

## General information

**Frequency** ..... 10 times a year  
**Volume** ..... volume 26, 2021  
**Web-Address (URL)** ..... <https://www.alu-web.de>  
**Membership** ..... –  
**Organ** ..... –  
**Publisher** ..... Giesel Verlag GmbH, Hannover  
**Publishing house** ..... Giesel Verlag GmbH, Office Augsburg  
 Office address ..... Goegginger Str. 105a, D-86199 Augsburg  
 Phone ..... +49(0)821 319880-0  
 Fax ..... +49(0)821 319880-80  
 E-Mail ..... [info@giesel.de](mailto:info@giesel.de)  
 Web-address (URL) ..... [giesel.de](http://giesel.de)  
 Giesel Verlag GmbH  
 Part of Schlütersche Media Group  
[schluetersche.de](http://schluetersche.de)

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 E-Mail ..... [vertrieb@schluetersche.de](mailto:vertrieb@schluetersche.de)

## Subscription price

|                                     |         |   |       |
|-------------------------------------|---------|---|-------|
| Annual subscription:                | Germany | € | 80.00 |
|                                     | Abroad  | € | 84.50 |
| Retail sail (plus delivery charges) |         | € | 8.20  |

ISSN 1432-5071

## Content analysis 2019 = 10 issues

|                     |              |   |          |
|---------------------|--------------|---|----------|
| Magazine format     | DIN A3       |   |          |
| Total content       | 240 .pages   | = | 100.00 % |
| Editorial content   | 161 .pages   | = | 67.08 %  |
| Advertising content | 79 ... pages | = | 32.92 %  |

## Consisting of

|                   |               |   |        |
|-------------------|---------------|---|--------|
| Classified ads    | –             |   |        |
| bound inserts     | –             |   |        |
| ads of publishers |               |   |        |
| and print shops   | 7 ..... pages | = | 8.90 % |


|                       |               |  |  |
|-----------------------|---------------|--|--|
| Loose inserts         | 1 ..... piece |  |  |
| Partial loose inserts | –             |  |  |

## Audit bureau of circulation

### Content analysis, 2019 editions = 161 pages

|  |                    |              |
|--|--------------------|--------------|
| Industries and markets .....                         | 10 pages =         | 6 %          |
| Company reports .....                                | 13 pages =         | 8 %          |
| Commentaries .....                                   | 3 pages =          | 2 %          |
| Current news and interviews .....                    | 13 pages =         | 8 %          |
| Production .....                                     | 5 pages =          | 3 %          |
| Metal forming .....                                  | 4 pages =          | 3 %          |
| Extrusion .....                                      | 11 pages =         | 7 %          |
| Design and section technology .....                  | 10 pages =         | 6 %          |
| Casting .....  | 5 pages =          | 3 %          |
| Rolling plants .....                                 | 6.5 pages =        | 4 %          |
| Materials .....                                      | 3 pages =          | 2 %          |
| Internal logistics .....                             | 5 pages =          | 3 %          |
| Aluminium machining .....                            | 12 pages =         | 7 %          |
| Surface technology .....                             | 11 pages =         | 7 %          |
| Joining technology .....                             | 8 pages =          | 5 %          |
| Measuring and testing technology .....               | 3 pages =          | 2 %          |
| Applications   |                    |              |
| • Automotive .....                                   | 8 pages =          | 5 %          |
| • Metal construction .....                           | 13 pages =         | 8 %          |
| • Mechanical engineering .....                       | 3 pages =          | 2 %          |
| • Packaging .....                                    | 3 pages =          | 2 %          |
| Recycling, resource efficiency, sustainability ..... | 7 pages =          | 4 %          |
| Personalities .....                                  | 1.5 pages =        | 1 %          |
| Congresses, trade shows, seminars .....              | 1.5 pages =        | 1 %          |
| Service .....  | 1.5 pages =        | 1 %          |
|  | <b>161 pages =</b> | <b>100 %</b> |

### Circulation control

Audit Bureau of Circulation 

### Circulation analysis

|  |       |                |       |
|--|-------|----------------|-------|
| Annual average of copies per issue (July 1, 2019 to June 30, 2020) |       |                |       |
| <b>Print run</b> .....   | 8 140 |                |       |
| <b>Actually distributed circulation</b> .....                      | 7 921 | thereof abroad | 1 106 |
| <b>Paid circulation</b> .....                                      | 566   | thereof abroad | 100   |
| – subscriptions .....  | 550   |                |       |
| – sale by retail .....   | –     |                |       |
| – other sale .....   | 16    |                |       |
| <b>Free samples</b> .....  | 7 355 |                |       |
| <b>Remaining, archive and voucher copies</b> .....                 | 219   |                |       |

## Geographic distribution analysis

| Economic area                           | percent of actually distributed circulation |              |
|---|---|--------------|
|   | %   | Copies       |
| Germany                                 | 86,0  | 6.815        |
| Abroad:                                 | 14,0  | 1.106        |
| <b>Actually distributed circulation</b> | <b>100,0</b>                                | <b>7.921</b> |

## Distribution in Germany according to Nielsen-areas

|  | %            | Copies       |
|--|--------------|--------------|
| Nielsen-area 1:<br>(Hamburg, Bremen, Schleswig-Holstein, Lower Saxony) | 9,2          | 732          |
| Nielsen-area 2:<br>(North Rhine-Westphalia)                            | 23,5         | 1.863        |
| Nielsen-area 3a:<br>(Hessen, Rhineland-Palatinate, Saarland)           | 10,7         | 845          |
| Nielsen-area 3b:<br>(Baden-Wuerttemberg)                               | 20,0         | 1.582        |
| Nielsen-area 4:<br>(Bavaria)   | 11,8         | 938          |
| Nielsen-area 5:<br>(Berlin)  | 1,3          | 97           |
| Nielsen-area 6:<br>(Brandenburg, Mecklenburg-Vorp., Sachsen-Anhalt)    | 3,6          | 288          |
| Nielsen-area:<br>(Thuringia, Saxony)                                   | 5,9          | 470          |
| <b>Actually distributed circulation in Germany</b>                     | <b>86,0</b>  | <b>6.815</b> |
| <b>Actually distributed circulation abroad</b>                         | <b>14,0</b>  | <b>1.106</b> |
| <b>Actually distributed circulation:</b>                               | <b>100,0</b> | <b>7.921</b> |

## Recipient structure analysis

Branches / Economic sectors / Subject areas / Professional groups

| Department/Group/<br>Class                                | Classification by industry/trade<br>"Klassifikation der Wirtschaftszweige" of the Federal Office of Statistics, 2008 edition  | Proportion of issues actually distributed |              |
|---|---|---|--------------|
|   |   | %   | Copies       |
| 24  | <b>Aluminium industry:</b> smelters, aluminium recycling / <b>aluminium processing / semi-finished production:</b> extrusion, rolling plants, foundries, metal forming  | 8,2                                       | 647          |
| 25  | <b>Aluminium manufacturing industry / light-metal construction:</b> aluminium manufacturing handcraft, metal construction, metalworking shops, sheet and metalworking industry, tool making, solar technology, facades, cladding, windows, doors, gates, stairs, solar protection, industrial and workshop construction, EBM-industry, packaging industry, tins, sheets | 51,2                                      | 4.062        |
| 28  | <b>Plant and mechanical engineering</b>   | 11,2                                      | 890          |
| 26.2/26.3/27  | <b>Production of electricity generating equipment and of the distribution and regulation of electricity, radio, television and communication equipment</b>  | 1,2                                       | 96           |
| 26.51/26.70   | <b>Measurement and testing technology</b>   | 0,6                                       | 48           |
| 29  | <b>Vehicle construction:</b> production of motor vehicles and parts of motor vehicles, bodies, superstructures, trailers  | 3,5                                       | 277          |
| 30  | <b>Other vehicle construction</b> ship and boat, rail vehicle, aerospace, motorcycle building   | 1,7                                       | 132          |
| 31/32.30/32.40.0  | <b>Production of furnitures, sports equipment, toys</b>   | 1,3                                       | 103          |
| 38  | <b>Aluminium recycling</b>  | 1,3                                       | 103          |
| 46/47   | <b>Aluminium and semi-finished trade</b>  | 3,9                                       | 309          |
| 70/71   | Consultancy / Engineering offices   | 0,8                                       | 64           |
| 72  | Institutes / universities   | 0,9                                       | 68           |
|   | Others  | 0,2                                       | 16           |
| <b>Actually distributed circulation in Germany</b>        |   | <b>86,0</b>                               | <b>6.815</b> |
| <b>Actually distributed circulation abroad</b>            |   | <b>14,0</b>                               | <b>1.106</b> |
| <b>Annual average of actually distributed circulation</b> |   | <b>100,0</b>                              | <b>7.921</b> |

| Number of employees                                      | percent of actually distributed circulation |              |
|--|---|--------------|
|  | %   | Copies       |
| 1-49   | 37,9  | 3.005        |
| 50-99  | 12,7  | 1.006        |
| 100-199  | 12,1  | 959          |
| 200-499  | 7,2   | 570          |
| 500-999  | 5,4   | 428          |
| 1000 and more  | 4,8   | 380          |
| other  | 5,9   | 467          |
| Germany  | 86,0  | 6.815        |
| Switzerland, Austria, Benelux<br>other foreign countries | 14,0  | 1.106        |
|  | <b>100,0</b>                                | <b>7.921</b> |

Job characteristic: Areas of responsibility: not collected  
 Job characteristic: Position in the company: not collected

Education

Age

Local size classes



was not collected because not relevant for the utility value of the trade magazine

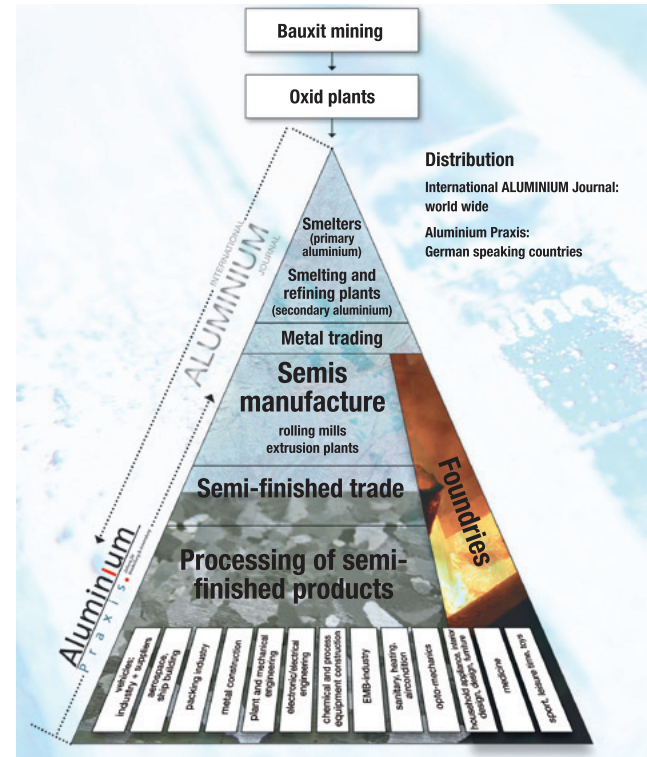
## Ad rate card Nr. 25 valid from october 27, 2020

- 1 **Circulation annual average**  
(according to AMF scheme 2, number 17)  
Print run ..... 8 140 copies  
Actually distributed circulation: ..... 7 921 copies
- 2 **Magazine format** .....297 mm wide, 420 mm high  
Print space .....265 mm wide, 385 mm high  
Number of columns.....6 columns = column width 40 mm
- 3 **Printing and binding, print documents**  
Offset printing. Delivery of digital print documents is required (refer to info on "digital print documents"). Cost prices will be charged for files that are not accurate in size and for the generation of color ads.
- 4 **Dates**  
Frequency .....10 issues per year  
Publication date .....refer to editorial calendar  
Closing date for ads and copy ..... refer to editorial calendar
- 5 **Publisher** ..... **Giesel Verlag GmbH**  
Advertising department ..... Office Augsburg  
Goegginger Str. 105a, D-86199 Augsburg  
Phone ..... +49(0)821 319880-0  
Fax ..... +49(0)821 319880-80  
E-Mail ..... info@giesel.de

- 6 **Terms of payment**  
On pre-payments and payment with credit card 3 % discount,  
on payment within 8 days after invoice date 2 % discount,  
but 30 days after invoice date without deduction  
VAT-ID-No.: DE 115051385

**Bank details:**  
Commerzbank Hannover  
IBAN-Nr. DE 03250400660150022200, Swift-Code: COBADEFF 250

## Structure of the Aluminium-Industry



**Technology partner**

## Ad rate card Nr. 25 valid from october 27, 2020

### Advertising forms on the cover page

on request

#### Type setting and litho costs

Technical costs for typesetting and corrections are charged at cost price and are not discountable.

### Surcharges

#### Color surcharges

|   |           |         |
|---|-----------|---------|
| Each additional standard colour (Euroscale) | 1/1 Seite | 700.– € |
|   | 1/2 Seite | 390.– € |
|   | 1/3 Seite | 310.– € |
|   | 1/4 Seite | 240.– € |
|   | 1/6 Seite | 160.– € |
|   | 1/8 Seite | 125.– € |

### Positioning

Across spine add 10 % to b/w basic price

### Classified ads

Categories, sales, bids, job offers, miscellaneous per millimetre 3.00 €  
box number charge 8.00 €

### Registrations in the suppliers directory

1 Line (2 mms high, 35 posters) per issue. 11.– €  
Headwords are not calculated. Minimum period of at least one year. The contracts extend automatically by one year if they are not cancelled at least one month before the expiry date of the contract. Changes and new registrations are only possible at the beginning of a quarter for technical reasons. Logos are deducted after mm.

### Special forms of advertising – on request

#### Discounts (when purchasing within one insertion year)

| Series discounts |      | Volume discounts |      |
|------------------|------|------------------|------|
| 3 ads            | 5 %  | 2 pages          | 10 % |
| 6 ads            | 10 % | 4 pages          | 15 % |
| 12 ads           | 15 % | 6 pages          | 20 % |
|                  |      | 12 pages         | 25 % |

### Combinations

Larger acquisitions and multiple year orders on request

### Loose inserts (non-discountable)

| Price per thousand... | Price per thousand |                         |
|-----------------------|--------------------|-------------------------|
| up to 25 g.....       | 307.– €            | up to 40 g..... 390.– € |
| up to 30 g.....       | 340.– €            | up to 45 g..... 418.– € |
| up to 35 g.....       | 363.– €            | up to 50 g..... 445.– € |

Heavier inserts, partial inserts and possible postage on request.  
Maximum format 200 x 287 mm, Minimum format 105 x 148 mm

### Tip-ins

Postcards in combination with an ad or bound insert

Insert charge for DIN A6 format with a weight of up to 5 g 645.– €  
Plus glueing costs per thousand on request  
Plus distribution costs on request

### Samples / CDs / booklets

Prices and glueing costs on request along with submission of a binding sample.

Supply quantity for inserts and postcards etc. is 8 500 copies.  
The publisher reserves the right to increase the circulation on special occasions.

### Delivery address for positions

Dierichs Druck+Media GmbH & Co. KG  
receiving department / gate 2, Frankfurter Straße 168, D-34121 Kassel  
Acceptance times: Monday to Friday, 7:00 am to 6:00 pm  
or by special arrangement.  
Receiving department, Phone +49(0)561 60280-362  
Delivery note: Trade newspaper Aluminium Praxis, issue....

You can find our general terms and conditions on our homepage:  
<http://schluetersche.de/AGB>

## Technical specifications

### Digital print documents

The following conditions have to be met for a correct processing of digital print documents:

#### Preferred data format

Printable PDF or X-3 files (with embedded fonts and image files) from QuarkX-Press, InDesign, Illustrator, Photoshop or Freehand.  
 Please save to trimmed size without trim and register marks, etc.  
 When delivering open files (incl. fonts and high-resolution images) as well as files from programs such as Word, Excel, PowerPoint, Pagemaker or CorelDraw, we cannot take responsibility for the quality of the advertisements. Extra costs are charged according to effort for these formats.

#### Images files

Resolution of colour or grey scale images at least 300 dpi  
 Line drawing at least 600 dpi

#### Colour

CMYK, no RGB or special colours

#### Print method

Web offset printing

#### Data transfer

**E-Mail:** [anzeigendaten-apr@schluetersche.de](mailto:anzeigendaten-apr@schluetersche.de)

In case of larger data volumes delivery via NextCloud. Please ask in advance.

#### File information

Please state magazine\_issue\_advertiser when sending the data and send exact order data as well as an authoritative printed version of your advertisement.  
 Colour advertisements also require a proof that corresponds to the recommendations by FOGRA or ECI for web-offset printing. Type of proof and paper category on request.

The publisher assumes no responsibility for colour deviations and text positions in the advertisement, if files were not saved in the formats specified above and no colour-reference proofs were sent.

#### Technical costs

Work costs will be charged for designing/producing advertisements and changing templates that do not correspond to size as well as handling all templates that do not correspond to the printing method.

#### Technical requests/contact

**E-Mail:** [anzeigendaten-apr@schluetersche.de](mailto:anzeigendaten-apr@schluetersche.de)

Phone +49 (0)511 8550-2522

## alu-web.de

### Discount

Discount on standard advertising for acceptance within 12 months (insertion year).  
5 % from 2 advertising formats  
10 % from 4 advertising formats  
15 % from 6 advertising formats  
Combination discount with banner in newsletter possible.

### Data formats

PNG, GIF, JPG (max. 40 kB), HTML5 (max. 400 kB)  
Please note with HTML5 banners: Deliver elements in a zip file, integrate a fallback solution for non-compatible browsers.

### Delivery address

Please send your advertising material for your campaign by E-Mail to:  
[anzeigendaten-apr@schluetersche.de](mailto:anzeigendaten-apr@schluetersche.de)

### Term of delivery

**Banner:**  
Delivery two weeks before the start of the campaign.  
Please inform us on delivery to which URL you want to link.

### Content advertising:

Delivery two weeks before the start of the campaign.

### Rotation

A maximum of 5 banners can be booked per banner place.  
The rotation takes place per click.

## Newsletter

### Discounts

Discount on banner placement and text ad in the newsletter on acceptance within 12 months (insertion year).  
3 times 5%  
6 times 10%  
10 times 15%

### Data format

PNG, GIF, JPG (max. 40 kB), HTML5 (max. 400 kB)  
Please note with HTML5 banners: Deliver elements in a zip file, integrate a fallback solution for incompatible browsers.  
Outlook cannot display animated ads.

### Delivery address

Please send your advertising material for your campaign by E-Mail to:  
[anzeigendaten-apr@schluetersche.de](mailto:anzeigendaten-apr@schluetersche.de)

### Term of delivery

Delivery one week before the start of the campaign.  
Please inform us on delivery, to which URL you want to link.