



2010

MEDIA DATA

New circulation: 25 000 copies
www.Konstruktion-Entwicklung.de

 **schlütersche**
Verlagsgesellschaft mbH & Co. KG



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

1 Short profile

The reinforced editorial team of Konstruktion & Entwicklung informs design engineers and development engineers succinctly on trends, markets, doers and products of the fields of mechanical and plant engineering, electrical engineering as well as vehicle construction. The trend magazine for designers and developers stands for precise information based on sound background information and facts. Interviews as well as reports researched mainly by ourselves show in words and pictures what creative solutions look like and therefore provide a real additional value. Trend topics as well as news from research and development are also a fixed part of each issue. The carefully edited and professionally sound topics are tailored to the information needs of all groups of people involved in the decision process. News ranging from the fields of management to services complete the information and provide the readers with an insight into future developments relevant for them. Our photo-reportages or the "Kreative Zone" show that specialized information can be presented in a lively way. Here we introduce constructions and inventions that cannot be found in textbooks. Hence Konstruktion & Entwicklung is the indispensable information platform for many decision makers in the industry in order to plan the application of technology, to decide and to further develop for the future. The new Konstruktion & Entwicklung – refreshingly informative!

- 2 **Frequency** 10 times a year
- 3 **Volume** volume 17, 2010
- 4 **Web address (URL)** www.konstruktion-entwicklung.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 Bräuergäßchen 6, 86150 Augsburg
Phone 0821 319880-0
Fax 0821 319880-80
Email vg-augsburg@schluetersche.de
Internet www.konstruktion-entwicklung.de
www.industrieforum.net

- 9 **Editors** Harald Klieber (ChR), klieber@schluetersche.de
Erik Schäfer, schaefer@schluetersche.de
Michael Mack, mack.redaktion@web.de
- 10 **Sales** Dennis Roß, ross@schluetersche.de
Sebastian Lichtenberg, lichtenberg@schluetersche.de
Stephan Knauer, stephan.knauer@schluetersche.de
Gabriele Maier, maier@schluetersche.de

11 Vertrieb

- Phone 0511 8550-2638
- Fax 0511 8550-2405
- Email vertrieb@schluetersche.de

12 Subscription price (incl. shipping costs and VAT)

Annual subscription:	Germany	€	45,-
	Abroad	€	63,-
Retail sale (plus shipping costs)		€	15,-

13 ISSN 1435-893x

14 Content analysis 2008 = 8 issues

Magazine format DIN A4		
Total content	864 pages	=	100 %
Editorial content	624 pages	=	72,2 %
Advertising content	240 pages	=	27,8 %

Consisting of			
classified ads	–	
bound inserts	–	
ads of publishers			
and print shops 29 pages	=	12,1 %

Loose inserts 2 pieces

Partial loose inserts – pieces



15 Editorial content analysis 2008 = 624 pages

Drive and automation technology	138 pages = 22,1 %
Measuring and control technology	101 pages = 16,2 %
Sensor technology	66 pages = 10,6 %
Machine equipment and machine parts	81 pages = 13,0 %
Fluid technology	65 pages = 10,4 %
Materials and plastics technology	36 pages = 5,8 %
Electrical equipment, casing and cabinet construction ..	55 pages = 8,8 %
C technologies	28 pages = 4,5 %
Hybrid technology, hybrid energy saving	28 pages = 4,5 %
Industry + markets, management	26 pages = 4,1 %

624 pages = 100 %

16 Circulation control



Member of "Informationsgemeinschaft

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	20 333		
Actually distributed circulation	20 156	thereof abroad	920
Paid circulation	180		
– subscriptions	179	thereof abroad	–
– sale by retail	–		
– other sale	–		
Free samples	19 976		
Remaining, archive and voucher copies	177		

18 Geographic distribution analysis

Publisher's information: planned distribution as of 2010

Economic area:	percent of actually distributed circulation	
	%	copies
Germany	96,8	23 910
Abroad:	3,2	790
Actually distributed circulation:	100 %	24 700

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)	11,6	2 773
Nielsen area 2: (Nordrhein-Westfalen)	22,9	5 475
Nielsen area 3a: (Hessen, Rheinland-Pfalz, Saarland)	14,3	3 419
Nielsen area 3b: (Baden-Württemberg)	23,9	5 715
Nielsen area 4: (Bayern)	17,7	4 232
Nielsen area 5-7: (Berlin and eastern states)	9,6	2 296
Actually distributed circulation Germany	100	23 910

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
23-24	processing of mineral oil, chemical industry	2,1	519
25	production of rubber and plastic goods	1,1	272
26	glass industry, production of ceramics	1,1	272
27	metal production and processing	2,4	593
28	production of metal products	3,5	865
29	mechanical engineering	48,8	12 053
30	production of office machines, dp-equipment	0,4	99
31/32	production of equipment for electricity production and distribution broadcast, television and communications engineering	25,0	6 175
33	medical/measurement/control engineering, optics	2,2	543
34	production of motor vehicles and parts of motor vehicles	4,4	1 087
35	other vehicle construction	2,7	667
72-74	other services, engineering offices, technical consultants	2,8	691
99	undefined branch of industry	0,3	74
Actually distributed circulation Germany		96,8	23 910
Actually distributed circulation abroad		3,2	790
Annual average of actually distributed circulation		100,0	24 700

20 Size of company

Publisher's information: planned circulation as of 2010

Number of employees	percent of actually distributed circulation	
	%	copies
1-49	26,4	6 521
50-99	13,7	3 384
100-199	13,3	3 285
200-499	15,1	3 730
500-999	11,3	2 791
1000 and more	14,1	3 483
other	2,9	716
Germany	96,8 %	23 910
Switzerland, Austria, Benelux, other foreign countries	3,2	790
	100,0	24 700

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
owners, managers, technical managers	17,2	4 248
development, planning, construction	69,2	17 092
purchasing	5,6	1 383
production	4,4	1 088
other	3,6	889
Actually distributed circulation:	100 %	24 700

Preferred positions	2nd cover	5 200,- €
	3rd cover	4 780,- €
	4th cover	5 200,- €
	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 2,00 €
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 g235,- €.....up to 40 g304,- €
up to 30 g258,- €.....up to 45 g327,- €
up to 35 g281,- €.....up to 50 g350,- €
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 1 080,- €
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 25 000 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

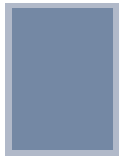
Am Hilgeskamp 51–57, D-28325 Bremen

Delivery memo: Fachmagazin Konstruktion & Entwicklung,, issue ...

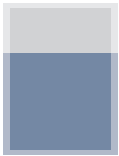
Delivery free printing house

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



Juniorpage
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-kue@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-kue@schluetersche.de
Phone 0511 8550-2625 • Fax 0511 8550-2401



Michael Mack
chief correspondent
089 89463880

Erik Schäfer
editor
0821 319880-36

Gabriele Maier
ad sales
0821 319880-35

Sebastian Lichtenberg
ad sales
0821 319880-39

Dennis Roß
ad sales manager
0821 319880-34

Stephan Knauer
ad sales
0821 319880-19

Harald Klieber
chief editor
0821 319880-31

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 (max. 26 characters per line) 10,- €
- company logo (optional) 20,- €
- 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 10 issues

Your advantages at a glance

- regular presence on the market
- circulation 24 700 copies
- 10 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 10 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
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.	March	April	May	June	July	Sept.	Oct.	Nov.	Dec.
	issue	1/2	3	4	5	6	7/8	9	10	11	12
	publication date	12.02.	12.03.	06.04.	25.05.	14.06.	30.07.	10.09.	11.10.	12.11.	10.12.
	ad deadline	27.01.	24.02.	17.03.	03.05.	26.05.	14.07.	23.08.	23.09.	22.10.	24.11.
special		Automa- tion technology	Fluid tech- nology	Drive technology	Automa- tion technology	Machine parts	Drive technology	Automa- tion technology	Connection technology	Control technology	The best of 2010
Drive technology											
Servo drives		◆		■	•		■	•	•	•	
Stepper motors, direct drives, torque motors		◆	•	■		•	■			•	
Positioning drives / adjusting drives		◆		■	•			•		•	
DC drives / three-phase drives		◆	•	■			■			•	
Linear drives / linear technology		◆	•	■	•	•	■	•	•	•	
Gears / gear motors		◆	•	■		•	■		•	•	
Rolling bearings / plain bearings		◆		■	•		■	•		•	
Gear elements		◆		■	•	•	■		•	•	
Spindle units		◆	•	■			■	•		•	
Lubricants		◆		■	•		■			•	
Converters		◆	•	■			■		•	•	
Clutches, brakes		◆	•	■		•	■	•		•	
Rotary encoders, shaft encoders		◆		■	•		■	•		•	
Automation technology											
Factory automation, process automation		■		•	■		•	■			
Robotics		■	•		■	•		■		•	
Assembly technology, handling technology		■		•	■	•		■	•		
Transfer units, feeding devices, construction profiles		■	•		■	•		■			
Control technology											
SPS, PLC, digital controller, IPC			•			•	•		•	■	
Bus systems, Ethernet, architectures			•		•			•		■	
Industrial communication (RFID, wireless, embedded, etc.)						•		•		■	
Software, open systems			•		•	•	•		•	■	

The best of 2010