Für das Feine

Der Supermini von Horn ist die erste Wahl, wenn in der Medizintechnik höchste Oberflächenqualität bei schwierigem Material verlangt wird. Seite 56
Top Spot for maschine+werkzeug

maschine+werkzeug was the only machining publication to feature in the top ten of all machine and equipment construction trade publications in the "Mechanical Engineering Coverage Study 2016". maschine+werkzeug even took top spot amongst metalworking publications.

Decision makers in companies who distribute products and services to the German machine and equipment construction industry have a wide variety of trade publications to choose from. However which of these are actually read and used? The Mechanical Engineering Coverage Study 2016 sheds some light on this, in particular through the research it carried out into the coverage and usage intensity of over 70 trade publications and more than 60 online portals. The TNS Infratest institute surveyed more than 800 people from a total of 54,500 decision makers for the "Mechanical Engineering Coverage Study 2016" on behalf of the VDMA publishing house.

Internet portals and e-mail newsletters have been able to make strong gains since the last coverage analysis in 2011. maschine+werkzeug is currently in the top 3 in the machine and equipment construction sector and is in first place as a source of information for machining.

**Coverage of the Top Ten Publications for Machine and Equipment Construction:**

<table>
<thead>
<tr>
<th>Publication</th>
<th>K1-Value %</th>
</tr>
</thead>
<tbody>
<tr>
<td>VDMA-Nachrichten</td>
<td>16.3 %</td>
</tr>
<tr>
<td>Konstruktionspraxis</td>
<td>16.3 %</td>
</tr>
<tr>
<td>VDI-Nachrichten</td>
<td>15.6 %</td>
</tr>
<tr>
<td>Produktion</td>
<td>12.9 %</td>
</tr>
<tr>
<td>Markt &amp; Technik</td>
<td>12.5 %</td>
</tr>
<tr>
<td>Der Konstrukteur</td>
<td>12.4 %</td>
</tr>
<tr>
<td>Antriebstechnik</td>
<td>12.2 %</td>
</tr>
<tr>
<td>Konstruktion</td>
<td>12.0 %</td>
</tr>
<tr>
<td>maschine+werkzeug</td>
<td>11.9 %</td>
</tr>
<tr>
<td>MM Logistik</td>
<td>10.0 %</td>
</tr>
</tbody>
</table>

**Coverage of Machining Publications in Comparison:**

(The K1 value is a unit of measurement for the coverage of a publication)

<table>
<thead>
<tr>
<th>Publication</th>
<th>K1-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>VDMA-Nachrichten</td>
<td>16.3 %</td>
</tr>
<tr>
<td>Konstruktionspraxis</td>
<td>16.3 %</td>
</tr>
<tr>
<td>VDI-Nachrichten</td>
<td>15.6 %</td>
</tr>
<tr>
<td>Produktion</td>
<td>12.9 %</td>
</tr>
<tr>
<td>Markt &amp; Technik</td>
<td>12.5 %</td>
</tr>
<tr>
<td>Der Konstrukteur</td>
<td>12.4 %</td>
</tr>
<tr>
<td>Antriebstechnik</td>
<td>12.2 %</td>
</tr>
<tr>
<td>Konstruktion</td>
<td>12.0 %</td>
</tr>
<tr>
<td>maschine+werkzeug</td>
<td>11.9 %</td>
</tr>
<tr>
<td>MM Logistik</td>
<td>10.0 %</td>
</tr>
</tbody>
</table>

Source: Mechanical Engineering Coverage Analysis 2016 on behalf of the VDMA Verlag GmbH carried out by TNS Emnid

**Top-3 Online Portals in the Machine and Equipment Construction Industry:**

1. wlv.de
2. vdi-nachrichten.de
3. maschine+werkzeug

*80 hits in the WLK not achieved, therefore coverage not identified*
We will put together a cross-media media package to help you reach your marketing goal!

- **Print**
  - Advertisement
  - Front page sponsorship
  - Inner cover
  - Corporate Publishing

- **Website**
  - Banner
  - Text advertisement
  - Video / Image clips
  - Company portrait
  - Job market

- **Social media**
  - Twitter
  - Xing

- **Newsletter**
  - Sponsorship
  - Text advertisement
  - Stand-alone-newsletters
  - Banner

- **Lead generation**
  - Whitepaper
  - Webinars

- **Direct mailing campaigns**
  - Address rental
  - Companies
  - Personalised

**Contact:**
Cornelia Schnek
Telephone: +49 810 538 53-41
cornelia.schnek@verlag-henrich.de
1. PROFILE IN BRIEF:
maschine+werkzeug especially addresses the executive technical management and production managers in the metal machining and metal processing industry. Manufacturing in Germany makes efficient production with the highest quality absolutely necessary. This is why the focus on the editorial reporting is on practise-oriented problem solving, including in the organisational and business environment. maschine+werkzeug also presents the latest subjects, special information focuses and in-depth themes in focuses, EXTRAs or supplements/special editions, and that with a target group-orientation. The information is supplemented cross-media in the form of the online portal www.maschinewerkzeug.de and the weekly special newsletter. Our coverage, reports, market analyses and interviews provide the reader with a fundamental information basis and decision-making support when it comes to forthcoming investments.

2. FREQUENCY:
10 issues per year

3. EDITION:
121st edition 2020

4. WEB ADDRESS:
www.maschinewerkzeug.de

5. MEMBERSHIPS:
–

6. ORGAN:
–

7. PUBLISHER:
Henrich Publikationen GmbH

8. PUBLISHING HOUSE:
Henrich Publikationen GmbH
Postal address: Talhofstraße 24b, 82205 Gilching, Germany
Telephone: +49 810 538 53-40
Fax: +49 810 538 53-11
Email: mw@verlag-henrich.de

9. EDITORIAL STAFF:
Manfred Flohr, Editor-in-Chief
manfred.flohr@verlag-henrich.de
Thede Berend Wilts, Editor
Hedwig Unterhitzenberger, Editor
Oliver Ehm, Editor

10. MEDIA SALES:
Cornelia H. Schnek, Head of Media Sales
cornelia.schnek@verlag-henrich.de
Ute Heuschkel, Media Sales

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: 8.70 €
Annual subscription (Print + Online): 84.00 €
(€ 83.00 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:
0343-3471

14. PAGE ANALYSIS: 2018 = 10 issues
Magazine format: 230 x 325 mm
Total pages: 1,072 pages = 100.0 %
Editorial share: 807 pages = 75.3 %
Share of advertisements: 265 pages = 24.7 %
Of these
Occasional advertisements: 0 pages = 0.0 %
Bound inserts: 0 pages = 0.0 %
Ads from publishers and printers: 19 pages = 7.17 %
Loose inserts: 10

15. EDITORIAL CONTENT ANALYSIS: 2018 = 807 pages
Rubric Pages %
Machines 174 21.6 %
Tools 140 17.4 %
Periphery 90 11.2 %
Software/CNC 77 9.5 %
Resources 41 5.0 %
Market, management, career 211 26.1 %
Product innovations 36 4.5 %
Common 38 4.7 %
Total 807 100 %

Of total advertisement
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)

<table>
<thead>
<tr>
<th></th>
<th>Number of distributed copies</th>
<th>Other countries</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Print run:</strong></td>
<td>23,000</td>
<td></td>
</tr>
<tr>
<td><strong>Number of distributed copies:</strong></td>
<td>22,788</td>
<td>1,444</td>
</tr>
<tr>
<td><strong>Sold copies:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>– Subscribed copies</td>
<td>218</td>
<td></td>
</tr>
<tr>
<td>– Single purchase</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>– Others</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td><strong>Free copies:</strong></td>
<td>22,591</td>
<td></td>
</tr>
<tr>
<td><strong>Remaining and archive copies:</strong></td>
<td>213</td>
<td></td>
</tr>
</tbody>
</table>

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>93.66 %</td>
<td>21,344</td>
</tr>
<tr>
<td>Abroad</td>
<td>6.34 %</td>
<td>1,444</td>
</tr>
<tr>
<td><strong>Actual circulation:</strong></td>
<td>100 %</td>
<td>22,788</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</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: Hamburg, Bremen, Schleswig-Holstein, Lower Saxony</td>
<td>10.11 %</td>
<td>2,158</td>
</tr>
<tr>
<td>2: North Rhine-Westphalia</td>
<td>25.65 %</td>
<td>5,475</td>
</tr>
<tr>
<td>3a: Hesse, Rhineland-Palatinate, Saarland</td>
<td>12.83 %</td>
<td>2,738</td>
</tr>
<tr>
<td>3b: Baden-Wuerttemberg</td>
<td>21.47 %</td>
<td>4,583</td>
</tr>
<tr>
<td>4: Bavaria</td>
<td>17.21 %</td>
<td>3,673</td>
</tr>
<tr>
<td>5–7: Berlin and eastern federal states of Germany</td>
<td>12.73 %</td>
<td>2,717</td>
</tr>
<tr>
<td><strong>Actual circulation in Germany:</strong></td>
<td>100 %</td>
<td>21,344</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</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Classification by industry/trade</strong></td>
<td>in %</td>
<td>total</td>
</tr>
<tr>
<td></td>
<td><strong>German classification of economic activities, Federal Office of Statistics, edition 2008</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Manufacture of fabricated metal products</td>
<td>4.45 %</td>
<td>1,014</td>
</tr>
<tr>
<td>25</td>
<td>Manufacture of basic metals</td>
<td>28.13 %</td>
<td>6,410</td>
</tr>
<tr>
<td>28, 26.2, 27, 26.3</td>
<td>Manufacture of office machinery, manufacture of data processing equipment and facilities, manufacture of electricity equipment, manufacture of radio, television and communication equipment and apparatures</td>
<td>5.99 %</td>
<td>1,365</td>
</tr>
<tr>
<td>26.6, 26.51.1, 32.5, 26.7</td>
<td>Manufacture of medical equipment, manufacture of equipment for measuring and control and regulatory technology, optical equipment</td>
<td>8.89 %</td>
<td>2,026</td>
</tr>
<tr>
<td>28</td>
<td>Mechanical engineering</td>
<td>38.74 %</td>
<td>8,828</td>
</tr>
<tr>
<td>29, 30</td>
<td>Manufacture of motor vehicles, trailers and semi-trailers, other transport equipment</td>
<td>11.75 %</td>
<td>2,678</td>
</tr>
<tr>
<td></td>
<td><strong>Manufacturing sector in total</strong></td>
<td>97.95 %</td>
<td>22,321</td>
</tr>
<tr>
<td>70, 71</td>
<td>Other services, engineering offices</td>
<td>2.05 %</td>
<td>467</td>
</tr>
<tr>
<td></td>
<td><strong>Actual circulation</strong></td>
<td>100 %</td>
<td>22,788</td>
</tr>
</tbody>
</table>

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

More than 6,500 copies distributed in tool making and mould making.
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>31.94 %</td>
</tr>
<tr>
<td>50–99 employees</td>
<td>22.44 %</td>
</tr>
<tr>
<td>100–199 employees</td>
<td>17.61 %</td>
</tr>
<tr>
<td>200–499 employees</td>
<td>12.45 %</td>
</tr>
<tr>
<td>500–999 employees</td>
<td>5.55 %</td>
</tr>
<tr>
<td>&gt; 1,000 employees</td>
<td>8.04 %</td>
</tr>
<tr>
<td>not specified</td>
<td>1.97 %</td>
</tr>
<tr>
<td><strong>Actual circulation</strong></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 director</td>
<td>40.37 %</td>
</tr>
<tr>
<td>Production manager</td>
<td>54.12 %</td>
</tr>
<tr>
<td>works manager, technical manager, main departmental managers, division manager</td>
<td>2.05 %</td>
</tr>
<tr>
<td>Work preparation/research, development</td>
<td>3.17 %</td>
</tr>
<tr>
<td>Purchasing</td>
<td>2.34 %</td>
</tr>
<tr>
<td><strong>Actual circulation</strong></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: 23,000
Annual average number of distributed copies (in line with AMF scheme 2, no. 17): 22,788

2. MAGAZINE FORMAT:
230 mm width, 325 mm height
TYPE AREA:
200 mm width, 282 mm height, 4 columns à 47 mm

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

4. DEADLINES:
Frequency: 10 issues per year
Dates of publication: see editorial schedule
Advertising deadlines: see editorial schedule

5. PUBLISHER:
Henrich Publikationen GmbH Telephone: +49 810 538 53-0
Talhofstraße 24 b Fax: +49 810 538 53-11
82205 Gilching/GERMANY mw@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>10,150.00 €</td>
</tr>
<tr>
<td>1/1 page</td>
<td>200 x 282</td>
<td>5,380.00 €</td>
</tr>
<tr>
<td>2/3 page</td>
<td>132 x 282 / 200 x 184</td>
<td>3,600.00 €</td>
</tr>
<tr>
<td>1/2 page</td>
<td>200 x 140 / 98 x 282</td>
<td>2,710.00 €</td>
</tr>
<tr>
<td>Junior Page</td>
<td>149 x 202</td>
<td>2,930.00 €</td>
</tr>
<tr>
<td>1/3 page</td>
<td>200 x 92 / 64 x 282</td>
<td>1,810.00 €</td>
</tr>
<tr>
<td>1/4 page</td>
<td>200 x 68 / 98 x 140 / 47 x 282</td>
<td>1,350.00 €</td>
</tr>
<tr>
<td>1/8 page</td>
<td>200 x 32 / 98 x 68 / 47 x 140</td>
<td>760.00 €</td>
</tr>
</tbody>
</table>

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 PLACEMENTS:

<table>
<thead>
<tr>
<th>Cover</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>6,300.00 €</td>
</tr>
<tr>
<td>Cover 3</td>
<td>5,990.00 €</td>
</tr>
<tr>
<td>Cover 4</td>
<td>6,500.00 €</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Colour Scale</th>
<th>2/1 Page</th>
<th>1/1 Page</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
<th>1/8 Page</th>
<th>1/8 Page (Special Colour)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>1,080.00 €</td>
<td>550.00 €</td>
<td>380.00 €</td>
<td>310.00 €</td>
<td>180.00 €</td>
<td>880.00 €</td>
</tr>
</tbody>
</table>

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>2 Pages</th>
<th>4 Pages</th>
<th>8 Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 120 g</td>
<td>6,500.00 €</td>
<td>9,700.00 €</td>
<td>12,900.00 €</td>
</tr>
<tr>
<td>&lt; 170 g</td>
<td>6,800.00 €</td>
<td>10,100.00 €</td>
<td>13,500.00 €</td>
</tr>
<tr>
<td>&gt; 170 g</td>
<td>7,100.00 €</td>
<td>10,600.00 €</td>
<td>14,100.00 €</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>Circulation</th>
<th>Price per Thousand</th>
<th>Total Circulation</th>
<th>Total Price per Thousand</th>
<th>Price per Thousand</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 25 g</td>
<td>275.00 €</td>
<td>up to 40 g</td>
<td>350.00 €</td>
<td></td>
</tr>
<tr>
<td>up to 30 g</td>
<td>295.00 €</td>
<td>up to 45 g</td>
<td>380.00 €</td>
<td></td>
</tr>
<tr>
<td>up to 35 g</td>
<td>320.00 €</td>
<td>up to 50 g</td>
<td>415.00 €</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

3,150.00 €

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: “maschine+werkzeug” and the according issue.

Delivery until closing date. Required copies: 23,300.

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/technischdaten.
ADVERTISEMENT FORMATS
Supplement to advertisement price list no. 58
Valid from 1st October 2019

*For technical reasons the printing material for bleed advert has to have additional 3 mm on all sides for trimming.

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

2. **PROFILE IN BRIEF:**
maschine+werkzeug offers with www.maschinewerkzeug.de premium content from the fields of engineering, business, management, finances and career for those who make the decisions in top industry management today and tomorrow. The editors quickly and reliably provide the users with the most important news and thereby link topicality to background information at the highest journalistic level.

3. **TARGET GROUP:**
Executive technical management and production managers in the metal machining and metal processing industry.

4. **PUBLISHER:**
Henrich Publikationen GmbH
Cornelia H. Schnek
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
### 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>1,010.00</td>
</tr>
<tr>
<td>Superbanner</td>
<td>outskirt area/within content</td>
<td>728 x 90</td>
<td>1,450.00</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>left or right</td>
<td>120/160 x 600</td>
<td>1,240.00</td>
</tr>
<tr>
<td>Half Skyscraper</td>
<td>left or right</td>
<td>120/160 x 300</td>
<td>1,010.00</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>within content</td>
<td>300 x 250</td>
<td>1,630.00</td>
</tr>
<tr>
<td>Billboard</td>
<td>below navigation</td>
<td>960 x 250</td>
<td>2,850.00</td>
</tr>
<tr>
<td>Double Sitebar</td>
<td>left and right</td>
<td>300 x 600</td>
<td>2,650.00</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>1,980.00</td>
</tr>
<tr>
<td>Banderole Ad</td>
<td>centrally across the homepage</td>
<td>1,000 x 250</td>
<td>1,680.00</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>2,600.00</td>
</tr>
<tr>
<td>Hockeystick</td>
<td>Superbanner/Wide Skyscraper right hand</td>
<td>728 x 90 + 120/160 x 600</td>
<td>2,500.00</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>Hockeystick with background colouration</td>
<td>728 x 90 + 120/160 x 600</td>
<td>2,950.00</td>
</tr>
</tbody>
</table>
| Text Ad                        | homepage                               | 1,500 characters + picture (1,000 x 563 px) | 420.00/week

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

2. PROFILE IN BRIEF:
The weekly newsletter offers its readers current informations about the industry. It provides informations on current market issues and developments in engineering and management. The newsletter in this way provides a comprehensive stream of information to specialists and managers in the metal working industry.

3. TARGET GROUP:
Executive technical management and production managers in the metal machining and metal processing industry.

4. FREQUENCY:
two times a week

5. PUBLISHER:
Henrich Publikationen GmbH
Contact Cornelia H. Schnek
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>265.00</td>
</tr>
<tr>
<td>Full Banner</td>
<td>468 x 60</td>
<td>420.00</td>
</tr>
<tr>
<td>Superbanner</td>
<td>728 x 90</td>
<td>595.00</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
<td>670.00</td>
</tr>
<tr>
<td>Half Skyscraper</td>
<td>160 x 300</td>
<td>370.00</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
<td>880.00</td>
</tr>
<tr>
<td>Text Ad</td>
<td>1,500 characters + picture (1,000 x 563 px)</td>
<td>480.00</td>
</tr>
</tbody>
</table>

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

7. USAGE DATA:
4,616 recipients (as of 07/29/19)
COMPANY PORTRAIT:
- Your company portrait in the data base of maschine+werkzeug with all detailed company data, company logo and links to all news, articles, products and all for the field of business relevant dates.

Your benefits:
- Publication of 12 press releases, news or specialist articles
- Publication of 5 product or image videos
- Listing of 6 appointments or events
- Preparation of a download: pdf-data / Whitepaper (no lead-generation)
- SEO-relevant activity by placing of backlinks

Portrait booking:
Call! Under +49 810 538 53-41 you will get an individual consultation through our maschine+werkzeug team.

Price: 2,150.00 € for 12 months

More information: www.maschinewerkzeug.de/anbieter.
The perfect addition to your cross-medial advertising efforts: direct mailing efforts

General information
- Selection lump sum: € 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 53-64 · adressen@verlag-henrich.de

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 sum</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>
<tr>
<td><strong>Total cost</strong></td>
<td><strong>€ 892.50</strong></td>
<td><strong>€ 1,965.00</strong></td>
<td><strong>€ 3,013.60</strong></td>
<td><strong>€ 5,687.20</strong></td>
<td><strong>€ 8,279.20</strong></td>
</tr>
</tbody>
</table>

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 FOR THE RECIPIENT STRUCTURE ANALYSIS (AMF SCHEME 2, NO. 18 AND AMF SCHEME 3-E, NO. 19 TO 21)

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

2. Description of the recipient at the time of the 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 from Germany or abroad.
   2.2 Total number of recipients in the file: 53,522
   2.3 Total number of changing recipients: 21,234
   2.4 Recipient’s structure of an average edition according to sales structure:
      – Paid circulation: 234
         of these: Subscribed copies 218
         Single purchase 0
         Others 16
      – Free copies: 22,591
         Of these: Permanent free copies 785
         Alternating free copies 21,234
         Promotional free copies 572

3. Description of the survey:
   3.1 Total circulation (analysed proportion):
      Actual circulation 22,788 = 100.00 %
      Of these: not included in the analysis:
      Promotional copies 572 = 2.51 %
      The analysis represents:
      of the actual distribution (tvA): 22,216 = 97.49 %
   3.2 Date of the analysis: 23rd 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 to 30th June 2019
   3.7 Conducting the analysis: Publisher

This survey meets the latest requirements of the ZAW framework for advertising media analysis regarding structure, implementation and reporting.
Henrich Publikationen GmbH, Talhofstraße 24b, 82205 Gilching, Germany, Telephone +49 810 538 53-40, Fax +49 810 538 53-11, mw@verlag-henrich.de

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info@quaini-pubblicita.it
www.quaini-pubblicita.it
Your contact person:
Graziella Quaini

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Tel.: +886 4 2325-1784
Fax: +886 4 2325-2967
global@acw.com.tw
www.acw.com.tw
Your contact person:
Robert Yu
<table>
<thead>
<tr>
<th>Issues/ deadlines</th>
<th>Focus</th>
<th>EXTRA</th>
<th>Trade fairs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Manufacturing solutions</td>
<td>Precision tools</td>
<td></td>
</tr>
</tbody>
</table>
| DOP: 02/21/20 | CD*: 02/27/20 | ED: 03/20/20 | • Milling and drilling tools  
• Indexable insert  
• Coatings  
• Special tools  
• Toolmanagement/Tool setting |
| 2 | Operating resources | Grinding |     |
| DOP: 03/11/20 | CD*: 02/17/20 | ED: 02/10/20 | • New products, applications  
• Grinding machines  
• Gearing  
• Tools  
• Cooling, lubricating, cleaning  
• Combined processing |
| 3 | Quality assurance Additive Manufacturing | Industry 4.0 |     |
| DOP: 04/17/20 | CD*: 03/23/20 | ED: 03/16/20 | • Digitalisation  
• Automations  
• Precision tools  
• Machining centres  
• Clamping technology  
• Complete machining |
| 4 | CAD CAM Tool Management Aerospace | Automotive |     |
| DOP: 05/14/20 | CD*: 04/20/20 | ED: 04/09/20 | • Gearing  
• Measurement technology  
• Tools  
• Production technology for the automobile industry  
• E-mobility  
• Automations |
| 5 | Tool and mold making | Automation |     |
| DOP: 06/10/20 | CD*: 05/13/20 | ED: 05/06/20 | • Robotics  
• Tool management  
• Clamping devices  
• Control technology  
• Palletising  
• Manufacturing systems  
• Loading and unloading |
| 6 | Preview AMB Machining centres | Clamping technology |     |
| DOP: 08/12/20 | CD*: 07/17/20 | ED: 07/10/20 | • Tool holding fixtures  
• Tool presettings  
• Workplace handling  
• Manual clamping devices  
• Automatic clamping systems  
• Palletising |
| 7 | Trade fair issue AMB Precision tools | Lightweight construction | AMB, Stuttgart  
09/15/20-09/19/20  
IAA Commercial Vehicles, Hanover  
09/24/20-09/30/20  
Motek, Stuttgart  
10/05/20-10/08/20 |     |
| DOP: 09/09/20 | CD*: 08/12/20 | ED: 08/06/20 | • Aerospace  
• Automotive  
• Machining centres  
• Profile milling machines  
• Heavy machining  
• Tools  
• Materials |
| 8 | Report AMB Water jet cutting | Coolants and lubricants | Parts2clean, Stuttgart  
10/27/20-10/29/20  
Eurablach, Hanover  
10/27/20-10/30/20 |     |
| DOP: 10/19/20 | CD*: 09/24/20 | ED: 09/11/20 | • Parts cleaning  
• Filters  
• Cooling lubricants  
• Conditioning  
• Disposal of chips  
• Operating resources |
| 9 | Trade fair issue Formnext Additive Manufacturing Grinding | Turning, drilling, milling | Global Automotive Components and Suppliers, Stuttgart  
11/10/20-11/12/20  
Formnext, Frankfurt  
11/20/20-11/22/20  
Grindtec, Augsburg  
11/12/20-11/13/20  
Simesec, La Roche-sur-Foron  
11/24/20-11/27/20 |     |
| DOP: 11/06/20 | CD*: 10/14/20 | ED: 10/07/20 | • Precision tools  
• Applications  
• Products  
• Machines  
• Clamping machining  
• Deep drilling |
| 10 | Preview Intec, 21st Expo and METAV Automotive | Heavy machining | Intec, Leipzig  
03/23/21-03/25/21  
METAV, Düsseldorf  
03/23/21-03/26/21 |     |
| DOP: 12/08/20 | CD*: 11/12/20 | ED: 11/04/20 | • Demanding materials  
• Machining large parts  
• Turbines  
• Wind energy  
• Tools  
• Clamping technology  
• Machining centres |

In each issue: Technology: machines, tools, clamping tools, peripheral equipment, equipment/resources, software
Perspectives: market, management, career

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.


Die genaueren Details zu den einzelnen Beiträgen und den Optionen, die Ihnen in der aktuellen Ausgabe zur Verfügung stehen, finden Sie in der Anzeige auf der nächsten Seite.