Mechanical, hydraulic and pneumatic drive technology

Electric drive technology and automation

Drive components and software

Special Issue: Mobility – mobile solutions for operational use
AHEAD OF THE FUTURE

NETWORKING MEDIA – MAXIMIZING REACH

As a multimedia enterprise we offer companies operating nationally and internationally a media portfolio with an eye to the future covering all relevant channels.

Diversification of target groups, digitization and globalization are the basis for companies of the future. We are your reliable partner for these requirements now and in the future.

PRINT / E-PAPER
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02 Title portrait
03 Price list
04 Range-Plus
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14 E-Paper Mailer

WEBSITE
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SOCIAL MEDIA
16 Portrait, prices, formats and technical specifications

CONTENT MARKETING
17 Portrait, prices, formats and technical specifications

WORLD OF INDUSTRIES
18 Word of Industries – International portrait, prices, formats and technical specifications

CONSULTING / CONTACT
19

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e-mail: info@vfmz.de

- 1 -
TARGET GROUP
antriebstechnik – the magazine for designers and developers of drive technology solutions in all areas and sectors of industry.

TOPICS
Design and development of mechanical, hydraulic and electric drives, controls and drive-related automation.
The association of the Research Association for Drive technology e.V. (FVA) and the technical-scientific advisory board ensure a high level of information competence on fundamentals and basic knowledge.
Focused selection of topics for special solutions of drive technology form the basis for every developer - scientifically sound and practical.

CROSS-MEDIA OFFER
Print-Magazin, E-Paper, Website, Social Media, Newsletter, Events, Videos – all channels are networked, interact optimally and thereby fulfill the different information needs and habits of the target group.

REACH
Through the distribution via different distribution channels, we achieve a significant reach increase for each issue.

THE MAGAZINE
antriebstechnik – the magazine for design and development of drives and controllers.

TRADE MAGAZINE
Title: antriebstechnik – Design, development and Application of drives and controls
Brief description: antriebstechnik – the industry market leader - reports competently on the entire subject design, development and application of drives, controls and drive-related automation.
Target group: Decision-makers in design, development and production as well as specialists and managers in the user-related drive technology market
Frequency: 11 times a year + Marktübersicht antriebstechnik + special issue mobility
Format: A4, 210 x 297 mm
Issue: 63. Edition 2024
Subscription prices: Domestic annual subscription incl. shipping costs € 160,- Foreign annual subscription incl. shipping costs € 175,- Retail price plus shipping costs € 16,50 Marktübersicht plus shipping costs € 16,50
Organ: Organ of the Research Association for Drive Technology e.V. Frankfurt/Main

Scope analysis: antriebstechnik 2022 = 12 issues:
overall scope: 616 pages = 100 %

- 84,1 % editorial section:
518 pages
- 15,9 %
98 pages

Content analysis of the editorial section: antriebstechnik 2022 = 518 pages

- Electric drives ......................................... 99 pages ............ 19,1 %
- People and markets .............................. 74 pages ............ 14,3 %
- Control and automation ......................... 61 pages ............ 11,7 %
- Components and software ..................... 54 pages ............ 10,5 %
- Gearboxes and geared motors ................ 52 pages ............ 10,0 %
- Research and development .................... 49 pages ............ 9,5 %
- Clutches and brakes ............................. 43 pages ............ 8,3 %
- Linear technology .................................. 39 pages ............ 7,6 %
- Rolling and plain bearings ..................... 25 pages ............ 4,8 %
- Sensors and measurement technology .. 13 pages ............ 2,9 %
- Hydraulic and pneumatic ...................... 8 pages ............ 1,5 %
Advertising rates: (prices plus the applicable VAT)

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<th>Bleed sizes* Width x height (mm)</th>
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*Formats in bleed: plus 3 mm bleed allowance
All ads are to be delivered with bleed marks

Ad Specials:

- 4 paged: € 12,680,-
- Half sided / third sided: on request
- Concurrent: on request

Supplements:

- up to 25 g (up to 200 mm wide x 290 mm high): € 6,340,-
- up to 40 g (up to 200 mm wide x 290 mm high): € 8,240,-
- from 40 g (up to 200 mm wide x 290 mm high): on request

Cover stitcher, banderole, tip-ons, bookmarks and other ad formats on request

more Ad Specials at www.vereinigte-fachverlage.de

Terms of payment:
Postbank Frankfurt/Main (BLZ 500 100 60)
Kto. 29 08-600, BIC/SWIFT: PBNKDEFF
IBAN: DE07500100600002908600
Ust-Ident-Nr.: DE149063659
Payable within 30 days (occasional within 8 days) after receipt of invoice net.
2% discount for payment within 14 days.

Contact:
consulting, booking:
see page 19

We will be happy to provide you with an individual offer.
THE PROMISE OF THE UNITED TRADE PUBLISHERS: WE GUARANTEE THE “DISTRIBUTION PLUS”

Our additional service for your external communication:

On top: free distribution plus through Vereinigte Fachverlage

PRINT-MAGAZINE + E-PAPER + WEBSITE + SOCIAL MEDIA

90,000+ TOTAL DISTRIBUTION

OUR MEDIA BRAND CHANNELS

PRINT-/E-PAPER CIRCULATION

- IVW audit: certainty about the objectively determined data of the advertising media and the contractual execution of their execution of their advertising orders

- E-Paper Mailer
- Double opt-in addresses analogous to data protection regulations

WEB REACH

- Multi-Content

SOCIAL REACH

- Sales Posting

ALL TRADE JOURNALS PUBLISHED BY VEREINIGTE FACHVERLAGE ARE IVW-AUDITED.
**Magazine format:** 
210 mm wide, 297 mm high, DIN A 4

**Type area:**
- 185 mm wide, 265 mm high, 2 columns à 90 mm width
- 3 columns à 60 mm width
- 4 columns à 43 mm width

**Printing and Binding method:**
Web offset, saddle stitching (adhesive binding for high volumes)

**Data transmission:**
by e-mail: druckunterlagen@vfmz.de
An FTP server is available upon request.

**Data formats:**
- Prefer PDF/X-1a files with compatibility 5.0. Unseparated eps files are also possible.
- All fonts must be converted to paths or embedded. Images require a resolution 300 dpi, line drawings should be vectors.
- All ads must be delivered with bleed marks.

Open data (Adobe InDesign) on request.

**Colors:**
Printing inks (CMYK) according to ISO 2846-1. The matching color profile is ISO coated v2.

**Proof:**
Printing documents for color advertisements can only be with a color-accurate proof supplied on paper with a proof with FOGRA media wedge supplied on paper. Processed. Without these color proofs color deviations are unavoidable.

**Data archiving:** 
Print documents are stored for a maximum of 3 months after order processing.

**Warranty:**
Only what is delivered can be used. For deviations in texts, illustrations and especially in color, the publisher cannot accept liability.

**Contact:**
Heike Rauschkolb
(data delivery, invoices)
Tel.: 06131 / 992-241
e-mail: h.rauschkolb@vfmz.de

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**DISTRIBUTED CIRCULATION 2024**

| National | 99,2% |

**Size of the Business Entity**

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>1 - 199 employees</td>
<td>41,5%</td>
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<tr>
<td>200 - 499 employees</td>
<td>15,1%</td>
</tr>
<tr>
<td>500 - 999 employees</td>
<td>7,7%</td>
</tr>
<tr>
<td>1,000 and more</td>
<td>12,3%</td>
</tr>
</tbody>
</table>

**INDUSTRIES / BUSINESS SECTORS**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mechanical engineering</td>
<td>73,8%</td>
</tr>
<tr>
<td>Electrical engineering</td>
<td>10,4%</td>
</tr>
<tr>
<td>Metalworking</td>
<td>6,8%</td>
</tr>
<tr>
<td>Chemical and process engineering</td>
<td>3,5%</td>
</tr>
<tr>
<td>Research + development</td>
<td>3,5%</td>
</tr>
</tbody>
</table>

**JOB CHARACTERISTIC: AREA OF RESPONSIBILITY**

- Development, design: 44,5%
- Production, maintenance: 18,8%
- Company management: 14,5%

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*Publisher’s statement: IVW data can be viewed at www.ivw.de can be viewed

Detailed information on the circulation and dissemination analysis and the recipient structure analysis can be found at: www.vereinigte-fachverlage.de
<table>
<thead>
<tr>
<th>Publication date</th>
<th>Fairs/Events</th>
<th>Mechanical, hydraulic and pneumatic drive technology</th>
<th>Electric drive technology and automation</th>
<th>Drive components and software</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fairs/Events</td>
<td></td>
<td>Topics</td>
<td>Product examples</td>
<td>Topics</td>
</tr>
<tr>
<td>Editorial deadline</td>
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<td>1-2</td>
<td>02/07/2024</td>
<td>01/23/2024</td>
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<tr>
<td>02/07/2024</td>
<td>01/23/2024</td>
<td>Belt and chain transmission: with flat, V-belt, synchronous belt, chain transmission, belts and chains</td>
<td>Frequency converter, servo converter, power converter, soft starter, power semiconductor, fan, software</td>
<td>Methods and devices for maintenance maintenance, early damage detection, condition monitoring</td>
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<tr>
<td>01/23/2024</td>
<td></td>
<td>Ball bearings, roller bearings, needle bearings, spherical plain bearing, plain bearing</td>
<td>Power resistors, fixed resistors, PTC resistors</td>
<td>Calculation and simulation of mechanical and electrical drives</td>
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<tr>
<td>Editorial deadline</td>
<td></td>
<td>Hydraulic motors, hydraulic cylinders, air motors, pneumatic cylinders</td>
<td>Direct drives</td>
<td>Shaft, elastomer seals, wipes, flat seals, adhesives, rotary unions</td>
</tr>
<tr>
<td>02/19/2024</td>
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<td>03/05/2024</td>
<td>02/19/2024</td>
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<tr>
<td>03/05/2024</td>
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<td>Ball, roller, sliding guides, linear units, linear bearings, screw drives, positioning, screw jacks, rack and pinion gear</td>
<td>Servo controllers, soft starters, brake controllers, power converters, PLC, motion control, bus systems, cables and connectors, energy chains and add-on devices</td>
<td>Methods and devices for maintenance maintenance, early damage detection, condition monitoring</td>
</tr>
<tr>
<td>02/19/2024</td>
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<td>Gear transmission: Helical and planetary gear units, worm and bevel gear units, high ratio gear units, low backlash gear units, servo gear units, special gear units</td>
<td>Standard, servo, stepper, torque, linear motors, special, brake motors, AC/DC motors</td>
<td>Calculation and simulation of mechanical and electrical drives</td>
</tr>
<tr>
<td>02/19/2024</td>
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<td>Rigid and flexible couplings, clutches, freewheels, brakes</td>
<td>Resolver, encoders, absolute and incremental encoders</td>
<td>Shaft, elastomer seals, wipes, flat seals, adhesives, rotary unions</td>
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<td>03/18/2024</td>
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<td>Standard, servo, stepper, torque, linear motors, special, brake motors, AC/DC motors</td>
<td>Lubricating oils, greases, lubricating pastes, oils, coolers, filters, coatings</td>
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<td>03/18/2024</td>
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<td>Gear motors: direct current, alternating current or three-phase motors with spur gear, bevel gear, worm gear, planetary or variable speed gear</td>
<td>Servo controllers, soft starters, power converters, PLC, motion control, bus systems, cables, connectors, energy chains and add-on devices</td>
<td>Methods and devices for maintenance maintenance, early damage detection, condition monitoring</td>
</tr>
<tr>
<td>02/19/2024</td>
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<td>Belt and chain drives: flat, V-belt, synchronous belts, chain drives, belts and chains, wheels, rollers, flanged wheels</td>
<td>Sensors for displacement, angle, speed and torque, testing and monitoring devices</td>
<td>Energy efficiency, analysis and reduction of vibrations, noise and consumption in engines and transmissions, test benches</td>
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<tr>
<td>Publication date Advertising deadline</td>
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<td>Mechanical, hydraulic and pneumatic drive technology</td>
<td>Electric drive technology and automation</td>
<td>Drive components and software</td>
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<td><strong>5</strong> 05/06/2024 04/18/2024 Editorial deadline 03/19/2024</td>
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<td>Rigid and flexible couplings, clutches, freewheels, brakes&lt;br&gt;Ball, roller, sliding guides, linear units, linear bearings, screw drives, positioning, screw jacks, rack and pinion gear&lt;br&gt;Gear transmission: Helical and planetary gear units, worm and bevel gear units, high ratio gearboxes, low backlash gearboxes gear units, servo gear units, special gear units</td>
<td>Inverter technology&lt;br&gt;Direct drives&lt;br&gt;Safety technology</td>
<td>Seals&lt;br&gt;Calculation and simulation&lt;br&gt;Materials</td>
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<td><strong>6</strong> 06/05/2024 05/17/2024 Editorial deadline 04/17/2024</td>
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<td>Ball bearings, roller bearings, needle bearings, spherical plain bearing, plain bearing&lt;br&gt;Gear motors: direct current, alternating current or three-phase motors with spur gear, bevel gear, worm gear, planetary or variable speed gear&lt;br&gt;Large gear: crusher, grinding, cement, ship, extruder, turbo gear, etc.</td>
<td>Electric motors&lt;br&gt;Control and automate&lt;br&gt;Sensors and measurement technology</td>
<td>Seals&lt;br&gt;Calculation and simulation&lt;br&gt;Materials</td>
</tr>
<tr>
<td><strong>7</strong> 07/03/2024 06/18/2024 Editorial deadline 05/17/2024</td>
<td>SPECIAL</td>
<td>Rigid and flexible clutches, clutches, overrunning clutches, brakes&lt;br&gt;Belt and chain drives: flat belts, belts and chains, tension pulleys, idlers, shock absorbers&lt;br&gt;Ball, roller and sliding guides, linear units, linear bearings, screw drives, positioning gears, screw jacks, rack and pinion gears</td>
<td>Rotary encoder&lt;br&gt;Control and automate&lt;br&gt;Converter technology</td>
<td>Seals&lt;br&gt;Calculation and simulation&lt;br&gt;Materials&lt;br&gt;Tribology&lt;br&gt;Calculation and simulation</td>
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</tbody>
</table>

**Mechanical, hydraulic and pneumatic drive technology**
- Clutches and brakes
- Linear technology
- Gearboxes/Geared motors

**Electric drive technology and automation**
- Inverter technology
- Direct drives
- Safety technology

**Drive components and software**
- Seals
- Calculation and simulation
- Materials
<table>
<thead>
<tr>
<th>Publication date</th>
<th>Fairs/Events</th>
<th>Mechanical, hydraulic and pneumatic drive technology</th>
<th>Electric drive technology and automation</th>
<th>Drive components and software</th>
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<td>Electric motors</td>
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<td>Standard, servo, stepper, torque, linear motors, special motors, brake motors, AC/DC motors</td>
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<td>Joining technology</td>
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<td>Sensors and measurement technology</td>
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<td>Shaft and elastomer seals, wipers, flat gaskets, adhesives, rotary joints</td>
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<td>Energy efficiency, analysis and reduction of vibrations, noise and consumption in engines and transmissions, test benches</td>
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</tbody>
</table>

SPECIAL

SPECIAL

SPECIAL At Motek 2024: Drives and drive solutions for all aspects of assembly and handling technology

TRADE MAGAZINE

Schedule and topics
### SPECIAL EDITION MOBILITY

**Sonderheft: MOBILITY**

Components and systems from the top technology leaders in areas such as alternative drive solutions, connectivity, high-performance hardware and software, control technology, automation and autonomous machines.

MOBILITY shows vehicle technology that moves and provides a comprehensive overview of trend technologies, innovations and market novelties.

#### Gearboxes/Geared motors
- Direct current, alternating current or three-phase motors with spur, bevel, worm, planetary or variable speed gearboxes
- Ball bearings, roller bearings, needle bearings, spherical plain bearings, plain bearings
- Ball, roller and sliding guides, linear units, linear bearings, screw drives, positioning gears, screw jacks, rack and pinion gears

#### Electric motors
- Standard, servo, stepper, torque, linear motors, special motors, brake motors, AC/DC motors

#### Converter technology
- Frequency converters, servo converters, power converters, soft starters, power semiconductors, fans, software

#### Control and automate
- Servo controllers, soft starters, brake controls, power converters, PLCs, motion control, bus systems, cables, connectors, energy chains...

#### Calculation and simulation
- Calculation and simulation of mechanical and electrical drives
- Metals and plastics as drive elements

#### Materials
- Methods and devices for maintenance maintenance, early damage detection, condition monitoring

#### Maintenance
- Energy efficiency, analysis and reduction of vibrations, noise and consumption in engines and transmissions, test benches

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### SPECIAL EDITION MARKTÜBERSICHT

**antriebstechnik Marktübersicht 2025**

The market overview of drive technology for designers, developers and purchasers offers an excellent market overview of drive technology developments, products and solutions.

Advertising rates see page 10

#### Clutches and breaks
- Rigid and flexible clutches, clutches, freewheel clutches, brakes
- Hydraulic motors, hydraulic cylinders, air motors, pneumatic cylinders
- Large gearboxes: crusher, grinding, cement, marine, extruder, turbo gearboxes

#### Rotary encoder
- Resolver, encoder, absolute, incremental encoders
- Linear motors, torque motors, etc.

#### Direct drives
- Safe drives, safety integration, Safety PLCs, safety sensors, motor safety, switch-off devices, etc.

#### Safety technology
- Shaft and elastomer seals, wipers, flat gaskets, adhesives, rotary unions
- Shaft-hub connections, clamping hubs, adhesives, retaining rings

#### Analysis and optimization
- Energy efficiency, analysis and reduction of vibrations, noise and consumption in engines and transmissions, test benches
The Marktübersicht antriebstechnik is the INNOVATION SCOUT 2025!

The editorial team presents the technology leaders in each category in clearly structured clusters: Companies as well as their new products that will continue to point the way forward beyond 2024. Technical or user articles are supplemented by clearly structured company profiles and innovation contributions from the world of drive technology. The reader receives detailed information on technologies and applications, as well as the most important technical data, trends and scientific developments.

The result is a comprehensive market overview in all categories of drive technology. From electric motors and speed, braking and start-up controls, couplings, gearboxes, roller gearboxes, rolling and plain bearings, and a wide range of drive elements such as belts, chains, seals and accessories.

The drive technology market is presented here in an incomparable product group and supplier directory.

ADVERTISEMEXT DEADLINE 11/13/2024
PUBLICATION DATE 11/28/2024

Advertising rates: (prices plus the applicable VAT)

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<th>Type area formats Width x height (mm)</th>
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*Formats in bleed: plus 3 mm bleed allowance
All ads are to be delivered with bleed marks.

Prices for portraits in the given template format:
2/1 page: 1/1 page portrait + 1/1 page technical article, € 5,500
1/1 page portrait ................................................................. € 3,900
1/2 page portrait .............................................................. € 2,900
The special issue of the magazine O+P Fluidtechnik

Whether in agriculture, on construction sites, in the in-plant environment or logistics - the use of mobile systems with specific areas of application is steadily increasing. At the same time, the technical demands on the performance of these machines are increasing: Whether legal requirements for a lower CO2 footprint, the business desire for ever greater efficiency, or the necessities of digitization and networking - the developers of mobile systems are showing themselves to be innovative and are presenting solutions for more and more areas of work.

The special issue MOBILITY presents solutions from the top technology leaders in alternative drives, connectivity, powerful hardware and software, intelligent control technology, but also for automation and autonomous machines.

MOBILITY provides a comprehensive overview of trend technologies, innovations and market novelties. This provides initial development impulses for designers and developers at machine manufacturers, OEMs and users.

**Systems in the magazine:**
- Industrial truck
- Drones
- Mobile robots
- Special machines
- Construction machinery
- Agricultural machinery
- Driverless transport systems

**Target group:**
- Designers and developers in the industry
- Fluid power engineers
- Machine manufacturer of mobile machines and periphery

**Advertising rates:** (prices plus the applicable VAT)

<table>
<thead>
<tr>
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<th>Type area formats Width x height (mm)</th>
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*Formats in bleed: plus 3 mm bleed allowance
All ads are to be delivered with bleed marks.
Portrait

Name: antriebstechnik Newsletter

Brief description: The weekly newsletter informs about developments, trends, events, companies, trade fairs in the field of drive technology.

Target group: Decision-makers in management, design, development and production in the user-related drive technology market. All recipients of the newsletter have given their consent to receive mailings via the „double opt-in“ procedure. consent to receive mailings.

Price list/Advertising

Advertising and Prices: (prices plus the applicable VAT)

SUPERBANNER

Price:
- first place: € 690,-
- all other: € 650,-

Format:
- max. 30 KB
- 560 x 80 Pixels

CONTENT-AD

Price:
- first place: € 840,-
- all other: € 780,-

Format:
- max. 30 KB
- Headline: 45 signs incl. spaces
- Text: 400 signs incl. spaces
- Picture: 255 x 163 Pixels (linkable to your content, e.g. video) marked as ADVERTISEMENT

E-PAPER MAILER

You are looking for an extraordinary exclusive form of advertising in which you can place products to a specific target group? Here it is: Your new advertising space in our E-Paper Mailer!

Find out more on page 14.
<table>
<thead>
<tr>
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</tbody>
</table>
ACHIEVE THE MAXIMUM ATTENTION OF OUR READERS!

E-PAPER MAILER

You are looking for an extraordinary exclusive form of advertising in which you can place products to a specific target group?

Here it is: Your new advertising space in our E-Paper Mailer!

Present your advertising banner on two exclusive positions, which offers you optimal reach and visibility.

With our E-Paper Mailer we send out the current issues of our trade magazines trade journals as e-paper to the interested target group.

1. PREMIUM MAILER-BANNER

Your message is placed in the midst of high-quality editorial content.

TECHNICAL SPECIFICATIONS:
560 x 80 px

Price: € 2,000,-

2. MAILER-BANNER

Your message will be placed in our E-paper mailings.

TECHNICAL SPECIFICATIONS:
560 x 80 px

Price: € 1,500,-
Portrait

Web address: www.antriebstechnik.de

Short characterization: www.antriebstechnik.de provides cross-industry technical and value-oriented information for the design, development and application of drives, control systems and drive-related automation. A convenient search function provides the user with a quick and suitable results for companies and products. Current industry news and management-relevant topics round off the information on offer.

Target group: Decision-makers in design, development and production as well as specialists and managers in the user-related drive technology market.

Formats and technical specifications

Data formats: gif, jpg or flash (link must be embedded in the flash file, no self-playing sound)
For Flash banners in swf format, a normal banner of the same size as a gif or jpg file must be supplied.

Data delivery address: via e-mail to: druckunterlagen@vfmz.de
Delivery time: at least 3 working days before the start of switching.

Usage data

Page Impressions: 152,574 (08-01 2023 average mtl.)
Visits: 9,419

Price list/Advertising formats

Advertising formats and prices: (plus the applicable VAT)

<table>
<thead>
<tr>
<th>Advertising format</th>
<th>Size in pixels</th>
<th>Data volume</th>
<th>Price / 1 week</th>
<th>Price / 4 week</th>
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All banners run in rotation (max. 3 per space).

CONTENT MARKETING

SPONSORED ARTICLE
Reach: 152,574 PI
Price: € 1,825,-

TECHNICAL SPECIFICATIONS:
Content: Teaser text 1,000 - 1,200 characters (incl. spaces) + 1 image in landscape format, Placing: Integration as a short report with link to original article with max. 2,000 characters

Discounts: No discount combination between print and website possible. Acceptance within 12 months (insertion year)

3 placements 6 placements 12 placements 24 placements

5% 10% 15% 20%
SOCIAL-MEDIA-MARKETING WITH antriebs technik

AS A MEDIA COMPANY, WE PROVIDE AN EXTENSIVE B2B NETWORK FOR ACCESS TO THE RIGHT SOCIAL MEDIA TARGET GROUPS.

You provide your content and we provide our high-reach networks.

This enables us to give you extended access to the desired target group, without any effort on your part and without tying up your own resources.

NETWORKS:

SPONSORED POST

Reach: 15,000
Price: € 890,-
extended, scalable range on request

TECHNICAL SPECIFICATIONS:
Content: Text max. 400 - 500 characters (incl. spaces) + 1 image in landscape format,
Placing: Integration as short report + link

CHOOSE YOUR REACH BOOSTER FOR NATIONAL AND INTERNATIONAL TARGET GROUP CLUSTERS IN SOCIAL MEDIA!

CONTACT YOUR TOPIC OR INDUSTRY TARGET GROUPS!

The social media network of Vereinigte Fachverlage with cross-industry media brands offers you a significant increase in reach in your target groups.

Choose from the national or international topic and industry clusters on offer or let us put together an individual campaign for you.

<table>
<thead>
<tr>
<th>Konstruktion und Entwicklung</th>
<th>Antriebsotechnik</th>
<th>Fertigung und Produktion</th>
<th>Intralogistik und Supply Chain</th>
<th>Automatisierungs-technik</th>
<th>Prozess-Industrie, Chemie- und Verfahrens-technik</th>
<th>Fluidtechnik, Hydraulik und Pneumatik</th>
<th>Umwelt-technik</th>
<th>Maschinenbau</th>
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<td>900 k</td>
<td>550 k</td>
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<td>2,4 Mio</td>
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</table>

OUR TEAM WILL BE HAPPY TO ADVISE YOU! (contact see page 19)
NEW CONTENT MARKETING IN antriebstechnik

EFFECTIVE TARGET GROUP MARKETING - INNOVATIVE & INFORMATIVE

Place your content directly in the editorial environment of antriebstechnik and transport your message effectively to your target group. Benefit from the native integration of the high credibility and expertise of our brand.

---

**SPONSORED ARTICLE**

Reach: 11,890 (Print+E-Paper)
Price: € 1,710,-

**TECHNICAL SPECIFICATIONS:**
Content: Teasered article with 1,000 - 1,200 characters (incl. spaces)
+ 1 image in landscape format + link to website

**SPONSORED CONTENT**

Reach: 14,745
Price: € 1,655,-

**TECHNICAL SPECIFICATIONS:**
Content: Teasered article with 1,000 - 1,200 characters (incl. spaces)
+ 1 image in landscape format + link to website

**SPONSORED POST**

Reach: 15,000
Price: € 890,-

**TECHNICAL SPECIFICATIONS:**
Content: Text max. 400 - 500 characters (incl. spaces) + 1 image in landscape format

---

The content modules can be individually combined and expanded. Get in touch with us.

The prices are not AE-deductible and are subject to VAT.

---

**CONTENT MARKETING CAMPAIGN**

THE COMPLETE SOLUTION: PERFECT FOR YOUR PRODUCT AND BRAND MESSAGE

---

**THE PACKAGE:**

You book your content and receive distribution via four channels PRINT, NEWSLETTER, WEBSITE and SOCIAL MEDIA.
Benefit from the high total range.

---

**ADDITIONAL VALUE, THAT CONVINCES:**

- Ad-free presentation
- Content without AD blocker
- High reader acceptance
WORLD OF INDUSTRIES is the key English-language media brand for your communication in target markets such as: Automation, Motion & Drives, Logistics, Smart Factory und Process Industry.

Reach out to decision-makers in design, development and production, logistics

TOP CATEGORIES AND TOPICS:

NEW SPONSORED CONTENT / SPONSORED ARTICLE / SPONSORED POST

Paid and therefore guaranteed editorial publication on the desired date.
Your English-language content, product presentations, etc. are presented in editorial form on the website, and content publications are displayed temporarily on the homepage and permanently in the topic section.

SPONSORED CONTENT NEWSLETTER
Reach: 29,355
Price: € 1,880,-

TECHNICAL SPECIFICATIONS:
Content: Teasered article with 1,000 - 1,200 characters (incl. spaces) + 1 image in landscape format + link to website

SPONSORED ARTICLE WEBSITE
Reach: 10,838
Visits: 94,574 Pls (Durchschnitt mtl.)
Price: € 1,600,-

TECHNICAL SPECIFICATIONS:
Content: Teasered article with 1,000 - 1,200 characters (incl. spaces) + 1 image in landscape format + link to website

SPONSORED POST SOCIAL MEDIA
Reach: 25,000
Price: € 1,325,-

TECHNICAL SPECIFICATIONS:
Content: Text max. 400 - 500 characters (incl. spaces) + 1 picture in landscape format

NEWSLETTER-RECIPIENTS: 29,355 EUROPE WIDE

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VISITORS / TRAFFIC: 94.574 PAGE IMPRESSIONS – 10.838 Visits (08-01 2023 average mtl.)

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<td>1</td>
<td>Billboard</td>
<td>970 x 250</td>
<td>40 KB</td>
<td>€ 650,-</td>
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<td>2</td>
<td>Large Leaderboard</td>
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<td>€ 425,-</td>
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<td>4</td>
<td>Half Page Banner</td>
<td>300 x 600</td>
<td>40 KB</td>
<td>€ 410,-</td>
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<tr>
<td>5</td>
<td>Premium-Square</td>
<td>300 x 300</td>
<td>40 KB</td>
<td>€ 265,-</td>
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<td>6</td>
<td>Square</td>
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<td>40 KB</td>
<td>€ 245,-</td>
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REACH: UP TO 1 MILLION

<table>
<thead>
<tr>
<th>Advertising format</th>
<th>Distribution</th>
<th>Reach</th>
<th>Price in €</th>
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<tr>
<td>Post</td>
<td>Across Europe</td>
<td>25,000</td>
<td>1,325,-</td>
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<tr>
<td>Post</td>
<td>International</td>
<td>100,000</td>
<td>2,800,-</td>
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</table>

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