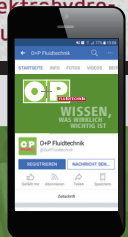




FLUIDTECHNIK

Organ of the Research Fund
Fluid technology in the VDMA

MEDIA DATA
2024



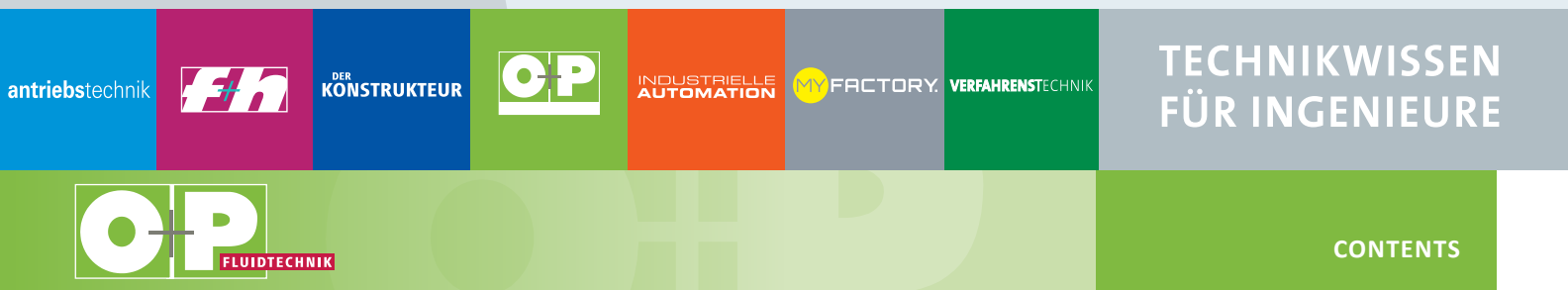
- Hydraulic
- Pneumatic
- Integrated special section: Mobile Maschinen
- Special Issue: Mobility – mobile solutions for operational use

>>> 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

- 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
- 08 O+P Fluidtechnik Report 2023
- 09 Mobility



NEWSLETTER

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



WEBSITE

- 13 Portrait, prices, formats and technical specifications



SOCIAL MEDIA

- 14 Portrait, prices, formats and technical specifications



CONTENT MARKETING

- 15 Portrait, prices, formats and technical specifications



WORLD OF INDUSTRIES

- 16 Word of Industries – International Portrait, prices, formats and technical specifications

17 CONSULTING / CONTACT

EDITORIAL OFFICE



oup-fluidtechnik.de

PUBLISHING HOUSE



vereinigte-fachverlage.de



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Editor:

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e-mail: info@vfmz.de



DAS MAGAZIN

O+P Fluidtechnik – The magazine for construction and development fluid technology solutions.

**WISSEN,
WAS WIRKLICH
WICHTIG IST**



TARGET GROUP

O+P Fluidtechnik is the decision-maker magazine for industrial hydraulics, mobile hydraulics and pneumatics engineers in mechanical and plant engineering, developers and designers as well as for designers of mobile machines and investment decision-makers.

TOPICS

O+P Fluidtechnik is the showroom for technological innovations and industry trends from all areas of fluid technology, from industrial hydraulics to pneumatics and mobile machines.

O+P Fluidtechnik is the organ of the research fund Fluid Technology in the VDMA.

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:	O+P Fluidtechnik
Brief description:	O+P Fluidtechnik – The magazine for industrial hydraulics, mobile hydraulics, pneumatics and mobile machines is the technically competent industry medium for all areas of fluid technology and mobile machinery.
Target group:	Engineers, technicians and company management in the development, design, manufacture and maintenance of hydraulic and pneumatic components and maintenance of hydraulic and pneumatic components, systems, plants and mobile machines
Frequency:	9 times a year + 2 Special issues
Format:	A4, 210 x 297 mm
Issue:	68. edition 2024
Subscription prices:	Domestic annual subscription incl. shipping costs € 165,- Foreign annual subscription incl. shipping costs € 186,- Retail price plus shipping costs € 17,50 Special Issues Report and MOBILITY plus shipping costs € 17,50
Organ:	Organ of the Research Association for Fluid technology at VDMA
Publisher:	Univ.-Prof. Dr.-Ing. Katharina Schmitz, Institute Director Institute for Fluid Power Drives and Systems at RWTH Aachen University, Tel.: 0241/8047701, E-mail: sc@ifas.rwth-aachen.de,

Scope analysis:

O+P Fluidtechnik 2022 = 10 issues:
overall scope: 520 pages = 100 %

14,2 %

advertising section:
74 pages

85,8 %












editorial section:
446 pages

Content analysis

of the editorial section: **O+P Fluidtechnik 2022 = 446 pages**

Products and applications	159 pages	35,9 %
Mobile machines	152 pages	34 %
People and markets	83 pages	18,6 %
Research and development	51 pages	11,4 %

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	9,150,00
 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	6,370,00
 Junior Page	135 x 185	146 x 202	3,920,00
 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	2,025,00
 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

Ad Specials:

Bound inserts	4 paged	€ 10,135,-
	Half sided / third sided	on request
	Concurrent	on request
Supplements	up to 25 g (up to 200 mm wide x 290 mm high)	€ 5,070,-
	up to 40 g (up to 200 mm wide x 290 mm high)	€ 6,590,-
	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 17

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

45.000+ 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
97,5%

DISTRIBUTED CIRCULATION 2024*

16.637

Distribution Print + E-Paper
9.848
further distribution social media
6.789

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

JOB CHARACTERISTIC: AREA OF RESPONSIBILITY

Design, Research
& Development..... **76,6%**

Company management,
technical management **15,0%**

Production, maintenance **5,3%**

SIZE OF THE BUSINESS ENTITY

1 - 199 employees..... **43,9%**

200 - 499 employees..... **12,9%**

500 - 999 employees..... **7,3%**

1.000 and more employees..... **9,9%**

INDUSTRIES / BUSINESS SECTORS

Machinery/vehicle construction, manufacturer
of mobile working machines **47,9%**

Electrical engineering, metal products,
medical technology..... **14,5%**

Research & development,
engineering offices, service providers **9,6%**

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,
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@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.
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@vfmz.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	Top subject/ Technology focus	Hydraulics Key topics	Pneumatics Key topics	Mobile Machines Key topics
1-2 02/01/2024 17.01.2024 Editorial deadline 12/15/2023	PUMPS & VALVES Dortmund 02/21-02/22/2024	Pump & valve technology	Drive, control and regulation technology Pump units Sensors Measurement technology Valves	Industrial pneumatics Feed drives Valves and valve assemblies PLC and interface Connecting elements	Autonomous driving and working Loading-Sensing-Systems HMI Safety and Security Networked port Dosing and weighing technology
3 03/11/2024 02/23/2024 Editorial deadline 01/24/2024	14. IFK Dresden 03/19-03/21/2024	Pipes, hoses and connecting elements	Plant engineering Servo and proportional technology Sealing technology Noise reduction Leak-free hydraulics Couplings Filter technology	Plant engineering Cylinder drives Functional assemblies Miniaturization Maintenance and repair Tubes & hose lines	Motor vehicles Driver assistance systems Efficiency/downsizing Processing units Traction drives and drive elements Smart Farming
4 04/09/2024 03/21/2024 Editorial deadline 02/22/2024	Hannover Messe Hanover 04/22-04/26/2024	Trends & innovations from the fluid technology sector HANNOVER MESSE	Automation PLC and interface Sensors Measurement technology Simulation Fieldbus technology	Factory automation Microsystems technology Pneumatic axes Condition monitoring Predictive maintenance	Mobile Automation Sensors Connectors Telematics Simulation Frequency and voltage converters
5 05/16/2024 04/29/2024 Editorial deadline 03/28/2024	Sensor+Test 06/11-06/13/2024	Smart fluid technology	Production machines Variable displacement pumps and motors Servo and proportional technology Sealing technology Sensor technology Measurement technology Fieldbus technology Control technology	Packaging machines Cylinder drives Functional assemblies Microsystems technology Miniaturization	Mobile Hydraulic Hydraulic pumps, motors, gearboxes, cylinders, valves Hydraulic accumulators Seals Connecting elements Auxiliary and operating materials
6 06/10/2024 05/23/2024 Editorial deadline 04/22/2024		Fluid technology in the smart factory	Automation PLC and interface Sensors Measurement technology Simulation	Automation Cylinder drives Positioning Fieldbus technology Microsystems technology	Municipal and special vehicles Communication and navigation systems Attachments and processing units Vehicle lighting Comfort equipment

Publication date Advertising deadline	Fairs/ Events	Top subject/ Technology focus	Hydraulics Key topics	Pneumatics Key topics	Mobile Machines Key topics
7-8 07/10/2024 06/25/2024 Editorial deadline 05/27/2024		Offshore & marine technology	Pressurized water hydraulics Drives with cylinders and motors Valves and valve blocks Accumulators Flame-retardant hydraulic fluids	Industrial pneumatics Feed drives Valves and valve assemblies PLC and interface Connecting elements	Attachments Pump units Cylinders Safety & Security Leak-free hydraulics Vehicle lighting Processing units
9 09/16/2024 08/30/2024 Editorial deadline 08/02/2024	IAA Transportation Hanover 09/17-09/20/2024 Euroblech Hanover 10/22-10/24/2024	Safety & Security	Punching, pressing and forming machines Drives with cylinders Couplings Control technology Functional safety Leak-free hydraulics Hydraulic axes	Plant engineering Cylinder drives Functional assemblies Miniaturization Maintenance and repair Tubes & hose lines	Vehicle concepts Maintenance and servicing Vehicle electrics Electric motors/hybrids Exhaust aftertreatment/particulate filters Axles, dampers, chassis Crawler tracks/chains
SONDERHEFT MOBILITY 10/23/2024 10/08/2024 Editorial deadline 09/09/2024		Special Issue: 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.			
10 10/22/2024 10/07/2024 Editorial deadline 09/06/2024	In.Stand Stuttgart 11/07-11/08/2024 SPS Nuremberg 11/12-11/14/2024	Pneumatic automation technology	Electrohydraulics Pump units Valves System solutions Sensors Measurement technology	Handling technology PLC and interface Valve assemblies Sensors Sealing technology	Control technology Drive control Display systems Operating elements Data transmission Motion Control
11-12 11/21/2024 11/06/2024 Editorial deadline 10/08/2024	Valve World Expo Düsseldorf 12/03-12/05/2024	Fittings and valves	Plant engineering Servo and proportional technology Sealing technology Noise reduction Pipes and hoses Filter technology	Industrial pneumatics Feed drives Valves and valve assemblies PLC and interface Connecting element	Construction machinery D-sensors/cameras/mirrors Mobile hydraulics Combustion engines Drives and drive elements Sensors
O+P Fluidtechnik Report 2024 12/03/2024 11/18/2024 Redaktionsschluss 10/18/2024		O+P Fluidtechnik Report 2024 One idea has caught on: once a year, the O+P Fluid Technology Report is published with the current international industry range of elements, devices, equipment and systems for industrial hydraulics, mobile hydraulics and pneumatics as well as mobile machinery.			

O+P FLUIDTECHNIK REPORT 2024

The current fluid power product range

The O+P Fluid Technology Report is well received by designers, plant engineers and and hydraulics and pneumatics specialists throughout the manufacturing industry.

In this special issue of O+P Fluidtechnik, fluid technology specialists will find will find the current range of hydraulic and pneumatic components for power transmission power transmission, control and regulation, and mobile machinery.

From pumps and motors, through cylinders, valves and power units, to lines and accessories. to lines and accessories - in clearly structured short reports.












- **Market and supply oriented**
- **Powerful and resonant**
- **Total circulation: 16,637**
- **Free company portrait as advertisement for 1/8 page**

Free company portrait for advertisements from 1/8

ADVERTISEMENT DEADLINE November 18, 2024
PUBLICATION DATE December 03, 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	9,150,00
	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	6,370,00
	Junior Page		135 x 185	146 x 202	3,920,00
	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	2,025,00
	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.

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

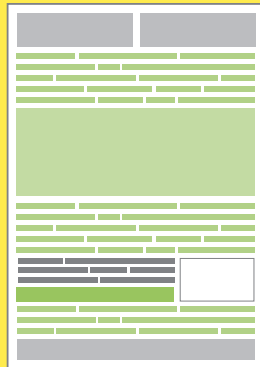
Name: O+P Fluidtechnik Newsletter
Mobile Maschinen Sondernewsletter

Brief description: The newsletter, which is published 24 times a year, provides information on developments, trends and events in the field of mobile fluid technology components and systems
The special newsletter is also published 26 times a year "Mobile Machines" powered by O+P Fluidtechnik

Target group: Engineers, technicians and company management in the development, design, manufacture and maintenance of hydraulic components, systems, plants and mobile machines

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: € 500,-
all other: € 395,-

Format:
max. 30 KB
560 x 80 Pixels

CONTENT-AD



Prices:
first place: € 595,-
all other: € 520,-

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: 11,637 (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 11.



mit Sonderteil:
MOBILE MASCHINEN

Newsletter

O+P Fluidtechnik Newsletter erscheint 24-mal jährlich			Mobile Maschinen Sonder-Newsletter erscheint 26-mal jährlich		
	Booking deadline	Publication date		Booking deadline	Publication date
01	01/09/2024	01/15/2024	01	01/02/2024	01/08/2024
02	01/23/2024	01/29/2024	02	01/16/2024	01/22/2024
03	02/09/2024	02/19/2024	03	01/30/2024	02/05/2024
04	02/27/2024	03/04/2024	04	02/06/2024	02/12/2024
05	03/12/2024	03/18/2024	05	02/20/2024	02/26/2024
06	03/25/2024	04/02/2024	06	03/05/2024	03/11/2024
07	04/09/2024	04/15/2024	07	03/19/2024	03/25/2024
08	04/29/2024	05/06/2024	08	04/02/2024	04/08/2024
09	05/14/2024	05/21/2024	09	04/16/2024	04/22/2024
10	05/27/2024	06/03/2024	10	04/23/2024	04/29/2024
11	06/11/2024	06/17/2024	11	05/06/2024	05/13/2024
12	06/25/2024	07/01/2024	12	05/21/2024	05/27/2024
13	07/09/2024	07/15/2024	13	06/04/2024	06/10/2024
14	07/23/2024	07/29/2024	14	06/18/2024	06/24/2024
15	08/06/2024	08/12/2024	15	07/02/2024	07/08/2024
16	08/20/2024	08/26/2024	16	07/16/2024	07/22/2024
17	09/03/2024	09/09/2024	17	07/30/2024	08/05/2024
18	09/17/2024	09/23/2024	18	08/13/2024	08/19/2024
19	09/30/2024	10/07/2024	19	08/27/2024	09/02/2024
20	10/15/2024	10/21/2024	20	09/10/2024	09/16/2024
21	10/28/2024	11/04/2024	21	09/24/2024	09/30/2024
22	11/12/2024	11/18/2024	22	10/08/2024	10/14/2024
23	11/26/2024	12/02/2024	23	10/22/2024	10/28/2024
24	12/10/2024	12/16/2024	24	11/05/2024	11/11/2024
			25	11/19/2024	11/25/2024
			26	12/03/2024	12/09/2024

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,-





mit Sonderteil:
MOBILE MASCHINEN

Aktuelle Ausgabe

1. PREMIUM MAILER-BANNER

560 x 80 px

We are pleased to provide you today with the new issue of O+P Fluidtechnik 9/2023 free of charge as an e-paper free of charge.

Just click on the cover image and read about the following topics:

TITLE STORY

Company anniversary at The Lee Company


SONDERTEIL MOBILE MASCHINEN

CRANE MAINTENANCE Small sensor with a big effect

RESEARCH AND DEVELOPMENT


C,b-mass flow model for gases in the High Pressure Range - Part 2

I hope you enjoy reading
Miles Meier
Editor in Chief
m.meier@vfmz.de




2. MAILER-BANNER

560 x 80 px



[Impressum](#) [Datenschutz](#) [Kontakt](#) [Mediadaten](#)



TOTAL DISTRIBUTION:

Newsletter recipients and
distribution via social media:
11,637

as of 09/2023

Portrait

Web address: www.oup-fluidtechnik.de

Short characterization: auf www.oup-fluidtechnik.de users can find all relevant information about fluid technology and mobile machines. Components and systems for hydraulic and pneumatic drives, controls and regulators, comprehensive product information and detailed application reports are presented in clear, user-oriented sections. In addition, the lexicon "Fluid technology from A to Z" provides definitions and explanations of specific fluid technology terms. www.oup-fluidtechnik.de thus offers an optimal environment for your online advertising.

Target group: Engineers, technicians and company management in the development, design, manufacture and maintenance of hydraulic components, systems, plants and mobile machines

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 date: at least 3 working days before the start of switching

Usage data

Page Impressions: 94,234 (08-01 2023 average mtl.)

Visits: 8,742



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: 94,234 Pls

Price: € 1,655,-

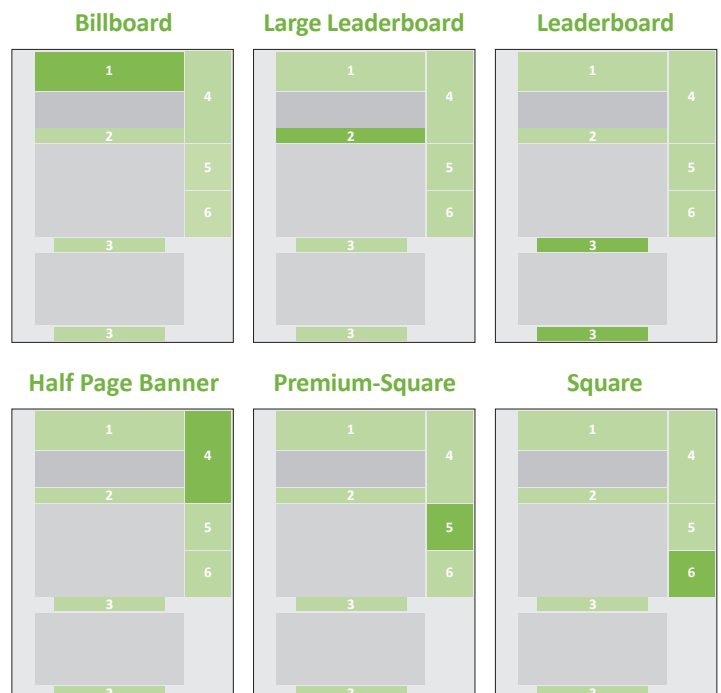
TECHNICAL SPECIFICATIONS:

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 14

Banner formats and placements



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



SOCIAL-MEDIA-MARKETING WITH

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 14

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

CONTACT YOUR TOPIC OR INDUSTRY TARGET GROUP!

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 Verfahrens-technik	Fluidtechnik, Hydraulik und Pneumatik	Umwelt-technik	Maschinen-bau	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 17)

NEW CONTENT MARKETING IN

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	<h3>SPONSORED ARTICLE</h3>  <p>Reach: 9,848 Price: € 1,360,-</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	<h3>SPONSORED ARTICLE</h3>  <p>Reach: 8,742 <small>Visits/ 94,234 Pls</small> 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>
NEWSLETTER	<h3>SPONSORED POST</h3>  <p>Reach: 11,637 Price: € 1,550,-</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	<h3>SPONSORED POST</h3>  <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:

- Ad-free presentation
- Content without AD blocker
- 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 (average 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

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antriebstechnik



**INDUSTRIELLE
AUTOMATION**

**DER
KONSTRUKTEUR**

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www.vereinigte-fachverlage.de

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Geschäftsführer:
Dr. Olaf Theisen, Matthias Niewiem
Ust-Ident-Nr. DE 149063659

VERFAHRENSTECHNIK

**TECHNIKWISSEN
FÜR INGENIEURE**