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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:** 2024, 27. Volume
 - 6 Subscription:**

Annual Print	155,00 Euro (taxes and shipping included)
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 - 7 Publisher:** SFO Medien GmbH
Siemensstraße 9a
65205 Wiesbaden
tel +49 (0)611 / 94 91 47 - 33
fax +49 (0)611 / 94 91 47 47 - 33
redaktion@callcenterprofi.de
www.callcenterprofi.de
 - 8 Editor:** **Simone Fojut**
tel +49 (0)611 / 94 91 47 - 33
fax +49 (0)611 / 94 91 47 47 - 33
fojut@callcenterprofi.de
 - 9 Advertisement: Advertising sales**
tel +49 (0)611 / 94 91 47 - 55
fax +49 (0)611 / 94 91 47 47 - 55
salesteam@callcenterprofi.de
 - Ad scheduling**
tel +49 (0)611 / 94 91 47 - 55
fax +49 (0)611 / 94 91 47 47 - 55
anzeigen@callcenterprofi.de
 - Accounting department**
tel +49 (0)611 / 94 91 47 - 55
fax +49 (0)611 / 94 91 47 47 - 55
accountingservice@callcenterprofi.de

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 29.01.2024 PD 05.02.2024 DP 14.02.2024	Trends and developments 2024	Employee recruitment New trends in the run-up to CCW 2024
2 March/April AD 08.04.2024 PD 12.04.2024 DP 22.04.2024	Developments in the energy market	Automation in customer communication Orchestration of customer touchpoints
3 May/June AD 07.06.2024 PD 10.06.2024 DP 21.06.2024	Developments in the tourism market	Artificial intelligence in customer service Specialism vs. generalism: Which makes more sense?
4 July/August AD 12.08.2024 PD 16.08.2024 DP 26.08.2024	Developments in RPA, AI & Co.	The call center as a sales turbo Call center architectures: on premise, cloud or hybrid?
5 Sept./October AD 07.10.2024 PD 11.10.2024 DP 21.10.2024	Developments in the service provider market	CallCenterProfi-Ranking 2024
6 Nov./December AD 02.12.2024 PD 06.12.2024 DP 16.12.2024	Developments at banks and insurance companies	New potential for call and contact centers Outlook for the industry's key areas of focus 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 digital.

This overview of planned topics for 2024 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,-	4.900,-
2/3 page high	115 x 240	131 x 279	2.500,-	3.050,-	3.600,-	4.550,-
cross	175 x 156	210 x 177				
Juniorpage	115 x 178	131 x 198	2.510,-	3.000,-	3.490,-	3.990,-
1/2 page high	85 x 240	101 x 279	1.890,-	2.440,-	2.990,-	3.990,-
cross	175 x 117	210 x 137				
1/3 page high	55 x 240	63 x 279	1.280,-	1.830,-	2.380,-	3.500,-
cross	175 x 76	210 x 86				
1/4 page high	40 x 240	46 x 279	975,-	1.525,-	2.075,-	2.865,-
cross	175 x 56	210 x 63				
block	85 x 117	101 x 137				
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 € 3.600 (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	3.200,- / month	max. 45 kB
Billboard	1.190 x 50	3.000,- / 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	3.200,- / month	max. 45 kB
Double Rectangle	750 x 400	3.600,- / month	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	2.900,-
BusinessCard	55 x 40	2.490,-

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-2024 (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,-
cross	175 x 117	210 x 137				
1/3 page high	55 x 240	63 x 279	990,-	1.190,-	1.390,-	1.700,-
cross	175 x 76	210 x 86				
block	115 x 117	131 x 137				
1/4 page high	40 x 240	46 x 279	765,-	918,-	1.071,-	1.300,-
cross	175 x 56	210 x 63				
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

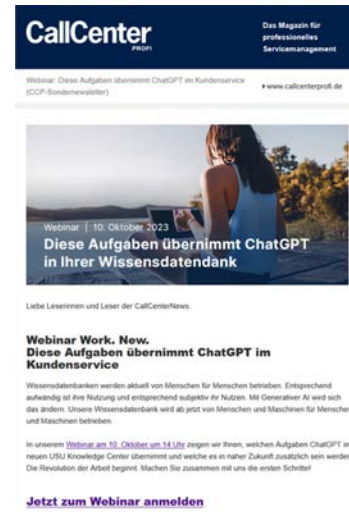
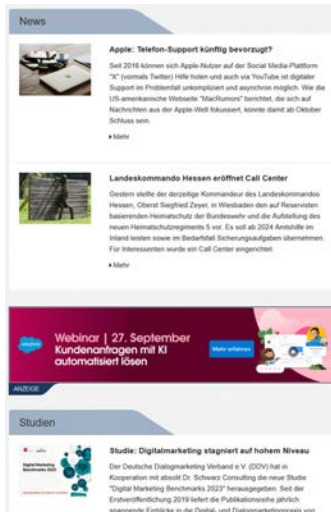
* ISO scale ** plus 3 mm bleed

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. **	1.900,-	max. 45 kB
Fullsize Banner (GIF or JPEG)*	650 x 150	1.900,-	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



Selected usage data callcenterprofi.de

Period	Sessions	Unique User	Page Impressions
4. Quarter 2021 (01.10. - 31.12.2022)	33.642	32.365	88.156
1. Quarter 2022 (01.01. - 31.03.2023)	39.191	37.098	89.435
2. Quarter 2022 (01.04. - 30.06.2023)	37.042	35.542	95.589
3. Quarter 2022 (01.07. - 30.09.2023)	50.448	47.443	89.963

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.

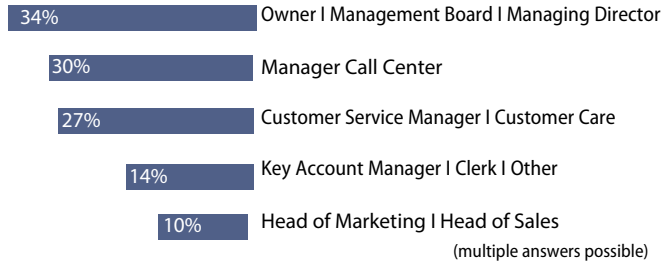
- ▶ **71 %** have a (technical) university degree or a doctorate.

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

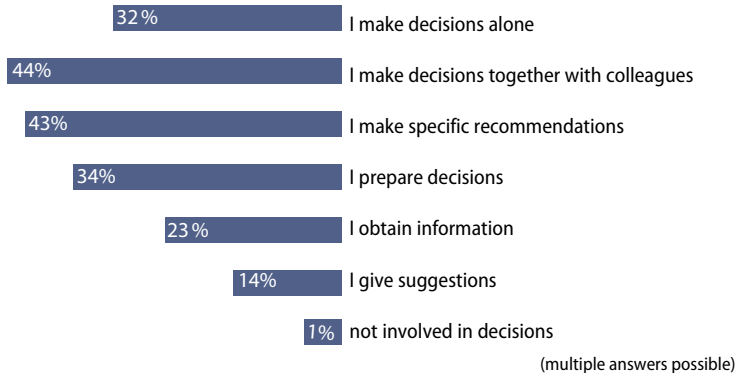
- ▶ **54,18 %** male, **45,82 %** female

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 %

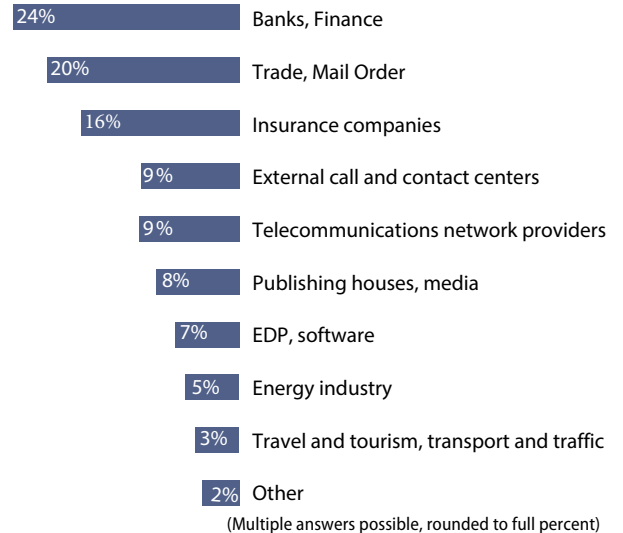
Position in the company



Decision-making authority



Industries



Ø 930 Employees per business entity

89% with budget responsibility

96% Decision makers and consultants