

All about Sourcing

Lieferanten Logistik Länder



Media Data 2012

Effective from 1st January 2012, No. 4

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10%
Early Bird Discount:
 book before 31st Dec 2011

All about Sourcing – the periodical for decision makers – directly addresses executives in the fields of purchasing, logistics and materials management.

The German Website www.allaboutsourcing.de provides daily updated news focusing on supply chain-related topics. Internationally relevant issues are published in English on: www.allaboutsourcing.com.

Periodical and Internet: Specific Information for Decision Makers

The Periodical for Decision Makers:

All about Sourcing reports 9x per year on professional practice and supply chain-related issues. The focus is on suppliers, logistics, countries, procurement, markets, new products, business strategies in purchasing, logistics and materials management.

All about Sourcing covers all import supply chain areas. Management boards, managing directors and executives in purchasing, logistics and materials management find in **All about Sourcing** exclusive articles, market reports, purchasing guides, product and supply overviews, trade fair guides and a lot more. Special focus lies on the topics of sustainability and energy efficiency.

The Internet Magazine for Suppliers, Logistics, Countries

www.allaboutsourcing.de und www.allaboutsourcing.com are online editions with News, Studies & Practice, Job Market, Events Calendar, Supplier Index and manufacturer catalogs. In addition to topical news readers obtain information on daily work-related issues under Job Market, Supplier Index and manufacturer catalogs. Our Newsletter provides readers with targeted and bundled information.

What Decision-Makers need! Relevant fields for decision-makers in purchasing, logistics and materials management, with a selection of typical topics.

Procurement Process

e-sourcing, Internet market places, supplier search / rating / indices / management, purchasing strategies / processes / control order handling, electronic catalogs, inventory management, PIM, contract management tender/ order/ catalog management, SRM / ERP / PPS / MES / EAI-Systeme, hosting, security, telematics & navigation, product data and document management, archiving, tracking & tracing, payment, simulation, travel management, insurance, financing, leasing, training, further training, personnel and media services, procurement consulting, outsourcing

Supply Market

C-parts management, molded parts, materials, press- / drive- / fluid- / melting- / surface- / compressed air- / melting- / casting and heat treatment-technologies, automation, machines, plants, tools, vehicle fleet, utility vehicles, warehouse and factory equipment, telecommunications, office technology, hard- and software, EDP equipment, conventional and renewable energy, energy generation and supply, cables, transformers, circuitry, waste treatment, treatment and utilization of industrial residues, recycling, green technology, environmental protection, compression systems, building and site security, safety at work, security technology, fire protection, controlling and monitoring systems, anti-theft systems, data back-up, information protection, service and protective clothing, special vehicles and equipment, security information systems, commercial cleaning, fleet management, facility management

Logistics/Transport/Forwarding

Courier, express and package services, railway, inland water transport, sea freight, air freight, combined shipments, piece goods, containers, pallets, container logistics, fulfillment, international forwarding, heavy load logistics, Internet platforms, contract logistics, Warehouse / conveyor / transport systems, warehouse / control / identification / sorting / palletizing / packaging / picking / data technology, handling equipment, industrial trucks, cranes, loading technology and loading systems, telematics, continuous and discontinuous conveyors, automation and control, goods tracking and identification systems, shelves, order picking systems, logistics software, container management, returnable and non-returnable packaging, packing material, cushioning material, edge protection, pallets, shrinking and stretching equipment, palletizing robots, scales and metering units, measurement systems, franking systems, recycling, labeling and strapping technology, print and finishing, logistics consulting

News	Top news of the month on companies, economy and politics.
Procurement Process	Strategic sourcing, sourcing concepts, supplier management, purchasing control, e-procurement, procurement market research, law, training, further training, tendering
Supply Market	Raw materials, pre-products, goods, solutions and services; corporate and industry portraits regarding supply markets, IT & telecommunications, energy and environmental technology; security, outsourcing facilities, global sourcing, commodity flows, country profiles and analyses, import statistics



Logistics	Strategic supply chain management, services and providers in transport/forwarding, packaging technology, intralogistics, warehouse and operating equipment, transport systems, goods tracking and identification systems, Internet platforms and a lot more.
Strategic Role of Purchasing	Cross-departmental topics such as PIM, sourcineering, mediation
Management	Career, foreign languages, travels, psychology, personnel management and team leadership, presentation techniques, motivation, time management, tools for practice
Services	Studies, Internet sites („deeplinks“), download tips, books, job market, supplier index, manufacturer catalogs

- 1 Circulation:** Print circulation: 22,500 copies
Annual average of actually distributed circulation
(according to AMF scheme 2) 22,140 copies
 - 2 Periodical Format:** Tabloid format
Periodical format 280 mm width x 381 mm height
Type area: 251mm width x 351mm height
bleed: 3 mm on all sides
 - 3 Print and binding method:** 4-colour rotary offset printing, wire stitching through the back, 54 screen
- Trim Size:** (= size of periodical) 280 mm width x 381 mm height
- Minimum Trim Edge:** 3 mm on all four sides
- Printer's Copy:** Only digital (no films!) for CTP processing. Proof or colour-binding copy on circulation paper must be provided, otherwise positioning or colour matching cannot be guaranteed. Print according to Euroscale, special colours (pantone or HKS) have to be available in CMYK. Please note that the exact colour tone cannot be achieved by way of Euroscale combination printing. The Publisher is not liable for any deviation, within the tolerance range, from proof print to press proof, or for any deviations caused by rotary offset printing.

Printer's Copy: Submit two separate sheets in case of printing across gutter.
Please consider inner margins!

Data Carrier: Disc, ZIP, CD-ROM

Digital Formats: latest versions, as a rule:

Data Import: QuarkXpress, FreeHand, Photoshop, Illustrator.
Data from CorelDraw are to be saved as .tif or .jpg formats with 400 dpi. Open CorelDraw files cannot be imported.

All fonts must be submitted. For graphic programmes, transform fonts into vector art.

Colours always in CMYK, not RGB!

TIFF formats (CMYK or grey levels) always in size 1:1 with a resolution of 300 dpi.

EPS files (pixel): see TIFF.

EPS files (vector): fonts are to be transformed in vector art or included in files.

Apple: compressed data: Stuffit, Disk Doubler or Zip

PC: compressed data: ZIP

Contact Publisher about any Postscript files or programs/files not mentioned above.

Data transfer via ISDN, e-mail or FTP:

For inquiries about digital data transfer numbers, please call:

Phone: +49 (0)821 66 109-326, Fax: -327

Please inform about data transfer in advance and fax a copy or send a screen PDF via e-mail.

The file names should clearly indicate customer name, object and issue!

Data transfer: E-mail to: grafik@allaboutsourcing.de
Upon submission of camera-ready, final artwork and/or photos/slides, the prices for typesetting and print-ready data preparation will be charged at cost prices. VAT, as applicable, will be added to all prices.
Please contact our advertising staff for further information on data transfer.

4 Deadlines: published: 9x per year
Publication dates: see Events & Topics

5 Publishing Company: Postal Address:
Network Press Germany GmbH
Kemptener Str. 2 F
86163 Augsburg
Germany
Internet: www.allaboutsourcing.de and
www.allaboutsourcing.com

Advertising: Birgit Büchler
Phone: +49 (0)8 21/66 10 93 26
Fax: +49 (0)8 21/66 10 93 27
E-Mail: birgit.buechler@allaboutsourcing.de

6 Terms of payment: All prices are quoted in euros, excluding VAT as applicable. The customer is solely responsible for content, production, correct file formats, timely delivery of data and data carriers.
The Terms & Conditions of Network Press Germany GmbH are applicable. Payment has to be made within 20 days from the invoice date, without any deductions. International customers are required to make a prepayment via bank transfer – free of charge for the recipient. In case of delayed or deferred payment, interest will be charged at 8% above the applicable base rate, plus collection fees. All rates are net rates, VAT is charged extra.
VAT ID No.: DE 243238370.

Bank: Kreissparkasse Augsburg,
Account No. 200 712 966
Bank Code: 720 501 01
IBAN: DE92 7205 0101 0200 7129 66
Swift-BIC: BYLADEM1Aug

7 Advertising Formats and Prices:

All rates are quotes in euros, excluding VAT as applicable. Width x height in mm.
For black-and-white advertisements deduct 15% from the 4c rates.

Basic format ¹⁾	Type Area ²⁾	Bleed ²⁾	Rates (in €)
1/1 Page	251 x 351	280 x 381	6,750.-
1/2 Page, horizontal	251 x 175	280 x 195	3,650.-
1/2 Page, vertical	123 x 351	138 x 381	3,650.-
1/3 Page, horizontal	251 x 117	280 x 137	2,500.-
1/3 Page, vertical	83 x 351	98 x 381	2,500.-
1/4 Page, horizontal	251 x 87	280 x 107	1,825.-
1/4 Page, corner	59 x 351	74 x 381	1,825.-
1/4 Page, corner	123 x 175		1,825.-
1/8 Page, corner 2 columns	123 x 87		950.-
1/16 Page	59 x 80		475.-
1/32 Page, single-column	59 x 40		350.-

Formats printed across gutter

Format ¹⁾³⁾	Type Area ²⁾	Bleed ²⁾	Rates (in €)
2/1 Pages, across gutter	531 x 351	560 x 381	12,650.-
2/1 A4 pages, across gutter	404 x 265	404 x 285	10,600.-

1) Further formats on request. 2) Please consider trim size: 3 mm on all sides and 3mm from left and right ad border. 3) For ads across the gutter submit 2 separate ads. Please consider inner margin.

Tabloid (full journal format)

T = Type area format, B = Bleed format (width x height in mm)*

1/1 Page
T: 251x351
B: 280x381

1/2 Page horizontal
T: 251x175
B: 280x195

1/3 Page horizontal
T: 251x117
B: 280x137

1/4 Page corner
T: 123x175
B: 138x195

1/8 Page corner
T: 123x87

1/2 Page vertical
T: 123x351
B: 138x381

1/3 Page vertical
T: 83x351
B: 98x381

1/4 Page vertical
T: 59x351
B: 74x381

*For bleed formats: add 3 mm on all sides for trim, 3 mm required from text to ad borders.

2/1 Pages across gutter
T: 531x351, B: 560x381

8 Extra Charges:

8.1 Positioning:

10 % extra charge for cover page (back cover, inside front or inside back cover pages) 10 % extra charge for desired position

8.2 Formats:

No extra charges for advertisements in bleed format or across gutter
For bleed formats, add 3 mm on all sides
For ads across gutter, please consider 10 mm for overlapping of motive

9 Classified Ads:

- 9.1 Job Market see page 24
- 9.2 Supplier Index see page 21
- 9.3 Event Calendar on request

10 Special Forms of Advertising

- 10.1 Wrapper on request
- 10.2 Cover flap on request
- 10.3 Product sample on request
- 10.4 Title outward: 51 x 65 mm € 1,500.- plus VAT
- 10.5 Cover bottom ad: 141 x 49 mm € 3,300.- plus VAT

11 Discounts:

For releases within twelve months:
(Starting upon release of the first ad)

Number of Ads / Number of Ad Pages

Discounts for releases within 12 months.

Number of Ads /	Number of Ad Pages (for format ads only)
From 3 ads 3%	from 3 pages 5% from 3 pages
From 6 ads 5%	from 3 pages 10% from 6 pages
From 9 ads 10%	from 3 pages 15% from 9 pages
From 12 ads 15%	from 3 pages 18% from 12 pages

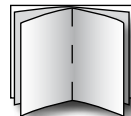
No discount is granted on loose or affixed inserts or technical costs. If additional ads are placed, bound-in inserts and other inserts are each calculated as one page in terms of placement volume.

12 Combinations:

- 12.1 For job advertisements additional 8 weeks online on www.allaboutsourcing.de and 4 weeks on www.jobware.de and up to 300 partner platforms
- 12.2 For an entry in the Supplier Index one additional year online on www.allaboutsourcing.de
- 12.3 For an entry in the Event Calendar also online on www.allaboutsourcing.de

13 Inserts (Affixed Inserts):

No discount. Agency commission is granted.
4 pages
8 pages
Rates and other volumes on request



14 Inserts:

No discount. Agency commission is granted.

Rates:
Machine processing:
up to 25 g: € 185,- per 1,000 copies (postage included), additional charge of € 15,- for each 5 g over. Send Specimen to Publisher in advance.



- Manual processing: on request.
- Send specimen to Publisher in advance.

Formats:

Minimum format: DIN A6, 105 mm width x 148 mm height
Maximum format: 260 mm width x 360 mm height

Partial insertion:

Partial insertion is possible.
Extra charge for partial insertion: 20%
Minimum insertion: 5,000 copies..

Technical Requirements:

Inserts must be suitable for machine processing: please send specimen to publisher in advance. For inserts which cannot be processed by machine: please contact Publisher regarding extra charge.

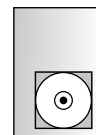
15 Affixed Material:

Tipped-in inserts:

No discount. Agency commission is granted.
Base advertisement (1 /1 page) plus CD-ROM or tipped-in postcard

Rates:

Advertisement price plus insert price pursuant to paragraph 14. Additional costs for machine processing (on request)



16 Delivery address for bound-in inserts, inserts or affixed material:

ADV Augsburg Druck- und Verlagshaus GmbH,
Am Mittleren Moos (opposite house No. 4)
81617 Augsburg
Delivery note: for All about Sourcing, number of issue

Topics	Feb 2012	March 2012	April 2012	May 2012	Jun/ Jul 2012	Aug/ Sep 2012	Oct 2012	Nov 2012	Dec/ Jan 2013
Procurement Process	•	•	•	•	•	•	•	•	•
Supplier Market	•	•	•	•	•	•	•	•	•
Logistics/Transport/Forwarding	•	•	•	•	•	•	•	•	•
Intralogistics, Warehouse and Operating Equipment	•	•	•	•	•		•	•	•
Information Technology and Telecommunications		•		•	•	•	•		
Packaging, Weighing, Measuring and Postage		•	•	•		•	•	•	
Energy, Environment Technology, Recycling/Disposal	•		•	•		•		•	
Security			•		•			•	•
Outsourcing Facilities	•				•	•			•

Issue: December 2011 / January 2012

Publication Date: 25.11.2011
 Advertising Deadline: 27.10.2011
 Printer's Copy: 03.11.2011

Topics, among others:

Procurement: Purchasing Strategies, Shows 2012, Supplier Rating
Supplier Market: Diecasting Industry, Mold and Toolmaking
Production Technology, Plastic Parts, Safety at Work
Logistics: Consulting/Planning/Logistics Consulting
 Global Sourcing Poland

Shows

EUROMOLD 30.11.-03.12.2011, Frankfurt/Main
 PSI 11.-13.01.2012, Duesseldorf
 EUROGUSS 17.-19.01.2012, Nuremberg
 Swiss Plastics 17.-19.01.2012, Luzern (CH)
 NORTEC 25.-28.01.2012, Hamburg
 Paperworld 28.-31.01.2011, Frankfurt/Main

Issue: February 2012

Publication Date: 27.01.2012
Advertising Deadline: 05.01.2012
Printer's Copy: 10.01.2012

Topics, among others:

Procurement: e-Procurement, Risk Management
Supplier Market: C-Parts, Joining Technology, Molded Parts, Electric Motors, Actuators, Energy Purchasing, Warehouse and Factory Equipment, Environmental Technology
Logistics: Industrial Trucks, Containers
Global Sourcing BRIC States

Shows

ZOW 06.-09.02.2012, Bad Salzufflen
E-world energy & water 07.-09.02.2012, Essen
Bauen + Energie 16.-19.02.2012, Vienna
bautec 21.-25.02.2012, Berlin
EuroCIS 28.02.-01.03.2012, Duesseldorf
METAV 28.02.-03.03.2012, Duesseldorf

Issue: March 2012

Publication Date: 24.02.2012
Advertising Deadline: 26.01.2012
Printer's Copy: 02.02.2012

Topics, among others:

Procurement: SCM & SRM, e-Procurement, e-Solution Days 2012, Contract Management, Archiving, Outsourcing
Supplier Market: Raw Materials, Mechanics, Power Train, Control Engineering, Fleet Management, Telematics & Navigation, EDP & Equipment, Second-hand Machines
Logistics: Radio Data Transmission, Air Freight
Global Sourcing Tiger States

Shows

USETEC 05.-07.03.2012, Cologne
Facility Management 06.-08.03.2012, Frankfurt/Main
CeBit 06.-10.03.2012, Hannover
kfo 13.-15.03.2012, Bad Salzufflen
LogiMAT 13.-15.03.2012, Stuttgart
BME-eLösungstage 15.-16.03.2012, Duesseldorf
Tube, wire 26.-30.03.2012, Duesseldorf

Issue: April 2012

Publication Date: 02.04.2012
Advertising Deadline: 01.03.2012
Printer's Copy: 08.03.2012

Topics, among others:

Procurement: e-Sourcing Tools, Procurement Consulting, Travel Management, Outsourcing
Supplier Market: C-Parts, Molded Parts, Joining Technology, Components, Safety at Work, HMI, Bonding
Logistics: Picking, Packaging, Contract Logistics, Fulfillment
Global Sourcing China

Shows

Light + Building 15.-20.04.2012, Frankfurt/Main
AERO 18.-21.04.2012, Friedrichshafen
IFH/Intherm 18.-21.04.2012, Nuremberg
Hannover Messe 23.-27.04.2012, Hannover
Fastener Fair 24.-26.04.2012, Hannover
EURO ID, conhIT 24.-26.04.2012, Berlin

Issue: May 2012

Publication Date: 27.04.2012
Advertising Deadline: 29.03.2012
Printer's Copy: 05.04.2012

Topics, among others:

Procurement: Supplier Management, Electronic Catalogues, International Sourcing. Literature Research, Product Data
Supplier Market: Semifinished Products, Drive Elements, Signal and Power Transmission, Environment, Logistics:
Storage Techniques, Packaging, Labelling, Courier Services
Global Sourcing India

Shows

IFAT 07.-11.05.2012, Munich
mtex, LiMA 08.-10.05.2012, Chemnitz
SMT/HYBRID/Packaging 08.-10.05.2012, Nuremberg
aiciti/Topsoft 08.-10.05.2012, Zurich
Sensor + Test 22.-24.05.2012, Nuremberg
AUTOMATICA, CERAMITEC 22.-25.05.2012, Munich

Issue: June/July 2012

Publication Date: 25.05.2012
Advertising Deadline: 26.04.2012
Printer's Copy: 03.05.2012

Topics, among others:

Procurement: e-Sourcing, Supply Performance
Management, Payment, Supplier Networks
Supplier Market: C-Parts, Surface and Joining Technology, Actuators, Safety at Work, Industrial Supply
Logistics: Industrial Trucks, Containers, Pallets, TMS Systems
Global Sourcing Italy

Shows

CARBON Expo 30.05.-01.06.2012, Cologne
AMI 02.-10.06.2012, Leipzig
REIFEN 05.-08.06.2012, Essen
O&S, LASYS 12.-14.06.2012, Stuttgart
ACHEMA 18.-22.06.2012, Frankfurt
Stanztec 19.-21.06.2012, Pforzheim

Issue: August/September 2012

Publication Date: 31.08.2012
Advertising Deadline: 02.08.2012
Printer's Copy: 09.08.2012

Topics, among others:

Procurement: PIM, DMS, Purchasing Controlling,
Contract Management, e-Sourcing, Supplier Rating
Supplier Market: Drive Train, Sensors, Profiles, Mechanics,
Utility Vehicles, Energy Sourcing, Environment, Office
Technology, Logistics: Materials Handling, Shipment,
RFID, Rail Freight Services, Packaging
Global Sourcing Eastern Europe

Shows

SMM 04.-07.09.2012, Hamburg
naro.tech 05.-06.09.2012, Erfurt
Automechanika 11.-16.09.2012, Frankfurt/Main
AMB 18.-22.09.2012, Stuttgart
Fachpack 25.-27.09.2012, Nuremberg
SECURITY 25.-28.09.2012, Essen
IAA Nutzfahrzeuge 20.-27.09.2012, Frankfurt

Issue: October 2012

Publication Date: 01.10.2012
Advertising Deadline: 30.08.2012
Printer's Copy: 06.09.2012

Topics, among others

Procurement: Global Sourcing, Internet Market Places,
Travel Management, Training and Further Training
Supplier Market: C-Parts, Bearings and Guidances,
Components, Molded Parts, Telematics, EDP, Bonding,
Logistics: Order Picking, Packaging, WMS Systems
Global Sourcing Canada, USA, Mexico

Shows

MOTEK 08.-11.10.2012, Stuttgart
ALUMINIUM, Composites Europe 09.-11.10.2012
vienna-tec 09.-12.10.2012, Vienna
Fakuma 16.-18.10.2012, Friedrichshafen
parts2clean, DMS EXPO, 23.-25.10.2012, Stuttgart
Materialica, eCarTec 23.-25.10.2012, Munich

Issue: November 2012

Publication Date: 26.10.2012
Advertising Deadline: 27.09.2012
Printer's Copy: 04.10.2012

Topics, among others

Procurement: Supplier Indices and Rating, Supplier
Insolvency, Leasing, Payment
Supplier Market: Raw Materials, Drives, Safety Engineering,
Safety at Work, Sustainable Production, Cables
Logistik: Storage Technology, Scanners, Contract Logistics
Global Sourcing Russia

Shows

Modern State 06.-07.11.2012, Berlin
FMB 07.-09.11.2012, Bad Salzflun
electronica 13.-16.11.2012, Munich
SPS/IPC/DRIVES 27.-29.11.2012, Nuremberg
BME-Symposium Nov. 12, Berlin
EUROMOLD 27.-30.11.2012, Frankfurt/Main

Issue: December 2012/January 2013

Publication Date: 30.11.2012
Advertising Deadline: 02.11.2012
Printer's Copy: 08.11.2012

Topics, among others:

Procurement: Purchasing Strategies, Shows 2013,
Supplier Rating, Facility Management,
Supplier Market: C-Parts, Components, Semifinished Goods,
Joining Technology, Drive Engineering, Logistics: Ground
Level Transportation, Packaging Materials, Safety Systems,
Courier and Parcel Services, Franking Systems
Global Sourcing Africa

Shows

PSI 09.-11.01.2013, Duesseldorf
BAU 14.-19.01.2013, Munich
ELTEC 16.-18.01.2013, Nuremberg
Paperworld 26.-29.01.2013, Frankfurt
enertec, TerraTec 29.-31.01.2013, Leipzig

1 Short Profile:

All about Sourcing provides cross-media information (journal, online, newsletter, RSS Feed) on practical issues and strategic questions about the supply chain. Its readers include management members, managing directors and heads of purchasing, logistics and materials management. The focus is on suppliers, logistics, countries, procurement, markets, new products, business strategies for purchasing, logistics, materials management.

Topics:

Procurement Process
Supply Market
Logistics/Transport/Forwarding
Intralogistics, Warehouse and Operating Equipment
Information Technology and Telecommunications
Packaging, Weighing, Measuring, Postage,
Energy, Environment Technology, Recycling and Disposal Security
Outsourcing Facilities
(see description on page 3)

2 Published:

9 x year

3 Year:

5th year 2012

4 Web Address (URL):

www.allaboutsourcing.de und
www.allaboutsourcing.com

5 Membership:

IVW

6 Organ:

–

7 Publisher:

Ulrich Abele

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9 Editors:

Ulrich Abele, Publisher and Editor-in-Chief

10 Advertising:

Birgit Büchler

11 Sales: Ulrich Abele

12 Purchase Price: Free of charge for decision-makers in purchasing, logistics, materials management

Annual subscription:	incl. delivery and VAT
Germany	32.40 €
international	32.40 €
Price per copy	3.60 €

13 ISSN-No.: 1866-9603

14 Analysis of scope 2010/2011 = 7 editions:

Format of periodical:	tabloid format (280mm x 381mm)
Volume:	176 pages = 100.0 %
Editorial:	113,5 pages = 64.5 %
Advertisements:	62,5 pages = 35.5 %
of which	
Job ads & occasional ads:	8 pages = 12.8 % of ad space
Inserts:	16 pieces

15 Content analysis of editorial section 2010/2011 = 113,5 pages

News	22.5 pages = 19.8 %
Procurement Process	31.8 pages = 28.0 %
Supply Market	22.8 pages = 20.1 %
Logistics/Transport/Forwarding	20.8 pages = 18.3 %
Management	7.8 pages = 6.9 %
Service	7.8 pages = 6.9 %

113.5 pages = 100.0 %

16 Circulation control:



17 Circulation analysis: Annual average of copies per issue
(1st July 2010 through 30th June 2011)

Print run: 22,555

Actually distributed copies: 22,140 of which abroad: 2,763

Sold copies: 121 of which abroad: –
– Subscribed of which: –
copies: – member copies: –
– Retail sale: –
– Other sale: 121

Free copies: 22,019 of which qualified 11,317
through questionnaire

Residual and file copies: 415

Readers per issue: 4,5

18 Analysis of geographical distribution:

Economic zone	Share of actually distributed copies	
	%	copies
Germany	87.5	19,377
international	12.5	2,763
Actually distributed copies:	100.0	22,140

18.1 Distribution according to postal zones:

Postal zone	Share of actually distributed copies	
	%	copies
Postal zone 0	3.5	678
Postal zone 1	3.1	601
Postal zone 2	8.9	1,725
Postal zone 3	9.8	1,899
Postal zone 4	13.0	2,519
Postal zone 5	10.8	2,093
Postal zone 6	10.4	2,015
Postal zone 7	16.3	3,158
Postal zone 8	14.5	2,810
Postal zone 9	9.7	1,880
	100.0	19,377
Austria	51.0	1,409
Switzerland	43.0	1,188
Other countries	6.0	166
	100.0	2,763

Overview of classification of industries, edition 2008 (WZ 2008)

19 Industries / Economic Sectors / Fields / Company Types:

Number according to Classification	Groups of Recipients Term according to Classification "Systematik der Wirtschaftszweige" by the Federal Statistical Office, edition 2008 (WZ 2008)	Share of actually distributed circulation	
		%	Projection approx.
28	Mechanical Engineering	28.5	6,310
24,25	Metal Production, Metal Working	22.2	4,915
46,47	Wholesale, Retail, e-Commerce	18.8	4,162
61, 62, 63	Information Technology/Telecommunications	16.0	3,542
50, 51, 52, 53	Transport and Traffic, Logistics	15.8	3,498
22	Rubber and Plastic Products	13.7	3,033
29, 30	Motor Cars and Parts, Vehicle Construction	13.4	2,967
20,21	Chemical and Pharmaceutical Products	13.3	2,945
27	Electrical Equipment	12.7	2,812
26	Data Processing Equipment, Electrical and Optical Products	9.8	2,170
70, 73	Consulting, Advertising	9.2	2,037
35, 36, 38	Energy and Water Supply, Recovery	6.8	1,506
17, 18	Paper and Print Industries	5.9	1,306
72, 84	Research, Public Administration, Defense	5.9	1,306
10, 11, 12	Food, Beverage and Tobacco Industry	4.3	952
	Others	3.7	819
	Multiple selections	100.0	22,140

20 Size of economic unit

	Share of actually distributed circulation	
	%	Projection approx.
1–99 employees	25.2	5,579
100–499 employees	27.6	6,111
500–999 employees	13.9	3,077
1,000-4,999 employees	14.9	3,299
5,000 and more employees	18.4	4,074
	100.0	22,140

21.1 Job feature: Tasks

	Share of actually distributed circulation	
	%	Projection approx.
Management	28.6	6,332
Purchasing	78.1	17,291
Materials Management	43.1	9,542
Logistics	38.4	8,502
Other	3.6	797
Multiple selections	100.0	22,140

21.2 Job feature: Position within Company

	Share of actually distributed circulation	
	%	Projection approx.
Owner/Shareholder	10.4	2,303
Managing Director/CEO	22.2	4,915
Head of Dept./Executive	48.6	10,760
Skilled Worker/Specialist	18.1	4,007
Other	0.7	155
	100.0	22,140

22 Education/Training –

23 Age –

Short description of data collection method: see page 18

1 Method of analysis:

Analysis of readership through collection of written data – sample survey

2 Description of recipients at the time of data collection:

2.1 Structure of the file

In the addressee file the addresses of all addressees are recorded. Due to existing postal records the file can be sorted according to postal codes or domestic or foreign recipients.

2.2 Total number of recipients of file: 56,468

2.3 Total number of changing recipients: 8,690

2.4 Structure of recipients of an average issue according to the form of distribution

– Circulation sold:		121	
of which subscribed copies	121		
Retail	0		
Other form of distribution	0		
– Free copies:		22,019	
of which permanently free	11,317		
Changing free copies	10,702		
Actually distributed copies			22,140
of which in Germany	19,377		
of which abroad	2,763		

3 Description of analysis:

3.1 Total number (analysed share):

Total number (actually distributed circulation) 22,140 = 100.0%
The analysis relates to the total number of actually distributed copies.

3.2 Time when samples were taken: 26. August 2011

3.3 Description of sample:

The correlation of industry, corporate size, job and education features with recipients' addresses is based on the qualification questionnaires which were filled in by the recipients themselves.
Qualification of the addresses by the publisher

3.4 Target person of the analysis: personal recipients in companies as recorded in the file

3.5 Definition of the reader: none

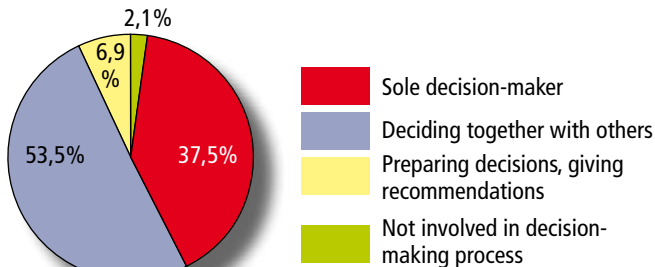
3.6 Period of analysis: 29th to 31th August 2011

3.7 Analysis was conducted by: Network Press Germany GmbH, Augsburg

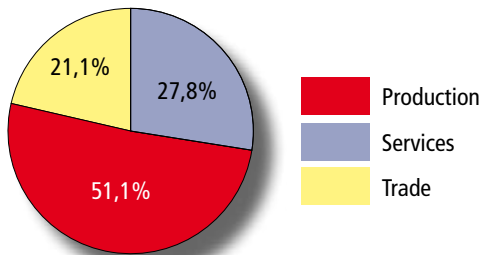
Set-up, conduct and reporting of this analysis do not correspond in all respects to the applicable ZAW-framework for the analysis of advertising media.

Participation in decision-making process*

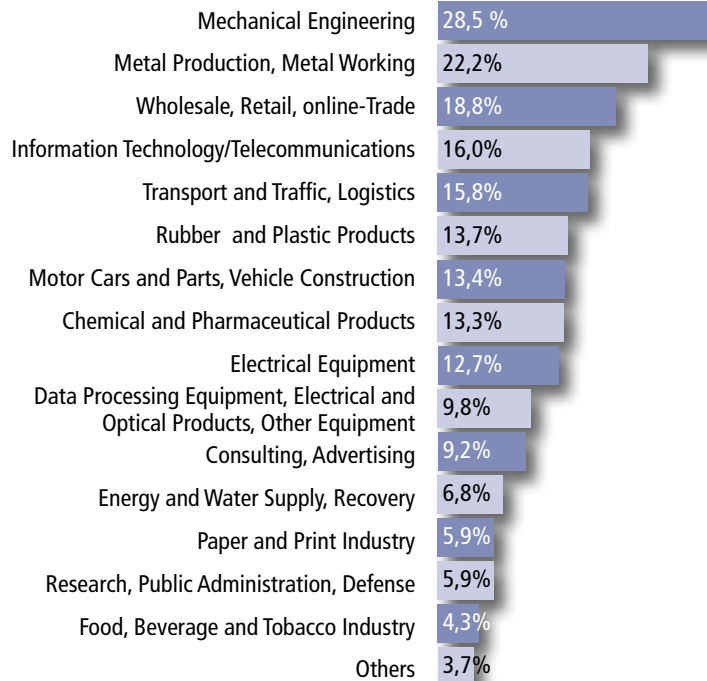
98% of the readers participate in the decision-making process regarding the purchase of products.



Company Type*



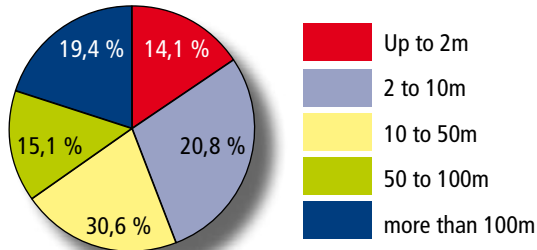
Industry* (multiple selections possible)



* Source: evaluation of qualifying questionnaire August 2011

Purchasing Volume*

The average corporate purchasing volume is 30m €



Readers of All about Sourcing purchase the following types of goods**



* Source: evaluation of qualifying questionnaire August 2011

**Please see page 3 for a detailed description.

Services and Benefits	Basic	Premium	Sponsor
Entry in periodical	46 mm x 43 mm	46 mm x 43 mm	46 mm x 86 mm
With logo	X	X	X
Company portrait	short	short	long
Entry in allaboutsourcing.de	X	X	X
With logo (in Pixels: 200 width x 150 height)	X	X	X
Company portrait	short	long	long
Categorisation	1	Not more than 2	Not more than 3
Optimised link for search machine	–	X	X
Sponsor of topic	–	–	X
Price/Month*	€ 69.-	€ 99.-	€ 148.-

* Prices are quoted in € (VAT excluded)

Present your company to procurement decision-makers with an entry for 1 year (all journal issues and 12 months online) in the Supplier Index of **All about Sourcing**. This company entry gives you the opportunity of advertising your products and services to readers of **All about Sourcing** and to visitors of the online portal allaboutsourcing.de. With your entry you will reach 9 x 22,500 decision-makers through the periodical as well as online users. Choose the package that suits you best! The basic package is available from € 69./month.

Benefits for Premium Entries and Sponsors

With a premium and a sponsor entry you can present your company under several online categories and describe it in detail. In addition, your logo impressions will increase on www.allaboutsourcing.de. There is just one topic sponsor for each category/subcategory, with a special layout attracting readers' attention. **This strong marketing mix of print and online advertising lets you directly address your selected target group!**

For Downloading of Order Form: www.allaboutsourcing.de/anbieterverzeichnis

Entries of suppliers appear in all printed issues and 1 year online

Profile • Advertising Rates • Events & Topics • Title Information • Analysis of Circulation, Distribution and Readership • Collection of Data
Media Profile • [Supplier Index](#) • Online Advertising • Job Market • Dialog Forum • T&Cs • Publisher & Editors

Example Basic / Premium in the print index



ePhilos AG – www.ePhilos.de
Ihre Ansprechpartnerin: Simone Jüdicke
Tel.: +49 (0)421 2024620

- ✓ Der individualisierbare Standard im eProcurement
- ✓ passgenaue Software und Service für Sie
- ✓ bei allen eEinkaufs- und eBeschaffungsprozessen.

- 1 **Web Address (URL):** www.allaboutsourcing.de, www.allaboutsourcing.com
- 2 **Short Profile:** www.allaboutsourcing.de und www.allaboutsourcing.com provide topical news and articles as well as useful information on daily work-related issues in the fields of purchasing, logistics and materials management. This range of topics is complemented by Studies & Practice, Job Market, Events Calendar, Supplier Index and Manufacturer Catalogs.
- 3 **Target Group:** www.allaboutsourcing.de und www.allaboutsourcing.com address business managers and decision-makers in the fields of purchasing, logistics and materials management – in the private and public sector.
- 4-5 **Publisher and Contact Persons:** see reverse side
- 6 **Access Control:** –
- 7 **Access:**
 Visits: 20,070
 Page Impressions: 102,357
 (Monthly average 09/2010-08/2011)
 Newsletter: 2,700 subscribers
- 8 **Delivery of Data:** 1 week before campaign starts, by e-mail to: disposition@allaboutsourcing.de
File formats for banners: GIF- or JPEG format

File format for Newsletter: 500 characters including blanks + link. Monday is the day of activation, booking period is a minimum of 7 days.

9 **Use of external AdServer:** OpenX

10 Advertising Forms&Rates:

Banner: All banners are placed on each subpage of allaboutsourcing.de or allaboutsourcing.com

Advertising Form ¹⁾	Position	Format ²⁾	Rates (CPT)*
Full size banner (=Headbanner) ³⁾	Top	468 x 60	49,-
Half size banner ³⁾	Right	234 x 60	29,-
Skyscraper ³⁾	Middle column	120 x 600	89,-
Leaderboard or Super banner ³⁾	Top	728 x 60 bis 90	99,-
Content Ad	Betw. 1. & 2. News	300 x 250	149,-
Video	Download	various formats	300,-/month
Whitepaper	Download		on request
Events (Print/Online)	Events & Topics		150,-/event
Manufacturer Catalog	Platform Catalogs		50,-/month
Newsletter Text Ad ⁴⁾	Between texts	max.500 characters	149,-

¹⁾ further formats on request, ²⁾ with x height in pixels, ³⁾ Website Ads,

⁴⁾ Newsletter Ads * Rates are quoted in € (VAT excluded)

11 Discounts:

Sales in €	5,000.-	10,000.-	15,000.-	20,000.-	25,000.-
Discounts	3%	5%	10%	15%	20%

Discount rates for print advertisements are not credited.

12 **Terms of Payment:** see page 6

Banner Advertising:

Fullsize-Banner Format: 468x60 Pixel 49,-

Halfsize-Banner Format: 234x60 Pixels 29,-

Skyscraper Format: 120x600 Pixel 89,-

Supplier Index see page 21

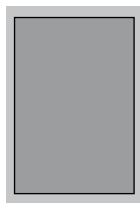
Newsletter Advertising:

Banner or Text Ad max. 500 characters + link 149,-

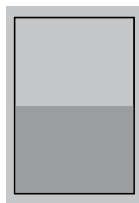
Deadlines:

10.01.2012	10.07.2012
24.01.2012	24.07.2012
07.02.2012	07.08.2012
22.02.2012	21.08.2012
06.03.2012	04.09.2012
20.03.2012	18.09.2012
03.04.2012	02.10.2012
17.04.2012	16.10.2012
02.05.2012	30.10.2012
15.05.2012	13.11.2012
29.05.2012	27.11.2012
12.06.2012	11.12.2012
26.06.2012	

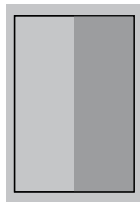
Advertisement Examples



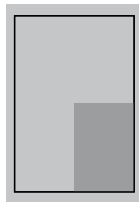
1/1 page
251 x 338 mm
€ 3,650.-



1/2 page, horizontal
251 x 167 mm
€ 1,975.-



1/2 page, vertical
123 x 338 mm
€ 1,975.-



1/4 page, corner
123 x 167 mm
€ 1,350.-

Last year almost 20,000 jobs were offered in the procurement environment. Find suitable candidates for job vacancies! With an employment ad in **All about Sourcing** you will address 22,500 professionals in the fields of purchasing, logistics and materials management - through the periodical alone. Employment ads are published in the journal and, for at least 8 weeks, on www.allaboutsourcing.de and for 4 weeks on www.jobware.de** and up to 300 partner platforms.

Basic Formats	Type Area Formats ¹⁾ width x height in mm	Rate*
1/1 page	251 x 338	3,950.00
1/2 page, horizontal	251 x 167	1,975.00
1/2 page, vertical	123 x 338	1,975.00
1/4 page, corner	123 x 167	1,350.00
Job offers per mm in height	single-column, 59 mm	5.00
Job applications per mm in height	single-column, 59 mm	2.20
Online only www.allaboutsourcing.de and www.jobware.de and up to 300 partner platforms without print ad.		1,150.00

Box number ads incl. postage for addressed offers are priced according to expenses, minimum € 20,-
* Net rates are quoted in € (excluding VAT), ** for bookings from 1/4 page; for bookings without any advertising on www.jobware.de € 500,- are deducted.

¹⁾ Please take trim size into account (3 mm on all sides and 3 mm from left and right ad border)

Job advertisements appear in the periodical and 8 weeks online

Profile • Advertising Rates • Events & Topics • Title Information • Analysis of Circulation, Distribution and Readership • Collection of Data
Media Profile • Supplier Index • Online Advertising • [Job Market](#) • Dialog Forum • T&Cs • Publisher & Editors

Within the scope of the periodical All about Sourcing, Network Press Germany hosts its own events under the name of "DialogForum". This combination of presentation, show and workshop lets decision-makers and suppliers enter into a dialog on a specific subject.



The concept of "Dialog in Purchasing" is a new format of event and includes

- 4-5 presentations for users giving participants a strategic edge
- A short discussion at the end of presentations
- Approx. 4 m² of lounge area with catering for socializing
- Parallel workshops on various topics in the form of seminars

The following topics are planned

CW 7/12: PIM	CW 21/12: Best Practices in Transport Purchasing
CW 7/12: e-Invoicing	
CW 17/12: Supplier Rating	CW 46/12: Sourcineering Days
CW 17/12: Global Sourcing	CW 46/12: Sourcing in China
CW 21/12: Lean Flow of Materials	CW 46/12: Sourcing in India

In cooperation with other providers and industry experts we are offering special presentations on current topics and products as well as workshops to give participants an overview of relevant, strategic issues which are related to the fields of purchasing, logistics and materials management.

Interested?

For suggestions or inquiries about presentations or similar please contact ulrich.abele@allaboutsourcing.de or call: +49 (0)821/66 10 93 26

Further information is available on: www.einkaufimdialog.de

General Terms and Conditions of Network Press Germany GmbH for Advertisements and Furnished Inserts in Newspapers and Magazines

1 "Advertisement order" as referred to in the following Terms and Conditions is an agreement covering the publication of one or several advertisements of an advertiser or any other advertising space buyer in a printed publication for the purpose of distribution.

2 In case of doubt, advertisements are to be released for publication within one year from the date of conclusion of the contract. If contract conditions allow for the right of releasing individual advertisements, the order shall be executed within one year from publication of the first advertisement provided the first advertisement was released and published within the period stated in sentence 1.

3 Under a contract the Customer is entitled to release further advertisements, in addition to the amount of advertisements stated in the order, within the period agreed or the period outlined in Paragraph 2.

4 If an order is not executed due to circumstances beyond the Publisher's control, the Customer shall refund to the Publisher the balance of the discount granted and the discount corresponding to the actual amount purchased, regardless of any other legal obligations. No payments have to be made if non-performance is due to an event of Force Majeure which is at the risk of the Publisher.

5 When calculating the purchased space, text millimetre lines are to be converted into advertisement millimetres according to the price.

6 Orders for advertisements and furnished inserts, which are to be published in specific editions, issues or spaces of the publication, must be received by the Publisher in sufficient time so that the Customer can be informed before the advertising deadline if the order cannot be executed in the specified manner. Categorized advertisements shall be printed in their respective categories without any specific agreement needed.

7 Textual advertisements are advertisements that border the text on at least three sides and do not border other advertisements. Advertisements which are not recognizable as advertisements due to their editorial form will be clearly indicated as such by the Publisher with the word "Advertisement".

8 The Publisher reserves the right to refuse advertisement orders - as well as individual releases under a contract - and insert orders due to their content, source or technical form according to uniform, fact-based principles established by the Publisher, if their content violates applicable laws or official regulations or if their publication is unacceptable for the Publisher. This also applies to orders placed with branch offices, receiving agents or representatives. Insert orders are only binding for the Publisher after presentation and approval of a sample of the insert. Inserts, whose format or presentation creates the impression in the reader that they are part of the publication or which contain third party advertisements, will not be accepted. The Customer will be informed immediately of the refusal of an order.

9 The Customer is responsible for the timely delivery of the advertisement copy and error-free print documents or of the insert. The Publisher shall request an immediate replacement for clearly unsuitable or damaged print documents.

The Publisher guarantees the usual print quality for the publication booked, within the limits of quality of the print material furnished.

10 In case of wholly or partially illegible, incorrect or incomplete printing of the advertisement, the Customer is entitled to an allowance in price or to an error-free replacement advertisement, but only to the extent to which the purpose of the advertisement is affected. If the Publisher allows the passing of a reasonable time period set for this purpose or if the replacement advertisement again contains any error(s), the Customer has the right to demand an allowance or to cancel the order. Claims for damages arising from positive breach of obligation, negligence in contracting and tort shall be excluded - including orders placed by telephone. Claims for damages due to impossibility of performance and delay are limited to the compensation of the foreseeable damage or loss and to the price payable for the advertisement or insert concerned. This does not apply to intent and gross negligence on the part of the Publisher, its legal representatives and subcontractors. The Publisher shall not be liable for any damage resulting from a lack of warranted characteristics. Furthermore, the Publisher shall not be liable for gross negligence on the part of subcontractors in commercial transactions; in all other cases, liability for gross negligence with respect to business persons is limited in scope to the foreseeable damage and not exceeding the amount payable for the advertisement concerned. All complaints - except for non-obvious defects - must be made within four weeks after receipt of invoice and sample.

11 Proof copies are only provided on special request. The Customer is responsible for the correctness of the returned proof copies. The Publisher considers all error corrections of which it is notified within the period agreed as stated on the proof copy.

12 If no specifications are made in terms of size or space, the invoice shall be based on the actual print size according to the type of advertisement.

13 If the Customer does not pay in advance, the invoice will be sent immediately, but not later than fourteen days after publication of the advertisement, if possible. As detailed in the price list the invoice has to be paid within the current term starting on receipt of the invoice, unless a different term or prepayment is agreed upon in individual cases. Any discounts for early payment are granted according to the price list.

14 In case of delayed or deferred payment, interest and collection fees will be charged. In case of delayed payment, the Publisher may hold back further execution of the current order until payment has been made, and may demand prepayment for the remaining advertisements. In case of reasonable doubt regarding the Customer's ability to pay, the Publisher shall be entitled to make the appearance of further advertisements dependent on the prepayment of the amount and the settlement of any open invoice amounts, even during the term of an advertisement contract and without regard to the originally agreed payment terms.

15 The Publisher will deliver a sample of the advertisement with the invoice on request. Depending on the type and scope of the advertisement order, excerpts, sample pages or complete issues are delivered. If a sample can no longer be obtained, the Publisher shall issue a legally binding certification confirming publication and distribution of the advertisement.

16 The Customer shall bear the costs for the preparation of artwork or special prints ordered, and for major changes implemented to the originally agreed layout on special request of the Customer.

17 In case of an agreement covering multiple advertisements, a price reduction can be claimed due to a reduced circulation if the average circulation for the entire insertion year, beginning with the first advertisement, is below the average circulation cited in the price list or in some other manner or, if the circulation is not cited, the average amount of sold copies (for technical periodicals the average actually distributed) is below the amount of the previous calendar year. A reduced circulation is only deficient enough to justify a price reduction if it amounts to 20% for a circulation of up to 50,000 copies, 15% for a circulation of up to 100,000 copies, 10% for a circulation of up to 500,000 copies, 5% for a circulation of more than 500,000 copies. In addition, claims for price reductions are excluded for agreements if the Publisher has notified the Customer of the reduction in circulation in sufficient time for the Customer to withdraw from the contract prior to the appearance of the advertisement.

18 Print documents are returned to the Customer only on express request. The obligation to preserve records shall end three months after the order is completed.

19 The place of performance shall be the seat of the Publisher. In commercial transactions with business persons, legal persons under public law or special assets under public law, the place of jurisdiction in case of legal action shall be the seat of the Publisher. Should claims of the Publisher not be enforced in collection proceedings, the place of legal jurisdiction for non-business persons shall be determined in accordance with their place of residence. If the address or habitual place of residence of the Customer, including non-business persons, is unknown at the time when the complaint is made or, if the Customer has transferred its address or habitual place of residence outside the jurisdiction of the law after conclusion of the contract, the place of jurisdiction shall be agreed to be the seat of the Publisher.

20 The advertising agent and advertising agencies are obliged to comply with the Publisher's price list regarding their quotations, contracts and charges with and to the advertisers.

21 Price changes for any advertising orders placed shall be effective and apply to entrepreneurs, if these changes have been announced by the Publisher at least one month before publishing the advertisement or any other advertising medium. In case of an increase in prices, the Customer shall have the right to withdraw. This right of withdrawal shall be executed in written form within 14 days after receipt of the notice of price increase.

22 The Customer warrants that it is the owner of all rights required for placing the advertisement. The Customer shall be solely responsible for the content and legal admissibility of any text copy, images and furnished advertising media that are made available for insertion. The Customer shall hold harmless and indemnify the Publisher from and against any third party claims arising from the violation of any legal provisions. In addition, the Publisher shall be exempted from any costs relating to a necessary legal defence. The Customer is obliged to provide the Publisher in good faith with any information or documents in a case of legal defence against third parties. The Customer shall transfer to the Publisher any copyrights, ancillary copyrights, licenses and any other rights required for the use of advertising in any kind of print or online media including the internet and, in particular, the rights of reproduction, dissemination,

distribution, transmission, broadcasting, public display, data base access and retrieval, to the extent necessary in terms of time and content, for execution of the order. The aforementioned rights shall be transferred in all cases without limitation of place.

23 In case of an interruption of operations or in the event of Force Majeure, illegal strike, illegal seizure, transportation interruption, raw material or energy shortage and similar – whether at the Publisher's premises or at other companies cooperating with the Publisher in order to meet its obligations – the Publisher is entitled to full payment of the advertisements published, if 80% of the Publisher's product, either sold as average circulation during the past four quarters or otherwise warranted as circulation, have been delivered by the Publisher. If a lower amount is delivered by the Publisher, the invoice amount shall be reduced accordingly, so that it corresponds to the proportion of the circulation sold or warranted and the circulation actually delivered.

Additional Terms and Conditions of Network Press Germany GmbH:

a) The General and Additional Terms and Conditions of the Publisher shall apply to any orders for tipped-in cards, inserts, supplements or special technical work, too.

b) The advertising agent and advertising agencies are obliged to comply with the Publisher's price list in their quotations, contracts and charges with and to the advertisers. The commission granted by the Publisher shall not be passed on, wholly or partially, to the Customer.

c) If not expressly agreed upon otherwise, new rates shall be effective immediately including current orders; any changes in the advertisement price list shall immediately affect current advertisement orders.

d) The Customer shall be solely responsible for the content and legal admissibility of the text copy and images made available for insertion. It is incumbent on the Customer to indemnify the Publisher from and against any third party claims arising from the execution of the order even if the order is cancelled. The Publisher is not obliged to check orders and advertisements for a possible violation of third-party rights. In cases of doubt, the Publisher shall be entitled to have the legal admissibility of advertisements checked by experts at the cost of the Customer.

e) Any changes in size, format and colour cannot be implemented after the advertising deadline. The Publisher is not liable for the accuracy of reproduction with regard to any corrections made or advertisement orders placed by telephone. In addition, the Publisher is not liable if any defects in the printing copy submitted become apparent not before reproduction or printing. The Advertiser is not entitled to any claims for the resulting deficient print. Any additional costs incurred shall be borne by the Customer.

f) The Publisher shall not assume responsibility for an inferior print quality or a different placement than agreed upon if these are due to delayed delivery of the printing copy.

Publishing Company:

Network Press Germany GmbH
Kemptener Straße 2 F
86163 Augsburg
Phone: +49 (0)8 21/66 10 93 26
Fax +49 (0)8 21/66 10 93 26

Managing Director:

Ulrich Abele
ulrich.abele@allaboutsourcing.de

Circulation:

22,500



Year:

5th year 2012

Published:

9x per year

Distribution:

Controlled Qualified Circulation

Bank:

Kreissparkasse Augsburg
Bank Code: 720 501 01
Account No.: 200 712 966

Advertising:

Postal Code Area 0, 1, 2, 3, 7 and abroad
Birgit Büchler
phone: +49 (0)8 21/66 10 93 26
birgit.buechler@allaboutsourcing.de

Postal Code Area 4, 5, 6
Günter Achenbach
phone: +49 (0)23 69/20 31 -4 40
guenter.achenbach@allaboutsourcing.de

Postal Code Area 8, 9
Peter Kusterer
phone: +49 (0)89/48 51 15
peter.kusterer@allaboutsourcing.de

Job Market:

Birgit Büchler
Tel. 08 21/6 61 09 - 3 26
birgit.buechler@allaboutsourcing.de

Subscription Service:

Daniela Müller
leserservice@allaboutsourcing.de

Your success is our goal!