



# MEDIA

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**m<sub>i</sub> verlag**  
**moderne industrie**

successful media for experts

verlag moderne industrie GmbH, Justus-von-Liebig-Str. 1, D-86899 Landsberg, Phone +49/8191/125-0, Fax +49/8191/125-483

### 1 Brief Synopsis:

**werkzeug&formenbau** is an opinion-forming, critical and independent premium journal for the tool-, mould-, die- and jig-making industry. The contents of **werkzeug&formenbau** focus on the industry's core products and are thus the mirror image of the reader's professional world. The journal provides its readers with unique, quick and direct access to information relevant to the line of business.

Actually, **werkzeug&formenbau** provides the basis for the cost-effective optimisation of operational procedures thanks to the comprehensive presentation of technological and organisational process chains in the form of background articles, trend reports, user stories and product reports.

- 2 Members:** FIPS, media data base of German specialised press
- 3 Body:** –
- 4 Publisher:** verlag moderne industrie GmbH
- 5 Editorial Department:** Wolfgang Pittrich  
Phone: +49-8191-125-343  
E-Mail: wolfgang.pittrich@mi-verlag.de
- 6 Advertisements:** Helmut Schempp (extension 449)  
Thomas Seidel (extension 412)
- 7 Year/Frequency of publication:** 19th volume 2009  
5 editions a year (see editorial calendar)
- 8 Publishing house:** verlag moderne industrie GmbH
- 9 Postal address:** 86895 Landsberg  
**Address:** Justus-von-Liebig-Str. 1, 86899 Landsberg
- 10 Phone:** +49-8191-125-0  
**Fax:** +49-8191-125-483

### 11 Internet:

#### Email:

<http://www.werkzeugundformenbau.de>  
Editorial department:  
wolfgang.pittrich@mi-verlag.de  
Advertisements:  
thomas.seidel@mi-verlag.de

### 12 Editorial calendar:

see page 10/11

### 13 Cover price:

Annual subscription  
(incl. mailing expenses and VAT):  
Subscription Germany: € 64.80  
Subscription Europe: € 70.80  
Rail price € 15.– (+mailing expenses)  
0934-0912

#### ISSN-No.

### 14 Volume analysis:

2007 = 5 issues  
Trim size: DIN A4  
Total volume: 452 pages = 100.0 %  
Editorial section: 306 pages = 67.7 %  
Advertisement section: 146 pages = 32.3 %  
Supplements: 4 pcs.

### 15 Analysis of editorial content:

2007 = 306 pages  
Manufacturing technology/machine tools 75 pages = 24.4 %  
Controls, quality assurance 29 pages = 9.3 %  
CAD/CAM, development 94 pages = 30.8 %  
Company and manufacturing organisation 25 pages = 8.1 %  
Norms, machinery and equipment, materials 32 pages = 10.6 %  
News, product information 38 pages = 12.5 %  
Trend reports, events, commentaries 13 pages = 4.3 %

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- 1 Circulation:**  
Print run: 10,519 copies  
Copies actually circulated at annual average: 10,179 copies
- 
- 2 Magazine format:** DIN A4, 210 mm width, 297 mm height  
**Type area:** 178 mm width, 257 mm height  
4 columns, width 41 mm each
- 
- 3 Printing method:** Sheet-fed offset  
**Binding method:** Back stitching  
**Documents to be printed:** Delivery of data in PDF format, at least version 1.3 (PDF/X-1a), generated with Acrobat Distiller as of version 4.0 and with screen modulated proof. Image data with high resolution (at least 300 dpi), resolution for 60 screen (60 l/cm), colour model must be CMYK (no RGB or LAB elements).  
  
Bitmaps (barcode scans) should have at least 800 dpi resolution. The format must have original dimensions plus trim allowance und bleed marks.  
  
For further information on PDF format presettings, see [www.pdf-club.de](http://www.pdf-club.de) or contact our technical hotline on **+49-8191-125-875**.
- 
- 4 Deadlines:** see editorial calendar  
**Publication frequency:** five times a year  
**Publication data:** see editorial calendar  
**Copy deadline:** see editorial calendar
- 
- 5 Publishing house:** verlag moderne industrie GmbH  
**Address:** Justus-von-Liebig-Str. 1  
D-86899 Landsberg  
**Postal address:** D-86895 Landsberg  
**Internet:** [www.werkzeugundformenbau.de](http://www.werkzeugundformenbau.de)  
**Advertising Department:** Thomas Seidel  
**Phone:** +49 / 81 91 / 1 25-4 12  
**Fax:** +49 / 81 91 / 1 25-4 83  
**E-Mail:** [thomas.seidel@mi-verlag.de](mailto:thomas.seidel@mi-verlag.de)
- 
- 6 Terms of payment:** net within 30 days after date of invoice,  
2 % discount in case of payment prior to due date,  
3 % discount in case of payment by direct debit
- 
- Bank details:** Sparkasse Landsberg  
bank code number 700 520 60  
account number 37754  
  
Postbank Munich  
bank code number 700 100 80  
account number 786 13-801
-

## 7 Ad formats, full coloured

Formats	width x height in mm	price in €
1/1 page	178 x 257	5,380.–
2/3 page	116 x 257 / 178 x 169	3,730.–
1/2 page	86 x 257 / 178 x 126	3,180.–
1/3 page	56 x 257 / 178 x 83	2,240.–
1/4 page	86 x 126 / 178 x 62 / 41 x 257	1,510.–
1/8 page	41 x 126 / 86 x 62 / 178 x 29	990.–
1/1 page black/white: Single charge on colour see 8.1		4,040.–

**Other formats:**  
Invoice per mm (column 41 mm)  
above 300 mm € 5.23  
up to 300 mm € 6.53

**Cover positions**  
Inside front cover € 5,990  
Back cover € 5,990

## 8 Surcharges and positioning:

### 8.1 Colour surcharges:

Each additional on full page	€ 410.–
Each additional on smaller formats	€ 360.–

### 8.2 Preferred positions:

poss. only for ads larger than H	10 %
----------------------------------	------

## 9 Section advertisements:

Job offers:	20 % discount on regular rate
Job applications:	50 % discount on regular rate

## 10 Special print run and PDF on request

## 11 Discounts (in case of purchase within one year)

Frequency discount rate	Quantity discount rate
above 3 ads 3 %	above 3 pages 10 %
above 6 ads 5 %	above 6 pages 15 %
above 12 ads 10 %	above 12 pages 20 %

## 12 Combinations:

Advertisement combinations with verlag moderne industrie magazines are possible any time. Combination discount on request.

## 13 Bound-in inserts:

Total number of pages	Paper weight	up to 170 g/m <sup>2</sup>	above 170 g/m <sup>2</sup>
2 pages		4,750.–	4,950.–
4 pages		8,080.–	8,340.–

Delivery: Specimens upon order placement. Circulation up to 24 days prior to publication.

Untrimmed format: 216 mm width, 303 mm height.  
Multi-page bound-in inserts folded to format above.

## 14 Inserts:

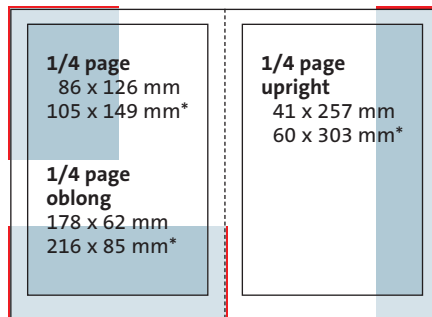
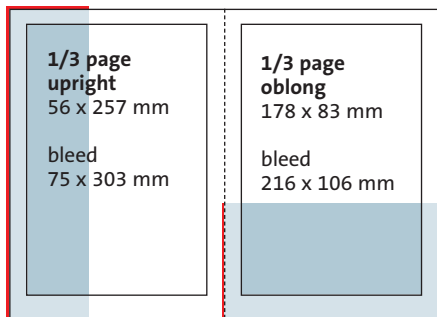
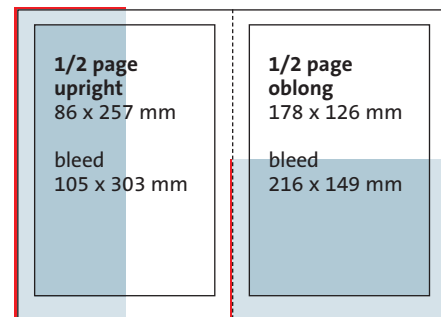
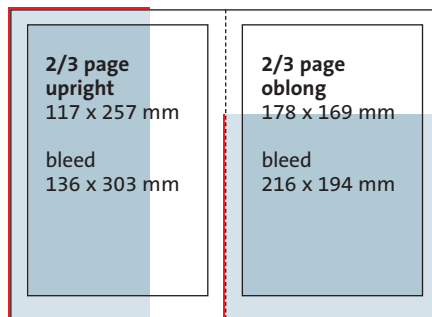
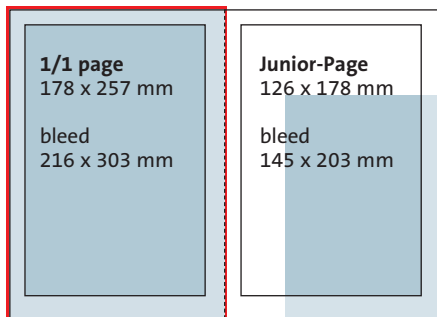
(not discountable and only for total circulation) up to 25 g of weight	€ 4,040.–
each further 25 g of weight (rates incl. postage price) max. paper format: 20 x 29 cm	€ 1,980.–
<u>Delivery:</u> Specimens upon order placement. Circulation up to 10 days prior to publication	

## 15 Stick-on advertising media:

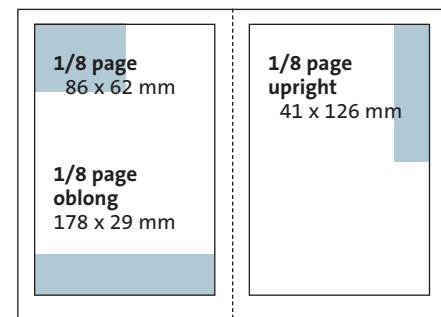
In connection with advertisement or bound-in insert	€ 990.–
Plus stick-on costs	
– for machine processing	€ 450.–
– for manual processing	€ 1,000.–

## 16 Delivery address for items 13–15:

Sellier Druck GmbH  
Angerstr. 54  
85354 Freising



\*bleed



— Bleed formats including 3 mm trim

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### Address rental

Optimize your direct mailing campaigns! verlag moderne industrie and Hühlig offer you access to an up-to-date address database of some 500,000 contacts. Selections by sector (e.g. mechanical engineering, vehicle construction), function (e.g. management, engineering, development), position (e.g. plant manager, department manager, skilled worker), company size (e.g. from a workforce of 50 to 1,000) or geographical location provide you with exactly the target group you require. We will be glad to provide an offer for your advertising campaign.

If no other arrangement is made relating to multiple use, all addresses supplied are for single use only.

### Online advertising on the specialized verlag moderne industrie and Hühlig portals

For more detailed information, please refer to the special sheet "Online Advertising", page 10 and 11.

### Printed excerpts

Gain double the benefit from your article in our newspapers and magazines. Printed excerpts are an ideal supplement to your advertising – written in an objective and convincing journalistic style! Send a reprint of your article to customers, distribute it at trade fairs or through your field staff!

### mic – management information center

Under the brands mic and managerakademie, mic plans, conceives and organizes congresses, seminars and conferences in the areas of medicine, environment/safety, energy, automotive, industrial engineering, production and transportation/logistics, finance/banking/insurance and marketing/communication. Many events also include high-quality trade exhibitions and company presentations.

mic and managerakademie also plan and organize individually tailored event formats and services for interested parties from industry, business and science.

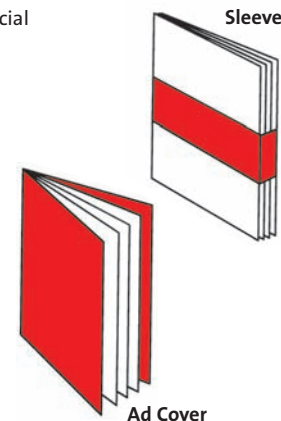
**Further information on all special advertising formats is available from your sales team!**

### Special advertising types

Discover and use one of the many creative special advertising types for your product.

#### Our special advertising types are:

Ad cover	Postcard supplement
Cover folder	Single-page supplement
Gatefolder	Half-page supplement
Sleeve	Poster supplement
Full supplement	Stick-in supplement
Partial supplement	Closed advertisement
Gatefolder supplement	Advertisement series
Layered supplement	Special colors



#### Ad cover Round about – and always in view!

This 4-page sheet is wrapped around the normal magazine cover. Only possible in conjunction with staple binding

#### Sleeve This eye-catcher is something you just can't miss!

On the cover page, reference can be made to an advertising page inside the magazine, for example. The sleeve is closed with an adhesive strip on the back. It is available in various widths.

Find out about insertion options and topic previews!

## General Terms and Conditions for Advertisements, Supplements and Online Advertising

### § 1 Validity, Exclusion

1. For the acceptance and publication of all advertising orders and follow-up orders these General Terms and Conditions are essentially applicable as well as the publisher's price list currently valid at the time the contract is concluded, whose regulations form an exclusive element of the contract itself. The validity of any General Terms and Conditions of the contracting party, to the extent that they do not correspond to these General Terms and Conditions, is excluded.

2. These General Terms and Conditions apply equally to supplements. These are only accepted by the publisher after submission of a sample.

### § 2 Offer, Conclusion of Contract

1. Orders for advertisements may be made in person, by telephone, in writing, by fax, by email or by Internet. The publisher is not liable for communication errors.

2. A contract is not concluded until the publisher issues his confirmation of the order in writing. The price list valid at the time of the conclusion of the contract applies.

3. It is at the publisher's dutiful discretion to decline advertisement orders as well as individual releases of advertisements that occur as part of an overall conclusion of contract. This particularly applies if the contents of these violates laws or official stipulations or was considered objectionable by the German Advertising Council in a complaints procedure, or the publication of these is deemed unacceptable to the publisher due to its content, its origin, or its technical form or supplements, due to their format or presentation, would lead the reader to believe that they are a part of the newspaper and if they contain advertisements by third parties. The publisher must immediately declare his refusal as soon as he has gained knowledge of the respective contents.

### § 3 Prices, Conditions of Payment, Discounts

1. The price of the publication of an advertisement is based on the currently valid price list. In the event of changes to the advertisement price list, the new conditions also apply to contracts that have already been concluded.

2. The discounts defined in the price list are only granted to the customer and for the advertisements published over the course of a year (advertisement year). Repeated discounts are only valid within an advertisement year. If not agreed otherwise, the term commences with the publication of the first advertisement.

3. If an order is extended, the customer is entitled to a retroactive discount provided that the basic order was valid for a discount in the first place. This entitlement loses its validity if it is not used by no later than one month after expiry of the advertisement year. If an order does not reach the predetermined order volume, the surplus discount that has been granted shall be subsequently invoiced to the customer.

4. The invoice amount is net and due in full within 30 days of the invoice date. For advance payments, the publisher grants the customer a discount of 2% of the invoice amount. If a direct debit mandate is granted, the discount is increased to 3% of the invoice amount.

5. Payments must be made free of costs and bank fees to the publisher's bank account as specified in the invoice.

6. In the event of payment default, interest shall be charged in accordance with § 288 BGB (German Civil Code). Dunning and default expenses in the event of payment default are charged to the contracting party. In the event of payment default, the publisher can defer delivery on a current contract until payment and require advance payment. In case of reasonable doubt concerning the contracting party's ability to pay, the publisher is entitled to deviate from an originally agreed due date of payment and make the publication of further advertisements within the term of a contract dependent on the advance payment of the relevant fee and the settlement of outstanding invoices.

Eronous advertisement invoices can be corrected within six months of issue.

7. All prices exclude VAT of the amount statutory on the day the invoice is issued.

8. In the case of advertising orders from abroad which are not subject to VAT, the invoice is issued without VAT. The publisher is entitled to charge VAT retroactively should tax authorities confirm that VAT is in fact due.

9. In the event of a decrease in circulation, a conclusion of a contract for several advertisements entitles the customer to a discount, if, as an overall average of the advertisement year which commences with the first advertisement, the average circulation of the past calendar year stated in the price list or otherwise is not reached. A decrease in circulation only constitutes a deficit which entitles the customer to a discount if a promised circulation was fallen short of by at least 20%.

### § 4 Contract Implementation

1. Advertisement orders must be implemented within one year of conclusion of contract, commencing with the publication of the first advertisement.

2. The customer is responsible for supplying error-free print masters on time. In the event of clearly unsuitable or damaged materials being submitted, the publisher shall immediately demand a replacement. The publisher guarantees that the usual printing quality will be provided for the issue in question, as far as is possible with the print masters submitted. Print masters will only be sent back to the customer if he specifically requests this, otherwise they become the property of the publisher. The obligation to keep these expires six months after expiry of the order.

3. Costs for the production of masterpieces, films or drawings are to be borne by the customer, as are costs for significant changes to originally agreed versions requested by the customer or for which the customer is responsible.

4. Proofs are only supplied if explicitly requested. The customer bears the responsibility for the accuracy of the returned proof. If the proof is not returned in time to the publisher, the customer is deemed to have accepted the print.

5. Complete checking copies are only supplied by the publisher on request for at least quarter-page advertisements.

6. The design and labeling of text-style advertisements must be agreed on with the publisher in good time prior to publication. Text-style advertisements must be distinguishable from magazine texts in their basic typography. The publisher is entitled to label advertisements accordingly if they are not recognizable as such.

7. Letters sent to box number advertisements are kept for up to four weeks after publication of the advertisement and sent to the customer by regular mail (even if the letters have been sent by express mail or registered mail). However, the publisher does not accept any responsibility for the safekeeping and timely forwarding of the offers.

8. The copy deadlines and publication dates stated in the price list are non-binding for the publisher. The publisher is entitled to adjust them at short notice to suit the production run.

9. Advertisement orders can only be cancelled in good time, no later than the advertising deadline and in writing, by fax or by email. If the advertisement has already been sent to press, the customer must pay for the advertisement. Otherwise the publisher may demand the reimbursement of any costs incurred up until the cancellation in accordance with statutory regulations.

10. The customer is responsible for the content and the legal permissibility of the advertisement. He or she indemnifies the publisher from any claims of third parties due to the publication of the advertisement, including reasonable costs for legal defense. The publisher is not obliged to check whether or not an advertisement order affects the rights of third parties. If the publisher becomes obliged by court order to print a correction due to the released advertisement, the customer must bear the costs in accordance with the valid advertisement price list.

11. Advertising agencies are obliged, in their offers, contracts and invoices to those running the advertisements, to adhere to the price list of the publisher. The intermediary's commission granted by the publisher is calculated based on the net charge to the customer, i.e. after subtraction of discount, bonuses and discounts due to defects. The intermediary's commission is only paid to advertising agencies whose contracts are only paid to advertising agencies recognized by the publisher provided that the order is placed directly by the advertising agency, the advertising agency is responsible for the procurement of the finished and ready-for-press printing copies and has registered its business as an advertising agency. The publisher is entitled to refuse orders from advertising agencies if there are doubts as to the professionalism of the agency's work or creditworthiness. Advertisement orders by advertising agencies shall be made in their name and invoiced to them. To the extent that advertising agencies place orders, the contract is therefore drawn up with the advertising agency in case of doubt. If an advertiser is to be the contracting party, this must be agreed separately and with the name of the advertiser explicitly stated. The publishing company is entitled to require the advertising agency to produce proof of its mandate.

### § 5 Warranty for Defects

1. We accept no liability for publishing advertisements in certain issues or editions or in certain positions.

2. The publisher guarantees perfect printing of the reproduction of the advertisement in accordance with the hard copy on press paper. The prerequisite is that the customer supplies suitable printing copies (see information in price list).

3. Color specifications: in the case of digitally transmitted printing copies for color specifications, the customer must also provide a color proof. Otherwise the customer has no claim to compensation due to any color deviations.

4. Complaints for obvious defects must be made by the customer by no later than two weeks after receipt of invoice. Complaints for defects that are not obvious by the customer by no later than one year after publication of the respective advertisement.

In the event of the faulty printing of an advertisement in spite of punctual delivery of error-free printing copies and timely complaint, the customer is entitled to demand the reprint of an error-free replacement advertisement. The claim to remedy of defects is not valid if this incurs unreasonable costs to the publisher. If the publisher fails to meet a reasonable deadline that has been granted for remedy of the defects, if he refuses subsequent remedy, if it is unreasonable to expect subsequent remedying of the customer or if it fails, the customer has the right to withdraw from the contract or to demand a discount that is proportionate to the extent to which the purpose of the advertisement was affected.

5. Warranty claims by third parties expire 12 months after publication of the respective advertisement. If the customer does not adhere to the publisher's recommendations in terms of production and transmission of digital printing documents, he or she is not entitled to assert any further claims due to faulty publication of the advertisement. This applies in the same way if other regulations contained in these General Terms and Conditions of the price list are not adhered to.

6. If any deficits of the printing copies are not instantly recognizable but are only recognized during the printing process, the customer is not entitled to assert any claims if insufficient copies have been produced.

7. If the customer fails to observe the recommendations of the publisher with regard to production and transmission of digital printing documents, he or she is not entitled to assert any claims due to faulty publication of the advertisement.

8. The publisher is responsible for the transmitted files being free of computer viruses. Files with computer viruses may be deleted by the publisher without the customer deriving any claims from this. The publisher also reserves the right to assert claims for compensation if the computer viruses cause further damage at the publishing company.

9. The publisher accepts no liability for the accuracy of the amounts or quantities of material (bound-in inserts, supplements, etc) stated as supplied by the customer.

### § 6 Liability

1. The publisher is liable for damage caused deliberately or in gross negligence, for damage deriving from culpable harm to life, body or health as well as damage due to at least slightly negligent treatment or an obligation which is significant to achieving the purpose of the contract (cardinal obligation). Apart from liability for deliberate acts and culpable harm to life, body or health, liability is limited to predictable and typically occurring damage. In other cases, claims for damages against the publisher are excluded, regardless of the legal reason. Insofar as liability of the publisher is excluded or limited according to the above regulations, this also applies to the personal liability of the publisher's employees, representatives and vicarious agents. Liability according to the Product Liability Law remains unaffected. Claims for damages against the publisher expire 12 months after the time at which the customer became aware or should have become aware of the reasons for the claims, apart from claims arising from illegal or deliberate actions.

2. In the event of forces majeure and industrial action through no fault of the publisher, the publisher is freed from the obligation to carry out the order; no claims for damages arise from this.

### § 7 Storage of Customer Data

Within the scope of business relations, the publisher stores customer data with the help of electronic data processing in accordance with the statutory stipulations of the German Data Protection Law.

### § 8 Place of Performance, Place of Jurisdiction

1. If one or more of the regulations of the advertising contract/these General Terms and Conditions are invalid or become invalid, the validity of the remaining regulations remains unaffected. In this event, subsequent interpretation of the contract is then applied so that the invalid regulation is replaced by one which comes as close as possible to the business purpose pursued by the contractual parties in the invalid regulation. The same applies to the filling in of any contractual gaps.

2. Changes to the regulations of the advertising contract/these General Terms and Conditions and the abandonment of the requirement for the agreement to be put in writing must be put in writing.

3. The Law of the Federal Republic of Germany applies – excluding the UN Convention on Contracts for the International Sale of Goods and excluding conflict of laws. The place of performance is Landsberg am Lech. The place of jurisdiction for lawsuits against businessmen, legal persons under public law or public law special assets is Landsberg am Lech.

Status: July 2008

Issue		1/09 March	2/09 May	3/09 June	4/09 September	5/09 November
	<b>Closing day</b>	06.02.2009	06.04.2009	15.06.2009	28.08.2009	30.10.2009
	<b>Publication day</b>	04.03.2009	04.05.2009	08.07.2009	22.09.2009	24.11.2009
Trade fairs/specials					EMO, Mailand innovation guide	EuroMold, Frankfurt innovation guide
	<b>Technologies</b>					
<ul style="list-style-type: none"> <li>• Injection molding &amp; casting</li> <li>• Pressing &amp; Forming</li> <li>• Engineering &amp; Services</li> <li>• Trends &amp; Innovations</li> <li>• Benchmark: Learning from the best one</li> </ul>	<b>C-Techniques:</b>					
	• CAD/CAM	●	●	●	●	●
	• Simulation		●		●	●
	• Reverse Engineering	●		●		●
	<b>Product development:</b>					
	• Rapid Manufacturing	●	●		●	●
	• Rapid Tooling		●		●	●
	• Rapid Prototyping	●	●	●		●
	<b>Manufacturing methods:</b>					
	• Turning		●		●	
	• Milling	●	●	●	●	●
	• Grinding	●			●	
	• HSC	●	●	●	●	●
	• 5-Axle machining	●	●	●	●	●
	• Hard turning and mitting		●			
	<b>Tool technology:</b>					
	• Milling	●	●	●	●	●
	• Turning		●		●	
	• Grinding			●	●	
	• Drilling		●		●	●
	• Chucking techniques	●			●	
	<b>EDM</b>					
	• Sinking spark erosion	●	●		●	●
	• Wire spark erosion	●		●	●	●
	• Components		●			●
	<b>Chucking tools</b>			●		
	<b>Laser</b>					
	• Welding	●		●		●
	• Cutting				●	●
	• Marking			●	●	●
	<b>Water Jet Cutting</b>		●			●
	<b>Control and Drives</b>	●		●	●	
<b>Quality assurance/Measurement</b>	●	●			●	
<b>Production planning:</b>						
• PPS			●		●	
• ERP		●		●	●	
• BDE/MDE	●	●				
<b>Components:</b>						
• Materials	●	●	●	●	●	
• Standards	●				●	
• Hot runner techniques	●	●		●	●	
• Cooling lubricants		●			●	
Market views		graphit bodies		RP-Systems		5-axis machining centre up to 800 mm x-traverse

### National and International trade fairs

"Z"/Intec	Leipzig, 24. – 27.02.2009
CeBIT	Hannover, 03. – 08.03.2009
KMO	Bad Salzflun, 01. – 04.04.2009
metall München	München, 11. – 14.03.2009
Hannover Messe	Hannover, 20. – 24.04.2009
Control	Stuttgart, 05. – 08.05.2009
EMO	Mailand/Italien, 05. – 10.10.2009
Fakuma	Friedrichshafen, 13. – 17.10.2009
BLECHEXPO	Stuttgart, 01. – 04.12.2009
Euromold	Frankfurt, 02. – 05.12.2009

## werkzeug & formenbau

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Thomas Seidel  
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E-Mail: thomas.seidel@mi-verlag.de

## Our online offer

- 1 Website (URL):** www.werkzeugundformenbau.de
- 2 Profile in brief:** Internet offer of B2B communication for decision-makers and users in the tool-, mould-, die- and jig-making industry. Daily news, product and company database, market overviews and background reports.
- 3 Target group:** Decision-makers and users in the tool-, mould-, die- and jig-making industry



### Banners and newsletter advertisements

Type of ad	Position	Placement	Format in pixels (width x height)	Price/week
On website:				
Full-size banner (= head banner)	Top	All sections or only topic or only homepage	468 x 60	€ 660,-
One-third banner (= side banner)	Left or right	All sections or only topic or only homepage	156 x 60	€ 400,-
Skyscraper	To the right of the website	All sections or only topic or only homepage	120 bis 160 x 600	€ 1,100,-
Leaderboard or superbanner	Top	All sections or only topic or only homepage	728 x 60 bis 90	€ 1,400,-
Rectangle	Top right	All sections or only topic or only homepage	180 x 150	€ 400,-
Wallpaper	Top/right	All sections or only topic or only homepage	Skyscraper + Leaderboard	€ 2,850,-

### Special advertising:

Type of ad	Duration	Output	Placement	Price
WebVideo	1 year	Plus-entry + 1 video	BusinessDirectory, product/article	€ 800,-
		Profi-entry + 1 video	BusinessDirectory, product/article	€ 950,-
	Extension by 1 year (apart from microsite)	as above	€ 550,-	
	1 month	Microsite + 1 video	Microsite, notice on homepage	€ 1,350,-
		Per additional video (BusinessDirectory/microsite)	as above	€ 250,-
		Reformatting (change of format)		€ 150,-
Microsite	1 month		Microsite, notice on homepage	€ 800,-
Partnerlink	1 week	Direct link to your website	Under „News“ or „Produkte“	€ 200,-

### Cross-media packages:

Low-cost packages geared precisely towards your individual marketing objectives consisting of print and online advertising. Cross-media packages can consist of a mixture of print ads, partner links, microsites, banners and newsletter advertising. We will also be glad to create individualized combinations. Please contact your media consultant. (see page 8).

### Discounts:

Combined discount print/online: 5 %  
Frequency discount for online advertising

3 banners	3 %	Discount on the regular rate applies for placement within 12 months and for different positions, for the same position only for different campaigns.
6 banners	5 %	
9 banners	10 %	

### Access monitoring:

–

### Access (per month):

Page Impressions <sup>1</sup> (adjusted, without search engines)	Different visitor
6.870	4.320

<sup>1</sup> Pls can originate from two different sources: from users who actively access the site and from so-called web spiders (also known as web crawlers or robots) used by search engines such as Google for recording web pages.

### Data delivery:

At least 1 week prior to placement by email to thomas.seidel@mi-verlag.de

**Banners:** (animated) GIF format, JPG, flash, HTML, DHTML banners in the sizes listed below, image and graphic files (incl. banners) always as RGB (color scheme). Maximum file size: 20 KB.

**Videos:** delivered as flash or Windows Media Video (MMV), depending on data size, by email, CD-ROM/DVD or download link. Maximum video length 5 minutes. Longer lengths as agreed.

For further information on data delivery and technical specifications, see online media section at <http://www.werkzeugundformenbau.de>

### External AdServer use: OpenAdstream by RealMedia

Contact: Thomas Seidel Tel. +49 (0)8191/125-412  
E-Mail: thomas.seidel@mi-verlag.de



## 16 Circulation monitoring:



## 17 Circulation analysis:

Copies per edition at annual average (1 July 2007 – 30 June 2008)

**Print run:** 10,519

**Actually distributed circulation:** 10,179 of these abroad: 215

**Sold circulation:** 1,130 of these abroad: 135  
 - Subscribed copies: 822 member copies: –  
 - Other sales: 306  
 - Single copy sales: 3

**Free copies:** 9,049

**Unpaid, record and author's copies:** 340

## 18 Geographic distribution analysis:

Economic region:	Percentage of actually distributed circulation	
	%	Copies
Germany	93.6	9,526
Abroad	2.1	215
Others*	4.3	438
<b>Actually distributed circulation</b>	<b>100.0</b>	<b>10,179</b>

Distribution according to Nielsen regions:	Percentage of actually distributed circulation	
	%	Copies
<b>Nielsen-Gebiet 1</b> Hamburg, Bremen, Schleswig-Holstein, Lower Saxony	10.4	991
<b>Nielsen-Gebiet 2</b> North Rhine Westphalia	22.9	2,181
<b>Nielsen-Gebiet 3a</b> Hesse, Rhineland-Palatien, Saarland	13.5	1,286
<b>Nielsen-Gebiet 3b</b> Baden-Wuerttemberg	23.8	2,267
<b>Nielsen-Gebiet 4</b> Bavaria	16.3	1,553
<b>Nielsen-Gebiete 5 – 7</b> Berlin and New Laender	13.1	1,248
<b>Germany (actually distributed circulations)</b>	<b>100.0</b>	<b>9,526</b>

\*Note: For survey method in brief, see chart 3.

## 19 Lines of business / Branches of industry / Types of company

No. of classification		Reader groups (according to classification of branches of industry WZ 93)	Percentage of actually distributed circulation	
WZ 2003	WZ 2008		%	Readers
		<b>Independent companies in tool- and mould-making</b>	<b>33.6</b>	<b>3,420</b>
		<b>Companies with their own tool-, mould- and jig-making in the following branches of industry</b>	<b>61.2</b>	<b>6,229</b>
25	22	Manufacture of rubber and plastic products	26.8	1,669
27.4	24.4	Non-ferrous metal products/processing	2.9	181
27.5	24.5	Foundries	6.7	417
28, 28.4	25, 25.5	Manufacture of metal products, forgings, stampings, pressings and punchings	27.7	1,725
29	28	Mechanical engineering (without 29.56.2)	15.4	959
31, 32	27.1, 26.3	Electrical engineering, electronics	7.2	449
33	26.51, 26.6, 26.7, 32.5	Medical, measurement, industrial process measurement and control technology, optics	5.1	318
34, 35	29, 30	Manufacture of automobiles and automobile parts, other vehicle construction (ship, rail car, aircraft, spacecraft building)	8.2	511
<b>74.20.5</b>	<b>71.12</b>	<b>Engineering offices for technical planning</b>	<b>0.9</b>	<b>92</b>
–		<b>Other*</b>	<b>4.3</b>	<b>438</b>
<b>Actually distributed circulation</b>			<b>100.0</b>	<b>10,179</b>

\*Non-analysed copies such as trade fair and conference copies

## 20 Size of economic unit

	Percentage of actually distributed circulation	
	%	Readers
1 – 99 employees	47.7	4,855
100 – 199 employees	16.6	1,690
200 – 499 employees	18.1	1,842
500 – 999 employees	6.4	652
1000 and more employees	6.9	702
* No specification	4.3	438
<b>Actually distributed circulation</b>	<b>100.0</b>	<b>10,179</b>

\*Non-analysed copies such as trade fair and conference copies

## 21.1 Job characteristics: position in company

	Percentage of actually distributed circulation	
	%	Readers
General Management/Technical Management	39.2	3,990
Toolmaking/Production	43.1	4,387
Development/Design	12.6	1,283
Technical Office	0.8	81
Other*	4.3	438
<b>Actually distributed circulation</b>	<b>100.0</b>	<b>10,179</b>

\*Non-analysed copies such as trade fair and conference copies

## 22 Education/Training: occupational position

## 23 Age

## 24 Classes of community sizes

} Not taken into consideration because their utility value for readers is irrelevant for this trade journal.



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