ENERGIEFÜHRUNG – Energieketten von igus sorgen für eine sichere Leitungszuführung in modernen Enteisungs- und Waschanlagen für Flugzeuge.
Taufrisch in die Luft


WWW.K-MAGAZIN.DE
HEFT 04 MAI 2019
€12,80

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SPEZIAL
ANTRIEBSTECHNIK

15 SEITEN

GETRIEBE,
SERVOVERSTÄRKER,
MOTOREN UND AKTUATOREN

SEITE 39

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We will put together a crossmedia media package to help you reach your marketing goal!

- Print
  - Cooperate publishing
  - Front page sponsorship
  - Product in detail
  - Advertisement
  - Inner cover

- Website
  - Banner
  - Text advertisement
  - Video / Image clips

- Social media
  - Twitter

- Newsletter
  - Sponsorship
  - Text advertisement
  - Stand-alone-newsletter
  - Banner

- Lead generation
  - Whitepaper
  - Webinars

- Direct mailing campaigns
  - Address rental
  - Companies
  - Personalised

Contact:
Cornelia Schnek
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cornelia.schnek@verlag-henrich.de
1. PROFILE IN BRIEF:
Engineers, designers, product developers, project managers, work planners, production planners, decision makers, managing directors, purchasing and sales: They all need information for efficient processes from development to manufacturing. Up to 80 percent of the direct manufacturing costs are determined by the product-engineering. :K offers competent and informative articles about engineering topics in the design and manufacturing processes. In terms of content :K presents systems, components and solutions for drive technology, industry 4.0, automation, electrical engineering, CAx solutions, machine elements, sensors, safety, fastening technology and design management in a practice-oriented way. The cross-media information are complemented by the web portal www.k-magazin.de as well as the weekly :K newsletter, the :K CAD/CAM newsletter and the :K Additive Manufacturing newsletter. The reports, interviews and background reports are written by the editors themselves and by specialist authors and are essential information and decision-making aids for the reader. You can find out everything about the relevant trade fairs, events and innovations in the :K issues, the website and the newsletters.

2. FREQUENCY: 8 issues per year
3. EDITION: 17th edition 2019
4. WEB ADDRESS: www.k-magazin.de
5. MEMBERSHIPS: –
6. ORGAN: –
7. PUBLISHING HOUSE: Henrich Publikationen GmbH
8. PUBLISHING HOUSE:
Postal address: Talhofstraße 24b, 82205 Gilching, Germany
Telephone: +49 810 538 53-90
Fax: +49 810 538 53-11
Email: km@verlag-henrich.de
9. EDITORIAL STAFF:
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10. MEDIA SALES:
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Martin Lachmann, martin.lachmann@verlag-henrich.de
11. DISTRIBUTION:
Henrich Publikationen GmbH, Stella Schumann
Telephone: +49 810 538 53-0, Fax: +49 810 538 53-11
vertrieb@verlag-henrich.de
12. SUBSCRIPTION PRICES:
Single purchase: 11.40 €
Annual subscription (Print + Online): 89.00 €
(€ 88.00 Print+€ 1.00 Online)
All prices are recommended prices only.
Postage extra. For Germany they include the VAT:
Print 7%; Online and Digital 19%.
13. ISSN:
1869-7690
14. PAGE ANALYSIS:
2018 = 8 issues
Magazine format: 230 x 325 mm
Total pages: 592 pages = 100.0 %
Editorial share: 449 pages = 75.8 %
Share of advertisements:
Of these Occasional advertisements:
Bound inserts: 10 pages = 7.0 %
Ads from publishers and printers: 16 pages = 11.5 %
Loose inserts: 3
15. EDITORIAL CONTENT ANALYSIS: 2018 = 449 pages
Rubric: pages %
Drive engineering 53 11.8 %
Control engineering 6 1.4 %
Machine components 76 16.9 %
Sensor technology & metrology 29 6.5 %
Industrial electronics 39 8.7 %
Industry 4.0 43 9.6 %
Fluids technology 3 0.7 %
:K CAD CAM 21 4.7 %
Mobile Power 2 0.4 %
Safety engineering 12 2.7 %
Materials/semi-finished products 3 0.7 %
Joining techniques 5 1.1 %
Special topics 22 4.9 %
Design management 2 0.4 %
Interview/portrait 36 7.9 %
Opinion 10 2.2 %
Short information:
Product information/Product in detail 53 11.8 %
People/Companies/Projects/Services 34 7.6 %
### 16. AUDITED DISTRIBUTION:

Member of “Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.” (translation: German Circulation Control Board e.V.)

### 17. CIRCULATION ANALYSIS:

Average number of copies per issue (1st July 2018–30th June 2019)

- **Print run:** 24,000
- **Number of distributed copies:** 23,679
- **Other countries:** 634
- **Sold copies:**
  - Subscribed copies: 141
  - Single purchase: 0
  - Others: 1
- **Free copies:** 23,522
- **Remaining and archive copies:** 321

### 18. ANALYSIS OF GEOGRAPHICAL DISTRIBUTION:

Publisher information: planned distribution for 2020

<table>
<thead>
<tr>
<th>Region</th>
<th>Proportion of total circulation %</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>97.32</td>
<td>23,045</td>
</tr>
<tr>
<td>Other countries</td>
<td>2.68</td>
<td>634</td>
</tr>
<tr>
<td>Actual circulation</td>
<td>100</td>
<td>23,679</td>
</tr>
</tbody>
</table>

### 18.1 ANALYSIS OF GEOGRAPHICAL DISTRIBUTION IN GERMANY ACCORDING TO NIELSEN AREAS:

Publisher information: planned distribution for 2020

<table>
<thead>
<tr>
<th>Nielsen area 1:</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Hamburg, Bremen, Schleswig-Holstein, Lower Saxony)</td>
<td>10.85 %</td>
<td>2,500</td>
</tr>
<tr>
<td>Nielsen area 2:</td>
<td>24.03 %</td>
<td>5,538</td>
</tr>
<tr>
<td>(North Rhine-Westphalia)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nielsen area 3a:</td>
<td>12.72 %</td>
<td>2,931</td>
</tr>
<tr>
<td>(Hesse, Rhineland-Palatinate, Saarland)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nielsen area 3b:</td>
<td>22.33 %</td>
<td>5,146</td>
</tr>
<tr>
<td>(Baden-Wurttemberg)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nielsen area 4:</td>
<td>17.67 %</td>
<td>4,072</td>
</tr>
<tr>
<td>(Bavaria)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nielsen area 5-7:</td>
<td>12.40 %</td>
<td>2,858</td>
</tr>
<tr>
<td>(Berlin and eastern federal states of Germany)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Actual circulation in Germany:</td>
<td>100 %</td>
<td>23,045</td>
</tr>
</tbody>
</table>
### 19. FIELDS OF BUSINESS/ECONOMIC SECTORS:

Publisher information: planned distribution for 2020

<table>
<thead>
<tr>
<th>Department / Group / Class</th>
<th>Recipient groups</th>
<th>Proportion of total circulation in %</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>19-20</td>
<td>Manufacture of coke and mineral oil products, manufacture of chemicals</td>
<td>1.83 %</td>
<td>433</td>
</tr>
<tr>
<td>22</td>
<td>Manufacture of rubber and plastic products</td>
<td>2.03 %</td>
<td>481</td>
</tr>
<tr>
<td>24-25; 28</td>
<td>Manufacture of fabricated metal products and basic metals, mechanical engineering</td>
<td>58.41 %</td>
<td>13,831</td>
</tr>
<tr>
<td>26-27, 28.23, 32.5</td>
<td>Electrical engineering, electronics, manufacture of medical equipment, manufacture of equipment for measuring and control and regulatory technology, manufacture of optical equipment, manufacture of office machinery and data processing machinery and devices</td>
<td>23.54 %</td>
<td>5,574</td>
</tr>
<tr>
<td>29, 30</td>
<td>Manufacture of motor vehicles, trailers and semi-trailers, manufacture of other transport equipment</td>
<td>10.12 %</td>
<td>2,396</td>
</tr>
<tr>
<td><strong>Manufacturing sector in total</strong></td>
<td></td>
<td><strong>95.93 %</strong></td>
<td><strong>22,715</strong></td>
</tr>
<tr>
<td>71.1, 71.2</td>
<td>Other services, engineering offices</td>
<td>4.07 %</td>
<td>964</td>
</tr>
<tr>
<td><strong>Actual circulation</strong></td>
<td></td>
<td><strong>100 %</strong></td>
<td><strong>23,679</strong></td>
</tr>
</tbody>
</table>

*Please note: Details on the survey method on page AMF-O.*
20. SIZE OF ORGANISATION:
Publisher information: planned distribution for 2020

<table>
<thead>
<tr>
<th>Proportion of total circulation</th>
<th>copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 50 employees</td>
<td>24.83%</td>
</tr>
<tr>
<td>50-99 employees</td>
<td>27.91%</td>
</tr>
<tr>
<td>100-199 employees</td>
<td>18.83%</td>
</tr>
<tr>
<td>200-499 employees</td>
<td>13.48%</td>
</tr>
<tr>
<td>500-999 employees</td>
<td>5.64%</td>
</tr>
<tr>
<td>&gt; 1,000 employees</td>
<td>8.88%</td>
</tr>
<tr>
<td>not specified</td>
<td>0.43%</td>
</tr>
<tr>
<td>Actual circulation</td>
<td>100%</td>
</tr>
</tbody>
</table>

21.1 JOB CHARACTERISTIC: SCOPE OF FUNCTIONS
No data are available for this topic

21.2 JOB CHARACTERISTIC: POSITION IN ORGANISATION
Publisher information: planned distribution for 2020

<table>
<thead>
<tr>
<th>Proportion of total circulation</th>
<th>copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management</td>
<td>27.11%</td>
</tr>
<tr>
<td>Design &amp; development</td>
<td>69.44%</td>
</tr>
<tr>
<td>Purchase &amp; materials management; product management &amp; sales</td>
<td>3.45%</td>
</tr>
<tr>
<td>Actual circulation</td>
<td>100%</td>
</tr>
</tbody>
</table>

Please note: Details on the survey method on page AMF-O.

22. EDUCATION/TRAINING:
No data are available for this topic due to its limited relevance for the magazine.

23. AGE:
1. CIRCULATION:
Print run: 24,000
Annual average number of distributed copies (in line with AMF-scheme 2, no. 17): 23,679

2. MAGAZINE FORMAT:
230 mm width,
325 mm height

TYPE AREA:
200 mm width, 282 mm height,
number of columns: 4,
column width: 47 mm

3. PRINTING METHOD/PRINTING MATERIAL:
Offset, adhesive bond
Please send printing material in digital form. For further details see footnote: “TECHNICAL DATA ADVERTS/BOUND INSERTS/LOOSE INSERTS/SPECIAL ADVERTISING”.

4. DEADLINES:
Frequency: 8 issues per year
Dates of publication: see editorial schedule
Closing dates: see editorial schedule

5. PUBLISHER:
Henrich Publikationen GmbH
Talhofstraße 24 b
82205 Gilching, Germany
Telephone: +49 810 538 53-90
Fax: +49 810 538 53-11
km@verlag-henrich.de

6. TERMS OF PAYMENT:
The invoiced amount is payable net (without deduction) within 30 days of the invoice date. If payment is made within eight days, the publisher grants the customer a discount of 2%.
Tax no. 2645 223 73105, VAT ident no. DE 163 778 434

BANK DETAILS:
Postbank München, IBAN DE81 7001 0080 0915 0428 02, BIC PBNKDEFF

7. ADVERTISEMENT RATES AND FORMATS:

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x height in mm</th>
<th>Basic rate b/w</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 page</td>
<td>430 x 282</td>
<td>11,160.00 €</td>
</tr>
<tr>
<td>1/1 page</td>
<td>200 x 282</td>
<td>5,860.00 €</td>
</tr>
<tr>
<td>2/3 page</td>
<td>132 x 282 / 200 x 184</td>
<td>3,930.00 €</td>
</tr>
<tr>
<td>Junior page</td>
<td>149 x 202</td>
<td>3,280.00 €</td>
</tr>
<tr>
<td>1/2 page</td>
<td>98 x 282 / 200 x 140</td>
<td>2,910.00 €</td>
</tr>
<tr>
<td>1/3 page</td>
<td>64 x 282 / 200 x 92</td>
<td>1,940.00 €</td>
</tr>
<tr>
<td>1/4 page</td>
<td>47 x 282 / 98 x 140 / 200 x 68</td>
<td>1,480.00 €</td>
</tr>
<tr>
<td>1/8 page</td>
<td>47 x 140 / 98 x 68 / 200 x 32</td>
<td>830.00 €</td>
</tr>
</tbody>
</table>

8. SPECIAL ADVERTISEMENT FORMATS: on request

9. SPECIAL ADVERTISEMENT FORMATS: on request

10. DISCOUNTS: for insertions within 12 months
     Frequency discounts 3 adverts 5% 6 adverts 10% 10 adverts 15%
     Volume discounts 2 pages 5% 4 pages 10% 6 pages 15%

11. COMBINATIONS:
     Further rates, combinations and multi-year contracts on request.
PREFERENTIAL PLACEMENT:

Cover 2  6,800.00 €
Cover 3  6,300.00 €
Cover 4  7,050.00 €

Front cover and inside front page on request.

LAYOUT SURCHARGES:
Costs for technical services like layout and lithograph production are invoiced at cost price.

8. SURCHARGES:

8.1 COLOUR SURCHARGES:
For each scale colour
- 2/1 page and smaller  1,030.00 €
- 1/1 page and smaller  525.00 €
- 1/2 page and smaller  355.00 €
- 1/3 page and smaller  305.00 €
- 1/8 page and smaller  175.00 €
For each special colour (which cannot be extracted from a 4c typeset)  875.00 €

8.2 PLACEMENTS:
Fixed placements of advertisements and inserts: 10 % surcharge.
Fixed placements are possible as of a third page.
Bleed/double page spread: 10 % surcharge.
All surcharges and technical costs are not subject to discount!

12. BOUND INSERTS:

<table>
<thead>
<tr>
<th>Paper weight</th>
<th>&lt; 120 g</th>
<th>120–170 g</th>
<th>&gt; 170 g</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 pages</td>
<td>6,950.00 €</td>
<td>7,285.00 €</td>
<td>7,655.00 €</td>
</tr>
<tr>
<td>4 pages</td>
<td>10,365.00 €</td>
<td>10,920.00 €</td>
<td>11,435.00 €</td>
</tr>
<tr>
<td>8 pages</td>
<td>13,850.00 €</td>
<td>14,465.00 €</td>
<td>15,200.00 €</td>
</tr>
</tbody>
</table>

A sample insert is required when placing an order.
Formats and technical date see point 3 PRINTING METHOD/PRINTING MATERIAL.

13. LOOSE INSERTS:

<table>
<thead>
<tr>
<th>Paper weight</th>
<th>up to 25 g</th>
<th>up to 40 g</th>
<th>up to 50 g</th>
</tr>
</thead>
<tbody>
<tr>
<td>270.00 €</td>
<td>340.00 €</td>
<td>410.00 €</td>
<td></td>
</tr>
<tr>
<td>290.00 €</td>
<td>385.00 €</td>
<td></td>
<td></td>
</tr>
<tr>
<td>315.00 €</td>
<td>410.00 €</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A sample insert is required when placing an order.
Formats and technical date see point 3 PRINTING METHOD/PRINTING MATERIAL.

14. INSERT STICKERS:
In combination with an advert or insert 2,845.00 €
When processed by machine, gluing costs are included
- Manual processing on request

15. DELIVERY ADDRESS FOR POSITIONS 12–14
Henrich Druck+Medien GmbH,
Schwanheimer Straße 110, 60528 Frankfurt am Main, Germany,
label: “:K“ and the according issue.
Delivery until closing date, required copies: 24,300.

TECHNICAL DATA ADVERTS/BOUND INSERTS/LOOSE INSERTS/SPECIAL ADVERTISING:
In order to process your order optimally we receive your motives as highend-pdf. Please send your data via email to dispo@verlag-henrich.de. The processing will be free of charge as long as the data comply with our common terms of digital data acceptance of advertisements. Information about, you will find in the technical data sheet. Additional expenditure incurred due to data being incorrect will be invoiced at cost price.

Formats and further important technical information about the delivery of bound and loose inserts and special advertising, you will find in the technical data sheet as well. The “technical data sheet” you will find in our media center at www.henrich-mediacenter/fachzeitschriften/technischedaten.
*For technical reasons the printing material for each bleed advert has to have additional 3 mm on all sides for trimming.

All information in mm (width x height)
1. **WEB ADDRESS:**
   www.k-magazin.de

2. **PROFILE IN BRIEF:**
   In the thematic channels of :K and :K | CAD CAM the user will find a wealth of approaches to solutions for his everyday work. These are supplemented by content from providers in the form of whitepapers or videos. Numerous microsites offer information from a wide variety of topic areas. The CAD CAM PART community database makes a huge spectrum of 3D data available.

3. **TARGET GROUP:**
   Design engineers and developers as well as decision-makers of all fields of business. The main emphasis is placed in the fields of machine and plant engineering, vehicle construction, industrial electronics and electrical engineering.

4. **PUBLISHER:**
   Henrich Publikationen GmbH
   Contact
   Cornelia H. Schnek, Head of Media Sales
   Telephone: +49 810 538 53-41
   cornelia.schnek@verlag-henrich.de

5. **PRICES AND TYPES OF ADVERTISEMENT:**
   see next page

6. **ACCESS CONTROL:**
   IVW

7. **USAGE DATA:**
   www.ivw.de

**TRAFFIC:**
www.ivw.de
### PRICES AND FORMATS:

<table>
<thead>
<tr>
<th>Type of advertisement</th>
<th>Placement</th>
<th>Format/size in pixels</th>
<th>Price in €/4 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Banner</td>
<td>below navigation/within content</td>
<td>468 x 60</td>
<td>860.00</td>
</tr>
<tr>
<td>Superbanner</td>
<td>outrisk area/within content</td>
<td>728 x 90</td>
<td>1,190.00</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>left or right</td>
<td>120/160 x 600</td>
<td>1,350.00</td>
</tr>
<tr>
<td>Half Skyscraper</td>
<td>left or right</td>
<td>120/160 x 300</td>
<td>865.00</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>within content</td>
<td>300 x 250</td>
<td>1,430.00</td>
</tr>
<tr>
<td>Billboard</td>
<td>below navigation</td>
<td>960 x 250</td>
<td>2,845.00</td>
</tr>
<tr>
<td>Double Sitebar</td>
<td>left and right</td>
<td>300 x 600</td>
<td>2,640.00</td>
</tr>
<tr>
<td>Tower Ad expandierend</td>
<td>Wide Skyscraper right hand, expanding leftwards</td>
<td>160 → 400/600</td>
<td>1,830.00</td>
</tr>
<tr>
<td>Welcome Ad</td>
<td>centrally across the homepage</td>
<td>640 x 480</td>
<td>1,930.00</td>
</tr>
<tr>
<td>Banderole Ad</td>
<td>centrally across the homepage</td>
<td>1,000 x 250</td>
<td>1,625.00</td>
</tr>
<tr>
<td>Fireplace</td>
<td>Top Banner/Wide Skyscraper left and right</td>
<td>1040 x 90 + 120/160 x 600 (twice)</td>
<td>2,540.00</td>
</tr>
<tr>
<td>Hockeystick</td>
<td>Superbanner/Wide Skyscraper right hand</td>
<td>728 x 90 + 120/160 x 600</td>
<td>2,640.00</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>Hockeystick with background colouration</td>
<td>728 x 90 + 120/160 x 600</td>
<td>3,250.00</td>
</tr>
<tr>
<td>Text Ad</td>
<td>homepage</td>
<td>1,500 characters + picture (1,000 x 563 px)</td>
<td>320.00/week</td>
</tr>
</tbody>
</table>

Additional formats and special ads on request. Data volume up to 200 KB.
1. NAME: :K-Newsletter

2. PROFILE IN BRIEF:
The weekly newsletter from :K offers premium content in the form of recent news from industry, research and science.

3. TARGET GROUP:
Design engineers and developers as well as decision-makers of all fields of business. The main emphasis is placed in the fields of machine and plant engineering, vehicle construction, industrial electronics and electrical engineering.

4. FREQUENCY: weekly

5. PUBLISHER:
Henrich Publikationen GmbH
Contact Cornelia H. Schnek, Head of Media Sales
Telephone: +49 810 538 53-41
cornelia.schnek@verlag-henrich.de

6. PRICES AND TYPES OF ADVERTISEMENT:

<table>
<thead>
<tr>
<th>Type of advertisement</th>
<th>Format/size in pixels</th>
<th>Price in €/dispatch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Banner</td>
<td>234 x 60</td>
<td>245.00</td>
</tr>
<tr>
<td>Full Banner</td>
<td>468 x 60</td>
<td>355.00</td>
</tr>
<tr>
<td>Superbanner</td>
<td>728 x 90</td>
<td>470.00</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
<td>580.00</td>
</tr>
<tr>
<td>Half Skyscraper</td>
<td>160 x 300</td>
<td>350.00</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
<td>730.00</td>
</tr>
<tr>
<td>Text Ad</td>
<td>1,500 characters + picture (1,000 x 563 px)</td>
<td>530.00</td>
</tr>
</tbody>
</table>

We recommend static image files. Flash files cannot be processed. Data volume up to 100 KB.

7. USAGE DATA: 4,678 recipients (as of 31th July 2019)
1. NAME:  

2. PROFILE IN BRIEF:  
The weekly newsletter of :K|CAD CAM offers products and solutions in premium format on the world of CAD CAM. This newsletter will bring you all the latest news from industry, research and science.

3. TARGET GROUP:  
Design engineers and developers as well as decision-makers of all fields of business. The main emphasis is placed in the fields of machine and plant engineering, vehicle construction, industrial electronics and electrical engineering.

4. FREQUENCY:  
weekly

5. PUBLISHER:  
Henrich Publikationen GmbH  
Contact  
Cornelia H. Schnek, Head of Media Sales  
Telephone: +49 810 538 53-41  
cornelia.schnek@verlag-henrich.de

6. PRICES AND TYPES OF ADVERTISEMENT:

<table>
<thead>
<tr>
<th>Type of advertisement</th>
<th>Format/size in pixels</th>
<th>Price in €/dispatch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Banner</td>
<td>234 x 60</td>
<td>255.00</td>
</tr>
<tr>
<td>Full Banner</td>
<td>468 x 60</td>
<td>375.00</td>
</tr>
<tr>
<td>Superbanner</td>
<td>728 x 90</td>
<td>490.00</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
<td>610.00</td>
</tr>
<tr>
<td>Half Skyscraper</td>
<td>160 x 300</td>
<td>365.00</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
<td>770.00</td>
</tr>
<tr>
<td>Text Ad</td>
<td>1,500 characters + picture (1,000 x 563 px)</td>
<td>530.00</td>
</tr>
</tbody>
</table>

We recommend static image files. Flash files cannot be processed. Data volume up to 100 KB.

7. USAGE DATA:  
5,582 recipients (as of 31st July 2019)
The perfect addition to your cross-medial advertising efforts: direct mailing efforts

### General information
- **Selection lump sump**: € 170.00
- **Minimum contract value**: € 475.00
- **Minimum purchase after matching**: 70%

### Customized Address
- **by position/function**: € 0.30
- **+ Line of business**: € 0.34
- **+ Company size and/or regional limitation**: € 0.38

**We gladly take care of the entire handling!**

**Contact:** Telephone: +49 810 538 53-0 · adressen@verlag-henrich.de

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### Exemplary calculation to our lettershop 1-paged laser letter DIN-long format + flyer

<table>
<thead>
<tr>
<th>Circulation</th>
<th>500</th>
<th>2,000</th>
<th>4,000</th>
<th>8,000</th>
<th>12,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address rental customized address (1 characteristic) incl. selection lump sump</td>
<td>€ 320.00</td>
<td>€ 770.00</td>
<td>€ 1,370.00</td>
<td>€ 2,570.00</td>
<td>€ 3,770.00</td>
</tr>
<tr>
<td>Production laser letter (customized letter: laser printing 1/0-coloured DIN A4)</td>
<td>€ 202.50</td>
<td>€ 255.00</td>
<td>€ 340.00</td>
<td>€ 510.00</td>
<td>€ 680.00</td>
</tr>
<tr>
<td>Production laser letter (customized letter: laser printing 1/0-coloured DIN A4)</td>
<td>€ 180.00</td>
<td>€ 180.00</td>
<td>€ 183.60</td>
<td>€ 367.20</td>
<td>€ 469.20</td>
</tr>
<tr>
<td>Domestic postal charges*</td>
<td>€ 190.00</td>
<td>€ 760.00</td>
<td>€ 1,120.00</td>
<td>€ 2,240.00</td>
<td>€ 3,360.00</td>
</tr>
</tbody>
</table>

**Total cost** **€ 892.50** **€ 1,965.00** **€ 3,013.60** **€ 5,687.20** **€ 8,279.20**

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The prices are to be understood plus Value Added Tax. The data processing is carried out via lettershop according to the current legal data security regulations.

* 20 g, DIN-lang, from circulation of 500 copies as Dialogpost Easy and from 4,000 copies as Dialogpost possible.

** plus envelope DIN-long with window; € 12.50 per thousand.
Sector-specific editorial offices · established networks · special solutions

**Industry-related**
Henrich editors are in direct daily contact with engineers, design engineers, developers, production managers and decision-makers in trade and industry. This provides the best conditions for effective corporate communication.

**Established**
Henrich Publications, founded in 1994 and since 2010 a member of the Hanser Group, is an extremely influential publishing company. Take advantage of our networks.

**Special feature**
No other publishing company combines technical competence with the literary world of best-selling authors. Make use of these qualities for your particular needs.
SUMMARY OF THE SURVEY METHOD OF THE RECIPIENT STRUCTURE ANALYSIS (AMF SCHEME 2, NO. 18 AND AMF-SCHEME 3-E, NO. 19 TO 21)

1. Research method:
   Distribution analysis in form of a file analysis – total collection

2. Description of the recipients at the time of data collection:
   2.1 Character of the file:
The recipient file includes the addresses of all recipients. Due to the existing postal information, the file can be sorted according to zip code or according to recipients from Germany and abroad.

   2.2 Total number of recipients included in the file: 29,477

   2.3 Total number of changing recipients: 22,195

   2.4 Recipient’s structure of an average edition according to sales structure:
   - Paid circulation 142
     Of these: Subscribed copies 141
     Single purchase 0
     Others 1
   - Free copies 23,522
     Of these: Permanent free copies 866
     Alternating free copies 22,195
     Promotional free copies 461

   –  Paid circulation 142
     Of these: Subscribed copies 141
     Single purchase 0
     Others 1
   –  Free copies 23,522
     Of these: Permanent free copies 866
     Alternating free copies 22,195
     Promotional free copies 461

3. Description of the survey:
   3.1 Total circulation (analysed proportion):
   Actual circulation 23,679 = 100 %
   Of these not included in the analysis:
   Promotional copies 461 = 1.95 %
   The analysis represents of the actual distribution (tvA): 23,218 = 98.05 %

   3.2 Date of the analysis: 23th July 2019

   3.3 Description of the survey’s base:
The survey is based on the total file. The distribution percentages were determined according to the annual average total circulation in Germany and abroad in line with AMF, no. 17.

   3.4 Target persons of the survey:
   All recipients included in this analysis: Personal recipients in institutions (companies and plants).

   3.5 Definition of the reader: No data are available for this topic

   3.6 Period of the analysis: 1st July 2018–30th June 2019

   3.7 Conduction of the analysis: Publisher

This survey meets the latest requirements of the ZAW framework for advertising media analysis regarding structure, implementation and reporting.
<table>
<thead>
<tr>
<th>Issues / Deadlines</th>
<th>Focus</th>
<th>:K-Special</th>
<th>Further Topics</th>
<th>Trade Fairs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 DOP: 02/19/2020 CD*: 01/27/2020 ED: 01/20/2020</td>
<td>Drive technology Direct drives Brushless motors Integrated motors Servo drives Frequency converters Rotary encoders, chains Clutches, brakes</td>
<td>Industrial electronics</td>
<td>Standard components Additive Manufacturing Sensors Control systems Sliding and rolling bearings</td>
<td>embedded world, Nuremberg 02/25 – 02/27/2020 Additive Manufacturing, Berlin, 03/11 – 03/12/2020</td>
</tr>
<tr>
<td>3 DOP: 04/14/2020 CD*: 03/19/2020 ED: 03/12/2020</td>
<td>Industry 4.0 / Digitization Sensors &amp; actuators Controls Industrial electronics Wires &amp; conductors Switch cabinets Clamps &amp; plug-in connectors</td>
<td>Hanover fair Special Motion, Drive &amp; Automation</td>
<td>Additive Manufacturing Industrial electronics Fluid technology Mobile Power eCAD</td>
<td></td>
</tr>
</tbody>
</table>

DOP = Date of publication; CD = Closing date; ED = Editorial deadline *The delivery date for printing material is equivalent to the respective closing date for advertisements.
**K – EXPERTISE FOR CONSTRUCTORS**

**TOPICS OF INTEREST TO CONSTRUCTORS, ENGINEERS AND PROJECT MANAGERS!**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>drive technology</strong></td>
<td>electric motors, geared motors, servo drives, fluids technology, roller bearings, plain bearings, transmissions, clutches, damper, shafts, breaks, chains, belts, monitoring and control systems, frequency inverter, lubricants, condition monitoring</td>
</tr>
<tr>
<td><strong>manufacturing automation</strong></td>
<td>robots, assembly technology, handling solutions, gripper, clamping technology, sensors, drive technology, control systems, warehouse systems, vision solutions</td>
</tr>
<tr>
<td><strong>CAD/CAM</strong></td>
<td>CAx-solutions, eCAD, XR (Augmented / Virtual Reality), product and production planning solutions, 3D-print and additive manufacturing, FEM- and simulation systems, technical documentation, drawings and materials administration, hardware, workplace equipment, services</td>
</tr>
<tr>
<td><strong>plain and roller bearings</strong></td>
<td>anti-friction bearings, plain bearings, ball bearings, roller bearings, needle bearings, taper roller bearings, magnetic bearings rollers, lubricants, materials, calculation software</td>
</tr>
<tr>
<td><strong>industry electronics</strong></td>
<td>industrial computer, cables and lines, plug connectors, refrigeration, control cabinets, IT-security, energy carriers, terminals</td>
</tr>
<tr>
<td><strong>IT + automation</strong></td>
<td>industry 4.0, network and connectivity solutions, safety, controls, sensor technology, industry electronics, robots, interface solutions, cloud solutions, vision solutions, RFID, man machine interface, operating and monitoring systems, safety, laser technology, remote control, predictive maintenance</td>
</tr>
<tr>
<td><strong>linear technology</strong></td>
<td>guideways, linear motors, spindles, timing belt drives, chains, racks, lift cylinders, portal systems</td>
</tr>
<tr>
<td><strong>machine components</strong></td>
<td>gaiters, standardized parts, casings, damper, sections and moulded parts, bearing and linear solutions, seals, belts, chains, rollers, locking elements, clamping elements, power chains, pipes, standard components</td>
</tr>
<tr>
<td><strong>safety</strong></td>
<td>emergency switch, photoelectric barriers, vision systems, 3D-cameras, sensors, safety gates, safety grid, industrial safety, machine safety, safety equipment, ergonomics</td>
</tr>
<tr>
<td><strong>sensor- and metrology</strong></td>
<td>sensor technique, measuring and testing systems, 3D-measuring systems, rotary encoder, vision systems, photoelectric barriers, travel measurement, object detection, fluid measurement, RFID, barcode solutions, industrial cameras, network and connectivity technology</td>
</tr>
</tbody>
</table>