



# 2010

## MEDIA DATA

THE trade magazine for the sheet metal industry  
[www.blechonline.de](http://www.blechonline.de)

 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

Blech is the leading trade magazine for the sheet metal industry in German-speaking countries. It reports on new developments and their practical application in companies via practical articles and reports investigated mainly by ourselves and written especially descriptively and lively. Background interviews with branch experts explore changes in the market and question trends. Reports on current research projects in every issue allow for a glance at the future of the sheet metal industry. Blech provides profound information and practical decision support for all relevant topics in the sheet metal industry and its necessary manufacturing equipment especially presses and all other systems for sheet metal forming as well as its automation, all cutting processes (starting from laser-, plasma- and jet cutting to punching, cropping and sawing), flexible manufacturing systems, all sheet metal-relevant welding and joining technologies, systems for the processing of tubes, profiles and strips, sheet metal, strips and profiles, material flow technology, IT solutions, surface technology and tools. Blech is published 7 times a year and distributed to the decision makers in the sheet metal industry in Germany, Austria, Switzerland and Benelux.

- 2 **Frequency** ..... 7 times a year
- 3 **Volume** ..... volume 19, 2010
- 4 **Web address (URL)** ..... www.blechonline.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  
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Fax ..... 0821 319880-80  
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Internet ..... www.blechonline.de  
www.industrieforum.net

9 **Editors** ..... Günter Kögel (ChR), koegel@schluetersche.de  
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10 **Advertising sales** ..... Manfred Rosin, rosin@schluetersche.de  
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## 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	€	55,-
	Abroad	€	70,-
Retail sale (plus shipping costs)		€	15,-

13 **ISSN** ..... 0942-9751

## 14 Content analysis 2008 = 7 issues

Magazine format ..... DIN A4  
Total content ..... 1 134 pages = 100 %  
Editorial content ..... 739 pages = 65,2 %  
Advertising content ..... 395 pages = 34,8 %

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Consisting of

classified ads	.....	–
bound inserts	.....	18,0 pages
ads of publishers	.....	
and print shops	.....	47,7 pages = 12,1 %

**Loose inserts** ..... 4 pieces

**Partial loose inserts** ..... –



## 15 Editorial content analysis 2008 = 739 pages

Forming: mechanical and hydraulic presses, bending/folding machines .....	94,7 pages = 12,8 %
Cutting: laser/jet/flame cutting, punching, nibbling, cropping .....	66,3 pages = 9 %
Flexible sheet metal forming: bending/cutting centres, punching and bending machines, etc.....	40,5 pages = 5,5 %
Joining .....	66,1 pages = 8,9 %
Tube and profile processing.....	94,5 pages = 12,8 %
Strip processing.....	12,3 pages = 1,7 %
Material flow/handling: robots, handling, transfer systems, warehouses .....	52,3 pages = 7,1 %
IT solutions: CAD/CAM, ERP, PDA, control engineering, simulation .....	36,5 pages = 4,9 %
Surface engineering.....	35 pages = 4,7 %
Quality assurance .....	12,6 pages = 1,7 %
Sheet metal, semi-finished sheet metal, materials.....	14,5 pages = 2 %
Steel service center .....	13,7 pages = 1,9 %
Tools .....	17,5 pages = 2,4 %
Manufacturing equipment/accessories.....	10,4 pages = 1,4 %
News .....	48,2 pages = 6,5 %
Research and science.....	7 pages = 0,9 %
Interviews .....	33 pages = 4,5 %
Comments.....	7 pages = 0,9 %
Product reports .....	52,8 pages = 7,1 %
Table of contents/advertiser index.....	24,3 pages = 3,3 %
	<hr/>
	739,2 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)

<b>Print run</b> .....	12 815		
<b>Actually distributed circulation</b> .....	12 543	thereof abroad	2 656
<b>Paid circulation</b> .....	492		
– subscriptions .....	486	thereof abroad	112
– sale by retail .....	–		
– other sale .....	7		
<b>Free samples</b> .....	12 051		
<b>Remaining, archive and voucher copies</b> .....	272		

## 18 Geographic distribution analysis

Economic area:	percent of actually distributed circulation	
	%	copies
Germany:	78,8	9 886
Abroad: Switzerland, Austria, Benelux, other foreign countries	21,2	2 656
<b>Actually distributed circulation:</b>	<b>100 %</b>	<b>12 543</b>

### 18.1 Distribution in Germany according to Nielsen-areas

	%	copies
Nielsen-area 1: (Hamburg, Bremen, Schleswig-Holstein, Niedersachsen)	9,7	955
Nielsen-area 2: (Nordrhein-Westfalen)	27,8	2 745
Nielsen-area 3a: (Hessen, Rheinland-Pfalz, Saarland)	14,4	1 429
Nielsen-area 3b: (Baden-Württemberg)	27,5	2 716
Nielsen-area 4: (Bayern)	16,1	1 594
Nielsen-Gebiet 5: (Berlin and eastern states)	4,5	448
<b>Actually distributed circulation Germany</b>	<b>100</b>	<b>9 886</b>

## 19 Industrial sectors / occupational groups

Categorie number	name of recipient group according to „Systematik der Wirtschaftszweige“ of Federal Statistics Office	percent of actually distributed circulation	
		%	copies
27	metal production and processing	3,0	376
28	production of metal products	33,2	4 165
29	mechanical engineering	18,2	2 283
30	production of office machines, dp-equipment	1,1	138
31	production of equipment for electricity production and distribution	3,1	389
32	broadcast, television and communications engineering	1,3	163
33	medical/measurement/control engineering, optics	3,0	376
34	production of motor vehicles and parts of motor vehicles	8,7	1 092
35	other vehicle construction	4,8	602
50/51	trade	2,1	264
	other	0,3	38
<b>Actually distributed circulation Germany</b>		<b>78,8</b>	<b>9 886</b>
<b>Actually distributed circulation abroad: Switzerland, Austria, Benelux, other foreign countries</b>		<b>21,2</b>	<b>2 656</b>
<b>Annual average of actually distributed circulation</b>		<b>100,0</b>	<b>12 543</b>

## 20 Size of company

Number of employees	percent of actually distributed circulation	
	%	copies
1-49	18,6	2 333
50-99	27,3	3 425
100-199	15,8	1 982
200-499	9,2	1 154
500-999	4,9	615
1000 and more	2,9	364
other	0,1	13
Germany	78,8	9 886
Switzerland, Austria, Benelux, other foreign countries	21,2	2 656
	<b>100,0</b>	<b>12 543</b>

## 20.1 Job characteristic: function not collected

### 21.2 Job characteristic: position in company

Number of employees	percent of actually distributed circulation	
	%	copies
Management, owners, chairmen, managers	46,3	5 807
Production, work preparation, assembly	49,8	6 247
Purchasing, purchasing manager technology, commercial management	3,5	439
other	0,4	50
Actually distributed circulation:	100 %	12 543



<b>Preferred positions</b>	2nd cover	3 290,- €
	3rd cover	3 015,- €
	4th cover	3 290,- €
	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	360,- €	1/4 page 160,- €
	1/2 page	220,- €	1/8 page 130,- €
	1/3 page	190,- €	
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 2,00 € box number charge 10,00 €
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## 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	690,- €
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 12 800 copies.  
The publisher reserves the right to increase the circulation on special occasions.

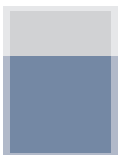
## 16 Delivery address for positions 13 to 15

Grafisches Centrum Cuno GmbH & Co. KG  
Gewerbering West 27, 39240 Calbe  
Delivery memo: Fachmagazin BLECH, 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 × 272  
A: 216 × 303



**2/3 page**  
S: 188 × 180  
A: 216 × 197



**2/3 page**  
S: 124 × 272  
A: 135 × 303



**Junior page**  
S: 140 × 180  
A: 151 × 197



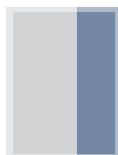
**1/2 page**  
S: 188 × 134  
A: 216 × 151



**1/2 page**  
S: 92 × 272  
A: 103 × 303



**1/3 page**  
S: 188 × 88  
A: 216 × 105



**1/3 page**  
S: 60 × 272  
A: 71 × 303



**1/4 page**  
S: 188 × 65  
A: 216 × 82



**1/4 page**  
S: 92 × 134  
A: 103 × 151



**1/4 page**  
S: 44 × 272  
A: 55 × 303



**1/8 page**  
S: 188 × 31




**1/8 page**  
S: 92 × 65



**1/8 page**  
S: 44 × 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](mailto: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-ble@schluetersche.de](mailto:anzeigendaten-ble@schluetersche.de)

Phone +49 511 8550-2625 Fax +49 511 8550-2401



Martin Bauer  
editor  
0821 319880-33

Günter Kögel  
chief editor  
0821 319880-17

Doris Lange  
editor  
0821 319880-12

Manfred Rosin  
ad sales  
0821 319880-38

Gabi Maier  
ad sales  
0821 319880-35

Stephan Knauer  
ad sales  
0821 319880-19

Marle Truetsch  
assistant  
0821 319880-13

## 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](http://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 (max. 26 characters per line) 30,- €
- company logo (optional) 20,- €  
(only b/w, JPG, TIFF, PDF, EPS, 300 DPI)
- small ad, b/w (44 mm x ... mm height: per mm) 2,- €
- 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 12.000 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

Top decision makers such as technical managers and department managers, responsible engineers and quality assurance managers, developers, designers, planning-, project- and application engineers as well as product and system managers, planners, IT managers, purchasers...

... of all branches and sizes in industry, trade and service, metal working industry, tool and mould making, sheet metal/tube/profile/strip working industry as well as from machinery and plant engineering, automotive and supply industry, electrical/electronics industry, pharmaceutical and food industry, production and development management of the industrial laser technology.

### Web statistics (on average)

Visits ..... 14.421/month

Page impressions ..... 35.612/month  
(adjusted, without robots)

### Your contact person:

**Dennis Roß**

Phone : 0821 319880-34

Fax : 0821 319880-80

EMAIL: ross@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](mailto: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](http://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](http://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](http://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.	March	April	May	Sept.	Oct.	Dec.
	issue	1	2	3	4	5	6	7
	publication date	26.02.10	31.03.10	30.04.10	27.05.10	01.09.10	14.10.10	07.12.10
	ad deadline	10.02.10	15.03.10	14.04.10	07.05.10	16.08.10	24.09.10	19.11.10
<b>Special section</b>		Jet cutting	Tube and profile processing	Steel service centers	Automation	Presses/forming	Welding and joining technology	Logistics/material flow
<b>Forming technology</b>							<b>EuroBLECH Special</b>	
Bending/folding machines		■		●		■		●
Bending centres/bending cells				■		■		■
Hydroforming			●			■		■
Presses/punching presses		●		●	■	■		■
Straightening			■	●		■		●
<b>Separation technology</b>								
Flame cutting/gas cutting		■			●			●
Precision cutting		●		●				●
Laser cutting		■		●	■			●
Plasma cutting		●		■		●		■
Sawing			●			●		
Shearing/cutting			●		●			
Punching/nibbling/perforating		●		■	●			
Water jet cutting		■	●	●	■	●		●
<b>Flexible sheet metal processing</b>								
Punching presses, bending machines				■				●
Punching-laser combinations		●		■	■			●
Flexible manufacturing systems		●		■		●		●
<b>Joining technology</b>								
Clinching/riveting/punch riveting			●			■	●	
Bonding				●		■	●	
Laser welding/laser soldering		●			■		■	
Welding			■		■		●	
Accessories				●		●		
<b>Laser technology</b>								
Laser sources			●		■		●	
Laser accessories/laser safety		●		●	■			