

Axel Springer AG – Druckhaus Spandau, Germany

Der Tagesspiegel, Berlin

Der Tagesspiegel – newspaper for Berlin and Germany – presents well-researched background and analysis on politics, local reporting of Berlin and Brandenburg, business and sports, arts and culture – in line with its motto “rerum cognoscere causas” (“to discover the cause of things”). First published on September 27, 1945 it was the first German title without military censorship.

Today this well-informed quality newspaper with a liberal slant is published seven times a week with average sales of about 137,097 copies (Mo.–Sun., IVW-audited figures II. Quarter 2010*). Every day about 320,000 people read Der Tagesspiegel (LA 2010, reader survey*). The paper reaches more than 40 percent of the decision-makers and opinion leaders in the region of the German capital. (EAB 2007 Berlin, decision maker survey*). Tagesspiegel’s online edition (tagesspiegel.de) is the leading news website in Berlin with 14.7 million page impressions and 4.3 million visits in September 2010 (IVW-audited figures).

The main office of Der Tagesspiegel is based in Berlin’s middle less than a mile from Potsdamer Platz and near the former location of the Berlin Wall. The title is owned by Verlag Der Tagesspiegel GmbH, a member of the Dieter von Holtzbrinck Medien GmbH. Its current publisher is Dieter von Holtzbrinck, editors-in-chief are Stephan-Andreas Casdorff and Lorenz Maroldt.

Der Tagesspiegel is one of the most frequently cited daily newspapers in Germany. During the last eight years, the paper and its authors and artdirectors have won more than 100 awards. It was awarded World’s Best-Designed Newspapers Award by the Society for News Design in New York. Since 2003 the paper is printed at Druckhaus Spandau, a member of Axel Springer AG.

The Axel Springer publishing corporation was established in 1946 by the publisher of the same name and is today Germany’s largest newspaper and third-largest magazine publishing house as well as a leading European media company.

Its wide-ranging media portfolio includes established and successful multimedia brands such as those belonging to the BILD and WELT group. Axel Springer is active in 36 countries with more than 170 newspapers and magazines, more than 80 online offerings for many different audiences and information needs as well as participations in TV and radio stations.

* Overall circulation with Potsdamer Neueste Nachrichten

Evaluated Category

Coldset on Newsprint

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| Workflow | Circulation | 140000 |
| | Page format (mm) | 400 x 570 |
| | Editorial | Atex Hermes |
| | Ad-Booking | ppi Media |
| | General Workflow | Procsct adjust |
| Prepress | File Checking | OneVision Asura |
| | Image Handling | Adobe Photoshop |
| | Color Management | |
| | Ink Saver | |
| | Proof Software | ppi Media ppitrack |
| | Proof Printer | HP Designjet 4000 |
| Plates | RIP | Arcitek Grafixrip |
| | Screen Technology | AM Conventional |
| | Screen Ruling | 40 lines/cm |
| | CTP Imager | AGFA Polaris 150 violet |
| Print | Film Imager | |
| | Printing Press | manroland colorman S 40 |
| | Press Control | EAE |
| | Closed Loop System | |
| | Color Sequence | KCMY |
| Materials | Plates | AGFA N 91 V |
| | Printing Blankets | Flint/Day Duco Headliner |
| | Fountain Agent | Hostmann hydrofix |
| | Inks | Siegwerk intensas |
| | Paper | Holmen Hallstavik |
| Paper Grammage | 42 g/m ² | |