



2010

MEDIA DATA

The new A&Q - • newly relaunched! • higher circulation! • strong in sales!

 schlütersche
Verlagsgesellschaft mbH & Co. KG



Schlütersche Verlagsgesellschaft mbH & Co.KG, Bräuerhäuschen 6, 86150 Augsburg, Phone 0821 319880-0, Fax 0821 319880-80, vg-augsburg@schluetersche.de

1 Short profile

Automation & Qualität informs specifically about the possibilities of industrial automation. The editorial focus is on robotics, mechatronics and automation. Further topics of the coverage are all components belonging to factory automation. Presented in appropriate journalistic types of articles the readers gain valuable decision support regarding investment. Automation & Qualität stands for qualified representation of all facets of automation. Covering all branches the magazine reports on practical use and economical efficiency for persons responsible for production and assembly as well as for the success-oriented plant engineer and plant developer.

2 **Frequency** 8 times a year

3 **Volume** volume 17, 2010

4 **Web address (URL)** www.automation-qualitaet.de

5 **Membership** –

6 **Organ** –

7 **Publisher** Schlütersche Verlagsgesellschaft mbH & Co. KG,
Hannover

8 **Publishing house** Schlütersche Verlagsgesellschaft mbH & Co. KG

Postal address Postfach 11 15 25, 86040 Augsburg

Office address Bräuerhäuschen 6, 86150 Augsburg

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9 **Editors** Bernhard Foitzik, foitzik@schluetersche.de (Chr)

10 **Advertising sales** Claus Mayer, mayer@schluetersche.de
Sebastian Lichtenberg, lichtenberg@schluetersche.de
Stephan Knauer, stephan.knauer@schluetersche.de

11 Sales

Phone 0511 8550-2638

Fax 0511 8550-2405

Email vertrieb@schluetersche.de

12 Subscription price (incl. shipping costs and VAT)

Annual subscription: Germany € 40,-

Abroad € 58,-

Retail sale (plus shipping costs) € 15,-

13 **ISSN** 1437-5435

14 Content analysis 2008 = 6 issues

Magazine format DIN A4

Total content 532 pages = 100 %

Editorial content 395 pages = 74,2 %

Advertising content 137 pages = 25,8 %

Consisting of

classified ads –

bound inserts 6

ads of publishers

and print shops 15 pages = 10,9 %

Loose inserts – pieces

Partial loose inserts 2 pieces

15 Editorial content analysis 2008 = 395 pages

Robotics, gripper, robot periphery 100,73 pages = 25,5 %

Assembly, handling, feeding, linear technology 89,25 pages = 22,6 %

Image processing, quality assurance, sensor technology 64,39 pages = 16,3 %

Sector news, interviews 57,28 pages = 14,5 %

Components, software, tools 54,51 pages = 13,8 %

Industrial IT, control and drive technology 28,84 pages = 7,3 %

395 pages = 100 %

16 Circulation control



Member of "Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e. V."

17 Circulation analysis

Annual average of copies per issue

(July 1, 2008 to June 30, 2009)

Print run 18 375

Actually distributed circulation

..... 18 125 thereof abroad 674

Paid circulation..... 182 thereof abroad 16

– subscriptions 181

– sale by retail 0

– other sale 1

Free samples 17 943

Remaining, archive and

voucher copies 250

18 Geographic distribution analysis

Publisher's information: planned distribution as of 2010

Economic area:	percent of actually distributed circulation	
	%	copies
Germany:	95,2	18 627
Abroad:	4,8	793
Actually distributed circulation:	100 %	19 420

18.1 Distribution in Germany according to Nielsen-areas

Publisher's information: planned distribution as of 2010

	%	copies
Nielsen area 1: (Hamburg, Bremen, Schleswig-Holstein, Niedersachsen)	7,1	1 323
Nielsen-area 2: (Nordrhein-Westfalen)	26,8	4 991
Nielsen-area 3a: (Hessen, Rheinland-Pfalz, Saarland)	13,7	2 552
Nielsen-area 3b: (Baden-Württemberg)	24,6	4 582
Nielsen-area 4: (Bayern)	19,1	3 558
Nielsen-area 5: (Berlin and eastern states)	8,7	1 621
Actually distributed circulation Germany	100	18 627
German-speaking foreign countries (Austria, Switzerland, Benelux)	4,8	793
Other foreign countries	0	0
Actually distributed circulation abroad	4,8	793
Actually distributed circulation:	100	19 420

19 Industrial sectors / occupational groups

Publisher's information: planned distribution as of 2010

Categorie number	name of recipient group according to „Systematik der Wirtschaftszweige“ of Federal Statistics Office	percent of actually distributed circulation	
		%	copies
15 / 16	food industry, processing of tobacco	12,85	2 394
17	textile industry	1,48	275
18	clothing industry	1,50	281
19	leather industry	0,65	122
20	wood industry (without production of furniture)	5,15	960
23 / 24	processing of mineral oil, chemical industry	4,45	829
25	production of rubber and plastic goods	5,10	950
26	glass industry, production of ceramics	3,25	605
27	metal production and processing	5,00	931
28	production of metal products	14,58	2 715
29	mechanical engineering	17,39	3 239
30	production of office machines, dp-equipment	0,88	163
31	production of equipment for electricity production and distribution	6,42	1 195
32	broadcast, television and communications engineering	1,83	341
33	medical/measurement/control engineering, optics	6,19	1 153
34	production of motor vehicles and parts of motor vehicles	3,29	612
35	other vehicle construction	1,92	358
36	production of furniture, jewellery, music instruments, sports equipment	3,81	711
74.30.01	service providers/planners, system companies	4,26	793
Actually distributed circulation Germany		100,0	18 627
Actually distributed circulation abroad		4,80	793
Total actually distributed circulation		100,0	19 420

20 Size of company

Publisher's information: planned circulation as of 2010

Number of employees	percent of actually distributed circulation	
	%	copies
1-49	1,50	281
50-99	24,25	4 517
100-199	31,36	5 841
200-499	21,23	3 954
500-999	13,90	2 589
1000 and more	7,76	1 445
Germany	100 %	18 627
Switzerland, Austria, Benelux, other foreign countries	4,80	793
	100,0	19 420

20.1 Job characteristic: function not collected

21.2 Job characteristic: position in company

Publisher's information: planned distribution as of 2010

Number of employees	percent of actually distributed circulation	
	%	copies
management, owners, chairmen, managers, proxies	20,2	3 923
technical managers, plant management, department manager, production manager	47,7	9 263
engineering and design, design engineer, mechanical designer, PDM, project manager	22,8	4 428
purchasing, purchasing manager technology, commercial executive	2,8	544
quality assurance, quality assurance manager, test/laboratory engineer, laboratory manager, material testing manager, measurement technology technician	4,2	815
others	2,3	447
Actually distributed circulation:	100 %	19 420

Preferred positions	2nd cover	5 090,- €
	3rd cover	4 660,- €
	4th cover	5 090,- €
	cover	on request

Type setting and litho costs

Technical costs for typesetting and corrections are charged at cost price and are not discountable.

8 Surcharges (non-discountable)

8.1 Color surcharges

Each additional standard colour (Euroscale)

1/1 page	410,- €	1/4 page	190,- €
1/2 page	310,- €	1/8 page	150,- €
1/3 page	280,- €		

Special colors (e. g. HKS): all formats 600,- €

Metallic colors on request

8.2 Positioning

Across spine	add 10 % to b/w basic price
Bleed size	add 10 % to b/w basic price

9 Classified ads

Categories, sales, bids,
job offers, miscellaneous

per millimetre 2,30 €
box number charge 10,00 €

10 Special forms of advertising – on request

11 Discounts (when purchasing within one insertion year)

Series discounts		Volume discounts	
3 ads	5 %	2 pages	10 %
6 ads	10 %	4 pages	15 %
12 ads	15 %	6 pages	20 %
		12 pages	25 %

12 Combinations

Larger acquisitions and multiple year orders on request

14 Loose inserts (non-discountable)

Total circulation... Price per thousand. . Total circulation..Price per thousand

up to 25 g	235,- €.....	up to 40 g	313,- €
up to 30 g	259,- €.....	up to 45 g	344,- €
up to 35 g	284,- €.....	up to 50 g	378,- €

Heavy inserts, partial inserts and possible postage on request.
Maximum format 205 x 290 mm.

15 Tip-ins

Postcards in combination with an ad or bound insert

Insert charge for DIN A6 format with a weight of up to 5 g 1 060,- €
Plus glueing costs per thousand on request
Plus additional distribution costs on request

Samples/CDs/booklets

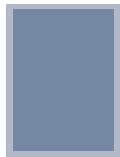
Prices and glueing costs on request along with submission of a binding sample.

Supply quantity for inserts and postcards etc. is 20 500 copies.
The publisher reserves the right to increase the circulation on special occasions.

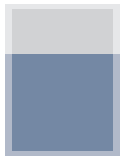
16 Delivery address for positions 13 to 15

Druckhaus Humburg GmbH & Co. KG
Am Hilgeskamp 51–57, D-28325 Bremen
Delivery memo: Fachmagazin Automation & Qualität, issue ...
Delivery free printing house
Delivery 10 days prior to publication date at the latest.

Magazine format: A4 (210 × 297 mm)



1/1 page
S: 188 X 272
A: 216 X 303



2/3 page
S: 188 X 180
A: 216 X 197



2/3 page
S: 124 X 272
A: 135 X 303



Junior page
S: 140 X 180
A: 151 X 197



1/2 page
S: 188 X 134
A: 216 X 151



1/2 page
S: 92 X 272
A: 103 X 303



1/3 page
S: 188 X 88
A: 216 X 105



1/3 page
S: 60 X 272
A: 71 X 303



1/4 page
S: 188 X 65
A: 216 X 82



1/4 page
S: 92 X 134
A: 103 X 151



1/4 page
S: 44 X 272
A: 55 X 303



1/8 page
S: 188 X 31




1/8 page
S: 92 X 65



1/8 page
S: 44 X 134

S = type area
width x height in mm

A = bleed size
width x height in mm
incl. trim (3 mm each side)

 trim edge =
ad format exceeding
type area

Digital print documents

The following conditions have to be met for a correct processing of digital print documents:

Preferred data format

Printable PDF or EPS files (with embedded fonts and image files) from QuarkXPress, InDesign, Illustrator, Photoshop or Freehand.

Please save to trimmed size without trim and register marks, etc.

When delivering open files (incl. fonts and high-resolution images) as well as files from programs such as WORD, EXCEL, PowerPoint, Pagemaker or CorelDraw, we cannot take responsibility for the quality of the advertisements. Extra costs are charged according to effort for these formats.

Images files

Resolution of colour or grey scale images at least 300 dpi

Line drawing at least 1200 dpi

Colour

CMYK, no RGB or special colours

Print method

Web offset printing

Data carrier format

CD-ROM (Macintosh/Windows), DV-ROM (Macintosh)

Data transfer

- Email: anzeigendaten-AUQ@schluetersche.de
- ISDN Mac/Leonardo Pro +49 511 8550-6669
- ISDN PC Fritz/Data and FTP connections on request

File information

Please state magazine_issue_advertiser when sending the data and send exact order data as well as an authoritative printed version of your advertisement.

Colour advertisements also require a proof that corresponds to the recommendations by FOGRA or ECI for web-offset printing. Type of proof and paper category on request.

Advertisement order

These specifications do not substitute the written advertisement order.

Please send this directly to the advertisement department.

Receiving and processing check

The publisher assumes no responsibility for colour deviations and text positions in the advertisement, if files were not saved in the formats specified above and no colour-reference proofs were sent.

Technical costs

Work costs will be charged for designing/producing advertisements and changing templates that do not correspond to size as well as handling all templates that do not correspond to the printing method.

Technical requests/contact

Email to anzeigendaten-AUQ@schluetersche.de
Phone +49 511 8550-2625 Fax +49 511 8550-2401



Stephan Knauer
ad sales
0821 319880-19

Bernhard Foitzik
chief editor
0821 319880-22

Doris Lange
editor
0821 319880-12

Sebastian Lichtenberg
ad sales
0821 319880-39

Marle Truetsch
assistant
0821 319880-13

Claus Mayer
ad sales
0821 319880-37

Source of supply listing

You have the choice...

- **ad text per line**
(company, address, telephone, internet, e-mail, slogan, etc.)
- **number of lines**
(per line max. 26 characters) or
- **small ads, b/w per mm-height**
(44 mm width x ... mm height)
- **category**
(according to your choice)
- **company logo**
(print of logo is optional)

It's as simple as that...

- order form on the internet www.online.de or
- request documents and order immediately
- if you have questions just call us
- price example (see our sample ad)

Good to know...

- price per issue and category: per line 30,- €
(max. 26 characters per line)
- company logo (optional) 20,- €
(only b/w, JPG, TIFF, PDF, EPS, 300 DPI)
- small ad, b/w 2,- €
(44 mm x ... mm height: per mm)
- collective invoice with first issue
- not discountable
- no agency commission
- no colour print
- minimum duration 7 issues

Your advantages at a glance

- regular presence on the market
- circulation 20.000 copies
- 7 issues per year
- clearly arranged according to category
- free choice of category
- low priced and variable in price

price example

logo	20,- €
7 lines	70,- €
total	90,- €
x 7 issues	



www.industrieforum.net –

The web information portal for decision makers in the industry

1 Short profile

Industrieforum.net is the central information platform of the industry. Current news, background reports, information on technical innovations, product news and services as well as articles from our current print editions and the comprehensive archive of annual updates of our publications establish the editorial framework.

The demanding user of Industrieforum.net will be convinced by the editorial content which is thoroughly investigated as usual. Furthermore there is online information on dates of events, congresses, seminars, exhibitions etc.

3 Target group

Managing directors and technical managers responsible for efficient processes in production and assembly. Furthermore people responsible for investment, e.g. engineers and quality assurance manager, developers, designers, planning-, project- and application engineers as well as product- and system manager, planners, IT manager, purchasers of all branches in industry, trade and services. For example: machining industry, tool and mold making, sheet metal working, mechanical engineering, plant engineering, automobile and supplier industry, energy/electrical/electronics industry, pharmaceutical and food industry, industrial laser technology

Web statistics (on average)

Visits14.421/month
Page impressions35.612/month
(adjusted, without robots)

Your contact person:

Claus Mayer

Phone: 0821 319880-37

Fax: 0821 319880-80

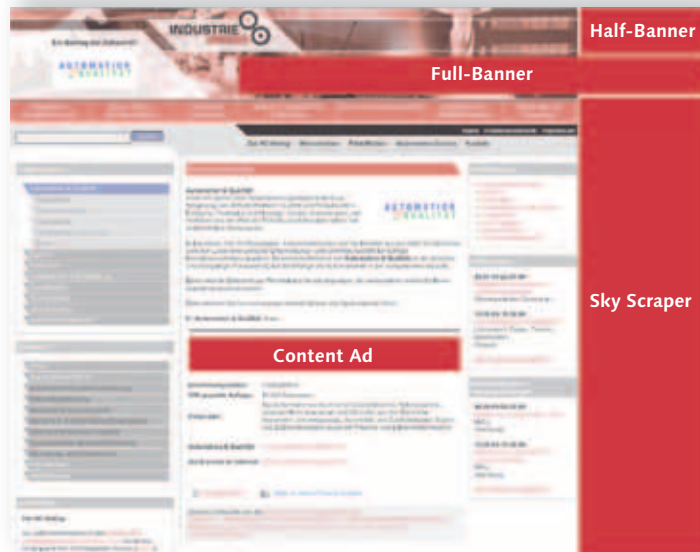
E-MAIL: mayer@schluetersche.de

Sebastian Lichtenberg

Phone: 0821 319880-39

Fax: 0821 319880-80

E-MAIL: lichtenberg@schluetersche.de



ad formats websites	Format in pixel	complete booking per month (€)	starting page per month (€)	category per month (€)
Full Banner	463 x 60	800,-	600,-	300,-
Half Banner	234 x 60	500,-	400,-	200,-
Sky Scraper	120 x 600	600,-	-	-
Content Ad	380 x 180	600,-	-	-
Advertorial	content page incl. lead text article	900,-	-	-

4 Publishing house

Schlütersche Verlagsgesellschaft mbH & Co. KG/NCVerlag
Postfach 11 15 25, 86040 Augsburg
Bräuergäßchen 6, 86150 Augsburg
Phone 0821 319880-0, Fax 0821 319880-80
vg-augsburg@schluetersche.de

5 Access control

External web analysis specialist

6 Data delivery

At least one week before publication date
per e-mail to: vg-augsburg@schluetersche.de
max. file size: 40 KB
formats: Flash, gif, jpg, png, HTML

7 External ad-server use

Yes

Don't leave your website to chance! An optimally placed banner on Industrieforum.net adds the necessary impact to your ad campaign in order to draw internet users to your homepage. The reliable image of **Industrieforum.net** provides a respectable and reliable environment for online-campaigns of the advertising industry. A range of over 427.349 page impressions and 173.054 visits turns **Industrieforum.net** into an important internet page for the industry.

Well-directed banner placements on Industrieforum.net increase and promote sustainably the degree of popularity of your company, support branding and contribute to image development. Take advantage of the positive image transfer of this special interest service for your target group in the industry and make your company, your products and services known to the ever increasing range of internet users in the industry.

**Online success for the industry,
its products and services.**

Our offer comprises different banner formats (static/animated/rotating). Furthermore we offer you interesting placement and combination possibilities, e.g. homepage, content page, advertorial.

Topical or content-related proximity provides for an increase in coverage. The costs for your online ad result from the format and the desired category.

8 Discounts

Term	discount	quantity scale
6 months	5 %	2 banners
9 months	15 %	3 banners
12 months	20 %	4 banners

9 Terms of payment

8 days after billing date 2% discount, else 30 days without discount.
Bank collection procedure possible. VAT ID DE 115 697 748
VAT must be added to these prices.

Bank details:

Sparkasse Hannover (BLZ 250 501 80), Kto.-Nr. 1 019 900
IBAN-Nr.: DE 41 2505 0180 0001 0199 00 BIC: SPKHDE2H

10 Print-online-combination

The combination of print ads and online ads creates the precondition for a successful, cross-media advertising. Used separately or combined strategically, our services aim at only one target: your optimal success! We gladly discuss with you how you can effectively achieve your marketing goals by advertising on Industrieforum.net and in our trade magazines. Use us for your perfect marketing mix!

11 Our trade magazines at a glance

- NC Fertigung
- BLECH
- EuroLaser
- Automation & Qualität
- Konstruktion & Entwicklung

Have we aroused your interest in online advertising? Or are there still open questions? Contact us, we are looking forward to your query and gladly advise you comprehensively.



topics		month	Feb.	April	May	July	Sept.	Oct.	Nov.	Dec.
		issue	1	2	3	4	5	6	7	8
		publication date	25.02.10	08.04.10	25.05.10	05.07.10	02.09.10	15.10.10	11.11.10	09.12.10
		ad deadline	09.02.10	19.03.10	03.05.10	17.06.10	17.08.10	29.09.10	25.10.10	18.11.10
Robots and handling:	Articulated robots		●	●	Automatica-special	●	■	●	●	
	Scara robots, gantry robots, delta robots		■	●			●	■		
	Linear axes systems, handling systems			●			■	●	■	
	Travelling axes		●				■			●
	Positioning axes						●	●		
Assembly systems/ equipment:	Assembly cells and automatic assembly machines			■	Automatica-special			■		
	Assembly workstations		●						●	
	Hybrid assembly stations						●			●
	Assembly workstations and tools						●			●
	Clamping systems, clamping technology		●	■					■	
Assembly groups and system peripherals:	Devices for stockpiling (containers, bunkers, warehouses, stores)			●	Automatica-special			■	●	
	Pallet changer systems, feeding and unloading systems		●	■				■	●	
	Sorting systems, separating systems			●						
	Linkage and transport (conveyors, roller conveyors, transfer units)		●			■				
	Workpiece carrier and workpiece carrier systems		■				■			
	Turning devices, tipping/lifting devices		●	●					■	
	Grippers and gripper changing systems, tools			■						■
	Protection and security technology, light barriers		●			●			■	
Vision:	Vision systems, frame grabbers		●		Automatica-special		■	PS/IPC/Drives-special		
	Cameras		●				■			
	Software for image processing			●						●
	Accessories, optics			●			■			

special issue of Automation & Qualität dealing with the applications of industrial automation technology.

