

personal manager

THE HUMAN RESOURCES MAGAZINE

media kit 2011

personalmanager

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Media Kit 2011 – Contents

Summary	3
Masthead & Produktion Data	5
Editorial Calendar	6
Advertising Price List	7
Company Portraits/Seminars	8
Conditions	9

personal manager ... is Austria's trade magazine for decision makers in human resource management, their consultants and providers.

... is published bi-monthly

... informs independently and critically about news from the HR-business and the market for HR- products and services in Austria and abroad.

The magazine presents innovative concepts and best-practice examples and reports on the latest trends in the areas of recruiting, HR-development, further education, management, leadership, wages, social benefits, corporate pension plans, employment legislation, organization and HR-software.

the target for your advertising ... managing directors, HR-managers, recruiters, HR-developers, payroll accountants, data processing experts and consultants in Austria's private enterprise, public administration, health authorities and institutions.



HR-managers are decision-makers, opinion-leaders and info-multipliers. They are responsible for recruitment, further qualification and deployment of the right employee at the right time in a cost effective manner. They also

decide which software to use, travel and health management, safety at the workplace, and they also run relevant contacts to leading universities. In short, HR managers are confronted with multiple demands and requirements, and there is a huge

variety of products and services to choose from. To cope with their complex tasks, HR-managers need comprehensive information and selection criteria – and that is exactly what personal manager offers its readers.



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Masthead

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Area of circulation:	Austria
Frequency:	bi-monthly: January, March, May, July, September, November
Retail price:	9,50 Euro
Subscription price:	yearly subscription Euro 49,- + shipping costs trial subscription 26,-Euro + shipping costs

Any subscription to personal manager includes the monthly newsletter personal recht with important news on employment law, social benefits and tax legislation. You can also order the newsletter alone for a price of 41,- Euro. Yearly subscription can be canceled any time until 3 months before the end of the year; the trial subscription can be canceled until 4 weeks before expiry. Cancellation must be submitted in writing. There will be no further obligations. On the contrary, the yearly or trial subscription is automatically extended for another year for the currently valid subscription price.

Printed copies:	8.000
Circulation:	7.800
Agency fee:	15%

Production data

Print technology:	web offset printing (core pages) and sheet fed offset printing (cover pages)
Printing Screen:	core pages: 60 lines /cm cover pages: 80 lines/cm
Paper:	Cover: 170 g illustration print, glossy with matte dispersion coating Core: 90 g, illustration print matte
Size:	210 x 280 mm
Type area:	178 x 234 mm, three columns
Bleed:	3 mm
Volume:	68 pages
Color scale:	Colored pages are printed in Euro-Scala; lithos must be designed accordingly. Slight differences in color may result from the tolerance range of the printing process. Spot colors may be ordered separately at different rates.
Processing:	Saddle stitch
Printing files:	only digital formats, printable pdf-files; images: minimum resolution 300 dpi

Issue 1/2011

Date of publication: 01 January 2011
 Closing date
 for advertising orders: 06 December 2010
 Closing date
 for printing material: 13 December 2010
 Topics: Corporate social responsibility
 Change management
 Talent management
 Employer branding
 Employment benefits
 Corporate pension plan

Advertorial:
 Overview of Providers:

Issue 2/2011

Date of publication: 01 March 2011
 Closing date
 for advertising orders: 07 February 2011
 Closing date
 for printing material: 11 February 2011
 Topics: Teambuilding
 Virtual cooperation
 Staff development
 Project management
 Living space: office
 Noise attenuator

Advertorial:
 Overview of Providers:

Issue 3/2011

Date of publication: 01 May 2011
 Closing date
 for advertising orders: 06 April 2011
 Closing date
 for printing material: 12 April 2011
 Topics: Emotions
 Conflict management
 Health management
 HR in sales departments
 Payroll
 Potential analysis
 Potential analysis for staff development

Advertorial:
 Overview of Providers:

Issue 4/2011

Date of publication: 01 July 2011
 Closing date
 for advertising orders: 06 June 2011
 Closing date
 for printing material: 14 June 2011
 Topics: Recruiting
 Apprenticeship
 International HR
 Lifelong learning
 HR sourcing: from outtasking to offsharing
 HR outsourcing

Advertorial:
 Overview of Providers:

Issue 5/2011

Date of publication: 01 September 2011
 Closing date
 for advertising orders: 05 August 2011
 Closing date
 for printing material: 12 August 2011
 Topics: Strategic personnel planning
 HR key-data
 Performance management
 Outplacement, Implacement
 conduct of negotiation and communication
 Management
 Preview of Personal Austria/
 Professional Learning Austria












Advertorial:
 Overview of Providers:

Issue 6/2011

Date of publication: 01 November 2011
 Closing date
 for advertising orders: 06 October 2011
 Closing date
 for printing material: 12 October 2011
 Topics: Risk factor: HR
 Compliance
 Leadership
 Process management
 Work life balance
 HR software
 Time and access

Advertorial:
 Overview of Providers:

Advertising prices 2011

Format Type area: 178 x 234 mm	Size in type area (B x H mm)	Size within bleed* (B x H mm)	black & white	2c	4c
 1/1 page	178 x 234	210 x 280*	2.437,-	2.762,-	3.250,-
 2/3 page	117 x 234	133 x 280*	2.063,-	2.338,-	2.750,-
 1/2 page	178 x 115	210 x 138*	1.760,-	2.099,-	2.470,-
 1/3 page one column	56 x 234	72 x 280*	1.455,-	1.649,-	1.940,-
 1/3 page two columns	117 x 115	133 x 131*	1.455,-	1.649,-	1.940,-
 1/3 page three columns	178 x 75	210 x 91*	1.455,-	1.649,-	1.940,-
 1/4 page one column	56 x 154		968,-	1.097,-	1.290,-
 1/4 page two columns	117 x 75		968,-	1.097,-	1.290,-
 1/4 page three columns	178 x 55		968,-	1.097,-	1.290,-
 1/6 page one column	56 x 115		637,-	722,-	849,-
 1/6 page two columns	117 x 35		637,-	722,-	849,-
Company portrait one edition Company portrait three editions Company portrait 6 editions Seminar ad	43 x 75 43 x 75 43 x 75	-	-	-	349,- 990,- 1.490,- 25,-

Special placements

2 nd cover page	3 rd cover page	4 th cover page
3.360,-	3.250,-	3.600,-

Internet Banner advertising:

at the site www.personal-manager.at

banner size: 125x65 pixels
placement: home page and minimum three sub-pages
monthly cost: 300,-Euro

Discounts for continuous booking of banner space
within 12 months:

3 months: 5%
6 months: 10%
12 months: 15%

All prices exclusive of advertising tax and VAT.

Printing files:

printable pdf-files, eps-files with embedded or
vectorized fonts, tiff-files

*advertising formats do not include bleed, please allow
a minimum bleed of 3mm

Supplements:

Up to 25 g 220,-Euro / 1.000 pieces
Up to 50 g 310,- Euro / 1.000 pieces

Discounts for repeated orders within 12 months:
3 times 5%
6 times 10%

Introduce yourself to our readers as a provider of products or services through a company portrait! Additionally, you can also publish seminar and event advertisements - in **personal manager** - THE HUMAN RESOURCES MAGAZINE

WEITERBILDUNG



Das WIFI entwickelt laufend innovative und am Markt gefragte Bildungsprodukte für alle Branchen.

Das WIFI bietet verstärkt Ausbildungen mit akademischen Abschlüssen an, etwa MBA-Lehrgänge, Lehrgänge universitären Charakters und Fachhochschullehrgänge. Den Kunden stehen Toptrainer aus der Wirtschaft zur Verfügung.

Mit seinem Firmen-Intern-Training kommt das WIFI in die Unternehmen und bietet individuelle Qualifizierungspakete und Personalentwicklung an.

WIFI Österreich

Wiedner Hauptstraße 63
A-1045 Wien
Tel.: +43 5 90900-3113
www.wifi.at

Company portrait

The company portrait is an advertisement in a specific product or service index section

Section:
free choice

Ad size:
43 x 75 mm

Logo:
eps, tiff or jpg files,
minimum resolution 300 dpi
minimum size 40 x 20 mm

Text and address:
Maximum 600 characters including blanks

Price:
1 edition 349,- Euro
3 editions 990,- Euro
6 editions 1.490,- Euro

RHETORIK UND KOMMUNIKATION

Akquisition und Terminvereinbarung am Telefon

Geschicktes Analysieren von Vorwänden und Einwänden, gezielte Vorteil- und Nutzenargumentation, Einsatz von Abschlusstechniken, mit den ersten Aussagen überzeugen, um den gewünschten Abschluss zu erzielen.

Teilnehmerkreis: alle Mitarbeiter aus Vertrieb, Kundenservice und Management, die am Telefon professionell auftreten möchten

ReferentIn: Beatrice Seum

Termin: 22.10-23.10.2007

Veranstalter: WIFI Wien

Veranstaltungsort: WIFI Wien, Währinger Gürtel 97, 1180 Wien

Preis: auf Anfrage

Info: www.wifiwien.at

Seminar ad

These ads can only be posted together with a company portrait in the same edition. You can order various seminar ads in one edition. Seminar- and training ads in service section.

Section:
free choice

Text:
Headline, description and address. Maximum 875 characters, including blanks.

Price:
25,- Euro each

Required information:
Description of company and products or services offered, contact data and description of seminar.

Please send information as word document to the following email address: unternehmensportraet@personal-manager.at

1. According to the following general terms and conditions, an advertisement order is a contract for the publication of one or more advertisements from a customer in a printed and/or electronic medium for the purpose of circulation. The publisher has the right to store the advertisement's content, text and images in a data base and make them available for potential customers via electronic media. In case of copyrighted material, usage rights are granted to the editor throughout the universe in perpetuity.
2. The publisher reserves himself the right to decline advertisement orders or parts of advertisement packages, as well as supplement orders, in case that they enter in conflict with standardized, factually justified principles of the publishing company because of their contents, origin or technical format. The same is valid for contents that violate laws or regulations and applies also for advertisements placed through a representative. Supplement orders are only binding for the publisher after having received a sample of the supplement. Supplements that produce the impression of being part of the magazine or that contain external advertising will not be accepted. The customer will be informed immediately about the refusal of the order.
3. The advertisement will be admitted if its contents comply with the general concept of a trade magazine. Companies that have not honored their financial obligations from former contracts may not be admitted. The contract between the advertiser and the publisher is valid at the moment the customer receives the admission. After admission by the publisher, the order and the payment conditions remain binding, even if the printing files do not arrive on time for publication. The publisher is entitled to revoke the admission if it was granted under false premises or statements or if the admission criteria are not fulfilled at a later stage.
4. Cancellation of the order is possible until admission is granted by the publisher. The cancellation fee is 500,- Euro + VAT. After admission, cancellation or reduction of the advertising amount or size is not possible. The full advertising costs must be paid. In case that the advertiser abstains from using the advertising space, he will have to pay the full amount if the space cannot be sold to another customer. 40% of the advertising costs are due if the space can be sold otherwise. The advertiser will not be released from his obligations if editorial text is used in the advertising space to preserve the general aspect of the edition. Renunciation of the booked advertising space will be valid only if received by the publisher in form of a written statement.
5. In case of totally or partly illegible, incorrect or incomplete printing of the advertisement, the advertiser is entitled to a payment reduction or a replacement, within the extent of the damage generated to the advertising purpose. The publisher assumes no further liability. This is not valid for deliberate acts or gross negligence of the publisher or his legal representatives. There is no liability for the absence of warranted characteristics. In commercial day-to-day business, the publisher cannot be held liable for gross negligence of his legal representatives. Inevitable or faulty control information will not entitle the customer to any claims if no other agreement has been made. Complaints must be made within 8 days after reception of invoice and voucher. In any case, liability is limited by the predictable extent of the damage and through the cost of the respective advertisement or supplement. The publisher cannot be held liable for transmission faults in case of advertisements, change of date or edition, text corrections or cancellation via telephone.

In case of repeated errors, the publisher cannot be held responsible if the advertiser had the opportunity to alert about the mistake before printing of the following edition. The publishers claim for remuneration will not be affected. The publisher cannot be held liable for damage or recovery claims resulting from the contents or the form of an advertisement, especially by violations of the competition regulations. The advertiser alone is responsible for the contents and form of the advertisement. A potential liability of the publisher is equally limited by the predictable extent of the damage which is defined through the cost of the respective advertisement or supplement.

6. A decrease in circulation does only affect the contract if the warranted circulation decreases more than 20%. Damage or price reduction claims are excluded if the publisher has alerted the customer about the reduction in circulation early enough to cancel the contract.
7. In case of doubt, advertisements are to be published within one year after conclusion of the contract. If the contract includes the right to publish several advertisements, those must be placed within one year after release of the first advertisement, provided that the latter is published within the period of time mentioned above.
8. The publisher will only guarantee publication in specific editions or sections of the medium, if the validity of the contract depends expressly on this agreement. Advertisements that belong to a particular section will be published in the respective section with no need for specification.
9. The advertiser is responsible for the timely delivery of the text, printing files or supplements. In case of visibly damaged or illegible printing materials, the publisher will ask for replacement immediately. The publisher guarantees the technically faultless reproduction of the advertisement.
10. In case of box number advertisement, the publisher will warrant the reception and forwarding of the incoming offers with the diligence of a prudent businessman, but may not be held liable beyond this responsibility. Registered letters, express letters and box number advertisements will be forwarded by regular post only. The publisher reserves himself the right to open the incoming offers in the interest and for the protection of the customer and to avoid misuse of the box number services. The publisher has no obligation to forward business or mediation offers.
11. In case of considerable changes in an already admitted reproduction order, the advertiser will be charged with additional costs and delivery of lithos or drawings.
12. Lithos will only be returned to the advertiser on explicit request. The publisher's obligation for storage expires three months after publication, if no other agreement is made.
13. For the definition of purchase quantities, text lines in mm will be converted in advertisement space in mm according to the advertisement price.
14. In case that no specific size regulations were agreed upon, the advertisement price will be calculated

according to the real size of the advertisement in its printed version.

15. For the placement of an advertisement in the text section, the text section price will be valid. Advertisements that are not clearly recognizable will be identified as such by the publisher.
16. In case of an increase in advertisement prices, new conditions will apply immediately, if customer and publisher have not agreed otherwise.
17. The advertiser is entitled to receive the discount corresponding to his actual purchase quantity during one year retroactively, if the original contract foresees such a discount according to the price list. This entitlement expires, if it is not claimed within one month after the end of term.
18. If a contract that includes a discount agreement is not fulfilled for reasons the publisher has not to answer for, the difference between the agreed and actually applicable discount will be reimbursed to the publisher, irrespective of other obligations. This is not valid if the non-fulfillment of the contract is caused by force majeure within the risk responsibility of the publisher.
19. In case that the advertiser has not paid in advance, the corresponding invoice has to be paid on the date of publication at the latest if no short term or advance payment has been agreed for the particular case. For discounts made on advance payments see price list.
20. Press-proofs will only be made available on explicit request. The advertiser is responsible for the accuracy of the returned proofs. If proofs are received in due time but not returned to the publisher, consent for printing "as it is" is assumed.
21. If requested, the publisher will send an advertisement clipping together with the invoice. If justified by type and volume of the order, the publisher will send up to two complete pages or copies. If no clipping or copy is available, the binding admission of the advertisement will go in its place.
22. In case of payment delay or extension, an interest rate of 14% as well as encashment charges will be charged. The publisher can hold the execution of the respective order until full payment is received, and is liable to claim advance payments for remaining advertisements.
23. In case of bankruptcy, the whole amount for remaining advertisements will be due immediately, according to § 17, section 1 KO. In case of bankruptcy, settlement or other legal actions, any discount agreement will be void.
24. Place of fulfillment is Mannheim, Germany. In relations with businessmen, corporate bodies of public law or special public property, place of jurisdiction in case of legal actions will be Mannheim.

1. Advertising orders are ruled by the general terms and conditions, the currently valid advertising price list and the publisher's admission form. The publisher reserves himself the right to reject specific ads at his own discretion, even if they are part of a frame contract. The advertiser will be informed about the rejection.

2. The publisher does not guarantee publication in a specific edition, volume or space and may withdraw from a contract that has been admitted beforehand for technical or other reasons. The advertiser will not be entitled to any compensation.

3. The publisher cannot grant exclusion of competitors. Advertisements that are not distinguishable as such because of their design, will be marked with the term "Anzeige".

4. The advertisement will be admitted if its contents comply with the general concept of a trade magazine. Companies that have not honored their financial obligations from former contracts may not be admitted. The contract between the advertiser and

the publisher is valid at the moment the customer receives the admission. After admission by the publisher, the order and the payment conditions remain binding, even if the printing files do not arrive on time for publication. The publisher is entitled to revoke the admission if it was granted under false premises or statements or if the admission criteria are not fulfilled at a later stage.

5. Cancellation of the order is possible until admission by the publisher. The cancellation fee is 500,- Euro + VAT. After admission, cancellation or reduction of the advertising volume is not possible. The full advertising costs must be paid. In case that the advertiser abstains from using the advertising space, he will have to pay the full amount if the space cannot be sold to another customer. 40% of the advertising costs are due if the space can be sold otherwise. The advertiser will not be released from his obligations if editorial text is used in the advertising space to preserve the general aspect of the edition. Renunciation of the booked advertising space will be valid only if received by the publisher in form of a written statement.

6. The publisher guarantees the technically faultless reproduction of the advertisement. Certain differences in color may be caused by the range of tolerance of the printing system. Ineligible or damaged printing files will be returned to the advertiser. If the damage is not visible at first sight but only after printing, the advertiser will not be entitled to any damage claims. The publisher cannot be held liable for changes agreed upon telephonically. Press-proofs will only be made available on explicit request. If the advertiser received the proof in due time but does not return it, consent for printing is assumed. Proofs will be stored until 3 months after publication of the last edition.

7. Costs for the preparation of final drawings or other printing material will be paid by the advertiser. In case of delayed delivery of printing files, the advertiser will be charged with the additional costs. The advertiser assures the publisher that the advertisement does not infringe any legal regulations and does not breach the rights of third parties.