There are many specialist newspapers, but only one weekly newspaper for engineers.

Media data and prices for image and product advertising
No. 68 – valid from 01.01.2020
www.vdi-nachrichten.media

The No. 1 newspaper for engineers.
Foreword

VDI nachrichten is the weekly newspaper for engineers, and Germany’s opinion-forming media brand on technology, business and society.

The specialist departments are synonymous with the highest journalistic standards, delivering exclusive and technology-related knowledge about innovations, trends, future industries and the industrial challenges of the digital age.

Ken Fouhy
Editor-in-Chief of VDI nachrichten since 2013 and Managing Director of VDI Verlag since 2016.

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**VDI nachrichten - Core competency Technology**

**Project description**
VDI nachrichten distinguishes itself from the competition with articles based on in-house research and exclusive weekly topics and demonstrates journalistic excellence in the age of industrial transformation and digitisation. The newspaper's primary focus is the manufacturing and processing industry segments. Other key topics include technologies from production engineering, networked production, automation technology, product and process design, automotive and traffic engineering and the energy industries. As a wholly-owned subsidiary within the VDI Group, VDI nachrichten is a direct link to Germany's largest engineering network.

**Positioning**
VDI nachrichten is the advertising medium with maximum target group strength for engineers and decision-makers in technical management. In numerous top decision-maker target groups, the weekly newspaper is the clear number 1 in terms of reach, affinity and cost effectiveness. Being connected to the engineering network of interests and excellence through VDI nachrichten guarantees successful target group communication and maximum advertising power through effective advertising environments.

**Total circulation**
- 141,430 copies
  - Distributed circulation*
- 139,295 copies
  - Paid circulation*
- 138,403 copies
  - Subscribed circulation*

**Publication frequency**
Weekly

**E-Paper**
- 31,648 copies
  - Paid e-paper circulation*

---

**Digital profile**
*ingenieur.de » Media data*

**Page Impressions**
- 1,513,863 per month
  - iWV09/2019

**Visits**
- 786,817 per month
  - iWV09/2019

**Unique User**
- 0.41 million
  - AGOF daily digital facts
    - 09/2019, single month, total population 16+

**Contacts**
- 49,650
  - registered users and newsletter recipients
    - Publisher's detail 08/2019

**Fans & Followers**
- 110,440
  - Publisher's detail 06/2019

**Crossmedia reach**
- 317,000
  - Decision-makers acc. to LAE 2019

---

**Print profile**
*VDI nachrichten » Media data*

**Total circulation**
- 141,430 copies
  - Distributed circulation*
- 139,295 copies
  - Paid circulation*
- 138,403 copies
  - Subscribed circulation*

**Total reach**
- 350,000
  - Readers acc. to AWA 2019
- 242,000
  - Decision-makers acc. to LAE 2019

**Distributed circulation according to IVW III/2019**
- VDI nachrichten (weekly)
  - 141,430 copies
- MM MaschinenMarkt (weekly)
  - 49,999 copies
- Produktion (30x/year)
  - 43,580 copies
- SCOPE Industriemagazin (12x/year)
  - 42,265 copies
- INDUSTRIEanzeiger (25x/year)
  - 38,145 copies

---

* acc. to IVW III/2019

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**ingenieur.de**
*Technology, Career, News*

**Project description**
ingenieur.de is the No. 1 news portal for all technology-minded individuals, experts and management from the engineering sectors. The publication offers quality information from a variety of specialties, pooled under the umbrella of one brand. Everything from the world of technology. All the latest news from business, research and development as well as career and recruiting information.

**Positioning**
The portal is an established and trusted source of information for decision-makers in technical management. The digital B2B target group is characterised by being in its prime age (predominantly between the ages of 30 and 49), highly educated, successful professionally, high-income with a high affinity for technology. With fixed placements, contact bookings and newsletter integration, any B2B campaign benefits from suitable booking options.

**Modern content integration**
choices provide a unique way to address target groups based on topic and provider and achieve consistently strong B2B reach through newsletter and social media measures.
New live format of VDI Verlag: Expert-Talk

Your expertise at the centre of a discussion among experts, accompanied by a powerful cross-media marketing campaign.

Hannover Messe trade fair promotion: VDI booth advertisement, sampling of special trade fair offprint of VDI nachrichten, including advertising banderole, special distribution of invitations.

Teaser ad campaign, print, co-branded, format: 1/4 page, corner

Teaser banner campaign in the newsletter ingenieur.de NEWS, co-branded

Social media integration via Xing, Facebook and Twitter

Event announcement on the websites of VDI Verlag and Deutsche Messe AG

Teaser banner campaign in the newsletter ingenieur.de NEWS

Digital advertorial on ingenieur.de

Display of a 4-page subject-specific special supplement at the trade fair

Gründer Roundtable

Post-reporting: Co-branded advertorials in VDI nachrichten, 3 x 1/3 page

Social media integration via Facebook and Twitter

Teaser banner campaign in the newsletter ingenieur.de NEWS

High visibility layout

Post-reporting: Post-reporting in VDI nachrichten, 2/1 page

Content hub to the IIoT Expert-Talk on ingenieur.de

For additional implementation suggestions visit: www.vdi-nachrichten.media/best-cases

For all details regarding the Expert-Talk format, refer to page 34
Unique and reliable

Target group quality

VDI members by professional engineering branch

**Product and process design**
- **31,600 members**

**Vehicle and traffic engineering**
- **26,500 members**

**Energy and environment**
- **22,600 members**

**Production and logistics**
- **17,300 members**

**Construction and building technology**
- **16,100 members**

**Measurement and automation technology**
- **16,400 members**

**Materials engineering**
- **13,400 members**

**Process and chemical engineering**
- **12,700 members**

**Technologies of life science**
- **8,400 members**

**Microelectronics, microsystem and precision engineering**
- **6,200 members**

Source: VDI membership directory, as of 07/2019 (number rounded. VDI members in professional societies/areas, multiple entries included). Membership of the VDI includes a subscription to VDI Nachrichten.
Key Facts

Readers & visitors: Current and future influential technical decision-makers.

- 85% in the best career age, between 30 to 59 (LAE average 82%)
- 87% men (LAE average 78%)
- 68% management level (LAE average 56%)
- 77% management level (LAE average 56%)
- 60% working in medium-sized & large companies (LAE average 47%)
- 89% college / university (LAE average 76%)
- 91% men (LAE average 78%)
- 92% college / university (LAE average 76%)

- 45% gross annual income over EUR 100,000 (LAE average 34%)
- 32% company and managing directors (LAE average 24%)

Key conditions for your media presence

- 242,000 Decision-makers read VDI nachrichten. Source: LAE 2019
- 47% Exclusive readers - hardly any other daily or weekly newspaper within the LAE reaches more exclusive, premium readers. Source: LAE 2019
- 77% of VDI nachrichten readers are managers. Source: LAE 2019

Visitor activity

Highly active user behaviour due to high relevance: ingenieur.de reports on topics that are of particularly high interest to visitors.

Visitor loyalty

A wide range of outstanding answers to engineering problems turn first-time visitors into loyal repeat visitors.

Exclusive

Platform featuring a unique combination of technical, career and news content.

Visitor quality

Predominantly organic visitors who enter subject matter-specific articles on ingenieur.de through search engine searches.

Long reading time and intensive use. Readers take almost 1.2 hours to read. 90% read half or more than half of the pages. Source: Copytest 2017

- Most economically efficient and most affine newspaper title in the target group Technical Management. Source: LAE 2019

30,000 high-quality journalistic articles on crucial trends & developments for engineers.
B2B target group segments

**Trade fair visitors**
Visit trade fairs several times a year AND Position level: Senior managers total

**Affinity index / Structure in %**

<table>
<thead>
<tr>
<th>Source</th>
<th>Affinity index / Structure in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>VDI nachrichten</td>
<td>153 / 31 %</td>
</tr>
<tr>
<td>Handelsblatt</td>
<td>144 / 29 %</td>
</tr>
<tr>
<td>Süddeutsche Zeitung</td>
<td>117 / 24 %</td>
</tr>
<tr>
<td>Welt Print Werktag</td>
<td>116 / 23 %</td>
</tr>
<tr>
<td>FAZ</td>
<td>114 / 23 %</td>
</tr>
<tr>
<td>FAS</td>
<td>113 / 23 %</td>
</tr>
<tr>
<td>DIE ZEIT</td>
<td>98 / 20 %</td>
</tr>
</tbody>
</table>

Source: LAE 2019

**Decision-makers with technical backgrounds**
Heads of entire department or sub-departments by role: Senior executives: Technical executive management / management OR trainer: civil engineering OR trainer: industrial engineering OR trainer: engineering / technical sciences OR trainer: (other) technical trainer

**Affinity index / Structure in %**

<table>
<thead>
<tr>
<th>Source</th>
<th>Affinity index / Structure in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>VDI nachrichten</td>
<td>246 / 76 %</td>
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<tr>
<td>Welt Print Werktag</td>
<td>112 / 34 %</td>
</tr>
<tr>
<td>Süddeutsche Zeitung</td>
<td>104 / 32 %</td>
</tr>
<tr>
<td>Handelsblatt</td>
<td>100 / 31 %</td>
</tr>
<tr>
<td>FAZ</td>
<td>91 / 28 %</td>
</tr>
<tr>
<td>FAS</td>
<td>83 / 26 %</td>
</tr>
<tr>
<td>DIE ZEIT</td>
<td>78 / 24 %</td>
</tr>
</tbody>
</table>

Source: LAE 2019

Readers & visitors

**B2B target group segments**

**Medium-sized or large companies**
Medium-sized companies (< 250 employees and up to 50 M EUR in turnover/without small/micro businesses) OR major companies (250+ employees or more than 50 M EUR in turnover)

**Affinity index / Structure in %**

<table>
<thead>
<tr>
<th>Source</th>
<th>Affinity index / Structure in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>ingenieur.de</td>
<td>128 / 60 %</td>
</tr>
<tr>
<td>wirtschaftswoche.de</td>
<td>125 / 59 %</td>
</tr>
<tr>
<td>handelsblatt.com</td>
<td>117 / 55 %</td>
</tr>
<tr>
<td>faz.net</td>
<td>112 / 52 %</td>
</tr>
<tr>
<td>sueddeutsche.de</td>
<td>109 / 51 %</td>
</tr>
<tr>
<td>zeit.de</td>
<td>100 / 47 %</td>
</tr>
</tbody>
</table>

Source: LAE 2019

**Senior managers**
Position level: Senior managers total

**Affinity index / Structure in %**

<table>
<thead>
<tr>
<th>Source</th>
<th>Affinity index / Structure in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>ingenieur.de</td>
<td>122 / 68 %</td>
</tr>
<tr>
<td>wirtschaftswoche.de</td>
<td>115 / 64 %</td>
</tr>
<tr>
<td>handelsblatt.com</td>
<td>114 / 64 %</td>
</tr>
<tr>
<td>faz.net</td>
<td>110 / 61 %</td>
</tr>
<tr>
<td>sueddeutsche.de</td>
<td>109 / 61 %</td>
</tr>
<tr>
<td>zeit.de</td>
<td>101 / 55 %</td>
</tr>
</tbody>
</table>

Source: LAE 2019
The specialists sections
send messages from Düsseldorf to the whole country

Every Friday, VDI nachrichten offers facts and analyses from the worlds of technology, business and society. All specialist sections report from the Düsseldorf editorial headquarters on innovative technologies, the economy and social developments.

Who are the minds behind the opinion-forming weekly newspaper for engineers? Get to know the VDI nachrichten editorial team here – subdivided into departments: www.vdi-nachrichten.com/kontakt/vdi-nachrichten-redaktionsteam/
Subject to editorial changes

Sections

Production / Infrastructure / Traffic

Martin Ciupek, Head of Section

Editorial sections
Mechanical engineering, plant construction, production, automation, drive technology, agricultural engineering, additive manufacturing, construction / engineering, logistics (intralogistics), tools, assembly, compressed air, laser, research, research policy, biotechnology, chemistry / process engineering, food technology, food technology, health, life science, medical technology, environment, automotive, logistics (external), traffic (ship, rail, truck), raw materials, materials, maintenance, aviation, aerospace

Key topics
Production / Infrastructure / Traffic

Industry 4.0
At least 2 pages per issue

Production technology
At least 2 pages per issue

Automobile & Mobility
At least 2 pages per issue

VDI nachrichten reports on
Industry 4.0 and more in ...

Issue | PD | CD | Fairs
--- | --- | --- | ---
1 / 2 / 3 | 10.01.2020 | 02.01.2020 | Norisec
10 | 06.03.2020 | 27.02.2020 | LogiMAT
20 / 21 | 15.05.2020 | 07.05.2020 | all about automation
25 | 19.06.2020 | 10.06.2020 | Sensor + Test
26 / 27 | 26.06.2020 | 18.06.2020 | VDI-Kongress Automation*
37 | 11.09.2020 | 03.09.2020 | AMB
43 | 23.10.2020 | 15.10.2020 | Euroblech
44 | 30.10.2020 | 22.10.2020 | #nwing – Das New Work Event für Ingenieure*
45 | 06.11.2020 | 29.10.2020 | Vision
47 | 20.11.2020 | 12.11.2020 | SPS
49 / 50 | 04.12.2020 | 26.11.2020 | automatica

VDI nachrichten reports on
Production technology and more in ...

Issue | PD | CD | Fairs
--- | --- | --- | ---
1 / 2 / 3 | 10.01.2020 | 03.01.2020 | Norisec
20 / 21 | 15.05.2020 | 07.05.2020 | all about automation
24 | 12.06.2020 | 04.06.2020 | LASYS
24 | 12.06.2020 | 04.06.2020 | duipa
25 | 19.06.2020 | 10.06.2020 | Sensor + Test
37 | 11.09.2020 | 03.09.2020 | AMB
40 | 02.10.2020 | 24.09.2020 | Aluminium
40 | 10.10.2020 | 01.10.2020 | Messezentrum
41 | 09.10.2020 | 01.10.2020 | Fakuma
42 | 16.10.2020 | 08.10.2020 | GlassTech
43 | 23.10.2020 | 15.10.2020 | Euroblech
45 | 06.11.2020 | 29.10.2020 | Vision
45 | 06.11.2020 | 29.10.2020 | Formnext
47 | 20.11.2020 | 12.11.2020 | SPS
48 | 27.11.2020 | 19.11.2020 | Valve World
49 / 50 | 04.12.2020 | 26.11.2020 | automatica

VDI nachrichten reports on
Automobiles & Mobility and more in ...

Issue | PD | CD | Fairs
--- | --- | --- | ---
7 | 14.02.2020 | 06.02.2020 | Motorenkongress*
10 | 06.03.2020 | 27.02.2020 | LogiMAT
11 | 13.03.2020 | 05.03.2020 | eMobility World
23 | 05.06.2020 | 28.05.2020 | North American International Auto Show (NAIAS)
25 | 19.06.2020 | 10.06.2020 | EDrive*
36 | 04.09.2020 | 27.08.2020 | Automedachina
38 | 18.09.2020 | 10.09.2020 | Innotrans
38 | 18.09.2020 | 10.09.2020 | IAA Nutzfahrzeuge
40 | 02.10.2020 | 24.09.2020 | Aluminium
40 | 02.10.2020 | 24.09.2020 | Motek
41 | 09.10.2020 | 01.10.2020 | Chilivera
41 | 09.10.2020 | 01.10.2020 | Fakuma
42 | 16.10.2020 | 08.10.2020 | GlassTech
43 | 23.10.2020 | 15.10.2020 | Euroblech
45 | 06.11.2020 | 29.10.2020 | Vision
45 | 06.11.2020 | 29.10.2020 | Formnext
47 | 20.11.2020 | 12.11.2020 | SPS
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49 / 50 | 04.12.2020 | 26.11.2020 | automatica

Refer to the publication calendar on page 22 for a complete list of topics.

* VDI Wissensforum events; PD = Publication date; CD = Closing date

Subject to editorial changes
Sections
VDI nachrichten » Media data

ITC / Energy / Construction
Regine Bönsch, Head of Section

Editorial sections
Telecommunications, mobile telephony, networks, telematics, automotive electronics, data protection, IT security, hardware, software, internet, cloud, chip technology, smart home, audio, media, energy, energy efficiency, climate protection, CO2 trading, green IT, printers, printing press construction, architecture, urban planning, civil engineering, construction machinery, building technology, building equipment, building services, photo, video, connected and autonomous driving, power generation, power distribution, smart grid, smart city, e-mobility

Key topics
ITC / Energy / Construction

Energy & Sustainability
At least 2 pages per issue

ITC & Consumer electronics
At least 2 pages per issue

Building and Infrastructure
At least 1 page per issue

Industry 4.0
At least 2 pages per issue

Refer to the publication calendar on page 22 for a complete list of topics.

* VDI Wissensforum events; PD = Publication date; CD = Closing date

Subject to editorial changes
Editorial sections
Politics, economic policy, monetary policy, financial policy, economic development, business start-up, technology and culture, IT-labour market, management, technology and law, career, universities, labour market, further education, education policy, society

Key topics
Business / Management / Career

Finance
At least 1 page per issue

Refer to the publication calendar on page 22 for a complete list of topics.

PD = Publication date; CD = Closing date

Technik Boulevard in VDI Nachrichten
Week after week, the editorial team provides information about innovative products – with a focus on service and high benefit for the readers. The section is popular among readers and is placed in a highly visible location on the last page of the newspaper (cover C4).

Entirely in keeping with the motto “Save the best for last”, the editorial team provides articles year-round and on a weekly basis on the following subject areas:

- Automotive / commercial vehicles
- Smart home
- Home entertainment
- Home and garden
- Sports and recreation
- Technical tools and gadgets

Many trade fairs provide the journalistic opportunity for these articles (e.g. IAA, IFA, etc.). Direct your advertising campaign planning towards the latest topics and issues in 2020. You can find these at www.vdi-nachrichten.media/technik-boulevard

For prices see page 53.
### Issue 1 / 2 / 3
- **PD**: 10.01.2020
- **CD**: 02.01.2020
- **Fairs / special topics / special supplements**:
  - CES Las Vegas 07.01. – 10.01.2020
  - boat Düsseldorf 18.01. – 26.01.2020
  - Nortec Hamburg 21.01. – 24.01.2020

### Issue 4 / 5
- **PD**: 24.01.2020
- **CD**: 16.01.2020

### Issue 6
- **PD**: 07.02.2020
- **CD**: 30.01.2020
- **Fairs / special topics / special supplements**:
  - e-world energy & water Essen 11.02. – 13.02.2020

### Issue 7
- **PD**: 14.02.2020
- **CD**: 06.02.2020
- **Fairs / special topics / special supplements**:
  - Motorenkongress Baden-Baden 18.02. – 19.02.2020
  - VDI-Fachtagung Wärmmassivumformung Düsseldorf 26.02. – 27.02.2020

### Issue 8
- **PD**: 21.02.2020
- **CD**: 13.02.2020
- **Fairs / special topics / special supplements**:
  - Jahrestreffen der Kaltmassivumformer Würzburg 03.03. – 04.03.2020

### Issue 9
- **PD**: 06.03.2020
- **CD**: 27.02.2020
- **Fairs / special topics / special supplements**:
  - SHK Essen 10.03. – 13.03.2020
  - LogiMAT Stuttgart 10.03. – 12.03.2020

### Issue 10
- **PD**: 13.03.2020
- **CD**: 05.03.2020
- **Fairs / special topics / special supplements**:
  - eMobility World Friedrichshafen 18.03. – 22.03.2020

### Issue 11
- **PD**: 20.03.2020
- **CD**: 12.03.2020
- **Fairs / special topics / special supplements**:
  - LOPEC München 25.03. – 26.03.2020
  - PIAC Mannheim 25.03. – 26.03.2020

### Issue 12
- **PD**: 27.03.2020
- **CD**: 19.03.2020

### Issue 13
- **PD**: 03.04.2020
- **CD**: 26.03.2020

### Issue 14 / 15
- **PD**: 17.04.2020
- **CD**: 09.04.2020
- **Fairs / special topics / special supplements**:
  - Gründungsfinanzierung

### Issue 15 / 16
- **PD**: 01.05.2020
- **CD**: 23.04.2020

### Issue 20 / 21
- **PD**: 15.05.2020
- **CD**: 07.05.2020
- **Fairs / special topics / special supplements**:
  - all about automation Essen 27.05. – 28.05.2020
  - Photokina Köln 27.05. – 30.05.2020

### Issue 22
- **PD**: 29.05.2020
- **CD**: 20.05.2020

### Issue 23
- **PD**: 05.06.2020
- **CD**: 28.05.2020
- **Fairs / special topics / special supplements**:
  - North American International Auto Show (NAIAS) Detroit 08.06. – 20.06.2020

### Issue 24
- **PD**: 12.06.2020
- **CD**: 04.06.2020
- **Fairs / special topics / special supplements**:
  - LASYS Stuttgart 16.06. – 18.06.2020
  - Surface Technology GERMANY Stuttgart 16.06. – 18.06.2020
  - Intersolar Europe München 17.06. – 19.06.2020
  - drupa Düsseldorf 16.06. – 26.06.2020

### Issue 25
- **PD**: 19.06.2020
- **CD**: 10.06.2020
- **Fairs / special topics / special supplements**:
  - Sensor + Test Nürnberg 23.06. – 25.06.2020
  - Dritev Getriebe in Fahrzeugen* Bonn 24.06. – 25.06.2020
  - EDrive* Bonn 24.06. – 25.06.2020

### Issue 26 / 27
- **PD**: 26.06.2020
- **CD**: 18.06.2020
- **Fairs / special topics / special supplements**:
  - VDI-Kongress Automation* Baden-Baden 30.06. – 01.07.2020

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*VDI Wissensforum events; PD = Publication date; CD = Closing date

Subject to editorial changes
<table>
<thead>
<tr>
<th>Issue</th>
<th>PD</th>
<th>CD</th>
<th>Fairs / special topics / special supplements</th>
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<tbody>
<tr>
<td>28 / 29</td>
<td>10.07.2020</td>
<td>02.07.2020</td>
<td></td>
</tr>
<tr>
<td>30 / 31</td>
<td>24.07.2020</td>
<td>16.07.2020</td>
<td></td>
</tr>
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<td>32 / 33</td>
<td>07.08.2020</td>
<td>30.07.2020</td>
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<td>36</td>
<td>04.09.2020</td>
<td>27.08.2020</td>
<td>IFAT Stuttgart, Automechanika Frankfurt, Mittelstandsfinanzerung</td>
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<td>37</td>
<td>11.09.2020</td>
<td>03.09.2020</td>
<td>AMB Hamburg, WindPower Essen, Security Essen, Rehacare Düsseldorf, IAA Nutzfahrzeuge Hannover</td>
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<td>38</td>
<td>18.09.2020</td>
<td>10.09.2020</td>
<td>Aluconium Düsseldorf, Motek Stuttgart, Gründungsfinanzerung</td>
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<td>39</td>
<td>25.09.2020</td>
<td>17.09.2020</td>
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<td>40</td>
<td>02.10.2020</td>
<td>24.09.2020</td>
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</tr>
<tr>
<td>41</td>
<td>09.10.2020</td>
<td>01.10.2020</td>
<td>Faluma Friedrichshafen, ELIF Market Place Baden-Baden, MediTech Stuttgart, Grundungsfinanzerung</td>
</tr>
<tr>
<td>42</td>
<td>16.10.2020</td>
<td>08.10.2020</td>
<td>Glasstec Düsseldorf, eMove360 München</td>
</tr>
<tr>
<td>43</td>
<td>23.10.2020</td>
<td>15.10.2020</td>
<td>Euroblech Hannover, Orgatec Köln, VDI Verlag Sonderveröffentlichung Additive Fertigung</td>
</tr>
<tr>
<td>44</td>
<td>30.10.2020</td>
<td>15.10.2020</td>
<td>VDI Verlag Sonderveröffentlichung Automation</td>
</tr>
<tr>
<td>45</td>
<td>06.11.2020</td>
<td>29.10.2020</td>
<td>Vision Stuttgart, Formnext Frankfurt, BrauBeviale Nürnberg, electronica München, Grundungsfinanzerung</td>
</tr>
<tr>
<td>46</td>
<td>13.11.2020</td>
<td>05.11.2020</td>
<td>Biogas Convention Hannover, energy decentral Hannover, Medica Düsseldorf, Grundungsfinanzerung</td>
</tr>
<tr>
<td>47</td>
<td>20.11.2020</td>
<td>12.11.2020</td>
<td>SPS Nürnberg, Grundungsfinanzerung</td>
</tr>
<tr>
<td>48</td>
<td>27.11.2020</td>
<td>19.11.2020</td>
<td>Valve World Düsseldorf, Zukunftsprogramm Brückenmodemisierung Köln, CEGA Baden-Baden</td>
</tr>
<tr>
<td>49 / 50</td>
<td>04.12.2020</td>
<td>26.11.2020</td>
<td>automatica München</td>
</tr>
</tbody>
</table>

Subject to editorial changes

* VDI Wissensforum events; PD = Publication date; CD = Closing date
B2B senders and receivers

Industry trade fairs are at the centre of reporting
(selection of editorial planning, subject to change)

Trade fairs abroad
(excerpt of editorial planning, subject to change)
Produkte Aktuell

The perfect ad format for industry in VDI nachrichten

Current technical product announcements are selected and created by the Produkte Aktuell editorial team for publication in the appropriate format.

Product and technology-oriented special supplements in VDI nachrichten.

The “Produkte Aktuell” editorial team selects the latest technical product announcements for each publication.

Each booked ad format is best placed in a product line in the same size format as possible from the middle of the magazine.

Highly attractive advertising prices for the total circulation of VDI nachrichten in print and digital (e-paper).

Print example: Insertion in format 1/3 page horizontal.

Print example: Large-format "Produkte Aktuell": 2/3 page

Place your insert for as little as EUR 6,900 for 1/3 page*

* gross media investment
See page 55 for more prices and formats.
VDI Verlag special supplements in VDI nachrichten

Single-topic special supplements about key technologies in industry

<table>
<thead>
<tr>
<th>Topic</th>
<th>Issue</th>
<th>Issue</th>
<th>Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Transformation</td>
<td>25</td>
<td>44</td>
<td>45</td>
</tr>
<tr>
<td>Additive manufacturing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automation</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **PD** = Publication date; **CD** = Closing date; *gross media investment

See page 55 for more prices and formats.

Crossmedia

VDI Verlag special supplements on ingenieur.de

Present the special cross media supplement content on ingenieur.de

The contents of the **VDI Verlag special supplements** are published online on a separate overview page on ingenieur.de. Individual articles from the special supplements are directly integrated into the CMS of the website and can be sponsored by advertisers.

**The advantage for the sponsor:**
- High visibility and positive image transfer due to exclusive allocation of advertising space in the publisher's special digital edition.
- Economical purchasing through additional discount for internal linking and co-branding.
- Large-format advertising on the overview page of the publisher’s digital special links to the sponsor’s own homepage.

For 92% of VDI nachrichten readers, the special supplements are an attractive and integral part of the newspaper / e-paper.
(Source: Copytest 2017)
Customised special supplements

Specialist communication solutions in print and digital from a single source

Print example: 8-page news tabloid supplement about the partner Singapore Economic Development Board with publication on digital target group platforms.

Your special supplement as an interactive reading experience using a modern scrollytelling format

User-friendly digital implementation, optionally including the integration of audio/video content

Content marketing

The VDI Verlag offers an effective contribution to your content marketing campaign with the creation and production of product- and market-oriented special supplements.

Supplements on specialist topics are professionally researched and created on customer request. Based on a target group analysis, the special supplement makes a targeted contribution to B2B campaign planning.

Special supplements are distributed in the total circulation of VDI nachrichten and, on request, can be integrated into special editions (e.g. trade fair special distribution, display at specialist events, mailing campaigns).

We would be happy to publish the contents online on ingenieur.de.

Please contact us directly for your individual offer! Details on page 59
VDI Verlag Expert-Talk
Be a driving force for expertise in a panel discussion organised for you

Digital transformation has its challenges. Often times, out-of-the-box thinking with the goal of learning from others becomes mired in internal digitalisation trifles and falls by the wayside. Things can get accomplished much more quickly when learning curves and approaches that have proven successful for precursors are translated into purposeful action.

Our VDI Verlag Expert-Talks do more than just encourage an interdisciplinary, cross-sector digitalisation dialogue in industry. Rather, the expert discussion we organise centres specifically around your company’s exemplary response to the rapid changes of technologies and markets.

What’s more: As the key player of this event marked by extensive knowledge sharing, you will be remembered as a driving force for expertise for some time to come – among roundtable participants and the audience, as much as among VDI Nachrichten readers and ingenieur.de visitors we share the event with.

Refer to pages 6-7 for illustrative implementation examples of our Expert-Talks or visit: www.vdi-nachrichten.media/best-cases

Deliverables and service options at a glance

Full service for live event
We assume the organisation and execution of the Expert-Talk in the form of a roundtable discussion. In addition, we provide a journalist for moderation.

Print marketing
Publication of a two-page special supplement regarding your Expert-Talk in VDI Nachrichten.

Online marketing
Publication of a digital advertorial regarding your Expert-Talk on ingenieur.de for a term of 4 weeks. In addition, the event will be incorporated into a newsletter and, on request, a special newsletter about your Expert-Talk will be distributed.

Additional marketing services
We would be happy to produce a special offprint of the supplement for your trade fair presentation or event. On request, we also organise the distribution of the copies on-site. Additional marketing services available on request.

You determine the topic and participants
Do you have a compelling solution to a much-debated problem? And what participants can help make this a productive discussion on anything related to the selected topic? In cooperation with you, we devise a highly attractive talk setting.

Attention and reach as a result of a tailor-made campaign
The discussion, moderated by our journalist, is flanked by a powerful, custom marketing campaign. The event is supported by a smart combination of VDI Verlag’s established print and digital channels with broad reach, prior to, during and after the panel discussion.
Unternehmen im Blick
Your cross-media elevator pitch in VDI nachrichten and on ingenieur.de

The essence of your capabilities, featured precisely where your target group is already exploring your topics – this is the idea behind the smart cross-media format "Unternehmen im Blick" in a nutshell.

There is a simple reason behind the tremendous popularity of this new compact format among our partners: In addition to thorough readers, it also reaches those who, during times of a growing barrage of information and decreasing attention spans, have grown accustomed to hastily skimming over information.

We are also glad to help you summarise your best arguments – and to distribute the information to a broad audience!

A smart cross-media presentation of your exceptional products, services, innovations, successes and other highlights!

Cross-media company profile

High-visibility format
The essence of your capabilities, featured in a compact manner – sure to have an effect even with short attention spans.

Smart cross-media marketing
Presentation with wide reach as a result of smart marketing via VDI nachrichten, ingenieur.de and in our newsletters.

Long-term visibility
Long-term integration of your company profile on ingenieur.de (term: 1 year).

Full-Service
Convenient execution: You provide the content, VDI Verlag handles the implementation, including editing your content for the implementation in print and digital formats.

cross-media reach:
317,000
decision-makers *

EUR 6,100
Price basis for direct booking

Unternehmen im Blick
in VDI nachrichten

• The best your company has to offer – edited by our expert team for publication
• Publication under the title "Unternehmen im Blick" in VDI nachrichten, format: 1/4 page, corner, marked as advertisement, flexible publication dates¹
• Optional: Complete management of the implementation of content by our experts²
• Closing date: 15 working days before publication date

Your company profile
on ingenieur.de

• Integration of the print texts into your digital company profile
• Long-term integration on ingenieur.de for the duration of one year
• Increased reach through ad in the newsletter ingenieur.de NEWS
• Link from the company profile to your website
• Option 1: Integration of your corporate video¹
• Option 2: Booking of a broad-reach banner package²

¹ VDI Verlag reserves the right to postpone the advertisement to a subsequent issue.
² We charge an additional EUR 200 for the implementation of content.

¹ We charge an additional EUR 300 for the integration of a corporate video.
² The price depends on the desired scope of the banner package.

*Source: Decision-makers acc. to LAE 2019
Digital advertorial
Based on the look of the media brand

Present your content in the target-group- and topic-relevant environment of ingenieur.de.

Your advertorial is directly integrated in the CMS of the website and marked with “advertisement”.

Direct link from the advertorial to the customer’s website.

Contains one article. The following measures increase traffic:
• 1 placement in the newsletter ingenieur.de NEWS
• Native integration on the ingenieur.de Homepage
• Term: four weeks
• Link from the advertorial to the customer’s website
• Standard social seeding utilizing the entire social media reach of VDI Verlag

Contains one article. The following measures increase traffic:
• 2 placements each in newsletters ingenieur.de NEWS and ingenieur.de KARRIERE
• Native integration on the ingenieur.de-Homepage
• Term: four weeks
• Link from the advertorial to the customer’s website
• Standard social seeding utilizing the entire social media reach of VDI Verlag

Contains up to five articles on an overview page. The following measures increase traffic:
• 2 placements each in newsletters ingenieur.de NEWS and ingenieur.de KARRIERE
• Native integration on the ingenieur.de-Homepage
• Term: four weeks
• Link from the advertorial to the customer’s website
• Standard social seeding utilizing the entire social media reach of VDI Verlag
• Medium rectangle in portal rotation
• Premium social seeding utilizing the entire social media reach of VDI Verlag
• Large display formats in portal rotation

More booking options and additional services:
• Teaser box "Empfehlung der Redaktion (Recommended reading from the editorial team)" beneath all articles from a desired category
• Top ranking update: native visibility boost (like new article) at the halfway point of the term
• Additional extras on request

* Price basis for direct booking. More offers on request.
ingenieur.de Newsletter
One-stop option to extend the reach of your digital campaign

Regardless of whether it is through advertorials or display ads, the new ingenieur.de Newsletter offerings ensure that your corporate communication is received reliably and directly by your target group: Engineers and decision-makers with an affinity for technology. The wide reach ensures powerful and highly effective contacts. Place your advertising message in one of our offered newsletters.

Place your banner ad in the new ingenieur.de Newsletter offerings and benefit from high lead generation and up to 82,000 mailings per booking.
E-Paper app VDI nachrichten
PreLoading ad and full-screen ad for tablet and smartphone apps (iOS and Android)

PreLoading ad
Large and prominent when app first launches: you reach your target group for 5 seconds before the content loads with a full-screen ad. Your advertising message is shown directly when the app first launches.

Full-screen ad
Allocation options optimized to the environment within the E-paper pages of VDI nachrichten.

Data
Technical specifications
Compatible devices: only iOS- and Android-capable devices.

File formats:
- jpg, png, gif (static), HTML5 (static or animated), max. 40 KB

HTML5 specifications delivery of an HTML5 ad is possible.

3rd-party redirect:
delivery of a 3rd-party redirect is possible.

Labelling:
-w- high-contrast font colour, minimum 9 pt

E-paper formats
- Tablet retina: 1536 x 2048 px portrait / 2048 x 1536 px landscape
- Tablet standard: 768 x 1024 px portrait / 1024 x 768 px landscape
- Smartphone standard: 640 x 920 px

Special ad formats
Sampling campaigns
in and around trade fair events
Promoters distribute copies of VDI nachrichten to defined target groups or trade fair visitors as part of sampling campaigns.

Campaign goals:
- Promote your campaign goal, e.g. attract visitors to your trade fair stand
- Convey a positive image
- Ensure high contact quality
- Presence at the industry networking events

Many different campaigns are possible! Costs depend on location and scope of the event. Please contact us (see page 59).

Fake Cover Wrap
4-sided fake cover with full cover wrap in partial circulation. The fake cover is designed exclusively for the customer and looks like a real front page.

- Fake cover wrap integrates:
  · 2 title flyer ads, right and left
  · 1 title strip horizontal
  · 3 x 1/1 page on C2, C3 and C4
- Partial circulation: up to 3,000 units
- Delivery: Delivery to a German address
- Closing date: 2 weeks before publication date
- The copies are already included in the price.

Book your fake cover wrap for as little as EUR 9,200*

Banderole
Paper or plastic strips that are placed around a newspaper.

- Production: Manual assembly
- Partial circulation: up to 3,000 units
- Delivery: Delivery to a German address
- Closing date: 2 weeks before publication date
- Typical width of the banderole 100 to 140 mm.
- Let us advise you.

Book your banderole for as little as EUR 2,100*

(*) plus production costs, if applicable
Special ad formats
VDI Nachrichten » Media data

Special placement and formats

Full-Cover-Wrap

Ad that fills the full cover of VDI Nachrichten.
- High visibility and advertising impact
- Formats: (C1) 249 mm w x 308 mm h
  (C2 to C4) 3 x 249 mm w x 371 mm h
- Closing date: 2 weeks before publication date

Place your ad for only EUR 165,300*

*plus production costs, if applicable

Chessboard ad

Ad placed horizontally, offset on an editorial double page.
- Example: Chessboard ad (2 x 1/2 page horizontal) on a double page
- Formats: 2 x 249 mm w x 186 mm h
- More formats on request
- Closing date: 2 weeks before publication date

Place your ad for only EUR 53,600*

Sandwich ad (top and bottom)

Ad runs horizontally as strips, editorial text in the middle.
- Example: 2x 1/3 page sandwich ad
- Formats: 2 x 249 mm w x 93 mm h
- Price: 23,300 EUR
- Can also be booked as: 1/4 page sandwich ad
- Formats: 2 x 249 mm w x 93 mm h
- Price: 20,500 EUR
- More formats on request
- Closing date: 2 weeks before publication date

Place your ad for only EUR 41,000*

Place your ad for only EUR 69,400*

*plus production costs, if applicable

Sandwich ad (middle)

Ad runs horizontally as strip, editorial text in the top and bottom.
- Example: 1/3 page sandwich ad
- Format: 249 mm w x 124 mm h
- Price: 23,300 EUR
- Can also be booked as: 1/4 page sandwich ad
- Format: 249 mm w x 93 mm h
- Price: 20,500 EUR
- More formats on request
- Closing date: 2 weeks before publication date

Place your ad for only EUR 20,500*

Place your ad for only EUR 26,100*

U-shaped 2-column

U-shaped ad.
- Example: U-shaped on a double page, 2-column
- Panorama only possible in magazine centre
- More formats on request
- Closing date: 2 weeks before publication date

Place your ad for only EUR 69,400*

L-shaped

L-shaped ad.
- Position: left page
- More formats on request
- Closing date: 2 weeks before publication date

Place your ad for only EUR 26,100*

Ask us about other formats. See page 59 for contact details.
Advertorial
Advertisements that look like editorials

Present complex issues transparently.
Text and imagery with vocabulary with a personal look & feel.
Taps into readers’ thirst for information.

Format: Starting from 1/4 page ad

Brand and image building

Authentic example:
Detailed company presentation in the style of an editorial, but in a layout different from VDI nachrichten.

Advertorials can be booked with premium placements and in the Produkte Aktuell section. See pages 53 – 55 (plus design costs if needed).

Request our advertorial guidelines!
The editorial style of an advertorial creates a high degree of visibility and credibility. Advertorials are an ideal format to present comprehensive company information and differ from the standard layout of VDI nachrichten editorial pages in both content and design. The Advertorial Guidelines give you an overview of design and labelling. You are welcome to design your own advertorial or commission VDI Verlag to do so.

We will gladly design your advertorial for you
Loose inserts

Loose inserts are printed matter or objects (samples, CD-ROM, DVD) which are loosely inserted in the newspaper.

**Delivery quantity:**
Full inserts are based on the widespread circulation indicated in the IVW-message valid at the time of placing the order, whereas postal sales inserts are based on the corresponding subscription circulation plus 1%. Please contact the advertising department at +49 (0) 211 6188-461 for details of delivery volumes for Nieslen area inserts.

**Paper weight:**
Single sheets or multi-page inserts of format DIN A6 to DIN A4 must have a basis weight of at least 120 g/m².

**Loose insert rates:**
The IVW figures at the time of invoice form the basis for billing:
- Insert in full circulation
- Distributed circulation
- Insert in postal dispatch circulation
- Subscription circulation
Prices for circulation splits are based upon the delivery quantity.

**Partner advertising:**
Inserts used by more than one advertiser are only possible by special arrangement. Such inserts will be subject up to a 50 % surcharge on the basic price.

**Closing date / Cancellation deadline:**
10 working days prior to publication.
We require 5 final specimen inserts when the order is placed.

**Delivery to:**
VDI Verlag GmbH
Anzeigenabwicklung
VDI-Platz 1
40468 Düsseldorf

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### Rates for loose inserts (per 1,000 copies)

<table>
<thead>
<tr>
<th></th>
<th>Full circulation</th>
<th>Split runs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Postal dispatch</td>
<td>(complete Nielsen areas)</td>
</tr>
<tr>
<td>up to 20 g</td>
<td>EUR 134.20</td>
<td>EUR 145.40</td>
</tr>
<tr>
<td>each additional 5 g</td>
<td>EUR 7.50</td>
<td>EUR 7.50</td>
</tr>
</tbody>
</table>

### Formats

- **Minimum:** 105 x 148 mm
- **Maximum:** 280 x 390 mm

**Fold on the longitude.**

**Insertion options:**
1. Postal dispatch circulation (subscription circulation in Germany)
2. Partial circulation (random insertion in postal dispatch circulation) from 5,000 units
3. Partial circulation in a complete Nielsen area insert based on postal dispatch circulation

**Minimum volume:** 5,000 copies.

---

### Nielsen areas

#### Distribution structure VDI Nachrichten

<table>
<thead>
<tr>
<th>Circulation (IVW III/2019)</th>
<th>E-Paper share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print circulation</td>
<td>109,933</td>
</tr>
<tr>
<td>Distributed circulation</td>
<td>141,430</td>
</tr>
<tr>
<td>Subscriptions</td>
<td>138,403</td>
</tr>
<tr>
<td>Paid circulation</td>
<td>139,295</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nielsen area</th>
<th>E-Paper circulation</th>
<th>Print circulation</th>
<th>Total circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Hesse</td>
<td>6,170</td>
<td>16,336</td>
<td>22,506</td>
</tr>
<tr>
<td>II. Rheinland-</td>
<td>9,842</td>
<td>26,260</td>
<td>36,102</td>
</tr>
<tr>
<td>Pfalz</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III. Saarland</td>
<td>5,382</td>
<td>14,777</td>
<td>20,159</td>
</tr>
<tr>
<td>III a. Hessen</td>
<td>4,774</td>
<td>20,013</td>
<td>24,787</td>
</tr>
<tr>
<td>III b. Baden-</td>
<td>5,695</td>
<td>18,531</td>
<td>24,226</td>
</tr>
<tr>
<td>Württemberg</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV. Bayern</td>
<td>1,421</td>
<td>3,414</td>
<td>4,835</td>
</tr>
<tr>
<td>VI. Berlin</td>
<td>1,250</td>
<td>3,282</td>
<td>4,532</td>
</tr>
<tr>
<td>VII. Sachsen</td>
<td>1,232</td>
<td>3,985</td>
<td>5,217</td>
</tr>
<tr>
<td>Abroad</td>
<td>2,061</td>
<td>3,184</td>
<td>5,245</td>
</tr>
</tbody>
</table>

All booked loose inserts are automatically published in the total e-paper circulation. Please refer to page 58 for technical information regarding PDF creation.

* Publisher’s detail
Specifications for loose inserts

Format (width x height): min. 105 x 148 mm (DIN A6), max. 280 x 390 mm.

Weight
a) Minimum paper weight for 2-page inserts (single sheet) 120 g/m² (the single sheet must be folded for lower weight paper).
b) Maximum weight on request.

Processing condition
a) Folding: closed on at least one side. In the case of brochures exceeding 280 mm in width, there must always be a closed fold on a longitudinal side. Otherwise the brochures must be folded one extra time. Fanfolds, gatefolds, circular formats and oval formats are not possible.
b) Trim: all loose inserts must be cut rectangular and in the same format. Inserts must not exhibit any burring on the trim edge due to blunt cutting blades.
c) Glued-on products: postcards must always be glued to the inside of the insert. They must be glued flush to the fold at the top or bottom of the insert. Loose inserts with products glued to the outside and special formats like cut-out inserts or product samples are only possible on request and following submission of a specimen insert.
d) Stapling: if the inserts are stapled at the spine, the staple thickness should be suitable for the insert in question. Thin inserts should always be glued at the spine or fold.

Packaging and transport
a) Delivery: At the latest 5 working days prior to publication to:
   Druckzentrum Mörfelden-Walldorf, Kurhessenstraße 4 – 6, 64546 Mörfelden-Walldorf-Industriegebiet.
   Mo-Thu 6:30 am - 3:30 pm; Fr 6:30 am - 1:30 pm. The delivery must be marked: Loose inserts for VDI nachrichten, issue ...
b) Delivery condition: The supplied inserts must be suitable for immediate, flawless processing without the need for any additional manual work. We cannot process inserts that are stuck together because the printing ink was not fully dry, inserts that have high electrostatic charges or inserts that have become moist. The same applies to inserts with folded corners (dog’s ears) or edges, crease folds or displaced (round) spines
c) Palletisation: The loose inserts must be cleanly stacked on sturdy pallets. Each pallet must be clearly and visibly marked using a pallet card corresponding to the delivery note. Please use Europallets
d) Layer thickness: the non-interleaved layers with straight edges should be between 80 and 100 mm high to allow easy manual picking.

Requirements for digital copy/artwork

Texture of the data:
The order directory must contain all information and elements required to produce the advertisement—including a text file listing the advertising client’s details, motif, advertisement size, publication date, sender, contact person, phone and fax number.

Address for printing materials:
VDI Verlag GmbH
VDI-Platz 1
40468 Düsseldorf
abwicklung@vdi-nachrichten.com
The same closing date applies as for advertising documents delivered by post.

Contact:
Ulrike Artz
Telefon: +49 211 6188-461
Telefax: +49 211 6188-310
abwicklung@vdi-nachrichten.com

Please contact us directly for your individual offer. For details see p. 59

Prices

VDI nachrichten » Media data
### Prices

**VDI nachrichten » Media data**

#### Solus ads

<table>
<thead>
<tr>
<th>Size in page sections</th>
<th>Format w x h (mm)</th>
<th>Rate (b/w or 4c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>249 x 371</td>
<td>EUR 44,600</td>
</tr>
<tr>
<td>2/3 page horizontal</td>
<td>249 x 248</td>
<td>EUR 36,100</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>140 x 371</td>
<td>EUR 36,100</td>
</tr>
<tr>
<td>Magazine corner</td>
<td>194,5 x 276</td>
<td>EUR 29,700</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>249 x 186</td>
<td>EUR 27,200</td>
</tr>
<tr>
<td>1/2 page corner</td>
<td>194,5 x 237</td>
<td>EUR 27,200</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>122 x 371</td>
<td>EUR 27,200</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>249 x 124</td>
<td>EUR 20,100</td>
</tr>
<tr>
<td>1/3 page corner</td>
<td>140 x 220</td>
<td>EUR 20,100</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>103,5 x 371</td>
<td>EUR 20,100</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>249 x 93</td>
<td>EUR 17,500</td>
</tr>
<tr>
<td>1/4 page corner</td>
<td>140 x 165</td>
<td>EUR 17,500</td>
</tr>
<tr>
<td>1/5 page horizontal</td>
<td>249 x 60</td>
<td>EUR 14,100</td>
</tr>
<tr>
<td>1/5 page vertical</td>
<td>49,5 x 371</td>
<td>EUR 14,100</td>
</tr>
</tbody>
</table>

#### Premium placements (title page)

<table>
<thead>
<tr>
<th>Placement</th>
<th>Format w x h (mm)</th>
<th>Rate (b/w or 4c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title strip ad</td>
<td>249 x 68</td>
<td>EUR 29,900</td>
</tr>
<tr>
<td>Flip ad</td>
<td>74 x 74</td>
<td>EUR 29,900</td>
</tr>
<tr>
<td>Flip ad</td>
<td>45 x 45</td>
<td>EUR 29,900</td>
</tr>
<tr>
<td>Title earpiece left or right</td>
<td>26 x 26</td>
<td>EUR 29,900</td>
</tr>
</tbody>
</table>

#### Premium placements

<table>
<thead>
<tr>
<th>Placement</th>
<th>Format w x h (mm)</th>
<th>Rate (b/w or 4c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Spread</td>
<td>528 x 371</td>
<td>EUR 112,300</td>
</tr>
<tr>
<td>Center Page (2 x 3/5 S.)</td>
<td>274 x 371</td>
<td>EUR 70,700</td>
</tr>
<tr>
<td>1/1 page</td>
<td>249 x 371</td>
<td>EUR 51,700</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>249 x 186</td>
<td>EUR 31,600</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>249 x 124</td>
<td>EUR 23,300</td>
</tr>
<tr>
<td>1/3 page corner</td>
<td>140 x 220</td>
<td>EUR 23,300</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>249 x 93</td>
<td>EUR 20,500</td>
</tr>
<tr>
<td>1/4 page corner</td>
<td>140 x 165</td>
<td>EUR 20,500</td>
</tr>
<tr>
<td>1/4 page horizontal (C4)</td>
<td>249 x 93</td>
<td>EUR 20,500</td>
</tr>
<tr>
<td>Island ad</td>
<td>140 x 140</td>
<td>EUR 14,500</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>49,5 x 352</td>
<td>EUR 12,600</td>
</tr>
<tr>
<td>Section head left</td>
<td>68 x 40</td>
<td>EUR 2,800</td>
</tr>
</tbody>
</table>

#### Advertorials with premium placement

<table>
<thead>
<tr>
<th>Placement</th>
<th>Format w x h (mm)</th>
<th>Rate (b/w or 4c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>249 x 371</td>
<td>EUR 51,700</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>249 x 186</td>
<td>EUR 31,600</td>
</tr>
<tr>
<td>1/4 page corner</td>
<td>140 x 165</td>
<td>EUR 20,500</td>
</tr>
</tbody>
</table>

See pages 46 / 47 for more details on advertorials.

All formats in mm. Print through gutter: 30 mm width. Other formats available on request. All prices excl. sales tax.
### Prices

#### Panorama and tunnel ads

<table>
<thead>
<tr>
<th>Size in page sections</th>
<th>Format w x h (mm)</th>
<th>Rate (b/w or 4c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 x 1/1 page panorama</td>
<td>528 x 371</td>
<td>EUR 92,800</td>
</tr>
<tr>
<td>2 x 1/2 page panorama</td>
<td>528 x 186</td>
<td>EUR 57,700</td>
</tr>
<tr>
<td>2 x 1/3 page panorama</td>
<td>528 x 124</td>
<td>EUR 43,600</td>
</tr>
<tr>
<td>2 x 1/3 page tunnel</td>
<td>310 x 220</td>
<td>EUR 43,600</td>
</tr>
<tr>
<td>2 x 1/4 page tunnel</td>
<td>310 x 165</td>
<td>EUR 38,800</td>
</tr>
</tbody>
</table>

#### Text ads

<table>
<thead>
<tr>
<th>Size in page sections</th>
<th>Format w x h (mm)</th>
<th>Rate (b/w or 4c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text ad “L”</td>
<td>85,5 x 100</td>
<td>EUR 11,400</td>
</tr>
<tr>
<td>Text ad “M”</td>
<td>67,5 x 100</td>
<td>EUR 8,900</td>
</tr>
<tr>
<td>Text ad “S”</td>
<td>49,5 x 100</td>
<td>EUR 6,400</td>
</tr>
</tbody>
</table>

#### Advertorials

<table>
<thead>
<tr>
<th>Size in page sections</th>
<th>Format w x h (mm)</th>
<th>Rate (b/w or 4c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>249 x 371</td>
<td>EUR 44,600</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>249 x 186</td>
<td>EUR 27,200</td>
</tr>
<tr>
<td>1/4 page corner</td>
<td>140 x 165</td>
<td>EUR 17,500</td>
</tr>
</tbody>
</table>

See pages 46 / 47 for more details on advertorials.

#### VDI Verlag special supplements

<table>
<thead>
<tr>
<th>Size in page sections</th>
<th>Format w x h (mm)</th>
<th>Rate (b/w or 4c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>249 x 371</td>
<td>EUR 15,500</td>
</tr>
<tr>
<td>Magazine corner</td>
<td>194,5 x 276</td>
<td>EUR 10,100</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>249 x 186</td>
<td>EUR 9,300</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>249 x 124</td>
<td>EUR 6,900</td>
</tr>
<tr>
<td>1/3 page corner</td>
<td>140 x 220</td>
<td>EUR 6,900</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>249 x 93</td>
<td>EUR 6,100</td>
</tr>
<tr>
<td>1/4 page corner</td>
<td>140 x 165</td>
<td>EUR 6,100</td>
</tr>
<tr>
<td>Title flip ad</td>
<td>97,5 x 90</td>
<td>EUR 5,400</td>
</tr>
<tr>
<td>Title strip small</td>
<td>249 x 30</td>
<td>EUR 5,700</td>
</tr>
<tr>
<td>Title strip large</td>
<td>249 x 68</td>
<td>EUR 12,700</td>
</tr>
</tbody>
</table>

See pages 30 / 31 for more details on special supplements.

#### Produkte Aktuell

<table>
<thead>
<tr>
<th>Size in page sections</th>
<th>Placement</th>
<th>Format w x h (mm)</th>
<th>Rate (b/w or 4c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>Best possible in second half</td>
<td>249 x 371</td>
<td>EUR 15,500</td>
</tr>
<tr>
<td>Magazine corner</td>
<td>Best possible in second half</td>
<td>194,5 x 276</td>
<td>EUR 10,100</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>Best possible in second half</td>
<td>249 x 186</td>
<td>EUR 9,300</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>Best possible in second half</td>
<td>249 x 124</td>
<td>EUR 6,900</td>
</tr>
<tr>
<td>1/3 page corner</td>
<td>Best possible in second half</td>
<td>140 x 220</td>
<td>EUR 6,900</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>Best possible in second half</td>
<td>249 x 93</td>
<td>EUR 6,100</td>
</tr>
<tr>
<td>1/4 page corner</td>
<td>Best possible in second half</td>
<td>140 x 165</td>
<td>EUR 6,100</td>
</tr>
<tr>
<td>1/6 page corner</td>
<td>Best possible in second half</td>
<td>85,5 x 168</td>
<td>EUR 4,600</td>
</tr>
<tr>
<td>1/8 page corner</td>
<td>Best possible in second half</td>
<td>85,5 x 128</td>
<td>EUR 4,100</td>
</tr>
</tbody>
</table>

See pages 28 / 29 for more details on Produkte Aktuell.
01. In accordance with the following General Terms and Conditions of Business, an “Advertising Order” is the contract between the Publisher and the Advertising Client for the publication of one or more advertisements or other advertising material (hereinafter collectively referred to as “Advertisements”) by the Publisher in one or more issues of its newspaper/magazine or in a newspaper or magazine for the purpose of dissemination. Any Advertising Order shall only become legally binding upon receipt of the respective Order by the Publisher.

02. “A Contract” is the agreement between the Publisher and Advertising Client regarding the publication of Advertisements in accordance with the discounts or rebates granted to the Advertising Client by the Publisher. Discounts shall not be granted to companies whose business purpose is, among other things, to place advertisements for the sole purpose of generating advertising revenue. If the right to call up individual advertisements is granted within the framework of a contract, the Advertising Order shall have priority in the event of overlapping calling dates. The first Advertisement is termed “first call” and the second one “second call”. If the first Advertisement is called up and published within one year of the conclusion of the Contract, the Advertising Client shall have a retroactive claim to a discount corresponding to its actual calling for publication of advertisements within an annual contractual period.

03. With respect to the calculation of the acceptance quantities, text millimetre lines will be converted into advertising millimetres based upon price.

04. Advertising Orders for advertisements and third-party supplements that are to be published only in designated issue numbers, designated editions or in designated locations within the publication must be received by the Publisher in sufficient time to enable the Advertising Client to benefit from the above advertising closing date if the order cannot be executed in the desired way. Classified advertisements will be printed in the respective section without the need for an explicit agreement.

05. “Editorial Advertisements” are Advertisements that border on at least three sides with text and do not share a border with any other Advertisements. Advertisements, which are not recognizable as advertisements due to their content, their size or the manner in which they are placed by the Publisher, are not considered advertising.

06. Without accepting an explicit obligation to evaluate the Advertisement, the Publisher reserves the right to call up individual advertisements—on an individual basis—and, if necessary, to adjust their format, size and location of publication in accordance with the terms of the advertisement, without prior notice. The Advertisement shall be immediately notified of the rejection of an Advertisement or other advertising material.

07. The advertising period shall begin at the time of insertion into the respective edition, unless the insertion date is specified in the Advertisement. If the insertion date is not specified, the Advertisement shall be inserted into the next available issue, or the publisher shall inform the Advertising Client of the insertion date. If no special size specifications have been provided, the actual printing size will be based upon the typical printing size for the respective type of Advertisement.

08. If a joint discount is claimed for companies affiliated within a group, written verification of the group status of the Advertising Client is required. Companies affiliated within a group under this provision are those whose relationship is established by contract or otherwise, whereby the group client guarantees that he holds all the necessary rights for placing the Advertisement. The Advertising Client shall be notified immediately of the rejection of an Advertisement or other advertising material. The group-client relationship shall also apply to advertising materials where the Publisher is not the advertising client. Advertisements are externally produced sections, and must differ clearly in form and presentation from the editorial sections of the newspaper/magazine (in typography, graphic elements, colour schemes, column layout). Advertisements must be submitted to the Publisher at least 10 working days before the end of the printing deadline for review and approval.

09. The first Advertisement is termed “first call” and the second one “second call”. If the first Advertisement is called up and published within one year of the conclusion of the Contract, the Advertising Client shall have a retroactive claim to a discount corresponding to its actual calling for publication of advertisements within an annual contractual period.

10. In the event of payment default or if a payment extension is granted, conventional interest and collection costs shall be charged. In the event of payment default, the Publisher shall suspend further performances of the contract until payment of the amount charged and settlement of unpaid invoices, regardless of previously agreed terms of payment.

11. Proofs shall be supplied only upon express request. The Customer shall assume responsibility for the correctness of the returned proofs. The publisher shall take into account all error corrections that are marked on the proofs by the Customer. If the Publisher has not received the proofs by the deadline set for sending the proofs, it shall be presumed that the proof is correct.

12. If no special size specifications have been provided, the actual printing size will be based upon the typical printing size for the respective type of Advertisement.

13. The invoice shall be paid within the period indicated in the price list, unless a different payment period is agreed upon in writing between the Publisher and the Advertising Client. An exception to this rule shall be made in the event of a payment extension, in which case the amount charged will be increased by interest according to the prevailing legal interest rates.

14. In the event of payment default or if a payment extension is granted, conventional interest and collection costs shall be charged. In the event of payment default, the Publisher may suspend further performances of the contract until payment of the amount charged and settlement of unpaid invoices, regardless of previously agreed terms of payment.

15. Upon request, the Publisher shall provide a clipping of the advertisement. Depending on the type and scope of the advertising order, advertising sections, individual pages or complete reference copies of the publication shall be supplied. If it is no longer possible to obtain a copy of the publication, this shall be replaced by a legally binding certificate from the publisher confirming the publication and dissemination of the advertising text in the publication.

16. Subject to the provisions of Clause 16b, a reduction in circulation may be grounds for a price reduction. The calculation of the reduction in circulation shall be based upon the average circulation of the publication. If the average circulation falls below the promised circulation in the year of insertion, the reduction in circulation shall only be deemed a defect warranting the Advertising Client to a reduction in price if and to the extent that, in the case of a guaranteed circulation of up to 50,000 copies, the reduction exceeds at least 20 percent; in the case of a guaranteed circulation of more than 50,000 copies, the reduction exceeds at least 10 percent; and, in the case of a guaranteed circulation of more than 100,000 copies, the reduction exceeds at least 5 percent. The reduction in circulation for reasons specified in section 23 shall not be considered. The circulation shall be measured with a guaranteed circulation basis paid for the year of insertion on the basis of the circulation average of the four quarters prior to the year of insertion, unless an absolute circulation figure has been stated by the publisher as an express guarantee in the respective price list. Entitlement to a price reduction is contingent upon a discountable contract on the basis of the volume discount and for at least three issues. The basis for the calculation of the price reduction is the order per company, except for a charge by branches, to which it is defined at the time of the granting of the order. The possible circulation reduction shall be calculated as the balance of circulation over-runs and circulation under-runs of the documented publication in the given year, divided by the circulation of the edition. The refund will be made at the end of the campaign on the basis of a credit note issued against the Advertising Client's net invoice, taking into account any agency fees already granted as a credit in the order. In addition, claims for price reductions shall be excluded if the Publisher has informed the Advertising Client of the reduction in circulation in sufficient time to withdraw from the contract before publication of the advertisement.

17. The Publisher shall exercise the diligence of a prudent businessman for the safekeeping and timely forwarding of offers in the case of box number advertisers. Registered and express letters in receipts of the order and with the respective due dates will not be returned. Advertisements shall be kept for four weeks. Letters that are not collected within this period will be deemed to have been accepted. Acceptance of the advertisement may not be withdrawn once the advertisement has been published. The Publisher may grant the right, on an individual contract basis as a representative, to open incoming offers in the declared interest of the Advertising Client. Letters excepting the permissible A4 format must not be taken to be acceptance of an order and will not be accepted. However, an acceptance and forwarding can be agreed in exceptional cases in writing, subject to a usage fee. The Publisher shall not be liable for any failure due to breakdowns, strikes or other circumstances.

18. In the event of publication, the Publisher shall make available to the Advertising Client a clipping of the advertisement. In the case of business transactions with commercial entities, legal entities under public law or other funds subject to public law, the Publisher shall make the clipping available to the Advertising Client in electronic form; however, as the publisher’s claims are not stated in a payment reminder proceedings, the place of jurisdiction for non-commercial entities is determined by their place of residence. If the Advertising Client’s domicile or habitual residence, even in the case of non-commercial entities, is unknown at the time of bringing an action or if the holder of the payment claim is a commercial entity, the place of jurisdiction shall be the Publisher’s registered office. If the publication of the Advertisement does not correspond to the contractually agreed quality or service, the Advertising Client shall be entitled to a reduction in payment or a defect-free substitute advertisement or substitute publication of the advertising material. In the case of a guaranteed circulation which is below the promised circulation, the Publisher shall be liable for all damages, regardless of whether arising from a breach of contractual obligations or from unauthorised acts in accordance with the following provisions: In the case of gross negligence, liability in all legal transactions shall extend to all third parties for failures on its own and the group company’s part. In the case of slight negligence, liability in all legal transactions shall extend to all third parties for failures on its own part. In all cases, the aforementioned rights shall be transferred without limitation of place.

19. In the event of payment default or if a payment extension is granted, conventional interest and collection costs shall be charged. In the event of payment default, the Publisher shall suspend further performances of the contract until payment of the amount charged and settlement of unpaid invoices, regardless of previously agreed terms of payment.

20. With respect to the calculation of the acceptance quantities, text millimetre lines will be converted into advertising millimetres based upon price.

21. The Advertising Client guarantees that he holds all the necessary rights for placing the Advertisement. The Advertising Client shall be notified immediately of the rejection of an Advertisement or other advertising material. The group-client relationship shall also apply to advertising materials where the Publisher is not the advertising client. Advertisements are externally produced sections, and must differ clearly in form and presentation from the editorial sections of the newspaper/magazine (in typography, graphic elements, colour schemes, column layout). Advertisements must be submitted to the Publisher at least 10 working days before the end of the printing deadline for review and approval.

22. The Advertising Client guarantees that he holds all the necessary rights for placing the Advertisement. The Advertising Client shall be notified immediately of the rejection of an Advertisement or other advertising material. The group-client relationship shall also apply to advertising materials where the Publisher is not the advertising client. Advertisements are externally produced sections, and must differ clearly in form and presentation from the editorial sections of the newspaper/magazine (in typography, graphic elements, colour schemes, column layout). Advertisements must be submitted to the Publisher at least 10 working days before the end of the printing deadline for review and approval.

23. If individual or multiple call-ups of a contract are not fulfilled due to circumstances for which the Publisher is not responsible, then the Advertising Client shall be entitled, notwithstanding any further legal obligations, to reimburse the Publisher for the difference between the discount granted and the discount that the Publisher would have applied to the contract had the Advertising Client not called up the advertisements. The agreement to reduce the contractual price for the reasons of an actual call-up of advertisements within the first year of the advertisement will only be renounced if the order is legally binding. The agreement to reduce the contractual price for the reasons of an actual call-up of advertisements within the first year of the advertisement will only be renounced if the order is legally binding. The agreement to reduce the contractual price for the reasons of an actual call-up of advertisements within the first year of the advertisement will only be renounced if the order is legally binding.
**Technical requirements for digital printing material**

**Operating system**
Windows and Apple Macintosh

**Programmes**

**File formats**
EPS, PDF

All fonts and images used in the ad must always be supplied. Colour images in CMYK. Alternatively, texts can be converted into character paths (exported as curve).

**Colour separation**
Colour should be delivered non-separated; please do not use RGB or LAB data. The color values are available on request.

**Image resolution**
240 dpi for colour and grey tone images and 1,270 dpi for line drawings. Please use “IFRAnewspaper26v5.icc” for your colour management workflow.

**Address for printing material**
VDI Verlag GmbH
VDI-Platz 1, 40468 Düsseldorf
abwicklung@vdi-nachrichten.com

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**Technical information print**

**Printing process**
coldset, newspaper rotary printing

**Type area**
249 mm x 371 mm

**Process controls**
Process parameters for newsprint “IFRAnewspaper26v5.icc”

**Printing method**
Negative offset printing

**Screen width**
48 lines/cm

**Screen dot**
Moderate chain point

---

**Technical information regarding PDF creation for e-paper loose inserts**

**Color mode**
RGB

**Resolution**
150 dpi

**Logos, graphics**
Convert vector graphics and third-party ads into “png” prior to placement. Do not use any EPS, PDF/X-3 or other PostScript formats.

**Print signatures**
no (individual pages without crop marks)

---

**Tonal value**
Shadow dot up to max. 95 %, light dot can run to white (less than 3 %)

**Full tonal density**
For an average tone (40 %) please consider a dot gain of 26 %

**Screen angle**
C (Cyan) = 15°, B (Black) = 135°, M (Magenta) = 75°, Y (Yellow) = 0°

**Total ink coverage**
Max. 220%

**Minimum font size**
Positive 6 point, negative 8 point, screened 12 point

**Minimum line widths**
Positive 0.5 point, negative 1.0 point

**Color mode**
RGB

**Resolution**
150 dpi

**Logos, graphics**
Convert vector graphics and third-party ads into “png” prior to placement. Do not use any EPS, PDF/X-3 or other PostScript formats.

**Print signatures**
no (individual pages without crop marks)

---

**Writer protection**
without

**Fonts**
embed

**Form fields**
without

**Transparencies**
allowed (live transparencies possible if file formats are used during export which support live transparency)

**Transparency reduction**
no

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**Printing process**
coldset, newspaper rotary printing

**Type area**
249 mm x 371 mm

**Process controls**
Process parameters for newsprint “IFRAnewspaper26v5.icc”

**Printing method**
Negative offset printing

**Screen width**
48 lines/cm

**Screen dot**
Moderate chain point

---

**Tonal value**
Shadow dot up to max. 95 %, light dot can run to white (less than 3 %)

**Full tonal density**
For an average tone (40 %) please consider a dot gain of 26 %

**Screen angle**
C (Cyan) = 15°, B (Black) = 135°, M (Magenta) = 75°, Y (Yellow) = 0°

**Total ink coverage**
Max. 220%

**Minimum font size**
Positive 6 point, negative 8 point, screened 12 point

**Minimum line widths**
Positive 0.5 point, negative 1.0 point

---

**Color mode**
RGB

**Resolution**
150 dpi

**Logos, graphics**
Convert vector graphics and third-party ads into “png” prior to placement. Do not use any EPS, PDF/X-3 or other PostScript formats.

**Print signatures**
no (individual pages without crop marks)

---

**Publisher’s details**

**Terms and Conditions of Business**
All Advertising Orders are subject to the publisher’s General Terms and Conditions of Business (see Page 56).

**Bank details**
Commerzbank AG
IBAN: DE59 3008 0000 0214 0020 00
SWIFT / BIC: DRES DE FF 300
Creditor-ID-Nr.: 1400000000070624

**Sales Tax**
The applicable rate of statutory sales tax shall be added to all orders at the time of performance.

**Payment terms**
Payable net within 14 days of invoice, with 2 percent discount for direct debits

**Agency fee**
15 percent of the customer’s net invoice

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**Media enquiries**

**Karsten Schilling**
Head of Digital and Print Advertising
Telephone: +49 211 6188-190
Telefax: +49 211 6188-97190
kschilling@vdi-nachrichten.com

**Petra Seelmann-Maedchen**
Media consultant
Telephone: +49 211 6188-191
Telefax: +49 211 6188-97191
pmaedchen@vdi-nachrichten.com

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**Additional information**

**Deadlines and additional information**
Ad closing date, ad copy date, and cancellation deadlines: 6 working days prior to publication, 12:00 noon. The cancellation dates are the same as the ad closing dates. All advertisement orders are subject to the publisher’s terms and conditions.

**Media information**
www.vdi-nachrichten.media

**Publication frequency**
weekly, Fridays

**Picture credits**
AdobeStock/Gorodenkoff (P. 1, 10); Iris Klöpper (P. 2, 6, 4, 34, 35); Joschka Völkel/mylk+honey (P. 7); AdobeStock/rcfotostock (P. 14); vege (P. 14, 15, 16, 18, 20); AdobeStock/vegefox.com (P. 26); AdobeStock/Waler (P. 43)

**Publisher**
VDI Verlag GmbH, VDI-Platz 1, 40468 Düsseldorf
Telephone: +49 211 6188-0

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VDI Nachrichten
VDI Nachrichten Media GmbH is the exclusive print marketer of this leading target group publication for engineers and decision-makers from technical management. We would be happy to discuss your individual advertising options with you. VDI Nachrichten is the weekly newspaper read by engineers, and is Germany’s authority publication on technology, business and society.
The TechnikKarriereNews portal for engineers.

The world of engineers.
At home at INGENIEUR.de

AT INGENIEUR.DE, YOU HAVE EVERYTHING AT YOUR FINGERTIPS:
Everything from the world of technology. Everything about career and recruiting topics.
All the latest news from business, research and development. Click to enter – come see for yourself!