

Research & Results

Magazin für Media-, Markt- und Werbeforschung

Media Information

2012

The Magazine for Media, Market and Advertising Research

Advertise successfully!



Short Profile

Research & Results is the magazine for the latest news in media, market and advertising research, providing you with high-quality market research information.

Research & Results is a leading magazine in the field of market research. With seven main issues and two special publications per year, it reaches its target group perfectly. The readership primarily consists of decision-makers in market research, marketing, media planning and media research. The main sections are trade articles, news, appointments, events and the Omnibus overview.

Modern Content

- ⇒ keeping our finger on the pulse of the industry in Germany, Europe and worldwide with the latest news and in-depth reports
- ⇒ profiles of companies, studies and methodology ensure high value to readers
- ⇒ career section including personal success stories, current appointments, and education and training possibilities
- ⇒ practical service section with market reports on seminars, available studies, service providers and omnibus surveys

Modern Style

- ⇒ in-depth yet no unnecessary detail
- ⇒ reliable and easy to read
- ⇒ provides necessary background
- ⇒ all major information at a glance
- ⇒ contact details and internet links

Modern Design

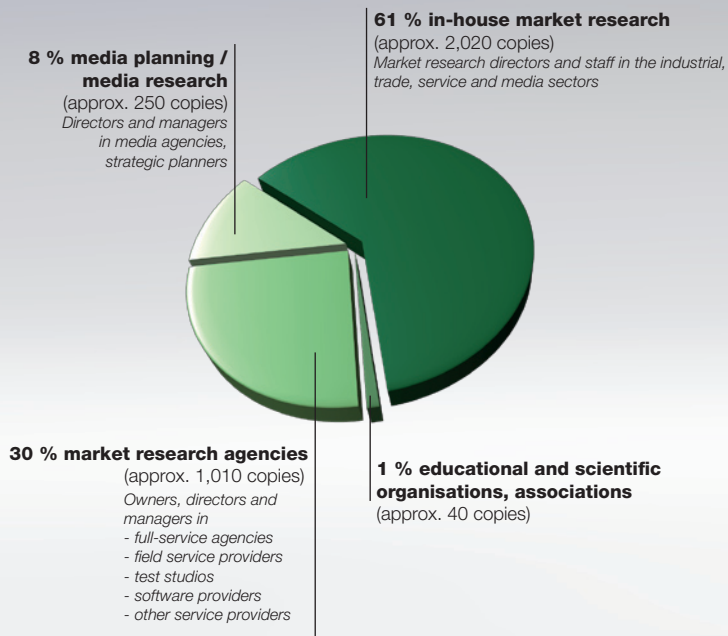
- ⇒ four-colour print throughout, first-class paper and print quality
- ⇒ magazine-style, modern, reader-friendly layout
- ⇒ a new level of information provision thanks to short reports, graphs, boxes and charts



Target Groups, Distribution, Volume

Target Groups

An average of 3,320 paid or free subscription copies of each Research & Results issue are distributed to selected decision makers and management staff in the market research, marketing, media planning and media research industry (direct mailing).



Circulation and Distribution

Copies for an average issue*

Circulation sent by direct mailing	3,323
national	3,302
international	21
Copies for trade fairs and advertising (e.g. Research & Results industry trade fair, BVM Congress, ESOMAR Congress, GOR, symposiums and conferences)	250
Archive / Documentation copies	169

Print run 3,742

*Average values of the issues 6/2010 to 5/2011 (= 7 issues)

Volume Analysis 2010-2011

(Issue 6/2010 to 5/2011 = 7 issues)

Total volume	476 pages = 100.0 %
Editorial volume	388 pages = 81.5 %
Advertising volume	88 pages = 18.5 %
Inserts	26 pieces

Publishing House Information

Publishing House

Reitmeier Input Management Services GmbH
Haldenbergerstraße 28
80997 Munich
Germany

Directors

Hans Reitmeier, Heinrich Fischer, Martin Sippel

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S.W.I.F.T.: SSKM DE MM
IBAN: DE06 7015 0000 0046 1084 29

Payment Terms

3 % discount for payments received before the date of publication
2 % discount for payments received within 14 days
net for payments received within 30 days

Subscription Price*

Annual subscription Germany	€ 155.40
Trial subscription Germany	€ 49.50
Annual subscription international	€ 175.80

* incl. VAT and postage

Discounts

Quantity:		Frequency:	
2 pages	5 %	2 ads	3 %
3 pages	10 %	3 ads	5 %
4 pages	10 %	4 ads	5 %
5 pages	15 %	5 ads	10 %
6 pages	15 %	6 ads	10 %
7 pages	20 %	7 ads	15 %

Specifications

Printing

Sheet fed offset, 4C-Euroscale throughout,
special colours available on request

Binding

Adhesive binding

Paper

Art print paper, glossy, 115 g/qm;
cover 250 g/qm

Publication frequency

7 main issues,
2 special publications

Format

Page 210 x 297 mm
Type area 180 x 254 mm

Insert Delivery

Inserts and supplements must be labeled "Research & Results Nr. (Issue number)" and delivered directly to the printers 10 days before publication date:

C. Maurer Druck und Verlag
Schubartstraße 21
73312 Geislingen/Steige
Germany

Telephone: +49 (0)73 31/9 30-0

Three samples are required prior to delivery for final approval by the publishers.

Artwork

Digital artwork is necessary. Print-quality PDF files are preferred.

Data Delivery

Please send your advertisement files via e-mail or on a data storage device directly to our advertising department:

Reitmeier Input Management Services GmbH
Heinrich Fischer
Lange Straße 64
71332 Waiblingen
Germany
Telefon: +49 (0)71 51/27 08 89
E-mail: anzeigen@research-results.de

Prices for Advertisements, Inserts and Special Ads

Formatted Adverts						
Format	Colour / Price in €			Size (width x height in mm)		
	4c	3/2c	b/w		type area	bleed
2/1 page	6,180	5,400	4,310		390 x 254	420 x 297
1/1 page	3,440	3,010	2,400		180 x 254	210 x 297
2/3 page	2,750	2,400	1,920	portrait landscape	118 x 254 180 x 167	131 x 297 210 x 196
1/2 page	2,040	1,790	1,420	portrait landscape	88 x 254 180 x 124	102 x 297 210 x 146
1/3 page	1,370	1,200	950	portrait landscape	57 x 254 180 x 81	68 x 297 210 x 95
1/4 page	1,030	900	720	portrait landscape	88 x 124 180 x 59	102 x 146 210 x 70

Bleed: min. 3 mm beyond trim size

Career Ads			
Price in € / mm height			
type area	4c	3/2c	b/w
88 mm wide	4.50	3.90	3.30
118 mm wide	6.00	5.20	4.40
180 mm wide	9.00	7.80	6.60

Inserts		
max. Format 200 x 290 mm		
		Price in €
max. 25 g	per 1,000	390

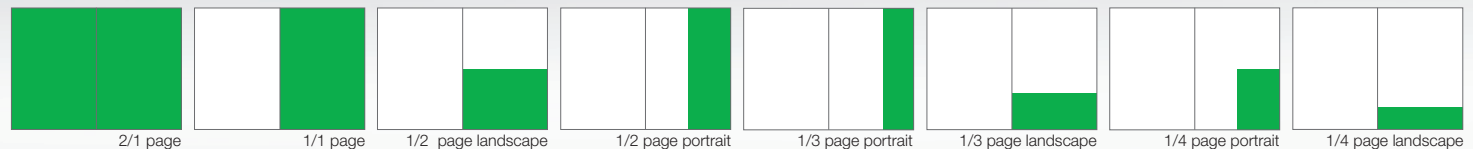
Omnibus Overview "Bus Stop"	
Entry in "Bus Stop" (180 x 27 mm)	
first entry	€ 640
each further entry	€ 50

Offprints		
4-page offprint of published reports		
100 copies	€ 1,090	
500 copies	€ 1,150	
1,000 copies	€ 1,340	
2,000 copies	€ 1,470	
3,000 copies	€ 1,590	

Special Adverts	
Special advertisements are available upon request, such as belly band, folding covers, shortened front page and others.	

All prices are exclusive of VAT.
General Terms and Conditions of Business apply; published on:
www.research-results.com

Example Adverts



Dates and Topics

Issue	Publication Date	Ad Closing Date	Artwork Delivery Deadline	Topics (Selection)	Events (subject to change)	Regular Columns and Topics
1/2012	Feb. 17	Jan. 20	Feb. 1	Outlook 2012; GOR - General Online Research – Preview; Mobile Research	Best Brands 2012, February, Munich; GOR General Online Research, Mar. 5–7, Mannheim; 16. Deutscher Trendtag (German Trends Conference), Mar. 14, Zurich; Trendforum, Mar. 21–22, Berlin; 12. Deutscher Markenkongress (German Brand Convention), March, Düsseldorf; Esomar CEE Research Forum, Mar. 26–27, Cracow; ARF Annual Convention, Mar. 26–28, New York City; Internet World, Mar. 27–28, Munich	<p>Each issue contains a wide range of topics:</p> <p>News News items and reports about companies and markets Mergers and cooperations New studies, approaches and offers Important survey results Events – previews and reviews News and reports from Europe and the rest of the world</p> <p>Research Articles, reports and market overviews on research, results and more: Market research Advertising research Media research Provider profiles Decision makers Clients Theory & practice</p> <p>Career Career portraits, People, Appointments, Education and Training</p> <p>Service Agenda, Seminars, Omnibus overview</p> <p>Small Talk Entertaining and amusing stories from the research world</p>
2/2012	Mar. 30	Mar. 2	Mar. 14	Best Brands 2012; Omnibus – Multi-topic surveys	9. TV Wirkungstag (TV Effects Conference), April; Esomar Asia Pacific, Apr. 15–17, Shanghai; Esomar Latin America, May 13–15, Mexico City	
3/2012	May 18	Apr. 20	May 2	BVM Congress - Preview; Innovative survey methods; B2B Research	BVM Congress, June 21–22, Berlin; Expert Conference "Kinderwelten" (Children's Worlds), May	
4/2012	July 13	June 15	June 27	BVM Congress – Review; Media research; Social media research / Communities; Pharmaceutical research; Research & Results SoftwareGuide 2012		
5/2012	Aug. 31	Aug. 3	Aug. 15	Esomar Congress – Preview; Brand / Image research; Fieldwork	Esomar Congress, Sept. 9–12, Atlanta; dmexco, Sept. 12–13, Cologne; Radio Day, September, Cologne; SymarO 12, Sept. 19–20, Mannheim	
6/2012	Oct. 12	Sep. 14	Sep. 26	Research & Results 2012 – Preview; Customer relations & satisfaction; Innovation development / Co-creation	Medientage (Media Days) Munich, Oct. 24–26; Research & Results 2012, Oct. 24–25, Munich; 9. Effizienztag (Efficiency Day), October	
7/2012	Dec. 14	Nov. 16	Nov. 28	Research & Results 2012 – Review; Qualitative market research; Research & Results StudioGuide 2013 – Preview		

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Special publications

	StudioGuide 2012	SoftwareGuide 2012
Publication Date	Beginning of February 2012	Mid-July 2012
Ad closing date	02 December 2011	02 Mai 2012
Price in €		
Single-page company presentation	900	990
Double-page company presentation	1,750	1,920

All prices are exclusive of VAT.

