

## General information

**Frequency** ..... 9 times a year  
**Volume** ..... volume 28, 2021  
**Web address (URL)** ..... <https://www.konstruktion-entwicklung.de>

**Membership** ..... –  
**Organ** ..... –  
**Publisher** ..... Schlütersche Fachmedien GmbH  
 Part of Schlütersche Media Group

**Publishing house** ..... Schlütersche Fachmedien GmbH  
 Part of Schlütersche Media Group  
 Office address ..... Gögginger Straße 105a, 86199 Augsburg  
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 Phone ..... 0511 8550-2638  
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 E-Mail ..... [vertrieb@schluetersche.de](mailto:vertrieb@schluetersche.de)

## Subscription price

Annual subscription (incl. shipping costs and VAT) .....	Germany	56.50 €
.....	Abroad	77.00 €
Retail sale (plus shipping costs) .....		16.80 €

**ISSN** ..... 1435-893x

## Content analysis 2019 = 10 issues

Magazine format .....	DIN A4
Total content .....	951 pages = 100.00 %
Editorial content .....	779 pages = 81.91 %
Advertising content .....	172 pages = 18.09 %

Consisting of	
classified ads .....	–
bound inserts .....	11 pages = 6.40 %
ads of publishers	
and print shops .....	1 pages = 11.08 %

Loose inserts .....	4 pieces
Partial loose inserts .....	– pieces

## Circulation and distribution analysis

### Editorial content analysis 2018 = 779 pages

Additive production .....	31 pages = 3.98 %
Drive and control technology .....	210 pages = 27.19 %
Automation technology.....	104 pages = 13.35 %
Measuring technology .....	15 pages = 1.92 %
Sensor technology .....	68 pages = 8.73 %
Machine equipment and machine parts.....	86 pages = 11.04 %
Fluid technology .....	16 pages = 2.05 %
Materials and plastics technology .....	48 pages = 6.16 %
Electrical equipment, casing and cabinet construction..	90 pages = 11.60 %
C-technologies .....	46 pages = 5.81 %
Hybrid technology, hybrid energy saving .....	12 pages = 1.37 %
Industry + markets, management .....	53 pages = 6.80 %

779 pages = 100 %

### Circulation control



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

### Circulation analysis

<b>Print run</b> .....	24.350		
<b>Actually distributed circulation</b> .....	24.140	thereof abroad	1.067
<b>Paid circulation</b> .....	248	thereof abroad	10
– subscriptions .....	248		
– sale by retail .....	–		
– other sale .....	–		
<b>Free samples</b> .....	23.892		
<b>Remaining, archive and voucher copies</b> .....	210		

### Geographic distribution analysis

Economic area	percent of actually distributed circulation	
	%	copies
Germany:	95,6	23.073
Abroad:	4,4	1.067
<b>Actually distributed circulation:</b>	<b>100.0</b>	<b>24.140</b>

### Distribution in Germany according to Nielsen-areas

	%	copies
Nielsen-area 1: (Hamburg, Bremen, Schleswig-Holstein, Niedersachsen)	11,59	2.675
Nielsen-area 2: (Nordrhein-Westfalen)	24,53	5.661
Nielsen-area 3a: (Hessen, Rheinland-Pfalz, Saarland)	12,22	2.820
Nielsen-area 3b: (Baden-Württemberg)	21,41	4.940
Nielsen-area 4: (Bayern)	16,72	3.858
Nielsen-area 5-7: (Berlin and eastern states)	13,5	2.619
<b>Actually distributed circulation Germany</b>	<b>100.0</b>	<b>23.704</b>

## 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
19-20	chemical industry, processing of mineral oil, coking	4,3	1.045
22	production of rubber and plastic goods	4,7	1.132
23	glass industry, production of ceramics, processing of stones and earth	2,3	561
24	metal production and processing	9,5	2.297
25	production of metal products /steel and light metal	9,2	2.220
26.2,26.3,27	production of equipment for electricity production and distribution broadcast, television and communications engineering	17,0	4.094
26.6,26.51.1, 26.7,32.5	medical/measurement/optics/control engineering	4,2	1.013
28	mechanical engineering	36,6	8.827
28.23	production of office machines, dp-equipment	0,5	124
29	production of motor vehicles and parts of motor vehicles	4,0	964
30	other vehicle construction	0,8	185
	<b>total manufacturing</b>	<b>93,1</b>	<b>2.2462</b>
70-71	other services, engineering offices, technical consultants	1,5	354
	undefined branch of industry	1,0	257
	<b>Actually distributed circulation Germany</b>	<b>95,6</b>	<b>23.073</b>
	<b>Actually distributed circulation abroad</b>	<b>4,4</b>	<b>1.067</b>
	<b>Annual average of actually distributed circulation</b>	<b>100,0</b>	<b>24.140</b>

## Recipient structure analysis

### Size of company

Number of employees	percent of actually distributed circulation	
	%	copies
1-49	26,8	6.460
50-99	25,4	6.140
100-199	20,7	4.999
200-499	13,2	3.179
> 500	6,4	1.553
other	3,1	742
Germany	95,6	23.073
Switzerland, Austria, Benelux, other foreign countries	4,4	1.067
<b>Actually distributed circulation</b>	<b>100,0</b>	<b>24.140</b>

### Job characteristic: position in company

Number of employees	percent of actually distributed circulation	
	%	copies
owners, managers, technical managers	27,7	6.698
development, planning, construction	41,5	10.006
purchasing	16,3	3.942
automation, production	11,9	2.861
other	2,6	633
<b>Actually distributed circulation:</b>	<b>100,0</b>	<b>24.140</b>

Job characteristic: function not collected



## Ad rate card Nr. 26 valid from october 27, 2020

### Circulation on annual average

(10 editions - average annual circulation in 2020)

Print run	24.350 copies
Actually distributed circulation:	24.140 copies
Magazine format	.....210 mm wide, 297 mm high, DIN A4
Print space	..... 188 mm wide, 272 mm high
number of columns	..... 4 columns = column width 44 mm
	..... 3 columns = column width 60 mm

### 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 eneration of color ads.

### Dates

Frequency	.....9 issues per year
Publication date	.....refer to editorial calendar
Closing date for ads and copy	.....refer to editorial calendar

<b>Publisher</b>	..... Schlütersche Fachmedien GmbH
	..... Part of Schlütersche Media Group
Office address	..... Gögginger Straße 105a, 86199 Augsburg
	..... Advertising department:
Phone	..... +49(0)821 319880-0
Fax	..... +49(0)821 319880-80
Email	..... 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  
DE21 2504 0066 0331 8961 00, BIC: COBADEFFXXX

### 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 journal Konstruktion & Entwicklung, 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>

## Ad rate card Nr. 26 valid from october 27, 2020

### Preferred positions

2nd cover, 4c	8.200,- €
3rd cover, 4c	7.840,- €
4th back cover, 4c cover, 4c	8.200,- € on request

### Type setting and litho costs

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

### Positioning

Across spine	add 10 % to b/w basic price
Bleed size	add 10 % to b/w basic price

### 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 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.

### Loose inserts (non-discountable)

**Total circulation ..... Price per thousand ..... Total circulation .... Price per thousand**

up to 25 g.....307,- €	.....up to 40 g..... 390,- €
up to 30 g.....335,- €	.....up to 45 g..... 418,- €
up to 35 g.....362,- €	.....up to 50 g..... 445,- €

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	1.375,- €
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 23 400 copies.

The publisher reserves the right to increase the circulation on special occasions.

### 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 of 216 mm width and 305 mm height (adhesive binding), multiple-page bound inserts folded.

Paper weight	130 g	170 g	over 170 g
2 pages	7.030,- €	7.730,- €	8.510,- €
4 pages	10.550,- €	11.600,- €	12.760,- €
8 pages	15.820,- €	17.400,- €	19.140,- €

*Different paper weights on request*

## 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 ppi  
Line drawing at least 600 ppi

#### Colour

CMYK, no RGB or special colours

#### Print method

Web offset printing, adhesive binding

#### Data transfer

Email: [anzeigendaten-kue@schluetersche.de](mailto:anzeigendaten-kue@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-kue@schluetersche.de](mailto:anzeigendaten-kue@schluetersche.de)  
Phone +49(0)511 8550-2522

## konstruktion-entwicklung.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-kue@schluetersche.de](mailto:anzeigendaten-kue@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 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-kue@schluetersche.de](mailto:anzeigendaten-kue@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.