

planung&analyse – one of the leading trade journals for market research and marketing in Germany.

## Editorial content:

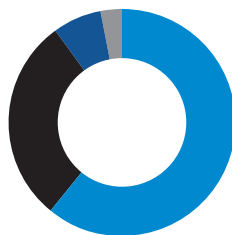
- Current, in-depth articles written by authors from institutes, companies and universities on projects, concepts and methods drawn from market practice and market research.
- Journalistic contributions of the planung&analyse-editorial office on backgrounds from the market research industry. Analysis, interviews, comments.

## Target group:

Due to the partnership with HORIZONT, the top media brand for marketers in all industries as well as agencies and media decision makers, we now reach everyone in the causal decision-making chain on research contracts and comprehensive market research projects\*:

**planung&analyse-subscribers, direct purchasers, 2,220 copies**

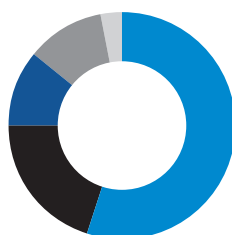
### Industry affiliation



- 61% decision makers in the field of corporate market research
- 29% decision makers in market research institutes
- 7% academic decision makers in teaching and research
- 3% decision makers in agencies & consulting

**planung&analyse-ipients that receive their copy as a supplement in HORIZONT, 8,010 copies**

### Industry affiliation



- 55% decision makers in advertising companies
- 20% decision makers in communication and advertising agencies
- 11% decision makers in media agencies
- 11% decision makers with media/media networks
- 3% others

### Circulation:

**10,230\*\* distributed copies**

- 8,010 distributed copies enhanced circulation selected HORIZONT subscribers
- 2,220 distributed copies planung&analyse subscribers and direct purchase

### Frequency of publication:

6 x per year

Sources:

\*Readership structure analysis planung&analyse 2016,

\*\*Analysis sales data of the dfv media group 2016

## Contacts:



**Dr. Benedikt Bock**  
Project Manager Sales  
Phone: +49 69 7595-2016  
benedikt.bock@planung-analyse.de












**Cora Hübel**  
Sales Manager  
Phone: +49 69 7595-1247  
cora.huebel@planung-analyse.de

## Dates and topics

Issue	Deadline for booking	Deadline for material	Date of publication	knowledge&research: the platform for contributions from authors		Manuscript by:	Provider overview	Industry event / supplement in
				Topic	Focus			
1	18.01.	24.01.	16.02.	Qualitative market research	Mobile market research	02.01.	Qualitative market research, Mobile market research	General Online Conference (GOR)
2	24.03.	31.03.	27.04.	Brand and consumer goods (FMCG)	Panel providers	27.02.	FMCG / Brand, panel providers	p&a Congress Insights 2017 Supplement in Lebensmittel Zeitung #17 from 28.04.
3	12.05.	19.05.	14.06.	Online research and social media	Pharma and Healthcare	24.04.	Online research and social media, Pharma and Healthcare	BVM- Congress, HORIZONT Digital Marketing Days
4	21.07.	31.07.	24.08.	Advertising effectiveness	Mobility with and without a car	23.06.	Advertising effectiveness, Mobility	HORIZONT Werbewirkungsgipfel, dmexco, IAA
5	15.09.	26.09.	19.10.	Innovations	Software	21.08.	Innovations, Software	Research & Results
6	03.11.	14.11.	07.12.	The customer in focus (Touchpoints, POS, Shopper)	Field service providers / Studios	09.10.	Customer (Touchpoints, POS, Shopper), Field service providers / Studios	Supplement in Lebensmittel Zeitung #49 from 08.12.

## Prices and formats

Format	Portrait in mm*	Landscape in mm*	Price Issue 1, 3, 4, 5	Price Issue 2, 6
2/1 page		420 x 297	8,900 €	9,990 €
1/1 page	 210 x 297		5,250 €	6,000 €
2/3 page	 134 x 297	210 x 194	4,200 €	4,800 €
1/2 page	 105 x 297	210 x 148	3,000 €	3,450 €
1/3 page	 75 x 297	210 x 102	2,200 €	2,500 €
1/4 page	 105 x 148	210 x 80	1,600 €	1,800 €
1/6 page	 75 x 148	210 x 51	1,150 €	1,350 €
1/8 page	 210 x 40		850 €	960 €
Supplements / inserts**	 200 x 290		5,250 €	6,000 €

\* Bleed margin of 4mm on all outer edges; Type area formats on request;

\*\* Up to max. 25g

\*\*\* Publisher's specification

Enhanced circulation for issues 2 and 6 through supplement in Lebensmittel Zeitung.  
+7.500 copies \*\*\*

Placement surcharge:  
20% for 2nd and 4th cover pages  
10% for all other fixed placements