

Konstruktion

Journal for Engineering Design and Materials

Media Information 2020



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

72nd year 2020

Circulation (IVW audited)

Press run: 22,004 copies

Distributed circulation: 21,712 copies

Subscribed circulation: 21,272 copies

Advertising Prices

1/1 page b/w	€ 6,025.00
1/1 page 4c	€ 7,345.00
1/2 page b/w	€ 3,013.00
1/2 page 4c	€ 4,003.00
1/4 page b/w	€ 1,507.00
1/4 page 4c	€ 2,197.00
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 176 mm, height 270 mm

Publication Frequency

9 issues in 2020 (including 2 Propulsion Engineering Specials)

Closing and Publication Dates

Issue	Closing Date (reservations)	Publication Date
1/2	17 January	6 February
3	10 February	28 February
4	27 March	8 April
5	14 April	30 April
6	15 May	29 May
7/8	14 July	31 July
9	14 August	31 August
10	11 September	28 September
11/12	30 October	17 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.

Banking Account: Commerzbank AG, Düsseldorf,

Bank Code 300 800 00, Account No. 0212172400.

SWIFT/BIC-Code: DRES DE FF300

IBAN: DE69 3008 0000 0212 172400

Contact

Günter Forster

Phone: +49 89 8 40 41 45

Fax: +49 89 8 40 16 88

E-Mail: guenterforster@t-online.de

VDI fachmedien

Digital & Crossmedial on ingenieur.de

Display

- Fireplace	4,500 €	per month
- Wallpaper	4,000 €	per month
- Halfpage Ad	3,500 €	per month
- Sitebar Ad	3,500 €	per month
- Billboard	3,500 €	per month
- Super Banner	2,500 €	per month
- Skyscraper	2,500 €	per month
- Medium Rectangle	1,500 €	per month

Content Solution/Lead/Reach

- Digital Advertorial	2,500 €	per month
- Corporate Profile	1,500 €	per month
- Product Profile	1,500 €	per month
- Category Page	7,000 €	per year
- Premium Event	750 €	per month
- Newsletter		in progress
- Webinare		in progress
- Whitepaper		in progress
- B2B Retargeting		in progress

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