1 Short profile
The editorial team of Konstruktion & Entwicklung informs design engineers and development engineers succinctly on trends, markets, doors and products of the fields of mechanical and plant engineering, electrical engineering as well as vehicle construction. The trend magazine for designers and developers stands for precise information based on sound background information and facts. Interviews as well as reports researched mainly by ourselves show in words and pictures what creative solutions look like and therefore provide a real additional value. Trend topics as well as news from research and development are also a fixed part of each issue. The professionally grounded topics compiled with journalistic care are tailored to the information needs of all groups of people involved in the decision process. Our photo-reportages or the “Kreative Zone” show that specialized information can be presented in a lively way. The Konstruktion & Entwicklung is the indispensable information platform for many decision makers in the industry in order to plan the application of technology, to decide to continue and develop for the future. Konstruktion & Entwicklung – refreshingly informative!
Our trade journal Konstruktion & Entwicklung is publishd as print version and APP! K&E-APP offers much additional advantages as for example larger photo galleries within your press releases, linking to your homepage and/or your products, just to mention a few. We provide additional benefits for your press relations and offer you new possibilities for your advertising. Just enter „Konstruktion“ in Apple Store or in Google Play Store and download at no charge!

2 Frequency .................. 10 times a year
3 Volume ........................ volume 24, 2017
4 Web address (URL) ....... www.konstruktion-entwicklung.de

5 Membership ...................... –
6 Organ .............................. –
7 Publisher .................. Schlütersche Verlagsgesellschaft mbH & Co. KG, Hannover

8 Publishing house .......... Schlütersche Verlagsgesellschaft mbH & Co. KG
Office address ....... Gögginger Straße 105a, 86199 Augsburg
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Fax .............................. +49(0)821 319880-80
Email......................... vg-augsburg@schluetersche.de
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Florian Gollinger, gollinger@schluetersche.de

11 Sales
Phone ................................ 0511 8550-2638
Fax ................................ 0511 8550-2405
Email .............................. vertrieb@schluetersche.de

12 Subscription price
Annual subscription (incl. shipping costs and VAT) .......... Germany 52.50 €
........................................................................... Abroad 71.00 €
Retail sale (plus shipping costs) ........................................ 15.50 €

13 ISSN ........................... 1435-893x

14 Content analysis 2015 = 10 issues
Magazine format ......................... DIN A4
Total content ........................................ 936 pages = 100.0%
Editorial content ............................... 710 pages = 75.8%
Advertising content ....................... 226 pages = 24.2%

Consisting of
classified ads ................................ –
bound inserts ................................ 16 ..... = 7.0%
ads of publishers
and print shops ...................... 17 pages = 7.5%

Loose inserts .............................. 6 pieces
Partial loose inserts .................. – pieces
15 Editorial content analysis 2015 = 710 pages
- Drive and control technology .......................................................... 184 pages = 25.9 %
- Automation technology .................................................................. 128 pages = 18.0 %
- Measuring technology ..................................................................... 48 pages = 6.8 %
- Sensor technology ............................................................................ 41 pages = 5.8 %
- Machine equipment and machine parts .............................................. 72 pages = 10.2 %
- Fluid technology ............................................................................... 36 pages = 5.0 %
- Materials and plastics technology ...................................................... 25 pages = 3.5 %
- Electrical equipment, casing and cabinet construction ...................... 67 pages = 9.5 %
- C-technologies ................................................................................... 32 pages = 4.5 %
- Hybrid technology, hybrid energy saving .......................................... 23 pages = 3.2 %
- Industry + markets, management ..................................................... 54 pages = 7.6 %

710 pages = 100 %

16 Circulation control

Member of “Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.”

17 Circulation analysis

Print run ................................................................. 25 191
Actually distributed circulation ........... 24 886  thereof abroad 1 004
Paid circulation ................................................. 239
- subscriptions ....................................................... 219
- sale by retail ........................................................ –
- other sale ............................................................ 20
Free samples ......................................................... 24 647
Remaining, archive and voucher copies ........................................... 305

18 Geographic distribution analysis

<table>
<thead>
<tr>
<th>Economic area</th>
<th>percent of actually distributed circulation</th>
<th>copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany:</td>
<td>96</td>
<td>23 882</td>
</tr>
<tr>
<td>Abroad:</td>
<td>4</td>
<td>1 004</td>
</tr>
</tbody>
</table>

Actually distributed circulation: 100.0 24 886

18.1 Distribution in Germany according to Nielsen-areas

<table>
<thead>
<tr>
<th>Nielsen-area</th>
<th>percent</th>
<th>copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: Hamburg, Bremen, Schleswig-Holstein, Niedersachsen</td>
<td>11.62</td>
<td>2 775</td>
</tr>
<tr>
<td>2: Nordrhein-Westfalen</td>
<td>24.03</td>
<td>5 739</td>
</tr>
<tr>
<td>3a: Hessen, Rheinland-Pfalz, Saarland</td>
<td>12.47</td>
<td>2 978</td>
</tr>
<tr>
<td>3b: Baden-Württemberg</td>
<td>22.30</td>
<td>5 326</td>
</tr>
<tr>
<td>4: Bayern</td>
<td>16.87</td>
<td>4 029</td>
</tr>
<tr>
<td>5-7: Berlin and eastern states</td>
<td>12.71</td>
<td>3 035</td>
</tr>
</tbody>
</table>

Actually distributed circulation Germany: 100.0 23 882
### 19 Industrial sectors / occupational groups

<table>
<thead>
<tr>
<th>Department/Group/Class</th>
<th>name of recipient group according to “Klassifikation der Wirtschaftszweige” of Federal Statistics Office</th>
<th>percent of actually distributed circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>% copies</td>
</tr>
<tr>
<td>19-20</td>
<td>chemical industry, processing of mineral oil, coking</td>
<td>3.3 820</td>
</tr>
<tr>
<td>22</td>
<td>production of rubber and plastic goods</td>
<td>3.5 870</td>
</tr>
<tr>
<td>23</td>
<td>glass industry, production of ceramics, processing of stones and earth</td>
<td>2.4 596</td>
</tr>
<tr>
<td>24</td>
<td>metal production and processing</td>
<td>5.1 1268</td>
</tr>
<tr>
<td>25</td>
<td>production of metal products /steel and light metal</td>
<td>6.2 1542</td>
</tr>
<tr>
<td>26.2,26.3,27</td>
<td>production of equipment for electricity production and distribution broadcast, television and communications engineering</td>
<td>19.1 4752</td>
</tr>
<tr>
<td>26.6,26.51, 26.7,32.5</td>
<td>medical/measurement/optics/control engineering</td>
<td>5.6 1393</td>
</tr>
<tr>
<td>28</td>
<td>mechanical engineering</td>
<td>43.1 10725</td>
</tr>
<tr>
<td>28.23</td>
<td>production of office machines, dp-equipment</td>
<td>0.5 124</td>
</tr>
<tr>
<td>29</td>
<td>production of motor vehicles and parts of motor vehicles</td>
<td>4.6 1145</td>
</tr>
<tr>
<td>30</td>
<td>other vehicle construction</td>
<td>1.0 249</td>
</tr>
<tr>
<td><strong>total manufacturing</strong></td>
<td></td>
<td><strong>94.4 23484</strong></td>
</tr>
<tr>
<td>70-71</td>
<td>other services, engineering offices, technical consultants</td>
<td>1.4 348</td>
</tr>
<tr>
<td></td>
<td>undefined branch of industry</td>
<td>0.2 50</td>
</tr>
</tbody>
</table>

**Actually distributed circulation Germany**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>% copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actually distributed circulation</td>
<td></td>
<td>96.0 23882</td>
</tr>
</tbody>
</table>

**Actually distributed circulation abroad**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>% copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual average of actually distributed circulation</td>
<td></td>
<td>100.0 24886</td>
</tr>
</tbody>
</table>
### 20 Size of company

<table>
<thead>
<tr>
<th>Number of employees</th>
<th>percent of actually distributed circulation</th>
<th>copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–49</td>
<td>24.9</td>
<td>6 195</td>
</tr>
<tr>
<td>50–99</td>
<td>21.8</td>
<td>5 423</td>
</tr>
<tr>
<td>100–199</td>
<td>21.0</td>
<td>5 224</td>
</tr>
<tr>
<td>200–499</td>
<td>15.8</td>
<td>3 931</td>
</tr>
<tr>
<td>&gt; 500</td>
<td>9.6</td>
<td>2 388</td>
</tr>
<tr>
<td>other</td>
<td>2.9</td>
<td>721</td>
</tr>
<tr>
<td>Germany</td>
<td>96.0</td>
<td>23 882</td>
</tr>
<tr>
<td>Switzerland, Austria, Benelux, other foreign countries</td>
<td>4.0</td>
<td>1 004</td>
</tr>
</tbody>
</table>

Actually distributed circulation: 100.0 24 886

### 21.2 Job characteristic: position in company

<table>
<thead>
<tr>
<th>Number of employees</th>
<th>percent of actually distributed circulation</th>
<th>copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>owners, managers, technical managers</td>
<td>19.5</td>
<td>4 851</td>
</tr>
<tr>
<td>development, planning, construction</td>
<td>66.9</td>
<td>16 651</td>
</tr>
<tr>
<td>purchasing</td>
<td>3.9</td>
<td>970</td>
</tr>
<tr>
<td>automation, production</td>
<td>8.5</td>
<td>2 115</td>
</tr>
<tr>
<td>other</td>
<td>1.2</td>
<td>299</td>
</tr>
</tbody>
</table>

Actually distributed circulation: 100.0 24 886

### 20.1 Job characteristic: function

not collected
1 **Circulation on annual average**
   (according to AMF scheme 2, number 17)
   Print run: 25,191 copies
   Actually distributed circulation: 24,886 copies

2 **Magazine format**
   210 mm wide, 297 mm high, DIN A4
   Print space: 188 mm wide, 272 mm high
   Number of columns:
   - 4 columns = column width 44 mm
   - 3 columns = column width 60 mm

3 **Printing and binding, print documents**
   Offset printing; adhesive binding. Delivery of digital print documents is required (refer to info on “digital print documents”). Cost prices will be charged for files that are not accurate in size and for the generation of color ads.

4 **Dates**
   Frequency:
   - 10 issues per year
   Publication date:
   - Refer to editorial calendar
   Closing date for ads and copy:
   - Refer to editorial calendar

5 **Publisher**
   Schlütersche Verlagsgesellschaft mbH & Co. KG
   Verlagsbüro Augsburg
   Office address: Gögginger Straße 105a, 86199 Augsburg
   Advertising department:
   Phone: +49(0)821 319880-0
   Fax: +49(0)821 319880-80
   Email: vg-augsburg@schluetersche.de

6 **Terms of payment**
   8 days after billing date 2% discount, else 30 days without discount.
   Bank collection procedure possible. VAT ID DE 115 697 748

   **Bank details**
   Bank details for advertising and sales invoices:
   Commerzbank Hannover (sort code 250 800 20), account no. 111 118 800
   IBAN: DE84 2508 0020 0111 1188 00, BIC: DRESDEFF250

7 **Advertising formats and prices**
   All prices are exclusive of VAT.
   Colour prices include standard colours in accordance with Euroscale.

<table>
<thead>
<tr>
<th>Format</th>
<th>width x height in mm</th>
<th>basic price b/w in €</th>
<th>basic price 4c in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>188 x 272</td>
<td>5 100.–</td>
<td>6 480.–</td>
</tr>
<tr>
<td>2/3 page</td>
<td>124 x 272 / 188 x 180</td>
<td>3 395.–</td>
<td>4 610.–</td>
</tr>
<tr>
<td>1/2 page</td>
<td>92 x 272 / 188 x 134</td>
<td>2 790.–</td>
<td>3 840.–</td>
</tr>
<tr>
<td>Juniorpage</td>
<td>140 x 180</td>
<td>3 050.–</td>
<td>4 100.–</td>
</tr>
<tr>
<td>1/3 page</td>
<td>60 x 272 / 188 x 88</td>
<td>1 710.–</td>
<td>2 670.–</td>
</tr>
<tr>
<td>1/4 page</td>
<td>92 x 134 / 188 x 65 / 44 x 272</td>
<td>1 280.–</td>
<td>1 955.–</td>
</tr>
<tr>
<td>1/8 page</td>
<td>92 x 65 / 188 x 31 / 44 x 134</td>
<td>725.–</td>
<td>1 235.–</td>
</tr>
<tr>
<td>Basic price per one-column millimetre line (44 mm)</td>
<td>5.30</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

   **Advertorials and different formats on request**

13 **Bound inserts**
   Special formats on request. When an order is placed a sample has to be submitted. Please deliver bound inserts in an untrimmed format of 216 mm width and 303 mm height (adhesive binding), multiple-page bound inserts folded.

<table>
<thead>
<tr>
<th>Paper weight</th>
<th>130 g</th>
<th>170 g</th>
<th>over 170 g</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 pages</td>
<td>6 380.–</td>
<td>7 010.–</td>
<td>7 710.–</td>
</tr>
<tr>
<td>4 pages</td>
<td>9 560.–</td>
<td>10 520.–</td>
<td>11 570.–</td>
</tr>
<tr>
<td>8 pages</td>
<td>13 050.–</td>
<td>15 780.–</td>
<td>17 360.–</td>
</tr>
</tbody>
</table>

   **Different paper weights on request**
Preferred positions
- 2nd cover, 4c: 7450.– €
- 3rd cover, 4c: 7130.– €
- 4th back cover, 4c: 7450.– €
- Cover, 4c: on request

Type setting and litho costs
Technical costs for typesetting and corrections are charged at cost price and are not discountable.

8 Surcharges

8.1 Color surcharges
Each additional standard colour (Euroscale)
- 1/1 page: 460.– €
- 1/2 page: 350.– €
- 1/3 page: 320.– €

Special colors (e.g. HKS): all formats 600.– €
Metallic colors on request

8.2 Positioning
Across spine: add 10 % to b/w basic price
Bleed size: add 10 % to b/w basic price

9 Classified ads
Categories, sales, bids, job offers, miscellaneous
per millimetre: 5.30 €
box number charge: 10.00 €

10 Special forms of advertising – on request

11 Discounts (when purchasing within one insertion year)

<table>
<thead>
<tr>
<th>Series</th>
<th>Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 ads</td>
<td>2 pages</td>
</tr>
<tr>
<td>6 ads</td>
<td>4 pages</td>
</tr>
<tr>
<td>12 ads</td>
<td>6 pages</td>
</tr>
<tr>
<td></td>
<td>12 pages</td>
</tr>
</tbody>
</table>

5 % | 10 % | 15 % | 20 % | 25 %

12 Combinations
Larger acquisitions and multiple year orders on request

14 Loose inserts (non-discountable)
- Total circulation up to 25 g: 279.– €
- up to 30 g: 306.– €
- up to 35 g: 333.– €
- up to 40 g: 360.– €
- up to 45 g: 387.– €
- up to 50 g: 414.– €

Heavy inserts, partial inserts and possible postage on request. Maximum format 205 x 290 mm.

15 Tip-ins
- Postcards in combination with an ad or bound insert
Insert charge for DIN A6 format with a weight of up to 5 g: 1280.– €
Plus glueing costs per thousand
Plus additional distribution costs

Samples/CDs/booklets
Prices and glueing costs on request along with submission of a binding sample.
Supply quantity for inserts and postcards etc. is 25 000 copies.
The publisher reserves the right to increase the circulation on special occasions.

16 Delivery address for positions 13 to 15
Sedai Druck GmbH & Co. KG
Druckzentrum Wangelist
Böcklerstraße 13
- Receiving department in Stegerwaldstr. 2, Rampe Mitteltrakt
31789 Hameln
Delivery memo: Trade magazine Konstruktion & Entwicklung, issue ...
Delivery free printing house
Delivery 10 days prior to publication date at the latest.
**Digital print documents**

The following conditions have to be met for a correct processing of digital print documents:

**Preferred data format**

Printable PDF or X-3 files (with embedded fonts and image files). Please save to trimmed size without trim and register marks, etc. When delivering open files (incl. fonts and high-resolution images) as well as files from programs such as WORD, EXCEL, Powerpoint, Pagemaker or CorelDraw, we cannot take responsibility for the quality of the advertisements. Extra costs are charged according to effort for these formats.

**Images files**

Resolution of colour or grey scale images at least 300 ppi
Line drawing at least 600 ppi

**Colour**

CMYK, no RGB or special colours

**Print method**

Web offset printing, adhesive binding

**Data carrier format**

CD-ROM (Macintosh/Windows), DVD-ROM (Macintosh)

**Data transfer**

Email: anzeigenlieferungen-kue@schluetersche.de
FTP connections on request

**File information**

Please state magazine_issue_advertiser when sending the data and send exact order data as well as an authoritative printed version of your advertisement.

Colour advertisements also require a proof that corresponds to the recommendations by FOGRA or ECI for web-offset printing. Type of proof and paper category on request.

**Advertisement order**

These specifications do not substitute the written advertisement order.

Please send this directly to the advertisement department.

Receiving and processing check

The publisher assumes no responsibility for colour deviations and text positions in the advertisement, if files were not saved in the formats specified above and no colour-reference proofs were sent.

**Technical costs**

Work costs will be charged for designing/producing advertisements and changing templates that do not correspond to size as well as handling all templates that do not correspond to the printing method.

**Technical requests/contact**

Email to anzeigenlieferungen-kue@schluetersche.de
Phone +49(0)821 319880-2522
Our trade journal *Konstruktion & Entwicklung* is published as print version and APP. The K&E-APP offers much additional advantages as for example larger photo galleries within your press releases, linking to your homepage and/or products, just to mention a few.

We provide additional benefits for your press relations and offer you new possibilities for your advertising. The K&E readers appreciate very much a specific search by keywords and the lively way of press releases and receive a wider view on the market in each of the ten K&E issues.

### Advertising formats and prices

- **Full-Screen-Ad** (Special placement between front cover and editorial)
- **Full-Screen-Ad** (possible 6 times per issue)
- **AppVertorial** (possible 6 times per issue): As report designed advertisement with listing in the index.
- **Breaker-Ad**
  (2 issues per picture gallery for 3 galleries) as interrupting advertisement
- **Video-Promotion**
  Link of a report with company videos from your homepage

In total 19 advertising spaces per issue (152 altogether)

<table>
<thead>
<tr>
<th>Advertising formats</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Screen-Ad (SP)</td>
<td>950.– €</td>
</tr>
<tr>
<td>Full-Screen-Ad</td>
<td>760.– €</td>
</tr>
<tr>
<td>AppVertorial</td>
<td>760.– €</td>
</tr>
<tr>
<td>Breaker-Ad</td>
<td>420.– €</td>
</tr>
<tr>
<td>Video-Promotion</td>
<td>380.– €</td>
</tr>
</tbody>
</table>

### Technical requirements

- **AppVertorial**: picture (2048 x 1496 pixel) and additional text (750 signs)
- **Breaker-Ad**: size of picture: 2048 x 1496 pixel
- **Full-Screen-Ad**: For an optimal presentation it is necessary that all 8 formats will be delivered. The file name has to remain unchanged. Only „company“ will be replaced by your company name.
- **Size of file**: variabel
- **Colour space**: RGB

**Link**: Information on the complete URL of landing page

**Possibilities for links**: Link on In-App-Video, Link on In-App-Picture gallery, Link on In-App-Website, Link on In-App-Panorama picture

###ீ File name | Size b x h (px) | Application
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>company_iPhone_landscape.jpg</td>
<td>480 x 300</td>
<td>iOS and Android</td>
</tr>
<tr>
<td>company_iPhone_portrait.jpg</td>
<td>320 x 460</td>
<td></td>
</tr>
<tr>
<td>company_iPhone_landscape_hr.jpg</td>
<td>960 x 600</td>
<td></td>
</tr>
<tr>
<td>company_iPhone_portrait_hr.jpg</td>
<td>640 x 920</td>
<td></td>
</tr>
<tr>
<td>company_iPad_portrait.jpg</td>
<td>768 x 1004</td>
<td></td>
</tr>
<tr>
<td>company_iPad_landscape.jpg</td>
<td>1024 x 748</td>
<td></td>
</tr>
<tr>
<td>company_iPad_portrait_hr.jpg</td>
<td>1536 x 2008</td>
<td></td>
</tr>
<tr>
<td>company_iPad_landscape_hr.jpg</td>
<td>2048 x 1496</td>
<td></td>
</tr>
</tbody>
</table>
– Special advertising layouts – eye-catching & effective

Use a very important technology topic for you with the know-how and the competence of your company. Open exclusively the special topics with your motive as „magazine in a magazine“.

Technologies

**K&E SPECIAL**

**Issue 1-2:** Machine elements  
**Issue 3:** Automation technology  
**Issue 4:** Drive engineering | control technology  
**Issue 5:** Sensors | measurement and test engineering  
**Issue 6:** Automation technology  
**Issue 7-8:** Drive engineering | control technology  
**Issue 9:** Automation technology  
**Issue 10:** Electrical engineering  
**Issue 11:** Drive engineering | control technology  
**Issue 12:** Drive engineering | control technology

**Price inside title** 4 400.- €

Present the know-how of your company on the inside title page
Konstruktions-TechGuide – New in K&E-APP
The Konstruktions-TechGuide presents your company, your homepage or for example your product catalogue crossmedial print + online. Choose your entry according to your individual marketing strategy and address the executives of the construction industry!

Services:
YOUR COMPANY-, CATALOGUE- OR HOMEPAGE ENTRY

Layout:
Address data in 8 lines (company, address, telephone, fax, internet, E-mail)

+ screenshot of the web site, catalogue or company logo
+ 90 signs of the company profile
+ a category of your choice

= price per advertisement / issue 275.- €

We need from you:
• picture of your catalogue/brochure/logo (pdf-data, 300 dpi) or a screenshot of your homepage.
• short description which should be published with the picture (reference value: 90 signs).

Good to know:
• collective invoice with first issue according to the agreement of duration
• no agency commission
• 4-colour-printing including
• duration 12 months until revoked = 10 issues

K&E added value:
• Upgrade your TechGuide advertisement with a QR-Code-link to your current job offers – additional charge per issue 100.– Euro

For queries:
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ross@schluetersche.de

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Fax 089-420493-40
info@maxonmotor.de
www.maxonmotor.de

maxon motor ist der weltweit führende Anbieter von hochpräzisen Antriebsystemen

KONSTRUKTION
KONSTRUKTION & ENTWICKLUNG
Gögginger Straße 105a
D-86199 Augsburg
+49(0)821 319880-0
Fax -80
vg-augsburg@schluetersche.de
www.konstruktion-entwicklung.de

Das Fachmagazin für Konstrukteure und Entwickler. Erforschend informativ!

Format per entry: 92mm (wide) x 55 mm (high)
1 Web-Adresse (URL): http://www.konstruktion-entwicklung.de

2 Characteristics in brief
After the relaunch the new homepage of Konstruktion & Entwicklung, www.konstruktion-entwicklung.de, is published in current tiles optics and convinces not only by a modern design, but also through a series of new and effective advertising forms. In addition to the prominent Fireplace and Billboard Ads there is the possibility of paid content, which as an optical interrupter in editorial article pages directs specifically the attention to your product. Of course the new homepage is rwd competent and enables an optimised display on various devices.

3 Target group
www.konstruktion-entwicklung.de is directed at the technical management, at employees from development, planning, construction, machine construction, OEM as well as system integration. The homepage for constructors and developers is an important source of information and at the same time a decisive help with upcoming investments.

4 Publishing house/contact person
Schlütersche Verlagsgesellschaft
Contact person of editorial staff: Tim Bartl ............................. 0821 319880-30
Contact person sales: Dennis Roß ......................... 0821 319880-34
1. **File formats**
   GIF, JPG (max. 40 kB), HTML5 (max. 400 kB)

2. **Delivery address**
   Please send your advertising material for your campaign by E-Mail to: anzeigen-daten-kue@schluetersche.de.

3. **Delivery time**
   1 week prior to the beginning of the campaign
   Please inform us on the exact URL where your ad should be linked to.
   Note for HTML5 -Banner: Please deliver all banner elements in a zip file and integrate a solution for not compatible browsers.

4. **Rotation**
   There is a maximum of 5 banners per banner ad.
   The rotation is made per click.
   Exception Full-Size-Premium.

5. **Prices and Advertising formats**

<table>
<thead>
<tr>
<th>Advertising format</th>
<th>Dimensions (in pixel)</th>
<th>Price per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fireplace Ad*</td>
<td>1 075 x 90–270 px</td>
<td>1 500.00</td>
</tr>
<tr>
<td>Wallpaper*</td>
<td>728 x 90 / 120 x 600 px</td>
<td>1 300.00</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 px</td>
<td>580.00</td>
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<tr>
<td>(Wide) Skyscraper*</td>
<td>120–200 x 600 px</td>
<td>645.00</td>
</tr>
<tr>
<td>Billboard Ad</td>
<td>770–970 x 250 px</td>
<td>1 350.00</td>
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<tr>
<td>Content Advertising</td>
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<td></td>
</tr>
<tr>
<td>– Standard</td>
<td>344 x 400–450 px</td>
<td>950.00</td>
</tr>
<tr>
<td>– Premium</td>
<td>344 x 400–450 px</td>
<td>3 500.00</td>
</tr>
<tr>
<td>Special Newsletter</td>
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<td></td>
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<tr>
<td>Banner in Newsletter</td>
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</tbody>
</table>

* Banner is not delivered on all mobile devices.
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<td>Issue</td>
<td>1/2</td>
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<td>4</td>
<td>5</td>
<td>6</td>
<td>7/8</td>
<td>9</td>
<td>10</td>
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<td>12</td>
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<td>Date of publication</td>
<td>24.02.</td>
<td>17.03.</td>
<td>13.04.</td>
<td>19.05.</td>
<td>30.06.</td>
<td>25.08.</td>
<td>22.09.</td>
<td>27.10.</td>
<td>17.11.</td>
<td>04.12.</td>
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<td>Advertising deadline</td>
<td>08.02.</td>
<td>01.03.</td>
<td>30.03.</td>
<td>03.05.</td>
<td>14.06.</td>
<td>09.08.</td>
<td>06.09.</td>
<td>11.10.</td>
<td>02.11.</td>
<td>16.11.</td>
</tr>
</tbody>
</table>

### Topics

#### Drive engineering

- **Servo drives**
- **Stepper motors, direct drives, torque motors**
- **Positioning / adjusting drives**
- **DC drives/three-phase drives**
- **Linear drives / linear technology**
- **Gears / gear motors**
- **Rolling bearings / plain bearings**
- **Gear elements**
- **Spindle units**
- **Lubricants**
- **Converters**
- **Clutches, brakes**
- **Rotary encoders, shaft encoders**

#### Control and feedback control systems

- **SPS, PLC, digital controller, IPC**
- **Bus systems, ethernet, architectures**
- **Industrial communication (RFID, wireless, embedded)**
- **Software, open systems**

#### Additive manufacturing

- **C-Techniques**
- **Software, hardware, peripherie**
- **CAD/CAM, ECAD**
- **ERP, PLM, MES, condition monitoring**
- **Simulation**
| Electrical engineering / industrial electronics | Connecting technology | Control and signal devices | Housing and control cabinet technology | Electrical components | Switches / buttons | Contractors and relays | Fluid technology | Hydraulics, electrohydraulic | Pneumatics, compressed air technology, compressors | Volves, seals | Pumps, filters, fittings | Machine elements | Linear guidings | Cable carrier systems | Standard components | Metal constructions, rapid prototyping | Clamping device, springs, rollers, brushes | Bellows, shock and vibration absorbers | Sensors, measuring and testing technology | Optical, capacitive, inductive, ultrasound sensors | Image processing, shape and position recognition | Quality assurance, condition monitoring | Measuring equipment, identification technology | Automation technology | Factory automation, process automation | Robotics | Assembly and handling technology | Transfer units, feeding device, construction profiles | Industry 4.0 | Connecting technology | Riveting, clinching, clips | Bonding, welding, soldering | Joining technology, pressing, screwing | Materials | Basic materials, semi-finished products | Ferrous, nonferrous materials | Plastics, composites material | Surface technology, stripping, cleaning, coating | Konstruktions-TechGuide |
|-----------------------------------|---------------------|------|-------|-------|-----|------|------|-------|------|------|------|
| all about automation, Hamburg     | 25.01.–26.01.       | X    |       |       |     |      |      |       |      |      |      |
| all about automation, Friedrichshafen | 08.03.–09.03.   |      |       | X     |     |      |      |       |      |      |      |
| embedded world, Nürnberg          | 14.03.–16.03.       |      |       |       | X  |      |      |       |      |      |      |
| Automatisierungstreff, Böblingen  | 28.03.–30.03.       |      |       |       |    | X  |      |       |      |      |      |
| Fastener Fair, Stuttgart          | 28.03.–30.03.       |      |       |       | X  |      |      |       |      |      |      |
| Medtec Europe, Stuttgart          | 04.04.–06.04.       |      |       |       | X  |      |      |       |      |      |      |
| Hannover Messe, Hannover          | 24.04.–28.04.       |      |       |       |    | X  |      |       |      |      |      |
| Control, Stuttgart                | 09.05.–12.05.       | X    |       |       |     |      |      |       |      |      |      |
| Smart Automation Austria, Linz    | 16.05.–18.05.       |      |       |       | X  |      |      |       |      |      |      |
| PCM Europe, Nürnberg              | 16.05.–18.05.       |      |       |       | X  |      |      |       |      |      |      |
| Sensor+Test, Nürnberg              | 30.05.–01.06.       |      |       |       |    | X  |      |       |      |      |      |
| Moulding Expo, Stuttgart          | 30.05–02.06.        |      |       |       | X  |      |      |       |      |      |      |
| Rapid Tech, Erfurt                | 20.06.–22.06.       | X    |       |       |     |      |      |       |      |      |      |
| all about automation, Essen       | 21.06.–22.06.       |      |       |       |    | X  |      |       |      |      |      |
| Composites Europe, Stuttgart      | 19.09.–21.09.       |      |       |       |    | X  |      |       |      |      |      |
| all about automation, Leipzig      | 27.09.–28.09.       |      |       |       | X  |      |      |       |      |      |      |
| Bondexpo, Stuttgart               | 09.10.–12.10.       |      |       |       | X  |      |      |       |      |      |      |
| Motek, Stuttgart                   | 09.10.–12.10.       |      |       |       |    | X  |      |       |      |      |      |
| fakuma, Friedrichshafen            | 17.10.–21.10.       |      |       |       | X  |      |      |       |      |      |      |
| Medica, Düsseldorf                 | 13.11.–16.11.       |      |       |       |    | X  |      |       |      |      |      |
| productronica, München             | 14.11.–17.11.       |      |       |       | X  |      |      |       |      |      |      |
| SPS IPC Drives, Nürnberg           | 28.11.–30.11.       |      |       |       |    | X  |      |       |      |      |      |

| = Special                        | = Focus           | = Articles |

Please note: The table indicates the dates of various trade shows and events scheduled in 2017. Special events are marked with a red square, focus events with a red dot, and articles with a red triangle.