There are many specialist newspapers, but only one weekly newspaper for engineers.
Foreword
VDI nachrichten » Media data

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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Technical specifications

Publisher’s details

Media enquiries
**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.

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**Digital profile**

**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.
Preview: New VDI Verlag communication formats

**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
- Content hub to the IIoT Expert-Talk on ingenieur.de
- 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
- Display of a 4-page subject-specific special supplement at the trade fair
- Digital advertorial on ingenieur.de
- Social media integration via Facebook and Twitter
- Teaser banner campaign in the newsletter ingenieur.de NEWS
- Post-reporting in VDI nachrichten, 3 x 1/3 page
- Post-reporting: Co-branded advertorials in VDI nachrichten, 3 x 1/3 page
- High visibility layout
- Event announcement on the websites of VDI Verlag and Deutsche Messe AG

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

<table>
<thead>
<tr>
<th>Branch</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product and process design</td>
<td>31,600</td>
</tr>
<tr>
<td>Vehicle and traffic engineering</td>
<td>26,500</td>
</tr>
<tr>
<td>Energy and environment</td>
<td>22,600</td>
</tr>
<tr>
<td>Production and logistics</td>
<td>17,300</td>
</tr>
<tr>
<td>Construction and building technology</td>
<td>16,100</td>
</tr>
<tr>
<td>Measurement and automation technology</td>
<td>16,400</td>
</tr>
<tr>
<td>Materials engineering</td>
<td>13,400</td>
</tr>
<tr>
<td>Process and chemical engineering</td>
<td>12,700</td>
</tr>
<tr>
<td>Technologies of life science</td>
<td>8,400</td>
</tr>
<tr>
<td>Microelectronics, microsystem and precision engineering</td>
<td>6,200</td>
</tr>
</tbody>
</table>

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%)
- 89% college / university (LAE average 76%)
- 91% management level (LAE average 56%)
- 68% working in medium-sized & large companies (LAE average 47%)
- 87% men (LAE average 78%)
- 60% working in medium-sized & large companies (LAE average 47%)
- 87% men (LAE average 78%)
- 91% management level (LAE average 56%)
- 68% working in medium-sized & large companies (LAE average 47%)
- 89% college / university (LAE average 76%)

Source: LAE 2019

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
- 92% college / university (LAE average 76%)
- 32% company and managing directors (LAE average 24%)
- 91% men (LAE average 78%)
- 68% management level (LAE average 56%)
- 77% management level (LAE average 56%)
- 85% in the best career age, between 30 to 59 (LAE average 82%)
- 87% men (LAE average 78%)
- 89% college / university (LAE average 76%)

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.

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

Visitor activity Highly active user behaviour due to high relevance: ingenieur.de reports on topics that are of particularly high interest to visitors.
B2B target group segments

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

<table>
<thead>
<tr>
<th>Source: LAE 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Affinity index / Structure in %</strong></td>
</tr>
<tr>
<td>VDI nachrichten</td>
</tr>
<tr>
<td>Handelsblatt</td>
</tr>
<tr>
<td>Süddeutsche Zeitung</td>
</tr>
<tr>
<td>Welt Print Werktag</td>
</tr>
<tr>
<td>FAZ</td>
</tr>
<tr>
<td>FAS</td>
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<td>DIE ZEIT</td>
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</tbody>
</table>

208,000 VDI nachrichten readers (occupational group: decision makers) attend an industry trade fair/industry convention at least 1x a year

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: industrial engineering OR trainer: engineering / technical sciences OR trainer: (other) technical trainer

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<td>DIE ZEIT</td>
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</table>

183,000 VDI nachrichten readers have a technical background.

Readers & visitors

Trade fair visitors
Medium-sized or large companies

<table>
<thead>
<tr>
<th>Source: LAE 2019</th>
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</thead>
<tbody>
<tr>
<td><strong>Affinity index / Structure in %</strong></td>
</tr>
<tr>
<td>ingenieur.de</td>
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<tr>
<td>wirtschaftswoche.de</td>
</tr>
<tr>
<td>handelsblatt.com</td>
</tr>
<tr>
<td>faz.net</td>
</tr>
<tr>
<td>sueddeutsche.de</td>
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<tr>
<td>zeit.de</td>
</tr>
</tbody>
</table>

84,000 ingenieur.de visitors work in medium-sized or large companies (Ø week)

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)

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<thead>
<tr>
<th>Source: LAE 2019</th>
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<tbody>
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<td><strong>Affinity index / Structure in %</strong></td>
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<tr>
<td>sueddeutsche.de</td>
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<tr>
<td>zeit.de</td>
</tr>
</tbody>
</table>

96,000 ingenieur.de visitors are senior managers (Ø week)

Readers & visitors
Senior managers
Position level: Senior managers total
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/
vdn-nachrichten-redaktionsteam/
### Sections

**VDI nachrichten » Media data**

### 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 ...

<table>
<thead>
<tr>
<th>Issue</th>
<th>PD</th>
<th>CD</th>
<th>Fairs</th>
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<tbody>
<tr>
<td>1 / 2 / 3</td>
<td>10.01.2020</td>
<td>02.01.2020</td>
<td>Nortec</td>
</tr>
<tr>
<td>24 / 25</td>
<td>12.06.2020</td>
<td>04.06.2020</td>
<td>Sensor + Test</td>
</tr>
<tr>
<td>26 / 27</td>
<td>26.06.2020</td>
<td>18.06.2020</td>
<td>VDI-Kongress Automation*</td>
</tr>
<tr>
<td>36</td>
<td>04.09.2020</td>
<td>27.08.2020</td>
<td>all about automation</td>
</tr>
<tr>
<td>37</td>
<td>11.09.2020</td>
<td>03.09.2020</td>
<td>AMB</td>
</tr>
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<td>43</td>
<td>23.10.2020</td>
<td>15.10.2020</td>
<td>Euroblech</td>
</tr>
<tr>
<td>44</td>
<td>30.10.2020</td>
<td>22.10.2020</td>
<td>#nwing – Das New Work Event für Ingenieure*</td>
</tr>
<tr>
<td>45</td>
<td>06.11.2020</td>
<td>29.10.2020</td>
<td>Vision</td>
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<td>20.11.2020</td>
<td>12.11.2020</td>
<td>SPS</td>
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<td>49 / 50</td>
<td>04.12.2020</td>
<td>26.11.2020</td>
<td>automatica</td>
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VDI nachrichten reports on **Production technology** and more in ...

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<td>02.10.2020</td>
<td>24.09.2020</td>
<td>Aluminium</td>
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<td>02.10.2020</td>
<td>24.09.2020</td>
<td>Motek</td>
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<td>41</td>
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<td>01.10.2020</td>
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</tr>
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<td>41</td>
<td>09.10.2020</td>
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<td>48</td>
<td>27.11.2020</td>
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<tr>
<td>49 / 50</td>
<td>04.12.2020</td>
<td>26.11.2020</td>
<td>Tube</td>
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VDI nachrichten reports on **Automobiles & Mobility** and more in ...

<table>
<thead>
<tr>
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<th>PD</th>
<th>CD</th>
<th>Fairs</th>
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<tbody>
<tr>
<td>7</td>
<td>14.02.2020</td>
<td>06.02.2020</td>
<td>Motorenkongress*</td>
</tr>
<tr>
<td>11</td>
<td>13.03.2020</td>
<td>05.03.2020</td>
<td>eMobility World</td>
</tr>
<tr>
<td>24 / 25</td>
<td>12.06.2020</td>
<td>04.06.2020</td>
<td>EDrive*</td>
</tr>
<tr>
<td>36</td>
<td>04.09.2020</td>
<td>27.08.2020</td>
<td>Automechanik</td>
</tr>
<tr>
<td>38</td>
<td>18.09.2020</td>
<td>10.09.2020</td>
<td>IAA Nutzfahrzeuge</td>
</tr>
<tr>
<td>41</td>
<td>09.10.2020</td>
<td>01.10.2020</td>
<td>EJU Market Place*</td>
</tr>
<tr>
<td>42</td>
<td>16.10.2020</td>
<td>08.10.2020</td>
<td>eMove360*</td>
</tr>
<tr>
<td>44</td>
<td>30.10.2020</td>
<td>22.10.2020</td>
<td>#nwing – Das New Work Event für Ingenieure*</td>
</tr>
</tbody>
</table>

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

VDI nachrichten reports on
Energy & Sustainability
and more in ...

Issue | PD | CD |
--- | --- | --- |
6 | 07.02.2020 | 30.01.2020 |
11 | 13.03.2020 | 05.03.2020 |
38 | 18.09.2020 | 10.09.2020 |
46 | 13.11.2020 | 05.11.2020 |
46 | 13.11.2020 | 05.11.2020 |

ITC & Consumer Electronics
and more in ...

Issue | PD | CD |
--- | --- | --- |
1 / 2 / 3 | 10.01.2020 | 02.01.2020 |
12 | 20.03.2020 | 12.03.2020 |
24 / 25 | 12.06.2020 | 04.06.2020 |
34 / 35 | 21.08.2020 | 13.08.2020 |
38 | 18.09.2020 | 10.09.2020 |
41 | 09.10.2020 | 01.10.2020 |
42 | 16.10.2020 | 08.10.2020 |
43 | 23.10.2020 | 15.10.2020 |
45 | 06.11.2020 | 29.10.2020 |

Building and Infrastructure
At least 1 page per issue

Industry 4.0
At least 2 pages per issue

VDI nachrichten reports on
Construction and Infrastructure
and more in ...

Issue | PD | CD |
--- | --- | --- |
6 | 07.02.2020 | 30.01.2020 |
10 | 06.03.2020 | 27.02.2020 |
39 | 25.09.2020 | 17.09.2020 |

VDI nachrichten reports on
Industry 4.0 and Internet of Things
and more in ...

Issue | PD | CD |
--- | --- | --- |
47 | 20.11.2020 | 12.11.2020 |

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

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

Subject to editorial changes.
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.

Current issue and topics planning for your campaign available at www.vdi-nachrichten.media/technik-boulevard
For prices see page 53.
<table>
<thead>
<tr>
<th>Issue</th>
<th>PD</th>
<th>CD</th>
<th>Fairs / special topics / special supplements</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 / 2 / 3</td>
<td>10.01.2020</td>
<td>02.01.2020</td>
<td>CES Las Vegas 07.01. – 10.01.2020</td>
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<td>boot Düsseldorf 18.01. – 26.01.2020</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Nortec Hamburg 21.01. – 24.01.2020</td>
</tr>
<tr>
<td>4 / 5</td>
<td>24.01.2020</td>
<td>16.01.2020</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>07.02.2020</td>
<td>30.01.2020</td>
<td>E-world energy &amp; water Essen 11.02. – 13.02.2020</td>
</tr>
<tr>
<td>7</td>
<td>14.02.2020</td>
<td>06.02.2020</td>
<td>Motorenkongress® Baden-Baden 18.02. – 19.02.2020</td>
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<td>VDI-Fachtagung Warmmassivumformung® Düsseldorf 26.02. – 27.02.2020</td>
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<td>20.02.2020</td>
<td>Legionellen aus Rückkühler® Würzburg 03.03. – 04.03.2020</td>
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<td>27.02.2020</td>
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<td>11</td>
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<td>05.03.2020</td>
<td>eMobility World Friedrichshafen 18.03. – 22.03.2020</td>
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<td>12.03.2020</td>
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<td>PIAE® Mannheim 25.03. – 26.03.2020</td>
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<td>19.03.2020</td>
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<td>16 / 17</td>
<td>17.04.2020</td>
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<td>Gründungsfinanzierung</td>
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<td>18 / 19</td>
<td>01.05.2020</td>
<td>23.04.2020</td>
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<table>
<thead>
<tr>
<th>Issue</th>
<th>PD</th>
<th>CD</th>
<th>Fairs / special topics / special supplements</th>
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<tr>
<td>20 / 21</td>
<td>15.05.2020</td>
<td>07.05.2020</td>
<td>Mittelstandsfinanzierung</td>
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<tr>
<td>22 / 23</td>
<td>29.05.2020</td>
<td>20.05.2020</td>
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<td>24 / 25</td>
<td>12.06.2020</td>
<td>04.06.2020</td>
<td>Gründungsfinanzierung</td>
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<td>Sensor + Test Nürnberg 23.06. – 25.06.2020</td>
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<td>Dritev Getriebe in Fahrzeugen® Bonn 24.06. – 25.06.2020</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>EDrive® Bonn 24.06. – 25.06.2020</td>
</tr>
<tr>
<td>26 / 27</td>
<td>26.06.2020</td>
<td>11.06.2020</td>
<td>VDI Verlag Sonderveröffentlichung Industrial Transformation</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>18.06.2020 VDI-Kongress Automation® Baden-Baden 30.06. – 01.07.2020</td>
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</tbody>
</table>

* 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>
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<tr>
<td>28 / 29</td>
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<td>02.07.2020</td>
<td>gamescom Köln</td>
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<tr>
<td>32 / 33</td>
<td>07.08.2020</td>
<td>30.07.2020</td>
<td>all about automation Essen</td>
</tr>
<tr>
<td>34 / 35</td>
<td>21.08.2020</td>
<td>13.08.2020</td>
<td>Mittelstandsfinanzierung</td>
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<tr>
<td>36</td>
<td>04.09.2020</td>
<td>27.08.2020</td>
<td>AMB Stuttgart</td>
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<td>40</td>
<td>02.10.2020</td>
<td>24.09.2020</td>
<td>Aluminium Düsseldorf</td>
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<td>41</td>
<td>09.10.2020</td>
<td>01.10.2020</td>
<td>Chillventa Nürnberg</td>
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<tr>
<td>42</td>
<td>16.10.2020</td>
<td>08.10.2020</td>
<td>Analytica München</td>
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</table>

<table>
<thead>
<tr>
<th>Issue</th>
<th>PD</th>
<th>CD</th>
<th>Fairs / special topics / special supplements</th>
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</thead>
<tbody>
<tr>
<td>43</td>
<td>23.10.2020</td>
<td>15.10.2020</td>
<td>Surface Technology GERMANY Stuttgart</td>
</tr>
<tr>
<td>44</td>
<td>30.10.2020</td>
<td>15.10.2020</td>
<td>VDI Verlag Sonderveröffentlichung Additive Fertigung Düsseldorf</td>
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<tr>
<td>45</td>
<td>06.11.2020</td>
<td>29.10.2020</td>
<td>VDI Verlag Sonderveröffentlichung Automation Stuttgart</td>
</tr>
<tr>
<td>46</td>
<td>13.11.2020</td>
<td>05.11.2020</td>
<td>energy decentral Hannover</td>
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<tr>
<td>48</td>
<td>27.11.2020</td>
<td>19.11.2020</td>
<td>Valve World Düsseldorf</td>
</tr>
</tbody>
</table>

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

Subject to editorial changes
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.

All traditional ad formats from 1/1 page to 1/8 page available
VDI Verlag special supplements in VDI nachrichten

Single-topic special supplements about key technologies in industry

<table>
<thead>
<tr>
<th>Topic</th>
<th>Issue 26 / 27</th>
<th>Issue 44</th>
<th>Issue 45</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Transformation</td>
<td>26.06.2020</td>
<td>30.10.2020</td>
<td>06.11.2020</td>
</tr>
<tr>
<td>Additive manufacturing</td>
<td>11.06.2020</td>
<td>15.10.2020</td>
<td>22.10.2020</td>
</tr>
<tr>
<td>Automation</td>
<td>Formnext 10.11. – 13.11.2020</td>
<td>SPS 24.11. – 26.11.2020</td>
<td></td>
</tr>
</tbody>
</table>

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

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

Crossmedia
VDI nachrichten & ingenieur.de » Media data

For more prices and formats, see page 55.

Crossmedia
VDI nachrichten & ingenieur.de » Media data

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.

From minimum booking volume
EUR 10,000 n/n
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.

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.

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.
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

Your Expert-Talk – Customisation par excellence

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.

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.

starting at EUR 34,900
Offer details on request
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!

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.

NEW!
• 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

Unternehmen im Blick in VDI nachrichten

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

EUR 6,100
Price basis for direct booking

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

*Source: Decision-makers acc. to LAE 2019
¹ VDI Verlag reserves the right to postpone the advertisement to a subsequent issue.
² We charge an additional EUR 300 for the integration of a corporate video.
³ The price depends on the desired scope of the banner package.

A smart cross-media presentation of your exceptional products, services, innovations, successes and other highlights!
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
- 3:1 banner digital 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.
Digital
ingenieur.de » Media data

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.

**Newsletter B2B Basic**
- Target group: Cross-industry technophilic recipients, from engineering students to professionals.
- Newsletter offerings: Current and future technical decision-makers.
- Special distribution:
  - Distribution can be booked individually or as a combination:
    - ingenieur.de NEWS
    - ingenieur.de KARRIERE
- Newsletter-Newsletters
  - Term: 2 weeks
  - Newsletter-Frequencies: 4 x ingenieur.de NEWS
- Options for ad formats:
  - Implementation as display ad or native ad:
    - Display ad: Various banner formats on request
    - Native ad: Pure text ad or text-image combination
- Package price for 2 weeks: EUR 1,600 n/n*
- Package price for 4 weeks: EUR 3,500 n/n*

**Newsletter B2B Plus**
- Target group: Cross-industry technophilic recipients, from engineering students to professionals.
- Newsletter offerings: Current and future technical decision-makers.
- Special distribution:
  - Distribution can be booked individually or as a combination:
    - ingenieur.de NEWS
    - ingenieur.de KARRIERE
- Newsletter-Newsletters
  - Term: 4 weeks
  - Newsletter-Frequencies: 8 x ingenieur.de NEWS
    - 1 x ingenieur.de KARRIERE
- Options for ad formats:
  - Implementation as display ad or native ad:
    - Display ad: Various banner formats on request
    - Native ad: Pure text ad or text-image combination
- Package price for 2 weeks: EUR 1,600 n/n*
- Package price for 4 weeks: EUR 3,500 n/n*

**Newsletter Extras**
- More offers on request
- Options for ad formats:
  - Implementation as display ad or native ad:
    - Display ad: Various banner formats on request
    - Native ad: Pure text ad or text-image combination

**Highlight:**
- Up to **82,000 mailings per booking**

**Special distribution:**
- Distribution can be booked individually or as a combination:
  - ingenieur.de NEWS
  - ingenieur.de KARRIERE

**Special frequencies:**
- Desired frequencies and dates can be freely selected, depending on availability

**Native Content:**
- Are you looking to disseminate your individual content through the reach of our newsletters? Feel free to talk to us any time, and we will create a suitable customised solution!

**Display Ad Formats**
- Banner format: width 580 px, height variable up to max. 400 px, incl. external links (other formats on request).

**Display Ad Closing Date**
- 2 working days before publication date, based on availability.

**NEW!**
- for industrial customers

* Price basis for direct booking.

More offers on request.
Digital
VDI nachrichten » Media data

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.

Weekly PreLoading ad price when app first launches
EUR 7,200

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

Weekly Full-screen ad price with placement in VDI Nachrichten
EUR 4,600

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
VDI Nachrichten » Media data

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

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

<table>
<thead>
<tr>
<th>No. of copies</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>500</td>
<td>EUR 2,100</td>
</tr>
<tr>
<td>1,000</td>
<td>EUR 2,700</td>
</tr>
<tr>
<td>2,000</td>
<td>EUR 4,700</td>
</tr>
<tr>
<td>3,000</td>
<td>EUR 6,600</td>
</tr>
</tbody>
</table>

* 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

*plus production costs, if applicable

Place your ad for only EUR 165,300*.

**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
  - More formats on request
- Closing date: 2 weeks before publication date

Place your ad for only EUR 41,000*.

**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: EUR 23,300
  - Can also be booked as: 1/4 page sandwich ad
  - Format: 249 mm w x 93 mm h
  - Price: EUR 20,500
- More formats on request
- Closing date: 2 weeks before publication date

Place your ad for only EUR 20,500*.

**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.

*plus production costs, if applicable
Advertorial
Advertisements that look like editorials

We will gladly design your advertorial for you

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.
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

Rates for loose inserts (per 1,000 copies)

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

Circulation 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>

Breakdown of distributed circulation by Nielsen areas*

<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.</td>
<td>6,170</td>
<td>16,336</td>
<td>22,506</td>
</tr>
<tr>
<td>II.</td>
<td>9,842</td>
<td>26,260</td>
<td>36,102</td>
</tr>
<tr>
<td>III a.</td>
<td>5,382</td>
<td>14,777</td>
<td>20,159</td>
</tr>
<tr>
<td>III b.</td>
<td>4,774</td>
<td>20,013</td>
<td>24,787</td>
</tr>
<tr>
<td>IV.</td>
<td>5,695</td>
<td>18,531</td>
<td>24,226</td>
</tr>
<tr>
<td>V.</td>
<td>1,421</td>
<td>3,414</td>
<td>4,835</td>
</tr>
<tr>
<td>VI.</td>
<td>1,250</td>
<td>3,282</td>
<td>4,532</td>
</tr>
<tr>
<td>VII.</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).

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**

#### Solus ads

<table>
<thead>
<tr>
<th>Size in page sections</th>
<th>Format</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>Size in page sections</th>
<th>Placements</th>
<th>Format</th>
<th>Rate (b/w or 4c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title strip ad</td>
<td>Title page bottom</td>
<td>249 x 68</td>
<td>EUR 29,900</td>
</tr>
<tr>
<td>Flip ad</td>
<td>Title page lower right</td>
<td>74 x 74</td>
<td>EUR 11,900</td>
</tr>
<tr>
<td>Title flyer</td>
<td>right or left under title header</td>
<td>45 x 45</td>
<td>EUR 6,400</td>
</tr>
<tr>
<td>Title earpiece</td>
<td>left or right next to title header</td>
<td>26 x 26</td>
<td>EUR 4,400</td>
</tr>
</tbody>
</table>

### Premium placements

<table>
<thead>
<tr>
<th>Size in page sections</th>
<th>Placements</th>
<th>Format</th>
<th>Rate (b/w or 4c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Spread</td>
<td>Pages 2 + 3</td>
<td>528 x 371</td>
<td>EUR 112,300</td>
</tr>
<tr>
<td>Center Page (2 x 3/5 S.)</td>
<td>After page 6 / 7 on request and when available</td>
<td>274 x 371</td>
<td>EUR 70,700</td>
</tr>
<tr>
<td>1/1 page</td>
<td>Page 3</td>
<td>249 x 371</td>
<td>EUR 51,700</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>Page 3</td>
<td>249 x 186</td>
<td>EUR 31,600</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>Page 3</td>
<td>249 x 124</td>
<td>EUR 23,300</td>
</tr>
<tr>
<td>1/3 page corner</td>
<td>Page 3</td>
<td>140 x 220</td>
<td>EUR 23,300</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>Page 3</td>
<td>249 x 93</td>
<td>EUR 20,500</td>
</tr>
<tr>
<td>1/4 page corner</td>
<td>Page 3</td>
<td>140 x 165</td>
<td>EUR 20,500</td>
</tr>
<tr>
<td>1/4 page horizontal (C4)</td>
<td>C 4</td>
<td>249 x 93</td>
<td>EUR 20,500</td>
</tr>
<tr>
<td>Island ad</td>
<td>After page 7 on request and when available</td>
<td>140 x 140</td>
<td>EUR 14,500</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>After page 7 on request and when available</td>
<td>49,5 x 352</td>
<td>EUR 12,600</td>
</tr>
<tr>
<td>Section head left</td>
<td>After page 6 on request and when available</td>
<td>68 x 40</td>
<td>EUR 2,800</td>
</tr>
</tbody>
</table>

### Advertorials with premium placement

<table>
<thead>
<tr>
<th>Size in page sections</th>
<th>Placements</th>
<th>Format</th>
<th>Rate (b/w or 4c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>Page 3</td>
<td>249 x 371</td>
<td>EUR 51,700</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>Page 3</td>
<td>249 x 186</td>
<td>EUR 31,600</td>
</tr>
<tr>
<td>1/4 page corner</td>
<td>Page 3</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</th>
<th>Format</th>
<th>Rate</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</th>
<th>Format</th>
<th>Rate</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</th>
<th>Format</th>
<th>Rate</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</th>
<th>Format</th>
<th>Rate</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</th>
<th>Placement</th>
<th>Format</th>
<th>Rate</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>

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

See pages 28 / 29 for more details on Produkte Aktuell.
General Terms and Conditions of Business

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 Advertising Client in the VDI nachrichten" Media data provided by the Publisher, a newspaper or magazine for the purpose of dissemination. Any Advertising Order shall only become legally effective when accepted 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 in the Advertising Price List published by the Publisher. Discounts shall not be granted to companies whose business purpose is, among other things, to place advertisements in advertising space, unless the allocation of advertising space is an ancillary aspect of the individual advertisement.

If the right to call up individual advertisements is granted within the framework of a Contract, the Advertising Client shall have a retroactive claim to a discount corresponding to its actual calling for publication of advertisements within an annu-al period. If the right to call up individual advertisements is granted within the framework of a Contract, the Advertising Client shall have a retroactive claim to a discount corresponding to its actual calling for publication of advertisements within an annu-al 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 be notified of the acceptance date before the advertising closing date if the order cannot be executed in the desired time. 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 appearance, shall be printed only at the wish of the Publisher. Without accepting an explicit obligation to evaluate the Advertisement, the Publisher reserves the right to refuse to print Editorial Advertisements or to modify the content of such advertisements, even if the content of the editorial layout, form and presentation of such advertisements corresponds to the legal requirements. Advertisements with a commercial character and which are not recognizable as advertisements due to their layout, form and presentation shall be clearly labeled as such by the Publisher.

If operations are interrupted, or in cases of force majeure, illegal industrial disputes, unlawful seizure, traffic disruptions and similar circumstances, the obligations as defined in sentence 1 will not be taken into account pursuant to section 16 of the General Terms and Conditions of Business.

10. 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 substitutes publication of the advertisement within a reasonable time in accordance with section 375 of the German Civil Code (BGB) and the extent that the purpose of the advertisement or the other advertising material has been affected. The Publisher has the right to use a substitute advertisement to reduce publication costs which, having regard to the subject matter of the obligation and the principle of good faith, appear necessary or have been agreed in the individual contract. The reduction shall only be possible for the Publisher at disproportionate cost. If the Publisher allows a reasonable deadline for the substitute advertisement or the substitute publication of the other advertising material in accordance with section 375 of the German Civil Code (BGB) and the extent that the purpose of the advertisement or the other advertising material has been affected, the Reduction shall not apply if the damage was caused by legal representatives or vicarious agents of the Advertising Client.

11. The Publisher shall exercise the diligence of a prudent businessman for the safekeeping and timely forwarding of offers, contracts and invoices with advertisers. 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 companies affiliated within a group of commercial entities for orders that are due to be fulfilled within four months.

12. If operations are interrupted, or in cases of force majeure, illegal industrial disputes, unlawful seizure, traffic disruptions and similar circumstances, the obligations as defined in sentence 1 will not be taken into account pursuant to section 16 of the General Terms and Conditions of Business.

13. The invoice must be paid within the period indicated in the price list, unless a different payment period or the price payment method has been agreed in writing. If payment is delayed, the Publisher reserves the right to adjust its invoices in accordance with the prevailing interest rates. Any discounts for early payment will be granted according to the price list.

14. If a payment deadline 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 the further execution of the Contract. If payment is not made, the Publisher reserves the right to suspend the further execution of the Contract and to collect any remaining balances. If there is reasonable doubt regarding the Advertising Client's ability to pay, the Publisher is entitled, even during the term of the contract and prior to the commencement of a relationship, to request payment in advance, to require advance payment of the amount charged and settlement of unpaid invoices, regardless of previously agreed terms of payment.

22. The Advertising Client guarantees that he holds all the necessary rights for placing the Advertisement. The Advertising Client shall provide the Publisher with consent and any necessary permission, including the right to use the image or any other form of representation of the Advertisement or other advertising material. The Publisher shall not be liable for damages arising from the use of advertising material.

23. The Publisher shall not be liable for any damages arising from the use of advertising material. If the reduction in circulation is more than 500,000 copies. A reduction in circulation for reasons specified in section 23 shall not be considered. The circulation data published by the Publisher shall be taken as the basis for calculating the amount of the reduction in circulation for remaining advertisements. If there is reasonable doubt regarding the Advertising Client's ability to pay, the Publisher is entitled, even during the term of the contract and prior to the commencement of a relationship, to request payment in advance, to require advance payment of the amount charged and settlement of unpaid invoices, regardless of previously agreed terms of payment.

24. Advertorials are externally produced sections, and must differ clearly in form and presentation from advertisements. Advertorials are externally produced sections, and must differ clearly in form and presentation from advertisements.

25. 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 in the Advertising Price List published by the Publisher. Discounts shall not be granted to companies whose business purpose is, among other things, to place advertisements in advertising space, unless the allocation of advertising space is an ancillary aspect of the individual advertisement. Discounts shall not be granted to companies whose business purpose is, among other things, to place advertisements in advertising space, unless the allocation of advertising space is an ancillary aspect of the individual advertisement.

26. (Special provision in the event of reduction in the circulation of magazines publishing issue-related circulation data) Notwithstanding subsection 16a, a reduction in circulation for titles which publish issue-related circulation data only provides justification for a reduction in price, if and to the extent that the reduction in circulation is more than 50,000 copies and 5 percent for a circulation of more than 500,000 copies. A reduction in circulation in accordance with section 23 shall not be taken into account if the reduction in circulation in accordance with section 23 shall not be taken into account unless the reduction in circulation is less than one year after the conclusion of the Contract. The reduction in circulation shall not be less than one year after the conclusion of the Contract.

28. The Publisher shall exercise the diligence of a prudent businessman for the safekeeping and timely forwarding of offers, contracts and invoices with advertisers. 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 companies affiliated within a group of commercial entities for orders that are due to be fulfilled within four months.

29. "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 appearance, shall be printed only at the wish of the Publisher. Without accepting an explicit obligation to evaluate the Advertisement, the Publisher reserves the right to refuse to print Editorial Advertisements or to modify the content of such advertisements, even if the content of the editorial layout, form and presentation of such advertisements corresponds to the legal requirements. Advertisements with a commercial character and which are not recognizable as advertisements due to their layout, form and presentation shall be clearly labeled as such by the Publisher.

30. The Contractor shall not be liable for any damages arising from the use of advertising material. The Contractor shall not be liable for any damages arising from the use of advertising material. If the reduction in circulation is more than 500,000 copies. A reduction in circulation for reasons specified in section 23 shall not be considered. The circulation data published by the Publisher shall be taken as the basis for calculating the amount of the reduction in circulation for remaining advertisements. If there is reasonable doubt regarding the Advertising Client's ability to pay, the Publisher is entitled, even during the term of the contract and prior to the commencement of a relationship, to request payment in advance, to require advance payment of the amount charged and settlement of unpaid invoices, regardless of previously agreed terms of payment.

31. The Contractor shall not be liable for any damages arising from the use of advertising material. The Contractor shall not be liable for any damages arising from the use of advertising material. If the reduction in circulation is more than 500,000 copies. A reduction in circulation for reasons specified in section 23 shall not be considered. The circulation data published by the Publisher shall be taken as the basis for calculating the amount of the reduction in circulation for remaining advertisements. If there is reasonable doubt regarding the Advertising Client's ability to pay, the Publisher is entitled, even during the term of the contract and prior to the commencement of a relationship, to request payment in advance, to require advance payment of the amount charged and settlement of unpaid invoices, regardless of previously agreed terms of payment.

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34. The Contractor shall not be liable for any damages arising from the use of advertising material. The Contractor shall not be liable for any damages arising from the use of advertising material. If the reduction in circulation is more than 500,000 copies. A reduction in circulation for reasons specified in section 23 shall not be considered. The circulation data published by the Publisher shall be taken as the basis for calculating the amount of the reduction in circulation for remaining advertisements. If there is reasonable doubt regarding the Advertising Client's ability to pay, the Publisher is entitled, even during the term of the contract and prior to the commencement of a relationship, to request payment in advance, to require advance payment of the amount charged and settlement of unpaid invoices, regardless of previously agreed terms of payment.
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**

- **Screen PDF version**: 1.6 or higher
- **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 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

**Technical requirements**

- **Operating system**: Windows and Apple Macintosh
- **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**
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**Contact**
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