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.

362 NEWSLETTER
350.000+ READERS
945+ BRANCHES
100.000+ NATIONAL SOCIAL MEDIA REACH

350.000+ READERS

7 MEDIA BRAND

2 LANGUAGES

2 WEBSITES

8 WEBSITES

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

WEBSITE
14 Portrait, prices, formats and technical specifications

SOCIAL MEDIA
15 Portrait, prices, formats and technical specifications

CONTRACTS / CONTACT

292 - 1 -

FLUIDTECHNIK

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FLUIDTECHNIK
TARGET GROUP

DER KONSTRUKTEUR – is the media brand for design managers and design engineers, decision makers in design and development and related processes.

TOPICS

Application-oriented preparation for smart design solutions make the magazine an indispensable medium when it comes to design topics. News and trends in mechanical engineering, thematically relevant trade fairs and their highlights, technical innovations and practical smart solutions are the focus. Der Konstrukteur shows personality. People play a major role, they make technology tangible.

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

DER KONSTRUKTEUR – Am Puls der Technik

Brief description:

DER KONSTRUKTEUR reports competently and informative about drive technology, fluid technology, CAD/CAM/PLM, design elements, automation technology, materials and connection technology.

Target group:

Engineers in the industry - across all sectors. across all sectors. Well-known managers and specialists in design and development in OEM companies.

Frequency:

9 times a year + 2 Special issues

Format:

A4, 210 x 297 mm

Issue:

55. edition 2024

Subscription prices:

Domestic annual subscription incl. shipping costs € 99,-
Foreign annual subscription incl. shipping costs € 115,-
Retail price plus shipping costs € 14,50
Special issue Antreiben – Steuern – Bewegen: Retail price plus shipping costs € 14,50

Scope analysis:

DER KONSTRUKTEUR 2022 = 9 issues:
overall scope: 648 pages = 100 %

86,6 %

editorial section:
561 pages

13,4 %

advertising section:
87 pages, 2 supplements

Content analysis of the editorial section:

DER KONSTRUKTEUR 2022 = 561 pages
Drive technology ........................................... 107 pages ........... 19,1 %
Title, News, Editorial, Content .................. 100 pages ........... 17,8 %
Construction elements .............................. 95 pages ........... 16,9 %
Automation technology ............................. 88 pages ........... 15,7 %
Specials, special topics .............................. 84 pages ........... 15,0 %
Material/connection technology .................. 36 pages ........... 6,4 %
Fluid technology ......................................... 28 pages ........... 5,0 %
CAD/PLM .................................................. 23 pages ........... 4,1 %
Advertising rates: (prices plus the applicable VAT)

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

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 18

Ad Specials:

- 4 paged € 14,290,-
- Half sided / third sided on request
- Concordent on request
- up to 25 g (up to 200 mm wide x 290 mm high) € 7,145,-
- up to 40 g (up to 200 mm wide x 290 mm high) € 9,290,-
- 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.
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

95,000+ TOTAL DISTRIBUTION

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

95,000+ 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.
DER KONSTRUKTEUR

GEOGRAPHIC DISTRIBUTION

National 99,7%

SIZE OF THE BUSINESS ENTITY

1 - 199 employees ..................47,8%
200 - 499 employees ...............16,0%
500 - 999 employees ............... 7,9%
1,000 and more employees ..........12,5%

INDUSTRIES / BUSINESS SECTORS

Mechanical Engineering ...............49,5%
Electrical engineering, electronics ....23,2%
Engineering offices, service providers ....5,6%
Research + Development .............2,6%

DISTRIBUTED CIRCULATION 2024*

32,591 Distribution Print + E-Paper
22,286 further distribution social media
10,305

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

JOB CHARACTERISTIC:

AREA OF RESPONSIBILITY

Development/Research/Design ..................87,3%
Company management, technical management ....12,7%

TRADE MAGAZINE

Excerpt from 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,
4 columns à 43 mm width
3 columns à 60 mm width

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

Data transmission: by e-mail: druckunterlagen@vfzm.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.

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:

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

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

IWW-geprüfte Auflagenzahlen bedeuten für Werbekunden

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

Die Verwendung des Zeichens ist nur IWW-Mitgliedern gestattet.
www.ivw.de/logo-info
WISSEN, WAS ZÄHLT
<table>
<thead>
<tr>
<th>Publication date Advertising deadline</th>
<th>Fairs/ Events</th>
<th>Key topics</th>
<th>Further topics</th>
<th>Overview of topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2 02/05/2024 01/19/2024</td>
<td></td>
<td>Drive technology: mechanical, fluid power and electric drives, components, systems and applications</td>
<td>Construction elements: mechanical components and systems</td>
<td>Drive technology: Motors, geared motors, Gearboxes, clutches, brakes, plain bearings, roller bearings, shafts, gear drives, gear wheels, shaft drives, chain drives, belt drives, direct current drives, three-phase drives, servo drives, stepper drives, direct drives, synchronous reluctance motors, linear drives, ball screw drives Microdrives, control and regulation equipment, encoders, frequency inverters, motion control, soft starters, safety functions, vibration dampers, emergency stops, software, safe drives, energy-efficient drive technology, I4/IES, Drive technology 4.0</td>
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<tr>
<td></td>
<td></td>
<td>Automation technology: Electrical components and systems</td>
<td>Material/connection technology Electrical components and systems</td>
<td>SPECIAL: SUSTAINABLE CONSTRUCTION New construction methods, lightweight construction, materials, recyclates, ecological design, smart design, smart robotics, 3D printing, energy-efficient solutions, I&amp;C technology, cloud-based engineering</td>
</tr>
<tr>
<td>3 03/04/2024 02/16/2024</td>
<td>EMV Köln 03/12-03/14/2024 LogiMAT Stuttgart 03/19-03/21/2024 MSR Spezialmesse 03/20/2024</td>
<td>Automation technology: Components and system solutions for factory/process automation, measurement and control technology, robotics, EMC, motion control, sensors, HMI, communication systems, safety technology</td>
<td>Drive technology Fluid technology: Trends from hydraulics, pneumatics, mechatronics Construction elements: mechanical components and systems</td>
<td>SPECIAL: INTRALOGISTICS Machine elements, system solutions and trends from linear and conveyor technology and drives through to control systems and mobile transport systems</td>
</tr>
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<td>IFAT München 05/13-05/17/2024 Rapid.TECH Erfurt 05/14-05/16/2024</td>
<td>Material/connection technology: Additive processes, materials, Materials, additives, ceramics, metals, casting, surfaces, lighting systems, thermoforming, bonding, screwing, riveting, welding, lightweight construction</td>
<td>Drive technology Fluid technology: Trends from hydraulics, pneumatics, mechatronics Construction elements: mechanical and electrical components and systems</td>
<td>SPECIAL: AUTOMATION Reports on components and systems for factory automation - from robotics, sensor and control technology to comprehensive automation solutions, safety concepts around the machine, communication technology</td>
</tr>
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<td>MSR Spezialmesse Halle/Saale 06/05/2024 ACHHEMA Frankfurt 06/10-06/14/2024 SENSOR+TEST Nuremberg 06/11-06/13/2024</td>
<td>Automatisierungstechnik: Components and system solutions for factory/process automation Process automation, measurement and control technology, safety technology, HMI, motion control, communication systems, robotics, grippers</td>
<td>Drive technology Construction elements: mechanical components and systems</td>
<td>SPECIAL: MICRO-DESIGN Miniaturization of components and parts in mechanical engineering with high functionality 3D printing, mechatronics - smart, compact and capable of integration</td>
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<td>SPECIAL: SENSOR TECHNOLOGY Sensors and sensor systems for motion variables, volume and mass-related variables, geometric variables, temperature and humidity, light barriers, RFID, laser, safety technology, IO-Link, integrated sensor technology, sensor technology 4.0, measurement technology, hygienic design</td>
<td>Material/connection technology</td>
<td>SPECIAL: SENSOR TECHNOLOGY</td>
</tr>
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</table>

Subject to change due to current events
### SPECIAL ISSUE: ANTREIBEN – STEUERN – BEWEGEN

**News from drive and fluid technology:** e.g. bearings, clutches, brakes, gearboxes, drive shafts, chains, belts, linear technology, cylinders, shock absorbers, valves, motors, filters, seals, lubricants, control systems, electronic drive controls, encoders, frequency converters, bus systems, software, motion control, direct drives, energy-efficient drives, safe drives, drive technology 4.0

**Industrial electronics:** Electronic and electrical components, assemblies and systems, e.g. switches, cables, connectors, terminals, cabinets, enclosure cooling, power supply, contactors, relays, display and operating elements, sensors, controls

**Drive technology**

**Construction elements:** mechanical components and systems

**Software & Prototyping**

- **Software:** CAD/CAM/CAE system solutions, 2D/3D design, conversion and calculation programs, FEM, simulation, virtual reality, CAVE, drawing management, databases for design, PDM, PLM, electronic component catalogs, cloud computing, digital product and production planning, generative design, cognitive computing - artificial intelligence (AI), apps, configuration software, agile design methods, systems engineering, adaptionics, mechatronics, digital twin

### WITH SUPPLEMENT: MONTAGE UND HANDHABUNG

Total circulation: 50,577 (for further information see pages 18-19)

### SPECIAL ISSUE: MOBILITY

Components and systems from the top technology leaders, including from the areas of alternative drive solutions, connectivity, hardware and software, control technology and sensors, automation and autonomous machines, battery production

**Mobility** shows technology in mobile applications that moves and provides a comprehensive overview of trend technologies, innovations and market novelties.

### SPECIAL ISSUE MOBILITY

**11/10/2024**

**Editorial deadline:** 08/30/2024

- **Drive technology:** Systems and components for electrical and mechanical drives: inverters, rotary encoders, gear motors, linear drives, direct drives, AC/DC motors, motion control, safe drives, high-efficiency motors, Drives 4.0

- **Industrial electronics:** electrical and electronic components and systems

- **Fluid technology**

**Software & Prototyping:** additive manufacturing, materials, materials, processing, automation, software
The annual special issue provides expert information on the current range of drive and fluid technology - on drive technology 4.0 and smart drive components - with technical articles from the field, trend reports and product information.

The special issue offers an ideal environment for your advertisement and guarantees a year-round advertising presence!

Special issue on the areas:
- mechanical drive technology
- fluid drive technology
- electric drive technology
- thermal drive technology

EXAMPLES FROM A TO Z
- Drive layouts
- Brakes
- Bus systems
- Electronic drive controls
- Cardan shafts
- Gearbox
- Hydrofilter
- Couplings
- Bearing
- Linear technology
- Motor
- Servo drives
- Rolling bearing
- Gears

Advertising rates (4c): (prices plus the applicable VAT)

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Montage und Handhabung

SUPPLEMENT IN MY FACTORY UND DER KONSTRUKTEUR

When it comes to modern manufacturing structures and effective, automated production processes with high productivity, assembly and handling technology is of central importance. An overview of developments in this area - from A for drives to Z for feeding technology - is provided by the supplement "Assembly and Handling", which is published once a year in issues 7-8 of the carrier magazines MY FACTORY and Der Konstrukteur.

In the form of technical and trend reports, user articles and product presentations, the supplement shows interesting innovations in the broad field of assembly and handling technology for plant managers and design engineers and offers advertising companies an excellent editorial environment for advertising placement - and at a particularly attractive price compared to the placement of individual issues.

Keywords for the systems, components and services

- Drives
- Assistance systems
- Augmented Reality
- Printing equipment
- Loading facilities
- Placement machines
- Image processing
- Bunker
- Cobots
- Services
- Dosing devices
- Compressed air elements/units
- Compressed air generation
- Energy guiding chains
- Recognition systems
- Exo-skeletons
- Conveyor belts
- Sponsor
- Guide elements
- Level measurement technology
- Filling devices
- Grippers and gripping systems
- Handling units
- for workpieces
- Handling devices
- Industrial robots
- Labeling devices/ Coding
- Adhesive units
- Design, CAD, Simulation
- Coordinate tables
- Castors
- Linear axes
- Linear guides
- Soldering units
- Magazines
- Manipulators
- Human-robot collaboration
- Automatic assembly machines
- Individual assembly workstations
- Mounting devices
- Assembly tools
- Riveting units
- Palets
- Palletizing tables
- Pick-by-Light
- Pick & Place
- Positioning units
- Testing and sorting systems
- Roller conveyors
- Rotary indexing tables
- Scara-Robots
- Screwing units/ automatic screwdrivers
- Welding units (welding robots)
- Sensors
- Safety enclosures
- Software
- Clamping devices
- Control elements/ Controls
- Shock absorber
- Telescopic rails
- Transfer units
- Vacuum generation
- Fasteners in general
- Packaging machines
- Packaging units
- Rolling and plain bearings
- Materials and auxiliary materials
- Workpiece holders
- Workpiece carrier magazines
- Feeding technology
- and much more

Advertising rates (4c): (prices plus the applicable VAT)

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<td>104 x 145 55 x 297 210 x 75</td>
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</tbody>
</table>

*Formats in bleed: plus 3 mm bleed allowance
All ads are to be delivered with bleed marks.
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>
<th>Formats</th>
<th>Type area formats Width x height (mm)</th>
<th>Bleed sizes* Width x height (mm)</th>
<th>Price 4c in €</th>
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<td>2. cover page</td>
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<td>4. cover page</td>
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</tbody>
</table>

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

**Name:** DER KONSTRUKTEUR Newsletter  
**Brief description:** The weekly newsletter reports on trend topics, current news, relevant trade fairs and events and everything to do with construction.

**Target group:** Design engineers in industry - across all sectors. Well-known managers and specialists in design and development and development in OEM companies. All recipients of the have given their consent to receive mailings via the double opt-in procedure.

---

**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**

**Price:** first place: € 785,-  
all other: € 735,-  
**Format:** max. 30 KB  
560 x 80 Pixels

---

**CONTENT-AD**

**Price:** first place: € 955,-  
all other: € 875,-  
**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 adress:** email to: druckunterlagen@vfmz.de  
**Delivery date:** at least four working days prior placement

**Total distribution**

Newsletter subscribers and  
Distribution via social media: 23,591 (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 12.
<table>
<thead>
<tr>
<th></th>
<th>Booking deadline</th>
<th>Publication date</th>
<th></th>
<th>Booking deadline</th>
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<td>06/21/2024</td>
<td>06/27/2024</td>
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</tr>
</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,-

We are pleased to present the new issue of DER KONSTRUKTEUR free of charge as an e-paper.

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

TITLESTORY
Precise bearings at the highest speeds

AUTOMATION TECHNOLOGY
Cables for the largest solar power plant in the Caribbean

SPECIAL MACHINE TOOLS
Ball transfer units: Moving heavy loads easily and precisely

I hope you enjoy reading
Nicole Steinicke
chief editor
n.steinicke@vfmz.de

2. MAILER-BANNER

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

TECHNICAL SPECIFICATIONS:
560 x 80 px

Price: € 1,500,-

TOTAL DISTRIBUTION:
Newsletter recipients and distribution via social media:
**23,591**

as of 09/2023
**Portrait**

**Web address:** www.DerKonstrukteur.de

**Short characterization:** www.DerKonstrukteur.de offers relevant information on all aspects of construction. Comprehensive product information and detailed application reports are clearly arranged and user-oriented in the drive technology, fluid technology, automation technology, CAD/CAM/PLM, connection technology and materials technology presented. A convenient search function provides users with a quick and suitable results for companies and products. www.DerKonstrukteur.de thus offers an optimal environment for efficient online advertising.

**Target group:** Design engineers in the industry - across all sectors

**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:** 121,709 (08-01 2023 average mtl.)
- **Visits:** 8,781

**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>
</tr>
</thead>
<tbody>
<tr>
<td>1 Billboard</td>
<td>970 x 250</td>
<td>40 KB</td>
<td>€ 650,-</td>
<td>€ 2,355,-</td>
</tr>
<tr>
<td>2 Large Leaderboard</td>
<td>970 x 90</td>
<td>40 KB</td>
<td>€ 425,-</td>
<td>€ 1,700,-</td>
</tr>
<tr>
<td>3 Leaderboard</td>
<td>728 x 90</td>
<td>40 KB</td>
<td>€ 305,-</td>
<td>€ 1,130,-</td>
</tr>
<tr>
<td>4 Half Page Banner</td>
<td>300 x 600</td>
<td>40 KB</td>
<td>€ 410,-</td>
<td>€ 1,465,-</td>
</tr>
<tr>
<td>5 Premium-Square</td>
<td>300 x 300</td>
<td>40 KB</td>
<td>€ 265,-</td>
<td>€ 965,-</td>
</tr>
<tr>
<td>6 Square</td>
<td>300 x 300</td>
<td>40 KB</td>
<td>€ 245,-</td>
<td>€ 935,-</td>
</tr>
</tbody>
</table>

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

**CONTENT MARKETING**

**SPONSORED ARTICLE**

- **Reach:** 121,709 PIs
- **Price:** € 1,620,-

**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

**Banner formats and placements**

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 DER KONSTRUKTEUR

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:

![Social Media Icons]

CHOOSE YOUR REACH BOOSTER FOR NATIONAL AND INTERNATIONAL TARGET GROUP CLUSTER 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>Antriebstechnik</th>
<th>Fertigung und Produktion</th>
<th>Intralogistik und Supply Chain</th>
<th>Automatisierungstechnik</th>
<th>Prozessindustrie, Chemie- und Verfahrenstechnik</th>
<th>Fluidtechnik, Hydraulik und Pneumatik</th>
<th>Umwelttechnik</th>
<th>Maschinenbau</th>
<th>Industrie 4.0</th>
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<td>80,000</td>
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<tr>
<td>Internationale Verbreitung</td>
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<td>1,4 Mio</td>
<td>750 k</td>
<td>1,2 Mio</td>
<td>1,4 Mio</td>
<td>900 k</td>
<td>550 k</td>
<td>---</td>
<td>2,4 Mio</td>
</tr>
</tbody>
</table>

OUR TEAM WILL BE HAPPY TO ADVISE YOU! (contact see page 17)
NEW CONTENT MARKETING IN DER KONSTRUKTEUR

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.

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

CONTENT MARKETING CAMPAIGN
THE COMPLETE SOLUTION: PERFECT FOR YOUR PRODUCT AND BRAND MESSAGE

SPONSORED ARTICLE
Reach: 21,286
Price: € 1,910,-

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

SPONSORED ARTICLE
Reach: 8,871 Visits/ 121,709 PIs
Price: € 1,720,-

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

SPONSORED CONTENT
Reach: 23,591
Price: € 1,655,-

TECHNICAL SPECIFICATIONS:
Content: Teased 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.
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 and 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

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 PIs (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

TECHNICAL SPECIFICATIONS:

Content-Ad* (labeled as advertisement)

400 Characters incl. spaces, image optional (linkable to your content, e.g. videos)

Price first position
Price all others

30 KB
€ 995,- € 915,-

Advertising format
Size
Data volume
Price

Superbanner
560 x 80 Pixel
30 KB
€ 830,- € 775,-

Content-Ad*
400 Characters incl. spaces, image optional (linkable to your content, e.g. videos)
30 KB
€ 995,- € 915,-

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,-

Reach: up to 1 million

Advertising format
Distribution
Reach
Price in €

Post
Across Europe
25,000
1,325,-

Post
International
100,000
2,800,-
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

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
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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
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