

Umwelt Magazin

Magazine for Decision Makers in Engineering
and Management

Media Information 2021



Brief Description

“UmweltMagazin” is aimed at industry, service and public sectors. The journal gives guidance on enhancing profitability by taking a holistic view of all company processes as well as taking legislation into account. By giving market overviews, featuring products and describing processes and systems, “UmweltMagazin” provides important information and suggests options for decision-makers.

Target Group

High level specialists and leading managers in industry, the service sector and local authorities. Specialists and managers involved with environmental issues as well as those responsible for environmental preservation across the whole spectrum of commercial activity.

Advertisers

Manufacturers, suppliers and service providers in the fields of waste recycling and disposal, sewage treatment, site decontamination, water and energy supply, maintenance of air purity and noise abatement, pumps and compressors as well as measurement and control systems.

Publishing Societies

Official journal of the VDI-Society Energy and Environment (VDI-GEU)
Association of Plant Environmental Protection Officers (VBU)
Association for Sustainability and Environmental Management (VNU)

Year of Publication

51st year 2021

Circulation (IVW audited)

Press run: 8,000 copies
Distributed circulation: 11,687 copies*
Subscribed circulation: 7,386 copies
* in 2020

Advertising Prices

1/1 page b/w	€ 4,990.00
1/1 page 4c	€ 6,190.00
1/2 page b/w	€ 2,499.00
1/2 page 4c	€ 3,339.00
1/4 page b/w	€ 1,250.00
1/4 page 4c	€ 1,880.00
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

6 issues in 2021

Closing and Publication Dates

Issue	Closing Date (reservations)	Publication Date
1/2	8 January	21 January
3/4	24 February	9 March
5/6	14 April	27 April
7/8	19 May	8 June
9/10	24 August	7 September
11/12	14 October	27 October

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

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VDI fachmedien

Digital & Crossmedial on www.umweltmagazin.de

Display

- 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
- 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	7,500 €	per year
- Exklusiv-Supplement	4,500 €	per month
- Premium Event	750 €	per month

Contact

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