



## DER GOLDENE VERTRIEB 2010

### *Conditions of entry*

**DER GOLDENE VERTRIEB, first presented in 1991, was established by Axel Springer AG. The award is presented annually and honours trendsetting, practice-orientated ideas, concepts, solutions and initiatives furthering the sale of printed products.**

#### **Application**

Anyone can submit his or her own proposals or ideas, or nominate the achievements of others.

#### **Proposals/scope**

Submissions can relate to the whole spectrum of press distribution, both nationally and internationally. Themes, concepts and completed projects relating to the press wholesale market or to the subscription sector are, of course, all equally welcome. Submitted documentation should offer a clear overview of the idea pursued as well as the recognisable practical and economic benefits. Projects for the improvement of planning, control mechanisms, organisation, realisation and/or supervision that have been completed may be awarded a prize if increased efficiency and effectiveness are clearly recognisable and if the projects can be applied, in principle, to the wider press market having been tested in the business environment. Any type of project documentation such as photos, samples or test results have to be sent in digital form. Of course, the additional entry of materials by post is also possible. The project description must include the company, name and address of the applicant/presenting party.

#### **Please address the project description to:**

Axel Springer AG  
DER GOLDENE VERTRIEB  
Katharina Schacht  
Axel-Springer-Platz 1  
20350 Hamburg  
Germany  
katharina.schacht@axelspringer.de  
Closing date: 31 May 2010

#### **Jury**

A jury consisting of both academics and practitioners will decide who the winner of this year's DER GOLDENE VERTRIEB will be.

#### **Members of the jury**

##### **Prof. Dr. Hartwig Steffenhagen**

(Chairman of the Jury)  
Professorship for Corporate Policy and Marketing at the Rheinisch-Westfälische Technische Hochschule, Aachen

##### **Jan Bayer**

Chairman of the Management Board  
WELT-GRUPPE, Berliner Morgenpost,  
Hamburger Abendblatt  
Axel Springer AG, Berlin

##### **Torsten Brandt**

Managing Director Sales  
BILD Division and Magazines  
Axel Springer AG, Hamburg

##### **Dr. Adam-Claus Eckert**

Managing Partner  
Unternehmensgruppe Dr. Eckert, Stuttgart

##### **Dr. Peter Emöd**

Managing Director  
Distripress, Zürich

##### **Michael Fischer**

Deputy Managing Director Sales  
BILD Division and Magazines  
Axel Springer AG, Hamburg

##### **Dr. Eberhard Nolte**

Partner  
Zeitschriften-Großvertrieb  
Carl Strobel GmbH, Sindelfingen

The jury decides independently.  
The jury's decision is final.

**Hamburg, January 2010**