

Further information

General information

Frequency 10 times a year
Volume volume 42, 2021
Web address (URL)..... <https://www.ncfertigung.de>

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

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 Part of Schlütersche Media Group
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Subscription price (incl. shipping costs and VAT)

| | | |
|-----------------------------------|---------|----------|
| Annual subscription: | Germany | € 97.00 |
| | Abroad | € 115.00 |
| Retail sale (plus shipping costs) | | € 19.90 |

ISSN 0174-4534

Content analysis 2019 = 10 issues

| | | | |
|--------------------------|--------|-------|-----------|
| Magazine format | DIN A4 | | |
| Total content..... | 1.240 | pages | = 100.0 % |
| Editorial content | 931 | pages | = 75.0 % |
| Advertising content..... | 309 | pages | = 25.0 % |

| | | | |
|--|----|-------|---------|
| Consisting of | | | |
| classified ads | – | | |
| bound inserts | 1 | page | = 0.3 % |
| ads of publishers and print shops..... | 16 | pages | = 5.0 % |

| | | |
|-----------------------------|---|--------|
| Loose inserts | 5 | pieces |
| Partial loose inserts | 4 | pieces |

Further information

Circulation and distribution analysis

Editorial content analysis 2019 = 931 pages

| | | |
|--|------------------|----------------|
| Precision tools, tool systems, coatings | 208 pages | =22.32 % |
| Machining centres, flexible manufacturing cells, milling and drilling machines | 202 pages | = 21.7 % |
| Lathes, turning cells | 105 pages | = 11.3 % |
| Cooling, lubricating, preparing, disposing, degreasing .. | 616 pages | = 6.6 % |
| Clamping technique, clamping devices, spindles..... | 68 pages | = 7.3 % |
| Measuring technology | 66 pages | = 7.1 % |
| NC programming, DNC/MDE/BDE, CAD/CAM | 37 pages | = 4.0 % |
| Grinding technology | 250 pages | = 2.7 % |
| Automation, process automation..... | 40 pages | = 4.3 % |
| Interlocking, eroding, components | 28 pages | = 3,0 % |
| NC controls, CNC | 27 pages | = 2,9 % |
| Sawing technology | 6 pages | = 0,6 % |
| Additive processes | 12 pages | = 1.3 % |
| Materials | 8 pages | = 0.9 % |
| News, product reports, comments..... | 38 pages | = 4.1 % |
| | 931 pages | = 100 % |

Circulation control



Audit Bureau of Circulation

Circulation analysis

| | | |
|--|--------|----------------------|
| Annual average of copies per issue (1st July 2019 to 30 June 2020) | | |
| Print run | 21.600 | |
| Actually distributed circulation | 21.403 | thereof abroad 2.131 |
| Sold circulation | 743 | thereof abroad 136 |
| – subscriptions | 742 | |
| – sale by retail | - | |
| – other sale | 1 | |
| Free samples | 20.660 | |
| Remaining, archive and voucher copies | 167 | |

Geographic distribution analysis

| Economic area | percent of actually distributed circulation | |
|--|---|---------------|
| | % | copies |
| Germany: | 90,0 | 19.272 |
| Abroad: | 10,0 | 2.131 |
| Actually distributed circulation: | 100,0 | 21.403 |

Distribution in Germany according to Nielsen-areas

| | % | copies |
|---|-------------|---------------|
| Nielsen-area 1: (Hamburg, Bremen, Schleswig-Holstein, Niedersachsen) | 9,5 | 2.033 |
| Nielsen-area 2: (Nordrhein-Westfalen) | 23,4 | 5.010 |
| Nielsen-area 3a: (Hessen, Rheinland-Pfalz, Saarland) | 10,3 | 2.215 |
| Nielsen-area 3b: (Baden-Württemberg) | 20,1 | 4.310 |
| Nielsen-area 4: (Bayern) | 13,7 | 2.939 |
| Nielsen-areas 5-7: (Berlin and eastern states) | 13,0 | 2.764 |
| Actually distributed circulation Germany | 90,0 | 19.272 |

Further information

Recipient structure analysis

Industrial sectors / occupational groups

| Department/Group/ Class* | Classification by industry/trade „Klassifikation der Wirtschaftszweige“ of Federal Statistics Office, edition 2008 | percent of actually distributed circulation | |
|-----------------------------|--|---|---------------|
| | | % | copies |
| 24 | metal production and processing | 13,4 | 2.860 |
| 25 | production of metal products | 23,8 | 5.106 |
| 26.2, 26.3, 27 | manufacture of equipment for electricity generation and distribution and similar, radio, TV and communication equipment | 8,3 | 1.781 |
| 26.51.1, 26.6, 26.7, 32.5 | medical/measurement/control engineering, optics | 3,8 | 808 |
| 28 | production of metal products | 32,8 | 7.019 |
| 28.23 | production of office machines, dp-equipment | 0,3 | 89 |
| 29 | production of motor vehicles and parts of motor vehicles | 4,6 | 978 |
| 30 | other vehicle construction | 0,8 | 171 |
| | manufacturing industries in total | 87,8 | 18.812 |
| | Other Services | 2,2 | 460 |
| | Actually distributed circulation Germany | 90,0 | 19.272 |
| | Actually distributed circulation abroad | 10,0 | 2.131 |
| | Annual average of actually distributed circulation | 100,0 | 21.403 |

Size of company

| Number of employees | percent of actually distributed circulation | |
|---|---|---------------|
| | % | copies |
| 1-49 | 27,9 | 5.971 |
| 50-99 | 25,2 | 5.394 |
| 100-199 | 13,7 | 2.932 |
| 200-499 | 9,6 | 2.055 |
| 500-999 | 3,5 | 749 |
| 1000 and more | 2,3 | 492 |
| other | 7,8 | 1.679 |
| Germany | 90,0 | 19.272 |
| Switzerland, Austria, Benelux, other foreign countries | 10,0 | 2.131 |
| Actually distributed circulation: | 100,0 | 21.403 |

Job characteristic: position in company

| Number of employees | percent of actually distributed circulation | |
|--|---|---------------|
| | % | copies |
| Management | 30,8 | 6.600 |
| Production | 62,9 | 13.461 |
| other | 6,3 | 1.342 |
| Actually distributed circulation: | 100,0 | 21.403 |

Job characteristic: function not collected

Further information

Ad rate card Nr. 39 valid from october 27, 2020

Circulation (actual status february 2020)

Print run 21.600 copies
 Actually distributed circulation: 21.403 copies

Magazine format210 mm wide, 297 mm high, DIN A4

Print space175 mm wide, 248 mm high
 Number of columns.....4 columns = column width 40 mm
 3 columns = column width 55 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 generation of color ads.

Dates

Frequency10 issues per year
 Publication daterefer to editorial calendar
 Closing date for ads and copy.....refer to editorial calendar

Publisher

Schlütersche Fachmedien GmbH
 Part of Schlütersche Media Group
 Office addressGoegginger Straße 105a, 86199 Augsburg
 Advertising department
 Phone+49(0)821 319880-0
 Fax+49(0)821 319880-80
 E-Mailvg-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.

Surcharges

Colour surcharges

Colour surcharges and special colours on request

Positioning

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

Classified ads

Categories, sales, bids,
 job offers, miscellaneous per millimetre 10.00 €
 box number charge 10.00 €

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 % |

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

Further information

Ad rate card Nr. 39 valid from october 27, 2020

Combinations

Larger acquisitions and multiple year orders 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 untrimmed format of 216 mm width and 305 mm height (adhesive binding), multiple-page bound inserts folded.

| Paper weight | up to 130 g | up to 170 g | over 170 g |
|--------------|-------------|-------------|------------|
| 2 pages | 6.385.- € | 7.030.- € | 7.730.- € |
| 4 pages | 9.585.- € | 10.540.- € | 11.600.- € |
| 8 pages | 14.380.- € | 15.815.- € | 17.400.- € |

Different paper weights on request

Loose inserts

| 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 2.010.- €
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 22 500 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 journal NCFertigung, issue...
Delivery free printer. Delivery at least 10 days before publication.

Preferred positions

| | |
|---------------|------------|
| 2nd cover, 4c | 7.560.- € |
| 3rd cover, 4c | 7.130.- € |
| 4th cover, 4c | 7.560.- € |
| cover, 4c | on request |

Type setting and litho costs

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

Special reprint

| Calculation models* 135 g/m ² -paper | circulation 500 copies | circulation 1000 copies | circulation 2000 copies |
|--|---------------------------|----------------------------|----------------------------|
| 2 pages, 4-colours | 660.- € | 700.- € | 770.- € |
| 4 pages, 4-colours | 950.- € | 1 045.- € | 1 220.- € |
| 6 pages, 4-colours | 1 080.- € | 1 210.- € | 1 445.- € |
| cover page - optional | 180.- € | 180.- € | 180.- € |

*All our prices are without VAT. Further costs of typesetting or modification will be charged on efforts.

You receive further prices for special prints on request.

Further information

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-ncf@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-ncf@schluetersche.de

Phone +49(0)511 8550-2521

Further information

ncfertigung.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-ncf@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 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-ncf@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.