

General information

Frequency 7 times a year
Volume 30 volume 2021
Web address (URL) <https://www.blechonline.de>

Membership -
Organ -

Publisher Schlütersche Fachmedien GmbH
 Part of Schlütersche Media Group
Verlag Schlütersche Fachmedien GmbH
 Part of Schlütersche Media Group
 Office address Gögginger Straße 105a, 86199 Augsburg
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Subscription price (incl. shipping costs and VAT)

Annual subscription:	Germany	€ 66.00
	Abroad	€ 84.00
Retail sale (plus shipping costs)		€ 16.40

ISSN..... 0942-9751

Content analysis 2019 = 7 issues

Magazine format	DIN A4	
Total content.....	712 pages	= 100.0 %
Editorial content	524 pages	= 74.4 %
Advertising content.....	188 pages	= 25.6 %

Consisting of		
classified ads	-	
bound inserts	4 pages	
ads of publishers		
and print shops	16 pages	= 8.5 %

Loose inserts	3 pieces
Partial loose inserts	1 piece

Circulation and distribution analysis

Editorial content analysis 2019 = 524 pages

Forming: mechanical and hydraulic presses, bending/folding machines	53 pages	10,1 %
Cutting: laser/jet/flame cutting, punching, nibbling, cropping	64 pages	12,2 %
Flexible sheet metal forming: bending/cutting centres, punching and bending machines, etc.	36 pages	6,8 %
Joining and bonding	41 pages	7,8 %
Tube and profile processing, strip processing	54 pages	10,4 %
Automation, material flow/handling: robots, handling, transfer systems, warehouses	38 pages	7, %
IT solutions: CAD/CAM, ERP, PDA, Control engineering, simulation	28 pages	5,4 %
Surface engineering	46 pages	8,7 %
Quality assurance, measuring and test technology	6 pages	1,2 %
Background: financing, associations Markets, trends	6 pages	1,1 %
Steel service centers, sheet metal, semi-finished products	15 pages	2,9 %
Tools, factory equipment, work safety	3 pages	0,5 %
News	24 pages	4,5 %
Research and science	8 pages	1,6 %
Trade show impressions	31 pages	5,9 %
Interviews	15 pages	2,9 %
Comments	6 pages	1,2 %
Product report	24 pages	4,5 %
able of contents/advertiser index	26 pages	5 %
	524 pages	100 %

Circulation analysis

Annual average of copies per issue (1st July 2019 to 30 June 2020)

Print run	12.671		
Actually distributed circulation	12.453	thereof abroad	2.634
Paid circulation	423	thereof abroad	67
– subscriptions.....	423		
– sale by retail.....	0		
– other sale.....	1		
Free samples	12.030		
Remaining, archive and voucher copies	218		

Geographic distribution analysis

Economic area	percent of actually distributed circulation	
	%	copies
Germany:	78,8	9.819
Abroad: Switzerland, Austria, Benelux, other foreign countries	21,2	2.634
Actually distributed circulation:	100,0	12.453

Distribution in Germany according to Nielsen-areas

	%	copies
Nielsen-area 1: (Hamburg, Bremen, Schleswig-Holstein, Lower Saxony)	11,06	1.086
Nielsen-area 2: (North Rhine-Westphalia)	25,92	2.545
Nielsen-area 3a: (Hessen, Rhineland-Palapinate, Saarland)	11,97	1.176
Nielsen-area 3b: (Baden-Wuerttemberg)	22,27	2.186
Nielsen-area 4: (Bavaria)	16,02	1.573
Nielsen-areat 5: (Berlin)	1,35	133
Nielsen-area 6: (Brandenburg, Mecklenburg-Vorp., Sachsen-Anhalt)	3,79	372
Nielsen-area 7: (Thüringen, Sachsen)	7,62	748
Actually distributed circulation Germany	100,00	9.819



Circulation control

Member of "Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e. V."

Recipient structure analysis

Industrial sectors / occupational groups

Department/Group/Class	name of recipient group according to „Klassifikation der Wirtschaftszweige“ of Federal Statistics Office	percent of actually distributed circulation	
		%	copies
24	metal production and processing	5,0	619
25	production of metal products	24,1	3.007
26.03	broadcast, television and communications engineering	6,8	853
26.51.1/26.6/26.7/32.5	medical/measurement/control engineering, optics	1,2	151
27	production of equipment for electricity production and distribution	4,7	591
28	mechanical engineering	22,4	2.793
28.23	production of office machines, dp-equipment	0,4	46
29	production of motor vehicles and parts of motor vehicles	4,8	597
30	other vehicle construction	0,9	113
45/46	trade	0,4	56
	Total manufacturing	70,8	8.826
	other services	8,0	993
	Actually distributed circulation national	78,8	9.819
	Actually distributed circulation abroad	21,2	2.634
	Annual average of actually distributed circulation	100,0	12.453

Circulation and distribution analysis

Size of company

Number of employees	percent of actually distributed circulation	
	%	copies
1-49	22,3	2.781
50-99	15,4	1.924
100-199	11,2	1.394
200-499	9,8	1.221
500-999	3,6	448
1000 and more	2,1	252
other	14,4	1.799
Germany	78,8	9.819
Switzerland, Austria, Benelux, other foreign countries	21,2	2.634
Actually distributed circulation:	100,0	12.453

Job characteristic: position in company

Number of employees	percent of actually distributed circulation	
	%	copies
Management, owners, chairmen, managers	40,0	4.982
Production, work preparation, assembly	27,1	3.377
Purchasing, purchasing manager technology, commercial manage- ment	16,0	1.992
other	16,9	2.109
Actually distributed circulation:	100,0	12.453

Job characteristic: function not collected

Ad rate card nr. 27 valid from october 27, 2020

Circulation

Print run 12.671 copies
 Actually distributed circulation:
 Annual average
 (according to AMF scheme 2, number 17) 12.453 copies

Magazine format 210 mm wide, 297 mm high, DIN A4
 Print space 175 mm wide, 248 mm high

Printing and binding, print documents

Offset printing; adhesive binding. 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.

Dates

Frequency 7 issues per year
 Publication date refer to editorial calendar
 Closing date for ads and copy refer to editorial calendar

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 Phone +49(0)821 319880-0
 Fax +49(0)821 319880-80
 E-Mail vg-augsburg@schluetersche.de

Terms of payment

8 days after billing date 2% discount, else 30 days without discount. Bank collection procedure possible. VAT ID DE 316 433 496

Bank details

Bank details for advertising and sales invoices:
 Commerzbank Hannover
 IBAN: DE21 2504 0066 0331 8961 00 | BIC: COBADEFFXXX

Advertising formats and prices

All prices are exclusive of VAT.
 Colour prices include standard colours in accordance with Euroscale.

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 contracts and multi-year orders on request.
 Advertise additionally in further publications of our company.
 You achieve a high market penetration and can expect discount advantages.
 Take advantage of this synergy effect. Let us talk about your advantages.

Ad rate card nr. 27 valid from october 27, 2020

Positioning

Across spine

add 10 % to b/w basic price

Special forms of advertising – on request

Bound inserts

Special formats on request. When an order is placed a sample has to be submitted. Please deliver bound inserts in an untrimmend format, multiple-page bound inserts folded.

Paper weight	up to 130 g	up to 170 g	over 170 g
2 pages	4.450.– €	4.895.– €	5.385.– €
4 pages	6.675.– €	7.343.– €	8.077.– €
8 pages	10.012.– €	11.015.– €	12.115.– €

Different paper weights on request

Preferred positions

2nd cover, 4c	5.532.– €
3rd cover, 4c	5.176.– €
4th cover, 4c	5.532.– €
cover, 4c	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

Colour surcharges and special colours on request.

Loose inserts

Total circulation.....	Price per thousand.....	Total circulation	Price per thousand
up to 25 g.....	307.– €.....	up to 40 g.....	388.– €
up to 30 g.....	334.– €.....	up to 45 g.....	415.– €
up to 35 g.....	361.– €.....	up to 50 g.....	442.– €

Heavy 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	955.– €
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 13.500 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 magazine BLECH, issue...

Delivery free printer. Delivery at least 10 days before publication.

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

Formats and 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). 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, adhesive binding

Data transfer

E-Mail: anzeigendaten-ble@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 to anzeigendaten-ble@schluetersche.de
Phone +49(0)511 8550-2549

blechonline.de

Discounts

Discount on standard advertising for acceptance within 12 months (insertion year).
 5 % from 1.500.– €
 10 % from 3.000.– €
 15 % from 4.500.– €
 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-ble@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.

Contentwerbung:
 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 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 incompatible browsers. Outlook cannot display animated ads.

Delivery address

Please send your advertising material for your campaign by E-Mail to:
anzeigendaten-ble@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.