



Air your secret!

The GOLDENER VERTRIEB 2011

Do you have an innovative marketing idea that will shape and professionalise press sales and marketing in a lasting way? Then air your secret – we can gold-plate your bright sales idea.

New! The jury will be awarding a special prize for the best marketing idea in the Digital Products field for the first time in 2011.

Axel Springer AG, represented by a jury of well-known personalities, is awarding the sought-after prize for the 21st time. It recognises forward-looking ideas, concepts, solutions and initiatives that provide sustainable support for press sales and marketing.

We look forward to receiving your entry. Please request entry documents from:
Fax +49 (0)40 3472 6994 or e-mail katharina.schacht@axelspringer.de

ENTRY DEADLINE: 6 MAY 2011



DER GOLDENE VERTRIEB 2011

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.

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. **The year 2011 will also be the first year in which the GOLDENER VERTRIEB jury awards a special prize for the best marketing idea for digital products.** 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.

Application

Anyone can enter their own proposals, or the ideas and projects of others, for consideration.

Please address the project description to:

Axel Springer AG
DER GOLDENE VERTRIEB
Katharina Schacht
Axel-Springer-Platz 1
20350 Hamburg
Germany
der.goldene.vertrieb@axelspringer.de
Closing date: 6 May 2011

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

Hinnerk de Boer

Managing Director
Hungaropress Distribution Ltd., Budapest
Member of the Board Distripress, Zürich

Torsten Brandt

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

Dr. Adam-Claus Eckert

Managing Partner
Unternehmensgruppe Dr. Eckert, Stuttgart

Michael Fischer

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

Dr. Eberhard Nolte

Honorary President
Bundesverband deutscher Presse-Grossisten,
Köln

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

Hamburg, February 2011