

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

164th year 2022

Circulation (IVW audited)

Press run: 9,741 copies

Distributed circulation: 8,997 copies*

Subscribed circulation: 8,986 copies

* in 2021

Advertising Prices

1/1 page b/w	EUR	5,452.00
1/1 page 4c	EUR	6,712.00
1/2 page b/w	EUR	2,726.00
1/2 page 4c	EUR	3,986.00
1/4 page b/w	EUR	1,363.00
1/4 page 4c	EUR	2,623.00
Surcharge for bleed adverts:	EUR	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 2022

Closing and Publication Dates

Issue	Closing Date (reservations)	Publication Date
1/2	19 January	16 February
3	3 February	3 March
4	18 March	19 April
5	7 April	9 May
6	9 May	8 June
7/8	6 July	4 August
9	5 August	5 September
10	31 August	28 September
11/12	28 September	27 October

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

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.vdi-z.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

Contact

Sven Pachinger

Phone: +49 521 97 79 98-80

Fax: +49 521 97 79 98-90

E-Mail: sven.pachinger@verlagsbuero-pachinger.de