

Journal for Engineering Design and Materials

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 provide trade news and product orientated reporting.

Target Group

Managers for design and development, test and development engineers in machine, apparatus and equipment construction up to 20,000 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

75th year 2023

Circulation (IVW audited)

Press run: 17,684 copies

Distributed circulation: 17,684 copies*

Subscribed circulation: 17,414 copies

* in 2022

Advertising Prices

1/1 page b/w	EUR	6,549.00
1/1 page 4c	EUR	7,869.00
1/2 page b/w	EUR	3,275.00
1/2 page 4c	EUR	4,265.00
1/4 page b/w	EUR	1,637.00
1/4 page 4c	EUR	2,327.00
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

9 issues in 2023

Closing and Publication Dates

Issue	Closing Date (reservations)	Publication Date
1/2	24 January	13 February
3	20 February	10 March
4	14 March	3 April
5	31 March	24 April
6	9 May	31 May
7/8	20 June	10 July
9	11 August	1 September
10	5 September	25 September
11/12	13 October	3 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, 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.konstruktion-online.de

Display

- Wallpaper	EUR per month	4,300
- Halfpage Ad	EUR per month	4,000
- Sitebar Ad	EUR per month	4,000
- Billboard	EUR per month	4,000
- Super Banner	EUR per month	3,000
- Medium Rectangle	EUR per month	1,800

Content Solution/Lead/Reach

- Digital Advertorial	EUR per month	3,000
- Corporate Profile	EUR per month	1,900
- Product Profile	EUR per month	1,900
- Category Page	EUR per month	8,800–24,500
- Exklusiv-Supplement	EUR per month	5,500
- Premium Event	EUR per year	1,600

Contact

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