Zukunftsfähig

**GUT GERÜSTET** für die Anforderungen der nächsten Jahre scheint die Blechindustrie zu sein. Ein Grund zum Ausruhen ist das aber nicht.

---

**FOKUS**

Arbeitskräftemangel und Kostendruck zwingen Unternehmen zur Automation. An Angeboten fehlt es nicht.

*SEITE 23*

---

Eva Stejskalová, Microstep: »Unsere Gemeinschaft hilft ihren Mitgliedern in Richtung Industrie 4.0 weiter.«

Dr. Roger Killan-Kehr, Messersoft: »Dank der engen Kooperation mit MCS konnten wir schnell und exakt reagieren.«
1. PROFIL IN BRIEF:

By way of reports, interviews, product news and market analyses, bbr offers senior management in the belt, sheet metal, pipe, profile and wire processing industries important information and decision-making tools for complex practical tasks. In addition to successful solutions for rational planning, manufacture and quality assurance, bbr also reports on relevant developments in research and development. Our authors offer support not only on technical issues, however, but also highlight specialist issues affecting personnel, organisation and the economic environment of a company. Interviews, discussions and controversial opinions encourage specialist discourse in the industry.

The reader may visit www.bbr.de on the internet for in-depth discussions of many topics, including also current announcements and schedules.

2. FREQUENCY:
7 per year

3. EDITION:
61th edition 2020

4. WEB-ADDRESS:
www.bbr.de

5. MEMBERSHIPS:
–

6. ORGAN:
Industrieverband Blechumformung (IBU)

7. PUBLISHER:
Henrich Publikationen GmbH

8. PUBLISHING HOUSE:
Henrich Publikationen GmbH
Postal address: Talhofstraße 24b, 82205 Gilching, Germany
Telephone: +49 810 538 53-50
Fax: +49 810 538 53-11
Email: bbr@verlag-henrich.de

9. EDITORIAL STAFF:
Hans-Georg Schätzl, Editor-in-chief
hans-georg.schaetzl@verlag-henrich.de
Hedwig Unterhitzenberger, Editor
hewig.unterhitzenberger@verlag-henrich.de

10. MEDIA SALES:
Thomas Schumann, Head of Media Sales
thomas.schumann@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: 20.40 €
Annual subscription (Print + Online): 139.00 €
(€ 138.00 Print+€ 1.00 Online)
All prices are recommended prices only.
Postage extra. For Germany they include the VAT:
Print 7%; Online and Digital 19%.
0005-3848

13. ISSN:
0005-3848

14. PAGE ANALYSIS:
2018 = 7 issues
Magazine format: 230 x 325 mm
Total pages: 716.0 pages = 100.0 %
Editorial share: 531.4 pages = 74.2 %
Share of advertisements: 184.6 pages = 25.8 %
Of these: Occasional advertisements: 0 pages = 0.0 %
Bound inserts: 0 pages = 0.0 %
Ads from publishers and printers: 24.5 pages = 13.3 %
Loose inserts: 4

15. EDITORIAL CONTENT ANALYSIS: 2018 = 531.4 pages
Rubric:
<table>
<thead>
<tr>
<th>Rubric</th>
<th>pages</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workplace, safety engineering, disposal, recycling</td>
<td>9.8</td>
<td>1.9</td>
</tr>
<tr>
<td>Strip processing lines, straightening</td>
<td>35.3</td>
<td>6.7</td>
</tr>
<tr>
<td>Editorial, content, imprint, miscellaneous</td>
<td>32.0</td>
<td>6.0</td>
</tr>
<tr>
<td>Research, development and light construction</td>
<td>31.1</td>
<td>5.8</td>
</tr>
<tr>
<td>Joining technology (thermal, mechanical, chemical)</td>
<td>35.9</td>
<td>6.8</td>
</tr>
<tr>
<td>Industry 4.0, production planning</td>
<td>9.1</td>
<td>1.7</td>
</tr>
<tr>
<td>Laser technology</td>
<td>28.4</td>
<td>5.3</td>
</tr>
<tr>
<td>Material transfer, storage technology, handling, robotics</td>
<td>28.1</td>
<td>5.3</td>
</tr>
<tr>
<td>Opinion, viewpoint, portrait, interview, jubilee</td>
<td>18.7</td>
<td>3.5</td>
</tr>
<tr>
<td>Trade fairs, events, associations, media, marketing</td>
<td>26.7</td>
<td>5.0</td>
</tr>
<tr>
<td>Metal and metal service center trading</td>
<td>15.5</td>
<td>2.9</td>
</tr>
<tr>
<td>News, people, career</td>
<td>23.1</td>
<td>4.3</td>
</tr>
<tr>
<td>Surface technology (burring, grinding, coating, oiling)</td>
<td>24.3</td>
<td>4.6</td>
</tr>
<tr>
<td>Products</td>
<td>17.5</td>
<td>3.3</td>
</tr>
<tr>
<td>Quality management, measurement and testing technology</td>
<td>9.4</td>
<td>1.8</td>
</tr>
<tr>
<td>Tube-, section- and wire processing</td>
<td>55.0</td>
<td>10.3</td>
</tr>
<tr>
<td>Software, hardware, machine and system control</td>
<td>21.7</td>
<td>4.1</td>
</tr>
<tr>
<td>Separation technology (parting, cutting, sawing, waterjet cutting, stamping)</td>
<td>36.5</td>
<td>6.9</td>
</tr>
<tr>
<td>Forming (milling, compression, pressure forming, shaping, extraction, bending)</td>
<td>34.5</td>
<td>6.5</td>
</tr>
<tr>
<td>Materials, semi-finished products</td>
<td>29.1</td>
<td>5.5</td>
</tr>
<tr>
<td>Tools</td>
<td>9.7</td>
<td>1.8</td>
</tr>
</tbody>
</table>
### 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>Print run:</th>
<th>14,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of distributed copies:</td>
<td>13,585 Other countries 1,073</td>
</tr>
<tr>
<td>Sold copies:</td>
<td>501 Other countries 64</td>
</tr>
<tr>
<td>- Subscribed copies</td>
<td>496 Members 262</td>
</tr>
<tr>
<td>- Single purchase</td>
<td>0</td>
</tr>
<tr>
<td>- Others</td>
<td>6</td>
</tr>
<tr>
<td>Free copies:</td>
<td>13,158</td>
</tr>
<tr>
<td>Remaining and archive copies:</td>
<td>415</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>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td>Germany:</td>
<td>92.10</td>
</tr>
<tr>
<td>Other countries:</td>
<td>7.90</td>
</tr>
<tr>
<td>Actual circulation:</td>
<td>100</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>Region</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nielsen area 1: (Hamburg, Bremen, Schleswig-Holstein, Lower Saxony)</td>
<td>11.18</td>
<td>1,399</td>
</tr>
<tr>
<td>Nielsen area 2: (North Rhine-Westphalia)</td>
<td>25.91</td>
<td>3,242</td>
</tr>
<tr>
<td>Nielsen area 3a: (Hesse, Rhineland-Palatinate, Saarland)</td>
<td>12.46</td>
<td>1,559</td>
</tr>
<tr>
<td>Nielsen area 3b: (Baden-Württemberg)</td>
<td>21.19</td>
<td>2,651</td>
</tr>
<tr>
<td>Nielsen area 4: (Bavaria)</td>
<td>16.17</td>
<td>2,023</td>
</tr>
<tr>
<td>Nielsen area 5-7: (Berlin and eastern federal states of Germany)</td>
<td>13.09</td>
<td>1,638</td>
</tr>
<tr>
<td>Actual circulation in Germany:</td>
<td>100</td>
<td>12,512</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 Classified by industry/trade</th>
<th>Proportion of total circulation</th>
<th>Copies</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>German classification of economic activities, Federal Office of Statistics, edition 2008</td>
<td>Proportion of total circulation</td>
<td>Copies</td>
<td>Total</td>
</tr>
</tbody>
</table>
| 24                     | Manufacture of fabricated metal products  
Production of hot metal, steel, non-ferrous- and precious-metals  
Processing by rolling-, tube-rolling- and wire mills | 5.96 | 810 |
| 25                     | Manufacture of basic metals  
e.g.: moulding-, drawn- and stamping-parts, tank- and boiler-construction, metal-engineering, welded assembly, wire products, springs and rivets, surface refinement and heat treatment | 41.79 | 5,677 |
| 28                     | Mechanical engineering | 17.10 | 2,323 |
| 28.23, 26.2, 26.3      | Manufacture of office machinery, manufacture of machinery and equipment not elsewhere classified, manufacture of electricity equipment; manufacture of radio, television and communication equipment and apparatus | 7.28 | 989 |
| 27                     | Manufacture of electrical equipment | 5.53 | 751 |
| 26.6, 26.51.1, 32.5, 26.7 | Manufacture of medical equipment, manufacture of equipment for measuring and control and regulatory technology, optical equipment | 4.30 | 584 |
| 29                     | Manufacture of motor vehicles, trailers, semi-trailers and automotive parts | 10.02 | 1,361 |
| 30                     | Manufacture of other transport equipment (ships, rail vehicles, air- and spacecraft) | 3.53 | 480 |
| **Manufacturing sector in total** | | **95.51** | **12,975** |
| 45-46                  | Retail trade | 4.49 | 610 |
| **Actual circulation** | | **100** | **13,585** |

Please note: Details on the survey method on page AMF-O.
20. SIZE OF ORGANISATION:
Publishers 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>24.94</td>
</tr>
<tr>
<td>50-99 employees</td>
<td>25.59</td>
</tr>
<tr>
<td>100-199 employees</td>
<td>21.42</td>
</tr>
<tr>
<td>200-499 employees</td>
<td>16.15</td>
</tr>
<tr>
<td>500-999 employees</td>
<td>5.93</td>
</tr>
<tr>
<td>&gt; 1,000 employees</td>
<td>5.85</td>
</tr>
<tr>
<td>Others</td>
<td>0.12</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></td>
</tr>
<tr>
<td>Owner, board member, managing director</td>
<td>45.85</td>
</tr>
<tr>
<td>Technical management</td>
<td></td>
</tr>
<tr>
<td>Technical management, production manager, plant and works managers, senior department and divisional managers, heads of department</td>
<td>46.69</td>
</tr>
<tr>
<td>Purchasing</td>
<td></td>
</tr>
<tr>
<td>Technical purchasing managers, commercial managers</td>
<td>7.46</td>
</tr>
<tr>
<td>Actual circulation</td>
<td></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: 14,000
Average number of distributed copies
(in line with AMF-scheme: 2, no. 17): 13,585

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 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: 7 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 53-0
Fax: + 49 810 538 53-11
bb@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 (IN €):

<table>
<thead>
<tr>
<th>Format</th>
<th>black/white</th>
<th>colour surcharge per scale colour</th>
<th>4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2, Cover 4</td>
<td>4,232.00 €</td>
<td>411.00 €</td>
<td>5,465.00 €</td>
</tr>
<tr>
<td>Cover 3</td>
<td>4,045.00 €</td>
<td>411.00 €</td>
<td>5,278.00 €</td>
</tr>
<tr>
<td>2/1 page</td>
<td>6,675.00 €</td>
<td>822.00 €</td>
<td>9,141.00 €</td>
</tr>
<tr>
<td>1/1 page</td>
<td>3,512.00 €</td>
<td>411.00 €</td>
<td>4,745.00 €</td>
</tr>
<tr>
<td>2/3 page</td>
<td>2,338.00 €</td>
<td>411.00 €</td>
<td>3,571.00 €</td>
</tr>
<tr>
<td>Junior page</td>
<td>1,939.00 €</td>
<td>293.00 €</td>
<td>2,818.00 €</td>
</tr>
<tr>
<td>1/2 page</td>
<td>1,763.00 €</td>
<td>293.00 €</td>
<td>2,642.00 €</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,169.00 €</td>
<td>235.00 €</td>
<td>1,874.00 €</td>
</tr>
<tr>
<td>1/4 page</td>
<td>878.00 €</td>
<td>194.00 €</td>
<td>1,460.00 €</td>
</tr>
<tr>
<td>1/8 page across gutter below table of contents</td>
<td>1,101.00 €</td>
<td>194.00 €</td>
<td>1,683.00 €</td>
</tr>
<tr>
<td>1/8 page</td>
<td>487.00 €</td>
<td>147.00 €</td>
<td>928.00 €</td>
</tr>
</tbody>
</table>
LAYOUT SURCHARGES:
Technical costs incurred for work such as typesetting and amendments are charged at cost price.

8. SURCHARGES/PLACEMENT:
All surcharges, color surcharges as well, are not subject to discount!
Bleed/double page spread: 10% surcharge.
Fixed placements of advertisements and inserts: 10% surcharge.
Fixed placements are possible as of a quarter page.

9. SPECIAL ADVERTISEMENT FORMATS:
Special forms of advertising, such as cover-pages or inside-cover-pages or advertisements with special colors or finishes 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.

12. BOUND INSERTS:
<table>
<thead>
<tr>
<th>Paper weight</th>
<th>&lt; 120 g</th>
<th>&lt; 170 g</th>
<th>&gt; 170 g</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 pages</td>
<td>4,133.00 €</td>
<td>4,337.00 €</td>
<td>4,563.00 €</td>
</tr>
<tr>
<td>4 pages</td>
<td>6,199.00 €</td>
<td>6,494.00 €</td>
<td>6,824.00 €</td>
</tr>
<tr>
<td>8 pages</td>
<td>8,243.00 €</td>
<td>8,651.00 €</td>
<td>9,073.00 €</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>Total circulation</th>
<th>Total Price per thousand</th>
<th>Total circulation</th>
<th>Price per thousand</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 25 g</td>
<td>262.00 €</td>
<td>up to 40 g</td>
<td>341.00 €</td>
</tr>
<tr>
<td>up to 30 g</td>
<td>287.00 €</td>
<td>up to 45 g</td>
<td>365.00 €</td>
</tr>
<tr>
<td>up to 35 g</td>
<td>311.00 €</td>
<td>up to 50 g</td>
<td>389.00 €</td>
</tr>
</tbody>
</table>

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

14. INSERT STICKERS:
In combination with an advert or insert
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: “bbr:“ and the according issue.
Delivery until closing date, required copies: 14,300.

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.
2/3 page  
Type area  
Bleed*  
430 x 282 mm  
460 x 325 mm

1/3 page  
200 x 282 mm  
230 x 325 mm

2/3 page, vertical  
132 x 282 mm  
147 x 325 mm

2/3 page, horizontal  
200 x 184 mm  
230 x 207 mm

Junior page  
149 x 202 mm  
164 x 225 mm

1/2 page, vertical  
98 x 282 mm  
113 x 325 mm

1/2 page, horizontal  
200 x 140 mm  
230 x 162 mm

1/4 page, vertical  
47 x 282 mm  
62 x 325 mm

1/4 page, 2-columned  
98 x 140 mm  
113 x 162 mm

1/4 page, 4-columned  
200 x 68 mm  
230 x 91 mm

1/8 page, 1-columned  
47 x 140 mm  
62 x 162 mm

1/8 page, 2-columned  
98 x 68 mm  
113 x 91 mm

1/8 page, 4-columned  
200 x 32 mm  
230 x 55 mm

*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.bbr.de

2. PROFILE IN BRIEF:  
bb.de offers premium content in the fields of technology, management, economy, science and careers to specialists and management in the metal industry. The user is offered free access to daily reports as well as the full archived content of past magazines. The website offers links to information on the companies in the sector, a comprehensive events and fair calendar, a movie site, tips on books, the job market and much more, rendering it a valuable platform for your daily information.

3. TARGET GROUP:  
Owner, directors, general management and technical management in the branches metal production and machining, manufacture of metal products, automotive and other vehicle production, electric-, electronic- and medical-production, engineering and processing industry overall.

4. PUBLISHER:  
Henrich Publikationen  
Contact  
Thomas Schumann  
Telephone: +49 810 538 53-42  
thomas.schumann@verlag-henrich.de

5. PRICES AND TYPES OF ADVERTISEMENT:  see next page

6. ACCESS CONTROL:  IVW

7. USAGE DATA:  www.ivw.de

*As of: August 2019
### 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>1,354.00</td>
</tr>
<tr>
<td>Superbanner</td>
<td>outskirt area/within content</td>
<td>728 x 90</td>
<td>2,319.00</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>left or right</td>
<td>120/160 x 600</td>
<td>2,737.00</td>
</tr>
<tr>
<td>Half Skyscraper</td>
<td>left or right</td>
<td>120/160 x 300</td>
<td>1,728.00</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>within content</td>
<td>300 x 250</td>
<td>2,839.00</td>
</tr>
<tr>
<td>Billboard</td>
<td>below navigation</td>
<td>960 x 250</td>
<td>4,157.00</td>
</tr>
<tr>
<td>Double Sitebar</td>
<td>left and right</td>
<td>300 x 600</td>
<td>4,766.00</td>
</tr>
<tr>
<td>Tower Ad expandierend</td>
<td>Wide Skyscraper right hand, expanding leftwards</td>
<td>160 → 400/600</td>
<td>3,042.00</td>
</tr>
<tr>
<td>Welcome Ad</td>
<td>centrally across the homepage</td>
<td>640 x 480</td>
<td>3,123.00</td>
</tr>
<tr>
<td>Banderole Ad</td>
<td>centrally across the homepage</td>
<td>1,000 x 250</td>
<td>2,880.00</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>4,867.00</td>
</tr>
<tr>
<td>Hockeystick</td>
<td>Superbanner/Wide Skyscraper right hand</td>
<td>728 x 90 + 120/160 x 600</td>
<td>4,056.00</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>Hockeystick with background colouration</td>
<td>728 x 90 + 120/160 x 600</td>
<td>5,531.00</td>
</tr>
<tr>
<td>Text Ad</td>
<td>homepage</td>
<td>1,500 characters + picture (1,000 x 563 px)</td>
<td>799.00/week</td>
</tr>
</tbody>
</table>

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

2. PROFILE IN BRIEF:
The weekly newsletter offers its readers current information about the industry. Every Friday, it provides information 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 belt, sheet metal, pipe, profile and wire processing industry.

3. TARGET GROUP:
Owner, directors, general management and technical management in the branches metal production and machining, manufacture of metal products, automotive and other vehicle production, electric-, electronic- and medical-production, engineering and processing industry overall.

4. FREQUENCY: weekly

5. 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>264.00</td>
</tr>
<tr>
<td>Full Banner</td>
<td>468 x 60</td>
<td>416.00</td>
</tr>
<tr>
<td>Superbanner</td>
<td>728 x 90</td>
<td>594.00</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
<td>641.00</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>877.00</td>
</tr>
<tr>
<td>Text Ad</td>
<td>1,500 characters + picture (1,000 x 563 px)</td>
<td>477.00</td>
</tr>
</tbody>
</table>

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

6. USAGE DATA: 2,565 recipients (as of 07/26/2019)
The perfect addition to your cross-medial advertising efforts: direct mailing efforts

General information

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Selection lump sump</td>
<td>€ 170.00</td>
</tr>
<tr>
<td>Minimum contract value</td>
<td>€ 475.00</td>
</tr>
<tr>
<td>Minimum purchase after matching</td>
<td>70%</td>
</tr>
</tbody>
</table>

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 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>
<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.
We will put together a cross-media media package to help you reach your marketing goal!

**Print**
- Advertisements
- Front page sponsorship
- Inner cover

**Websites**
- Banners
- Text advertisements
- Videos/Image clips

**Social media**
- Twitter
- XING

**Newsletters**
- Sponsorships
- Text advertisements
- Stand-alone newsletters
- Banners

**Lead generation**
- Whitepapers
- Webinars

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

**Contact:**
Thomas Schumann
Telephone: +49 810 538 53-42
thomas.schumann@verlag-henrich.de
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.

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.

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.

Sector-specific editorial offices · established networks · special solutions
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 the form of a file analysis – total collection

2. Description of the recipients at the time of the data collection:
   2.1 Character of the file:
The recipient file includes the addresses of all the 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: 22,628
   2.3 Total number of changing recipients: 12,239
   2.4 Recipient’s structure of an average edition according to sales structure:
      – Paid circulation 501
         Of these: Subscribed copies 496
         Single purchase 0
         Others 6
      – Free copies 13,158
         Of these: Permanent free copies 530
         Alternating free copies 12,239
         Promotional free copies 389

3. Description of the survey:
   3.1 Total circulation (analysed proportion):
      Actual circulation 13,585 = 100 %
      Of these not included in the analysis:
      Promotional copies 389 = 2.86 %
      The analysis represents of the actual distribution (tvA): 13,196 = 97.14 %

   3.2 Date of the analysis: 22nd 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.
YOUR DIRECT LINE TO OUR TEAM:

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Fax: +49 715 192 22-60  
info@hueller-roloff.de  
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Fax: +41 447 211 47-4  
dormann@rdormann.ch  
Your contact: Rico Dormann

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Fax: +49 321 212 507-38  
emay@cemedia.net  
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Fax: +39 023 921 70-82  
info@quaini-pubblicita.it  
www.quaini-pubblicita.it  
Your contact: Graziella Quaini

China, Singapore, Hong Kong, Taiwan  
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Head Office, Unit 2305 23/F Nam Wo Hong Building, 148 Wing Lok Street, Sheung Wan Hong Kong  
Telephone: +852 236 987-88  
Fax: +852 286 959-19  
mchhay@ringier.com.hk  
Your contact: Mike Hay
bbr FUTURE — Special section in certain issues

bbr FUTURE directs its gaze into the future. We enter into dialogue with the nuclei of research and development. The editorial office searches for trend-setting ideas in the academic environment, in industry’s laboratories and in the garages of the start-ups. Latest findings in metal processing, on machines and plant control and on production planning are complementing the important core topics of these special parts. Core topics of these FUTURE-parts are Industry 4.0, light construction, new materials, energy efficiency and drive technology.

bbr WIRE — Special section in certain issues

bbr WIRE is a logical extension of the bbr topics dealing with the manufacture and processing of wire. Be it springs or rigid bodies or be it for the automobile, furniture or electrical sector or for the industry or job shoppers – the majority of wire processing companies also manufactures metal sheets, profiles and pipes. Therefore, bbr and bbr WIRE reach a large coincidence of target group readers, thus delivering high value to the customer. bbr WIRE will be published twice a year. And in the year of the world exhibitions wire & Tube, additionally as a separated special issue.

bbr HANDEL — Special section in certain issues

bbr Handel publishes reports from the world of metal trading and steel service centres. The emphasis is on the supply chain and the initial processing of coils, sheet metal, pipelines, profiles and wires. This special supplement supplies valuable information on the procurement and availability of materials and precursor items. bbr Handel appears twice annually contemporaneously with the major metal trade fairs Blechexpo, Euroblech and wire & Tube as an integral section of the corresponding fair issue, thus providing metal traders and service centres with the ideal platform through which to market their products.
bbr FOKUS — Key topic in every issue
bbr FOKUS is a widely monothematic focus, which is enclosed in every issue. The selected technological sectors are often orientated at important industry events such as fairs and congresses, which will be held at the same time or they give at regularly gaps a close overview about latest developments and newest products, as well as practice reports.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Subject</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>strip processing lines and presses</td>
</tr>
<tr>
<td>March</td>
<td>cutting and joining</td>
</tr>
<tr>
<td>April</td>
<td>robotic and automation</td>
</tr>
<tr>
<td>June</td>
<td>laser technology</td>
</tr>
<tr>
<td>September</td>
<td>materials</td>
</tr>
<tr>
<td>October</td>
<td>cutting, bending, joining</td>
</tr>
<tr>
<td>November</td>
<td>research and development</td>
</tr>
</tbody>
</table>

bbr PROMOTIONAL
The bbr promotional concept combines a lead page with a title story, thus providing you with the ideal setting to reach your target group with information on your subject, new technology or product. The topics dealt with in the FOKUS section and the special themes of each issue are almost exclusively trade fair-orientated. This means that you have the opportunity to place the story that is of relevance to you at the right place at the right time. The issues of bbr published to coincide with the main fairs in the sector are made available through the corresponding press stands at each fair.

This chance to communicate important information to your target group at a time and place that ensures your message will be heard is something you should not let slip! Book your promotional spot now. There are only a limited number of promotional items available each year. For information on prices, contact us (Media Sales Team) or your local distribution representative (see Publisher’s Representatives).
permanent desks: People – Facts – Success – Science – Products – Media

February

DOP: 02/28/20
ED: 01/28/20

1
review Blechexpo 2019

innovations and interesting from the fair at Stuttgart

To the fairs METAV and GrindTec topical focuses about the following:

tools – forming dies
– bending and pressing brake tools
– clamping and hold down technology

surfaces and edges – burning and burning
– cleaning, coating, refining
– lubrication and cooling
– marking

fair issue METAV and GrindTec

Fokus strip processing lines and presses
– longitudinal and transverse systems
– collet, collet-holding, straightening
– jigs, jigs
– moulnding machines (hot, cold-forming, pressure forming, extruding)
– driving and holding systems
– drive technology

permanent desks: People – Facts – Success – Science – Products – Media

Month

March

DOP: 03/23/20
ED: 02/18/20

2

March '20

reports on wire & Tube
current news about the fair at Düsseldorf among others in:
– tubes and section
– processing lines (extrusion, drawing, rolling)
– machining (cutting to length, cutting-in, bending, rolling, HAZ)
– refining (machining ends, coating)

quality assurance – quality management
– measuring and testing engineering

intra logistics – warehouse systems (bar storage systems)
– handling systems, warehouse vehicles

fair issue wire & Tube

Fokus cutting and joining
– shear
– plasma and autogenous cutting
– waterjet cutting
– welding, soldering
– joining mechanically, bonding

permanent desks: People – Facts – Success – Science – Products – Media

4
April

DOP: 04/16/20
ED: 03/11/20

3
quality assurance – quality management
– measuring and testing engineering
– certification and audit

software – CAD/CAM systems
– machine and plant control
– production planning (PPS, MES, ERP)
– simulation

safety and ergonomics – workplace design
– safety engineering, air pollution control
– disposal, recycling
– plant and production planning

fair issue HMI and Control

Fokus robotic and automation
– robots
– smart factory concepts
– warehouse logistics
– FTS and latest handling systems

permanent desks: People – Facts – Success – Science – Products – Media

June

DOP: 06/09/20
ED: 05/11/20

4

June '20

cutting technology and strip processing lines
– punching, perforating, notching
– cutting and precision cutting
– forming and joining systems
– machines and plants
– processes and materials
– cleaning, coating, refining
– lubrication and cooling
– non-ferrous metals

tooling and tools – mould-making
– surface treatment, materials
– tools (bending, punching, forming)

fair issue LASYS, Surface Technology, Stanztec

Fokus laser technology
– techniques (cutting, welding, marking)
– sources
– machines and components
– safety installations
– components, equipment

permanent desks: People – Facts – Success – Science – Products – Media

September

DOP: 09/28/20
ED: 08/31/20

5

September '20

reports on ALUMINIUM

current news about the fair at Düsseldorf among others in:
– rolling mills and extrusion plants
– forming and surfaces
– cleaning, coating, refining

preview EuroBlech 2020/Hanover

1st impressions for the fair at Hanover

fair issue ALUMINIUM

Fokus materials
– aluminium, magnesium
– multimaterials, metal foams
– fiber reinforced plastics

permanent desks: People – Facts – Success – Science – Products – Media

October

DOP: 10/20/20
ED: 09/18/20

6

October '20

EuroBlech – latest!

metal forming, strip processing lines
– forming machines, drawing
– high pressure forming
– extruding, pressure forming
– collet, collet-holding
– straightening, jaws, knives

software – CAD/CAM systems
– machine and plant control
– production planning (PPS, MES, ERP)
– simulation

intralogistics – warehouse systems (colls, sheets, tubes)
– handling systems, warehouse vehicles

fair issue EuroBlech and parts2clean

Fokus cutting, bending, joining
– cutting technology
– punching, perfotring, notching
– cutting (jars, waterjet, laser, plasma, autogenous)
– precision cutting
– bending technology
– bending and holding joining technology
– thermal, mechanical, chemical

future Surface Maintenance

parts2clean

permanent desks: People – Facts – Success – Science – Products – Media

November

DOP: 11/20/20
ED: 10/19/20

7

November '20

tubes and sections – manufacturing (extraction, joining, shaping)
– machining (cutting to length, cutting-in, bending, rounding chains)
– refining (coating, machining ends)
– cleaning, coating, refining
– lubrication and cooling
– marking

Fokus research and development

we report on current and interesting projects from the laboratories of universities and research institutes, as well as from the development departments of leading companies in our industry.

permanent desks: People – Facts – Success – Science – Products – Media
Quelle: SEW-Eurodrive, Gründer und Geschäftsführung.

Die akustische Diagnose von Maschinen wird bei Jumo erläutert, wie eine automatisierte und mazedonische Aktualisierung erreicht werden kann. Über die Anforderungen der nächsten Jahre scheint die Blechindustrie zu sein. Für den LifeCycle kann die Rücksichtnahme auf die Umwelt und die Energieeffizienz entscheidend sein. Die Elektrobranche zeigt, wie die Logistik ihre Ausrichtung für die Anforderungen der Zukunft finden soll.