

### Magazine for Decision Makers in Engineering and Management

#### 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

52<sup>nd</sup> year 2022

#### Circulation (IVW audited)

Press run: 8,000 copies

Distributed circulation: 8,000 copies\*

Subscribed circulation: 7,081 copies

\* in 2021

#### Advertising Prices

1/1 page b/w	EUR	5,090.00
1/1 page 4c	EUR	6,290.00
1/2 page b/w	EUR	2,545.00
1/2 page 4c	EUR	3,385.00
1/4 page b/w	EUR	1,273.00
1/4 page 4c	EUR	1,903.00
Surcharge for bleed adverts:	EUR	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 2022

#### Closing and Publication Dates

Issue	Closing Date (reservations)	Publication Date
1/2	18 January	8 February
3/4	22 February	15 March
5/6	8 April	3 May
7/8	3 June	28 June
9/10	23 August	13 September
11/12	10 October	31 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.

Bank Account: Commerzbank AG, Düsseldorf,

Bank Code 300 800 00, Account No. 0212172400.

SWIFT/BIC-Code: DRES DE FF300

IBAN: DE69 3008 0000 0212 172400

### Digital & Crossmedial on [www.umweltmagazin.de](http://www.umweltmagazin.de)

#### Display

- Wallpaper	EUR per month	4,000
- Halfpage Ad	EUR per month	3,700
- Sitebar Ad	EUR per month	3,700
- Billboard	EUR per month	3,700
- Super Banner	EUR per month	2,700
- Medium Rectangle	EUR per month	1,600

#### Content Solution/Lead/Reach

- Digital Advertorial	EUR per month	2,800
- Corporate Profile	EUR per month	1,700
- Product Profile	EUR per month	1,700
- Category Page	EUR per month	8,000–22,000
- Exklusiv-Supplement	EUR per month	5,000
- Premium Event	EUR per month	750

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