

Mediakit

2019

BIP

Best in Procurement

The magazine for procurement and logistics managers



Bundesverband
Materialwirtschaft,
Einkauf und Logistik e.V.

- Price List no. 10
- Valid from 1 January 2019

Including:

- Website www.bme.de
- Email NL BME weekly
- BIP Webinars
- BIP 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 six times a year with 15,500 copies per issue. BIP reaches the 10,000 members of the BME and a further 5,500 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:

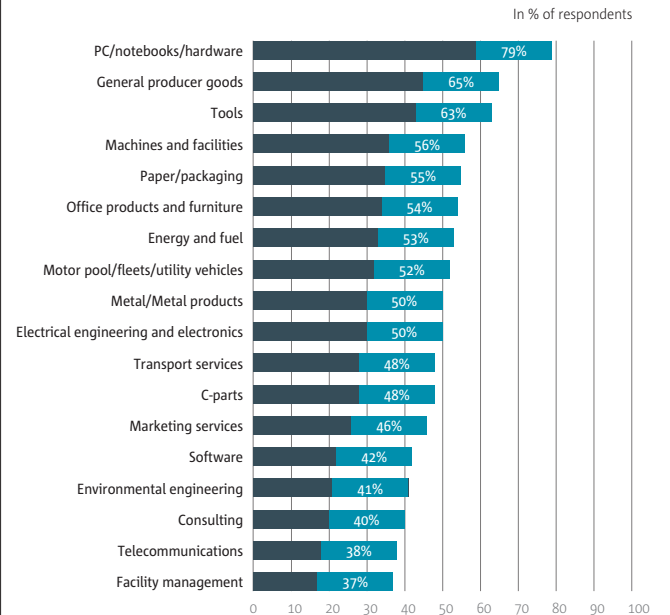
- Current jurisdiction
- Compliance and Conflict Management
- Customs and transport law



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.- €



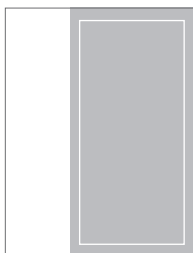
1/1: Market Scope

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.- €



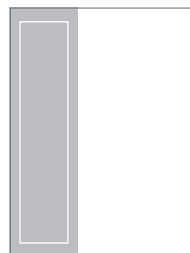
BIP. 2/3: Two-thirds, vertical

Print Space: 117 × 252 mm
bleed format*: 136 × 280 mm
Price: 4,650.- €



BIP. 1/2: Half page, horizontal

Print Space: 178 × 124 mm
bleed format*: 212 × 138 mm
Price: 3,400.- €



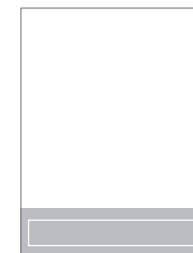
BIP. 1/3: Third, vertical

Print Space: 56 × 252 mm
bleed format*: 75 × 280 mm
Price: 2,300.- €



BIP. 1/3: Third, horizontal

Print Space: 178 × 81 mm
bleed format*: 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 8

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

Advertising options on the cover page

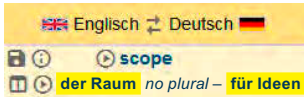
Banderole, around the magazine, width: 60 mm, printing and allocation costs	€ 9,000.-
Half cover, vertical ½ page on front	€ 6,900.-
Half cover, ½ page on front, full back page	€ 13,000.-

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 sort of “magazine”, 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 as pdf.
€ 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		Topics	
Date of publication	24.01.2019	RPA & AI, Procurement Organization,	
Advertising deadline	26.11.2018	Risk Management & Compliance	
Printing material deadline	04.12.2018		
Issue 2		Topics	Supplement
Date of publication	07.03.2019	E-Procurement/E-Invoicing,	eSOLUTIONS Report 2019: Procurement-Sourcing-
Advertising deadline	05.02.2019	Innovation Management,	Integration (with market overview for eSolution vendors)
Printing material deadline	12.02.2019	Auditing & Monitoring Procurement	PD: 07.03.2019, BD: 13.11.2018, AD: 25.01.2019
Issue 3		Topics	
Date of publication	09.05.2019	End-to-end Supply Chain,	
Advertising deadline	01.04.2019	Supplier Management,	
Printing material deadline	08.04.2019	Job profile Procurement/Purchaser	
Issue 4		Topics	
Date of publication	05.07.2019	Sustainability & CSR, IT Sourcing,	
Advertising deadline	31.05.2019	Travel/Mobility	
Printing material deadline	06.06.2019		
Issue 5		Topics	
Date of publication	06.09.2019	Trade barriers/Global Sourcing,	
Advertising deadline	01.08.2019	Interim Management Sourcing,	
Printing material deadline	08.08.2019	Benchmarking	
Issue 6		Topics	
Date of publication	04.11.2019	CPO survey,	
Advertising deadline	27.09.2019	54 th BME-Symposium Purchasing and Logistics,	
Printing material deadline	04.10.2019	Management of Master Data	

BME weekly is the online newsletter of the BME

	2 issues	4 issues	6 issues	8 issues
<ul style="list-style-type: none"> Head Banner exclusive, along the top, full width 600×100 pixels, up to 70 KB Content Banner exclusive, between the content, full width 400×100 pixels, up to 50 KB Skyscraper exclusive, in the right sidebar 160×600 pixels, up to 60 KB Fullsize Banner exclusive, along the bottom, full width 600×100 Pixel, up to 70 KB 	Euro 1,250.-	Euro 2,150.-	Euro 3,100.-	Euro 3,850.-
<ul style="list-style-type: none"> Rectangle – Last Minute Box for last minute ads, exclusive, bottom right 160×160 pixels, up to 30 KB <p>Target group: The email newsletter goes out to around 9,500 BME members from the areas of materials management, purchasing and logistics</p>	Euro 950.-	<ul style="list-style-type: none"> Online-Advertorial Article with specialised content in the field of procurement. Recommended length: approx. 4000 characters. 6 months in the infocenter. Online-Advertorial+ Article remains for an additional 1 week on the homepage and 6 months in the infocenter. 		<ul style="list-style-type: none"> 1 issue Euro 1,450.- Euro 2,390.-



Price details:

banner placement:

Banner sizes:

Terms of payment:

General Terms of Business:

all prices indicated are exclusive of statutory VAT
up to 4 working days prior to the start of joachim.lorenz@bme.de
To be supplied in jpg. or gif. format
Banner sizes are fixed.
14 days after receipt of invoice, in full see page 17

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 × h)	TCP in €
Super Banner/Leaderboard	728 × 90	70.-
Skyscraper	120 × 600, 160 × 600	80.-
Medium Rectangle	300 × 250	90.-
Wallpaper	120/160 × 600 + 728 × 90	100.-
Halfpage Ad	300 × 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
- The moderator is available for up to two preparation calls (remote)
- Sponsor receives detailed webinar report. Furthermore a registree-list including full name, jobtitle and company in the extent provided by the deletages.

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 for 4 weeks 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.

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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