



Quadriga

# MEDIADATA 2017

## COMMUNICATION • DIRECTOR

THE MAGAZINE FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS



### PRINT RUN PER ISSUE Ø

5,000 copies

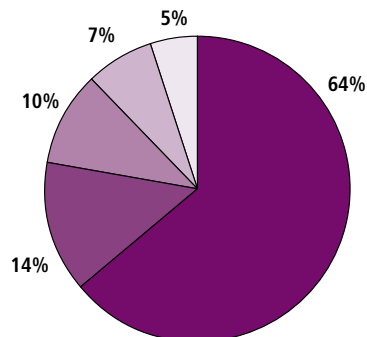
### RELEASE

4 issues per year

**COMMUNICATION DIRECTOR**, the journal for corporate communications and public relations in Europe, is a 100-page magazine published quarterly in English. Each issue provides an in-depth look at a new theme within the field of European PR and communications, with articles, interviews and studies by academics and professionals. It presents positions and opinions on strategic questions from today's leading experts while tracking transnational developments and discussing their relevance from a European perspective. It also covers current news from the world of PR from the individuals and organisations who embody the internationalisation of their profession.

## TARGET GROUP

**COMMUNICATION DIRECTOR** is the leading magazine for corporate communications and public relations in Europe. It is an official partner of the European Association of Communication Directors (EACD), the largest network of in-house communicators across Europe. Communication Director is made for leading PR professionals by leading PR professionals. Both contributors and readers alike range from corporate heads at some of Europe's largest companies, prominent academics, and widely-renowned thought-leaders in the field of communications and public relations.



## AUDIENCE

Senior communication executives	64%
Representatives of political institutions	14%
Representatives of NGOs	10%
PR agency employees/consultants	7%
Journalists and others	5%



## DATES OF ISSUE 2017

Issue	Main Subject	Date of issue	Closing date
01/17	Communications in a 'post-expert' age	01.03.2017	13.02.2017
02/17	The future of collaboration	25.05.2017	08.05.2017
03/17	Taking it personally - the personalization of communications	21.09.2017	04.09.2017
04/17	Tactics versus Strategy	16.11.2017	31.10.2017

### ADVERTISEMENTS

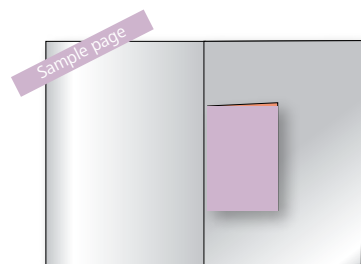
Formats and Prices for **COMMUNICATION DIRECTOR**

(Price not incl. Value Added Tax)

Size	Colour	Price in Euros	Bleed Size in mm	Trim Size in mm
2/1 	4c	8,000	420 x 280	394 x 240
1/1 	4c	4,600	210 x 280	180 x 240
2.-3. Cover Page	4c	5,400	210 x 280	—
4. Cover Page	4c	5,500	210 x 280	—
1/2 	4c	2,500	210 x 140 98 x 280	180 x 120 80 x 240

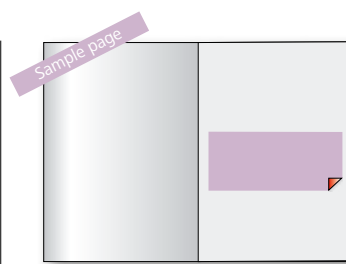
<b>AREA OF DISTRIBUTION</b> Europe	<b>BLEED MEASUREMENT</b> 3 mm on all sides with trim lines
<b>FORMAT</b> 210 mm x 280 mm	
<b>PRINTING SPECIFICATIONS</b>	<b>DATA</b> closed files only (.pdf), as our work is PC-based Please keep font embedding in-mind; document colour-space must be CMYK; please no RGB or any others.
Cover Sheet offset, 4/4 Euroskala	
Content Sheet offset, 4/4 Euroskala	
Raster 70iger	
Print profile ISO COATED V2	
<b>PAPER QUALITY</b>	<b>FTP-TRANSFER</b> Please request the login details by phone or by email: Tel: +49 (0)30 / 84 85 91 24 helge.schlueter@quadriga-media.com
Cover glossy-coated photo-print, 250 g/m <sup>2</sup>	
Content matte photo-print, 90 g/m <sup>2</sup>	

## SUPPLEMENT COMMUNICATION DIRECTOR



**SUPPLEMENT**  
Supplements are inserts which are loosely enclosed into the magazine.

**FORMAT (MAX.)** 210 mm x 297 mm  
**WEIGHT (MAX.)** 30g, every additional 10g + 15 €/mil.  
**CIRCULATION** total circulation or part circulation  
**PRICE PER 1.000 COPIES** 490 € (net price + VAT)



**GLUED INSERTS**  
Glued inserts are postcards, booklets, or other products which are attached to a carrier advertisement. The product can be detached by the reader.

**FORMAT** Minimum: 55 mm width x 85 mm height // Maximum 150 mm width x 200 mm height  
**WEIGHT (MAX.)** 30g, every additional 10g + 15 €/mil.  
**CIRCULATION** total circulation or part circulation  
**CARRIER ADVERTISEMENT** Minimum 1/1 page (1.990 €)  
**PRICE PER 1.000 COPIES** Postcard 250 € // Booklet 250 € (net price + VAT)

### DELIVERY

Supplements must be sent at least 10 days before the date of issue to:  
CVS GmbH, Blockdammweg 49–57, 10318 Berlin, Germany

## COMMUNICATION DIRECTOR

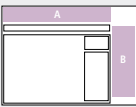
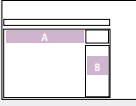
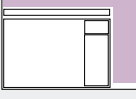
Magazine for Corporate Communications and Public Relations



**COMMUNICATION-DIRECTOR.COM** is the online portal for PR and communications in Europe. Users of the site can easily keep themselves informed of Europe's most important personnel changes in the world of corporate communications. The website also keeps communications experts up to date on important events throughout Europe. Visitors to the site can also preview and read selected articles and commentary from Communication Director.

### ADVERTS

Formats and Prices [COMMUNICATION-DIRECTOR.COM](http://COMMUNICATION-DIRECTOR.COM)  
(Price not incl. Value Added Tax)

SIZE in Pixel	DURATION	PRICE in Euros
 <p><b>Banner</b> A: 980 x 120 B: 120 x 600</p>	1 Month 1 Month	A: 990 B: 990
 <p><b>Content Ad</b> A: 660 x 90 B: 260 x 90</p>	1 Month 1 Month	A: 690 B: 490
 <p><b>Wallpaper</b> 980 x 120 + 120 x 600</p>	1 Month	1,490

**VISITS:** 22,000 per month  
**PAGE IMPRESSIONS:** 70,000 per month

# COMMUNICATION DIRECTORY

Newsletter for Corporate Communications and Public Relations



The **COMMUNICATION DIRECTORY NEWSLETTER** provides information on a regular basis on conferences, congresses and workshops related to the fields of PR and communications on a European level, presents personnel changes, and is a news resource for stories from the world of international communications. In addition to this, it highlights selected upcoming relevant events.

### ADVERTS

Formats and Prices **COMMUNICATION DIRECTORY**

(Price not incl. Value Added Tax)

	Bleed Size in Pixel	Duration	Price in Euros
A	660 x 150	1 insertion	490
B	660 x 300	1 insertion	590
C	660 x 450	1 insertion	690

**DATE OF ISSUE:** First Tuesday of every month

**FORMAT:** HTML Newsletter

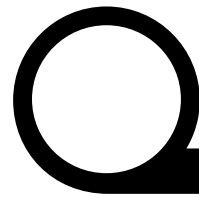
**RECIPIENTS:** 125,000 per month

### JOB ADVERTISEMENT

Advertising your PR and communications vacancy on Communication Director is easy. Your job will be online for 8 weeks. It will be sent out in the newsletter **COMMUNICATION DIRECTORY** to 125,000 PR professionals in Europe.



OPTIONEN	PRICE in Euros
<b>Job Advertisement</b>	360
<b>Highlight your Job Advertisement</b> (optional)	50
<b>Refresh your Job Advertisement after 2 weeks</b> (optional)	100
<b>Advertise additional 8 weeks</b> (optional)	100



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