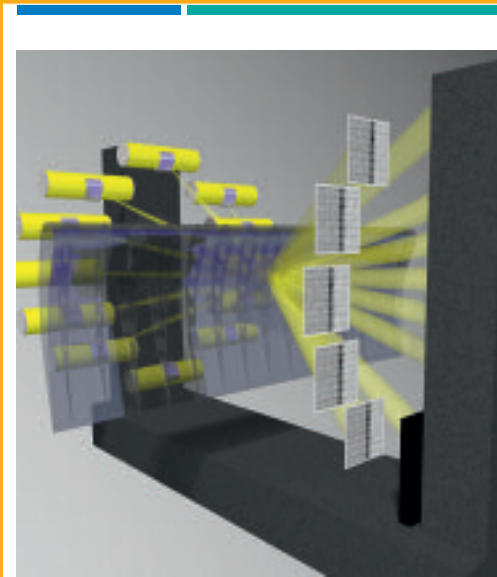


Materials Testing

Materialprüfung

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Materials and Components, Technology and Application



YXLON CT-Lösungen mit Laminographie

HANSER

Media Kit 2012

Materials Testing is the only German-English language journal dealing with aspects of material and component testing in industrial application, in test laboratories and research. The magazine provides information on non-destructive, destructive, optical, physical and chemical test procedures, about the transferability of test results when scaling up from samples to components and from laboratory conditions to full-scale operation. It contains formative, exclusive articles by experts with international reputations. **Materials Testing** publishes news from research agencies, technical associations and the materials testing sector and also reports on new and further developments in the industry.

Materials Testing works closely with the Federal Institute for Material Research and Testing (Bundesanstalt für Materialforschung und -prüfung – BAM) Berlin, and technical organizations such as the DGZfP and DVM.

Advertisement Pricelist No. 39 Valid from 1 October 2011

1 Circulation	Print run: average number of distributed copies per issue:	1,300 1,161	5 Publishing house	Carl Hanser Verlag GmbH & Co. KG Kolbergerstr. 22, 81679 Munich/Germany Advertisement manager: Hermann J. Kleiner Tel.: +49 89 99830-221, kleiner@hanser.de Advertisement planning: Annette Anthony Tel.: +49 89 99830-218, anthony@hanser.de
2 Magazine format	DIN A4, 210 x 297 mm (width x height) Type area: 175 x 250 mm (width x height) 4 columns à 41 mm width		6 Terms of payment	30 days net. 2% discounts for payments made within 8 days after receipt of invoice. Place of payment: Munich. Bank details: Postbank Munich Acct no. 77 97 46 800, bank code 700 100 80
3 Printing method	Offset / adhesive bond			
4 Publication	10 issues per year Advertising deadline: see editorial schedule			

7 Advertisement rates and formats (in € / Euro)

Format	Width x height (in mm)	Basic rate b/w	2c	3c	4c
Titlepage	146 x 190				3,190.--
1/1 page	175 x 250	2,250.--	2,610.--	2,970.--	3,330.--
1/2 page	85 x 250 175 x 122	1,140.--	1,320.--	1,500.--	1,680.--
Junior page	122 x 175	1,420.--	1,600.--	1,780.--	1,960.--
1/3 page	55 x 250 175 x 80	780.--	960.--	1,140.--	1,320.--
1/4 page	85 x 122 41 x 250 175 x 58	580.--	760.--	940.--	1,120.--
1/8 page	85 x 58 175 x 28	295.--	475.--	655.--	835.--

8 Surcharges	Charged on the basic rates b/w		12 Combination discounts	With simultaneous advertising orders for several technical journals from the publisher, a combina- tion discount will be granted. Rates are available on request.
8.1 Position surcharges	2nd and 4th cover page 3rd cover page and fixed placements	20% 10%	13 Fixed inserts	2 pages € 2,680.-- } paper weight 4 pages € 3,820.-- } up to 130 g/m ²
8.2 Color surcharges <small>(No discounts on color surcharges)</small>	Per color (European scale): 1/1 page 1/2 page 4 colors (European scala): 1/1 page 1/2 page Spot color on request	€ 360.00 € 180.00 € 1.080.00 € 540.00	14 Loose inserts	On request
8.3 Special size surcharge	Special sizes on request		15 Insert stickers	On request
9 Classified ads	Directory of suppliers Per line and catchword	€ 6.--	16 Technical details / handling	ask for our factsheet "electronically transmitted materials for printing"
10 Ad specials	On request		All advertising transactions are governed by our terms and conditions.	
11 Special discounts	Frequency Discounts Discounts on basic rates (b/w) for bookings within a 12-month period: 3 adverts 6 adverts 8 adverts <hr/> 5% 10% 15%			
	Volume discounts Discounts on basic rates (b/w) for bookings within a 12-month period: 2 pages 4 pages 8 pages <hr/> 5% 10% 15%			

Issue	Dates	Main Themes	Trade Fairs / Conferences
1 January	Publication date: 02.01.2012 Advertisement closing date: 24.11.2011	Component testing, mechanical-technological testing, fracture mechanics, operating endurance, modelling and simulation, non-destructive testing	
2 February	Publication date: 01.02.2012 Advertisement closing date: 22.12.2011	Testing of materials in joints, Component testing, mechanical-technological testing, specific values, non-destructive testing	
3 March	Publication date: 01.03.2012 Advertisement closing date: 31.01.2012	Mechanical-technological tests, fracture mechanics, operating endurance, modelling and simulation, metallography	
4 April	Publication date: 02.04.2012 Advertisement closing date: 01.03.2012	Non-destructive testing: ultrasonic and X-ray testing, eddy current tests, optical testing, image processing, mechanical-technological testing, component testing, fracture mechanics	18th World Conference on NDT , Durban/South Africa, 16.-20. Apr 2012 Hanover Messe , Hanover, 23.-27. Apr 2012 DVM-Tag 2012 - Multimaterialsysteme , Berlin, 25.-27. Apr 2012 (DVM)
5 May	Publication date: 30.04.2012 Advertisement closing date: 27.03.2012	Testing of materials in joints: mechanical-technological testing, crack testing, fracture mechanics, operating endurance testing	Control , Stuttgart, 08.-11. May 2012 (Neue Messe Stuttgart) SENSOR + TEST , Nuremberg, 22.-24. May 2012 (AMA)
6 June	Publication date: 01.06.2012 Advertisement closing date: 27.04.2012	Non-destructive testing, mechanical-technological testing, special areas of material testing	automotive testingexpo europe , Stuttgart, 12.-14. Jun 2012 (UKIP Media & Events)
7-8 July/ August	Publication date: 16.07.2012 Advertisement closing date: 14.06.2012	Operating endurance, damage incident analysis, ultrasonic and X-ray testing, testing of materials in joints, test laboratories as service providers	
9 September	Publication date: 03.09.2012 Advertisement closing date: 01.08.2012	Mechanical-technological testing, non-destructive testing, optical testing, metallography, image processing, modelling and simulation, special areas of material testing	DVS Congress 2012 Große Schweißtechnische Tagung , Saarbrücken, 17.-18. Sept 2012 (DVS) DACH-Jahrestagung , Graz/A, 17.-19. Sept 2012 (DGZfP, ÖGfZP, SGZP)
10 October	Publication date: 01.10.2012 Advertisement closing date: 30.08.2012	Component testing, fracture mechanics, operating endurance, environment simulation, non-destructive specific material-related testing	2012 IEEE International Ultrasonics Symposium , Dresden, 07.-10. Oct 2012 (IEEE) 39. Tagung des DVM-Arbeitskreises Betriebsfestigkeit Werkstoffe und Fügeverfahren - Neue Herausforderungen für die Betriebsfestigkeit , Paderborn, 10.-11. Oct 2012 (DVM) 68. Härterei-Kolloquium , Wiesbaden, 10.-12. Oct 2012 (AWT) MATERIALICA , Munich, 23.-25. Oct 2012 (MunichExpo)
11-12 November	Publication date: 15.11.2012 Advertisement closing date: 15.10.2012	Non-destructive testing, mechanical-technological testing, damage incident analysis, special areas of material testing	

Readership Analysis

Audited distribution



Circulation analysis

Average number of copies per issue (1 July 2010 - 30 June 2011)

Print run	1,300
Number of distributed copies	1,161
Subscribers	568

Analysis of geographical distribution

Regions	Proportion of total circulation	
	%	Copies
Germany	83.0	960
Other countries	17.0	201
Number of distributed copies	100.0	1,161

Position in organisation

	Proportion of total circulation	
	%	Copies
Company management	47.0	450
Research, development, design	12.0	120
Production, quality assurance	34.0	330
Commercial administration	6.0	60
Miscellaneous	1.0	10
Rounding difference		-10
Germany	100.0	960
Other countries		201
Number of distributed copies		1,161

Branch of industry

Recipient groups (classified by industry/trade)	Proportion of total circulation	
	%	Copies
Manufacturing industry	80.0	770
Thereof:		
Chemical industry	6.0	60
Processing and production of rubber and plastic goods	8.0	80
Metal production and processing, mechanical engineering, automotive industry	52.0	500
Electrical engineering, electronics	9.0	90
Measuring, control and regulating systems, fine mechanics, optics	9.0	90
Industrial services	17.0	160
Including: Engineering firms, -consultants, testing laboratories and -institutes		
Miscellaneous	3.0	30
Rounding difference		-
Germany	100.0	960
Other countries		201
Number of distributed copies	100.0	1,161

Size of organisation

	Proportion of total circulation	
	%	Copies
Up to 20 employees	14.0	130
20 - 99 employees	9.0	90
100 - 199 employees	12.0	120
200 - 499 employees	26.0	250
More than 500 employees	39.0	370
Miscellaneous	-	-
Rounding difference		-
Number of distributed copies (Germany)	100.0	960

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