Your campaign. Your success. Our media data.

CallCenter PROFI

Price list no. 27
Valid from 1. January 2026

CallCenterProfi –
Your platform for professional customer contact

Use CallCenterProfi to directly reach decision-makers for call and service centres across all industries and effectively distribute your content.

Our platform enables you to target specialists and managers with budget responsibility with your campaign via various classic and digital formats. With a dedicated readership, 70% of whom actively make budget decisions, you maximise your reach.

With a clear focus on journalistic quality and professionalism, we are at your side to successfully realise your marketing goals.

CallCenter
PROFI

TITLE PORTRAIT

TITLE

CallCenterProfi

CHARACTERISTICS

CallCenterProfi looks at customer service, call, contact and service centres from a 360° perspective.

CallCenterProfi supports you with practical decision-making aids, helps you to successfully meet challenges in customer service and assists you in optimising customer relationships.

CallCenterProfi provides interesting and noteworthy information from the fields of technology, staff recruitment and management, strategy, law, news, organisation, processes and products.

CallCenterProfi presents the latest trends and developments in the fields of dialogue marketing, customer service and telesales and provides comprehensive reports from industry-specific trade fairs and events.

TARGET GROUP

CallCenterProfi is aimed at a wide range of specialists and managers with **budget responsibility**.

These include:

- **Managing directors and board members:** The decision-makers who set the strategic direction.
- **Call Centre Manager:** Responsibile for the overall management and organisation of the contact centre.
- **Customer Service Manager:** Responsible for customer care and satisfaction.
- **IT and TC Manager:** Responsible for the technical infrastructure and telecommunications.
- **Head of Sales:** Responsible for sales and increasing turnover.
- **Purchasing Manager:** Responsible for purchasing telecoms and IT solutions.
- **CRM and CX Manager:** Focussed on building and maintaining customer relationships.

Our core target group therefore includes all management functions that play a key role in customer communication and are interested in solutions for optimising customer service and communication from a 360° perspective.

And: CallCenterProfi reaches the decision-makers. **Over 70 per cent** of readers **make final (budget) decisions**.

TITLE PORTRAIT

WEBSITE	www.callcenterprofi.de
EMAIL NEWSLETTER	CallCenterNews 14-days
SOCIAL MEDIA	www.linkedin.com/groups/12611499
PUBLICATION PRINT MAGAZINE	6 printed issues plus e-paper with Online First articles (before the printed issue is published) in the exclusive subscription area at www.callcenterprofi.de
ANNUAL	2026, 29. Volume

SUBSCRIPTION PRICES

CallCenterProfi CLASSIC	**199,00 Euro**
The magazine	6 print issues per year
CallCenterNews	Newsletter fortnightly
CallCenterFokus	**4 special issues** per year (e-paper format)
CallCenterProfi DIGITAL	**199,00 Euro**
The e-paper	6 issues per year
CallCenterProfi Exklusiv	Access to the complete online archive
CallCenterNews	Newsletter fortnightly
CallCenterFokus	**4 special issues** per year (e-paper format)
CallCenterProfi PREMIUM	**229,00 Euro**
The magazine	6 print issues per year
The e-paper	6 issues per year
CallCenterProfi Exklusiv	Access to the complete online archive
CallCenterNews	Newsletter fortnightly
CallCenterFokus	**4 special issues** per year (e-paper format)

TITLE PORTRAIT

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SCHEDULE OF DATES AND TOPICS | Print

Issue, month (AD)* | (PD)* | (DP)*	Planned industry focus	Editorial topics in the sections Technology, management, practice, call centre and customer service
1 January | February AD 02.02.2026 PD 04.02.2026 DP 13.02.2026	General trends and developments in the contact cenrte industry in 2026	The start of a new year: Current impressions from CCW 2026 in Berlin
2 March | April AD 13.04.2026 PD 20.04.2026 DP 28.04.2026	Current developments in the energy supply market	Voice is becoming important again – but in a different way: Conversational IVR, voicebots, speech analytics, tone-of-voice measurement and their impact on quality and customer satisfaction.
3 May | June AD 05.06.2026 PD 12.06.2026 DP 25.06.2026	Current developments in the real estate market and in tenant and broker communication	Recruiting and retaining employees amid the skilled-labor shortage: Rethinking onboarding, employer branding in customer service, career-change programs, competency development
4 July | August AD 13.08.2026 PD 20.08.2026 DP 27.08.2026	Current developments in communication for aid and fundraising organizations	The new role of agents – from task executors to solution managers: Skill shift, new competency profiles, training concepts and coaching in an AI-supported work environment.
5 September | October AD 08.10.2026 PD 12.10.2026 DP 26.10.2026	Current developments in the call and contact center outsourcing market	The annual highlight im autumn: The big CallCenterProfi-Ranking 2026
6 November | December AD 01.12.2026 PD 07.12.2026 DP 16.12.2026	Current developments in logistics, mail order, and e-commerce	New potential for call and contact centers: An outlook on trends and industry priorities for the coming year

***AD = Advertising deadline \| PD = Print material deadline \| DP = Publication date**
Distribution takes place at selected events and via cooperation partners – both analogue and virtual
This overview of the planned topics is intended to help you plan ahead. The editors reserve the right to make change.

SCHEDULE OF DATES AND TOPICS | Focus issues

Issue, month (AD)* | (PD)* | (DP)*	Planned focus	Description
1. Quarterly issue AD 23.03.2026 PD 30.03.2026 DP 01.04.2026	Transformation of the customer service organization	Following last year's focus issues on "People," "AI," "People & AI," and "Quality," the key question for 2026 will be how organizations can restructure themselves to actually implement these developments.
2. Quarterly issue AD 11.05.2026 PD 19.05.2026 DP 27.05.2026	Automation and orchestration in the omnichannel environment	Many companies have launched AI or automation projects, but the major challenge in 2026 is their cross-channel orchestration. It's about routing intelligence, AI-driven prioritization, workflow automation, case management, and integrations.
3. Quarterly issue AD 07.09.2026 PD 14.09.2026 DP 23.09.2026	Security, trust, and regulation in modern customer service	With AI, automation, real-time tools, and biometric methods, regulation is becoming a central success factor. We examine the topics of data protection, governance, AI regulation (EU AI Act), auditability, security architectures, and transparency.
4. Quarterly issue AD 05.11.2026 PD 09.11.2026 DP 19.11.2026	The new quality in customer service: Measurement methods, standards, impact	Quality is increasingly returning to the spotlight. But one question arises: How do you measure quality when humans, artificial intelligence, and automation interact in customer communication?

***AD = Advertising deadline | PD = Print material deadline | DP = Publication date**
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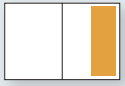
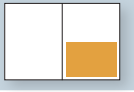
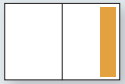
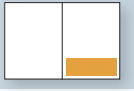
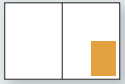
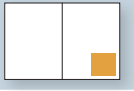
This overview of the planned topics is intended to help you plan ahead. The editors reserve the right to make change.

FORMATS AND PRICES | Print + e-paper

Format	Type area formats (width x height in mm)	Bleed formats (width x height in mm)	Base price b/w (Euro)	2-color* (Euro)	3-color* (Euro)	4-color* (Euro)
2/1 page 	388 x 240	420 x 279	6.900,–	8.100,–	10.050,–	11.100,–
1/1 page 	175 x 240	210 x 279	3.990,–	4.490,–	5.390,–	6.200,–
3/4 page cross 	175 x 178	210 x 189	3.290,–	3.700,–	4.490,–	5.100,–
2/3 page high 	115 x 240	131 x 279	2.890,–	3.390,–	3.890,–	4.700,–
2/3 page cross 	175 x 156	210 x 177	2.890,–	3.390,–	3.890,–	4.700,–
Juniorpage 	115 x 178	131 x 198	2.700,–	3.290,–	3.690,–	4.150,–
1/2 page high 	85 x 240	101 x 279	2.390,–	2.690,–	3.200,–	4.200,–
1/2 page cross 	175 x 117	210 x 137	2.390,–	2.690,–	3.200,–	4.200,–

FORMATS AND PRICES | Print + e-paper

Format	Type area formats (width x height in mm)	Bleed formats (width x height in mm)	Base price b/w (Euro)	2-color* (Euro)	3-color* (Euro)	4-color* (Euro)
1/3 page high 	55 x 240	63 x 279	1.390,–	1.990,–	2.690,–	3.690,–
1/3 page cross 	175 x 76	210 x 86	1.390,–	1.990,–	2.690,–	3.690,–
1/4 page high 	40 x 240	46 x 279	1.090,–	1.690,–	2.290,–	3.090,–
1/4 page cross 	175 x 56	210 x 63	1.090,–	1.690,–	2.290,–	3.090,–
1/4 page block 	85 x 117	101 x 137	1.090,–	1.690,–	2.290,–	3.090,–
1/6 page block 	85 x 76	–	690,–	1.390,–	1.890,–	2.550,–

Other formats on request; *ISO-Scale; **plus 3 mm Bleed size

Surcharge for special placement

Front page (4c) on request | 4th cover page 900 ,– € | 2nd and 3rd cover page 750,– €

FORMATS AND PRICES | digital + website

Advertising formats	Pixel / Format / Size	Price (Euro)	File size
Superbanner (Bigsize)	1.190 x 150	3.600,– / per month	max. 45 kB
Billboard	1.190 x 50	3.400,– / per month	max. 45 kB
Advertorial-teaser + Advertorial-site	Teaser: 500 characters + max. 3.500 characters + image	on request	
Online series (multi-part Advertorial)	Teaser: 500 characters + max. 3.500 characters + image	on request	
Rectangle	350 x 400	3.500,– / per month	max. 45 kB
Double Rectangle	750 x 400	5.900,– / per month	max. 45 kB
Triple Rectangle	1.148 x 400	on request	max. 45 kB

Superbanner (Bigsize)
1.190 x 150 px

Billboard
1.190 x 50 px

Rectangle
350 x 400 px

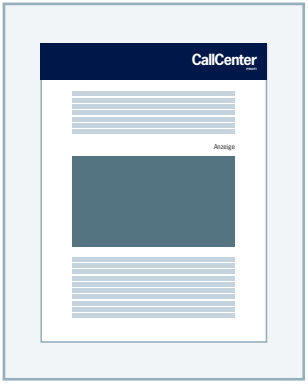
Double Rectangle
750 x 400 px

Triple Rectangle
1.148 x 400 px

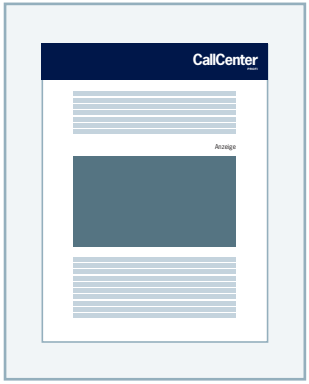
FORMATS AND PRICES | newsletter

Advertising formats for newsletters	Pixel / Format	Price (Euro)	File Size
Text advert + logo / image (GIF or JPEG)*	Image 143 x 115, text 500 characters **	2.300,–	max. 45 kB
Fullsize Banner (GIF or JPEG)*	650 x 150	2.300,–	max. 45 kB
Sponsoring		on request	
Standalone newsletter		on request	

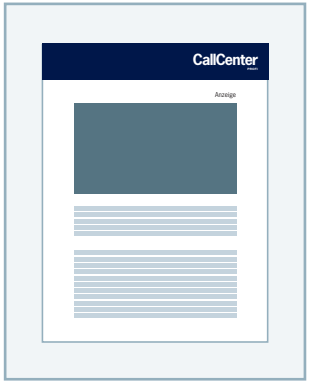
* non-animated files; ** including spaces; you can find our terms and conditions at: www.callcenterprofi.de/AGB



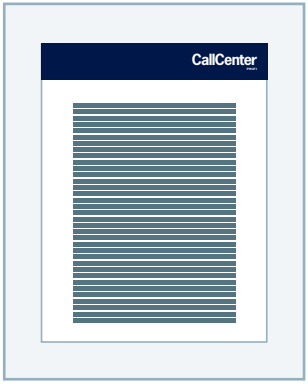
Textadvert + logo / image



Fullsize Banner



Sponsoring



Standalone newsletter

FORMATS AND PRICES I Special advertising formats

Advertising formats digital	Duration	Price
Digital presence	Annual presence	on request
PremiumMedia AD	Annual presence	
Whitepaper	1 month	
Sponsored Post / Online-Advertorial	1 month	

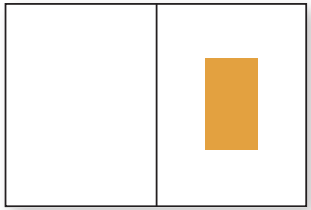
With our special forms of advertising, we enable the use of customised content that is specifically tailored to the needs of the target group – in digital or printed format. Please feel free to contact us, to find out about the many possibilities.

Advertising formats print and digital	Price
Special Edition: design your own edition with your own content (you determine the scope).	on request
Special print of your article or contribution: for you to use as a sales or marketing tool.	
Bound inserts in the inside section of the magazine: 2 to 4 pages in length	

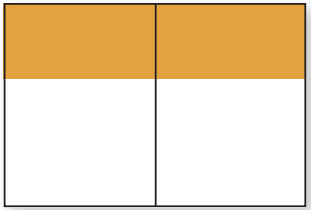
Advertising formats print	Price
Island display	on request
Tunnel display header double page	
Tunnel display across the gutter	
Tunnel display centre over gutter	
Altar display	
Banderole	
Cover insert	
Booklet / inside insert	
Double cover	

We will be happy to put together special media packages tailored to your needs.

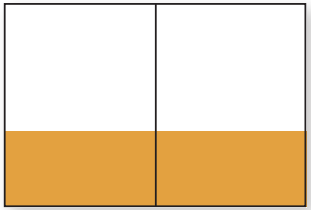
FORMATS AND PRICES | Special advertising formats



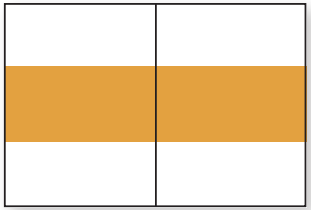
Island display



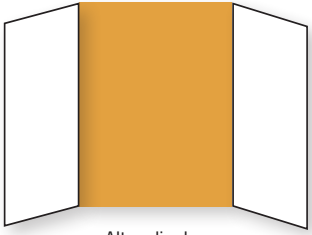
Tunnel display header double page



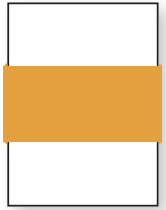
Tunnel display across the gutter



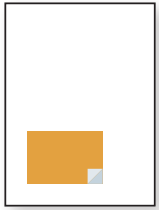
Tunnel display centre over gutter



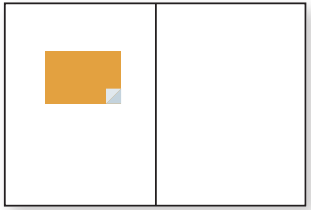
Altar display



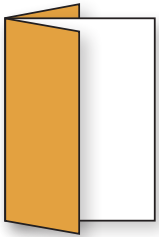
Banderole



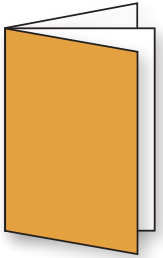
Cover insert



Booklet / inside insert



Double cover



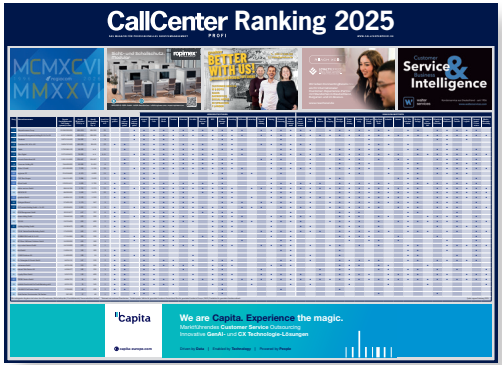
Double Cover

We will be happy to put together special media packages tailored to your needs.

FORMATS AND PRICES I Annual product Ranking poster

Format	Bleed formats (width x height in mm)	Price (Euro)
Special format sponsoring logo (exclusive)	155 x 40 (twice)	on request
Special format sponsoring table (exclusive)	550 x 100	on request
Special format logo table (exclusive)	75 x 60	on request
2/3 Advert	175 x 156	5.900,–
1/2 Advert	175 x 115	4.400,–
1/3 Advert	175 x 76	3.450,–
1/4 Advert	175 x 56	3.100,–
BusinessCard	55 x 40	2.700,–

Other formats, including combinations, on request.



Brief description

The CallCenterProfi ranking has been providing a transparent view of the German-speaking call and service centre industry for over 25 years. The ranking is listed according to (certified) total turnover in euros and enriched with further information.

The following are shown:

- Number of locations in Germany/Europe/worldwide
- Number of workplaces
- Number of employees
- Coreservices
- Industry experience
- Owner-managed companies

Distribution:

Ranking poster is enclosed with issue V-2026.

FORMATS AND PRICES | Annual product digital presence

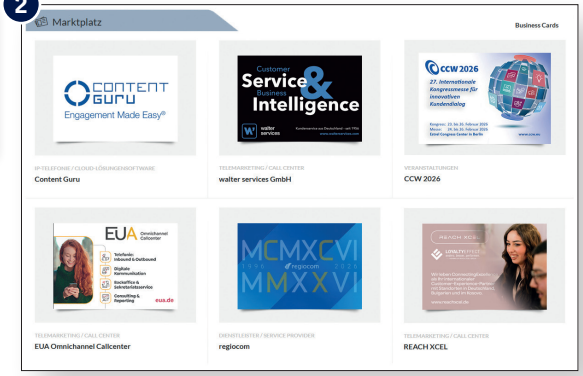
Your digital marketplace
Present yourself and your portfolio to interested decision-makers from CX and customer service.

Our digital marketplace serves as a central hub where supply and demand come together in real time. In practice, this increases efficiency for both sides: providers gain visibility and qualified leads more quickly, while customers find suitable solutions swiftly and easily. In addition, our marketplace enables visible reach, personalized recommendations, and measurable success through matching algorithms such as “related content” on our website.

Show your presence – digitally!
Providers of products and services can easily book their digital presence on the marketplace.

1

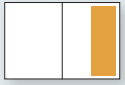
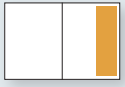
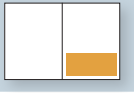
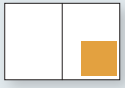
2



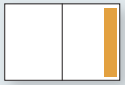
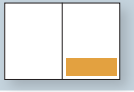
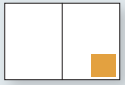
If you would like to be listed as a provider on our digital marketplace, feel free to contact us without obligation.

3

FORMATS AND PRICES | Job market

Format	Type area formats (width x height in mm)	Bleed formats (width x height in mm)	Price s/w (Euro)	2-color* (Euro)	3-color* (Euro)	4-color* (Euro)
1/1 page 	175 x 240	210 x 279	2.790,–	3.390,–	4.100,–	4.790,–
2/3 page high 	115 x 240	131 x 279	2.190,–	2.990,–	3.090,–	3.490,–
1/2 page high 	85 x 240	101 x 279	1.500,–	2.100,–	2.690,–	2.990,–
1/2 page cross 	175 x 117	210 x 137	1.500,–	2.100,–	2.690,–	2.990,–
1/3 page high 	55 x 240	63 x 279	1.090,–	1.290,–	1.590,–	1.890,–
1/3 page cross 	175 x 76	210 x 86	1.090,–	1.290,–	1.590,–	1.890,–
1/3 page block 	115 x 117	131 x 137	1.100,–	1.290,–	1.590,–	1.890,–

FORMATS AND PRICES | Job market

Format	Type area formats (width x height in mm)	Bleed formats (width x height in mm)	Price s/w (Euro)	2-color* (Euro)	3-color* (Euro)	4-color* (Euro)
1/4 page high 	40 x 240	46 x 279	890,–	1.190,–	1.250,–	1.490,–
1/4 page cross 	175 x 56	210 x 63	890,–	1.190,–	1.250,–	1.490,–
1/4 page block 	85 x 117	101 x 137	890,–	1.190,–	1.250,–	1.490,–
Online job advert	PDF/delivery text (search engine relevant!)		1 Online job advert	Running time 1 month		2.400,–

*ISO-Scale; **plus 3 mm bleed (other formats on request); Valid for Germany: The applicable VAT rate must be added to all prices. You can find our general terms and conditions at www.callcenterprofi.de; Colour surcharges: per special colour on request..

Combination packages for print and online job market on request.

AT A GLANCE

Reach per month (average 2025)

Visits
> 129.000

Page Impressions
> 275.000

Active in social networks

XING

LinkedIn

Twitter / X

Editorial output

Daily news
on the webseite

E-mail newsletter
every 2 weeks

6 Print magazines
per year

6 e-paper magazines
per year

4 Focus issues
per year

End devices

Desktop
66 %

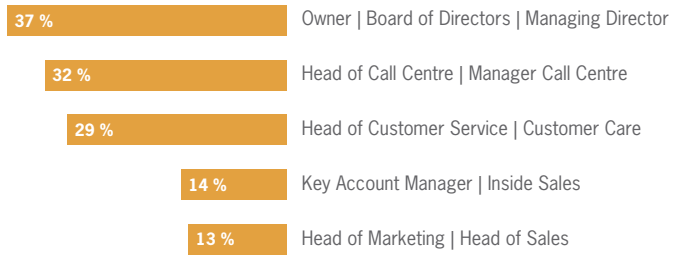
Phone
23 %

Tablet
11 %

Target decision-makers with CallCenterProfi and minimise wastage.

RECIPIENT STRUCTURE

Position in the company

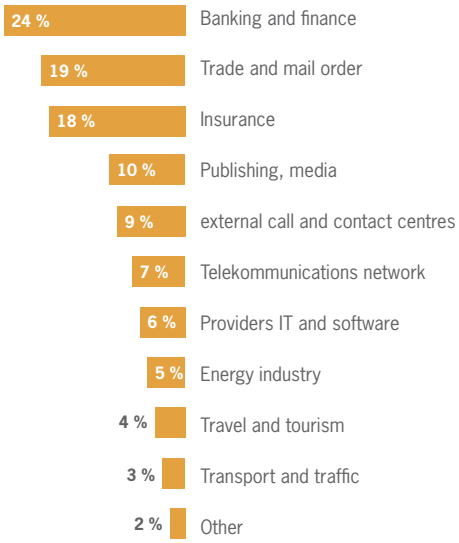


(multiple answers possible)

Decision-making authority

(multiple answers possible)

Industry sector



(multiple answers possible, rounded to full per cent)

Ø 945
Employees per business unit

Desicion makers and **Consultants** **96 %**

86 % with **budget responsibility**

Source: publishers own survey | 2025

CallCenter
PROFI

- Precise target group address
- Attractive digital & classic formats
- Transparent prices