD: 25.10.12	Interim management Digital personnel file Occupational health management	<b>HR management counseling</b> including market overview <b>Trends 2013</b> <b>Wall calendar 2013</b>	
<b>1   13, January</b>	PD: 21.12.12 PM: 03.12.12 AD: 26.11.12	<b>Preliminary report: Learntec</b> Payment Management audits	<b>HR Outsourcing</b> including market overview	

**Personalwirtschaft extra – the integrated „magazine within a magazine“**

The special editions of **Personalwirtschaft** feature particular HR topics. They provide readers with the latest trends from science and practice, complemented by an extensive market overview. This focus also draws more attention to individual advertising messages. Thus, special editions also have a special advertising impact.



**Masters & other studies**

The German market for extra-occupational master degrees has grown considerably. Besides classic MBA programs there are offers for increasingly more specialized master degrees. HR coaches, suppliers and post-graduates share their experiences in this special edition.  
 Publishing date: 04/2012



**Employment Abroad**

In the age of globalization, employment abroad is increasingly gaining significance. But what are the challenges that employers and employees are facing today? Our special issue demonstrates how companies and HR departments can best care for their staff abroad, also by checking their sending practices if necessary.  
 Publishing date: 05/2012



**HR Software**

Personnel work without the use of special software is unthinkable these days. The applications have long since extended beyond personnel administration, and the technology in use has been significantly enhanced. We present the current trends in a special issue.  
 Publishing date: 06/2012



**Occupational Pension Scheme**

Occupational pension planning plays a major role in HR politics. However, sometimes it takes extensive knowledge to develop the right products and to meet legal policies. Our special issue shows what personnel managers need to be aware of.  
 Publishing date: 07/2012



## HR within the Healthcare Industry

With the health industry on the rise the search for qualified staff is becoming increasingly important for clinics and other health institutes. Our special issue “HR within the Healthcare Industry” features successful cases, from concepts of staff integration to the efficient use of HR software.

Publishing date: 09/2012



## Labor Law

Labor laws are subject to constant changes. Lawyers and companies always face new challenges that arise from new court decisions and amendments. Our new special issue reports on the latest practically relevant developments, be it uniform tariffs, labor law issues when sending staff abroad, the development of dismissals for minor causes or the ever important anti-discrimination laws.

Publishing date: 10/2012



## Temporary Employment

Temporary staff is back in demand. Our special issue illuminates the core competencies of temping agencies, reports on the political developments in temporary employment and provides answers to the demands of flexible personnel policies.

Publishing date: 10/2012



## Occupational Health Management

As only healthy staff can deliver consistently good performances, more and more companies have been relying on occupational health management. Our special issue explains the concepts of salutogenesis and resilience, introduces measures that really help and gives a list of consulting services.

Publishing date: 11/2012



### E-Recruiting

E-Recruiting is booming, but finding high-qualified staff has become a real challenge - not least because of the demographic change. Our special edition focuses on this complex subject by presenting the latest developments, providing guidance and offering a comprehensive picture of the job portal market.

Publishing date: 11/2012



### HR Management Counseling

Counselors act as a driver for innovation or a prolonged workbench, while being scrutinized by HR managers. Our special edition of "Personalwirtschaft" offers an overview of the actors and services of the HR counseling market, with reports and case studies.

Publishing date: 12/2012



### HR Outsourcing

When the signs are set for growth, employers often turn to the option of outsourcing in order to focus on the core tasks of human resources. In our special issue HR Outsourcing we present the latest outsourcing trends and technical developments.

Publishing date: 01/2013



### Temporary Employment Map

The fifth edition of the “yellow pages” of the temporary employment branch is out. It offers a great overview of agencies for temporary employment of skilled workers. A work of reference categorized into branches and regions.

Publishing date: 03/2012



### Compass for HR Counseling

In an increasingly complex business world, HR managers need to be more knowledgeable than ever. Establishing suitable processes and new structures, however, requires outside help. This compass for HR Counseling gives an extensive overview for experts in HR strategy, employer branding, HR counseling, outplacement, occupational pension schemes and payment.

Publishing date: 05/2012



### trends 2013

Always up-to-date: Our service magazine “trends 2013” provides our readers and customers with an extensive and well researched and written overview of the most pressing topics of successful HR work, from labor law to time management. “trends 2013” is both guide and catalyst. As a service provider, you can use the back pages of each Trends edition to present your company.

Publishing date: 12/2012

## Format Overview And Advertising Price List

Also for special editions of **Personalwirtschaft**

Magazine format 210 x 280 mm, print space 175 x 244 mm.  
All formats are stated in mm and width x height.

Prices valid as of 2 January 2012

### Special placements

Cover page 2 for a 15% surcharge

Cover page 4 for a 20% surcharge

First possible 1/1 page after table of contents and 1/3-page  
high format after editorial for a 10% surcharge.






### Purchase discounts within one year

From 2x 3%	From 2 pages 5%
From 6x 5%	From 6 pages 10%
From 9x 10%	From 9 pages 15%

Advertisements in other publications may be included in  
the frequency/quantity scale as a combined discount.

### Job Advertisements

Use **Personalwirtschaft** for your job advertisements. Contact  
Sabine Vockrodt, Phone: 089/2183-7049, Fax: 089/2183-7864,  
stellenangebote@wuv.de

Size	Color	Price	Position	Print space	Withbleed <sup>1</sup>
1 1 page 	bw 2c - 4c	3,100 € 3,650 €		175 x 244	210 x 280
1 2 page 	bw 2c - 4c	2,150 € 2,450 €	Vertical Horizontal	85 x 244 175 x 120	100 x 280 210 x 138
Juniorpage 	2c - 4c	2,925 €	Vertical		130x181
1 3 page 	bw 2c - 4c	1,650 € 1,950 €	Vertical Horizontal 2 columns	55 x 244 175 x 78 115 x 120	70 x 280 210 x 96 130 x 138
1 4 page 	bw 2c - 4c	1,500 € 1,750 €	Vertical Horizontal 2 columns	40 x 244 175 x 58 85 x 120	55 x 280

<sup>1</sup>Ad with bleed: 5 mm trim on each side.

All prices exclude VAT.

»One secret of success in life is for a man  
to be ready for his opportunity  
when it comes.«

*Benjamin Disraeli*

## Special Advertising Formats

Special placements offer surprisingly sustained reader contacts.

Advertising that will surely be noticed.

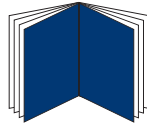
Prices valid as of 2 January 2012.



### Inserts

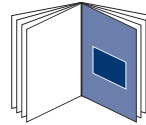
Highest format 205 mm wide x 273 mm high up to 25 g.  
Total circulation 250 €/1000, including postage.  
Partial insert available starting at 3,870 copies,  
270 €/1000. Each additional 5 g: 10 €/1000.  
Delivery deadline: 10 days prior to publication.  
Shipping address for inserts: pr Direktmarketing GmbH,  
Frau Kiewel / Herr Funke,  
Ludwig-Erhard-Str. 14, 61440 Oberursel  
(Please note on delivery receipt: "Intended for  
**Personal**wirtschaft, edition number")

Other special formats are available on request.



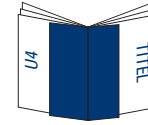
### Supplements

Format on request  
4-page supplement  
Total circulation  
400 €/1000 (including  
postage)  
All pages must have  
something printed on  
them and may not include  
pagination.  
Delivery deadline: 14 days  
prior to publication.



### Tip-On/CD

1/1 page 3,100.00 € (bw)/  
3,650.00 € (2c-4c) plus  
postcard 220 €/1000  
CD-ROM 250 €/1000  
(including postage)  
Glued inserts are only  
possible in conjunction  
with a 1/1 page carrier  
advertisement. Placement  
on request



### Wrap-around Cover

Page-sized wrap-around on cover front and back. The ad  
can be placed on the inside of the wrap-around. A logo can  
be placed on the outside. Ad format inside: 72 mm wide x  
280 mm high, logo format outside: 35 mm wide x 40 mm  
high. Backside wrap-around is possible in combination  
with an ad on the 4th cover page. The entire inside and  
outside of the wrap-around are available for layout. Ad  
format: 110 mm wide x 280 mm high. At least 3 mm trim  
on all sides.  
*Prices on request*

Homepage

Page Impressions: 48,000/month  
Visits: 14,500/month

Website/Banner (in width x height)

Hockeystick:

Topbanner	90 x 769	CPM** 150 €
Skyscraper	120-200 x 600	

Fullsize	468 x 60	CPM 70 €
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Bigsize	728 x 90	CPM 90 €
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Skyscraper	120 x 600	CPM 90 €
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Content AD	300 x 250	CPM 120 €
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File size: 20-30 kb



\*\*CPM: cost per mille/cost per thousand circulation



Newsletter

Newsletter – Recipients: 4,000 (rising)

Ad price: CPM\*\* 120 €

Logo: CPM 10 €

Banner

Standard: 570 x 100 pixels

Max. Height: 200 pixels  
(surcharge of up to 30%)

Text ad with logo

Number of characters including blanks

Headline: 55 characters

Text: 70 characters, 3-6 lines possible

Link line: 65 characters

Logo: ca. 96 x 100 pixels

Max. Height: 200 pixels

Text ad without logo

Number of characters including blanks

Headline: 72 characters

Text: 85 characters, 3-6 lines possible

Link line: 88 characters

## Video Embedding

Present yourself with an embedded ad, PR or image film on [www.personalwirtschaft.de](http://www.personalwirtschaft.de) including a link to your website.



Video embedding Contact:  
Karin Kamphausen  
Phone 02 21/9 43 73-76 29  
Fax 02 21/9 43 73-1 76 29  
kkamphausen@  
wolterskluwer.de

Video production Contact:  
Steffen Joniak  
Phone 0 30/3 30 96 60-74  
Fax: 0 30/3 30 96 60-99  
webvideo@jobtv24.de

Prices on request

## Cross Media

Make use of our attractive crossmedia package by either placing an ad or an article in our journalistically high-quality print edition of “Personalwirtschaft” or by publishing suitable content as part of our online special on [www.personalwirtschaft.de](http://www.personalwirtschaft.de), our portal for HR professionals, be it an article, tools, checklists or guidelines. Of course, this special will also be linked to your own website.



**Renaissance des Mitarbeitergesprächs**

Die Personalwirtschaft und der Beispiel-Verlag bieten Ihnen ein umfassendes Informationsangebot rund um die Themen E-Recruiting und Medienkompetenz. Dieser Online-Special auf [www.personalwirtschaft.de](http://www.personalwirtschaft.de) hilft Ihnen dabei, sich umfassend arbeitsrechtlichen und rechtlichen Fachwissen aus unseren Magazinen zu vertiefen.

Weitere Infos unter [www.personalwirtschaft.de](http://www.personalwirtschaft.de) in der Rubrik „Aktuell“ oder unter [www.pgw2.de](http://www.pgw2.de)

Mit Unterstützung von: **Logo**

**Personalwirtschaft**

Nutzen Sie die **besonderen** der Personalwirtschaft und in unseren **Online-Specials**

- aktuelle **Case Studies**
- Informative **White Papers**
- Downloaden auf [www.pgw2.de](http://www.pgw2.de)**
- u.v.m.**



## General Information

Magazine format:	210 mm wide x 280 mm high
Print space:	175 mm wide x 244 mm high 2 or 3 columns (85 mm or 55 mm)
Bleed:	220 mm wide x 290 mm high
Colour:	4c Euroscale
Print process:	Offset printing; screen frequency up to 60
Processing:	Saddle stitch binding

## Images

It is very important that you produce your color images in CMYK or change them to CMYK later! For images and graphics please only use the file formats EPS and Tiff. Please do not use compressed versions. Make sure the image documents have minimum resolution of 300 dpi, relating to the later mapping value. This corresponds to a double quality factor with 60 screen frequency. Lower resolutions result in mediocre or bad image quality! Minimum resolution for line art: 1200 dpi.

## Colour

Ads, which are meant to appear in black and white, should be produced in black and white. Special colors must be defined as HKS or pantone values and named according to the following scheme: "HKS - Space - Number" (Example: "HKS 13"). Since we use digital imposing, special colors must be given their correct name. Names such as „Cyan exposed as HKS 42" are not possible. The ad font must be delivered as 1c - black or a special color.

## Ads

Please do not send us open data of your ad! Please send your data as a PDF or EPS with embedded fonts, CMYK color space and/or special colors and in 300 dpi resolution. Make sure to reduce existing transparencies (300 dpi instead of 150 dpi). Do not write additional text in your document or it will be printed. If you want to send us additional information, just send a separate text file.

**Important:** Generate the PDF, EPS or Tiff file with crop marks but without register marks, if the ad is propor-

tionate to the page size. Full-page bleed ads should be produced with trim marks and include a 5 mm trim on each side. All text and image elements running into bleed must allow for at least 5 mm trim.

## Data delivery

The PDF format is the optimum format for data delivery as it offers more production reliability. Please produce PDF files according to the ISO standards PDF/X-3 or PDF/X-1a. Please e-mail your file to [anzeigen@wolterskluwer.de](mailto:anzeigen@wolterskluwer.de). For larger amounts of data we are happy to provide access to our external server.

## Delivery address for fixed or loose inserts

pr Direktmarketing GmbH  
Mrs Kiewel /Mr Funke  
Ludwig-Erhard-Straße 14  
61440 Oberursel/Germany

»The secret of success?

To be different from all others.«

Woody Allen



#### HR Business Partner with Personalwirtschaft.

**Personalwirtschaft** is a reliable source of information that you can count on. Experts from consulting, science and everyday practice of human resources management provide an equally informative and engaging reading for innovative HR. **Personalwirtschaft** reports on current trends in well-known German and international companies, on new developments in legislation, software innovations, developments in the training industry and much more.

#### We know more.

Because **Wolters Kluwer Germany** is the publisher of **Personalwirtschaft**, the magazine is competent in interdisciplinary areas such as law, economics and taxes with a broad range of editors. It pays off.

Success guaranteed.

**Personalwirtschaft**

**Personalwirtschaft  
Campus Seminars**

**Personalwirtschaft  
Online**

**Personalwirtschaft  
Books**

**Personalwirtschaft  
Special Issues**

**Personalwirtschaft  
Professional Magazine**

