

MediaKit

2022

Technik und Wirtschaft für die deutsche Industrie

Produktion

5 issues with
special supplement*

Instandhaltung

*This special supplement has not been audited by the German Audit Bureau of Circulation (IVW).



mj connect



Contents

Title portrait	2
Print run and distribution analysis	3
Coverage	4
Address rental	5
Recipient structure analysis,	
Description of data collection method	6/7
Deadline and topic plan	8/9/10/11
Price list Print	12/13
Formats and technical details	14
Produktion MAGAZIN	15
Special part Instandhaltung	16
Audience targeting	17
Price lists Digital	18/19/20/21/22
Contact partners	23/24

Title: Produktion

Brief description:

With its blend of practice-oriented topics from the spheres of technology and business, Produktion magazine reaches decision-makers of all levels in the manufacturing industry. These include brand-focused decision makers, production managers and production-related departments such as design and logistics (who decide what volumes to buy and which technologies to deploy) as well as directors and CTOs (who decide what to finance). Produktion supports you with extensive reports on trends and innovations from the world of industry, examples of practical applications, product innovations and new top technologies for the shop floor. Competitor and market analyses

help readers to make commercial decisions. Produktion magazine sets itself apart from other publications through its high proportion of self-researched articles and exclusive topics.

Target audience:

Produktion enables you to reach decision-makers of all levels in the manufacturing industry, from technical staff and operators to production managers and heads of departments integrated in the production process – such as product design and logistics – to directors and CTOs.

Publication frequency: 18x per year, plus 5 special editions

Format: 285 mm width, 400 mm height

Year: 61st year of publication in 2022

Annual subscription prices:

Germany	€ 124.12 (plus € 23.54 shipping & VAT = € 147,66)
Overseas	€ 124.12 (plus € 47,08 shipping & VAT = € 171,20)
Single issue price	€ 7.28 (incl. VAT, excl. shipping)

Company: verlag moderne industrie GmbH / mi connect
Postal address: D-86895 Landsberg
Street address: Justus-von-Liebig-Str. 1, D-86899 Landsberg
Telephone: +49 (0)8191/125-0
Fax: +49 (0)8191/125-304
Internet: www.mi-connect.de

Publisher: verlag moderne industrie GmbH / mi connect

Sales: Matthias Piro, Head of Sales
 Telephone: +49 (0)8191/125-167
 Email: sales.produktion@mi-connect.de



Print run monitoring:

Print run analysis:



Copies per issue as an annual average
July 1, 2020 – June 30, 2021

Print run: 32,500

Total actual circulation (TAC): 32,341 of which internationally: 623

Copies sold: 3,273 of which internationally: 95
 – Subscriber copies: 805 of which are for members: 250
 – Right of access in paid content subscription**: 817
 – Other sales: 2,468
 – Retail sales: 0

Free copies: 29,068

Remaining, specimen and archive copies: 159

* Copies not analyzed, e.g. trade fair and congress copies, etc.

** Company data

For a detailed description of the data collection method, see page 7

Geographical distribution analysis:

Economic area:	Share of total actual circulation	
	%	Copies
Domestic	98.1	31,718
International	1.9	623
Other*	0.0	0
Total actual circulation (TAC)	100.0	32,341

Distribution by federal state:	Share of total actual circulation	
	%	Copies
Baden-Württemberg	21.1	6,691
Bavaria	17.0	5,375
Berlin, Brandenburg, Mecklenburg-Vorpommern	3.9	1,236
Bremen, Hamburg, Schleswig-Holstein	4.4	1,385
Hesse	7.6	2,402
Lower Saxony	7.4	2,360
North Rhine-Westphalia	24.0	7,592
Rhineland-Palatinate	4.3	1,355
Saarland	1.3	419
Saxony, Saxony-Anhalt	6.2	2,005
Thuringia	2.8	898
Total actual domestic circulation (TAC)	100.0	31,718

Our coverage to secure your successful communication

Industry experts get their information in various different ways, now more so than ever. Reach your target group – via both analog and digital channels.



Expanding
your existing
customer
base

Promoting
customer
loyalty

Generating
new
customers

Boosting
response
rate

Enhancing sales performance and tapping new sales potentials

Mailshots are the ideal advertising medium, offering extensive, flexible design options and thereby ensuring a high degree of attention, especially if they are integrated into a cross-media advertising campaign. Benefit from our direct contacts in German industry, and address over 500,000 decision-makers in a targeted and personalized manner.

- **Addresses are very up-to-date** thanks to regular distribution of periodicals
- **Exclusive contacts** extending up to specialist departments thanks to continuous address qualification by telephone
- **Personalized addressing** of managing directors, decision-makers and specialists
- **Flexible address utilization** with single use, multiple use or yearly use
- **Billing according to net input quantity** by matching against your database

ADDRESS CONTROL
GESCHÜTZT
www.acsueppmayer.de

All-round service with guaranteed delivery

- **The right type of address list renting:** The right addressees for your communication
- **More target group:** We research additional target group potential for you
- **Full service from the professionals:** We produce and ship millions of print products annually
- **Delivery guarantee:** On request, undeliverable returns will be credited to you for a follow-up order

Target group without dispersion losses

Based on the following criteria, the desired target group can be filtered without dispersion losses and selected in any combination:

- Readers of one or more trade journal titles
- Industry and secondary industry according to WZ08
- Decision-makers by position/function within the company
- Company size, region (postal code, state), national and international

High-quality, individual, surprising

- More attention is paid to a personal cover letter, which remains present for longer
- Printed material awakens emotions thanks to its touch-based experience and striking appearance
- Diverse design possibilities for printed advertising media generate attention
- The focused approach is ideal for integration into cross-media advertising campaigns (e.g. via personalised websites)
- Printed material works, and is the perfect advertising medium for winning new customers

NOW test it for free!

We determine your desired target group's potential free of charge and without obligation.

Get in touch with us:

Address list renting	Single use (price per use)	Double use (price per use)	Triple use (price per use)	Annual rent (lump-sum)
Database lump sum	€ 180.00			
Company address + 1 contact person	from € 0.24	from € 0.22	from € 0.19	from € 0.95
Minimum order value	€ 590.00 (including database and selection fee)			
Minimum purchase	70% of delivered addresses (for address matching)			

All rental prices per use, annual rent flat rate and depending on quantity
Price quotations plus VAT. The conditions according to the offer/order confirmation apply.

Optional full service – we take care of EVERYTHING!

<p>Advice</p> <p>We advise you on the selection of target groups, determine your desired target group's potential free of charge, and prepare an offer for full-range services.</p>	<p>Production</p> <p>We print the advertising media, whether standard or special formats.</p>
<p>Address matching</p> <p>We reconcile rented address lists against your customer base.</p>	<p>Letter shop</p> <p>We look after the packing of the advertising material, postage optimization and postal delivery of the mailshot.</p>



Alexander Zöller
+49 81 91/125-345
Adressvermietung@
mi-connect.de

Sectors/branches

WZ 2008 codes	Recipient groups (acc. to Classification of Economic Activities 2008)	Proportion of total actual circulation	
		%	Recipients
28	Manufacture of machinery	30,6	9,894
25	Manufacture of fabricated metal products	19,8	6,414
19,2, 20, 21	Mineral oil processing, chemical industry	4,3	1,398
35,1, 27	Energy supply, electricity generation, manufacture of devices for electricity generation	5,1	1,647
26,51, 26,6, 26,7, 32,5	Medical, measurement, control and navigation technologies, optical instruments	4,9	1,595
22	Manufacturing of rubber and plastic goods	5,5	1,770
29, 30	Manufacture of motor vehicles, motor vehicle components and other transport equipment (incl. ship, rail vehicle, aircraft and spacecraft construction)	4,5	1,449
24	Metal production and processing	4,2	1,354
10, 11	Manufacture of food products	2,5	809
26,2, 26,3	Manufacture of computers and communication equipment	2,7	875
16, 17, 18	Wood, paper and printing industries	2,4	777
	Other sectors	13,5	4,359
	Other*	0,0	0
Total actual circulation		100,0	32,341

* Copies not analyzed, e.g. trade fair and congress copies, etc.

Size of business entity

	Share of total actual circulation	
	%	Recipients
Up to 49 employees	41.2	13,331
50 – 99 employees	16.0	5,174
100 – 199 employees	13.5	4,375
200 – 499 employees	12.7	4,112
500 – 999 employees	5.3	1,704
1.000 employees and above	5.9	1,913
Number of employees not known	5.4	1,732
Other*	0.0	0
Total actual circulation (TAC)	100.0	32,341

Job characteristics: Position in the business

	Share of total actual circulation	
	%	Recipients
Company management (owners, executives, directors, branch mgmt., works mgmt., operations mgmt.)	49.6	16,055
Department and divisional management of which: Manufacturing and production management (technical managers, production managers, operations scheduling managers, storage managers)	36.5 30.0	11,805 9,703
of which: Construction, development and MSR management	1.5	485
	5.0	1,617
Project management / skilled employees	12.9	4,168
Other positions	1.0	313
Other*	0.0	0
Total actual circulation (TAC)	100.0	32,341

* Copies not analyzed, e.g. trade fair and congress copies, etc.

Description of data collection method

Distribution and recipient structure analysis (AMF Scheme 2 and 3-E)
Totals examined through file evaluation per IVW guidelines

Description of data collection method for the distribution and recipient structure analysis (AMF Scheme 2, No. 3 and AMF Scheme 3-E, Nos. 1.1 to 2.1)

1. Examination method: Recipient structure analysis through file evaluation – data collection per IVW guidelines	
2. Description of recipients at the time of data collection:	
2.1 Nature of the file The recipients file contains the addresses of all recipients. Due to the postal information in the file, the contents can be sorted by zipcode or into domestic and international recipients. The file also contains the sector, company size classification and job characteristics.	
2.2 Total number of recipients in the file:	100,217
2.3 Total number of alternating recipients: (change after every third issue)	96,885
2.4 Structure of recipients of an average issue by distribution type:	
– Issues sold	3,273
of which: Subscriber copies	805
Right of access in paid content subscription*:	817
Retail sales	0
Other sales	2,468
– Free copies	29,068
of which: Permanent free copies	59
Alternating free copies	28,850
Advertising copies	159
Total actual circulation	32,341
→ of which is domestic	31,718
→ of which is international	623

* Company data

3. Description of the examination:

3.1 Basic total (examined share):	
Basic total (TAC)	32,341 = 100.00%
of which is not included in the examination:	
→ Advertising copies	159 = 0.49%
Share of basic total (TAC) included in examination	32,182 = 99.51%
3.2 Date of file evaluation:	August 2, 2021
3.3 Description of data pool: To allocate the criteria of sector, business size and job characteristic to recipients, we continuously update the data in our address and customer system and constantly make small adjustments to keep up to date with the latest market trends.	
3.4 Survey target person: The personal recipients at institutions entered in the file.	
3.5 Definition of the reader:	n/a
3.6 Survey period:	July 2020 to June 2021
3.7 Survey implementation:	mi connect

This survey was created and carried out and the report produced in accordance with the current version of the ZAW framework for analyses of advertising media.

Month	Issue	Publication date	Advertising deadline	Sections that appear in every issue:	Trade fairs in 2022
				Main topics	Trade fair special features / other dates
Februar	1	09.02.	21.01.	<p>Special: Industrie-Trends</p> <p>Betriebstechnik / Instandhaltung / Personen-, Maschinen-, Anlagenschutz Betriebsausrüstung, Drucklufttechnik/-werkzeuge, Facility Management, Heizung/Klima/Lüftung, Instandhaltung, Reinigung, Oberflächentechnik</p> <p>Materialfluss / Smart Logistics Flurförderzeuge, Krane/Hebezeuge, Intralogistik, RFID, Industrieverpackung, C-Teile-Management, Transportgeräte, Transport-/Beschaffungslogistik</p> <p>Robotik Handhabungstechnik, Roboter, Roboter-Komponenten, Mensch-Roboter-Kollaboration</p> <p>Konstruktion Antriebstechnik, Armaturen, Filter, Hydraulik, Pneumatik, Pumpen, Werkstoffe</p>	FMB-Süd 16.-17.02. Augsburg
	2	02.03.	11.02.	<p>Spanende Fertigung CNC-Steuerungen, Kühlschmierstoffe/-aufbereitung, Präzisionswerkzeuge, Sägetechnik, Spanntechnik, Werkzeugmaschinen, Werkzeug- und Formenbau</p> <p>Automatisierung – Industrie 4.0 Antriebstechnik, Bildverarbeitung, Smart Vision, Feldbusse, intelligente Sensoren, Steuerungstechnik, Kommunikationstechnologie, Montage- und Handhabungstechnik, Robotik</p>	<p>LogiMAT 08.-10.03. Stuttgart</p> <p>METAV 08.-11.03. Düsseldorf</p> <p>all about automation 08.-09.03. Friedrichshafen</p>
März	3	09.03.	18.02.	<p>Special: Industriesoftware (PLM, Security, ERP, IoT, MES, CAD/CAM)</p> <p>Smart Sensors und Qualitätssicherung Bildverarbeitung, Embedded Vision, Smart Vision, Koordinatenmesstechnik, Mess-, Prüf-, Regeltechnik, Prüfsysteme, intelligente Sensoren</p> <p>Montage- und Verbindungstechnik Fügen, Kleben, Schrauben, Schweißen/Schweißapparate</p>	<p>GrindTec 15.-18.03. Augsburg</p> <p>embedded world 15.-17.03. Nürnberg</p>
	4	23.03.	04.03.	<p>Betriebstechnik / Instandhaltung / Personen-, Maschinen-, Anlagenschutz Betriebsausrüstung, Drucklufttechnik/-werkzeuge, Facility Management, Heizung/Klima/Lüftung, Instandhaltung, Reinigung, Oberflächentechnik</p> <p>Spanende Fertigung CNC-Steuerungen, Kühlschmierstoffe/-aufbereitung, Präzisionswerkzeuge, Sägetechnik, Spanntechnik, Werkzeugmaschinen, Werkzeug- und Formenbau</p>	<p>maintenance 30.-31.03. Dortmund</p> <p>ACHEMA 04.-08.04. Frankfurt</p>
April	5	13.04.	25.03.	<p>Luftfahrttechnik</p> <p>Materialfluss / Smart Logistics Flurförderzeuge, Krane/Hebezeuge, Intralogistik, RFID, Industrieverpackung, C-Teile-Management, Transportgeräte, Transport-/Beschaffungslogistik</p> <p>Smart Sensors und Qualitätssicherung Bildverarbeitung, Embedded Vision, Smart Vision, Koordinatenmesstechnik, Mess-, Prüf-, Regeltechnik, Prüfsysteme, intelligente Sensoren</p> <p>Umform- und Lasertechnik Blechbearbeitung, Laser, Schneiden, Wasserstrahlschneiden</p>	<p>Hannover Messe 25.-29.04. Hannover</p> <p>CeMAT 25.-29.04. Hannover</p> <p>LASER 26.-29.04. München</p> <p>AERO 27.-30.04. Friedrichsh.</p> <p>Control 03.-06.05. Stuttgart</p> <p>MedtecLIVE with T4M 03.-05.05. Nürnberg</p>
	6	04.05.	13.04.	<p>Special: Mittelstandsfinanzierung (Leasing, Kredite, Förderprogramme)</p> <p>Automatisierung – Industrie 4.0 Antriebstechnik, Bildverarbeitung, Smart Vision, Feldbusse, intelligente Sensoren, Steuerungstechnik, Kommunikationstechnologie, Montage- und Handhabungstechnik, Robotik</p> <p>Robotik Handhabungstechnik, Roboter, Roboter-Komponenten, Mensch-Roboter-Kollaboration</p>	<p>GrindingHub 18.-18.05. Stuttgart</p> <p>wire/tube 09.-13.05. Düsseldorf</p> <p>SENSOR+TEST 10.-12.05. Nürnberg</p> <p>all about automation 11.-12.05. Düsseldorf</p> <p>all about automation 18.-19.05. Heilbronn</p>
Mai	7	18.05.	29.04.	<p>Special: Industriesoftware (PLM, Security, ERP, IoT, MES, CAD/CAM)</p> <p>Materialfluss / Smart Logistics Flurförderzeuge, Krane/Hebezeuge, Intralogistik, RFID, Industrieverpackung, C-Teile-Management, Transportgeräte, Transport-/Beschaffungslogistik</p> <p>Spanende Fertigung CNC-Steuerungen, Kühlschmierstoffe/-aufbereitung, Präzisionswerkzeuge, Sägetechnik, Spanntechnik, Werkzeugmaschinen, Werkzeug- und Formenbau</p>	Messe-Highlights Hannover Messe
	8	01.06.	12.05.	<p>Special: Innovatives Deutschland</p> <p>Medizintechnik</p> <p>Montage- und Verbindungstechnik Fügen, Kleben, Schrauben, Schweißen/Schweißapparate</p>	<p>automatica 21.-24.06. München</p> <p>all about automation 09.-10.06. Essen</p>
Juni	Special issue	08.06.	11.05.	Produktion MAGAZIN: Beste Produkte 1 (nähere Infos auf Seite 15)	
	9	15.06.	25.05.	<p>Betriebstechnik / Instandhaltung / Personen-, Maschinen-, Anlagenschutz Betriebsausrüstung, Drucklufttechnik/-werkzeuge, Facility Management, Heizung/Klima/Lüftung, Instandhaltung, Reinigung, Oberflächentechnik</p> <p>Robotik Handhabungstechnik, Roboter, Roboter-Komponenten, Mensch-Roboter-Kollaboration</p> <p>Umform- und Lasertechnik Blechbearbeitung, Laser, Schneiden, Wasserstrahlschneiden</p>	<p>automatica 21.-24.06. München</p> <p>The Sensor Show 21.-24.06. München</p> <p>LASYS 21.-23.06. Stuttgart</p> <p>SurfaceTechnology 21.-23.06. Stuttgart</p> <p>CastForge 21.-23.06. Stuttgart</p> <p>ILA 22.-25.06. Berlin</p>

Month	Issue	Publication date	Advertising deadline	Sections that appear in every issue:	Trade fairs in 2022
				News, economic facts, trends + innovations, R+D (research+development), construction, manufacturing, automation, software and IT, practical application	We publish extensive special features on the listed trade fairs and events as well as previews to some trade fairs, including the new products to look out for
				Main topics	Trade fair special features and other dates
July	10	Jul. 13	Jun. 24	Metal-cutting manufacturing CNC control systems, cooling lubricants and their preparation, precision tools, sawing technology, clamping technology, machine tools, tool and mold making Material flows / smart logistics Industrial trucks, cranes / lifting equipment, intralogistics, RFID, industrial packaging, C-parts management, transport equipment, transport / procurement logistics	Highlights of the automatica trade fair FIA Int. Airshow Jul. 18–22 Farnborough
				Special: E-mobility Automation – Industry 4.0 Drive technology, image processing, smart vision, fieldbus systems, intelligent sensors, control technology, communication technology, assembly and handling technology, robotics	AMB Sep. 13–17 Stuttgart
September	Special issue	Sep. 2	Aug. 5	Produktion MAGAZIN: Guide to AMB 2022 (further info on page 15)	
	12	Sep. 7	Aug. 19	Assembly and connection technology Joining, bonding, screwing, welding / welding equipment Metal-cutting manufacturing CNC control systems, cooling lubrications and their preparation, precision tools, sawing technology, clamping technology, machine tools, tool and mold making	AMB Sep. 13–17 Stuttgart
	13	Sep. 21	Sep. 2	Special: Industrial software (PLM, security, ERP, IoT, MES, CAD/CAM) Material flows / smart logistics Industrial trucks, cranes / lifting equipment, intralogistics, RFID, industrial packaging, C-parts management, transport equipment, transport / procurement logistics Smart sensors and quality assurance Image processing, embedded vision, smart vision, coordinate measurement technology, measurement, testing and control technology, inspection systems, intelligent sensors	FACHPACK Sep. 27–29 Nürnberg Optatec Sep. 27–29 Frankfurt
	14	Sep. 28	Sep. 9	Special: Financing for SMEs(leasing, loans, funding programs) Aeronautical engineering Robotics Handling systems, robots, robot components, human-robot collaboration	Motek/Bondexpo Oct. 4–7 Stuttgart parts2clean Oct. 11–13 Stuttgart
October	15	Oct. 12	Sep. 22	Industrial engineering / Instandhaltung / measures to protect people, plant and machinery Operating equipment, compressed air technology / tools, facility management Heating / air-conditioning / ventilation, maintenance, cleaning, surface engineering Metal-cutting manufacturing CNC control systems, cooling lubricants and their preparation, precision tools, sawing technology, clamping technology, machine tools, tool and mold making Construction Drive technology, fixtures, filters, hydraulics, pneumatics, pumps, materials	EuroBLECH Oct. 25–28 Hanover IN.STAND FMB Oct. 26–29 Stuttgart Nov. 9–11 Bad Salzuflen
	Special issue	Nov. 9	Oct. 12	Produktion MAGAZIN: Best Products 2 (further info on page 15)	
November	16	Nov. 9	Oct. 19	Special: 3D Printing / Additive manufacturing / Rapid prototyping Medical technology Automation – Industry 4.0 Drive technology, image processing, smart vision, fieldbus systems, intelligent sensors, control technology, communication technology, assembly and handling technology, robotics Assembly and connection technology Joining, bonding, screwing, welding / welding equipment	Highlights of the Motek/Bondexpo trade fair MEDICA/COMPAMED Nov. 14–17 Düsseldorf formnext Nov. 15–18 Frankfurt
	17	Nov. 16	Oct. 26	Supplement: 2023 calendar Material flows / smart logistics Industrial trucks, cranes / lifting equipment, intralogistics, RFID, industrial packaging, C-parts management, transport equipment, transport / procurement logistics Smart sensors and quality assurance Image processing, embedded vision, smart vision, coordinate measurement technology, measurement, testing and control technology, inspection systems, intelligent sensors Forming and laser technology Sheet metal processing, lasers, cutting, waterjet cutting	sps smart production solutions Nov. 22–24 Nuremberg
December	18	Dec. 7	Nov. 18	Special: Sustainability (green production, climate protection, environmentally conscious corporate governance) Industrial engineering / Instandhaltung / measures to protect people, plant and machinery Operating equipment, compressed air technology / tools, facility management Heating / air-conditioning / ventilation, maintenance, cleaning, surface engineering Metal-cutting manufacturing CNC control systems, cooling lubrications and their preparation, precision tools, sawing technology, clamping technology, machine tools, tool and mold making Robotics Handling systems, robots, robot components, human-robot collaboration	

1 Ad prices and formats (see also page 14 "Formats")

	Advert sizes	Formats width x height in mm	Prices in € (incl. color)
A4 formats	A4 double page	432 x 280	21,110
	A4 page	198 x 280	11,490
	Junior page	148 x 201	5,980
	1/2 page A4 horizontal	198 x 137	5,460
	1/2 page A4 vertical	97 x 280	5,460
	1/3 page A4 horizontal	198 x 90	3,680
	1/3 page A4 vertical	72 x 280	3,680
	1/3 page A4 square	97 x 201	3,680
	1/4 page A4 horizontal	198 x 67	2,360
	1/4 page A4 vertical	47 x 280	2,360
	1/4 page A4 square	97 x 137	2,360
	1/8 page A4 horizontal	198 x 32	1,195
	1/8 page A4 vertical	47 x 137	1,195
	1/8 page A4 square	97 x 67	1,195
1/16 page A4 square	47 x 67	615	
Magazine formats	2/1 page	534 x 371	21,110
	1/2 page panorama	534 x 183	17,885
	1/1 page	249 x 371	11,490
	2/5 page vertical	97 x 371	6,870
	1/2 page horizontal	249 x 183	10,550
	1/3 page horizontal	249 x 120	7,175
	1/4 page horizontal	249 x 89	4,620
1/8 page horizontal	249 x 42	2,410	

All prices are stated in € inclusive of color surcharges and exclusive of statutory value-added tax.

Placement surcharges (not eligible for discounts):

Binding placement requirements possible from area of 400 mm: 10 %

Discounts (when purchased within one year*)

Frequency scale

Volume scale

from 3 ads	3%	from 3 pages	10%
from 6 ads	5%	from 6 pages	15%
from 12 ads	10%	from 12 pages	20%

*Multi-year arrangements available on request

• **Seminar ads:** On page 2 in each issue
47 mm width x 100 mm height: € 565.00
97 mm width x 100 mm height: € 1,130.00

• **Job adverts:** Printed edition: 20% discount on the list price

Cancellation charges:

35% of the ad price if four weeks before publication date or later

Special forms of advertising:

- Exclusive title page placement, 97.5 mm width x 50 mm height: € 2,950.00
- Island ad, 47 mm width x 50 mm height: € 1,400.00
Placement: In editorial section, surrounded by at least 3 pages of text
- Sleeve, incl. printing and adhesive costs: €15,900.00
Format: 430 x 105 mm + 3 mm bleed margin on all sides
Partial insert: € 418.00 per thousand; minimum volume 10,000 units
Sleeves are not eligible for discounts
- 1/1 tunnel ad, 332 mm width x 371 mm height: €21,250.00
Placement: Across the spread; editorial content on left and right
- 1/2 tunnel ad, 332 mm width x 183 mm height: €11,250.00
Placement: Across the spread; editorial content on left and right
- Keilanzeige, 249 mm width x 371 mm height: €11,650.00
- Kugelanzeige, Durchmesser 148 mm: € 9,350.00
- Interview advertorial on the last page: € 5,900.00
1/2 page in magazine format (249 x 183 mm)

Further special forms of advertising on request

Bound inserts: Only available in Produktion MAGAZIN

Postcard affixed to interior:

In conjunction with an ad or bound insert. Prices on request.

Postcard affixed to title page:

Prices on request.

Supplements:

Up to 25 g including postage	€ 12,180.00
Up to 30 g including postage	€ 12,860.00
Partial insert for your desired selection – minimum volume 3,000 units:	
Up to 25 g (per thousand):	€ 319.00
Increase per additional 5 g (per thousand):	€ 12.00
Max. supplement format 190 x 275 mm	
Supplements are not eligible for discounts	

Postal address for supplements:

Vogel Druck und Medienservice GmbH & Co. KG
Leibnizstraße 5, 97204 Höchberg

Contact: See pages 29/30

Payment conditions:	Due within 14 days net of the invoice date 2% discount for pre-payment 3% discount for payment via direct debit
----------------------------	---

Bank details:	HVB Sort code: 70020270, Account no.: 15764474 IBAN: DE76 7002 0270 0015 7644 74 SWIFT (BIC): HYVEDEMMXXX
----------------------	---

Magazine format: 285 mm width, 400 mm height (tabloid)
Print space: 249 mm width, 371 mm height
5 columns @ 47 mm width

Printing and binding process

Heatset web offset printing (ISO 12647-2)

Profiles

Content: PSO_SNP_Paper_eci.icc

Download profiles for free:

<http://www.eci.org/de/downloads>

Data formats: Deliver data as PDF/X-1a (2001 or 2003), images at least 300 dpi resolution, line scans (e.g. texts, graphics) at least 800 dpi. Attachment in original format plus 3 mm trim and crop marks.

Proof:

For color ads, the customer must supply a color proof with Fogra Media Wedge V3.0 with test protocol. If this is not supplied, the customer will not be entitled to make any compensation claims for color deviations.

Guarantees:

1. No guarantee is issued that ads will be included in specific numbers or in specific issues or at specific locations in an issue.
2. The company guarantees the flawless printed reproduction of ads on print paper. This requires suitable printing templates to be supplied by the customer (cf. information in price list).
3. Color ads: If the customer sends digital masters for color advertisements, the customer must also supply a color proof. If this is not supplied, the customer will not be entitled to make any compensation claims for color deviations.
4. In the event of obvious defects, the customer must raise a complaint no later than two weeks after receipt of the invoice. In the event of non-obvious defects, the customer

must raise a complaint no later than one year after the release of the publication in question. In the event of improper printing of an advertisement despite flawless master copies being supplied on time and a complaint being raised promptly, the customer may demand that a flawless replacement advertisement be printed (cure). The claim to a cure is excluded if it would entail disproportionate costs for the company. If the company allows a reasonable period of time set to perform the cure to lapse away, the customer has the right to withdraw from the contract or claim for a price reduction proportionate to the level to which the purpose of the advertisement was impaired. Claims under guarantee asserted by business customers shall lapse within 12 months after publication of the advertisement or supplement in question.

5. If any defects are not immediately identifiable in the print documents and only become clear upon printing, the customer shall not be entitled to assert any claims for unsatisfactory printing.
6. If the customer ignores the company's recommendations regarding the creation and transfer of digital print documents, the customer shall not be entitled to assert any claims for defective publication of advertisements.
7. The customer is liable for ensuring that the files they supply are free from computer viruses. The company is entitled to delete files infected with computer viruses without this giving rise to any claims on the part of the customer. The company also reserves the right to assert claims for compensation if computer viruses cause further damage to the company.
8. In relation to materials provided by the customer (bound inserts, supplements, etc.), the company assumes no liability for the accuracy of the quantity or quality of materials designated as having been delivered.

Contact/data transfer

Regine Russek

Telephone: +49 (0)8191 125 338

Email: regine.russek@mi-connect.de



Trade fair guide for AMB, Stuttgart

Publication date: September 02, 2022
Advertising deadline: August 05, 2022

Looking for advance notice of what's going on at major trade fairs? Our trade fair guide has a unique combination of technology highlights, exhibition services and tips for evening events during the fair.



Best Products 1 + 2

Publication date: June 8, 2022
Advertising deadline: May 11, 2022

1 June 8, 2022
2 November 9, 2022 October 12, 2022

A systematic layout allows readers to search quickly for products that interest them. The contents are carefully categorized into construction, manufacturing technology, automation, material flows, industrial engineering, safety, software and IT.

Advert sizes	Print space formats (width x height in mm)	Bleed formats (incl. 3 mm trim)	Prices in € (incl. color)
2/1 page	-	432 x 303	21,110.00
Inside front cover or outside back cover	-	216 x 303	12,550.00
1/1 page	178 x 257	216 x 303	11,490.00
Junior page	126 x 178	145 x 203	5,980.00
1/2 page horizontal	178 x 126	216 x 149	5,460.00
1/2 page vertical	86 x 257	105 x 303	5,460.00
1/3 page horizontal	178 x 83	216 x 106	3,680.00
1/3 page vertical	56 x 257	75 x 303	3,680.00
1/4 page horizontal	178 x 62	-	2,360.00
1/4 page vertical	41 x 257	-	2,360.00
1/4 page square	86 x 126	-	2,360.00
1/8 page horizontal	178 x 29	-	1,195.00
1/8 page vertical	41 x 126	-	1,195.00
1/8 page square	86 x 62	-	1,195.00
Company profile	178 x 83	-	2,300.00
2-page bound insert			12,950.00
Special form of advertising in Produktion MAGAZIN AMB trade fair guide:- Cover picture (216 mm width x 303 mm height) incl. 2-page post			14,000.00
Special form of advertising in Produktion MAGAZIN Best Products: Cover photo (51 mm width x 164 mm height) incl. product report			2,750.00

All prices excl. statutory value-added tax.

Cancellation charges:

35% of the ad price if four weeks before publication date or later

Postal address for bound inserts, supplements and tip-ons:

Vogel Druck und Medienservice GmbH & Co. KG
 Leibnizstraße 5, 97204 Höchberg



Target readership:
decision-makers in maintenance,
production managers and managing
directors

Trends and technology, methods and
management: 5 x per year, the editori-
al team offers guidance and a wealth
of useful information for maintenance
staff. To make sure "things keep rolling"!

Special Part Instandhaltung

Issue	Publication Date:	Advertising deadline
1	February 09, 2022	January 21, 2022
4	March 23, 2022	March 04, 2022
9	June 15, 2022	May 25, 2022
15	October 12, 2022	September 22, 2022
18	Dezember 07, 2022	November 18, 2022

WZ 2008 codes	Recipient groups (acc. to Classification of Economic Activities 2008)	Anteil an tatsächlich verbreiteter Auflage	
		%	Empfänger
28	Manufacture of machinery (incl. repairs and installation)	25,1	8.124
19, 20, 21	Coke oven products and refined petroleum, chemical and pharmaceutical industry	8,2	2.643
25	Manufacture of fabricated metal products (incl. repairs and installation)	18,4	5.952
26, 27, 32.5	Electrical technology (measurement, control and regulation, medical and telecommunications technology, electrical equipment)	12,7	4.122
22, 23	Manufacture of rubber and plastic goods, cement, chalk and gypsum	7,6	2.445
24	Manufacture of basic metals	5,9	1.895
29, 30	Manufacture of motor vehicles and motor vehicles parts, other transport equipment ship, rail vehicle, aircraft and spacecraft construction)	5,7	1.858
49-97	Telecommunications, corporate consultations, general cleaning of buildings, streets and means of transport	10,3	3.328
	Other sectors	6,1	1.974
	Miscellaneous*	0,0	0
Total actual circulation (TAC)		100,0	32.341

Audience Targeting

Reach B2B users in the Google display network.

Your benefit:

- Enhanced brand awareness through repeated targeting at different touchpoints
- Ad shown on all devices
- Low scatter loss as only users interested in a particular subject are targeted
- Large potential for generating new customers
- Performance boost – we will optimize the campaign and increase the frequency in the most successful channel
- Maximum control over your advertising spend thanks to precise evaluation of reach

For the best possible coverage, please provide us with a set of banners in the following formats: skyscraper, leaderboard, billboard, content ad.

Minimum order: 50,000 ad impressions

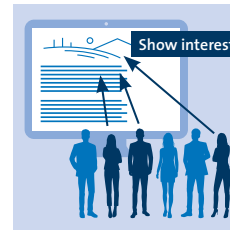
Price: 65.– EUR (CPT)

We will be happy to check whether the reach your desire is achievable.

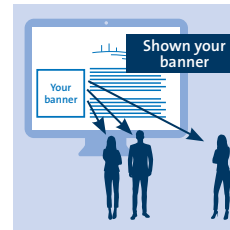
This is how it works:



Users delve into their areas of interest on the specialist portal.



If users show interest in a particular subject area, they are flagged.



These specific users will now be shown your banners on the thematic channel booked, on their Facebook timelines and on the partner sites of the Google display network. This way you can reach your target market with great precision.

Web address: www.produktion.de

Brief description:

www.produktion.de is the leading information portal for German industry and offers its users a complete, fully up-to-date overview of all the key news and events relating to technology trends, innovations, companies, markets, sectors and people.

The website also features elaborate and elegant image galleries, a freemium area with exclusive content and the option for users to set up their own personal website.

Target audience:

Decision-makers throughout the manufacturing industry in management positions, production, construction, development, purchasing, maintenance and logistics.

Display:

As a basic rule, weekly bookings are shown in rotation with max. two other advertising clients in this position.

Advertising material supplied via DCM (Google Campaign Manager):

Please supply URL of creative agency relaying material here.

Delivery of data: 6 working days before campaign starts, by email to regine.russek@mi-connect.de

Note for supply of mobile advertising materials:











With every booking, please supply a Medium Rectangle 300x250.

Access control: For up-to-date data, see: <http://ausweisung.iww-online.de/>

Reporting: We can provide ad impression and ad clicks analysis if requested.

Usage data: Page Impressions: 515.484
Visits: 205.811
(Source: www.iww.de - March 2021)

Book the whole program with us – please talk to us about a deal.

	Advertising material	Placement	Device	Format (in pixels)	Price / CPM
	Billboard	RoS under header	Desktop, tablet	940x250	190.– EUR
	Half-page ad	RoS (sticky)	Desktop	300x600	210.– EUR
	Skyscraper right	RoS (sticky)	Desktop	160x600	90.– EUR
	Wallpaper	RoS	Desktop	728x90 + 160x600	190.– EUR
	Skyscraper left premium	RoS	Desktop	160x600	90.– EUR
	Skyscraper left basic	RoS	Desktop	160x600	75.– EUR
	Leaderboard premium	Post, under teaser image	Desktop, tablet	728x90	170.– EUR
	Leaderboard basic	Post, after 1st text block, or end of post	Desktop, tablet	728x90	120.– EUR
	Medium rectangle	RoS	Desktop mobile/tablet	300x250	95.– EUR
	Baseboard ad	RoS (sticky)	Desktop	960x90	95.– EUR

Whitepaper



Integration and promotion of your white paper on our portal page

Elements:

- Editorial service: Preliminary quality check by our content experts
- Creation of a landing page on our portal
- One-off delivery of download addresses at the end of the full term (12 weeks)
- Archiving on portal page: one year after publication

Marketing:

- Social media integration
- Integration in editorial newsletter

€9,900

Webinar



Integration and promotion of your webinar on our portal page

Elements:

- Advice for the client from our content experts on selecting topics
- Technical organization and implementation
- Moderated by our editorial team
- Creation of a landing page on our portal, including sign-up option
- One-off delivery of download addresses after the webinar
- Archiving on portal page: one year after publication

Marketing:

- Social media integration
- Integration in editorial newsletter

€12,900

Content Placement



The placed content is identified accordingly and published as a fully fledged article in your chosen section of our portal page.

- Advice from our content experts preliminary quality check)
- Article placed in your chosen section
- Archiving on portal page: one year after publication
- Monitoring and reporting at the end of the full term (four weeks)

Marketing:

- integration in editorial newsletter

€3,690

Editorial service



Got a topic that you'd like to place on our portal but nobody in house to do it for you? No problem!

Our content experts will discuss the subject matter with you, prepare the content placement, and edit it in line with our internal style guide and target group criteria ("look and feel" editing).

Price on request

Produktion

verlag moderne industrie GmbH / mi connect, Justus-von-Liebig-Str. 1, D-86899 Landsberg, Phone +49 (0) 8191 125-370

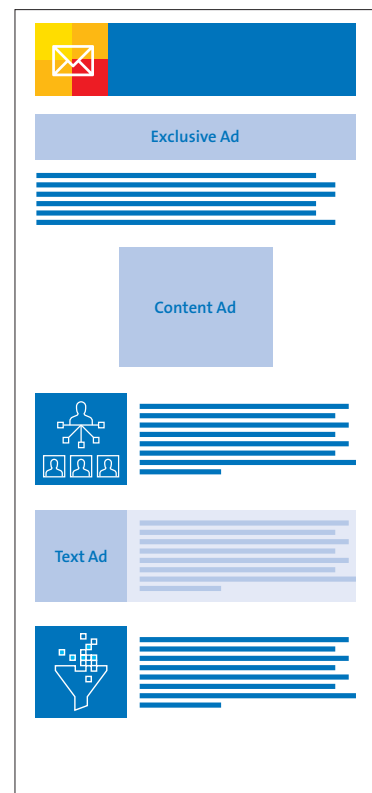
- Name:** Produktion newsletter
- Brief description:** The Produktion newsletter provides up-to-the-minute reports on everything important and intriguing from the manufacturing industry and supplies in-depth information on companies, people, markets, products and technologies. The latest sector news is supplemented with useful background information.
- Target audience:** Decision-makers throughout the manufacturing industry in management positions, production, construction, development, purchasing, maintenance and logistics.
- Publication frequency:** 3 times a week
- Distribution:** 13,500 subscribers (as at: June 2021)

Forms of advertising and prices:

Ad form	Format (in pixels)	Placement	Data volume	Price in € per issue
Maxi format	650 x 90	Top	max. 50 KB	510.00
Content ad	300 x 250	Report section	max. 50 KB	510.00
Text ad	max. 400 characters + image (145 x 145 px)	Report section	max. 50 KB	595.00



All newsletters are **mobile optimized** for use on a smartphone or tablet.



Standalone Newsletter!

As well as our regular newsletters, you can also opt for a standalone newsletter to get your message out to our audience.

Design a newsletter containing exclusively your content. This guarantees that you can address potential customers in your specific target groups and create distraction-free advertising. The newsletter is then sent in our site's name to around 15,000 subscribers, made of up 100% your content.

- Option 1 – based on our building-block template
- Option 2 – based on your customer HTML

Prices include newsletter creation and one round of amendments

Price: € 5,900.00

Re-send to recipients who did not open newsletter: +25% on basic price

New: Engage Plus

Send a second standalone newsletter with extra information to the people who opened your first one and thus secure maximum interest within your target group.

Price on request



Technik und Wirtschaft für die deutsche Industrie
Produktion

Der Infoletter

DEN AUTOMOBILBAU NEU ERFINDEN

Erfahren Sie mehr über die aktuellen Herausforderungen der Automobilindustrie sowie die neuesten Trends und Technologien.

Kostenloses Whitepaper: Den Automobilbau neu erfinden

Gesellschaftlicher, politischer und ökologischer Druck zwingen die Automobilindustrie zu einer Neuausrichtung. Elektrifizierung, kundenindividuelle Massenproduktion, Robotertechnik, Automatisierung und additive Fertigung verändern Fahrzeuge und damit auch die Fertigungsprozesse, die zu ihrer Produktion nötig sind.

In diesem Whitepaper erfahren Sie mehr über die aktuellen Herausforderungen, mit denen die Automobilindustrie heute konfrontiert ist. Außerdem erklären wir, wie moderne Technologien wie hybride Fertigung, Simulation und Automatisierung dabei helfen können, die nächste Fahrzeuggeneration schneller auf die Straße zu bringen.

[Whitepaper kostenlos herunterladen](#)

Contact

Editorial team

Claus Wilk
Editor-in-Chief
Print
+49(0)8191/125-329
claus.wilk@
mi-connect.de



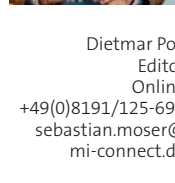
Gabriel Pankow
Editor-in-Chief
Online
+49(0)8191/125-413
daniel.pankow@
mi-connect.de



Sebastian Moser
Editor
+49(0)8191/125-443
sebastian.moser@
mi-connect.de



Julia Dusold
Editor
Online
+49(0)8191/125-359
julia.dusold@
mi-connect.de



Dietmar Poll
Editor
Online
+49(0)8191/125-695
sebastian.moser@
mi-connect.de



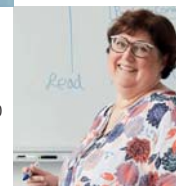
Stefan Weinzierl
Editor
Instandhaltung
+49(0)8191/125-3 43
stefan.weinzierl@
mi-connect.de



Eva Fitzpatrick
Editorial Assistant
Print
+49(0)8191/125-442
eva.fitzpatrick@
mi-connect.de



Sabine Königl
Assistant
Online
+49(0)8191/125-390
sabine.koenigl@
mi-connect.de



Susanne
Guggenberger
Editorial Assistant-
Print
+49(0)8191/125-310
susanne.
guggenberger@
mi-connect.de



Luitgard Ludwig
Assistant
Online
+49(0)8191/125-677
luitgard.ludwig@
mi-connect.de



Silvia Rehm
Assistant
Online
+49(0)8191/125-547
silvia.rehm@
mi-connect.de



Contact Sales

GTCBs

Our General Terms and Conditions of Business apply. These can be viewed at www.mi-connect.de.

Matthias Piro
Head of Sales
+49(0)8191/125-167
matthias.piro@
mi-connect.de



Louisa Hüttemann
Sales Manager
+49(0)8191/125-687
louisa.huettemann@
mi-connect.de



Christina Karge
Sales Manager
+49(0)8191/125-224
christina.karge@
mi-connect.de



Martina Lechner
Sales Manager
+49(0)8191/125-231
martina.lechner@
mi-connect.de



Thomas Seidel
Sales Manager
+49(0)8191/125-412
thomas.seidel@
mi-connect.de



Gerald Zasche
Sales Manager
+49(0)8191/125-337
gerald.zasche@
mi-connect.de



Silvia Düringer
Assistant
Sales
+49(0)8191/125-439
silvia.dueringer@
mi-connect.de



Sabine Tatzel
Assistant
Sales
+49(0)8191/125-370
sabine.tatzel@
mi-connect.de



Regine Russek
Media
Administration
+49(0)8191/125-338
regine.russek@
mi-connect.de

