

# MediaKit

2023

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).



**m<sub>i</sub>** connect



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**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 3 special editions

**Format:** 285 mm width, 400 mm height

**Year:** 62nd year of publication in 2023

## Annual subscription prices:

Germany	€ 200.00 (plus € 30.60 shipping & VAT = € 230,60)
Overseas	€ 200.00 (plus € 61,20 shipping & VAT = € 261,20)
Single issue price	€ 13.00 (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:** Sebastian Wörle, Chief Sales Officer  
**Telephone:** +49 (0)8191/125-167  
**Email:** sales.produktion@mi-connect.de



## Print run and distribution analysis

### Print run monitoring: Print run analysis:



Copies per issue as an  
annual average  
July 1, 2021 – June 30, 2022

<b>Print run:</b>	32,454		
<b>Total actual circulation</b>			
<b>Print (TAC):</b>	32,296	of which internationally:	636
<b>e-Paper (TAC):</b>	13.814		
<b>Total (TAC):</b>	46.110		
<b>Copies sold:</b>	2,305	of which internationally:	125
– Subscriber copies:	996	of which are for members:	479
– Other sales:	1,309		
– Retail sales:	0		
<b>Free copies:</b>	43,805		

**Remaining, specimen and  
archive copies:** 158

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

\*\* incl. e-paper. The basis of the %-breakdown is the print run.

### Geographical distribution analysis:

Economic area:	Share of total actual circulation	
	%	Copies
Domestic	98.3	45,357
International	1.4	636
Other*	0.3	117
<b>Total actual circulation (TAC)**</b>	<b>100.0</b>	<b>46,110</b>

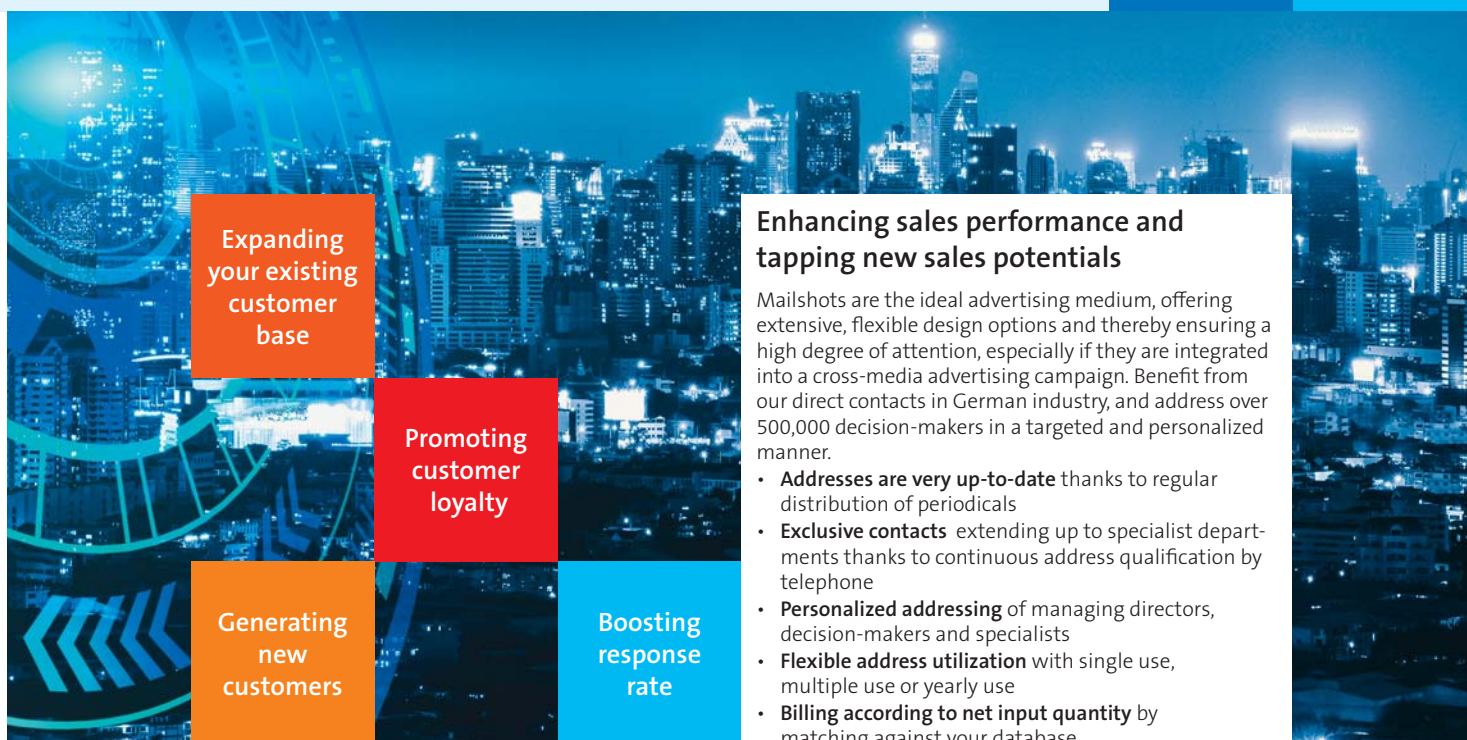
Distribution by federal state:	Share of total actual circulation	
	%	Copies
Baden-Württemberg	21.4	9,681
Bavaria	16.6	7,544
Berlin, Brandenburg, Mecklenburg-Vorpommern	3.9	1,764
Bremen, Hamburg, Schleswig-Holstein	4.3	1,929
Hesse	7.3	3,299
Lower Saxony	7.5	3,417
North Rhine-Westphalia	23.8	10,799
Rhineland-Palatinate	4.4	2,006
Saarland	1.3	591
Saxony, Saxony-Anhalt	6.5	2,956
Thuringia	3.0	1,371
<b>Total actual domestic circulation (TAC)**</b>	<b>100.0</b>	<b>45,357</b>

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

## 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

## 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!

 <h3>Advice</h3> <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>	 <h3>Production</h3> <p>We print the advertising media, whether standard or special formats.</p>
 <h3>Address matching</h3> <p>We reconcile rented address lists against your customer base.</p>	 <h3>Letter shop</h3> <p>We look after the packing of the advertising material, postage optimization and postal delivery of the mailshot.</p>



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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	28.4	13,111
25	Manufacture of fabricated metal products	22.6	10,405
19,2, 20, 21	Mineral oil processing, chemical industry	4.5	2,075
35,1, 27	Energy supply, electricity generation, manufacture of devices for electricity generation	5.3	2,460
26,51, 26,6, 26,7, 32,5	Medical, measurement, control and navigation technologies, optical instruments	5.5	2,550
22	Manufacturing of rubber and plastic goods	5.9	2,725
29, 30	Manufacture of motor vehicles, motor vehicle components and other transport equipment (incl. ship, rail vehicle, aircraft and spacecraft construction)	4.7	2,181
24	Metal production and processing	4.9	2,266
10, 11	Manufacture of food products	2.8	1,314
26,2, 26,3	Manufacture of computers and communication equipment	3.1	1,455
16, 17, 18	Wood, paper and printing industries	2.9	1,321
	Other sectors	9.1	4,130
	Other*	0.3	117
<b>Total actual circulation</b>		<b>100.0</b>	<b>46,110</b>

\* 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	41.8	19,278
50 – 99 employees	15.9	7,338
100 – 199 employees	13.4	6,174
200 – 499 employees	13.0	5,987
500 – 999 employees	5.1	2,370
1.000 employees and above	5.7	2,626
Number of employees not known	4.8	2,220
Other*	0.3	117
<b>Total actual circulation (TAC)</b>	<b>100.0</b>	<b>46,110</b>

### Job characteristics: Position in the business

	Share of total actual circulation	
	%	Recipients
<b>Company management</b> (owners, executives, directors, branch mgmt., works mgmt., operations mgmt.)	<b>48.2</b>	<b>22,243</b>
<b>Department and divisional management</b> <b>of which: Manufacturing and production management</b> (technical managers, production managers, operations scheduling managers, storage managers) <b>of which: Construction, development and MSR management</b>	<b>36.0</b> 28.5 2.3 5.2	<b>16,617</b> 13,144 1,049 2,424
<b>Project management / skilled employees</b>	<b>14.4</b>	<b>6,660</b>
<b>Other positions</b>	<b>1.1</b>	<b>473</b>
<b>Other*</b>	<b>0.3</b>	<b>117</b>
<b>Total actual circulation (TAC)</b>	<b>100.0</b>	<b>46,110</b>

\* 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)

<b>1. Examination method:</b> Recipient structure analysis through file evaluation – data collection per IVW guidelines	
<b>2. Description of recipients at the time of data collection:</b>	
<b>2.1 Nature of the file</b> 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.	
<b>2.2 Total number of recipients in the file:</b>	141,172
<b>2.3 Total number of alternating recipients:</b> (change after every third issue)	124,267
<b>2.4 Structure of recipients of an average issue by distribution type:</b>	
– Issues sold	2,305
of which:	
Retail sales	Subscriber copies 996
Other sales	0
– Free copies	43,805
of which:	
Alternating free copies	Permanent free copies 14,600
Advertising copies	29,047
	158
Total actual circulation	46,110
→ of which is domestic	45,474
→ of which is international	636

\* Company data

### 3. Description of the examination:

<b>3.1 Basic total (examined share):</b> Basic total (TAC)	46,110 = 100.00%
of which is not included in the examination:	
→ Advertising copies	158 = 0.34%
Share of basic total (TAC) included in examination	45,952 = 99.66%
<b>3.2 Date of file evaluation:</b>	August 2, 2022
<b>3.3 Description of data pool:</b> 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.	
<b>3.4 Survey target person:</b> The personal recipients at institutions entered in the file.	
<b>3.5 Definition of the reader:</b>	n/a
<b>3.6 Survey period:</b>	July 2021 to June 2022
<b>3.7 Survey implementation:</b>	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 2023
				News, economic facts, trends + innovations, R+D (research+development), construction, manufacturing, automation, software and IT, practical application	We publish <b>extensive special features</b> 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 / other dates
February	1	Feb 8	Jan 20	<b>Special: Industry trends</b> <b>Material flows / smart logistics</b> Industrial trucks, cranes / lifting equipment, intralogistics, RFID, industrial packaging, C-parts management, transport equipment, transport / procurement logistics <b>Automation – Industry 4.0</b> Drive technology, image processing, smart vision, fieldbus systems, intelligent sensors, control technology, communication technology, assembly and handling technology, robotics <b>Assembly and connection technology</b> Joining, bonding, screwing, welding / welding equipment	
	2	Feb 22	Feb 3	<b>Special: Energy</b> <b>Metal-cutting manufacturing</b> CNC control systems, cooling lubrications and their preparation, precision tools, sawing technology, clamping technology, machine tools, tool and mold making <b>Smart sensors and quality assurance</b> Image processing, embedded vision, smart vision, coordinate measurement technology, measurement, testing and control technology, inspection systems, intelligent sensors	<b>GrindTec</b> intec / Z all about automation <b>Mar 7-10</b> Mar 7-8 <b>Leipzig</b> Leipzig Friedrichs- hafen
March	3	Mar 1	Feb 10	<b>Industrial engineering / Instandhaltung / measures to protect people, plant and machinery</b> Operating equipment, compressed air technology / tools, facility management Heating / air-conditioning / ventilation, maintenance, cleaning, surface engineering <b>Robotics</b> Handling systems, robots, robot components, human-robot collaboration <b>Construction</b> Drive technology, fixtures, filters, hydraulics, pneumatics, pumps, materials	<b>ISH</b> European Coatings Show DST Dreh- und Spantage Südwest <b>Mar 13-17</b> Mar 28-30 Mar 29-31 <b>Frankfurt</b> Nürnberg Villingen- Schwenning.
April	4	Apr 5	Mar 17	<b>Special: Industrial software (PLM, security, ERP, IoT, MES, CAD/CAM)</b> <b>Aeronautical engineering</b> <b>Forming and laser technology</b> Sheet metal processing, lasers, cutting, waterjet cutting <b>Assembly and connection technology</b> Joining, bonding, screwing, welding / welding equipment	<b>Hannover Messe</b> CeMAT AERO <b>Apr 7-21</b> Apr 17-21 Apr 19-22 <b>Hannover</b> Hannover Friedrichs- hafen
	5	Apr 12	Mar 22	<b>Special: Financing for SMEs(leasing, loans, funding programs)</b> <b>Metal-cutting manufacturing</b> CNC control systems, cooling lubrications and their preparation, precision tools, sawing technology, clamping technology, machine tools, tool and mold making <b>Automation – Industry 4.0</b> Drive technology, image processing, smart vision, fieldbus systems, intelligent sensors, control technology, communication technology, assembly and handling technology, robotics	<b>LogiMAT</b> <b>Apr 25-27</b> <b>Stuttgart</b>
	6	Apr 19	Mar 29	<b>Special: E-Mobility</b> <b>Material flows / smart logistics</b> Industrial trucks, cranes / lifting equipment, intralogistics, RFID, industrial packaging, C-parts management, transport equipment, transport / procurement logistics <b>Smart sensors and quality assurance</b> Image processing, embedded vision, smart vision, coordinate measurement technology, measurement, testing and control technology, inspection systems, intelligent sensors	<b>interpack</b> Control SENSOR+TEST transport logistic Rapid.Tech 3D <b>May 4-10</b> May 9-12 May 9-11 May 9-12 May 9-11 <b>Düsseldorf</b> Stuttgart Nürnberg München Erfurt
May	7	May 10	Apr 20	<b>Medical technology</b> <b>Industrial engineering / Instandhaltung / measures to protect people, plant and machinery</b> Operating equipment, compressed air technology / tools, facility management Heating / air-conditioning / ventilation, maintenance, cleaning, surface engineering <b>Robotics</b> Handling systems, robots, robot components, human-robot collaboration	<b>maintenance</b> <b>Highlights of the Hannover Messe trade fair</b> Medtec LIVE with T4M E-world LIGNA <b>May 24-25</b> May 23-25 May 23-25 May 15-19 <b>Dortmund</b> Nürnberg Essen Hannover
	8	May 31	May 10	<b>Special: Industrial software (PLM, security, ERP, IoT, MES, CAD/CAM)</b> <b>Metal-cutting manufacturing</b> CNC control systems, cooling lubrications and their preparation, precision tools, sawing technology, clamping technology, machine tools, tool and mold making <b>Material flows / smart logistics</b> Industrial trucks, cranes / lifting equipment, intralogistics, RFID, industrial packaging, C-parts management, transport equipment, transport / procurement logistics	<b>Moulding Expo</b> <b>automatica</b> <b>Jun 13-16</b> <b>Jun 27-30</b> <b>Stuttgart</b> <b>München</b>
June	Sonderausgabe	Jun 7	May 10	<b>Produktion MAGAZIN: Beste Produkte 1 (nähere Infos auf Seite 15)</b>	
	9	Jun 14	May 24	<b>Automation – Industry 4.0</b> Drive technology, image processing, smart vision, fieldbus systems, intelligent sensors, control technology, communication technology, assembly and handling technology, robotics <b>Forming and laser technology</b> Sheet metal processing, lasers, cutting, waterjet cutting	<b>automatica</b> Internat.Paris Airshow LASER <b>Jun 27-30</b> Jun 19-25 Jun 27-30 <b>München</b> Le Bourget München





## 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	22,150.–
	A4 page	198 x 280	11,990.–
	Junior page	148 x 201	6,270.–
	1/2 page A4 horizontal	198 x 137	5,690.–
	1/2 page A4 vertical	97 x 280	5,690.–
	1/3 page A4 horizontal	198 x 90	3,860.–
	1/3 page A4 vertical	72 x 280	3,860.–
	1/3 page A4 square	97 x 201	3,860.–
	1/4 page A4 horizontal	198 x 67	2,470.–
	1/4 page A4 vertical	47 x 280	2,470.–
	1/4 page A4 square	97 x 137	2,470.–
	1/8 page A4 horizontal	198 x 32	1,250.–
	1/8 page A4 vertical	47 x 137	1,250.–
	1/8 page A4 square	97 x 67	1,250.–
	1/16 page A4 square	47 x 67	645.–
Magazine formats	2/1 page	534 x 371	22,150.–
	1/2 page panorama	534 x 183	18,750.–
	1/1 page	249 x 371	11,990.–
	2/5 page vertical	97 x 371	7,210.–
	1/2 page horizontal	249 x 183	10,990.–
	1/3 page horizontal	249 x 120	7,500.–
	1/4 page horizontal	249 x 89	4,850.–
	1/8 page horizontal	249 x 42	2,530.–

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: € 590.00

97 mm width x 100 mm height: € 1,185.00

• **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: € 3,095.00
- Island ad, 47 mm width x 50 mm height: € 1,470.00  
Placement: In editorial section, surrounded by at least 3 pages of text
- Sleeve, incl. printing and adhesive costs: €16,690.00  
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: €22,300.00  
Placement: Across the spread; editorial content on left and right
- 1/2 tunnel ad, 332 mm width x 183 mm height: €11,800.00  
Placement: Across the spread; editorial content on left and right
- Keilanzeige, 249 mm width x 371 mm height: €12,200.00
- Kugelanzeige, Durchmesser 148 mm: € 9,800.00
- Interview advertorial on the last page: € 6,190.00  
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

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

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

## Become a pioneer with us

We are providers of **technical information and communication solutions for German industry.**

With our 26 strong media brands (print and digital) and over 90 events per year, you can reach the top decision-makers in the production, automotive, electronics and chemical sectors with targeted precision.

Our platforms for pioneers offer all the relevant channels (digital, print, events and services) for your holistic marketing strategy. This makes us your reliable partner when it comes to reaching your target market. Every day, we work on positioning your company in the market to its best possible advantage by means of individual, creative concepts, thus making your campaign a success.



26

Media  
brands



90

events per year



8,500

event parti-  
cipants per  
year



70,000

newsletter  
subscribers



500,000

monthly  
active  
users




1.4 mio.

page impres-  
sions per  
month



2.4 mio.

copies  
distributed  
per year



**You have a specific communication goal and you're looking for ideas for a marketing campaign?**

Put your personal media kit together now. With our strong B2B network and content know-how, you will get solution-driven, flexible marketing campaigns with direct access to the target market of your choice.

Find out more at [www.b2b-media-netzwerk.de](http://www.b2b-media-netzwerk.de)

**Create your media kit now**

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

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## Printing and binding process

Heatset web offset printing (ISO 12647-2)

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## Profiles

Content: PSO\_SNP\_Paper\_eci.icc

Download profiles for free:

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

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**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.

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## 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.

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## 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.

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## Contact/data transfer

Veronika Stockmayr

Media Administration

Telephone: +49 (0)8191 125 338

E-Mail: [veronika.stockmayr@mi-connect.de](mailto:veronika.stockmayr@mi-connect.de)



## Trade fair guide for AMB, Stuttgart

**Publication date:** September 01, 2023  
**Advertising deadline:** August 04, 2023

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 7, 2023  
**Advertising deadline:** May 10, 2023

**2** November 8, 2023 October 11, 2023

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	22,150.-
Inside front cover or outside back cover	-	216 x 303	13,170.-
1/1 page	178 x 257	216 x 303	11,990.-
Junior page	126 x 178	145 x 203	6,270.-
1/2 page horizontal	178 x 126	216 x 149	5,690.-
1/2 page vertical	86 x 257	105 x 303	5,690.-
1/3 page horizontal	178 x 83	216 x 106	3,860.-
1/3 page vertical	56 x 257	75 x 303	3,860.-
1/4 page horizontal	178 x 62	-	2,470.-
1/4 page vertical	41 x 257	-	2,470.-
1/4 page square	86 x 126	-	2,470.-
1/8 page horizontal	178 x 29	-	1,250.-
1/8 page vertical	41 x 126	-	1,250.-
1/8 page square	86 x 62	-	1,250.-
Company profile	178 x 83	-	2,400.-
2-page bound insert			13,590.-
<b>Special form of advertising in Produktion MAGAZIN AMB trade fair guide:</b> Cover picture (216 mm width x 303 mm height) incl. 2-page post			14,700.-
<b>Special form of advertising in Produktion MAGAZIN Best Products:</b> Cover photo (51 mm width x 164 mm height) incl. product report			2,880.-

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
3	March 01, 2023	February 10, 2023
7	May 10, 2023	April 20, 2023
10	July 12, 2023	June 23, 2023
15	October 25, 2023	October 06, 2023
18	Dezember 06, 2023	November 17, 2023

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)	26.5	12,220
19, 20, 21	Coke oven products and refined petroleum, chemical and pharmaceutical industry	6.3	2,920
25	Manufacture of fabricated metal products (incl. repairs and installation)	23.1	10,645
26, 27, 32.5	Electrical technology (measurement, control and regulation, medical and telecommunica- tions technology, electrical equipment)	11.0	5,066
22, 23	Manufacture of rubber and plastic goods, cement, chalk and gypsum	6.6	3,042
24	Manufacture of basic metals	5.3	2,461
29, 30	Manufacture of motor vehicles and motor vehicles parts, other transport equipment ship, rail vehicle, aircraft and spacecraft construction)	4.8	2,193
49-97	Telecommunications, corporate consultations, general cleaning of buildings, streets and means of transport	10.2	4,710
	Other sectors	5.9	2,736
	Miscellaneous*	0.3	117
Total actual circulation (TAC)		100.0	46,110

## Data-driven online marketing



With our audience products, you can reach your target market precisely where they are to be found – even outside of our platforms.

### Talk to us and find out more about

- Account-based marketing campaigns
- Intent scoring
- CPL models
- Reach extensions
- High-quality traffic with guaranteed clicks

### This is what we offer:

- Campaigns delivered to defined target markets across networks and devices
- Maximum control over your advertising budget thanks to precise campaign analyses
- Low scatter as only targeted users are addressed
- Various pricing models

**Web address:** [www.produktion.de](http://www.produktion.de)

**Brief description:**

[www.produktion.de](http://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 [veronika.stockmayr@mi-connect.de](mailto:veronika.stockmayr@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.ivw-online.de/>

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

**Usage data:** Page Impressions: 412.137  
(Source: [www.ivw.de](http://www.ivw.de) - May 2022)

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	210.– EUR
	Half-page ad	RoS (sticky)	Desktop	300x600	230.– EUR
	Skyscraper right	RoS (sticky)	Desktop	160x600	99.– EUR
	Wallpaper	RoS	Desktop	728x90 + 160x600	210.– EUR
	Skyscraper left premium	RoS	Desktop	160x600	99.– EUR
	Skyscraper left basic	RoS	Desktop	160x600	80.– EUR
	Leaderboard premium	Post, under teaser image	Desktop, tablet	728x90	185.– EUR
	Leaderboard basic	Post, after 1st text block, or end of post	Desktop, tablet	728x90	130.– EUR
	Medium rectangle	RoS	Desktop mobile/tablet	300x250	105.– EUR
	Baseboard ad	RoS (sticky)	Desktop	960x90	105.– EUR

## Whitepaper



Get your white paper integrated and advertised on our portal page

### What's included:

- Editorial service: preliminary quality check by our content experts
- Creation of a landing page on our portal
- Weekly deliveries of download addresses within the agreed term (eight weeks)

### Marketing:

- Bespoke marketing campaign using pull and push mechanisms

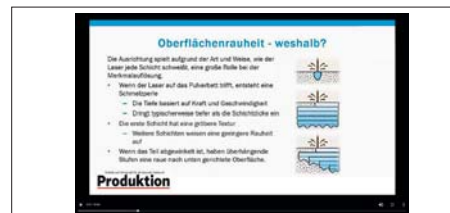
**CPL from EUR 150 depending on target group /**

**Minimum order volume EUR 5,000**

We need certain information from you so that we can provide you with your target group in line with your requirements. You can find more precise details here:

<https://t1p.de/Leadgenerierung-Whitepaper>

## Webinar



Get your webinar integrated and advertised on our portal page

### What's included:

- Advice from our content experts on identifying the right topic
- Technical organization and implementation
- Moderation by our editorial team
- Creation of a landing page on our portal, including the option to sign up
- Weekly deliveries of addresses within the agreed term

### Marketing:

- 1 x article teaser on the landing page or a heading page (one week)
- 2 x traffic feed via integration in editorial newsletter
- 2 x reach extension with a social media boost

**EUR 14,190**

## Content Placement



Content placement consists of a fully fledged, tagged article published on our portal page under your chosen heading.

- Review by our content experts (preliminary quality check)
- Placement of the article under your chosen heading
- Archiving on the portal page: one year after publication
- Reporting after total term (four weeks)

### Marketing:

- 1 x article teaser on the landing page or a heading page (one week)
- 1 x traffic feed via integration in editorial newsletter

**EUR 4,060**

## Editorial Service

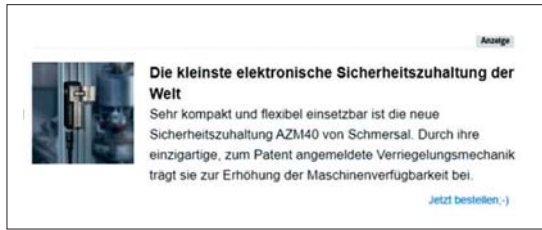


Do you have a topic that you'd like to place on our portal but nobody in house to do it for you?  
Not a problem!

Our content experts will discuss the topic with you, prepare the content placement, and edit it in line with our internal style guide and target group criteria (editorial “look and feel”).

**Price on request**

## Native Content ad



Banner ads on a website are similar in form and design to our own articles on the website in terms of the combination of images and copy and are thus less noticeable as advertising.

- They can be placed in Medium Rectangle, Leaderboard Premium and Leaderboard Basic banner ad spaces.
- Leaderboard format: Image (1200 x 800 pixels), headline (approx. 45 characters), body copy (approx. 100 characters), call to action (approx. 20 characters).

The “character limits” can vary depending on the location of the ad.

- File format (image): png, jpg, gif (also animated)
- File size (image): 200 KB
- Devices: Desktops, tablets, mobiles

**CMP € 190**

You can find further information on our “integrated marketing services” such as SEO, lead generation, pillar pages, or opinion leadership at <https://www.mi-connect.de/services>.

## Native Video ad



In-banner video ads on a website are similar in form and design to our own articles on the website in terms of the combination of video and copy and are thus less noticeable as advertising.

- They can be placed in the Leaderboard Premium banner ad space.
- Format: Video (940 x 250 pixels); headline (approx. 55 characters), no body copy, call to action (approx. 20 characters).
- Length of video: max. 59 sec.
- File format: .mp4  
Only physical videos are allowed, no links to third-party providers, etc.
- File size: max. 29 MB
- Devices: Desktops, tablets, mobiles

**CMP € 190**



# Produktion

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

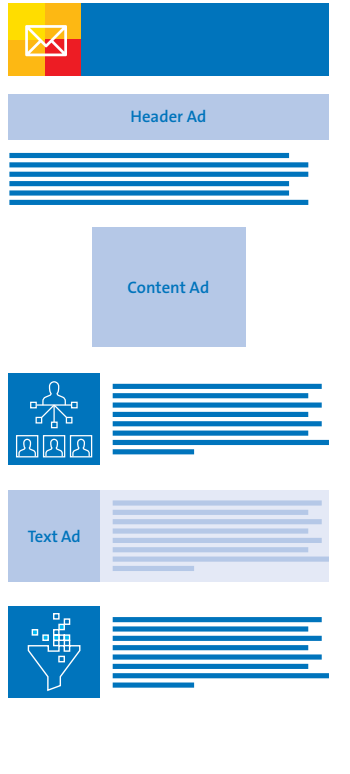
<b>Name:</b>	Produktion newsletter
<b>Brief description:</b>	The Produktion newsletter provides up-to-the-minute reports on everything important and intriguing from the manufacturing industry and supplies in-depth information on companies, people, markets, products and technologies. The latest sector news is supplemented with useful background information.
<b>Target audience:</b>	Decision-makers throughout the manufacturing industry in management positions, production, construction, development, purchasing, maintenance and logistics.
<b>Publication frequency:</b>	3 times a week
<b>Distribution:</b>	14,824 subscribers (as at: June 2022)

## Forms of advertising and prices:

Ad form	Format (in pixels)	Placement	Data volume	Price in € per week
Header Ad	650 x 90	Top	max. 50 KB	1,680.00
Content ad	650 x 150	Report section	max. 50 KB	1,680.00
Text ad	max. 330 characters + image (620 x 349 px)	Report section	max. 50 KB	1,960.00



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 14,824 subscribers, made up of 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: € 6,490.00**

**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



## 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](#)

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Our General Terms and Conditions of Business apply. These can be viewed at [www.mi-connect.de](http://www.mi-connect.de).

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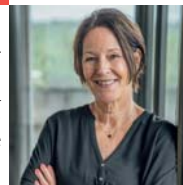


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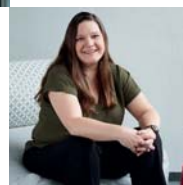
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