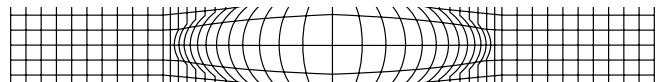


VDI-Z

Media Information 2017

Integrated Production in Manufacturing
Machine Tools – Tools – CAD/CAM – Automation – Quality Assurance



Brief Description

The “VDI-Z Integrierte Produktion” deals in a practical manner with all aspects of the production process, but tends to concentrate on engineering and automotive manufacturing. Along with manufacturing processes and production technology its editorial content also covers development/construction, quality assurance, assembly and IT support (CAD/CAM, ERP/SCM).

Target Group

Engineers responsible for budgeting and operations in the fields of engineering and automotive manufacturing and electronics or electrical engineering. This includes 11,005 members of the VDI Society for Production Engineering.

Advertisers

Manufacturers and suppliers dealing with production engineering, machine tools, precision tools, sheet-metal processing and forming, laser applications, assembly and operating procedures, manufacturing automation, measuring machines, quality assurance, computer aided processes.

Publishing Society

Official journal of the VDI Society Production and Logistics (GPL)

Year of Publication

159th year 2017

Circulation (IVW audited)

Press run: 12,578 copies

Distributed circulation: 12,250 copies

Subscribed circulation: 11,612 copies

Advertising Prices

1/1 page b/w	€	4,896.00
1/1 page 4c	€	6,156.00
1/2 page b/w	€	2,448.00
1/2 page 4c	€	3,708.00
1/4 page b/w	€	1,224.00
1/4 page 4c	€	2,484.00
Surcharge for bleed adverts:	€	100.00

Page Size

Trim size: width 210 mm, height 297 mm

Trim allowance: 3 mm all trimmed sides

Type area: width 185 mm, height 270 mm

Publication Frequency

11 issues in 2017 (including SPECIALS)

Closing and Publication Dates

Issue	Closing Date (reservations)	Publication Date
1/2	27 January	22 February
3	20 February	13 March
4	14 March	12 April
5	4 April	27 April
I	26 April	22 May
6	16 May	12 June
7/8	12 July	9 August
II	28 July	25 August
9	16 August	12 September
10	5 September	29 September
11	4 October	2 November
12	20 October	17 November

Specials I+II: Precision Tools;

Closing Date (materials):

4 working days after closing date of reservation.

Printing Material

Electronic data (plus colour proof by mail): preferably eps-files or high-end pdf-files; also possible: QuarkXPress, InDesign, PageMaker, Freehand, Illustrator, CorelDraw, Photoshop

Discounts for Publication within 1 Year

by frequency		by volume	
3 advertisements	3 %	3 pages	5 %
6 advertisements	5 %	6 pages	10 %
9 advertisements	10 %	9 pages	15 %
12 advertisements	15 %	12 pages	20 %

Terms of Payment

14 days from the date of the invoice.

For payment in advance or by credit transfer: 2% discount.

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