



2012

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Qualitätsmanagement  
in Industrie und Dienstleistung

## Qualität und Zuverlässigkeit

AUSGEREIFT

Was MES zur  
Qualitätssicherung  
beitragen können

Seite 38

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VERPFLICHTET

Weshalb die Führung  
letztlich verantwortlich  
für die Qualität ist

Seite 14

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GETESTET

Wie Bauteile mittels  
Datenanalyse exakt  
gecheckt werden

Seite 24

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BESTIMMT

Wie Sensoren die  
Waferdicke messen

Seite 56

### CAQ für Automobilzulieferer

Produkt- und Prozessdaten ganzheitlich managen – für Exzellenz  
in Produktion und Kundenbeziehungen



■ Schnittmodell eines Rußpartikelfilters  
TWINTEC Technologie GmbH  
BabtecCAQ-Anwender seit 2008

TIPP!

Große Aktion  
zur Control im  
Beihefter

Organ der

DGQ

Deutsche Gesellschaft  
für Qualität

BESUCHEN SIE UNS

Control 2012 | 03. – 06. Mai

Stuttgart | Halle 5, Stand 5230

zukunft.babtec.de

BABTEC.

HANSER

# Media Kit

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# 2012

**QZ** is the premier specialist journal on the subject of Quality Management in the industry and service sector. It provides practice-based information across all branches of industry for quality experts on subjects such as quality systems and methods, applicable standards, product liability, CAQ software, measurement and testing technology and the latest trends and career opportunities.

As a subscription magazine with the most paid circulation in the competitive environment, **QZ** reaches an exclusive readership positioned within the middle to top management sector. Providing practically-oriented technical articles and product reports, **QZ** helps keep readers abreast of the latest trends and developments. With varied and interesting reports, interviews and comment, **QZ** provides valuable orientation in the professional environment.

# Advertisement Pricelist No. 38 Valid from 1 October 2011

**1 Circulation** Print run: **18,433**  
 average number of distributed copies per issue: **18,169**  
 thereof subscribers: **10,753**

**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

**3 Printing method** Offset / adhesive bond

**4 Publication** monthly  
**Advertising deadline:** see editorial schedule

**5 Publishing house** Carl Hanser Verlag GmbH & Co. KG  
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**6 Terms of payment** 30 days net. 2% discounts for payments made within 8 days after receipt of invoice.  
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**7 Advertisement rates and formats (in € / Euro). Discounts on b/w- and colored ads**

Format	Color	Width x height (in mm)	1 advert	2 pages 3 adverts 5%	5 pages 6 adverts 10%	8 pages 9 adverts 15%
Titlepage	4 colors	148 x 193	6,480.00			
1/1	1 color, black/white	175 x 250	4,090.00	3,885.50	3,681.00	3,476.50
	2 colors		4,700.00	4,465.00	4,230.00	3,995.00
	3 colors		5,310.00	5,044.50	4,779.00	4,513.50
	4 colors		5,920.00	5,624.00	5,328.00	5,032.00
Junior page	1 color, black/white	122 x 175	2,330.00	2,213.50	2,097.00	1,980.50
	2 colors		2,670.00	2,536.50	2,403.00	2,269.50
	3 colors		3,010.00	2,859.50	2,709.00	2,558.50
	4 colors		3,350.00	3,182.50	3,015.00	2,847.50
1/2	1 color, black/white	85 x 250 or 175 x 122	2,080.00	1,976.00	1,872.00	1,768.00
	2 colors		2,400.00	2,280.00	2,160.00	2,040.00
	3 colors		2,720.00	2,584.00	2,448.00	2,312.00
	4 colors		3,040.00	2,888.00	2,736.00	2,584.00
1/3	1 color, black/white	55 x 250 or 175 x 80	1,410.00	1,339.50	1,269.00	1,198.50
	2 colors		1,730.00	1,643.50	1,557.00	1,470.50
	3 colors		2,050.00	1,947.50	1,845.00	1,742.50
	4 colors		2,370.00	2,251.50	2,133.00	2,014.50
1/4	1 color, black/white	85 x 122, 41 x 250 or 175 x 58	1,060.00	1,007.00	954.00	901.00
	2 colors		1,280.00	1,216.00	1,152.00	1,088.00
	3 colors		1,500.00	1,425.00	1,350.00	1,275.00
	4 colors		1,720.00	1,634.00	1,548.00	1,462.00
1/8	1 color, black/white	85 x 58 or 175 x 28	560.00	532.00	504.00	476.00
	2 colors		780.00	741.00	702.00	663.00
	3 colors		1,000.00	950.00	900.00	850.00
	4 colors		1,220.00	1,159.00	1,098.00	1,037.00

**8 Surcharges**

**8.1 Position surcharges** 2nd and 4th cover page 20%  
 3rd cover page and fixed placements 10%

**8.2 Special size surcharge** Special sizes on request

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5%	10%	15%

**12 Combination discounts** With simultaneous advertising orders for several technical journals from the publisher, a combination discount will be granted. Rates are available on request.

**13 Fixed inserts** 2 pages € 4,560.-- } paper weight  
 4 pages € 6,930.-- } up to 130 g/m²

**14 Loose inserts** On request

**15 Insert stickers** On request


**16 Technical details / handling** ask for our factsheet  
 "electronically transmitted materials for printing"

All advertising transactions are governed by our terms and conditions.

## Regular Themes and Columns – The Focal Points of Every Issue

**On quality management:** QZ provides topical reporting from across every sector of industry on the subjects of **QM systems, QM methods, processes, ISO standards and legislation, certification, qualification and training.** Its regular **CAQ column** provides useful information for readers in every edition of QZ on software applications and new software products. The **News section** brings you the very **latest from the world of Quality Management**, provides useful information on important **events and dates for the diary**, as well as the latest specialist literature. QZ regularly publishes **Quality Management-related forums and studies** from wide-ranging sectors of industry.

**On measurement and testing:** This field covers the entire area of **test methodology** and **manufacturing metrology**, in particular relating to **quality assurance.** Regular topics include dimensional measurement, material testing, measurement and testing of surfaces, form, function, position, location, completeness etc., and the relevant processes, technologies and applications: **No-contact optical and tactile measurement and testing techniques, destructive / non-destructive test methods, and mechanical measuring and monitoring equipment.**

Issue	Closing Dates	Main Themes	Trade Fairs / Conferences
<b>1</b> January	Publication: 05. Jan 12 Advertisement: 05. Dec 11 Editorial: 15. Nov 11	<ul style="list-style-type: none"> <li>• <b>QM-Systems/Methods/Software (CAQ, MES, BPM)</b></li> <li>• <b>Measuring and testing</b></li> </ul> Dimensional metrology, coordinate metrology, shape- and surface measurement, materials testing	
<b>2</b> February	Publication: 09. Feb 12 Advertisement: 12. Jan 12 Editorial: 16. Dec 11	<ul style="list-style-type: none"> <li>• <b>QM-Systems/Methods/Software (CAQ, MES, BPM)</b></li> <li>• <b>Measuring and testing</b></li> </ul> Machine vision, optical metrology and testing	<b>METAV</b> , Duesseldorf, 28.Feb - 03.Mar 12
<b>3</b> March	Publication: 01. Mar 12 Advertisement: 01. Feb 12 Editorial: 13. Jan 12	<ul style="list-style-type: none"> <li>• <b>QM-Systems/Methods/Software (CAQ, MES, BPM)</b></li> <li>• <b>Measuring and testing</b></li> </ul> Industrial focus: Quality assurance in medical technology. Optical metrology and testing, shape- and surface measurement, dimensional metrology	<b>CeBIT</b> , Hanover, 06.-10. Mar 12 <b>MEDTEC Europe</b> , Stuttgart, 13.-15. Mar 12
<b>4</b> April	Publication: 02. Apr 12 Advertisement: 02. Mar 12 Editorial: 14. Feb 12	<ul style="list-style-type: none"> <li>• <b>QM-Systems/Methods/Software (CAQ, MES, BPM)</b></li> </ul> Industrial focus: Automotive and suppliers industry Focus MES (Manufacturing Execution Systems), Market Report <ul style="list-style-type: none"> <li>• <b>Measuring and testing</b></li> </ul> Dimensional metrology, coordinate metrology, Optical metrology and testing, shape- and surface measurement, materials testing	<b>Hanover Fair</b> , 23.-27. Apr 12
<b>5</b> May	Publication: 25. Apr 12 Advertisement: 22. Mar 12 Editorial: 01. Mar 12	 <b>Exhibition issue for Control</b>	<b>Control</b> , Stuttgart, 08.-11. May 12 <b>SENSOR + TEST</b> , Nuremberg, 22.-24. May 12 <b>AUTOMATICA</b> , Munich, 22.-25. May 12 <b>OPTATEC</b> , Frankfurt a.M., 22.-25. May 12
<b>6</b> June	Publication: 01. Jun 12 Advertisement: 02. May 12 Editorial: 12. Apr 12	<ul style="list-style-type: none"> <li>• <b>QM-Systems/Methods/Software (CAQ, MES, BPM)</b></li> </ul> Industrial focus: Automotive and suppliers industry Focus BPM (Business Process Management), Market Report <ul style="list-style-type: none"> <li>• <b>Measuring and testing</b></li> </ul> Machine vision, components, systems and application of optical technologies	<b>automotive testingexpo europe</b> , Stuttgart, 12.-14. Jun 12
<b>7</b> July	Publication: 02. Jul 12 Advertisement: 01. Jun 12 Editorial: 11. May 12	<ul style="list-style-type: none"> <li>• <b>QM-Systems/Methods/Software (CAQ, MES, BPM)</b></li> <li>• <b>Measuring and testing</b></li> </ul> Trends in quality assurance-measuring, Review »Control«	
<b>8</b> August	Publication: 01. Aug 12 Advertisement: 04. Jul 12 Editorial: 14. Jun 12	<ul style="list-style-type: none"> <li>• <b>QM-Systems/Methods/Software (CAQ, MES, BPM)</b></li> <li>• <b>Measuring and testing</b></li> </ul> Dimensional metrology, coordinate metrology, shape- and surface measurement, materials testing	
<b>9</b> September	Publication: 03. Sept 12 Advertisement: 01. Aug 12 Editorial: 15. Jul 12	<ul style="list-style-type: none"> <li>• <b>QM-Systems/Methods/Software (CAQ, MES, BPM)</b></li> <li>• <b>Measuring and testing</b></li> </ul> Industrial focus: Mechanical engineering, metalworking. Dimensional metrology, coordinate metrology, shape- and surface measurement, materials testing	<b>AMB</b> , Stuttgart, 18.-22. Sept 12
<b>10</b> October	Publication: 01. Oct 12 Advertisement: 03. Sept 12 Editorial: 14. Aug 11	<ul style="list-style-type: none"> <li>• <b>QM-Systems/Methods/Software (CAQ, MES, BPM)</b></li> <li>• <b>Measuring and testing</b></li> </ul> Industrial focus: Automotive and suppliers industry <ul style="list-style-type: none"> <li>• <b>Measuring and testing</b></li> </ul> Dimensional metrology, coordinate metrology, Optical metrology and testing, shape- and surface measurement, materials testing	<b>Motek</b> , Stuttgart, 08.-11. Oct 12 <b>Fakuma</b> , Friedrichshafen, 16.-20. Oct 12 <b>parts2clean</b> , Stuttgart, 23.-25. Oct 12
<b>11</b> November	Publication: 30. Oct 12 Advertisement: 01. Oct 12 Editorial: 12. Sept 12	<ul style="list-style-type: none"> <li>• <b>QM-Systems/Methods/Software (CAQ, MES, BPM)</b></li> <li>• <b>Measuring and testing</b></li> </ul> <b>Exhibition issue for VISION</b>  Machine vision, optical metrology and testing, Quality assurance and traceability with RFID tags and barcode.	<b>VISION</b> , Stuttgart, 06.-08. Nov 12 <b>electronica</b> , Munich, 13.-16.11.12 <b>SPS/IPC/DRIVES</b> , Nuremberg, 27.-29. Nov 12 <b>Euromold</b> , Frankfurt, 27.-30. Nov 12
<b>12</b> December	Publication: 03. Dec 12 Advertisement: 05. Nov 12 Editorial: 15. Oct 12	<ul style="list-style-type: none"> <li>• <b>QM-Systems/Methods/Software (CAQ, MES, BPM)</b></li> <li>• <b>Measuring and testing</b></li> </ul> Dimensional metrology, coordinate metrology, shape- and surface measurement, materials testing	

## Readership Analysis

### Audited distribution



#### Circulation analysis

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

Print run	18,433
Number of distributed copies	18,169
thereof subscribers	10,753

#### Analysis of geographical distribution

Regions	Proportion of total circulation	
	%	Copies
Germany	92.5	16,812
Other countries	7.5	1,357

**Number of distributed copies** 100.0 18,169

#### Position in organisation

Multiple nominations	Proportion of total circulation	
	%	Copies
Company management	15.3	2,780
Technical management	11.6	2,110
<b>Quality management/ quality assurance</b>	<b>82.1</b>	<b>14,920</b>
Production, production planning	17.2	3,160
Development, design, construction	14.2	2,580
Maintenance	2.2	400
Commercial administration	2.6	470
Technical purchasing	4.0	730
Marketing/Sales	2.9	530
Administration, HR management	2.3	420
Controlling	1.9	350
Miscellaneous	9.8	1,780

**Number of distributed copies** 18,169

### Branch of industry

Recipient groups (classified by industry/trade)	Proportion of total circulation	
	%	Copies
<b>Manufacturing industry</b>	<b>68.0</b>	<b>12,350</b>
Thereof:		
Chemical industry	3.1	560
Processing and production of rubber and plastic goods	4.0	730
Metal production and processing, mechanical engineering, automotive industry	39.4	7,160
Electrical engineering, electronics	12.0	2,180
Fine mechanics, optics	2.5	450
Miscellaneous manufacturing industries	7.3	1,330
<b>Industrial services</b>	<b>21.0</b>	<b>3,820</b>
Thereof: Engineering firms, -consultants, software houses, -consultants, testing laboratories and -institutes	12.6	2,280
<b>Other industrial sectors</b>	<b>11.0</b>	<b>2,000</b>
Rounding difference		-1
<b>Number of distributed copies</b>	<b>100.0</b>	<b>18,169</b>

### Size of organisation

	Proportion of total circulation	
	%	Copies
Up to 20 employees	12.0	2,180
20 - 99 employees	11.0	2,000
100 - 199 employees	11.0	2,000
200 - 499 employees	16.0	2,910
500 - 999 employees	10.0	1,820
1,000 - 4,999 employees	16.0	2,910
More than 5,000 employees	24.0	4,360
Rounding difference		-11
<b>Number of distributed copies</b>	<b>100.0</b>	<b>18,169</b>

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