

Konstruktion

Journal for Engineering Design and Materials

Media Information 2019



Brief Description

The objective of the magazine is to provide mechanical engineering and design. Reputable authors from industry and research report on tasks and solutions. The editorial spectrum extends from the product idea up to the application in machine construction. The magazine section provides trade news and product orientated reporting.

Target Group

Managers for design and development, test and development engineers in machine, apparatus and equipment construction including 21,416 engineers of the VDI Society for Design Engineering.

Advertisers

Manufacturers and service providers from technical design and software engineering sectors, drive systems and components, machine elements/structural engineering, hydraulic/pneumatic, automation, engineering materials.

Publishing Societies

VDI Society Product and Process Design (VDI-GPP) and Materials Engineering (VDI-GME)

Year of Publication

71st year 2019

Circulation (IVW audited)

Press run: 22,617 copies

Distributed circulation: 22,384 copies

Subscribed circulation: 21,863 copies

Advertising Prices

| | | |
|------------------------------|---|----------|
| 1/1 page b/w | € | 5,904.00 |
| 1/1 page 4c | € | 7,224.00 |
| 1/2 page b/w | € | 2,952.00 |
| 1/2 page 4c | € | 3,942.00 |
| 1/4 page b/w | € | 1,476.00 |
| 1/4 page 4c | € | 2,166.00 |
| Surcharge for bleed adverts: | € | 100.00 |

Page Size

Trim size: width 210 mm, height 297 mm

Trim allowance: 3 mm all trimmed sizes

Type area: width 185 mm, height 270 mm

Publication Frequency

11 issues in 2019 (including 2 Propulsion Engineering Specials)

Closing and Publication Dates

| Issue | Closing Date (reservations) | Publication Date |
|-----------|-----------------------------|------------------|
| 1/2 | 14 January | 31 January |
| 3 | 14 February | 28 February |
| 4 | 7 March | 22 March |
| Special 1 | 8 March | 23 March |
| 5 | 11 April | 3 May |
| 6 | 13 May | 4 June |
| 7/8 | 11 July | 1 August |
| 9 | 13 August | 3 September |
| 10 | 10 September | 1 October |
| 11/12 | 17 October | 4 November |
| Special 2 | 25 October | 15 November |

Closing Date (materials):

2 working days after closing date of reservation.

Printing Material

Electronic data (plus colour proof by mail): preferably eps-files or high-end pdf-files; also possible: QuarkXPress, InDesign, PageMaker, Freehand, Illustrator, CorelDraw, Photoshop

Discounts for Publication within 1 Year

| by frequency | | by volume | |
|-------------------|------|-----------|------|
| 3 advertisements | 3 % | 3 pages | 5 % |
| 6 advertisements | 5 % | 6 pages | 10 % |
| 9 advertisements | 10 % | 9 pages | 15 % |
| 12 advertisements | 15 % | 12 pages | 20 % |

Terms of Payment

14 days from the date of the invoice.

For payment in advance or by credit transfer: 2% discount.

Place of payment and performance: Düsseldorf, Germany.

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Bank Code 300 800 00, Account No. 0212172400.

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