

# NC FERTIGUNG

## The world of chips

### MEDIA DATA 2024



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# At a Glance



## PRINT → NCFertigung

The trade magazine reports on technical trends and current developments in metal cutting. Competent technical articles, detailed on-site reports and critical interviews with experts and the movers and shakers in the industry are our trademark. NCFertigung is particularly relevant for decision-makers – and therefore a top environment for your ads!



## ONLINE → nc-fertigung.de

The information portal offers selected technical articles and news from the industry for the industry. With the “Topic of the Week” and the “The World of Chips” category, ncfertigung.de presents a well-rounded package of technical information. As an advertising customer, you benefit from effective digital advertisements.



## PRINT RUN

Ø 20,070

Copies per issue, as of July 2023, IVW-verified

## PAGE IMPRESSIONS

Ø 16,500

Source Google Analytics, monthly average  
07/2022-06/2023

## NEWSLETTER RECIPIENTS

~ 1,800

per mailing (as of June 2023)

# Topics 2024

Issue	Deadline	Publication date	Special	NCF Check	Main focus	Reports	Trade fair
E-Mag	02/01/2024	16/01/2024	E-magazine for Nortec 2024			<p><b>All issues of NCFertigung regularly feature the following topics:</b></p> <p>Precision tools, threading tools, lathe tools, retrofitting, industry 4.0, workshop equipment, lathe/milling machines, CAD/ CAM, components, bearing technology, measuring technology, grinding technology, materials, software, control, automation, cooling - cleaning - reprocessing</p> <p>For more details, please refer to the topic overview</p>	Nortec, Hamburg 23 - 26 January 24
1	30/01/2024	19/02/2024	Clamping technology	Machining centres	CAD/CAM, automation technology, cooling lubricants, lathes, precision tools		
2	22/03/2024	15/04/2024	Precision tools	Measuring technology	Machining centres, threading tools, automation		Intertool, Wels 23 - 26 April 24 Control, Stuttgart 23 - 26 April 24 Hannover Messe 22 - 26 April 24
E-Mag	22/03/2024	15/04/2024	E-magazine for Intertool 2024				Intertool, Wels 23 - 26 April 24
3	15/04/2024	06/05/2024	Grinding	Clamping technology	Machining centres, precision tools, cooling / cleaning / reprocessing		GrindingHub, Stuttgart 14 - 17 May 24
E-Mag	23/04/2024	08/05/2024	E-magazine for GrindingHub 2024				GrindingHub, Stuttgart 14 - 17 May 24
4	24/05/2024	13/06/2024	Precision tools	BAZ	Software, automation, measuring technology		Medtec, Stuttgart 18 - 20 June 24
5	05/08/2024	23/08/2024	Cooling / cleaning / reprocessing	Software	CNC control, machining centres, precision tools		AMB, Stuttgart 10 - 14 Sept 24 IMTS, Chicago 09 - 14 Sept 24 P2C, Stuttgart 26 - 28 Sept 24

The main topics do not define the overall content. Current contributions supplement the respective reporting. Subject to change without notice.

# Topics 2024

Issue	Deadline	Publication date	Special	NCF check	Main focus	Reports	Trade fair
E-Mag	19/08/2024	02/09/2024	E-magazine for AMB 2024			<p><b>All issues of NCFertigung regularly feature the following topics:</b></p> <p>Precision tools, threading tools, lathe tools, retrofitting, industry 4.0, workshop equipment, lathe/milling machines, CAD/CAM, components, bearing technology, measuring technology, grinding technology, materials, software, control, automation, cooling - cleaning - reprocessing</p> <p>For more details, please refer to the topic overview</p>	AMB, Stuttgart 10 - 14 Sept 24 IMTS, Chicago 09 - 14 Sept 24 P2C, Stuttgart 26 - 28 Sept 24
6	09/08/2024	02/09/2024	Precision tools	AMB 2024	Machining centres, clamping devices, cooling / cleaning / reprocessing		AMB, Stuttgart 10 Sept 2024 - 14 Sept 24 IMTS, Chicago 09 Sept - 14 Sept 24 P2C, Stuttgart 26 Sept - 28 Sept 24
7	04/10/2024	24/10/2024	Software	Spindle technology	Clamping devices, machining centres, Precision tool, mould making		Jimtofi, Tokio 05 - 10 Nov 24 Formnext, Frankfurt 19 - 22 Nov 24
8	07/11/2024	27/11/2024	Precision tools	Future 2025	Hybrid machines, machining centres, automation		

The main topics do not define the overall content. Current contributions supplement the respective reporting. Subject to change without notice.



# Target Groups

## Management



Owners, managing directors in medium-sized companies

## Technical management



Investment decision-makers, IT

## Production, manufacturing



Production management, work preparation, production planning

## Other



R&D, engineering, procurement, marketing



# Print

# Print



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

Copies per issue, as of July 2023

Publication frequency: 10 per year  
44th volume 2023

PRINT RUN

Ø 20,070

ACTUAL DISTRIBUTED  
CIRCULATION

19,957

**Our tip for all print products: use our sliding scale discounts!**

if purchased within 12 months (insertion year)

**Frequency scale**

3 times 5 %

6 times 10 %

9 times 15 %

## COMBINATIONS

Larger contracts and multi-year contracts on request.

Advertise additionally in other publications from our publishing house. You will achieve high market penetration and can count on discounts. Take advantage of this synergistic effect. Let's talk about how you benefit.




# Circulation and Distribution Analysis

EDITORIAL CONTENT ANALYSIS 2022 = 717 PAGES

Precision tools, tool systems,				
coatings .....	181	pages	=	25.2 %
Machining centres, flexible manufacturing cells,				
milling and drilling machines .....	172	pages	=	24.0 %
Lathes, turning cells .....	66	pages	=	9.2 %
Spanntechnik, -mittel, Spindeln .....	55	pages	=	7.7 %
Cooling / lubricating / reprocessing / disposing / degreasing ....	38	pages	=	5.3 %
Clamping technology and devices, spindles .....	35	pages	=	4.9 %
NC programming, CNC .....	34	pages	=	4.7 %
Grinding machines and technology .....	32	pages	=	4.5 %
Automation, process automation .....	23	pages	=	3.2 %
Gearing, eroding, components .....	23	pages	=	3.2 %
Measuring technology .....	22	pages	=	3.1 %
NC programming, DNC/MDE/BDE, CAD/CAM .....	12	pages	=	1.7 %
Sawing technology .....	11	pages	=	1.5 %
Additive manufacturing .....	7	pages	=	1.0 %
Materials .....	6	pages	=	0.8 %
.....	717	pages	=	100 %

CIRCULATION MONITORING

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

VOLUME..... 45th volume 2024

CIRCULATION ANALYSIS

Copies per issue on average from 1 July2022 to 30 June 2023)

Print run .....	20,070	
Actual distributed circulation .....	19,957	of those, abroad 1,960
Sold circulation .....	562	of those, abroad 86
– Subscribed copies .....	561	
– Retail sales .....	–	
–Other sales .....	1	
Free copies .....	19,395	
Remaining, archive, file copies .....	113	

GEOGRAPHICAL DISTRIBUTION ANALYSIS

Economic area:	Share of actual distributed circulation	
	%	Copies
Domestic:	90.2	17,997
Abroad:	9.8	1,960
Actual distributed circulation:	100	19,957

# Circulation and Distribution Analysis

## BREAKDOWN OF DOMESTIC CIRCULATION BY POSTCODE AREAS

	%	Exemplare
Postcode area 0	7.80	1,405
Postcode area 1	3.43	618
Postcode area 2	6.25	1,124
Postcode area 3	10.43	1,876
Postcode area 4	12.84	2,311
Postcode area 5	14.82	2,667
Postcode area 6	7.02	1,263
Postcode area 7	18.16	3,268
Postcode area 8	9.26	1,666
Postcode area 9	10.00	1,799
<b>Insgesamt</b>	<b>100</b>	<b>17,997</b>

## DOMESTIC DISTRIBUTION BY NIELSEN REGIONS

	%	Exemplare
Nielsen region 1 (Hamburg, Bremen, Schleswig-Holstein, Lower Saxony)	10.59	1,907
Nielsen region 2 (North Rhine-Westphalia)	26.44	4,758
Nielsen region 3a (Hesse, Rhineland-Palatinate, Saarland)	11.55	2,079
Nielsen region 3b (Baden-Württemberg)	21.23	3,821
Nielsen region 4 (Bavaria)	15.32	2,758
Nielsen region 5 (Berlin)	1.40	252
Nielsen region 6 (Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt)	4.70	846
Nielsen region 7 (Thuringia, Saxony)	8.76	1,576
Actual distributed circulation – domestic	90.2	17,997
Actual distributed circulation – abroad	9.8	1,960
<b>Actual distributed circulation</b>	<b>100</b>	<b>19,957</b>

# Summary of the Analysis Method

## SUMMARY OF THE ANALYSIS METHOD FOR DISTRIBUTION ANALYSIS (AMF SCHEME 2, ITEM 18)

### 1. Analysis method:

- Distribution analysis through file evaluation – full analysis

### 2. Description of the recipients at the time of data collection:

#### 2.1. Type of file:

The recipient file contains the addresses of all recipients.

Based on the available postal data, the file can be sorted according to postcodes or domestic and foreign addresses.

**2.2 Total number of recipients in the file:** ..... 52,652

**2.3 Total number of varying recipients:** ..... 50,285

#### 2.4 Structure of recipients of an

average issue according to forms of distribution:

- **Sold circulation.** ..... 562

**of those: subscribed copies** ..... 561

Retail sales ..... 0

Other sales ..... 1

- **Freistücke** ..... 19,395

**of those: permanent free copies** ..... 1,805

rotating free copies ..... 17,470

advertising copies ..... 120

**Actual distributed circulation** ..... 19,957

of those, domestic ..... 17,997

of those, abroad ..... 1,960

### 3. Description of the analysis

#### 3.1. Population (proportion studied)

Actual distributed circulation ..... 19,957 = 100%

of those, not included in the analysis: ..... 206 = 1.03%

- Retail sales ..... 0

- Other ..... 86

- Advertising copies ..... 120

Of the actually distributed circulation,

the analysis represents ..... 19,957 = 100%

**3.2 Date of file evaluation:** ..... 18/07/23

#### 3.3 Description of the database:

The analysis is based on the complete file. The shares determined for circulation in Germany and abroad were projected onto the actual average annual circulation in accordance with AMF Item 17.

**3.4 Target of the analysis:** ..... not applicable

**3.5 Definition of the reader:** ..... not applicable

**3.6 Analysis period:** ..... 01/07/2022 to 30/06/2023

**3.7 Execution of the analysis:** ..... publisher

# Size of the Business Entities

Number of employees	Share of actual distributed circulation	
	%	Copies
1 - 49	0.8	157
50 - 99	35.0	6,993
100 - 199	23.0	4,592
200 - 499	20.4	4,072
500 - 999	2.9	569
1,000 and over	1.5	305
Miscellaneous	6.6	1,310
Actual distributed circulation – domestic	90.2	17,997
Actual distributed circulation – abroad	9.8	1,960
<b>Total</b>	<b>100</b>	<b>19,957</b>

Role / Position	Share of actual distributed circulation	
	%	Copies
Management	32.1	6,402
Production	62.2	12,418
Miscellaneous	5.7	1,137
<b>Actual distributed circulation</b>	<b>100</b>	<b>19,957</b>



# Recipient Structure Analysis

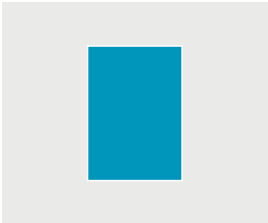
## SECTORS/INDUSTRIES/SPECIALIST FIELDS/OCCUPATIONAL GROUPS

Recipient groups:	Share of actual distributed circulation	
	%	Copies
■ Metal production and metal working	14.1	2,809
■ Manufacturing of metal products/ steel and light metal engineering	23.4	4,666
■ Manufacturing of devices including for electricity generation/ distribution, radio, TV and communications engineering	7.4	1,476
■ Medical, measuring and control technology, optics	3.3	661
■ Machine engineering	30.8	6,142
■ Manufacturing of office machines, data processing devices and equipment	0.3	57
■ Manufacturing of cars and car parts	3.9	788
■ Other vehicle manufacturing (ship, rail, aircraft and spacecraft)	0.6	130
Manufacturing sector – total	83.8	16,729
■ Other services	6.4	1,268
Actual distributed circulation – domestic	90.2	17,997
■ Actual distributed circulation – abroad	9.8	1,960
<b>Actual distributed circulation – total</b>	<b>100</b>	<b>19,957</b>

\* Basis: Verlagsdatei, Mehrfachnennungen möglich.

# Advertisements

1/1 page



Bleed: 210 × 297 mm

3 mm trim all around

€ 7,550

Junior page

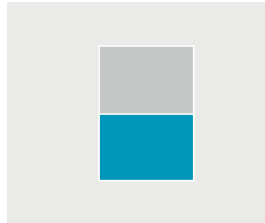


Bleed: 132 × 187 mm

Type area: 115 × 165 mm

€ 4,790

1/2 page landscape



Bleed: 210 × 148 mm

Type area: 175 × 121 mm

€ 4,290

1/2 page portrait

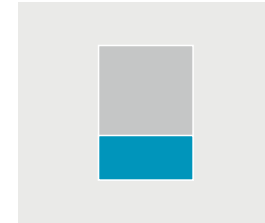


Bleed: 100 × 297 mm

Type area: 85 × 248 mm

€ 4,290

1/3 page landscape



Bleed: 210 × 102 mm

Type area: 175 × 79 mm

€ 3,250

1/3 page portrait

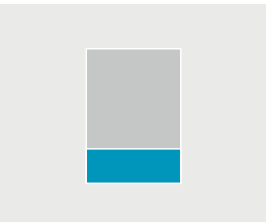


Bleed: 68 × 297 mm

Type area: 55 × 248 mm

€ 3,250

1/4 page landscape



Bleed: 210 × 79 mm

Type area: 175 × 58 mm

€ 2,290

1/4 page portrait



Bleed: 52 × 297 mm

Type area: 40 × 248

€ 2,290

1/4 page 2-column



Bleed: 100 × 148 mm

Type area: 85 × 121 mm

€ 2,290

1/8 page landscape



Bleed: 210 × 45 mm

Type area: 175 × 26 mm

€ 1,450

1/8 page 2-column



Bleed: 100 × 79 mm

Type area: 85 × 58 mm

€ 1,450

Bleed plus 3 mm bleed overleaf

# Special Formats

## Bound inserts



The bound insert is delivered ready-made or can be made to customer order.

Scope: 2 - 8 pages,

weight: 130 - 170 g/m<sup>2</sup>,

Format: 213 x 307 mm

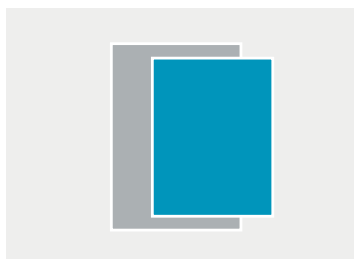
Special formats on request. Submission of a sample required.

Special formats on request. A sample must be submitted when placing the order. Delivery in untrimmed format: 216 mm width x 305 mm height (perfect binding), multi-page bound inserts, folded.

	130 g	170 g	over 170 g
▶ two pages .....	€ 6,715	€ 7,380	€ 8,120
▶ four pages .....	€ 10,080	€ 11,070	€ 12,190
▶ eight pages .....	€ 15,100	€ 16,615	€ 18,290

Other paper weights on request.

## Supplements



Format: 105 x 148 - 200 x 283 mm Weight: up to 50g, Single sheets  
DIN A6 min. 150 g/m<sup>2</sup>, Single sheets larger than DIN A6 min. 115 g/m<sup>2</sup>

Prices for heavier inserts and split runs on request and with possible postage charges. Submission of a sample required.

Price per thousand	Price per thousand
▶ up to 25 g ..... € 320	up to 40 g ..... € 410
▶ up to 30 g ..... € 350	up to 45 g ..... € 430
▶ up to 35 g ..... € 380	up to 50 g ..... € 470

## Affixed advertising material



Affixed postcards/product samples/CDs/brochures. Only in conjunction with an advertisement or bound insert, plus adhesive costs and additional distribution costs. Partial circulation on request. Submission of a binding sample required.

The delivery quantity for supplements, bound inserts and postcards etc. is 21,500 copies. The publisher reserves the right to increase the print run on special occasions.

### Postcards in conjunction with advertisement or bound insert

▶ Insert fee in DIN A6 format up to 5g.....	€ 2,190
▶ plus gluing costs per thousand .....	on request
▶ plus additional distribution costs .....	on request

# Special Pages

## Title and cover pages



More attention through exclusive placement on the cover.

Reserve your premium placement in good time!

### Title/inner title page:

194 mm x 220 mm

Price on request

**Components:** Technical article / report;

Product illustration on (inside) title page;

Teaser on (inside) title page; indication in table of contents

### Cover pages:

210 x 297 mm, plus 3 mm bleed all around

Inside front cover, 4c:

€ 8,690

Inside back cover, 4c:

€ 8,050

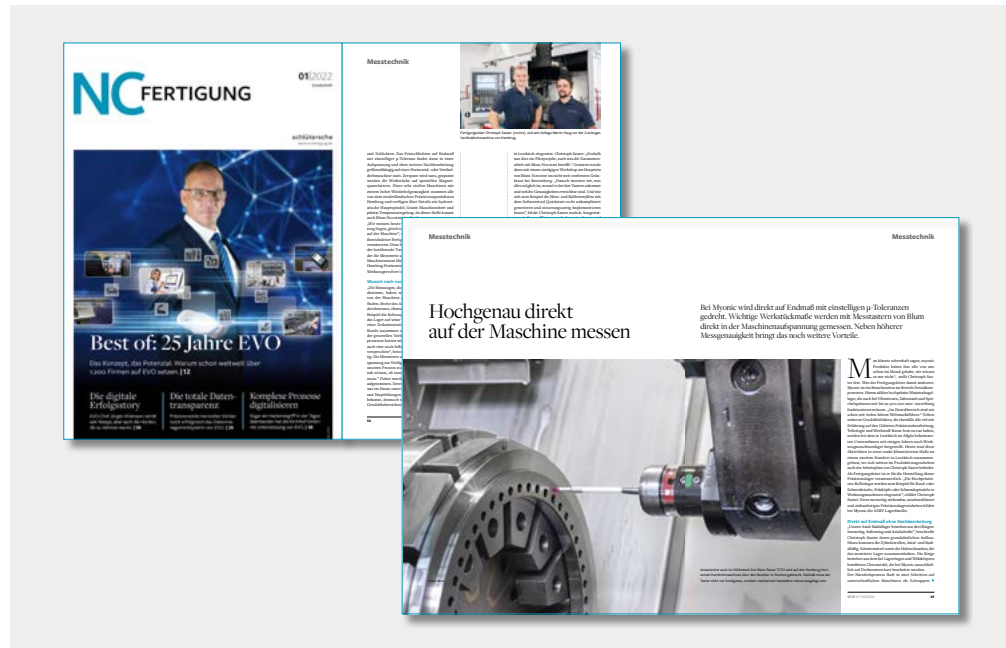
Back cover, 4c:

€ 8,690



# Offprint

## Offprint of your editorial contribution



With an offprint of your editorial contribution from the trade journal NCFertigung, you have a **versatile instrument at your disposal to support your advertising activities:**

- ✓ as a display on your exhibition stand
- ✓ as a valuable tool in customer talks for your sales/field sales team
- ✓ for customer information in direct mailing

Product reports, interviews or, for example, user reports – the NCFertigung team will realise your wishes from a print run of 500 copies and two pages. When designing the offprint, we take your wishes into account and provide you with comprehensive advice.

**Price on request**

# Native Advertising: Print Advertorials

Offer your target group **value-added content** with a print advertorial. It is similar in layout to the editorial contributions in the magazine and is marked as an "advertisement".

Here you have **space for your informative, promotional content**: this is placed **directly in the editorial environment** with the look & feel of the magazine, which increases the credibility of your advertising message and boosts relevance among readers.

## Your benefit

This format is particularly suitable for drawing the attention of your target group to your brand or product. **You provide us with the images and you can choose to supply the text yourself or have it professionally created or revised by our specialist editorial team.**

### Thinking across channels:

book a cross-media campaign with online and print advertorial!

\*Additional advertising formats available; prices on request.

## Advertorial basic



Delivered article in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and marked as an advertisement.

### SPECIFICATION

- ▶ Your texts are used 1:1 as delivered
- ▶ You provide us with the image material
- ▶ 1 correction loop incl.
- ▶ Labelled as an advertisement

Price e.g. for a 1/1 page\*: € 7,550

## Advertorial premium



Article optimised or newly created by the editorial team in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and labelled as an advertisement.

### SPECIFICATION

- ▶ Your texts will be optimised in terms of target group relevance, specialist journalism and content, or newly created.
- ▶ You provide us with the image material
- ▶ 1 correction loop incl.
- ▶ Labelled as an advertisement

Price e.g. for a 1/1 page\*: € 8,990

# Corporate Publishing

Content with added value – tailored to your needs and goals



**We design your individual communication for your target group and increase your profile.** Whether classically as a print product, as a digital magazine with image galleries, videos, audio commentaries or via podcasts – the medium and content are optimised for communicating with customers, employees, press or multipliers.

The specialist content is exclusively aimed at your industry and your specific target group. Introduce your company and its products, innovations or personnel changes. Schlütersche handles all the agency work for you and creates content that gets you noticed and influences purchasing decisions.

**We are happy to advise you on suitable solutions.**

**Price on request**

# Technical Specifications and Delivery

## DELIVERING YOUR ADVERTISING DATA

E-mail: [anzeigendaten-ncf@schluetersche.de](mailto:anzeigendaten-ncf@schluetersche.de).

For queries, phone +49 (0)511 8550-2521.

When submitting your data, please state the Journal\_Issue\_Advertiser and send the exact order data at the same time as a printout of the advertisement with the final and binding text and layout.

## DELIVERING YOUR PRINT ADVERTORIAL

Please send the following content at least 10 business days (advertorial basic) or 20 business days (advertorial premium) before the deadline for the booked issue to [cm-augsburg@schluetersche.de](mailto:cm-augsburg@schluetersche.de).

### 1/2 page print advertorial:

1-2 images (JPG or PNG in print quality incl. copyright/image credits), approx. 1,500 characters of text plus headline (Word file)

### 1/1 page print advertorial:

2 images (JPG or PNG in print quality incl. copyright/image credits), approx. 2,500 characters of text plus headline and introductory text (Word file)

### 2/1 page print advertorial:

3-5 images (JPG or PNG in print quality incl. copyright/image credits), approx. 6,000 characters of text plus headline and introductory text (Word file)

Note: With a premium advertorial, your supplied texts will be optimised by us in terms of target group relevance, specialist journalism and content. If you don't provide your own text, our professional editorial team will create a text on your chosen topic (please provide a briefing).

For details on text distribution and image formats, please refer to our layout templates:

<https://svg.to/print-advertorials>

## DELIVERY ADDRESS FOR SPECIAL FORMS OF ADVERTISING

Vogel Druck und Medienservice GmbH

Goods Receipt

Leibnizstrasse 5

97204 Höchberg

Acceptance times: Monday to Friday, 8 a.m. to 4 p.m

Delivery at the earliest 20 and at the latest 5 working days before the delivery date.

## TERMS OF PAYMENT

### Account details:

8 days after invoice date, 2% discount; otherwise 30 days without deduction. Direct debit is possible. VAT ID no. DE 316 433 496

### Bank details

Bank details for advertising and sales invoices:

Commerzbank Hannover

IBAN no.: DE21 2504 0066 0331 8961 00

BIC: COBADEFFXXX



# Technical Specifications and Delivery

## JOURNAL FORMAT

210 mm wide x 297 mm high, DIN A4, untrimmed: 216 mm wide x 303 mm high

### Type area

175 mm wide x 248 mm high

4 columns = column width 40 mm

3 columns = column width 55 mm

## PRINTING AND BINDING METHODS

Web offset printing, saddle stitching.

We reserve the right to switch to perfect binding if necessary.

## DATA FORMATS

Delivery of PDF/X-3 data. Halftone images require a resolution of at least 250 dpi, ideally 300 dpi. Line art minimum 600 dpi.

Text must be embedded. The data must not contain RGB, LAB or ICC colour spaces.

## COLOURS

Printing inks (CMYK) according to ISO 12647-2. Regarding converting and checking the colour space (ICC colour management), special reference is made to the standard offset profiles of the ECI (obtain the package "ECI\_Offset\_2009" free of charge at [www.eci.org](http://www.eci.org)).

## PROOF

Colour binding proof according to "Medienstandard Druck" (Print Media Standard) (bvdn). Digitally produced proofs must contain the FOGRA media wedge (available for a fee at [fogra.org](http://fogra.org)) to check the colour accuracy. Proofs must have an official print control strip. Please enquire about output profiles and paper classes for reference proofs.

## DATA ARCHIVING

Data is archived for 1 year, unchanged repetitions are therefore usually possible. However, no data guarantee is given.

## WARRANTY

The client is responsible for the timely delivery of the advertisement text and flawless print documents. If the customer does not provide flawless printing documents, the publisher shall print the advertisement in the quality permitted by the copy provided.

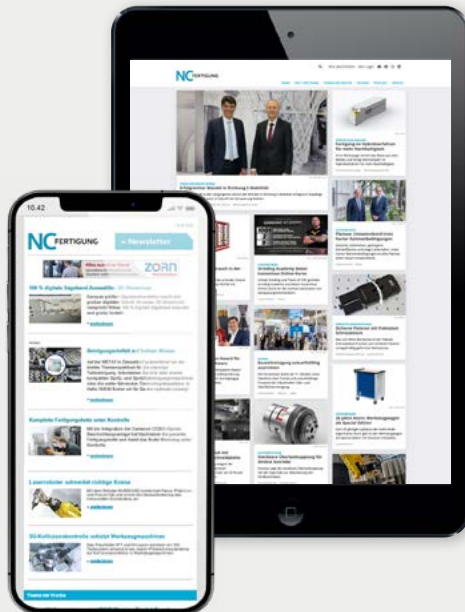
## CONTACT

Service tel. +49 (0)511 8550-2521/-2522



# Digital

# Digital



## PAGE IMPRESSIONS

Ø 16,500

Source Google Analytics,  
monthly average 07/2022-06/2023

## TOTAL USERS

Ø 6,300

Source Google Analytics,  
monthly average 07/2022-06/2023

## VISITS

Ø 9,300

Source Google Analytics,  
monthly average 07/2022 – 06/2023

## NEWSLETTER RECIPIENTS

~ 1,800

per mailing (as of June 2023)

**Our tip for all digital products: use our sliding scale discounts!**

if purchased within 12 months (insertion year)

### Frequency scale

3 times	5%
6 times	10%
12 times	15%

## COMBINATIONS

Larger contracts and multi-year contracts on request.

Advertise additionally in other publications from our publishing house. You will achieve high market penetration and can count on discounts. Take advantage of this synergistic effect. Let's talk about how you benefit.

# Newsletter

## Full-size Banner



The full-size banner is placed centrally between individual news articles. If you book the premium placement, it is placed in a particularly attention-grabbing position above the first news article.

Format: 468 x 60 px

**€ 290**

**Premium placement: € 590**

per dispatch

## Medium Rectangle



The medium rectangle is placed in a high-profile position between individual news articles in the middle of the editorial content.

Format: 300 x 250 px

**€ 450**

per dispatch

## Wide Banner



The wide banner is placed centrally across the entire width of the newsletter between the individual news items.

Format: 600 x 120 px

**€ 490**

per dispatch

## Text Ads



Text ads are structured in the same way as our articles and marked with the word "advertisement". They include 1 image (480 x 320 px), 1 headline (max. 55 characters), 1 teaser text (max. 300 characters) with a link to your chosen URL.

**€ 550**

per dispatch

## Standalone Newsletter



The standalone newsletter is structured to match the look and feel of the regular newsletter in terms of content, layout and design and marked with the word "advertisement". The content of the entire newsletter is provided by the customer.

Incl. one correction loop.

**€ 1,590**

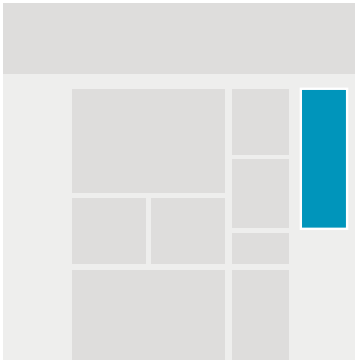
per dispatch



# Banners



## Skyscraper

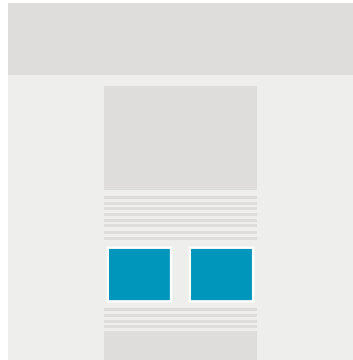


Eye-catching advertisement that is displayed on the right or left side of the website. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Not displayed on mobile devices.

### Sizes

Standard: 120 x 600 px € 1,090 per month  
Wide: 160 x 600 px € 1,190 per month

## Medium Rectangle



Centrally positioned advert in the middle of the editorial content. Static/animated graphics or HTML5 animations are possible. Appears on all article pages. Displayed on mobile devices.

### Sizes

300 x 250 px € 1,390 per month

## Native Teaser



Authentically embedded advertisement within the article design with fixed placement on the homepage and article pages. Displayed on mobile devices.

### Sizes

Image format 16:9 (1075 x 605 px)  
Overline max. 30 characters  
Title line max. 55 characters  
Teaser text max. 156 characters

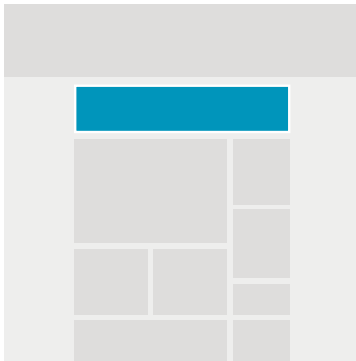
€ 1,490 per month

**Note for all banners: in rotation with max. 5 advertisements**

# Banners



## Billboard



Eye-catching advertisement directly under the website navigation. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Displayed on mobile devices.

### Size

1075 x 250 px  
(alternatively: 970 x 250 px)

**€ 1,590**  
per month

## Wallpaper



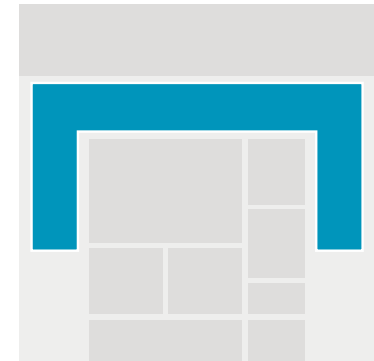
Large advertising format, the superbanner and a skyscraper join together to create a single advertising space. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

### Size

728 x 90 px  
120 x 600 px or 160 x 600 px

**€ 1,690**  
per month

## Fireplace ad



Extra-large advertising format that creates a downward-facing frame around the website content. The seamlessly connected advertising spaces give the whole page the look of the advertiser. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

### Size

1,125 x 270 px or 1,125 x 90 px  
120 x 600 px or 160 x 600 px

**€ 1,690**  
per month

**Note for all banners: in rotation with max. 5 advertisements**

# Retargeting

Get a **better result** from your campaign with multiple approaches: extend your banner advertising with retargeting and **benefit twice!**

## Here's how it works

All users who visit our website are **tagged**. If a user then visits another website from our **"Top 100 AGOF" marketing network**, we will also display **your banner there**.

We determine together in advance how many **ad impressions (insertions)** we will realise for your banner in this environment. At the end of the runtime, you will also receive a report on the **exact reach achieved by your campaign**.



Price from € 1,000 for 50,000 ad impressions.

Availability, details and further information on request.

# Social Media LinkedIn

**Accurate and contemporary:** Present yourself on one of the most up-to-date and valuable information platforms for your target group.

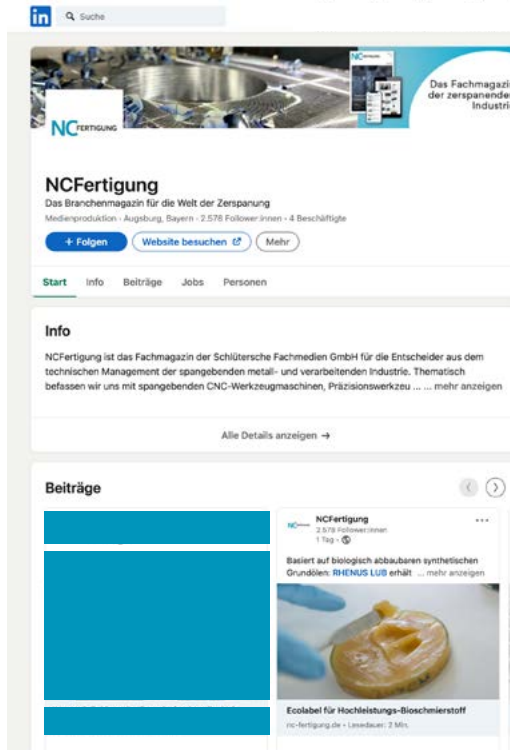
## How it works

We publish your post as a sponsored article on our LinkedIn channel. Our followers then see your post in their timeline and you reach the target group that is relevant to you.

**In addition, we increase your reach** and target your post as an ad to other LinkedIn users.

## Your advantages

Your LinkedIn ad remains as a post in the timeline and can be found in the **long term**.  
We forecast reach between **3,000 and 5,000 impressions**



## Specifications

You deliver:

- 1 - 3 images** (optimal image resolution 1200 x 627px)
- Post text up to 1,300 characters (incl. hashtags)
- 3 - 4 hashtags**

Optional: desired links  
for image and text (persons/companies)

## Key Facts

- ✓ Our brand publishes your post
- ✓ Additional reach boost

**€ 790**

Price per post

# Podcast



## Facts and figures:

- ▶ Over 8,000 subscribers\*
- ▶ On average, 1,100 listeners per episode\*
- ▶ Represented on Spotify, iTunes and much more.
- ▶ Over 260 episodes available

\*As of: 01.01.2023

## Podcast package: € 5,590

- ▶ Podcast recording
- ▶ Placement of a carrier article on our homepage
- ▶ Dissemination on social & business media channels
- ▶ Distribution as text ad in the corresponding newsletter

Talk to us: in combination with other advertising media, we can offer you a special price.

With our channels, we ensure the **maximum target group-relevant reach** for your episode(s).

## Range of services:

- ✓ The podcast host will work out the topic with you.
- ✓ Playing time: 25-40 min.
- ✓ Host Dennis Rathmann promotes the podcast on his LinkedIn channel.
- ✓ We also promote the podcast twice on our social and business media channels
- ✓ as well as 2x within 4 weeks as a text ad in the thematically matching newsletter.
- ✓ A suitable carrier article will additionally be published on our homepage during the period.

# Native Advertising: Online Advertorials

Advertorials offer plenty of **space for your promotional content** and are placed directly in the editorial environment with the look and feel of our media brand. This format is particularly suitable for drawing the attention of **your target group to your brand or product**.

## Your benefit

You receive a **fixed placement on the homepage as well as a microsite in the text/image standard** of our website – incl. links to your website in the text.

This means you benefit from a **credible environment**, a **high level of attention** and **target group-specific reach** for your content. You can supply the content yourself or have it **professionally created by our editorial team**. We also promote your advertorial in **our newsletter**.

**Thinking across channels:**  
book a cross-media campaign with online and print advertorial!

## Advertorial Basis



Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 5 advertising formats. Displayed on mobile devices.

### SPECIFICATION

- ▶ Your texts are used 1:1 as delivered
  - ▶ You provide us with the image material
  - ▶ 1 correction loop incl.
  - ▶ Labelled as an advertisement
  - ▶ Reach boost incl.
  - 1 text-image advertisement in the newsletter during the runtime
  - ▶ Extension at a discount rate available upon consultation
- € 1,690**  
Runtime 1 month

## Advertorial Premium



Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 5 advertising formats. Displayed on mobile devices.

### SPECIFICATION

- ▶ Your texts will be optimised in terms of target group relevance, specialist journalism and content, or newly created.
  - ▶ You provide us with the image material
  - ▶ 1 correction loop incl.
  - ▶ Labelled as an advertisement
  - ▶ Reach boost incl.
  - 1 text-image advertisement in the newsletter during the runtime
  - ▶ Extension at a discount rate available upon consultation
- € 3,190**  
Runtime 1 month

# Native Advertising: Sponsored Article

Our editorial team writes about a relevant topic for you – we guarantee traffic for your article and you only pay for the readers that we actually reach! The sponsored article is an **informational text created by our editorial team** that is clearly geared towards the **needs of your target group**. The informative article is designed so that you attract **maximum attention** in the editorial environment and at the same time, are perceived as a **neutral expert**.

## Your benefit

You will receive a **fully-fledged article created by our editorial team**, including a **native teaser** in the text/image standard of our website and will be named as the sponsor of the article – including a **link** to your website. The sponsored article always includes the **target group-oriented and search engine-optimised rewritten text** and is **constantly reach and SEO-optimised** during the term of four months – for the **maximum number of clicks** on your article and **long-term findability** in search engines.

**You only pay for what you get:** you pay a pre-determined price for each user of your article.

## Sponsored Article



We are happy to prepare a reach forecast for your chosen topic in advance!

Full article incl. **native teaser** in the text/image standard of the website.  
Displayed on mobile devices.

### SPECIFICATION

Editorial texts are newly created for you in a target group-relevant, search engine-optimised and specialist journalistic manner. The prerequisite is that the text is useful in terms of content and not promotional.

- ▶ **Marked as a sponsored article**
- ▶ **Reach package incl.:**  
We promote your sponsored article with targeted measures via suitable channels to achieve the maximum traffic for you and constantly optimise the content for Google, etc.
- ▶ **Unlimited runtime;**  
Active promotion for approx. 4 months
- ▶ **Reporting with the most important key indicators at the end of the campaign**

**from 30 € per user (mimum purchase: 100 pcs.; individually agreed upper limit possible)**



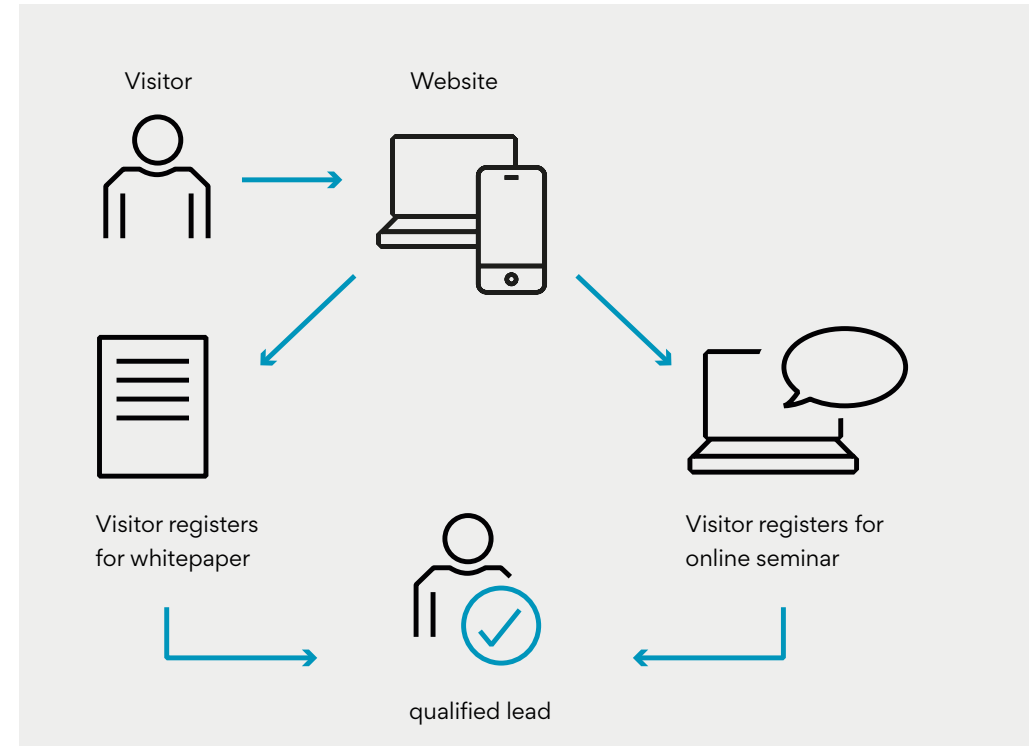
# Lead Generation

Generate **direct contacts** who have a concrete **interest** in **your topic or product** on our channels.

## Your benefit

We know what **really moves your target group**:  
We identify the appropriate **lead magnets** (**whitepaper or online seminar**).  
You can supply the content yourself or have it created by our editorial team.

- ✓ You receive qualified contacts from us – with professional campaign management, targeted advertising measures and reporting.
- ✓ GDPR-compliant: all contacts are generated strictly according to the EU GDPR and can be used for your marketing and sales communication without risk.
- ✓ Further qualification measures ("lead nurturing") can be realised on an individual basis.



# Lead Generation



We offer three types of **lead generation** individually adapted to **your needs**.

Benefit from a **credible environment**, a **high level of acceptance** and the **wide reach** of our marketing channels to address potential customers!

## Lead generation with supplied finished content

- ▶ You supply a complete whitepaper or a recording of an online seminar.
- ▶ We make the content available for download on our website and mark it as an advertisement.
- ▶ We promote your content through our channels and generate leads for you.
- ▶ We provide you with the leads.

**from € 2,890** plus Cpl\*

Runtime 4 months

## Whitepaper creation with lead generation

- ▶ We create a whitepaper on a topic that appeals to your desired target group.
- ▶ We design the whitepaper in the look & feel of our media brand without advertising messages.
- ▶ We make the whitepaper available for download on our website.
- ▶ We promote the whitepaper through our channels and generate leads for you.
- ▶ We provide you with the leads.

**from € 4,790** plus Cpl\*

Runtime 4 months

## Online seminar creation with lead generation

- ▶ We create an online seminar on a topic that appeals to your desired target group.
- ▶ We design the online seminar in the look & feel of our media brand without advertising messages.
- ▶ We make the online seminar available for download on our website.
- ▶ We promote the live date & recording via our channels and generate leads for you.
- ▶ We provide you with the leads.

**from € 6,190** plus Cpl\*

Runtime 4 months

\*Cost per lead, individually agreed

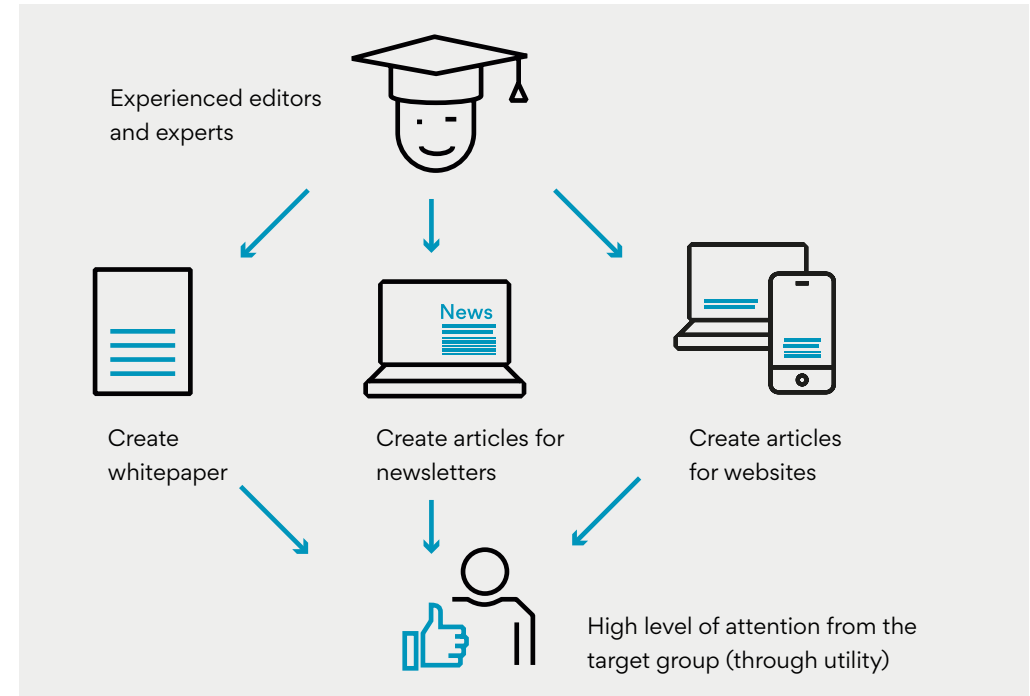
# Content Creation

## Reach your target groups with value content

Our specialist editorial teams produce content that is **relevant, credible and attention-grabbing** thanks to their in-depth understanding of readers, topics and markets. With this know-how, we develop value content for you.

Print and online, text and image, individual measures and overarching campaigns: Schlütersche handles **all the agency work** for you and creates content with which you can **influence your target group's purchasing decisions**. We are happy to advise you on suitable solutions.

- ✓ Whitepaper
- ✓ Newsletter article
- ✓ Article for websites



Price on request

# Technical Specifications and Delivery

## DELIVERING YOUR WEBSITE BANNER DATA

Please send the banner as a PNG, GIF or JPG (max. 40 kB) or as a HTML5 file (max. 400 kB) at least 7 business days before the booked publication date to [anzeigendaten-ncf@schluetersche.de](mailto:anzeigendaten-ncf@schluetersche.de)  
For HTML5 files (responsive), please deliver all banner elements in a .zip file and integrate a fallback solution for incompatible browsers.

## DELIVERING YOUR NEWSLETTER TEXT AD

Please send the text as a Word file and the image as a PNG, GIF or JPG at least 7 business days before the booked dispatch date to [anzeigendaten-ncf@schluetersche.de](mailto:anzeigendaten-ncf@schluetersche.de)

## DELIVERING YOUR NEWSLETTER BANNER DATA

Please send the data as a PNG, GIF or JPG at least 7 business days before the booked dispatch date to [anzeigendaten-ncf@schluetersche.de](mailto:anzeigendaten-ncf@schluetersche.de).  
Animated GIFs are also possible, however, they may not play correctly on all devices.

## ANLIEFERUNG IHRES ONLINE-ADVERTORIALS

Please send the following content at least 7 working days (Advertorial Basic), or 10 working days (Advertorial Premium) before the booked publication date to [anzeigendaten-ncf@schluetersche.de](mailto:anzeigendaten-ncf@schluetersche.de):

- ▶ Images in 16:9 format (image file no larger than 250 KB) as JPG, GIF or PNG incl. copyright/picture credits: 1 lead image (1075 x 605 px), further article images (900 x 640 - 1920 x 1080 px): 1 for Advertorial Basic, up to 9 for Advertorial Premium
- ▶ Text as a Word file: overline (max. 30 characters), title (max. 55 characters), teaser (max. 111 characters), article text (max. 3000 characters), if desired captions (max. 255 characters each)
- ▶ Links to external sites or articles, YouTube videos or download material as required

## DELIVERING YOUR STANDALONE NEWSLETTER

Please send the following content at least 10 business days before the booked dispatch date to [anzeigendaten-ncf@schluetersche.de](mailto:anzeigendaten-ncf@schluetersche.de):

- ▶ Subject line & headline: "Customer-Name: Headline" (total max. 68 characters incl. spaces)
- ▶ Customer logo (min. 180 px wide) + link to customer website
- ▶ Header image (600 x 250 px, JPG, PNG or GIF)
- ▶ Monothematic: 1 long text (Word file, 1400 characters incl. spaces) + link, 1 additional image optional (600 px wide, max. 250 px high, JPG, PNG or GIF)  
**or**  
Polythematic: 1 lead text (Word file, max. 400 characters incl. spaces) + link, up to 3 short articles with article image (180 x 120 px, JPG, PNG or GIF), headline (55 characters incl. spaces), text (Word file, max. 300 characters incl. spaces) + link
- ▶ Company contact details

# Technical Specifications and Delivery

## DELIVERING YOUR CONTENT FOR LEAD CAMPAIGNS

Please send the following content at least 10 business days before the agreed publication date to [anzeigendaten-ncf@schluetersche.de](mailto:anzeigendaten-ncf@schluetersche.de):

- ▶ Whitepaper (PDF, max. 6 MB) or online seminar recording (MP4, duration approx. 1 hour)
- ▶ For the landing page: 1 cover image: 1075 x 605 px (16:9), Heading (approx. 60 characters including spaces), Teaser text (max. 300 characters including spaces), introductory text (800-1000 characters including spaces)
- ▶ Optional additional material for advertising: image/logo (180 x 120 px), headline (approx. 50 characters), teaser text (approx. 300 characters), banner in Skyscraper, Medium Rectangle and/or Billboard format.

## DELIVERING YOUR RETARGETING BANNER

Please send your banner as a GIF or JPG to [anzeigendaten-ncf@schluetersche.de](mailto:anzeigendaten-ncf@schluetersche.de):

- ▶ At least one of the following formats (when delivering a billboard, please supply an additional format.):  
970 x 250 px, 728 x 90 px, 320 x 50 px, 800 x 250 px, 300 x 600 px, 320 x 480 px, 320 x 160 px, 300 x 250 px  
(the more formats that you provide us with, the bigger the potential reach of your retargeting campaign)
- ▶ Technical specifications: max. 150 KB and SSL-secure, animated advertisements must be static after 30 seconds, 3rd party (javascript or html) max. 150 KB and SSL-secure, iFrame only possible from DoubleClick

## TERMS OF PAYMENT

### Account details:

8 days after date of invoice, 2% discount, otherwise 30 days after date of invoice without deduction. Direct debit is possible.  
VAT ID no. DE 316 433 496

### Bank details

Bank details for advertising and sales invoices:  
Commerzbank Hannover  
IBAN no.: DE21 2504 0066 0331 8961 00  
BIC: COBADEFFXXX

We have even more to offer!  
Discover the Schlütersche  
media group portfolio.



# Portfolio



# Strong brands under one roof

## Animal Health

Our media reaches the entire practice from vet to veterinary assistant: trade magazines are supplemented by online portals, e-learning offers and a job market.

129,100 ..... Impressions<sup>1</sup>  
 6,100 ..... Newsletter recipients<sup>2</sup>  
 70,402 ..... Readers<sup>3</sup>

**2** Homepages  
**2** Newsletters  
**5** Magazines

Kleintierpraxis  
 News 4 Vets  
 Tierisch dabei  
 Deutsches Tierärzteblatt  
 Der praktische Tierarzt

[www.vetline.de](http://www.vetline.de)  
[tfa-wissen.de](http://tfa-wissen.de)

## Construction

Current insights into the construction industry, always very close to the industry: we provide decision-makers with the knowledge base for management and investment.

17,930 ..... Impressions<sup>1</sup>  
 8,500 ..... Newsletter recipients<sup>2</sup>  
 110,860 ..... Readers<sup>3</sup>

**1** Homepages  
**4** Newsletters  
**4** Magazines

Asphalt & Bitumen  
 Die Schweizer Baustoffindustrie  
 Steinbruch und Sandgrube  
 Straßen und Tiefbau  
[www.baunetzwerk.biz](http://www.baunetzwerk.biz)

## Trade

With our media, we offer tradespeople valuable practical knowledge. Readers<sup>3</sup> and users receive the latest industry news in print and digital form for business management and investment decisions.

198,800 ..... Impressions<sup>1</sup>  
 8,500 ..... Newsletter recipients<sup>2</sup>  
 110,860 ..... Readers<sup>3</sup>

**1** Homepages  
**2** Newsletters  
**2** Magazines

Genau  
 Norddeutsches Handwerk

[www.handwerk.com](http://www.handwerk.com)

## Motor Vehicles and Mobility

Knowledge for all those who are mobile: this is available in our magazines amz, AutoRäderReifen and bfp. The annual bfp FORUM brings together decision-makers and experts from the industry.

194,900 ..... Impressions<sup>1</sup>  
 14,400 ..... Newsletter recipients<sup>2</sup>  
 65,613 ..... Readers<sup>3</sup>

**3** Homepages  
**3** Newsletters  
**3** Magazines

amz - Die Aftermarketzeitschrift  
 AutoRäderReifen-Gummibereifung  
 bfp - FUHRPARK & MANAGEMENT  
[www.amz.de](http://www.amz.de)  
[www.gummibereifung.de](http://www.gummibereifung.de)  
[www.fuhrpark.de](http://www.fuhrpark.de)

## Industry

Everything for industry: whether aluminium, sheet metal or plastics – our trade media provide comprehensive information on developments and trends in magazines and online portals.

109,600 ..... Impressions<sup>1</sup>  
 13,500 ..... Newsletter recipients<sup>2</sup>  
 81,607 ..... Readers<sup>3</sup>

**6** Homepages  
**9** Newsletters  
**6** Magazines  
**8** LinkedIn profiles

Blech Protector  
 K Zeitung Konstruktion und Entwicklung  
 NC Fertigung International Aluminium Journal  
[www.aluminium-journal.de](http://www.aluminium-journal.de) [www.blechonline.de](http://www.blechonline.de)  
[www.k-zeitung.de](http://www.k-zeitung.de) [www.ncfertigung.de](http://www.ncfertigung.de)  
[www.protector.de](http://www.protector.de) [www.konstruktion-entwicklung.de](http://www.konstruktion-entwicklung.de)

<sup>1</sup> Source Google Analytics, monthly cumulative average 07/2022-06/2023

<sup>2</sup> Cumulated per dispatch, as of July 2023

<sup>3</sup> Cumulative printed copies per issue, as of June 2023



# Everything for your online presence



*Coco makes digital communication simple*

## Your Marketing Cockpit

COCO combines relevant communication channels and functions in one marketing system. The all-in-one approach makes it possible to create content centrally and publish it with one click, adapted to the respective channel.



Be visible with your website



Maintain contacts via social media profiles



Grow with your online ads

*We have everything you need*

## Your all-inclusive experience

- ✓ Build your digital channels with COCO.
- ✓ With COCO, you communicate with your target group.
- ✓ With COCO, you generate reach.



Website construction kit



Social media management



Google Business



Newsletters



Online ads

We are also happy to support you with your project. Many different services are available to you for this purpose.

Visit us for more information at

[www.coco.one](http://www.coco.one)



# Contact

# We Are Here For You!



Florian Gollinger  
Advertising Manager

[florian.gollinger@schluetersche.de](mailto:florian.gollinger@schluetersche.de)  
0821 319880-32



Stephan Knauer  
Media Consultant

[stephan.knauer@schluetersche.de](mailto:stephan.knauer@schluetersche.de)  
0821 319880-19



Harald Klieber  
Editor-in-Chief

[harald.klieber@schluetersche.de](mailto:harald.klieber@schluetersche.de)  
0821 319880-31



Rüdiger Kroh  
Editor-in-Chief

[ruediger.kroh@schluetersche.de](mailto:ruediger.kroh@schluetersche.de)  
0821 319880-18

# Contact

## Editor and publisher

Schlütersche Fachmedien GmbH  
A company of the Schlütersche Mediengruppe  
Address: Gögginger Straße 105a, 86199 Augsburg  
Phone +49 (0)821 319880-0  
Fax +49 (0)821 319880-80  
[vg-augsburg@schluetersche.de](mailto:vg-augsburg@schluetersche.de)  
[nc-fertigung.de](mailto:nc-fertigung.de)

## Reader/subscription service

[vertrieb@schluetersche.de](mailto:vertrieb@schluetersche.de)  
Phone +49 (0)511 8550-8822

## Print data

Send data to  
[anzeigendaten-ncf@schluetersche.de](mailto:anzeigendaten-ncf@schluetersche.de)

All prices plus VAT.

Our GTC