



2010

MEDIA DATA

New circulation: 22 000 copies

 schlütersche
Verlagsgesellschaft mbH & Co. KG



1 Short profile

The trade magazine NC Fertigung exclusively covers topics of the machining metalworking industry. Due to the ambitious journalistic method of writing (almost all articles are researched by ourselves) the emphasis of the editorial content lies on reportages and interviews, reports on innovations and their practical application up to sector analyses and trend reports. The topics of NC Fertigung are exclusively CNC machine tools, precision tools, CNC controls, CNC programming systems, measuring and clamping technology as wells as laser applications for material processing and the integration of computers in the metalworking industry. NC Fertigung goes to metalworking companies of all sizes: from 10-men-jobsops to allied companies in Germany, Switzerland, Austria and Benelux.

2 **Frequency** 10 times a year

3 **Volume** volume 31, 2010

4 **Web address (URL)** www.nc-fertigung.de

5 **Membership** –

6 **Organ** –

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

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

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Internet www.nc-fertigung.de

www.industrieforum.net

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11 Sales

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Fax 0511 8550-2405

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12 Subscription price (incl. shipping costs and VAT)

Annual subscription: Germany € 80,-

Abroad € 95,-

Retail sale (plus shipping costs) € 18,-

13 **ISSN** 0174-4534

14 Content analysis 2008 = 7 issues

Magazine format DIN A4

Total content 1 270 pages = 100 %

Editorial content 879 pages = 69,2 %

Advertising content 391 pages = 30,8 %

Consisting of

classified ads –

bound inserts 16 pages = 4,1 %

ads of publishers

and print shops 32 pages = 8,2 %

Loose inserts 6 pieces

Partial loose inserts –

15 Editorial content analysis 2008 = 879 pages

Machining centres, flexible manufacturing cells.....	171,5	pages = 19,5 %
Lathes, turning cells.....	109,5	pages = 12,5 %
Milling and drilling machines.....	12	pages = 1,4 %
Grinding machines.....	49	pages = 5,6 %
Sawing machines.....	16,5	pages = 1,9 %
Cooling/lubricating.....	24	pages = 2,7 %
Disposing/degreasing.....	17	pages = 1,9 %
NC controls.....	59	pages = 6,7 %
Precision tools.....	149,5	pages = 17,0 %
Measuring technology.....	28	pages = 3,2 %
Clamping devices.....	32,5	pages = 3,7 %
NC programmers/DNC/MDE/PDA(CAM) systems.....	33	pages = 3,8 %
News.....	61,5	pages = 7,0 %
Interviews.....	68	pages = 7,7 %
Comments.....	7	pages = 0,8 %
Product reports.....	32	pages = 3,6 %
Table of contents/advertiser index.....	9	pages = 1,0 %
	<hr/>	
	879	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	14 940		
Actually distributed circulation	14 642	thereof abroad	2 112
Paid circulation	956		
– subscriptions.....		thereof abroad	739
– sale by retail.....			
– other sale.....	1		
Free samples	13 686		
Remaining, archive and voucher copies	298		

18 Geographic distribution analysis

Publisher's information: planned distribution as of 2010

Economic area:	percent of actually distributed circulation	
	%	copies
Germany	89,9	19 500
Abroad:	10,1	2 200
Actually distributed circulation:	100 %	21 700

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)	11,9	2 320
Nielsen-area 2: (Nordrhein-Westfalen)	19,8	3 861
Nielsen-area 3a: (Hessen, Rheinland-Pfalz, Saarland)	11,3	2 204
Nielsen-area 3b: (Baden-Württemberg)	28,8	5 616
Nielsen-area 4: (Bayern)	14,4	2 808
Nielsen-area 5: (Berlin and eastern states)	13,8	2 691
Actually distributed circulation Germany	100	19 500
German-speaking foreign countries (Austria, Switzerland, Benelux)	95,5	2 100
Other foreign countries	4,5	100
Actually distributed circulation abroad	100	2 200
Actually distributed circulation:	100	21 700

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
27	metal production and processing	1,7	369
28	production of metal products	34,2	7 418
29	mechanical engineering	38,2	8 285
30	production of office machines, dp-equipment	0,8	174
31/32	electrical engineering/electronic engineering	2,0	434
33	medical/measurement/control engineering, optics	1,9	412
34	production of motor vehicles and parts of motor vehicles	9,4	2 039
35	other vehicle construction	1,7	369
51	trade	–	–
Actually distributed circulation Germany		89,9	19 500
Actually distributed circulation abroad		10,1	2 200
Annual average of actually distributed circulation		100,0	21 700

20 Size of company

Number of employees	percent of actually distributed circulation	
	%	copies
1-49	19,3	4 186
50-99	23,2	5 032
100-199	18,9	4 100
200-499	17,3	3 753
500-999	6,8	1 475
1000 and more	4,1	889
other	0,3	65
Germany	89,9	19 500
Switzerland, Austria, Benelux, other foreign countries	10,1	2 200
	100,0	21 700

20.1 Job characteristic: function not collected

21.2 Job characteristic: position in company

Number of employees	percent of actually distributed circulation	
	%	copies
Management	19,3	4 188
Production	80,4	17 447
other	0,3	65
Actually distributed circulation:	100 %	21 700

Preferred positions	2nd cover	4 680,- €
	3rd cover	4 290,- €
	4th cover	4 680,- €
	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	200,- €
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 2,60 €
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 g313,- €
up to 30 g259,- €.....	up to 45 g344,- €
up to 35 g284,- €.....	up to 50 g378,- €

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 980,- €
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.

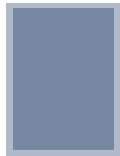
Supply quantity for inserts and postcards etc. is 22 500 copies.
The publisher reserves the right to increase the circulation on special occasions.

16 Delivery address for positions 13 to 15

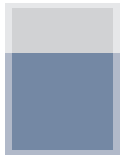
Grafisches Centrum Cuno GmbH & Co. KG
Gewerbering West 27, 39240 Calbe
Delivery memo: Fachmagazin NCFertigung, issue ...
Delivery free printing house
Delivery 10 days prior to publication date at the latest.

**New circulation:
22 000 copies**

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: anzeigen-daten-ncf@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-ncf@schluetersche.de
Phone 0511 8550-2625 • Fax 0511 8550-2401



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0821 319880-30

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0821 319880-13

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ad sales
0821 319880-41

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,- €
(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 10 issues

Your advantages at a glance

- regular presence on the market
- circulation 21 700 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:

Ina Fechner

Phone: 0821 319880-32

Fax: 0821 319880-80

Email: fechner@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	Aug	Sept.	Oct.	Nov.	Dec.
	issue	1/2	3	4	5	6	7/8	9	10	11	12
	publication date	15.02.	29.03.	27.04.	21.05.	21.06.	30.08.	20.09.	25.10.	22.11.	06.12.
	ad deadline	29.01.	11.03.	09.04.	04.05.	02.06.	12.08.	03.09	07.10.	03.11.	18.11.
Metal-cutting manufacturing											
Machining centres		■	●	●	■	●	■	■	●	■	●
Lathes		■	●	■	●	●	■	■	●	●	■
Flexible manufacturing cells, complete machining		●		■		●			■		
Grinding machines		■	●	●	●	●	■	■	●	●	●
Sawing technology			■			■		■			■
Deburring			●		■			●		●	
Used machines and retrofitting						●			■		
Jet cutting			●				●			■	
Special Tooling											
Machining centres, HSC			■		■			■		■	
Die-sinking			■		■			■		■	
Erosive cutting			■		■			■		■	
Electrical discharge machining accessories, periphery			■		■			■		■	
Laser technology			SPE-		SPE-			SPE-		SPE-	
Grinding and polishing machines			CIAL		CIAL			CIAL		CIAL	
CAD/CAM		●	■	●	■	●	●	■	●	■	●
Rapid prototyping, rapid tooling			■		■			■		■	
Hot runner/standard components			■		■			■		■	
Laser sintering, stereolithography			■		■			■		■	
Materials, coatings			■		■			■		■	
Precision tools											