

Media information 2024



VDMA MAGAZIN





Title profile

Brief description

The VDMA MAGAZIN is the information source of the German mechanical and plant engineering industry. Its readers include shareholders, directors and the extended management of companies in this sector. Since 2023, there has been an English edition (400 copies), which is distributed to the English-speaking readership.

Memberships

German Audit Bureau of Circulation (IVW e. V.)

Journal

Official journal of the German Mechanical Engineering Industry Association (Verband Deutscher Maschinen- und Anlagenbau e. V., VDMA), Frankfurt am Main

Publisher

VDMA, Frankfurt am Main

Volume

103rd volume, 2024

Frequency of publication

Six times per year

Schedule

See appendix

Subscription price

Exclusively for VDMA members

Cover image

Shutterstock

General terms and conditions

www.vdma-verlag.com/home/impressum.html

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Circulation and distribution analysis

Scope analysis	2022 = 6 issues
Magazine format	210 x 280 mm
Total scope	338 pages = 100%
Editorial part	290 pages = 86%
Advertisements	48 pages = 14%

of which internal advertisements
by the publishing house: 7 pages

Number of supplements 6 pieces

Content analysis of the editorial part	2022 = 290 pages
Association information	73 pages = 25%
Focus topics	76 pages = 26%
Markets	55 pages = 19%
Management	43 pages = 15%
Research, innovation	43 pages = 15%

Circulation control



Circulation analysis Copies per issue,
annual average
(July 1, 2022 to June 30, 2023)

Print run	6,810
Qualified circulation	6,584 of which abroad: 579
Paid circulation	5,484 of which abroad: 579
– Subscribed copies:	5,484 distributed to members: 5,484
– Other sales:	–
– Single copy sales:	–
Free copies	1,100
Residual, archive and sample copies	226

Geographical distribution analysis

Economic area	Share of qualified circulation	
	%	Copies
Germany	91,2	6,005
Abroad	8,8	579
Qualified circulation	100	6,584



Circulation (third quarter 2023)

Print run: 6,560 copies
Qualified circulation: 6,349 copies

Magazine format 210 mm wide, 280 mm high
Printing space: 179 mm wide, 242 mm high

Printing and binding method, print documents

Offset printing, perfect binding, print-ready PDF file plus bleed and crop/registration marks.

Deadlines See "Topics and deadlines"

Publishing house VDMA Services GmbH
Address: Lyoner Str. 18, 60528 Frankfurt am Main
Postal address: Postfach 710864, 60498 Frankfurt am Main
Advertising dept.: Phone: +49 69 6603-1552/ or 1559
Email: verlag@vdma.org

Payment conditions

Payment is due (net only) within 14 days of receipt of invoice (no cash discount deductions permitted)

Bank details: Deutsche Bank AG
IBAN DE08 5007 0010 0094 3563 00,
BIC DEUTDEFF

Advertisement formats and prices in €

Please send the print PDF in german and english language.

The applicable VAT rate is to be added to all prices:

Format	Columns	W x H (mm)	Base price four-color
Full page	3	179 x 242	€5,860
2/3 portrait	2	117 x 242	€4,410
2/3 landscape	3	179 x 170	€4,410
1/2 portrait	1.5	87 x 242	€4,000
1/2 landscape	3	179 x 122	€3,590
Junior page		117 x 170	€4,150
1/3 portrait	1	56 x 242	€2,780
1/3 landscape	3	179 x 81	€2,780
1/4 landscape	3	179 x 60	€2,390
1/8 landscape	3	179 x 29	€1,730
Second cover page		210 x 280	€6,370
Third cover page		210 x 280	€6,050
Fourth cover page		210 x 280	€6,650

Job advertisements and advertorials are not permitted.
Cover pages only as fixed bookings without a right of withdrawal.

Surcharges

for trimming and placing no longer apply

Classified advertisements

Not possible

Special advertising forms

Fold-out cover, four-color

€9,600

Discounts (if purchased within one insertion year)

Frequency discount rate

Published 3 times 3%

Published 6 times 5%

Quantity discount rate

3 pages 5%

6 pages 10%

Bound inserts

2 pages

€6,000

4 pages

€7,000

(discount based on full-page advertisement)

Required delivery quantity

7,000 copies

Formats: Max. 210 x 280 mm, custom formats must be coordinated with the production department of the publishing house prior to production

Bleeds: Head, foot and side bleeds, 6 mm each

Samples: 5 production samples are required for technical approval before production

Supplements (loose)

Up to 25 g

€6,000

Up to 50 g

€7,000

(discount based on full-page advertisement)

Required delivery quantity

7,000 copies

Formats: Max. 210 x 280 mm, custom formats must be coordinated with the production department of the publishing house prior to production

Bleeds: Head, foot and side bleeds, 6 mm each

Samples: 5 production samples are required for technical approval before production

Glued-on advertising media

Supplement price as specified above, plus costs for technical processing (gluing costs)

Postcards

€2,300

Product samples on request (after sending in a sample)

Required delivery quantity

7,000 copies

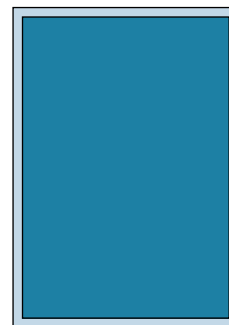
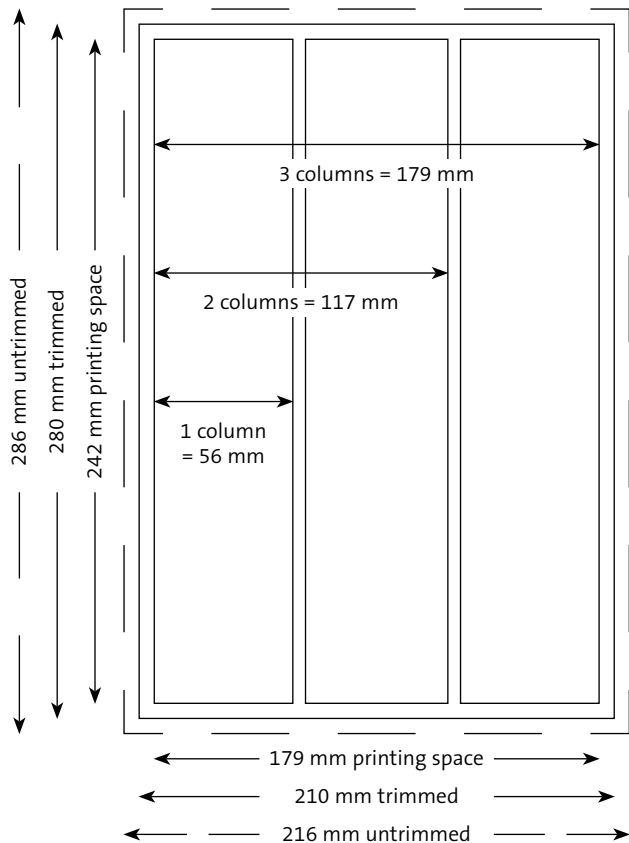
Delivery address for supplements

oeding print GmbH

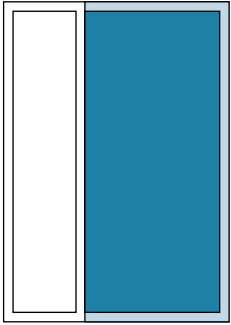
Erzberg 45

38126 Braunschweig

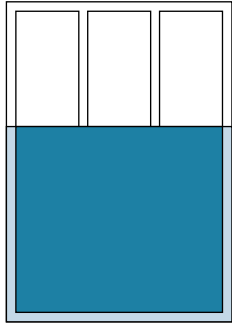
Phone: +49 0531 480150



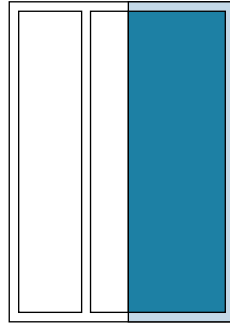
Full page:
P: 179 x 242 mm
T: 210 x 280 mm



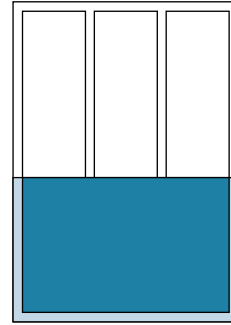
2/3 page portrait:
P: 117 x 242 mm
T: 129 x 280 mm



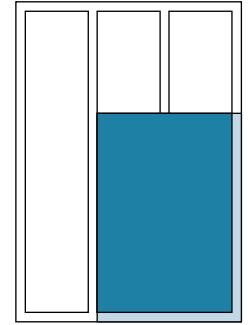
2/3 page landscape:
P: 179 x 170 mm
T: 210 x 188 mm



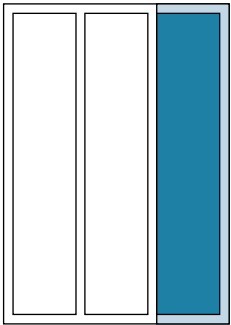
1/2 page portrait:
P: 87 x 242 mm
T: 99 x 280 mm



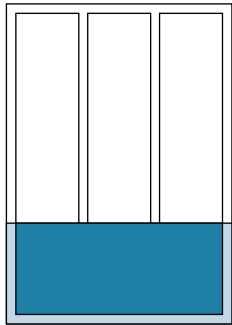
1/2 page landscape:
P: 179 x 122 mm
T: 210 x 140 mm



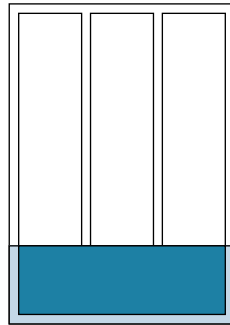
Junior page:
P: 117 x 170 mm
T: 129 x 188 mm



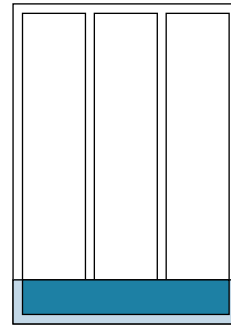
1/3 page portrait:
P: 56 x 242 mm
T: 68 x 280 mm



1/3 page landscape:
P: 179 x 81 mm
T: 210 x 99 mm



1/4 page landscape:
P: 179 x 60 mm
T: 210 x 77 mm



1/8 page landscape:
P: 179 x 29 mm
T: 210 x 47 mm



Issue	Deadlines	Focus topic
01/02 February	Publication date: Feb. 5, 2024 Closing date: Jan. 11, 2024	Technologies for global health The demand for medicines continues to rise unabated. With its highly specialised technologies, pharmaceutical engineering makes an important contribution to the treatment of diseases, the fight against pandemics and the worldwide supply of medicines.
03/04 April	Publication date: Apr. 4, 2024 Closing date: Mar. 7, 2024	Manufacturing-X Manufacturing-X is a joint initiative of business, politics and science. The aim is to create a federated data space for Industrie 4.0 that is sovereignty-preserving and trust-based in order to systemically fulfill regulatory data exchange obligations and enable digital value-added services in a scalable manner.
05/06 June	Publication date: Jun. 4, 2024 Closing date: May 3, 2024	CSRD – Sustainability reporting requirements In Germany alone the Corporate Sustainability Reporting Directive (CSRD) obliges 15,000 companies instead of 500 so far to report comprehensively on environmental (E), social (S) and governance (G) issues. How are companies in the mechanical and plant engineering sector tackling this challenge?

Please send your print documents in german and english language by the closing date.



Issue	Deadlines	Focus topic
07/08 August	Publication date: Closing date:	<p>Aug. 5, 2024 Jul. 11, 2024</p> <p>Carbon Management & Removal – a step toward a climate-neutral future In many industrial processes, CO₂ cannot be avoided even in the long term. Viewing CO₂ as a raw material rather than a waste product, capturing and storing it, and establishing an effective CO₂ circular economy: That is the goal of Carbon Management & Removal.</p>
09/10 October	Publication date: Closing date:	<p>Oct. 1, 2024 Sept. 5, 2024</p> <p>Electrification of mobile machines The importance of electric drives is not only increasing in the automobile. Mobile machines are also facing a transformation. What is the impact of electrification, how are they driven, and what are the key challenges?</p>
11/12 December	Publication date: Closing date:	<p>Dec. 2, 2024 Nov. 7, 2024</p> <p>Mano a Mano – Europeanisation as an opportunity for mechanical engineering Geopolitical changes make it more important to ensure a unified and strong economic area in Europe. European mechanical engineering is an important pillar for the entire single market and a driver of productivity and prosperity.</p>

Please send your print documents in german and english language by the closing date.



In order to accept and process digital advertisements / print documents without any issues, the following conditions must be met:

Order form

Alongside the corresponding file designation, we need an order and print-outs (contract proofs for color advertisements) with the necessary information for every data carrier or file transfer. The closing date for submissions and the deadline for print documents specified in the media information also apply for advertisements submitted in digital form (see “Topics and deadlines” in AMF document).

Data transfer in PDF format

The data must always be provided as a print-ready PDF with bleed, crop and registration marks. Please observe the safe area of texts and objects to the edge. This should be at least 4 mm. To ensure an optimum production process, we require a PDF of version 1.3 or higher. PDF/X data can also be processed. We cannot guarantee the correct reproduction of older versions.

The following profile must be used: PSO uncoated v3

Images: 300 dpi

B/W bitmaps: 1,200 dpi

All components must be saved in CMYK mode.

Any special colors must be converted beforehand. All fonts used must be embedded. A print or proof of the advertisement is essential for further inspection.

Data transmission

- E-Mail / FTP
- Data compression: .sit or .zip

Fonts

All used fonts and font styles must be included in the submitted PDF.

Color advertisements / samples / proofs

A binding print-out is required for every page that is to be exposed. A contract proof is essential for printing advertisements. Print-outs from color photocopiers are not contract proofs!

Prices

The inspection of the submitted files for completeness is free of charge. Incorrect exposures due to incomplete or defective files, wrong settings or incomplete information will be charged. The same applies for additional typesetting or lithographic work and for creating missing proofs.

Hourly rate for desktop publishing work:

Detected file errors will be processed if possible when desired by the customer and after discussing the effort required for this. Such interventions are billed at €90 per hour.

Other services

All prepress work, upon request.

Guarantee

Only what is in the submitted PDF can be exposed. The publishing house accepts no liability for deviations in texts, images and, in particular, colors. There is no guarantee for advertisements printed without a contract proof.

We assume that the files submitted and transferred to us are copies and accept no liability for their safekeeping.

