

MEDIA KIT 2019



PRINT + ONLINE

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Technik und Wirtschaft für die deutsche Industrie
Produktion
MAGAZIN

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mj verlag
moderne industrie

successful media for experts

Mediengruppe **SV** Süddeutscher Verlag

verlag moderne industrie GmbH, Justus-von-Liebig-Str. 1, D-86899 Landsberg, Phone +49 (0) 81 91/125-3 70, Fax +49 (0) 81 91/125-304

1 Profile in brief:

Produktion speaks to the whole of the decision-making chain in the manufacturing industry with its mix of engineering and business topics. It reaches everyone from professionals and specialists (who decide which brands to use) to production managers and heads of departments integrated in the production process, such as Design and Logistics (who decide what volumes to buy and which technologies to deploy), as well as directors and CTOs (who decide what will be financed). Produktion provides helpful engineering expertise and product information for the shop floor, real-life examples and management tips for process optimization, and competitor and market analyses for business decisions. Produktion's strengths as a trade publication are its extensive industry reach, its target-group-specific topic range, the high quality of its factual reporting and its great topicality combined with the quick overview its newspaper format delivers.

- 2 Publication:** Weekly, Wednesday
3 Year of publication: 55th year 2016
4 Internet address (URL): www.produktion.de
5 Member of: –
6 Organ: –
7 Publisher: verlag moderne industrie GmbH
8 Verlag: verlag moderne industrie GmbH
 Postal address: D-86895 Landsberg
 Offices: Justus-von-Liebig-Str. 1, 86899 Landsberg
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 Fax: +49 (0) 81 91 / 125-3 04
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 Advertisements: anzeigen@produktion.de

- 9 Editorial department:** Eduard Altmann
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- 10 Advertising:** Matthias Piro
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 e-mail: matthias.piro@produktion.de

- 11 Prices:** (incl. postage and VAT)
 Annual subscription National € 152.38
 International € 175.92
 Issue price (plus postage) € 2.90

- 12 Scope analysis:** 2015 = 44 issues + special issues
 Format: 285 mm wide, 400 mm high
 Total content: 1,848 pages = 100%
 Editorial content: 1,224 pages = 66.2%
 Advertising: 624 pages = 33.8%
 Inserts: 34

- 13 Editorial content analysis:** 1,224 pages = 100%
 Business: 421 pages = 34.4%
 (Business facts, market and opinion, companies and sectors, productivity and IT, law and finances, news, career)
 Technology: 803 pages = 65.6%
 (News and features, trends and reports, R&D, field and product reports, specials, office tools)

1 Advertising prices and formats (also see page 6 "Formats")

	Advert size	Formats width x height in mm	Prices including color surcharges
A4 formats	A4 double page	432 x 280	20,300
	A4 page	198 x 280	11,050
	Junior page	148 x 201	5,750
	1/2 page A4 oblong	198 x 137	5,250
	1/2 page A4 upright	97 x 280	5,250
	1/3 page A4 oblong	198 x 90	3,540
	1/3 page A4 upright	72 x 280	3,540
	1/3 page A4 block	97 x 201	3,540
	1/4 page A4 oblong	198 x 67	2,270
	1/4 page A4 upright	47 x 280	2,270
	1/4 page A4 block	97 x 137	2,270
	1/8 page A4 oblong	198 x 32	1,150
	1/8 page A4 upright	47 x 137	1,150
1/8 page A4 block	97 x 67	1,150	
1/16 page A4 block	47 x 67	595	

Publication formats	2/1 page	534 x 371	24,000
	1/2 page panorama	534 x 183	20,100
	1/1 page	249 x 371	12,600
	2/5 page upright	97 x 371	6,610
	1/2 page oblong	249 x 183	10,150
	1/3 page oblong	249 x 120	6,900
	1/4 page oblong	249 x 89	4,400
	1/8 page oblong	249 x 42	2,320

All advertising prices in € including color surcharges and excluding VAT.

1.1 mm price (minimum size 30 mm): € 11.30

2 Additional charges: (not eligible for discount)

Surcharges for placements

Binding placement provisions possible with spaces above 400 mm: 10%

3 Discounts (for adverts taken within one year of advertising*) **Frequency discount**

	Volume discount	
from 3 adverts	3%	from 3 pages 10%
from 6 adverts	5%	from 6 pages 15%
from 12 adverts	10%	from 12 pages 20%
from 24 adverts	15%	from 18 pages 25%

*Agreements covering several years available on request

4 Classified adverts:

- Job adverts: Print edition: 20% discount on the list price
- Catalog advert:
 - 1 activation: € 815
 - 3 activations: € 770 each
 - 6 activations: € 685 each

In the following issues:

Produktion 6, Mar. 27	Produktion 17, Aug 28
Produktion 11, May 29	Produktion 20, Sept. 25
Produktion 15, Jul. 17	Produktion 25, Nov. 13

Advertise your catalog with our "catalog newsletter", which is sent to around 20,000 recipients. In combination with the print advert, the surcharge is € 300.

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5 Special forms of advertising:

- Exclusive cover page placement: 47 mm wide x 50 mm high € 1,985
- Advert surrounded by editorial *, 47 mm wide x 50 mm high: € 1,350
Positioning: in the editorial section, surrounded by text on three sides
- Sleeve around the entire issue € 15,400
(Format 430 x 105 mm + 3 mm bleed margin on all sides) incl. printing and adhesive costs.
Selective booking: € 418 per thousand, minimum volume 10,000 copies.
The sleeve price is not eligible for discount.
- 1/1 tunnel advert (six-column advert across the spread, two columns of editorial remain on both the right and left): € .21,230
- 1/2 tunnel advert (as above, only half the height): € 11,210
- Company profile (format 198 x 90 mm): €... 2,220

Other special forms of advertising on page 7

Inserts:

only available in **Produktion MAGAZIN**

Inserts:

max. insert format 190 x 275 mm (not eligible for discount, partial inserts according to your personal choice available)

- up to 25 g in weight including postage € 12,180
- up to 30 g in weight including postage € 12,860

Partial inserts according to your selection criteria – minimum volume 3,000 copies:

- Up to 25 g in weight (per thousand): € 319
- for each extra 5 g plus (per thousand): € 12

Stuck-in postcard in inside section:

In conjunction with adverts or inserts. Prices on request.

Stuck-in postcard on cover page:

Prices on request.

6 Contact:

Head of Sales

Matthias Pioro

tel. 0 8191/125-167 tel. 0 8191/125-323

matthias.pioro@produktion.de

Advertising Scheduling

Claudia Polzer

claudia.polzer@mi-verlag.de

7 Terms of payment

net within 14 days of invoice date: with prepay-

ment 2% discount

with direct debit 3% discount

Bank account:

HVB bank code: 70020270, account no.: 15764474

IBAN: DE76 7002 0270 0015 7644 74

SWIFT (BIC): HYVEDEMMXXX

Delivery address for inserts:

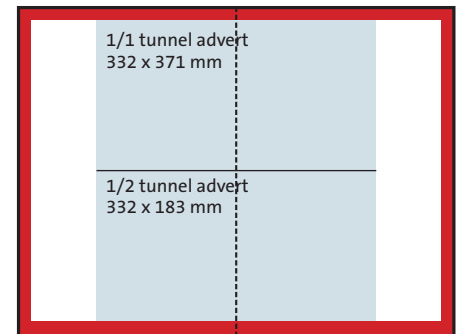
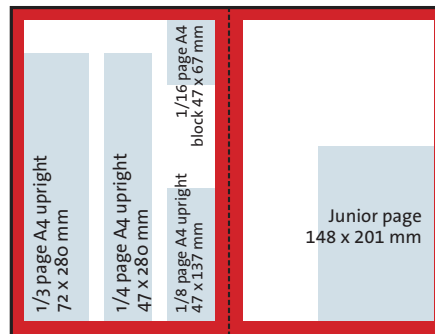
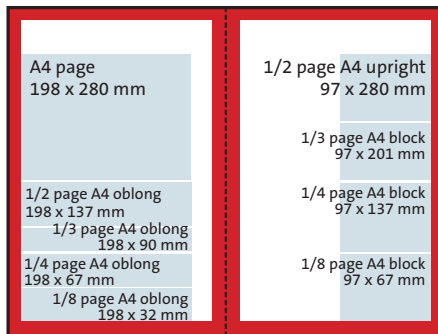
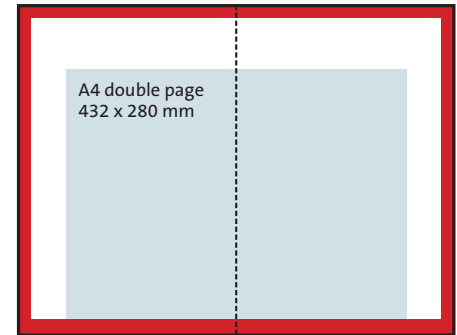
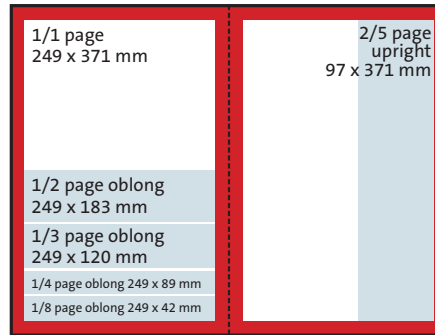
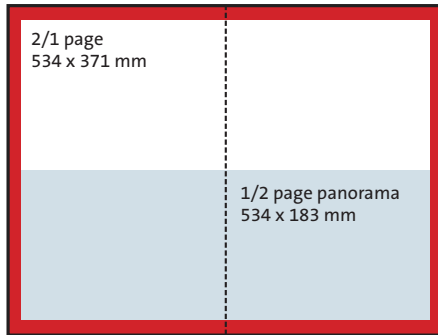
westermann druck GmbH
Georg-Westermann-Allee 66
38104 Braunschweig

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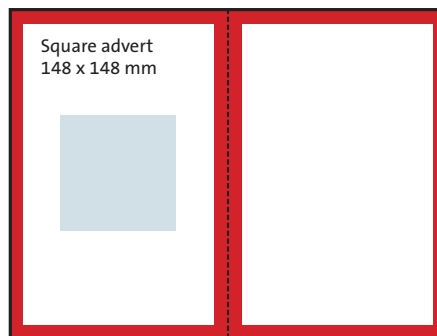
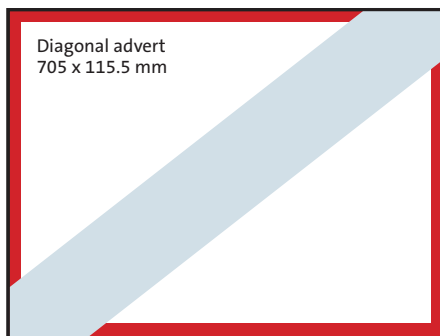
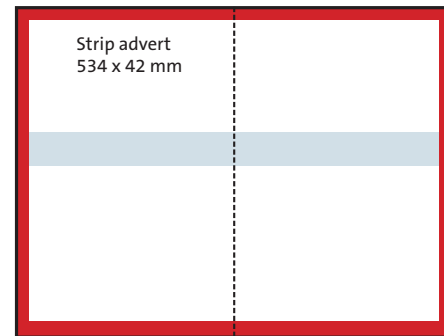
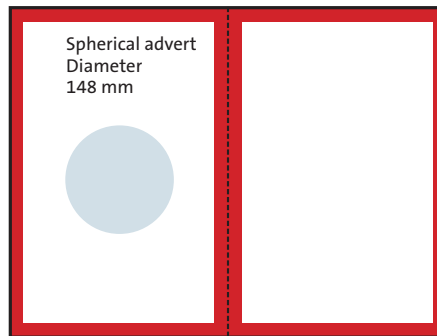
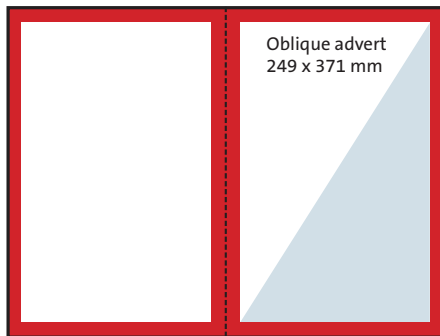
-
- 1 Publication format:** 285 mm wide, 400 mm high (tabloid)
Print space: 249 mm wide, 371 mm high
 5 columns each 47 mm wide
-
- 2 Printing and binding method**
Printing method: Web offset Heatset
Binding method: –
-
- 3 Data transfer:** claudia.polzer@mi-verlag.de
 for enquiries contact: tel. 08191/125-323
-
- 4 Data formats:** Delivery of data in PDF format, version 1.3 (PDF/X-1a), generated with Acrobat Distiller from version 4.0 and screen-modulated proof. Image data high resolution at least 300 dpi, resolution for 60 screen, color model always CMYK (never RGB or LAB elements). Bitmap (bar code scans) should have a resolution of at least 800 dpi. The format in original dimensions plus bleed margins and markings.
-
- 5 Colors:** The customer sends a color proof with Fogra media wedge version 2.0 or 3.0 and a proof or test report (= certificate) when digitally transferring print templates for color adverts. The customer shall otherwise not be entitled to compensation in the event of any color variations which may occur.
-
- 6 Proof:** According to FOGRA standard. With FOGRA media wedge 2.0 or 3.0 as per standard, **PSO_SNP_Paper_eci.icc**.
 Further information on the pre-settings of the PDF format:
08191 125-338 (technical hotline)
-
- 7 Data archiving:** Data is archived. Unchanged repetitions are therefore generally possible. However, no data guarantee is provided.
-
- 8 Guarantee:** 1 No guarantee is provided of inclusion of advertising material in certain issues or editions, or in certain positions.

- 2 The publisher shall guarantee the flawless reproduction of the advertisement with regard to print quality when printing on production paper. The sending of suitable print templates (see information in the price list) is required.
- 3 Color adverts: The customer sends a color proof when digitally transferring print templates for color adverts. The customer shall otherwise not be entitled to compensation in the event of any color variations which may occur.
- 4 Complaints must be lodged by the customer with regard to obvious defects not later than two weeks following receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication of the printed material concerned. If the advertising material has been reproduced with defects – despite prompt delivery of error-free print templates and complaint in good time – the customer may demand the printing of a substitute advertisement without defects (subsequent fulfillment). Claims for subsequent fulfillment shall be excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable time limit and allows it to expire, the customer shall be entitled to withdraw from the contract or assert a claim for a price reduction, to the extent that the purpose of the advertising material has been adversely affected. Warranty claims from business customers shall lapse 12 months following publication of the advertising material or insert.
- 5 If any deficiencies in the print copy are not immediately identifiable, but only become apparent during the printing process, the customer shall be unable to assert any claims in the event of unsatisfactory printing.
- 6 If the customer fails to follow the recommendations of the publisher regarding the creation and provision of digital print documents, it shall have no entitlement to claims with regard to unsatisfactory publication of advertisements.
- 7 The customer shall be responsible for ensuring that all files transferred are free of computer viruses. The publisher may delete files containing computer viruses. No claims may be brought by the customer due to such action. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher.
- 8 The publisher accepts no responsibility for the accuracy of the quantity or quality designated as delivered for material provided by the customer (inserts, supplements etc.).

-
- 9 Contact:** Advertising Scheduling:
 Claudia Polzer, tel. 08191/125-323
 claudia.polzer@mi-verlag.de



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Advert size	Format (width x height in mm)	Prices in € (incl. color)
Oblique advert	249 x 371	11,630
Spherical advert	Ø 148	9,350
Strip advert	534 x 42	6,000
Diagonal advert	705 x 115.5	12,640
Square advert	148 x 148	10,350
Last page	249 x 222	10,900

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Month	Issue	Publication date	Advertising deadline	Target-group focus	Specials	Technology	Trade fairs 2019			
					In all issues with the following sections					
				Newsletter/news Company + markets Trends + innovations Business facts	Trends + innovations Technology know-how R+D Design (products + application) Production (products + application) Automation (products + application)	Comprehensive specials and special sections with all key information and news. Trade fair previews, including the trade fair innovations expected, will be published for some of the trade fairs and events listed.				
				Topics		Trade fair special and other trade fair dates				
Jan.	1	Jan. 23	Jan. 8	Basic target group	Industry trends	Robotics HRC, handling technology, robots, robot components Assembly and connection technology Joining, adhesives, screws, welding/welding equipment	Intec	Feb. 5 to 8	Leipzig	Increased circulation for the trade fair: 45,000
	2	Feb. 6	Jan. 22	Production/operations managers/logistics managers		Automation – Industrie 4.0 Drive technology, imaging, smart vision, field buses, intelligent sensors, control technology, communications technology Assembly and handling technology, robotics Operating technology and protective systems for people, machinery and plants Operational equipment, compressed air technology/tools, facility management, heating/air-conditioning/ventilation, maintenance, cleaning Flow of materials Industrial trucks, cranes/lifting devices, intralogistics, RFID, industrial packaging, c-part management, transport systems	Turning Days	Feb. 19 to 22	Friedrichshafen	
February	3	Feb. 13	Jan. 29	Basic target group	SME financing	Shaping and laser technology Sheet metal forming, lasers, cutting, water jet cutting Machining CNC controls, cooling lubricants/preparation, precision tools, sawing technology, clamping technology tooling machines, tool and mold construction	LogiMAT maintenance FMB-Süd embedded world	Feb. 19 to 21 Feb. 20 to 21 Feb. 20 to 21 Feb. 26 to 28	Stuttgart Dortmund Augsburg Nuremberg	Increased circulation for the trade fair: 45,000
	4	Mar. 6	Feb. 19	Designers/developers		Smart Sensors + Quality assurance Imaging, embedded vision, smart vision, coordinate measuring devices, measurement, testing and control technology, testing systems, intelligent sensors Materials Founding technology, semi-finished products, plastics, lightweight design, metals, non-metals, forging technology, raw materials	Fastener Fair New Energy	Mar. 19 to 21 Mar. 21 to 24	Stuttgart Husum	
March	5	Mar. 20	Mar. 5	Basic target group/IT managers	Cloud solutions, AI, big data *	Design Drive technology, fixtures, filters, fluid technology (hydraulics/pneumatics), pumps Assembly and connection technology Joining, adhesives, screws, welding/welding equipment	Hannover Messe Apr. 1 to 5	Hanover		Increased circulation for the trade fair: 45,000
	6	Mar. 27	Mar. 12	Basic target group	Industrial software ERP, IoT, MES, CAD/CAM,	Robotics HRC, handling technology, robots, robot components Machining CNC controls, cooling lubricants/preparation, precision tools, sawing technology, clamping technology tooling machines, tool and mold construction	Hannover Messe Apr. 1 to 5 DST Dreh- und Spantage Südwest	Apr. 10 to 12	Hanover VS-Schwenningen	
April	7	Apr. 10	Mar. 26	Production/operations managers		Operating technology and protective systems for people, machinery and plants Operational equipment, compressed air technology/tools, facility management, heating/air-conditioning/ventilation, maintenance, cleaning Automation – Industrie 4.0 Drive technology, imaging, smart vision, field buses, intelligent sensors, control technology, communications technology Assembly and handling technology, robotics Shaping and laser technology Sheet metal forming, lasers, cutting, water jet cutting	Hannover Messe ComVac, Energy			Increased circulation for the trade fair: 45,000
	8	Apr. 17	Apr. 2	Basic target group/logistics managers		Flow of material Industrial trucks, cranes/lifting devices, intralogistics, RFID, industrial packaging, c-part management, transport systems Smart sensors + quality assurance Imaging, embedded vision, smart vision, coordinate measuring devices, measurement, testing and control technology, testing systems, intelligent sensors	Trade fair highlights Hannover Messe			
May	9	May 2	Apr. 12	Basic target group and medical technology companies	Industrial software ERP, IoT, MES, CAD/CAM	Robotics HRC, handling technology, robots, robot components Smart Logistics - Innovative transport and procurement logistics: Providers, trends, success Medical technology	Moulding Expo T4M Control saw expo Medtec Live Prodex intersolar	May 21 to 24 May 7 to 9 May 7 to 10 May 14 to 17 May 21 to 23 May 14 to 17 May 15 to 17	Stuttgart Stuttgart Augsburg Nuremberg Basel Munich	Increased circulation for the trade fair: 45,000
	10	May 22	May 7	Owners/CEOs	SME financing	Machining CNC controls, cooling lubricants/preparation, precision tools, sawing technology, clamping technology tooling machines, tool and mold construction Assembly and connection technology Joining, adhesives, screws, welding/welding equipment	LIGNA	May 27 to 31	Hanover	
	11	May 29	May 14	Basic target group/logistics managers		Automation – Industrie 4.0 Drive technology, imaging, smart vision, field buses, intelligent sensors, control technology, communications technology Assembly and handling technology, robotics Materials Founding technology, semi-finished products, plastics, lightweight design, metals, non-metals, forging technology, raw materials	transport logistic	Jun. 4 to 7	Munich	
June	12	Jun. 5	May 20	Heads of production/logistics		Flow of material Industrial trucks, cranes/lifting devices, intralogistics, RFID, industrial packaging, c-part management, transport systems Smart sensors + quality assurance Imaging, embedded vision, smart vision, coordinate measuring devices, measurement, testing and control technology, testing systems, intelligent sensors				Increased circulation for the trade fair: 45,000
	Special issue	Jun. 6	May 13	Produktion MAGAZINE: Best products 1 (further information on page 12/13)						
	13	Jun. 12	May 24	Basic target group/aerospace technology companies/designers		Trends in aerospace technology Machining CNC controls, cooling lubricants/preparation, precision tools, sawing technology, clamping technology tooling machines, tool and mold construction Design Drive technology, fixtures, filters, fluid technology (hydraulics/pneumatics), pumps	Paris Air Show	Jun. 17 to 23	Le Bourget	

*With digital extension via the produktion.de network (newsletter, website, social)

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Month	Issue	Publication date	Advertising deadline	Target-group focus	Specials	Technology	Trade fairs 2019					
					In all issues with the following sections		Trade fair special and other trade fair dates					
				You decide whether your advert should be seen more by senior business management and heads of production and operations or by designers and developers. Select just the right issue/ target group for your advertising.	Newsletter/news Company + markets Trends + innovations Business facts	Trends + innovations Technology know-how R+D Design (products + application) Production (products + application) Automation (products + application)	Comprehensive specials and special sections with all key information and news. Trade fair previews , including the trade fair innovations expected, will be published for some of the trade fairs and events listed.					
					Topics							
June	14	Jun. 19	Jun. 3	Basic target group/ heads of operations		Shaping and laser technology Sheet metal forming, lasers, cutting, water jet cutting Operating technology and protective systems for people, machines and plants Operational equipment, compressed air technology/tools, facility management, air-conditioning technology, maintenance, cleaning	CeBIT SENSOR+TEST LASER Rapid.Tech	Jun. 24 to 28 Jun. 25 to 27 Jun. 24 to 27 Jun. 25 to 27	Hanover Nuremberg Munich Erfurt			
July	15	Jul. 17	Jul. 2	Owners/CEOs	Sustainability - energy, processes, corporate culture*	Robotics Handling technology, robots, robot components Surface engineering Coating, tempering, painting, cleaning, drying						
August	16	Aug. 14	Jul. 30	Basic target group/ logistics managers	Industry trends	Flow of materials Industrial trucks, cranes/lifting devices, intralogistics, RFID, industrial packaging, c-part management, transport systems Machining CNC controls, cooling lubricants/preparation, Precision tools, sawing technology, clamping technology Tooling machines, tool and mold construction						
	17	Aug. 28	Aug. 12	Basic target group	SME financing	Materials Founding technology, semi-finished products, plastics, lightweight design, metals, non-metals, forging technology, raw materials Smart sensors + quality assurance Imaging, embedded vision, smart vision, coordinate measuring devices, measurement, testing and control technology, testing systems, intelligent sensors						
September	18	Sept. 4	Aug. 20	Production/operations managers designers	Industrial software ERP, IoT, MES, CAD/CAM	Operating technology and protective systems for people, machinery and plants Operational equipment, compressed air technology/tools, facility management, air-conditioning, maintenance, cleaning Design Drive technology, fixtures, filters, fluid technology (hydraulics/pneumatics), pumps	EMO	Sept. 16 to 21	Hanover	Increased circulation for the trade fair: 45,000		
	Special issue	Sept. 6	Aug. 13	Produktion MAGAZINE: The trade fair guide on the EMO 2019 (further information can be found on page 12/13)								
	19	Sept. 11	Aug. 27	Basic target group		Robotics HRC, handling technology, robots, robot components Assembly and connection technology Joining, adhesives, screws, welding/welding equipment	EMO	Sept. 16 to 21	Hanover	Increased circulation for the trade fair: 45,000		
	20	Sept. 25	Sept. 10	Basic target group		Automation – Industrie 4.0 Drive technology, imaging, smart vision, field buses, intelligent sensors, control technology, communications technology Assembly and handling technology Surface engineering Coating, tempering, painting, cleaning, drying	Motek/Bondexpo	Oct. 7 to 10	Stuttgart	Increased circulation for the trade fair: 45,000		
October	21	Oct. 2	Sept. 17	Basic target group/ logistics managers		Flow of material Industrial trucks, cranes/lifting devices, intralogistics, RFID, industrial packaging, c-part management, transport systems Smart sensors + quality assurance Imaging, embedded vision, smart vision, coordinate measuring devices, measurement, testing and control technology, testing systems, intelligent sensors	Motek/Bondexpo K Deburring Expo Husum Wind	Oct. 7 to 10 Oct. 16 to 23 Oct. 8 to 10 Sept. 10 to 13	Stuttgart Düsseldorf Karlsruhe Husum	Increased circulation for the trade fair: 45,000		
	22	Oct. 16	Sept. 30	Designers/developers	Industrial software ERP, IoT, MES, CAD/CAM	Design Drive technology, fixtures, filters, fluid technology (hydraulics/pneumatics), pumps Machining CNC controls, cooling lubricants/preparation, precision tools, sawing technology, clamping technology tooling machines, tool and mold construction	Trade fair highlights EMO parts2clean	Oct. 22 to 24	Stuttgart			
	23	Oct. 23	Oct. 8	Owners/CEOs	SME financing	Smart sensors + quality assurance Imaging, embedded vision, smart vision, coordinate measuring devices, measurement, testing and control technology, testing systems, intelligent sensors Surface engineering Coating, tempering, painting, cleaning, drying	BlechExpo/Schweisstec, Nov. 5 to 8, Stuttgart FMB A+A	Nov. 7 to 9 Nov. 5 to 8	Bad Salzflufen Düsseldorf	Increased circulation for the trade fair: 45,000		
November	Special issue	Nov. 5	Oct. 9	Produktion MAGAZINE: Best products 2 (further information on page 12/13)								
	24	Nov. 6	Oct. 18	Basic target group/ designers/ logistics managers/ medical technology companies	3D printing, additive manufacturing*	Assembly and connection technology Joining, adhesives, screws, welding/welding equipment Smart Logistics - Innovative transport and procurement logistics: Providers, trends, success Medical technology	formnext Medica/COMPAMED productronica	Nov. 12 to 15 Nov. 18 to 21 Nov. 12 to 15	Frankfurt Düsseldorf Munich			
	25	Nov. 13	Oct. 25	Basic target group/ logistics managers and aerospace technology companies	Annual calendar 2020	Robotics HRC, handling technology, robots, robot components Flow of material Industrial trucks, cranes/lifting devices, intralogistics, RFID, industrial packaging, c-part management, transport systems Trends in aerospace technology	SPS IPC Drives Nov. 26 to 28	Nuremberg		Increased circulation for the trade fair: 45,000		
December	26	Dec. 4	Nov. 19	Basic target group/ heads of operations	Germany's smartest factories*	Operating technology and protective systems for people, machines and plants Operational equipment, compressed air technology/tools, facility management, air-conditioning technology, maintenance, cleaning Machining CNC controls, cooling lubricants/preparation, precision tools, sawing technology, clamping technology tooling machines, tool and mold construction						

*With digital extension via the produktion.de network (newsletter, website, social)

Trade fair guide



1 Trade fair guide EMO, Hanover

Publication date:
 Friday, September 6, 2019

Advertising deadline:
 August 13, 2019

Circulation: 45,000 copies

The combination of technology highlights, trade fair services and tips on the trade fair evening is unique. We offer incredible reach! This provides major benefits for you as an advertising customer.

Distribution according to sectors/segments

	Copies
Mechanical engineering	16,500
Electrical engineering, power generation (systems)	3,417
Medicine/ICA technology/optics	4,196
Manufacture of metal products	6,050
Manufacture of vehicles/automotive components, other Automotive construction	3,366
Manufacture of rubber and plastic goods	2,834
Chemical industry	2,254
Metal production and processing	3,810
Other sectors	2,269
Remaining, archive and specimen copies	304
Total	45,000

Best products



1 Publication date:
 Thursday, June 6, 2019
Advertising deadline:
 Monday, May 13, 2019

2 Publication date:
 Tuesday, November 5, 2019
Advertising deadline:
 Wednesday, October 9, 2019

Circulation: 50,000 copies each

"Time is money" is the maxim adopted by the "Best products" issues. The rapid search for attractive products is well-structured. There is a precise breakdown according to design, production technology, automation, flow of materials, operating technology, safety, energy efficient products as well as software and IT.

Distribution according to sectors/segments

	Copies
Mechanical engineering	14,736
Electrical engineering, radio/telecommunication technology	4,902
Manufacture of metal products	9,851
Chemical industry	3,489
Manufacture of vehicles/automotive components, other Automotive construction	2,835
Manufacture of rubber and plastic goods	3,367
Metal production and processing	2,954
Timber, paper and printing sector, including furniture	539
Food, tobacco processing and beverages	1,549
Medicine/ICA technology/optics	3,721
Other sectors	1,722
Remaining, archive and specimen copies	335
Total	50,000

Advert size	Print space formats (width x height in mm)	Bleed formats (incl. 3 mm bleed)	Prices in € Trade fair guide (incl. color)	Prices in € Best products (incl. color)
2/1 page	-	432 x 303	20,300	21,900
Inside front or outside back cover			12,070	13,050
1/1 page	178 x 257	216 x 303	11,050	11,930
Junior page	126 x 178	145 x 203	5,750	6,210
1/2 page oblong	178 x 126	216 x 149	5,250	5,670
1/2 page upright	86 x 257	105 x 303	5,250	5,670
1/3 page oblong	178 x 83	216 x 106	3,540	4,140
1/3 page upright	56 x 257	75 x 303	3,540	4,140
1/4 page oblong	178 x 62	-	2,270	2,450
1/4 page upright	41 x 257	-	2,270	2,450
1/4 page block	86 x 126	-	2,270	2,450
1/8 page oblong	178 x 29	-	1,150	1,290
1/8 page upright	41 x 126	-	1,150	1,290
1/8 page block	86 x 62	-	1,150	1,290
Cover page photo	51 x 164	-	-	2,650 *
Company profile	178 x 83	-	2,220	2,385
2-page insert			12,450	13,450

All prices excluding VAT

*incl. product report in the publication

Print copy:

Delivery of data in PDF format, version 1.3 (PDF/X-1a), generated with Acrobat Distiller from version 4.0 and screen-modulated proof. Image data high resolution at least 300 dpi, resolution for 60 screen, color model always CMYK (never RGB or LAB elements).

Bitmap (bar code scans) should have a resolution of at least 800 dpi. The format in original dimensions plus bleed margins and markings.

Delivery address for inserts, supplements and glued inserts:

pva Druck- und Medien-Dienstleistungen GmbH
 Industriestraße 15,
 76829 Landau/Pfalz

General terms and conditions for adverts, inserts, digital and online advertising

§ 1 Validity, exclusivity

1 These GTCs and the publisher's current price list at the time of conclusion of contract, the provisions of which form an integral part of this contract, shall apply exclusively to the acceptance and publication of all advertising orders and follow-up orders. The validity of the customer's GTCs shall be excluded if they differ from these GTCs.

2 These GTCs shall apply mutatis mutandis to insert orders. These shall generally only be accepted by the publisher after the presentation and verification of a specimen.

§ 2 Offer, conclusion of contract

1 In accordance with the following general terms and conditions of business, a contract shall be concluded on the publication of one or several advertisements, third-party inserts or other advertising from an advertiser or other commercial advertisers in printed matter for the purpose of distribution.

2 Advertising orders can be submitted in person, by telephone, in writing, by fax, via e-mail or via internet. The publisher shall not be liable for transmission errors.

3 A contract shall only enter into effect once the order has been confirmed in writing. The price list valid when the order is placed shall apply.

4 The publisher shall be entitled to reject orders, including individual orders as part of an overall contract, at its own discretion. This applies in particular if their content violates laws or regulatory provisions or has been objected to by the German Press Council or German Advertising Council in a complaints procedure, whose publication would be unacceptable for the publisher due to its content, origin or technical form or whose format or layout would suggest to the reader that it is an editorial article or third-party advertising. The publisher shall notify the customer of rejection immediately after becoming aware of the content concerned.

§ 3 Contract execution

1 Orders shall be executed within a year of the conclusion of contract starting with the first time the advertising is displayed (published).

2 The customer shall provide the publisher with all content, information, data, files and other materials (templates) required for the advertising in full, free of errors and viruses and in good time in accordance with the contractual agreements. If templates are sent to the publisher digitally (e.g. via PDF or e-mail), they shall only be sent using locked files whose content cannot be altered by the publisher. The publisher shall not be liable in the event of the faulty publication of advertisements that are sent with open files.

(e.g. files saved under Corel Draw, QuarkPress, Freehand). The customer shall send or store files that belong together in a common folder. The customer shall send a color proof or a proof or measurement report at the same time as print templates – sent digitally for color adverts. The customer shall otherwise not be entitled to compensation in the event of any color variations which may occur. The customer shall be responsible for ensuring that all files transferred are free of computer viruses. The publisher may delete files containing computer viruses. No claims may be made by the customer. The publisher also reserves the right to claim damages if the computer viruses cause further damage to the publisher. The publisher shall immediately request a replacement if templates are clearly unsuitable or damaged. Templates shall only be returned to the customer upon special request and their ownership shall otherwise be transferred to the publisher. The duty to retain all documents sent shall end three months after publication of the order concerned.

3 The customer shall bear the costs for the production of the templates ordered, films or illustrations and for changes to the originally agreed designs requested by the customer or for which it is responsible.

4 Proofs shall only be provided if expressly requested. The customer shall bear responsibility for the correctness of the proof returned. If the proof is not returned to the publisher on time, approval of the advertising shall be deemed as granted.

5 The publisher shall provide an advertising receipt with the invoice upon request. If a receipt can no longer be obtained, a certificate issued by the publisher on the publication and distribution of the advertising shall be provided in its place.

6 The layout and labeling of advertorial content shall be agreed with the publisher in good time prior to publication. The font of partial text adverts shall differ from that of the editorial section. The publisher shall be entitled to clearly label advertisements which are not identifiable as such as advertising.

7 Replies to box number advertisements shall be kept for up to four weeks after publication of the advert and sent to the customer by post (even if it is express or registered mail). However, the publisher does not provide any guarantee of the safekeeping and timely forwarding of the offers.

8 The advertising deadlines and publication dates set out in the price list shall not be binding for the publisher. The publisher shall be free to change the production process at any time.

9 Orders may only be canceled in good time, at the latest by the advertising deadline, and in writing, by fax or e-mail. If the advertisement has already been sent to print, the advertiser shall pay for it. Otherwise the publisher may claim the reimbursement of the costs incurred up until cancellation in accordance with the legal provisions.

10 The customer shall be responsible for the content and the legal permissibility of the advertising. The customer shall indemnify the publisher against all third-party claims resulting from the publication of the advertising, including any necessary costs incurred on legal defense. The publisher shall not be obliged to check whether advertising violates the rights of third parties. If the publisher is obliged to print a right of reply or correction due to the advertising displayed, the customer shall pay for this publication based on the valid price list.

11 Advertising agencies shall be obliged to adhere to the publisher's price list in their offers, contracts and invoices vis-à-vis advertisers. The commission provided by the publisher is calculated based on the net customer price after deduction of the discount, bonuses and discounts for defects. The commission shall only be paid for the securing of third-party orders. It is only paid to advertising agencies recognized by the publisher on the condition that the order is issued directly by the advertising agency that it is responsible for obtaining the finished and ready-to-print documents and that the advertising agency is a registered business. The publisher may reject orders from advertising agencies if there are doubts about the professional performance of the agency's activities or its creditworthiness. Orders placed by advertising agencies shall be issued in their name and invoiced to them. If advertising agencies issue orders, the contract shall be entered into with the advertising agency in the event of doubt. If an advertiser is the customer, this shall be agreed separately indicating the advertiser by name. The publisher shall be entitled to request proof that the customer is listed by the advertising agency.

§ 4 Prices, terms of payment and price reduction

1 The price for the publication of advertising shall be based on the price list valid when the order is placed. The publisher may determine prices that differ from the price list for advertising, inserts, special publications and joint adverts with editorial design as well as adverts ordered after the advertising deadline. Price changes for orders issued shall be valid vis-à-vis customers if they are notified of them by the publisher at least a month prior to publication of the advertising. The customer shall have the right to withdraw in the event of a price increase. The right of withdrawal must be exercised in writing within 14 days of the receipt of notification of the price increase.

2 The discounts set out in the price list will only be granted to the customer and only on advertising displayed within a year ("advertising year"). Repeat discounts shall only apply within an advertising year. The period begins when the advertising is displayed for the first time unless otherwise agreed.

3 If the order is extended, there shall be an entitlement to a retroactive discount provided the basic order was eligible for discount. The entitlement expires unless it is exercised no later than a month after the end of the advertising year. If an order does not reach the order volume anticipated, the excessive amount of the price discount shall be billed retrospectively.

4 Order invoices shall be settled within the period indicated on the price list which commences upon receipt of the invoice unless otherwise agreed. The pre-emption right is reduced to a SEP, basic fixed fee for four to three days. Reminder and collection costs arising from delayed payment shall be borne by the customer. The publisher may postpone the further performance of an ongoing order until payment in the event of delayed payment and may demand advance payment. In the event of justified doubts about the customer's solvency, the publisher shall be entitled to make the publication of further advertising subject to a different payment deadline from the one agreed, to advance payment and to the settlement of outstanding invoices, including during the duration of an overall contract. Incorrect invoices may be corrected by the publisher within six months after the invoice date.

5 All prices exclude statutory VAT applicable on the day of invoicing.

6 Orders from abroad which are not subject to VAT shall be billed without the VAT calculation. The publisher shall be entitled to calculate VAT subsequently if the tax authority confirms tax liability for the advertising order.

7 Entitlement to a price reduction may be claimed due to a reduction in circulation in the case of a contract covering several advertisements if the average circulation indicated in the price list or elsewhere – or if a circulation is not indicated – the average sold circulation of the past calendar year (if sold not available, the average actually distributed) is not met in terms of the overall average of the advertising year starting with the first activation. A reduction in circulation shall only be deemed a defect justifying a price reduction if the figure falls below the circulation by at least 20%.

Furthermore, price reduction entitlement shall be excluded in contracts if the publisher has provided the customer with notice in good time of the reduction in circulation to allow them to withdraw from the contract before the publication of the advertising.

Such reduction entitlement from business customers shall expire 12 months after the publication of the advertising.

§ 5 Warranty claims

1 No guarantee is provided of inclusion of advertising material in certain issues or editions or in certain positions.

2 If the customer fails to follow the recommendations of the publisher regarding the creation and transfer of templates, it shall have no claims with regard to unsatisfactory publication of advertisements. This shall also apply if they fail to adhere to other provisions of these GTCs or price list.

3 Complaints must be lodged by the customer with regard to obvious defects not later than two weeks following receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than six months after publication of the printed material concerned. In the event of faulty publication of the advertising – despite prompt delivery of fault-free templates and a complaint made in good time – the customer may request fault-free substitute publication (subsequent fulfillment) but only to the extent that the purpose of the advertising was adversely affected. Claims for subsequent fulfillment shall be excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable time limit and allowed to explore, refuse subsequent fulfillment or if the subsequent fulfillment is not acceptable to the customer or is unsuccessful, the customer shall be entitled to withdraw from the contract or assert a claim for a price reduction to the extent that the purpose of the advertising material has been adversely affected. Withdrawal shall be excluded in the case of minor defects. Gewährleistungsansprüche von Kaufleuten verjähren 12 Monate nach.

4 If defects are not immediately identifiable from the templates but only during processing, the customer shall bear any additional costs or losses incurred during production as a result. If defects on the templates are not clear, the customer shall have no entitlement to make claims in the event of unsatisfactory publication. The same shall apply to errors in repeated adverts if the customer does not provide notification of faults prior to publication of the subsequent display of the advert.

5 The publisher accepts no responsibility for the accuracy of the quantity or quality designated as delivered for the material supplied by the customer (inserts, supplements etc.).

§ 6 Liability, force majeure

1 Any claims for damages by the customer against the publisher – regardless of the legal grounds – shall be excluded, in particular claims due to delays, the violation of contractual obligations or the protective commercial rights of third parties and unlawful acts. This shall not apply if the publisher, its representatives or its agents commit acts of deliberate misconduct or gross negligence or violate a contractual obligation due to acts of slight negligence which are of fundamental importance to fulfilling the purpose of the contract or if the claims for damages result from a quality warranty. If the publisher bears substantive liability, the claims for damages shall be limited to the foreseeable damages. This limitation on liability shall not apply if the damages are caused by deliberate misconduct or gross negligence by the publisher, its representatives or agents or based on grounds under the Product Liability Act or results from injury to life, limb or health. If the liability of the publisher is excluded, this also applies to the personal liability of its employees, representatives, corporate bodies and agents. All claims for damages shall expire 12 months from when the customer became aware or should have become aware of the circumstances on which the claim is based.

2 The publisher shall be released from the obligation to fulfill the contract in the event of force majeure and industrial action for which the publisher is not responsible. No claims for damages shall apply in such circumstances.

§ 7 The granting of rights

The customer guarantees that it possesses all the rights required to activate, publish or distribute the advertising. It shall grant the publisher the copyrights, ancillary copyrights and other rights for the necessary use of the advertising in the advertising media, in particular the required rights of duplication, distribution, transmission, consentment, to make it publicly available, to enter it in a database, to extract it from a database and to store it for access in terms of time, location and content to the extent required for performance of the contract. The aforementioned rights shall be granted without geographical restriction in all cases and shall entitle the publisher to activate them using all known technical methods and in all known forms of advertising.

§ 8 Data protection

Data processing shall be carried out in accordance with the applicable regulations of the Federal Data Protection Act and the European General Data Protection Regulation. The Verlag moderne industrie GmbH shall collect, process and use the customer's personal data. Further information on data processing and data protection can be found in the data protection policy of the Verlag moderne industrie GmbH at <https://www.vmi-verlag.de/datenschutz>.

§ 9 Extrajudicial online dispute resolution

The European Commission has set up a platform for online dispute resolution. This can be found at: <http://ec.europa.eu/consumers/odr>. Consumers can use the site to resolve their disputes. We shall be neither prepared nor obliged to take part in a dispute resolution procedure of a consumer arbitration board, as there is a legal obligation to do so.

§ 10 Place of performance, jurisdiction

The law of the Federal Republic of Germany shall apply to the exclusion of the UN Convention on Contracts for the International Sale of Goods and provisions on the conflict of laws. The place of performance shall be the publisher's headquarters. The place of jurisdiction for claims against traders, entities under public law or special assets under public law shall be the headquarters of the publisher.

(As at July 2018)

verlag moderne industrie GmbH, Justus-von-Liebig-Str. 1, D-86899 Landsberg, Phone +49 (0) 81 91/125-3 70, Fax +49 (0) 81 91/125-304

- 1 Circulation control:
- 2 Circulation analysis:



Copies per issue on annual average
July 1, 2017 to June 30, 2018

Print run: 40,695

Copies actually distributed:	
40,305	of which abroad: 236

Paid circulation:	739	of which abroad:	59
– Subscribed copies:	724	of which membership copies:	0
– Other sales:	15		
– Retail sales:	0		

Free copies: 39,566

Remaining, archive and specimen copies: 390

* Unanalyzed circulation e.g. trade fair and conference copies etc.

The detailed description of the survey method can be found on page 17

3 Geographical distribution analysis:

Economic area:	Share of copies actually distributed	
	%	Copies
In Germany	98.9	39,859
Abroad	0.6	236
Other*	0.5	210
Copies actually distributed	100.0	40,305

Distribution by federal state:	Share of copies actually distributed	
	%	Copies
Baden-Württemberg	21.4	8,528
Bavaria	17.1	6,810
Berlin, Brandenburg, Mecklenburg-Vorpommern	3.6	1,455
Bremen, Hamburg, Schleswig-Holstein	4.3	1,718
Hessen	7.5	3,009
Niedersachsen	7.4	2,949
Nordrhein-Westfalen	24.6	9,795
Rheinland-Pfalz	4.2	1,674
Saarland	1.3	504
Sachsen, Sachsen-Anhalt	5.9	2,345
Thüringen	2.7	1,072
Copies actually distributed	100.0	39,859

1.1 Sectors/segments

WZ 2008 Code	Recipient groups (according to classification of economic sectors 2008)	Share of copies actually distributed	
		%	Recipients
28	Mechanical engineering	29.5	11,893
25	Manufacture of metal products	20.2	8,144
19.2, 20, 21	Mineral oil processing, chemical industry	5.9	2,378
35.1, 27	Energy supply, power generation, manufacture of power generation systems	6.6	2,644
26.51, 26.6, 26.7, 32.5	Medical, measurement and control technology, optics	5.2	2,084
22	Manufacture of rubber and plastic goods	6.5	2,624
29, 30	Construction of cars and automotive parts, other vehicle construction (ship, train, airplane and aerospace construction)	5.7	2,280
24	Metal production and processing	4.5	1,826
10, 11	Food sector	2.9	1,179
26.2, 26.3	Manufacture of data processing systems, telecommunications technology	3.5	1,419
16, 17, 18	Timber, paper and printing sector	1.9	778
	Other sectors	7.1	2,846
	Other*	0.5	210
Copies actually distributed		100.0	40,305

* Unanalyzed circulation such as trade fair and conference copies etc.

1.2 Size of company

	Share of copies actually distributed	
	%	Recipients
Up to 49 employees	32.6	13,156
50 – 99 employees	15.0	6,050
100 – 199 employees	12.9	5,204
200 – 499 employees	12.3	4,935
500 – 999 employees	5.5	2,211
1,000 and more employees	7.9	3,198
No. of employees not known	13.3	5,341
Other*	0.5	210
Copies actually distributed	100.0	40,305

2.1 Job characteristics: Position in the company**

	Share of copies actually distributed	
	%	Recipients
Company management (owners, Executive Board members, CEOs, subsidiary, plant and operations managers)	37.2	15,002
Department and division management of which: Manufacturing and production managers (Technology, production, work planning, warehouse managers)	47.4	19,110
	31.6	12,748
	16.0	6,435
of which: Design, development and ICA managers (Design, development, research and testing)		
Project management/specialists	14.2	5,719
Other positions	0.7	264
Other*	0.5	210
Copies actually distributed	100.0	40,305

* Unanalyzed circulation such as trade fair and conference copies etc.

** NEW: See the target-group road map on pages 8 to 11.

Description of survey method

Distribution and recipient structure analysis (AMF scheme 2 and 3-E) total survey through file evaluation according to IVW guidelines

Description of the survey method for the distribution and recipient structure analysis (AMF scheme 2, fig. 3 and AMF scheme 3-E, fig. 1.1 to 2.1)

1 Survey method:

Recipient structure analysis through file evaluation – according to IVW guidelines

2 Description of recipients at the time of data collection:

2.1 File characteristics

The recipient file contains the addresses of all recipients. Based on the postal information available, the file can be sorted by postcodes or recipients in Germany and abroad. The file also contains: The sector, company size category and job characteristics.

2.2 Total number of recipients in the file:

118,125

2.3 Total number of alternating recipients: (change after every third issue)

117,298

2.4 Structure of the recipients of an average issue based on types of sales:

– Paid circulation	739
of which: subscribed copies	724
retail sales	0
other sales	15
– Free copies	39,566
of which: permanent free copies	88
alternating free copies	39,088
advertising copies	390
Copies actually distributed	40,305
→ of which in Germany	40,069
→ of which abroad	236

3 Description of survey:

3.1 Basic population (surveyed share):

Basic population (copies actually distributed) 40,305 = 100%

Of which not recorded in the survey:

→ Advertising copies 390 = 0.97%

The survey represents of the basic population 39,915 = 99.03%

3.2 Date of file evaluation:

Friday, August 3, 2018

3.3 Description of database:

For the allocation of the recipients to the sector, company size and job characteristics categories, the data is constantly kept up to date in our address and customer system and always reflects the latest market trends thanks to minor updates.

3.4 Target person of the survey:

The personal recipients at institutions entered in the file.

3.5 Definition of reader:

n/a

3.6 Survey period:

from July 2017 to June 2018

3.7 Implementation of the survey:

Publisher

This survey complies with the latest version of the ZAW framework scheme for advertising analysis in terms of design, implementation and reporting.

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- 1 Web address:** www.produktion.de
- 2 Profile in brief:** www.produktion.de is the leading news site for German industry and provides users with a full and up-to-the-minute overview of the most important developments in terms of technology trends, innovations, companies, markets, sectors and people. High-quality image galleries, a freemium area with exclusive content and the opportunity to set up a personal website are also available.
- 3 Target group:** Decision-makers in the entire manufacturing sector in the functions of company management, production, design and development, purchasing and maintenance.
- 4 Publisher:** verlag moderne industrie GmbH

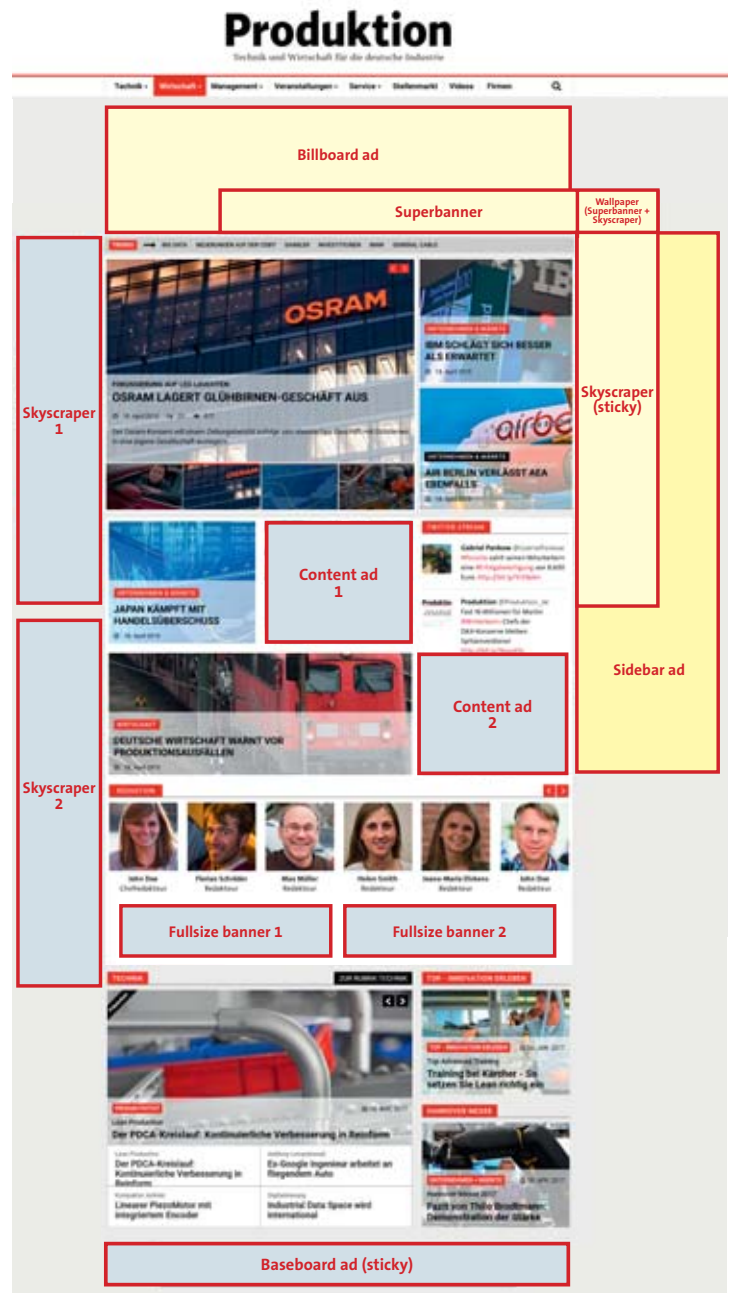
Prices and technical information

Banner	Format (in pixel)	Positioning	TKP
Halfpage ad	300 x 600	Far right	€ 210
Sidebar ad	Dynamic	Far right	€ 240
Billboard ad	940 x 250	Above header	€ 160
Superbanner	728 x 90	Above header	€ 110
Skyscraper (sticky)	160 x 600	Far right	€ 85
Wallpaper	160 x 600 and 728 x 90	Top and far right	€ 175

Banner	Format (in pixel)	Positioning	Price per week
Skyscraper 1+2	160 x 600	Far left	€ 2,800
Fullsize banner 1+2	468 x 60	In the content	€ 1,325
Content ad	300 x 250	In the content	€ 2,800
Baseboard ad (sticky)	940 x 90	Bottom screen edge	€ 4,090

Special forms of advertising

Form of advertising	Service	Price
Whitepaper	- Teaser box on the homepage - Content ad (1 week newsletter) - Stand-alone newsletters	From € 6,900 Duration 3 months
Online advertorial	- Monitoring - Lead article in selected section - Production - SEO management	€ 2,590 a week



Data delivery: At least one week before activation by e-mail to claudia.polzer@mi-verlag.de

External AdServer: OpenAdstream by RealMedia

- 1 Access control:**  The latest information can be found at: <http://ausweisung.ivw-online.de/>
- 2 Usage data:** Page Impressions: 805,717
 visits: 344,262
 Source: www.ivw.de, July 2018

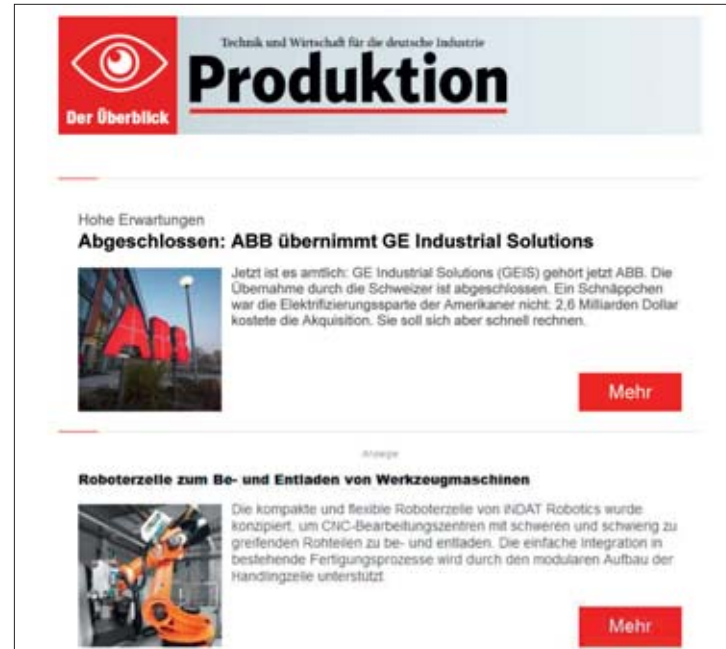
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- 1 Name:** Produktion newsletter
- 2 Profile in brief:** The Produktion newsletter provides the latest news on all important developments worth knowing about in the automotive and supply industry and provides additional information on companies, people, markets, products and technologies. Industry news is provided with background information.
- 3 Target group:** Decision-makers in the entire manufacturing sector in the functions of company management, production, design and development, purchasing and maintenance.
- 4 Frequency of publication:** Daily
 (Mon. to Fri. excluding bank holidays)
- 5 Distribution:** 20,000 subscribers (as at: July 2018)

Forms of advertising and prices:

Form of advertising	Format in Pixel	Position	Data volume	Price in € per week
Superbanner	650 x 90	Top	max. 50 KB	1,350
Content ad	300 x 250	Message section	max. 50 KB	1,350
Fullsize banner	468 x 60	Message section	max. 50 KB	1,050
Text ad	max. 350 characters + image (145 x 145 px)	Message section	max. 50 KB	1,540

All prices exclude VAT.



All placements apply to the “Der Überblick” newsletter at 3 p.m. You can also advertise in the “Das Thema” newsletter at 10 a.m. and 5 p.m. Here there is space for two banner placements. All formats possible.

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Standalone newsletter

In addition to our newsletters, we also provide you with the opportunity to address our target group through a stand-alone newsletter. Design a newsletter exclusively with your content. This allows you to address your potential customers in a target-group-specific way and ensures distraction-free advertising. The newsletter is sent to around 20,000 subscribers in our name and is completely made up of customer content.

We provide various options for your standalone newsletter:

Standalone newsletter standard

- Variant 1 – based on our template module
- Variant 2 – based on your customer's HTML

Production and corrections are always included here.

Price from € 5,900 per dispatch

Second dispatch to all those who do not open it + 25% discount on the basic price

Stand-alone newsletter exclusive

- Variant 3 – Programming of the newsletter by the publisher

Price from € 6,700 per dispatch



Technik und Wirtschaft für die deutsche Industrie
Produktion
Der Infoletter

PaintExpo
Weltleitmesse für
industrielle Lackiertechnik
17. - 20. April 2018
Messe Karlsruhe
www.paintexpo.de

**3 Hallen voller Beschichtungslösungen -
PaintExpo vom 17.-20. April 2018**

Sie möchten Ihren Beschichtungsprozess flexibler und effizienter gestalten? Nur auf der PaintExpo treffen Sie das komplette „who is who“ der Lackierbranche. Nahezu alle Branchen- und Technologieführer sowie viele neue und innovative Unternehmen sind vertreten.

Informieren Sie sich konzentriert und zeitsparend über Innovationen, Weiterentwicklungen und aktuelle Trends in den Bereichen Nasslackierung, Pulverbeschichtung und Coil Coating. Selbstverständlich sind auch Aussteller aller vor- und nachgelagerten Prozessschritte auf der PaintExpo anzutreffen.

Auf www.paintexpo.de können Sie Ihren Messebesuch schon jetzt vorbereiten. Alle wichtigen Informationen zur Planung von Anreise und Übernachtung finden Sie unter „Besuchen“. Mithilfe des Onlinekatalogs können Sie sich Ihren individuellen Messerundgang zusammenstellen.

Übrigens: Wenn Sie auch vor Ort im Onlinekatalog stöbern wollen, bietet sich zur Planung des Besuchs die PaintExpo App an, die in Ihrem App-Store zum Download zur Verfügung steht.

1 File formats:

(Animated) GIF format, JPG, flash, HTML, DHTML banner, image or graphic files (also banner) always as RGB (color scheme).
Maximum file size 50 KB

The file size indicated is a maximum size and is the total amount of data that makes up the advertising media (incl. downloadable files, images, etc.). No animated formats can be used in the newsletter.

2 Format of the newsletter:

HTML

3 Delivery address:

Please send the advertising material for your campaign to the following e-mail address: claudia.polzer@mi-verlag.de

4 Delivery deadline:

Two weeks before the start of the campaign
This period gives us sufficient time to test the formats and to ensure effective execution of the campaign.
We will not bear the cost of delays due to late deliveries. We require the following information with delivery:

- Customer name
- Campaign name
- Booking period
- Website used
- Advertising format
- Contact partner for queries
- Click URL

Reporting: You receive an evaluation of the ad impressions and ad clicks upon request.

Adverts ☎ 08191/125-0 · fax -304

e-mail: anzeigen@produktion.de

Head of Sales:

Matthias Pioro matthias.pioro@produktion.de ☎-167

Media Consulting:

Klaus Peter Egger klaus-peter.egger@produktion.de ☎-497

Robot/assembly/handling technology, tooling machines/CNC, sawing technology, precision tools, clamping technology, sheet metal forming, forming technology, welding/cutting

Christina Karge christina.karge@produktion.de ☎-224

Operating technology, operating equipment, heating/air-conditioning/ventilation, facility management, compressed air technology/tools, maintenance, cleaning, logistics services, industrial trucks, cranes/lifting devices, intralogistics, RFID, transport systems, industrial packaging, c-part management, pumps, energy, assembly and connection technology, cooling lubricants

Martina Lechner martina.lechner@produktion.de ☎-231

Drive technology, measuring, testing and control technology, sensors, imaging, filters/fixtures, fluid technology (hydraulics/pneumatics), seminar calendar, career/MBA, corporate consulting, business promotion, water jet cutting, lasers, industrial measuring technology

Florian Swoboda florian.swoboda@produktion.de ☎-844

IT/software, banks, insurance companies, control technology, industrial electronics, housing, IPCs, network components, operating panels, embedded systems, industrial construction, protective systems for people, machinery and plants, surface engineering, raw materials, metals, non-metals, founding technology, semi-finished products, lightweight construction

Gerald Zasche gerald.zasche@produktion.de ☎-337

Key Account

Advertising assistant:

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Content marketing for industrial companies

Position yourself as an expert on our specialist sites with your relevant content. The SEO-optimized implementation of our content marketing achieves a verifiable impact on the organic ranking and online visibility of the positioned topics. Our edi-

torial department supports you with the creation of suitable content and provides ongoing management and optimization of the content campaign and keeps an eye on the KPIs defined by you.



Positioning as an expert with content Marketing with content including distribution in all of our digital media channels.

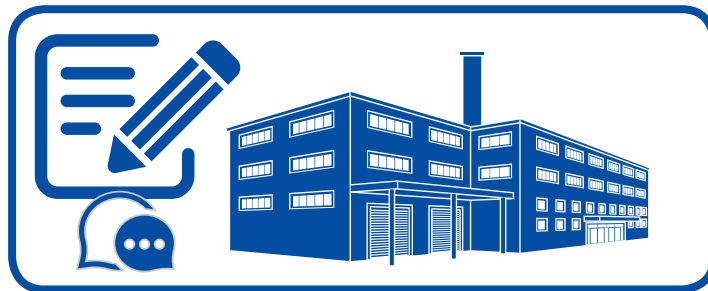


Ongoing technical implementation that has an impact on the organic ranking and your SEO visibility online.



Comprehensive support from our specialist editorial team with detailed reporting, ideas for optimization and recommended courses of action.

VMI Content Processing Network



Your story for our network



Content marketing is driven by relevant editorial content as company, brand, product and employee communication. Content marketing uses all available media channels, such as print, video, mobile and online – both individually and in cross-media systems.

Content marketing has a measurable effect across the entire customer journey and in internal communication. The communication effects include an increase in profile, image enhancement, customer loyalty, new customer acquisition and the triggering of direct purchase impulses. (definition of content marketing according to the Content Marketing Forum e.V.)

Target group + range + relevance

Organic growth and keyword ranking

For greater visibility of your brand online



powered by



Further information can be found at:
www.produktion.de



Contact:

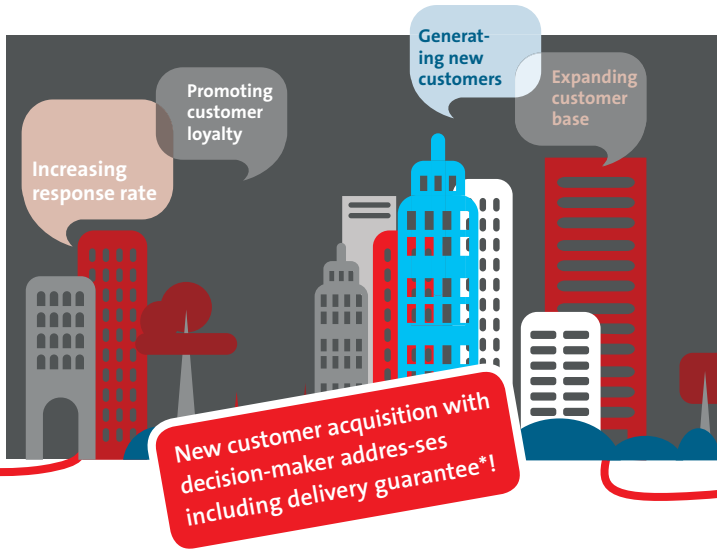
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Increase sales success and open up new revenue potential

Postal mailing is an ideal way of advertising, provides extensive, flexible design options and ensures a high degree of attention, especially when incorporated into a cross-media advertising campaign. Take advantage of our direct contacts in German industry and appeal to over 500,000 decision-makers in a targeted and personalized way.

- **Extremely up-to-date address list** thanks to regular dispatch of magazines by us as a publisher
- **Exclusive contact partner** through to specialist areas thanks to continuous telephone address qualification
- **Addressing CEOs, decision-makers and technical specialists** in a personalized way
- **Flexible use of addresses** one-off, multiple or yearly usage
- **Billing based on net usage amount** comparison with your database



Carefree-service from a single source

- **Address rental in a nutshell:** The right contacts for your campaign
- **Greater target group:** We research additional target group potential for you
- **Full service from professionals:** We produce and dispatch millions of print products each year
- ***Delivery guarantee:** Undeliverable returns are credited to you in follow-up orders

Address rental	Individual usage (price per use)	Two-time usage (price per use)	Three-time usage (price per use)	Annual rental (flat rate)
Database flat rate	€ 180			
Company address + 1 contact partner	from € 0.24	from € 0.22	from € 0.19	from € 0.95
Minimum order value	€ 590 (incl. database/selection flat-rate charges)			
Minimum order	70% of delivered addresses (with address comparison)			

All rental prices per usage, flat-rate annual rental and volume-based rental
Prices exclude VAT. The conditions set out in the offer/order confirmation apply.

Desired target group without wastage:

Based on the following criteria, the desired target groups can be filtered without scatter loss and combined with one another in line with your requirements:

- Readers of single or several specialist magazines
- Sector and sub-sector according to WZ08
- Decision-makers according to position/function in the company
- Company size, region (postcode, federal state), national and international

Advantages of mailing

- Measurable response
- Ideal advertising medium for new customer acquisition
- A wide range of design options for the mailing
- High profile thanks to personalization within the advertising message
- Ideal for inclusion in a cross-media advertising campaign
- Flexible dispatch times

Optional full service – we take care of everything!



Consulting

We advise you on the choice of target group, determine the potential of your desired target group free of charge and draw up an offer for full service packages.



Creation

In close cooperation with you, we develop the advertising concept and take care of the design and implementation of advertising.



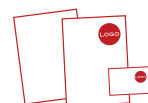
Production

We take over the printing of the advertising, whether standard or special formats.



Address comparison

We compare the rented addresses with your customer base.



Lettershop

We take care of the packaging of the advertising, postage optimization and the dispatch of the mailing.

TRIAL NOW free of charge!

We determine the potential of your desired target group free-of-charge and with no obligation.



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