

VDI-Z

Media Information 2021

Integrated Production in Manufacturing
Machine Tools – Tools – CAD/CAM – Automation – Quality Assurance



Brief Description

The “VDI-Z Integrierte Produktion” deals in a practical manner with all aspects of the production process, but tends to concentrate on engineering and automotive manufacturing. Along with manufacturing processes and production technology its editorial content also covers development/construction, quality assurance, assembly and IT support (CAD/CAM, ERP/SCM).

Target Group

Engineers responsible for budgeting and operations in the fields of engineering and automotive manufacturing and electronics or electrical engineering. This includes 10,374 members of the VDI Society for Production Engineering.

Advertisers

Manufacturers and suppliers dealing with production engineering, machine tools, precision tools, sheet-metal processing and forming, laser applications, assembly and operating procedures, manufacturing automation, measuring machines, quality assurance, computer aided processes.

Publishing Society

Official journal of the VDI Society Production and Logistics (GPL)

Year of Publication

163rd year 2021

Circulation (IVW audited)

Press run: 10,698 copies

Distributed circulation: 10,054 copies

Subscribed circulation: 9,471 copies

Advertising Prices

1/1 page b/w	€	5,345.00
1/1 page 4c	€	6,605.00
1/2 page b/w	€	2,672.00
1/2 page 4c	€	3,932.00
1/4 page b/w	€	1,336.00
1/4 page 4c	€	2,596.00
Surcharge for bleed adverts:	€	100.00

Page Size

Trim size: width 210 mm, height 297 mm

Trim allowance: 3 mm all trimmed sides

Type area: width 176 mm, height 270 mm

Publication Frequency

9 issues in 2021

Closing and Publication Dates

Issue	Closing Date (reservations)	Publication Date
1/2	28 January	17 February
3	22 February	11 March
4	18 March	30 March
5	6 April	22 April
6	12 May	27 May
7/8	13 July	3 August
9	23 August	9 September
10	6 September	24 September
11/12	18 October	9 November

Closing Date (materials):

4 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

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VDI fachmedien

Digital & Crossmedial on www.vdi-z.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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