

Mediakit

2021

BIP

Best in Procurement

The magazine for procurement and logistics managers



Bundesverband
Materialwirtschaft,
Einkauf und Logistik e.V.

- Price List no. 12
- Valid from 1 January 2021

Including:

- Website www.bme.de
- Email NL BME weekly
- Webinars
- Surveys

Reach the
procurement decision makers
of the German economy



BIP is the specialist magazine for procurement and logistics managers

The magazine is published by the German Federal Association of Materials Management, Purchasing and Logistics (Bundesverband Materialwirtschaft, Einkauf und Logistik e.V., BME). BME knows the best concepts and the people behind them. BIP prepares the knowledge of those who know best – in a manner that is useful and neutral for everyone involved in the supply chain.

BIP appears five times a year with 15,500 copies per issue. BIP reaches the 9,750 members of the BME and a further 5,750 decision-makers in procurement and logistics.

About procurement and logistics: articles found in BIP

BIP Barometer:

- Economy and industry reports
- Raw materials markets

BIP Procurement:

- Strategic Purchasing
- Procurement Organisation
- Supplier Relationship Management
- E-Procurement
- Global Sourcing
- Public Procurement

BIP Encounters:

The big interview

BIP Business Logistics:

- Logistics und Supply Chain Management
- Customs and Trade
- Best Practices

BIP Brain:

- Science and Practice
- Studies, Research Reports

BIP Work and Careers:

- Further Training
- Portraits of Success
- Young Professionals
- Remuneration

BIP Law:

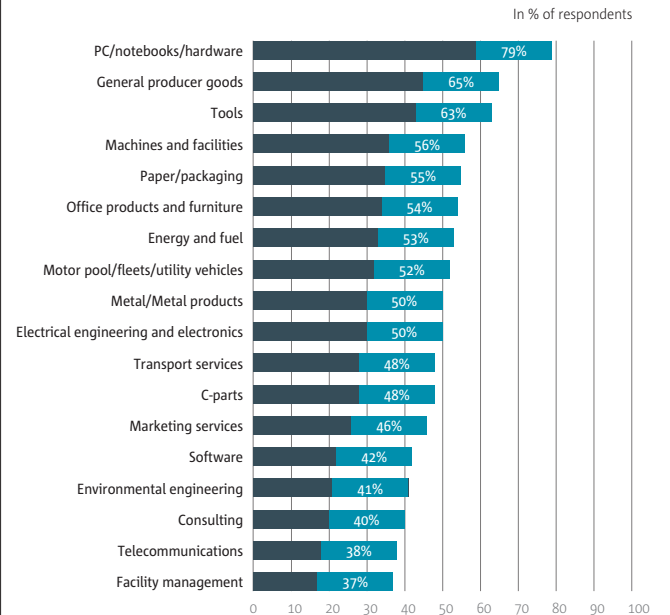
- Current jurisdiction
- Compliance and Conflict Management
- Customs and transport law



BIP reaches the most interesting target group of all – the procurement decision-makers of the German economy!

- The companies represented by BME account for a total purchasing volume of **1.25 billion euros** per year.
- The cumulated purchasing volume within the individual area of responsibility of the purchasers comprising the BME member companies – i.e. the core readers of BIP is **749 billion euros**.
- 51 % of BME purchasers decide upon an individual purchasing volume of an average of between 10 and 500 million euros.
- 60 % of the purchasers comprising the member companies of the BME come from industry/manufacturing with an emphasis on machine construction, vehicle manufacturing and metal production, as well as pharmaceuticals, chemistry and plastics. 26 % belong to the services sector, in particular transport, traffic, logistics, IT, and financial services.
- 80 % are department heads, division leaders, managing directors, board members or shareholders. (tns Infratest 2010)

Key procurement areas of BIP's core readers (extract):



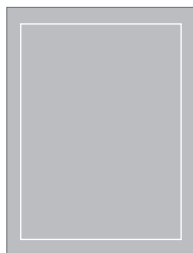


Title Flap Half page

Front*: 101 × 215 mm

Back*: 106 × 280 mm

Price: 6,900.- €



BIP. 1: Full page

Print Space: 178 × 252 mm

bleed format*: 212 × 280 mm

Price: 5,600.- €



1/1: Advertorial

4,000-6,000 characters incl. space, dependent on your layout

Price: 6,500.- €



1/1: Market Scope

3,000-3,800 characters incl. space, dependent on your layout

Price: 3,900.- €

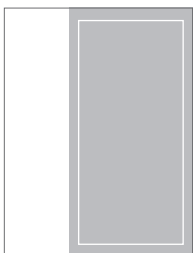


BIP. 1/3: Third, vertical next to Editorial

Print Space: 56 × 252 mm

bleed format*: 75 × 280 mm

Price: 3,300.- €

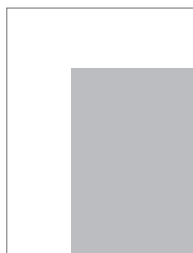


BIP. 2/3: Two-thirds, vertical

Print Space: 117 × 252 mm

bleed format*: 136 × 280 mm

Price: 4,650.- €



BIP. JP: Juniorpage

bleed format*: 136 × 180 mm

Price: 4,400.- €

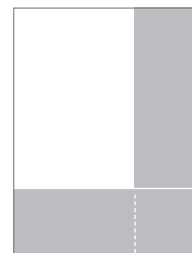


BIP. 1/2: Half page, horizontal

Print Space: 178 × 124 mm

bleed format*: 212 × 138 mm

Price: 3,400.- €

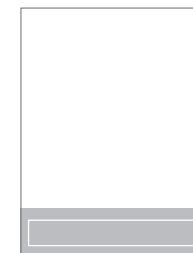


BIP. 1/3: Third, vertical/horizontal

bleed format vertical*: 75 × 280 mm

bleed format horizontal*: 212 × 97 mm

Price: 2,300.- €



BIP. 1/4: Quarter, horizontal

Print Space: 178 × 60 mm

bleed format*: 212 × 76 mm

Price: 1,990.- €

Ad formats and prices

	Title flap	Front: 106 × 215 mm	Back: 106 × 280 mm	Price:	€ 6,900.-
1	Full page	PS: 178 × 252mm	B: 212 × 280mm	Price:	€ 5,600.-
2/3	Two-thirds of a page, vertical	PS: 117 × 252 mm	B: 136 × 280 mm	Price:	€ 4,650.-
	Juniorpage	PS: –	B: 136 × 180 mm	Price:	€ 4,400.-
1/2	Half page	PS: 178 × 124 mm	B: 212 × 138 mm	Price:	€ 3,400.-
1/3	Third of a page, vertical	PS: 56 × 252 mm	B: 75 × 280 mm	Price:	€ 2,300.-
1/3	Third of page, horizontal	PS: 178 × 81 mm	B: 212 × 97 mm	Price:	€ 2,300.-
1/4	Quarter of a page, horizontal	PS: 178 × 60 mm	B: 212 × 76 mm	Price:	€ 1,990.-
IBC	only 1/1 page reservable			Price:	€ 5,600.-
FL/OBC	only 1/1 page reservable			Price:	€ 6,700.-

PS: Print space format B: Bleed format*

Expanded number: 15,500 Ex.
of publications: per issue
Formats: w/out bleed difference
Printing technique: offset
Colour profile: ISO Coated v2
Magazine format: 212 × 280 mm
Print space: 178 × 252 mm
Processing: Glue binding

Positioning requests in the editorial sections shall of course be considered, however they cannot be promised under binding terms.

The net prices given are exclusive of statutory VAT. Reservation through an agency:
15% agency commission

Special ad forms
see page 7

* **Bleed area:** an additional 3 mm of bleed on all sides
Data format: Printable pdf, crop marks mandatory!
Resolution: 300 dpi
Colour model: CMYK (all elements, pictures and graphics!)

Advertising options on the cover page

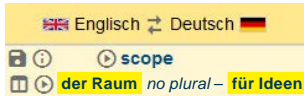
Banderole, around the magazine, width: 60 mm, printing and allocation costs	€ 9,000.-
Half cover, vertical ½ page on front	€ 6,900.-
Half cover, ½ page on front, full back page	€ 13,000.-

Advertising options in the magazine

Pull-out, 1-pager (2 sides), max. 250 gr./sqm, max. size 19 × 26 cm (only one variant of pull-out/supplement reservable)	€ 5,750.-
Pull-out, 2-pager (4 sides), max. 250 gr./sqm, max. size 19 × 26 cm (only one variant of pull-out/supplement reservable)	€ 7,900.-
Supplement, max. 25 gr. / max. size 19 × 26 cm	€ 4,800.-
Advertorial/PR ad, format 1/1 (plus supplement depending on editorial/graphical work), max. 2 per issue)	€ 6,500.-
Advertisement, 1/3 high format besides the editorial	€ 3,300.-

Online advertising

For formats and prices, see pages 11 and 12



Strategic thinking procurement professionals on the one hand and capable service providers on the other hand are two sides of the same coin. And the fuel for modern business networks.

Due to this fact, BIP regularly offers solution providers the opportunity to inform CPOs and strategic buyers about up to date products, services or insights.

BIP Market Scope is a service that informs procurement leaders in a short and pregnant way about

- new products & solutions
- successful projects & best practices
- latest insights, studies or whitepapers

or other topics with relevance for supply managers.



Format: Market scope articles shall refer to the classic “elevator pitch” – 60 sec. to convince with the main information:

Headline = Intro to call reader’s attention
Situation/status: Challenge to master, problem to solve

Results/solution: description of approach/ tools/strategy

What’s next: Chance to provide the reader with contacts & further information



BIP Market Scope*

Full page specialist article around the field of supply management. 3,000 - 3,800 characters plus picture and headline. Assigned as advertorial according to press law. 6 month online.

€ 3,900.–

BIP Market Scope+*

Additional teaser of the article on the homepage of bme.de (130,000 AI per month) for one week.

€ 4,790.–

* Deeplinks allowed!

Issue 1/2 (double issue)

Date of publication 11.03.2021
Advertising deadline/Printing material deadline 01.02.2021

Topics

innovation management
risk management
purchasing in medium-sized businesses

Supplement

eSOLUTIONS Report 2021: Procurement-Sourcing-Integration (with market overview for eSolution vendors)
PD: 11.03.2021, BD: 25.11.2020, ASD: 22.01.2021

Issue 3

Date of publication 28.05.2021
Advertising deadline/Printing material deadline 26.04.2021

Topics

tools in purchasing
human & technology
global sourcing

Issue 4/5 (double issue)

Date of publication 26.08.2021
Advertising deadline/Printing material deadline 26.07.2021

Topics

automation & process innovation
sustainability
value contribution of purchase

Issue 6

Date of publication 05.11.2021
Advertising deadline/Printing material deadline 01.10.2021

Topics

56th Symposium purchasing and logistics
purchasing organization
career in purchasing

We reserve the right to make changes to dates and topics!

eSOLUTIONS REPORT

Procurement > Sourcing > Integration

Date of publication: 11. March 2021
Copy deadline: 25. November 2020
Advertising deadline: 22. January 2021

Partnerpackages

PARTNER PACKAGE I: 2/1 specialist article + 1/1-advertisement	€ 6,250.-
PARTNER PACKAGE II: 1/1 specialist article + 1/1-advertisement	€ 4,500.-
PARTNER PACKAGE III: 1/1 specialist article 1	€ 2,990.-

Marketoverview

Entry in market overview incl. contact details (Tel., E-Mail, Domain)	€ 190.-
Entry in the summary table of e solutions + 1/3-page company profile	€ 990.-

Special ad forms

half cover on title page, 4/4-c	€ 6,500.-
advertisement on back page 4c	€ 6,000.-

Complete media kit of the publication on demand – ilka.schaper@bme.de



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www.bme.de is the purchasing and logistics portal of the BME

Target group:

- Around 9,500 BME members from the areas of materials management, purchasing and logistics are the powerful core target group of our website.
- Managing directors, procurement leaders and staff, data processing managers, logistics officers, service companies and other interested parties within the field of the BME
- An average of 10,000 users per month with approx. 125,000 page views.

Please note: Advertising of training, education or event organizing companies only on request!

Banner format	Size in px (w x h)	TCP in €
Super Banner/Leaderboard	728 x 90	70.-
Skyscraper	120 x 600, 160 x 600	80.-
Medium Rectangle	300 x 250	90.-
Wallpaper	120/160 x 600 + 728 x 90	100.-
Halfpage Ad	300 x 600	110.-
Sitebar	dynamic	120.-
Double Sitebar	dynamic	170.-



Technical Data:

<http://www.businessad.de/downloads>,

Delivery of Data/Artwork: 5 working days prior to campaign start to christoph.kunz@bme.de. All prices net excl. VAT.

Core Data: Max. weight 120 KB, html5 and redirects possible

Webinar in cooperation with BME

We provide you the technical platform, support with regard to content as well as our media tools to effectively promote your webinar into the BME target-group.

Benefits

- Joint realization of a webinar In cooperation with BME
- Topic, scripts/presentations and the combination of speakers fall to the contractual partner (in close consultation with BME)
- BME provides the technical platform and is responsible for organization, delegates management and the technical realization of the webinar
- BME provides a moderator for the webinar
- Sponsor receives detailed webinar report. Furthermore a registree-list including full name, jobtitle and company in the extent provided by the delegates.

BME ensures the following promotion activities for the Webinar:

- Stand-alone-Emailing
- Announcement of the webinar by several specialist articles in our online-newsletter „BMEweekly“ (content to be provided by the partner)
- Placement of the specialist article on the BME website

Euro **12,500.-**

Our offers are subject to change and no commitment to order acceptance. Our confirmation of order is binding.

All prices are net plus VAT. BME does not undertake to guarantee any advertising effectiveness or a certain number of registrations/participants.

The offer mentioned above comprises integration of the partner as the sole solution provider. In case a second solution provider should be integrated, the price rises up 50%.

Webinars are booked on fix dates. Postponement is not possible. The partner is responsible for in time delivery of the content, needed to promote the webinar as requested by BME in the project schedule.

Digital week in cooperation with BME

We provide you the technical platform, support with regard to content as well as our media tools to effectively promote your webinar into the BME target-group.

Benefits

- Joint realization of a webinar In cooperation with BME
- Topic, scripts/presentations and the combination of speakers fall to the contractual partner (in close consultation with BME)
- BME provides the technical platform and is responsible for organization, delegates management and the technical realization of the webinar
- BME provides a moderator for the webinar
- Sponsor receives detailed webinar report. Furthermore a registree-list including full name, jobtitle and company in the extent provided by the delegates.

Euro **9,500.-**

BME ensures the following promotion activities for the Webinar:

- Stand-alone-Emailing
- Announcement of the webinar by several specialist articles in our online-newsletter „BMEweekly“ (content to be provided by the partner)
- Placement of the specialist article on the BME website

Dates in 2021:

the week of June 07; the week of September 20; the week of November 29

A maximum of 5 slots are available per calendar week (1 webinar per day)

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Webinars are booked on fix dates. Postponement is not possible. The partner is responsible for in time delivery of the content, needed to promote the webinar as requested by BME in the project schedule.

Survey in cooperation with BME

The survey will be designed and prepared in close consultation with BME. The survey will be conducted over the BME survey tool. Due to legal reasons, personal data of the participants have to remain with BME, BME delivers survey results anonymously.

Benefits		
• Provision of an online survey tool	BME	Euro 9,900.-
• Labelling	BME-logo	
• Co-Branding	BME-logo and logo of the partner	
• Exclusiveness of the partner	yes	
• Maximum of surveys per year	6	
• Volume (number of questions)	10–15	
• Choice of topic	partner	
• Layout and design	partner	
• Production costs	partner	
• Whitepaper	yes	
• Promotion via Stand-alone Emailing	1 x	
• Specialist article in Online-Newsletter BMEweekly	1 issue	
• Placement of the specialist article for 4 weeks on the BME website	yes	
• Way of publication	Whitepaper (pdf)	
• Option to hold a speech in a 1-day-Conference of BME (given a thematically fitting event)	1,750	

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social media campaign

3 own content pieces on the BME-Social-Media-Channels

Benefits		Euro 4,500.-
• Market your own content via the BME		
• Fast contact and lead generation		
• High target penetration		
• Extension of your own social media reach		
Format:	online campaign	
Duration:	3 weeks with one shipment each	
Number of posts:	3 content pieces	
Level of the recipients: purchasing manager, project manager, divisional director, BME members etc.		
Reach of media:		
• Xing:	BME-Xing group about 17,600 members	
• Twitter:	BME e.V.: 1.070 followers, BME marketing: 170 followers	
• LinkedIn:	BME e.V.: 5,990 followers, about 10 personal accounts + 9,300 followers ("Ambassador communication")	

Publisher

Bundesverband Materialwirtschaft,
Einkauf und Logistik e.V. (BME)
Frankfurter Straße 27, 65760 Eschborn
Homepage: www.bme.de



Advertising/Online Sales: Ilka Schaper
Telephone: +49 6196-5828-152
Fax: +49 6196-5828-598
Email: ilka.schaper@bme.de
Web: www.bme.de/marketingplattform

Person responsible
under press law: Tobias Anslinger, Chief Editor
Telephone: +49 6196-5828-107
Fax: +49 06196-5828-189
Email: tobias.anslinger@bme.de

Advertising/Online Sales: Nicole Kraus
Telephone: +49 6135-7035-395
Email: nicole.kraus@bme.de
Web: www.bme.de/marketingplattform

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