

MEDIA GUIDE 2023

CallCenter
PROFI

Print + Online



Price List Nr. 25 | valid from 01.01.2023

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- 1 Title:** CallCenterProfi

 - 2 Characteristics:** CallCenterProfi is the trade magazine for all issues relating to customer service and communication. All channels - classic and modern - converge in the call or service center. CallCenterProfi reports topically and comprehensively on technical, organizational, entrepreneurial and strategic knowledge around the topics dialog marketing, direct sales, complaint and customer management (CRM). The editorial team sees itself as a knowledge manager that informs the industry not only via the print product, but also online (callcenterprofi.de), via e-mail newsletter and social media activities.

 - 3 Target group:** Call Center Manager, Managing Director / Management Boards, Owner Head of Customer Service / Customer Care / Technology, Marketing Manager, Sales Manager, Head of Compliant Management, Purchasing Manager, Helpdesk Manager, Supervisor and Customer Relationship Manager.

 - 4 Frequency:** 6 printed issues plus e-paper with "online first" articles in the exclusive subscription area at www.callcenterprofi.de

 - 5 Volume:** 2023, 26. Volume

 - 6 Subscription:**

Annual Print	145,00 Euro (plus taxes and shipping)
Annual Digital	108,00 Euro (plus taxes and handling)
Flexi-Sub	79,90 Euro (plus taxes and shipping)
Single Issue	21,00 Euro (plus taxes and shipping)

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Issue, Month (AD)*, (PD)*, (DP)*	Planned industry focus areas	Editorial topics in the technology, leadership, call center and customer service sections
1 January/February AD 01.02.2023 PD 10.02.2023 DP 17.02.2023	Trends and developments 2023	Low performance management Chatbots in practice
2 March/April AD 31.03.2023 PD 14.04.2023 DP 21.04.2023	Developments in the energy market	Outsourcing: nearshore and offshore Ergonomics and equipment
3 Mai/June AD 07.06.2023 PD 16.06.2023 DP 23.06.2023	Developments in the tourism market	Customer communications: make or buy? Employee recruitment and retention
4 July/August AS 28.07.2023 DU 08.08.2023 ET 14.08.2023	Developments in RPA, artificial intelligence & Co.	Modern contact center architectures Customer journey and customer experience
5 Sept./October AS 02.10.2023 DU 09.10.2023 ET 20.10.2023	Developments in the service provider market	CallCenterProfi-Ranking 2023
6 Nov./December AS 27.11.2023 DU 07.12.2023 ET 15.12.2023	Developments at banks and insurance companies	The contact center as an interface Outlook for industry focal points in the coming year

***AD = Advertising deadline | PD = Print material deadline | DP = Date of publication**
Dissemination takes place at selected events and via cooperation partners - analog and virtual.

This overview of planned topics for 2023 is intended to serve your pre-planning. The editors reserve the right to make changes.

1 Advertising rates print / e-paper and formats (Pricing in Euro)

Format	Type area formats width x height in mm	Bleed formats width x height in mm**	Base price b/w	2-color*	3-color*	4-color*
2/1 page	388 x 240	420 x 279	6.850,-	7.950,-	9.050,-	10.650,-
1/1 page	175 x 240	210 x 279	3.720,-	4.270,-	4.820,-	5.900,-
3/4 page cross	175 x 178	210 x 189	2.805,-	3.355,-	3.905,-	4.800,-
2/3 page	high	115 x 240	2.500,-	3.050,-	3.600,-	4.550,-
	cross	175 x 156				
Juniorpage	115 x 178	131 x 198	2.510,-	3.000,-	3.490,-	3.990,-
1/2 page	high	85 x 240	1.890,-	2.440,-	2.990,-	3.990,-
	cross	175 x 117				
1/3 page	high	55 x 240	1.280,-	1.830,-	2.380,-	3.500,-
	cross	175 x 76				
1/4 page	high	40 x 240	975,-	1.525,-	2.075,-	2.865,-
	cross	175 x 56				
	block	85 x 117				
1/6 page block	85 x 76	-	670,-	1.220,-	1.770,-	2.550,-

Placements:

Frontpage 4c on request
 4. Cover page 4c € 900,-
 2. and 3. Cover page 4c € 750,-
 Binding placement rules 10 % from b/w price

Your online presence (annual booking):

12 months online presence with search engine relevant online portrait in any length, linking and design and valuable backlink in the CallCenterProfi.de marketplace + 12 months print presence (6 issues, format: 55 mm wide x 38 mm high) + presence in 6 e-paper issues + including access to the exclusive online archive at the price of € 3.590 (not discount/commissionable)

* ISO scale ** plus 3 mm bleed (other formats on request)

Prices and forms of advertising (prices in euros)

Advertising formats for web	Pixel / Format / Scope	Price	File size
Superbanner (Bigsize)	1.190 x 150	3.100,- / month	max. 45 kB
Billboard	1.190 x 50	2.900,- / month	max. 45 kB
Advertorial-Teaser + Advertorial-Page	Teaser: 500 char. + max. 3.500 char. + graphic	on request	
Online-Series (multipart advertorial)	Teaser: 500 char. + max. 3.500 char. + graphic	on request	
Rectangle	350 x 400	2.900,- / monat	max. 45 kB
Double Rectangle	750 x 400	3.400,- / monat	max. 45 kB
Triple Rectangle	1.148 x 400	on request	max. 45 kB
Your digital presence (annual booking): Online presence with search engine relevant portrait in any length inclusive linking, valuable backlinks + e-paper presence	e-paper format: 55 mm wide x 38 mm high + Campaign URLs	3.590,- / year	max. 45 kB
Whitepaper (with lead generation on callcenterprofi.de or on a microsite of the customer)	Intro text: 400 - 600 characters Format: 750 pixel x 537 pixel File format: all common formats	on request	
Lead generation: Standalone-Newsletter	Exclusively your content on a date of your choice	on request	

Special format "Special Edition":

Contact us if you are interested in this special media format!

Possibilities for online sponsorships and other special advertising formats for web on request.

We are happy to put together special media packages according to your needs.

1 Prices and forms of advertising (prices in euros)

Format	Dimensions (width x height in mm)	Price
Special format sponsoring logo (exclusive)	155 x 40 (double)	on request
Special format sponsoring table (exclusive)	550 x 100	on request
Special format logo table (exclusive)	75 x 60	on request
2/3 display	175 x 156	5.690,-
1/2 display	175 x 115	4.290,-
1/3 display	175 x 76	3.350,-
1/4 display	175 x 56	2.490,-
BusinessCard	55 x 40	2.900,-

Other formats, also combinations, on request.

2 Description:

For over 25 years, the CallCenterProfi ranking has offered a transparent view of the German-speaking call and contact center industry. The service providers and in-house organizations with the highest turnover are listed.

The ranking is based on (audited!) total turnover and enriched with additional information.

The following are shown:

- Number of sites
- Number of workstations
- Number of employees
- Core services
- Industry competencies

3 Distribution: Enclosed with the complete print run of issue V-2023 (as an extension of the cover story on ranking) as an insert.



Advertising rates and formats (prices in euros)

Format	Type area formats width x height in mm	Bleed formats width x height in mm**	Base price b/w	2-color*	3-color*	4-color*
1/1 page	175 x 240	210 x 279	2.770,-	3.320,-	3.880,-	4.600,-
2/3 page high	115 x 240	131 x 279	1.960,-	2.352,-	2.744,-	3.300,-
1/2 page high	85 x 240	101 x 279	1.390,-	1.670,-	1.950,-	2.400,-
1/2 page cross	175 x 117	210 x 137				
1/3 page high	55 x 240	63 x 279	990,-	1.190,-	1.390,-	1.700,-
1/3 page cross	175 x 76	210 x 86				
1/3 page block	115 x 117	131 x 137				
1/4 page high	40 x 240	46 x 279	765,-	918,-	1.071,-	1.300,-
1/4 page cross	175 x 56	210 x 63				
1/4 page block	85 x 117	101 x 137				
Online job ad	PDF / delivery text (search engine relevant!)		1 Job offer	Term 1 month		950,-

Combination packages job market (print and online) on request.

Valid for Germany: The applicable VAT rate must be added to all prices. You can find our GTC at www.callcenterprofi.de.

Color surcharges: Special color upon request

* ISO scale ** plus 3 mm bleed

1 Prices and forms of advertising (prices in euros)

Newsletter advertising formats	Pixel format	Fixed price	File size
Text ad + logo/image(GIF or JPEG)*	Image: 143 x 115, text 500 char. **	1.690,-	max. 45 kB
Fullsize Banner (GIF or JPEG)*	650 x 150	1.690,-	max. 45 kB
Sponsoring		on request	
Standalone-Newsletter		on request	

* non-animated files; ** including spaces

You can find our GTC at: www.callcenterprofi.de/AGB



Liebe Lesenden und Leser der CallCenterNews:

Was in den letzten beiden Wochen noch so alles in der Welt der Call und Contact Center passierte, lesen Sie wie immer in unseren CallCenterNews. Wir wünschen wie immer interessante Erkenntnisse bei der Lektüre und bleiben Sie bitte gesund.

Ihr CallCenterProfi-Team

Wenn der Newsletter nicht korrekt angezeigt wird, [klicken Sie bitte hier](#)...

• Mehr



LG Bonn reduziert Bußgeld nach DSGVO-Verstoß

Im November vergangenen Jahres hatte der Bundesbeauftragte für den Datenschutz und Informationsfreiheit (BfDI) ein Bußgeld in Höhe von 9,35 Millionen Euro gegen den TriAcquirer 1&1 verhängt (CallCenterProfi berichtete). Grund war ein Verstoß gegen die



Liebe Lesenden und Leser:

Chatbots haben eine steile Entwicklung hinter sich, aber leider stoßen sie bei komplexen Themen schnell an ihre Grenzen, was zu Frust der Kundinnen führt. Auf Unternehmensseite wächst der redaktionelle Aufwand und die Komplexität wird zur Herausforderung.

Die Lösung ist das **Bot Universe**. Die Kundinnen kommunizieren weiterhin über den bereits bestehenden Chatbot, der nun aber mit vielen weiteren Chatbots kooperiert und mit ihrer Schwarmintelligenz ein deutlich breiteres Themenspektrum abdeckt.

Erfahren Sie im **Whitepaper**, welche Vorteile das Bot Universe gegenüber herkömmlichen Chatbots hat und wie Sie den steigenden Kundenanforderungen gerecht werden.

Download

Selected usage data callcenterprofi.de

Period	Sessions	Unique User	Page Impressions
4. Quarter 2021 (01.10. - 31.12.2021)	32.757	32.998	86.653
1. Quarter 2022 (01.01. - 31.03.2022)	37.073	35.123	81.122
2. Quarter 2022 (01.04. - 30.06.2022)	35.197	33.929	95.897
3. Quarter 2022 (01.07. - 30.09.2022)	48.761	45.047	86.653

callcenterprofi.de reaches the decision makers

- ▶ **89 %** decide directly on investments or are at least involved in an advisory capacity in the investment planning of their companies.
- ▶ **74 %** hold management positions.

callcenterprofi.de users are highly educated.

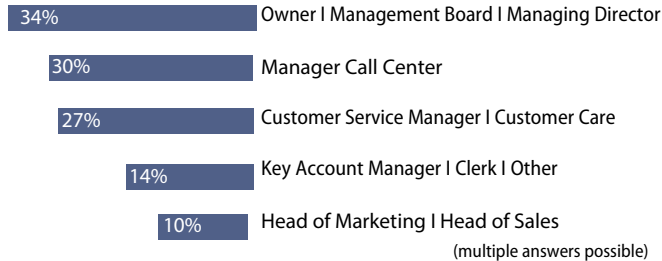
- ▶ **71 %** have a (technical) university degree or a doctorate.

The user base of callcenterprofi.de is almost equally distributed.

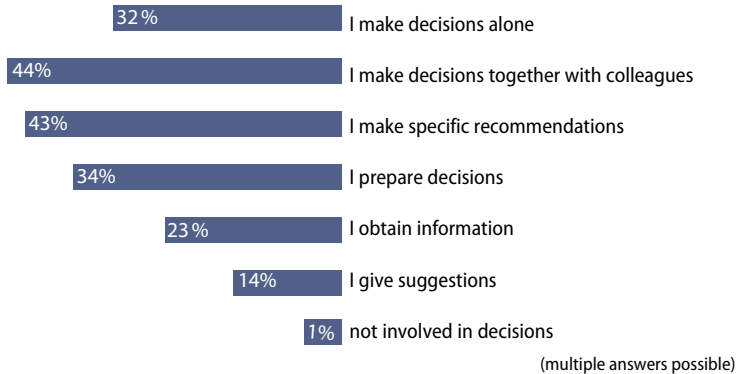
- ▶ **54,18 %** male, **45,82 %** female

Age group	Proportion
18 - 24 years	24,3 %
25 - 34 years	38,7 %
35 - 44 years	17,9 %
45 - 54 years	8,7 %
55 - 64 years	6,5 %
over 65 years	3,9 %

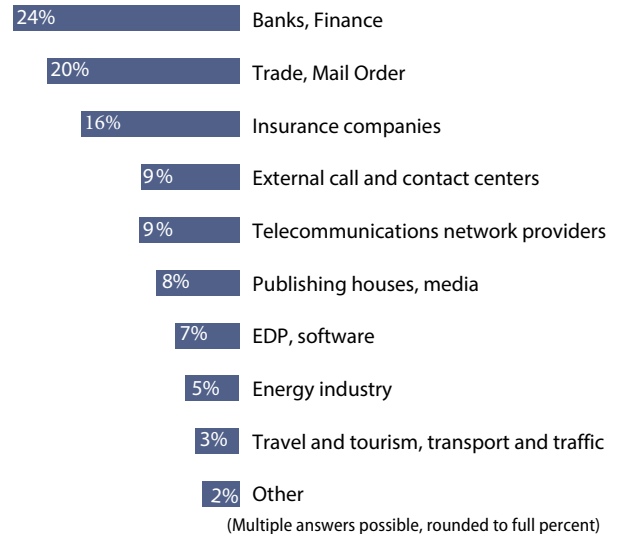
Position in the company



Decision-making authority



Industries



Ø 930 Employees per business entity

89% with budget responsibility

96% Decision makers and consultants