

MEDIAINFORMATION 2010



www.gwv-media.de



GWV MEDIA
Richtig schalten.

CONTENTS

← BACK | NEXT →

QUIT ■

Your contact partners in the advertising marketing department

PHONE +49(0)611.7878-

-323



BRITTA DOLCH
Head of advertising management
automotive and technology
britta.dolch@gwv-media.de

-250



PETRA NEUMANN
Ad sales management
petra.neumann@gwv-media.de

-338



SILKE TRAVNITSCHKEK
Ad sales
silke.travnitschek@gwv-media.de

-196



PETER SCHMIDTMANN
Ad sales
peter.schmidtman@gwv-media.de

-313



MANDY KRAUSE
Ad sales online
mandy.krause@gwv-media.de

-153



SUSANNE BRETSCHNEIDER
Ad placement
Fax: -443
susanne.bretschneider@gwv-media.de

FAX +49(0)611.7878-430

Title portrait.	Page 1
Circulation and distribution analysis.	2
Target groups/sector distribution.	3
Schedule and topics.	4
Advertising ratecard no. 3.	5-6
Online advertising.	7-8
Specification for digital copy.	9
Successful cross-media communication with GWV Media.	10



16 Circulation monitoring:

17 Circulation analysis:

average number of copies
per issue in one year
(July 1 2008 - June 30 2009)

Print run:	10.000		
Actual distributed circulation (ADC):	9.738	of which, abroad:	3.000
Copies sold	578	of which, abroad:	80
- Subscription copies:	577	members-copies:	-
- Other sale:	-		
- Individual copies sold:	1		
Voucher copies:	9.160		
Reminder, archive and records copies:	262		

18 Geographical distribution analysis:

Economic area	percentage of actual circulation	
	%	copies
Germany	69	6.738
Foreign countries	31	3.000
Actual distributed circulation	100	9.738

Coverage in Germany structured according to Nielsen areas:

Current coverage upon request.



Target readership groups

31 %	Management
14 %	Decision-makers from R&D
14 %	Product design and construction
10 %	Production planners
10 %	Technical buyers
8 %	Production engineers
6 %	Quality management
5 %	Distribution / marketing
2 %	Further training

Recipient Sectors and Sector Distribution

30 %	Automotive industry (cars and commercial vehicles) and its suppliers
30 %	Mechanical and plant engineering (including wind power plants)
10 %	Rail vehicle engineering
10 %	Shipbuilding
10 %	Sports equipment industry
5 %	Aviation and aerospace industry
5 %	Other



Issue / Month Advertising deadline (AD) Copy deadline (CD) Publication date (PD)	Exhibitions, events, conferences	Main topic	Materials	Joining technology	Other topics	New products for applications in the following areas:
	Preliminary reports on all industry events					
1 Jan. / Feb. AD 19.01.2010 CD 26.01.2010 PD 15.02.2010	boot , Düsseldorf (23-31.01.) metav , Düsseldorf (23-27.02.) VDI - Kongress Kunststoffe im Automobilbau , Mannheim (17-18.03.) AERO , Friedrichshafen (08-11.04.)	Energy footprint of light-weight construction materials	Composites, plastics, light metals, steel, multimerials, material characterisation	Joining technologies: welding, soldering, mechanical joining processes Adhesive bonding and sealing technology, hybrid joining processes	FEM / CAE / CAD / simulation	Boat construction, sport, car and aircraft
2 March / Apr. AD 12.03.2010 CD 19.03.2010 PD 12.04.2010	JEC , Paris / France (13-15.04.) Subcontracting / HANNOVER MESSE (24-28.04.) Aircraft Expo , Hamburg (18-20.05.) VDI - EUCOMAS , 3rd European Conference on Materials and Structures in Aerospace, Berlin (07-08.06.) ILA Berlin Air Show (08-13.06.)	Series production of composites			Rapid prototyping / new lightweight design concepts	Machine, wind, car and air
3 May / June AD 18.05.2010 CD 26.05.2010 PD 15.06.2010	euroLITE (June) 14. Dresdner Leichtbausymposium (17-18.06.) SIT / Lima , Chemnitz (23-25.06.) CFK - Valley , Stade 4th Convention (June)	Space frame constructions: has the self-supporting steel car body served its time?			Material testing	Mechanical engineering, car, rail and ship
4 July / Aug. AD 20.07.2010 CD 27.07.2010 PD 16.08.2010	SMM , Hamburg (07-10.9.) Composites Europe / Aluminium , Essen (14-16.09.) Automechanika , Frankfurt/Main (14-19.09.) Wind energy , Husum (21-25.09.) IAA Nutzfahrzeuge , Hanover (23-30.09.) IZB Internationale Zulieferbörse , Wolfsburg (29.09.-01.10.)	Lightweight construction for wind turbines			Multimaterial design	Machine, wind and car
5 Sept. / Oct. AD 20.09.2010 CD 27.09.2010 PD 15.10.2010	Euroblech , Hanover (26-30.10.) K , Düsseldorf (27.10-03.11.) Materialica , Munich (03-05.11.) Hybridica / electronica , Munich (09-12.11.) Essen Motor Show (27.11.-05.12.)	Steel as a lightweight construction material			Material testing	Machine and car
6 Nov. / Dec. AD 18.11.2010 CD 25.11.2010 PD 15.12.2010		Non-destructive test procedures			Material selection	Machine, wind, car and air

This overview of the planned topics for 2010 is designed to help you with your advanced planning. The editor reserves the right to make changes. You could get further information by calling +49 (0)611.7878-250

- 8 Surcharges:**
 2nd, 3rd and 4th cover page, 4c, plus € 510,-
 Binding positioning regulations, plus € 510,-

Extra charges for colours:
 special colours, plus 35 % of b/w price

Special formats:
 ads reaching into cords, plus 10% of b/w price
 isolated ads (text on every side), plus 60% of b/w price
 satellite ads, plus 10% of b/w price
 bleed ads, plus 20% of b/w price

Formats for bleed ads (incl. bleed difference on all sides)				
		w x h (in mm)		w x h (in mm)
1/1 page		216 x 285		
1/2 page	upright	107 x 285		horizontal 216 x 143
1/3 page	upright	69 x 285		horizontal 216 x 92
1/4 page	bloc	107 x 143		horizontal 216 x 69
Other formats upon request.				

- 9 Job ads:** on request

Source and supply index: (only orders for all issues of a year, 6 issues)
 per line and publication € 6,50
 Logo, 4c (max. size 20 mm), per issue € 30,-
 additional Logo, per issue € 15,-
 no discounts

- 10 Special ads:**
 (Design, competition, distribution)
 as Journals, Exclusiv-TIMER, sheet almanac etc., ...
Please call us: +49(0)611.7878-338

- 11 Discounts:** for placement in one insertion year:

by number of ads		by number of pages	
2 times appearing	5%	2 pages	5%
4 times appearing	10%	4 pages	10%
6 times appearing	15%	6 pages	20%

- 12 Discounts for insertion in more than one magazine:** on request

Only one discount table for every placement.

Discounts also on fullcoloured advertisements

- 13 Bound inserts:**
 2 pages € 3.792,-
 4 pages € 5.792,-

Smaller formatted inserts and paper weight on request
 Delivery untrimmed, bleed difference on request
 Discount by number of pages (2 insert page = 1/1 page)

- 14 Supplements:** unbound, maximum format 203 mm width x 272 mm height.
 price: up to 25 g per thousand € 260,-
 up to 30 g per thousand € 270,-

Number of supplements on request
 Price for heavier supplements on request

- 15 Tip-on-cards, samples and others:**
 price per thousand until 25 g € 190,-

Number of cards on request
 Bigger and heavier formats on request
 (applies also to samples).
 No discounts.

- 16 Forwarding address:** (for pos. 13 - 15) on request

Delivery note: "lightweight design" (no.)

Find our general terms and conditions on www.gwv-media.de

10.1 Advertising formats and prices: The current rate of VAT must be added to all prices.

Web	Pixel Format	Fixprice in € per week	Kilobites
1 Textad + Logo (GIF)	300 x 115	350,-	max. 45
2 Rectangle	300 x 250	550,-	max. 45
3 Video Rectangle (polite streaming)	300 x 250	550,-	max. 45
4 Expandable Rectangle Small	630 x 250	750,-	max. 45
5 Expandable Rectangle Large	630 x 350	900,-	max. 45
6 Corner Ad (bottom left)	on request	750,-	max. 45
7 Layer Ad + Rectangle Reminder (Tandem Ad)	on request	900,-	max. 45
8 Half page	300 x 600	900,-	max. 45
9 Expandable Half page	630 x 600	on request	max. 45
Web (ad specials)	Pixel Format	Fixprice in €	Kilobites
1 Whitepaper / Best Practice	.pdf	1.500,- (4 weeks)	max. 500
2 WebTV / Webcast	.avi .mpg .mov .wmv	1.200,- (4 weeks)*	on request
3 Stand-Alone-Newsletter		0,75 pro eMail adress	on request
4 Microsite		1.500,- (4 weeks) + Setup	on request
5 Sponsorpackage Business-Partner		9.500,- (12 months)**	on request
6 Sponsorpackage Premium-Partner		15.590,- (12 months)**	on request
7 BranchenIndex Business		440,- (12 months)**	on request
8 BranchenIndex FirstClass		780,- (12 months)**	on request
Newsletter	Pixel Format	CPT in €	Kilobites
1 Advertorial/Textad + Logo/Picture (GIF or JPEG)	150 x 100 Text 300 charakter***)	55,-	max. 50
2 Advertorial/Textad + Logo/Picture (GIF or JPEG)	150 x 100 Text 650 charakter***)	75,-	max. 50
3 Rectangle (GIF or JPEG)	300 x 250	75,-	max. 50

*) Video creating on request
 **) Package content on request
 ***) inkl. space

11 Discounts: on request

Conditions agreed for print media will not be applied for online media

12 Terms of payment:

2% discount if payment is received before publication;
 15% commission for agencies;
 prices plus VAT.
 Payable upon receipt of invoice

Account details:

Postbank Hamburg, account number 576 826 201, bank code 200 100 20

Find our general terms and conditions on www.gwv-media.de



Specifications for digital copy

Supplement to advertising ratecard no. 3
valid after 01.10.2009

P



on request

Specifications for digital copy

Contact

Susanne Bretschneider, advertising placement
phone +49(0)611.7878-153
fax +49(0)611.7878-443

Data provision

- Please deliver printable PDF/X3 files in the size of the advertising format (with no white edges).
- Trimmed (bleed-off) advertisements must have a 3 mm bleed difference on the relevant edges.
- Special colours must be defined as HKS or Pantone.
- The maximum ink deposit should not exceed 300%.

Proofs

As we print according to process standard offset (PSO) we do not need proofs.

Links

- **FTP:** access data

- **Email:** susanne.bretschneider@gwv-media.de

Data transmitted by email should not exceed 10 MB in volume!

Data transfer

- Please use Winzip (.ZIP) for data compression purposes.
- Give the zip file a name beginning with the periodical title followed by the issue and the client.

For support with

- Creating PDF/X3 files
- Distiller JobOptions
- Pitstop Settings, etc.,
please ring +49(0)931.385-332 | Stürtz GmbH

Successful cross-media communication with



GWV MEDIA
Richtig schalten.

Corporate Publishing

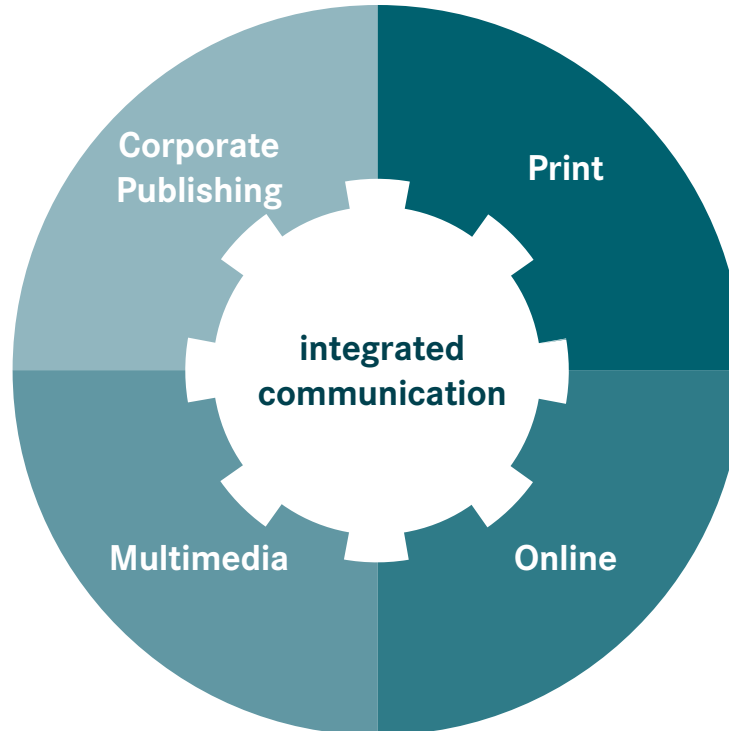
- corporate books
- customer magazines
- internal communication
- membership magazines
- annual reports
- business-tv
- event marketing

Multimedia

- blogs
- community
- newsletter
- web-tv
- e-detailing
- whitepaper
- audio-slide
- e-magazines

Contact

- **Tanja Pfisterer**
Head of advertising
Key Account Management & Online
T: +49(0)611.7878-146
tanja.pfisterer@gwv-media.de



Print

- magazines
- books
- supplements
- specials

Online

- portales
- b2b-search-engines
- planning-tools

- **Elisabeth Maßfeller**
Key Account Management
T: +49(0)611.7878-399
elisabeth.massfeller@gwv-media.de

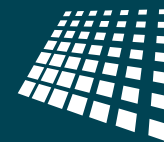
- **Sabine Schüller**
Key Account Management
T: +49(0)611.7878-178
sabine.schueler@gwv-media.de

GET MORE INFORMATION ON TECHNIQUE, TECHNOLOGY AND ENGINEERING

Cross Media →

www.jot-oberflaeche.de
www.adhaesion.com
www.lightweightdesign.de
www.BranchenIndex.de

Book Program
IndustryContact-series
Specials and "extras"



GWV MEDIA
Richtig schalten.