

- n Mechanical, hydraulic and pneumatic drive technology
- n Electric drive technology and automation
- n Drive components and software
- n 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.



antriebstechnik

DER KÖNSTRUKTEUR

INDUSTRIELLE AUTOMATION
MY FACTORY
VERFAHRENSTECHNIK

TECHNIKWISSEN
FÜR INGENIEURE

antriebstechnik

CONTENTS



PRINT / E-PAPER

- 02 Media Brand
- 02 Title portrait
- 03 Price list
- 04 Range-Plus
- 05 Extract from circulation, distribution and recipient structure analysis
- 05 Formats and technical specifications
- 06 Schedule & topics
- 10 Marktübersicht 2025
- 11 Mobility



NEWSLETTER

- 12 Portrait, prices, formats and technical specifications
- 13 Frequency
- 14 E-Paper Mailer



WEBSITE

- 15 Portrait, prices, formats and technical specifications



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

19 CONSULTING / KONTAKT

EDITORIAL OFFICE



antriebstechnik.de



Editorship:

Miles Meier

Phone: 06131 / 992-208

e-mail: m.meier@vfmz.de

Editor:

Felix Berthold, M.A.

e-mail: f.berthold@vfmz.de

PUBLISHING HOUSE



vereinigte-fachverlage.de

Vereinigte Fachverlage GmbH

Lise-Meitner-Straße 2

55129 Mainz, Germany

Phone: 06131 / 992-200

e-mail: info@vfmz.de



VEREINIGTE FACHVERLAGE

THE MAGAZINE

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



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.



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. 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:

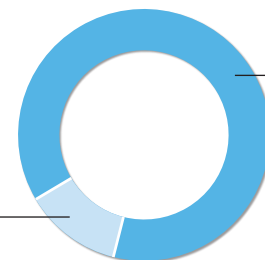
antriebstechnik 2022 = 12 issues:
overall scope: 616 pages = 100 %

15,9 %

advertising section:
98 pages

84,1 %

editorial section:
518 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)

Formats		Type area formats Width x height (mm)	Bleed sizes* Width x height (mm)	Price 4c in €	
	Front page		--/--	210 x 297	10,950,00
	2. cover page		185 x 265	210 x 297	9,174,00
	1. right page		185 x 265	210 x 297	9,174,00
	4. cover page		185 x 265	210 x 297	9,174,00
	1/1		185 x 265	210 x 297	7,645,00
	Junior Page		135 x 185	146 x 202	4,650,00
	1/2	vertical horizontal	90 x 265 185 x 130	104 x 297 210 x 145	4,315,00
	1/3	vertical horizontal	60 x 265 185 x 90	72 x 297 210 x 105	3,175,00
	1/4	2columns vertical horizontal	90 x 130 43 x 265 185 x 60	104 x 145 55 x 297 210 x 75	2,370,00
	1/6		60 x 130	72 x 145	1,775,00
	1/8	2columns vertical horizontal	90 x 60 43 x 130 185 x 30	104 x 75 55 x 145 210 x 45	1,240,00

*Formats in bleed: plus 3 mm bleed allowance
All ads are to be delivered with bleed marks

Ad Specials:

Bound inserts	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		

We will be happy to provide you with an individual offer.

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

THE PROMISE OF THE UNITED TRADE PUBLISHERS: WE GUARANTEE THE "DISTRIBUTION PLUS"

Our additional service for your external communication:

Your paid service



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.

**GEOGRAPHIC
DISTRIBUTION**

National
99,2%

**DISTRIBUTED
CIRCULATION 2024***

21,745

Distribution Print + E-Paper
13,890
further distribution social media
7,855

*Publisher's statement; IVW data
can be viewed at www.ivw.de
can be viewed

**JOB CHARACTERISTIC:
AREA OF RESPONSIBILITY**

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

**SIZE OF THE
BUSINESS ENTITY**

1 - 199 employees **41,5%**
200 - 499 employees **15,1%**
500 - 999 employees **7,7%**
1.000 and more employees **12,3%**

INDUSTRIES / BUSINESS SECTORS

Mechanical engineering **73,8%**
Electrical engineering **10,4%**
Metalworking **6,8%**
Chemical and process engineering **3,5%**
Research + development **3,5%**

Detailed information on the circulation and dissemination analysis and the recipient structure analysis can be found at: www.vereinigte-fachverlage.de

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@vmfz.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.
embedded. Images require a resolution
300 dpi, line drawings should be vectors.
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.
be used. For deviations in texts, illustrations
and especially in color, the publisher cannot accept
liability.

Contact:

Disposition:

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



IVW-geprüfte Auflagenzahlen bedeuten für Werbekunden

- regelmäßige, neutrale Auflagenprüfung
- nachweislich verlässliche Angaben
- Vergleichbarkeit dank transparenter Leistungskennziffern
- eine professionelle Planungsgrundlage

Die Verwendung des Zeichens
ist nur IVW-Mitgliedern gestattet.
www.ivw.de/logo-info

WISSEN, WAS ZÄHLT



Publication date Advertising deadline	Fairs/ Events	Mechanical, hydraulic and pneumatic drive technology		Electric drive technology and automation		Drive components and software	
		Topics	Product examples	Topics	Product examples	Topics	Product examples
1-2 02/07/2024 01/23/2024 Editorial deadline 12/21/2022		SPECIAL	Predictive Maintenance und Condition Monitoring				
		Gearboxes/ Geared motors	Belt and chain transmission: with flat, V-belt, synchronous belt, chain transmission, belts and chains	Inverter- technology	Frequency converter, servo converter, power converter, soft starter, power semiconductor, fan, software	Maintenance	Methods and devices for maintenance maintenance, early damage detection, condition monitoring
		Rolling and plain bearings	Ball bearings, roller bearings, needle bearings, spherical plain bearing, plain bearing	Braking- resistors	Power resistors, fixed resistors, PTC resistors	Calculation and simulation	Calculation and simulation of mechanical and electrical drives
		Hydraulics and pneumatics	Hydraulic motors, hydraulic cylinders, air motors, pneumatic cylinders	Direct drives	Linear motors, torque motors	Seals	Shaft, elastomer seals, wipers, flat seals, adhesives, rotary unions
3 03/05/2024 02/19/2024 Editorial deadline 01/18/2024	LogiMAT 03/19/-03/21/2024 Stuttgart maintenance 02/21/-02/22/2024 Dortmund	SPECIAL	Intelligent safety: clutches and brakes				
		Linear technology	Ball, roller, sliding guides, linear units, linear bearings, screw drives, positioning, screw jacks, rack and pinion gear	Control and automate	Servo controllers, soft starters, brake controllers, power converters, PLC, motion control, bus systems, cables	Maintenance	Methods and devices for maintenance maintenance, early damage detection, condition monitoring
		Gearboxes/ Geared motors	Gear transmission: Helical and planetary gear units, worm and bevel gear units, high ratio ge- ar units, low backlash gear units, servo gear units, special gear units	Electric motors	Standard, servo, stepper, torque, linear motors, special, brake motors, AC/DC motors	Calculation and simulation	Calculation and simulation of mechanical and electrical drives
		Clutches and brakes	Rigid and flexible couplings, clutches, freewheels, brakes	Rotary encoder	Resolvers, encoders, absolute and incremental encoders	Seals	Shaft, elastomer seals, wipers, flat seals, adhesives, rotary unions
4 04/04/2024 03/18/2024 Editorial deadline 02/19/2024	Hannover Messe 04/22/-04/26/2024 Hannover Control 04/23/-04/26/2024 Stuttgart	SPECIAL	To HANNOVER MESSE 2024: Innovations and technologies in the field of drive technology				
		Rolling and plain bearings	Ball bearings, roller bearings, needle bearings, spherical plain bearing, plain bearing	Electric motors	Standard, servo, stepper, torque, linear motors, special, brake motors, AC/DC motors	Tribology	Lubricating oils, greases, lubricating pastes, oilers, coolers, filters, coatings
		Gearboxes/ Geared motors	Gear motors: direct current, alternating current or three-phase motors with spur gear, bevel gear, worm gear, planetary or variable speed gear	Control and automate	Servo controllers, soft starters, power converters, PLC, motion control, bus sys- tems, cables, connectors, energy chains	Maintenance	Methods and devices for maintenance maintenance, early damage detection, condition monitoring
		Drive elements and standard parts	Belt and chain drives: flat, V-belt, synchronous belts, chain drives, belts and chains, wheels, rollers, flanged wheels	Sensors and measurement technology	Sensors for displacement, angle, speed and torque, testing and monitoring devices	Analysis and optimization	Energy efficiency, analysis and reduction of vibrations, noise and consumption in engines and transmissions, test benches

Publication date Advertising deadline	Fairs/ Events	Mechanical, hydraulic and pneumatic drive technology		Electric drive technology and automation		Drive components and software	
		Topics	Product examples	Topics	Product examples	Topics	Product examples
5 05/06/2024 04/18/2024 Editorial deadline 03/19/2024		SPECIAL	Automation and robotics				
		Clutches and brakes	Rigid and flexible couplings, clutches, freewheels, brakes	Inverter technology	Frequency converters, servo converters, power converters, soft starters, power semiconductors, fans, software	Seals	Shaft, elastomer seals, wipers, flat seals, adhesives, rotary unions
		Linear technology	Ball, roller, sliding guides, linear units, linear bearings, screw drives, positioning, screw jacks, rack and pinion gear	Direct drives	Linear motors, torque motors	Calculation and simulation	Calculation and simulation of mechanical and electrical drives
		Gearboxes/ Geared motors	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	Safety technology	Safe drives, safety integration, Safety PLCs, Safety sensors, motor safety, Switch-off devices	Materials	Metals and plastics as drive elements
6 06/05/2024 05/17/2024 Editorial deadline 04/17/2024	Sensor+Text 06/11/-06/13/2024 Nuremberg	SPECIAL	Sensors & measurement				
		Rolling and plain bearings	Ball bearings, roller bearings, needle bearings, spherical plain bearing, plain bearing	Electric motors	Standard, servo, stepper, torque, linear motors, special, brake motors, AC/DC motors	Joining technology	Shaft-hub connections, clamping hubs, adhesives, retaining rings
		Gearboxes/ Geared motors	Gear motors: direct current, alternating current or three-phase motors with spur gear, bevel gear, worm gear, planetary or variable speed gear	Control and automate	Servo controllers, soft starters, brake controllers, power converters, PLCs, motion control, bus systems, cables, connectors, energy chains...	Analysis and optimization	Energieeffizienz, Analyse und Reduzierung von Schwingungen, Geräuschen und Verbrauch in Motoren und Getrieben, Prüfstände
			Large gear: crusher, grinding, cement, ship, extruder, turbo gear, etc.	Sensors and measurement technology	Sensors and measurement technology for displacement, angle, speed and torque, testing and monitoring devices...	Maintenance	Methods and devices for maintenance maintenance, early damage detection, condition monitoring
7 07/03/2024 06/18/2024 Editorial deadline 05/17/2024		SPECIAL	Drive technology in heavy industry				
		Clutches and brakes	Rigid and flexible clutches, clutches, overrunning clutches, brakes	Rotary encoder	Resolver, encoder, absolute, incremental encoders	Materials	Metals and plastics as drive elements
		Drive elements and standard parts	Belt and chain drives: flat belts, belts and chains, tension pulleys, idlers, shock absorbers	Control and automate	Servo controllers, soft starters, brake controllers, power converters, PLCs, motion control, bus systems, cables, connectors, energy chains...	Tribology	Lubricating oils, greases, lubricating pastes, oilers, coolers, filters, coatings
		Linear technology	Ball, roller and sliding guides, linear units, linear bearings, screw drives, positioning gears, screw jacks, rack and pinion gears	Converter technology	Frequency converters, servo converters, power converters, soft starters, power semiconductors, fans, software	Calculation and simulation	Calculation and simulation of mechanical and electrical drives

Publication date Advertising deadline	Fairs/ Events	Mechanical, hydraulic and pneumatic drive technology		Electric drive technology and automation		Drive components and software	
		Topics	Product examples	Topics	Product examples	Topics	Product examples
8 08/01/2024 07/17/2024 Editorial deadline 06/19/2024		SPECIAL	Electric motors and converter technology				
		Gearboxes/ Geared motors	Gearboxes: spur and planetary planetary gears, worm and bevel gears bevel gearboxes, high ratio gearboxes gearboxes, low backlash gearboxes, servo gearboxes, special gearboxes Geared motors: direct current AC or three-phase motors with spur gear, bevel gear, worm gear, planetary or variable speed gearboxes	Electric motors	Standard, servo, stepper, torque, linear motors, special, brake motors, AC/DC motors	Joining technology	Shaft-hub connections, clamping hubs, adhesives, retaining rings
		Hydraulics and pneumatics	Hydraulic motors, hydraulic cylinders, air motors, pneumatic cylinders	Sensors and measurement technology	Displacement and angle sensors, sensors for speed and torque, measuring, testing and monitoring devices	Seals	Shaft and elastomer seals, wipers, flat gaskets, adhesives, rotary joints
				Direct drives	Linear motors, torque motors, etc.	Analysis and optimization	Energy efficiency, analysis and reduction of vibrations, noise and consumption in engines and engines and gearboxes, test benches
9 09/03/2024 08/19/2024 Editorial deadline 07/22/2024	FACHPACK 09/24/-09/26/2024 Nuremberg	SPECIAL	Drives for production machines				
		Linear technology	Ball, roller and sliding guides, linear units, linear bearings, screw drives, positioning gears, screw jacks, rack and pinion gears	Converter technology	Frequency converters, servo converters, power converters, soft starters, power semiconductors, fans, software	Maintenance	Methods and devices for maintenance maintenance, early damage detection, condition monitoring
		Rolling and plain bearings	Ball bearings, roller bearings, needle bearings, spherical plain bearings, plain bearings	Electric motors	Standard, servo, stepper, torque, linear motors, special motors, brake motors, AC/DC motors	Calculation and simulation	Calculation and simulation of mechanical and electrical drives
		Gearboxes/ Geared motors	Geared motors: Direct current, alternating current or three-phase motors with spur gear, bevel gear, worm gear, planetary or variable speed gearboxes	Rotary encoder	Resolver, encoder, absolute, incremental encoders	Tribology	Lubricating oils, greases, lubricating pastes, oilers, coolers, filters, coatings
10 10/02/2024 09/17/2024 Editorial deadline 08/20/2024	Motek 10/08/-10/11/2024 Stuttgart Fakuma 10/15/-10/19/2024 Friedrichshafen	SPECIAL	At Motek 2024: Drives and drive solutions for all aspects of assembly and handling technology				
		Clutches and brakes	Rigid and flexible clutches, clutches, freewheel clutches, brakes	Control and automate	Servo controllers, soft starters, brake controllers, power converters, PLCs, motion control, bus systems, cables, connectors, energy chains...	Analysis and optimization	Energy efficiency, analysis and reduction of vibrations, noise and consumption in engines and transmissions, test benches
		Gearboxes/ Geared motors	Gearboxes: spur and planetary gearboxes, worm and bevel gearboxes, high ratio gearboxes, low backlash gearboxes, servo gearboxes, special gearboxes	Direct drives	Linear motors, torque motors, etc.	Joining technology	Shaft-hub connections, clamping hubs, adhesives, retaining rings
		Drive elements and standard parts	Belt and chain drives: Flat belts, V-belts, synchronous belts, chain drives, splined shafts, toothed shafts, shock absorbers	Sensors and measurement technology	Displacement and angle sensors, sensors for speed and torque, Measuring, testing and monitoring devices	Seals	Shaft and elastomer seals, wipers, flat gaskets, adhesives, rotary joints

Publication date Advertising deadline	Fairs/ Events	Mechanical, hydraulic and pneumatic drive technology		Electric drive technology and automation		Drive components and software	
		Topics	Product examples	Topics	Product examples	Topics	Product examples
SPECIAL EDITION MOBILITY 10/23/2024 10/08/2024 Editorial deadline 09/09/2024		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.					
11 10/29/2024 10/14/2024 Editorial deadline 09/13/2024	sps smart production solutions 11/12/-11/14/2024 Nuremberg	SPECIAL	SPS 2024: trends, innovations and technologies				
		Gearboxes/ Geared motors	Direct current, alternating current or three-phase motors with spur, bevel, worm, planetary or variable speed gearboxes	Electric motors	Standard, servo, stepper, torque, linear motors, special motors, brake motors, AC/DC motors	Calculation and simulation	Calculation and simulation of mechanical and electrical drives
		Rolling and plain bearings	Ball bearings, roller bearings, needle bearings, spherical plain bearings, plain bearings	Converter technology	Frequency converters, servo converters, power converters, soft starters, power semiconductors, fans, software	Materials	Metals and plastics as drive elements
		Linear technology	Ball, roller and sliding guides, linear units, linear bearings, screw drives, positioning gears, screw jacks, rack and pinion gears	Control and automate	Servo controllers, soft starters, brake controls, power converters, PLCs, motion control, bus systems, cables, connectors, energy chains...	Maintenance	Methods and devices for maintenance maintenance, early damage detection, condition monitoring
SPECIAL EDITION MARKTÜBERSICHT 11/28/2024 11/13/2024 Editorial deadline 10/15/2024		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					
12 12/04/2024 11/19/2024 Editorial deadline 10/21/2024		SPECIAL	Drive technology for medicine and laboratories: components, systems, solutions				
		Clutches and brakes	Rigid and flexible clutches, clutches, freewheel clutches, brakes	Rotary encoder	Resolver, encoder, absolute, incremental encoders	Seals	Shaft and elastomer seals, wipers, flat gaskets, adhesives, rotary unions
		Hydraulics and pneumatics	Hydraulic motors, hydraulic cylinders, air motors, pneumatic cylinders	Direct drives	Linear motors, torque motors, etc.	Joining technology	Shaft-hub connections, clamping hubs, adhesives, retaining rings
		Gearboxes/ Geared motors	Large gearboxes: crusher, grinding, cement, marine, extruder, turbo gearboxes	Safety technology	Safe drives, safety integration, Safety PLCs, safety sensors, motor safety, switch-off devices, etc.	Analysis and optimization	Energy efficiency, analysis and reduction of vibrations, noise and consumption in engines and transmissions, test benches

antriebstechnik Marktübersicht 2025

A special advertising medium for your long term publicity!

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, chains, seals and accessories.

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












The antriebstechnik Marktübersicht is published with high coverage (11,890 copies!) in print and as an e-paper, which is distributed via newsletter, social media and via www.antriebstechnik.de is distributed.

HIGH RANGE
 11.890
 print + e-paper
 + 7.855 digital
 distribution



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

Advertising rates: (prices plus the applicable VAT)

Formats			Type area formats Width x height (mm)	Bleed sizes* Width x height (mm)	Price 4c in €
	Front page		--/--	210 x 297	10,950,00
	2. cover page		185 x 265	210 x 297	8,920,00
	1. right page		185 x 265	210 x 297	8,920,00
	4. cover page		185 x 265	210 x 297	8,920,00
	1/1		185 x 265	210 x 297	7,430,00
	Junior Page		135 x 185	146 x 202	4,530,00
	1/2	vertical horizontal	90 x 265 185 x 130	104 x 297 210 x 145	4,205,00
	1/3	vertical horizontal	60 x 265 185 x 90	72 x 297 210 x 105	3,100,00
	1/4	2columns vertical horizontal	90 x 130 43 x 265 185 x 60	104 x 145 55 x 297 210 x 75	2,310,00
	1/6		60 x 130	72 x 145	1,740,00
	1/8	2columns vertical horizontal	90 x 60 43 x 130 185 x 30	104 x 75 55 x 145 210 x 45	1,210,00

*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

MOBILITY

MOBILE SOLUTIONS FOR OPERATIONAL USE

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.



Total circulation: 28.722 Print
+ E-Paper + 22.359 further
digital distribution

Advertisement deadline: 09/25/2024
Publication Date: 10/11/2024












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)

Formats		Type area formats Width x height (mm)	Bleed sizes* Width x height (mm)	Price 4c in €	
	Front page		--/--	210 x 297	8,700,00
	2. cover page		185 x 265	210 x 297	7,645,00
	1. right page		185 x 265	210 x 297	7,645,00
	4. cover page		185 x 265	210 x 297	7,645,00
	1/1		185 x 265	210 x 297	6,730,00
	Junior Page		135 x 185	146 x 202	3,915,00
	1/2	vertical horizontal	90 x 265 185 x 130	104 x 297 210 x 145	3,650,00
	1/3	vertical horizontal	60 x 265 185 x 90	72 x 297 210 x 105	2,735,00
	1/4	2columns vertical horizontal	90 x 130 43 x 265 185 x 60	104 x 145 55 x 297 210 x 75	2,020,00
	1/6		60 x 130	72 x 145	1,550,00
	1/8	2columns vertical horizontal	90 x 60 43 x 130 185 x 30	104 x 75 55 x 145 210 x 45	1,055,00

*Formats in bleed: plus 3 mm bleed allowance
All ads are to be delivered with bleed marks.

Portrait

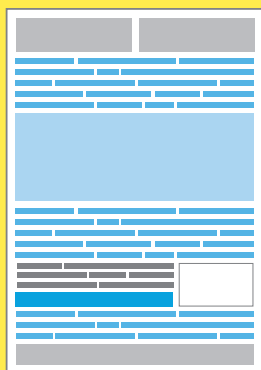
Name: antriebstechnik Newsletter

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.

STAND-ALONE-NEWSLETTER

With a stand-alone mailing, you benefit from maximum exclusivity. You reach your target group with your message directly in their mailbox. You provide the content input and information to the desired target group, we take care of the rest!



EXCLUSIVELY FOR YOUR COMPANY:

■ Your Text ■ Our Design ■ Scalable address pool

Price: per receiver € 0,75
Set-Up costs € 380,-

plus the respective valid VAT, no discount possible, only delivery to of total subscribers possible. Further digital target group selections on request.

Scalable and extended target group selections on request.

Price list/Advertising

Advertising and Prices: (prices plus the applicable VAT)

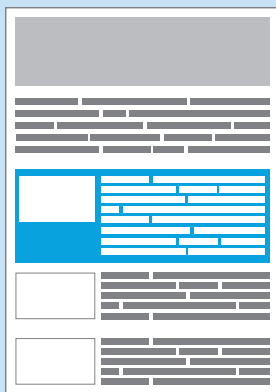
SUPERBANNER



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

Format:
max. 30 KB
560 x 80 Pixels

CONTENT-AD



Prices:
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

Formats and technical specifications

File formats: jpg, gif and png (not animated)
Formats of Newsletter: Multipart (HTML+Text)
Delivery address: email to: druckunterlagen@vfmz.de
Delivery date: at least four working days prior placement

Total distribution

Newsletter subscribers and distribution via social media: 9,745 (as of 09/2023)

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.



published weekly

	Booking deadline	Publication date		Booking deadline	Publication date
01	12/20/2023	01/03/2024	27	06/27/2024	07/03/2024
02	01/04/2024	01/10/2024	28	07/04/2024	07/10/2024
03	01/11/2024	01/17/2024	29	07/11/2024	07/17/2024
04	01/18/2024	01/24/2024	30	07/18/2024	07/24/2024
05	01/25/2024	01/31/2024	31	07/25/2024	07/31/2024
06	02/01/2024	02/07/2024	32	08/01/2024	08/07/2024
07	02/06/2024	02/14/2024	33	08/08/2024	08/14/2024
08	02/15/2024	02/21/2024	34	08/15/2024	08/21/2024
09	02/22/2024	02/28/2024	35	08/22/2024	08/28/2024
10	02/29/2024	03/06/2024	36	08/29/2024	09/04/2024
11	03/07/2024	03/13/2024	37	09/05/2024	09/11/2024
12	03/14/2024	03/20/2024	38	09/12/2024	09/18/2024
13	03/21/2024	03/27/2024	39	09/19/2024	09/25/2024
14	03/26/2024	04/03/2024	40	09/26/2024	10/02/2024
15	04/04/2024	04/10/2024	41	10/02/2024	10/09/2024
16	04/11/2024	04/17/2024	42	10/10/2024	10/16/2024
17	04/18/2024	04/24/2024	43	10/17/2024	10/23/2024
18	04/24/2024	04/30/2024	44	10/24/2024	10/30/2024
19	05/02/2024	05/08/2024	45	10/30/2024	11/06/2024
20	05/08/2024	05/15/2024	46	11/07/2024	11/13/2024
21	05/15/2024	05/22/2024	47	11/14/2024	11/20/2024
22	05/23/2024	05/29/2024	48	11/21/2024	11/27/2024
23	05/29/2024	06/05/2024	49	11/28/2024	12/04/2024
24	06/06/2024	06/12/2024	50	12/05/2024	12/11/2024
25	06/13/2024	06/19/2024	51	12/12/2024	12/18/2024
26	06/20/2024	06/26/2024			

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,-



antriebstechnik
WISSEN SCHAFFT IDEEN
Aktuelle Ausgabe

1. PREMIUM MAILER-BANNER

560 x 80 px

We are pleased to make the new issue of antriebstechnik available to you today free of charge as an e-paper.

Just click on the cover picture and look forward the following topics:

TITLESTORY
Hygienic Design – No chances for bacteria and germs

ELECTRIC DRIVE TECHNOLOGY
Performance level of a small town:
Testing large electric motors

SPECIAL: ELECTRIC MOTORS AND INVERTER TECHNOLOGY
Holistic drive solutions:
Thinking energy efficiency as a system

I hope you enjoy reading
Miles Meier
chief editor
m.meier@vfmz.de



2. MAILER-BANNER

560 x 80 px



VEREINIGTE FACHVERLAGE

Impressum Datenschutz Kontakt Mediadaten







TOTAL DISTRIBUTION:

Newsletter recipients and
distribution via social media:

14,745

as of 09/2023



Portrait

Web address: www.antriebstechnik.de

Short characterization: www.antriebstechnik.de provides cross-industry technical and value-oriented information for 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)

Advertising format	Size in pixels	Data volume	Price / 1 week	Price / 4 week
1 Billboard	970 x 250	40 KB	€ 650,-	€ 2,355,-
2 Large Leaderboard	970 x 90	40 KB	€ 425,-	€ 1,700,-
3 Leaderboard	728 x 90	40 KB	€ 305,-	€ 1,130,-
4 Half Page Banner	300 x 600	40 KB	€ 410,-	€ 1,465,-
5 Premium-Square	300 x 300	40 KB	€ 265,-	€ 965,-
6 Square	300 x 300	40 KB	€ 245,-	€ 935,-

All banners run in rotation (max. 3 per space).

CONTENT MARKETING

SPONSORED ARTICLE

Reach: 152,574 Pls

Price: € 1,825,-

TECHNICAL SPECIFICATIONS:

Content: Teaser text 1,000 - 1,200 characters (incl. spaces) + 1 image in landscape format,

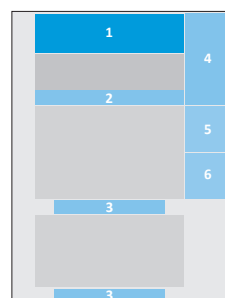
Placing: Integration as a short report with link to original article with max. 2,000 characters



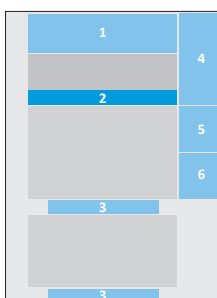
see page 17

Banner formats and placements

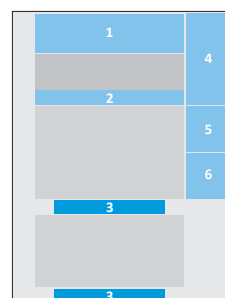
Billboard



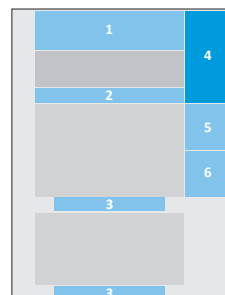
Large Leaderboard



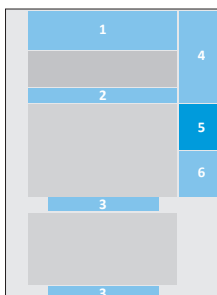
Leaderboard



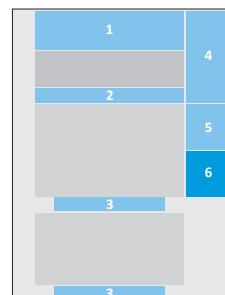
Half Page Banner



Premium-Square



Square



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

5%

3 placements

10%

6 placements

15%

12 placements

20%

24 placements

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:



CONTENT MARKETING

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

see page 17

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.

Konstruktion und Entwicklung	Antriebs-technik	Fertigung und Produktion	Intralogistik und Supply Chain	Auto-matisierungs-technik	Prozess-industrie, Chemie- und Verfahrenstechnik	Fluidtechnik, Hydraulik und Pneumatik	Umwelt-technik	Maschinenbau	Industrie 4.0
National distribution									
90,000	80,000	80,000	70,000	90,000	90,000	80,000	50,000	150,000	150,000
International distribution									
1,4 Mio	1,4 Mio	750 k	1,2 Mio	1,4 Mio	900 k	550 k	---	2,4 Mio	2,4 Mio





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.

PRINT / E-PAPER	SPONSORED ARTICLE  <p>Reach: 11,890 (Print+E-Paper) Price: € 1,710,-</p> <p>TECHNICAL SPECIFICATIONS: Content: Teasered article with 1,000 - 1,200 characters (incl. spaces) + 1 image in landscape format + link to website</p>	WEBSITE	SPONSORED ARTICLE  <p>Reach: 9,419 Visits/152,574 Pls Price: € 1,825,-</p> <p>TECHNICAL SPECIFICATIONS: Content: Teasered article with 1,000 - 1,200 characters (incl. spaces) + 1 image in landscape format + link to website</p>
NEWSLETTER	SPONSORED CONTENT  <p>Reach: 14,745 Price: € 1,655,-</p> <p>TECHNICAL SPECIFICATIONS: Content: Teasered article with 1,000 - 1,200 characters (incl. spaces) + 1 image in landscape format + link to website</p>	SOCIAL MEDIA	SPONSORED POST  <p>Reach: 15,000 Price: € 890,-</p> <p>TECHNICAL SPECIFICATIONS: Content: Text max. 400 - 500 characters (incl. spaces) + 1 image in landscape format</p>

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:

- n Ad-free presentation
- n Content without AD blocker
- n High reader acceptance



COMMUNICATE INTERNATIONALLY AND THROUGHOUT EUROPE IN YOUR FOCUS MARKETS!

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:

**LOGISTICS****MOTION & DRIVES****AUTOMATION****SMART FACTORY****PROCESS INDUSTRY****CONTENT MARKETING**

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**

NEWSLETTER-RECIPIENTS: 29.355 EUROPE WIDE

Advertising format	Size	Data volume	Price first position	Price all others
Superbanner	560 x 80 Pixel	30 KB	€ 830,-	€ 775,-
Content-Ad* <small>(*labeled as advertisement)</small>	400 Characters incl. spaces, image optional (linkable to your content, e.g. videos)	30 KB	€ 995,-	€ 915,-

	Booking deadline	Publication date
1	02/29/2024	03/06/2024
2	03/26/2024	04/03/2024
3	04/11/2024	04/17/2024
4	09/06/2024	09/12/2024
5	10/10/2024	10/16/2024
6	10/30/2024	11/06/2024

**WEBSITE**

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

	Advertising format	Size in Pixels	Data volume	Price / 1 Week	Price / 4 Weeks
1	Billboard	970 x 250	40 KB	€ 650,-	€ 2,355,-
2	Large Leaderboard	970 x 90	40 KB	€ 425,-	€ 1,700,-
3	Leaderboard	728 x 90	40 KB	€ 305,-	€ 1,130,-
4	Half Page Banner	300 x 600	40 KB	€ 410,-	€ 1,465,-
5	Premium-Square	300 x 300	40 KB	€ 265,-	€ 965,-
6	Square	300 x 300	40 KB	€ 245,-	€ 935,-

**SOCIAL MEDIA**

REACH: UP TO 1 MILLION

Advertising format	Distribution	Reach	Price in €
Post	Across Europe	25,000	1,325,-
Post	International	100,000	2,800,-

www.world-of-industries.com

all prices plus applicable VAT

YOUR CONTACT AT THE PUBLISHING HOUSE



Carmen Nawrath
Head of Sales
Tel.: 06131 / 992-245
c.nawrath@vfmz.de



Oliver Jennen
Senior Sales Director
Tel.: 06131 / 992-262
o.jennen@vfmz.de



Andreas Zepig
Senior Sales Director
Tel.: 06131 / 992-206
a.zepig@vfmz.de



Brigitte Mink
Order management
Social Media
Tel.: 06131 / 992-249
b.mink@vfmz.de



Sarina Granzin
Sales management
Tel.: 06131 / 992-148
s.granzin@vfmz.de



Heike Rauschkolb
Order management
Tel.: 06131 / 992-241
h.rauschkolb@vfmz.de

YOUR LOCAL CONTACT IN GERMANY

SCANDINAVIA, AUSTRIA, SWITZERLAND, UK



Northern Germany & Scandinavia
PLZ: 17000-33039, 33240-33829, 38000-38799, 49000-49699
Malte Mezger
Am Teich 5, 23689 Pansdorf
Tel.: 04504 / 67124
verlagsbuero-mezger@vfmz.de
Internet: www.mezger-media.de



North Rhine-Westphalia
PLZ: 33040-33189, 40000-48739, 49700-53999, 57000-57499, 57650-59999
Kolja Kraus. Verlagsbüro NRW
Marcq-en-Baroeul-Straße 52, 45966 Gladbeck
Mobil: 0151 / 53834649
verlagsbuero-koljakraus@vfmz.de



Nicole Tückmantel
Mobil: 0151 / 53874418
verlagsbuero-koljakraus-nt@vfmz.de



Rhineland-Palatinate, Southern Hesse, Saarland, Switzerland & Great Britain
PLZ: 35000-36999, 54000-56999, 57500-57649, 60000-63549, 63640-63699, 64000-64699, 64760-67999
Stefan Strussione, STM media solutions
Forsthausstraße 14, 55127 Mainz
Tel.: 06131 / 8903-609
Mobil: 0178 / 4827480
verlagsbuero-strussione@vfmz.de



Southern Bavaria & Austria
PLZ: 80000-89619, 94000-94579
Heinz-Joachim Greiner
Bajuwarenstraße 19, 84030 Ergolding
Tel.: 0871 / 74292
verlagsbuero-greiner@vfmz.de



Berlin, NBL, North Hesse
PLZ: 01000-16999, 34000-34999, 37000-37999, 38800-39999, 98500-99999
Uwe Sommerfeld
Iserstraße 58, 14513 Teltow
Tel.: 03328 / 3090566
uwe@sommerfeldmedia.de



Baden-Württemberg
PLZ: 68000-79999, 97860-97999
Dominik Lutz
Verlagsbüro Lutz
Alte Kreisstraße 2, 76149 Karlsruhe
Tel.: 0721 / 71725
verlagsbuero-lutz@vfmz.de



Northern Bavaria
PLZ: 63550-63639, 63700-63999, 64700-64759, 90000-93999, 95000-97859
Christian Schwert
Buchenstraße 20, 97225 Zelligen
Tel.: 09364 / 816880
Mobil: 0160 / 5852714
verlagsbuero-schwert@vfmz.de

YOUR LOCAL CONTACT ABROAD



Italy, Spain, Portugal
Edgar Mäder
Emtrad Via Duccio Galimberti 7
12051 Alba (CN), Italien
Tel.: 0039 / 173 / 280 093
Mobil: 0039 / 335 / 591 7454
publications@emtrad.it



France
Marc Jouanny
Intern. Media Press & Marketing
6, Rue Saint Hubert
75011 Paris, Frankreich
Tel.: 0033 / 01 43 55 33 97
Mobil: 0033 / 608 975057
marc-jouanny@wanadoo.fr



USA, Canada, Mexico
Patrick Venezia Jr.
The Venezia Group, LLC
19 Vom Eigen Drive
Convent Station, NJ 07960
Tel.: 001 / 973 / 206 1230
patrick@venezia.group



antriebstechnik



**INDUSTRIELLE
AUTOMATION**

**DER
KONSTRUKTEUR**

Vereinigte Fachverlage GmbH
Lise-Meitner-Straße 2, 55129 Mainz
Postfach 100465, 55135 Mainz

Verlagsleiter: Dr. Michael Werner
m.werner@vfmz.de

Ein Unternehmen der Cahensly-Medien

Mediadaten und AGBs
sind abrufbar unter:
www.vereinigte-fachverlage.de

HRB 2270, Amtsgericht Mainz
Geschäftsführer:
Dr. Olaf Theisen, Matthias Niewiem
Ust-Ident-Nr. DE 149063659

VERFAHRENSTECHNIK

**TECHNIKWISSEN
FÜR INGENIEURE**