



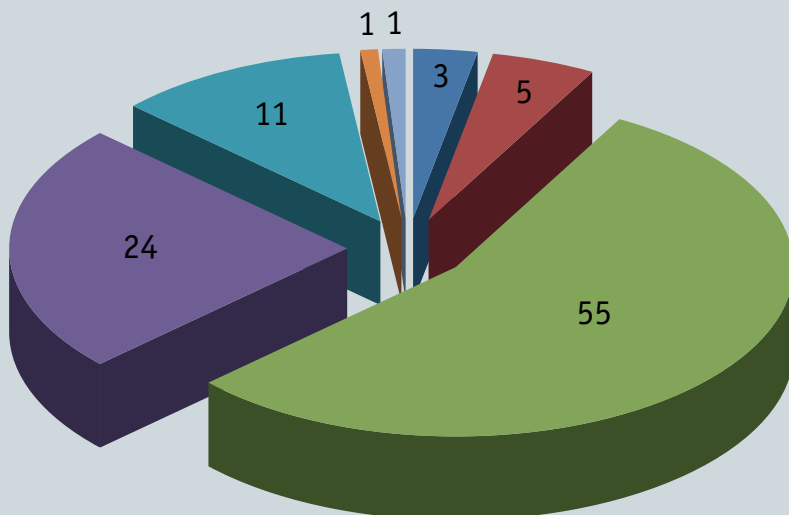
Media Kit 2012

The **ZulieferMarkt** is the professional magazine for the designer with a holistic view. Because designing today means: Knowing how to, what you need and where to get it – be it components, assemblies or systems. The **ZulieferMarkt** addresses industrial decision makers in the most important sectors and markets. The topics range from A as in Amplifiers to Z as in Zero defect.

The **ZulieferMarkt** complements classic design titles. In addition to instructions ›How to design‹, the reader will find the necessary know-how to help him select the most suitable component on offer by the plethora of suppliers.

Economy, sustainability and availability are the test criteria **ZulieferMarkt** applies to new products as it examines manufacturers' figures. In this way, additional knowledge is imparted which the designer uses to benefit his functional solutions – enabling him to find the perfect answers to present and future challenges.

Distribution in various branches of industry



- Production of rubber and plastic goods
- Metal production and machining
- Mechanical engineering and plant construction
- Electrical engineering / Electronics / Office equipment / DV equipment
- Vehicle construction
- Development, design and engineering offices
- Miscellaneous

Source: Publisher's data

Advertisement Pricelist No. 31

Valid from 1 October 2011

1 Circulation	Print run: average number of distributed copies per issue:	25,688 25,480	5 Publishing house	Carl Hanser Verlag GmbH & Co. KG Kolbergerstr. 22, 81679 Munich/Germany Advertisement manager: Regine Schmidt Tel.: +49/89/998 30-664, regine.schmidt@hanser.de Media consultant: Sebastian Skrbek Tel.: +49/89/998 30-210, skrbek@hanser.de Advertisement planning: Sabine Hahn Tel.: +49/89/998 30-211, hahn@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			
3 Printing method	Offset / double stitch			
4 Publication	7 issues per year Advertising deadline: see editorial schedule		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

7 Advertisement rates and formats (in € / Euro)

Format	Width x Height (in mm)	Basic rate b/w	2c	3c	4c
Title page	210 x 152 + 3 mm bleed				5,900.--
1/1 page	175 x 250	4,980.--	5,630.--	6,280.--	6,930.--
1/2 page	85 x 250 175 x 122	2,500.--	2,900.--	3,300.--	3,700.--
Junior page	122 x 175	2,850.--	3,250.--	3,650.--	4,050.--
1/3 page	55 x 250 175 x 80	1,820.--	2,210.--	2,600.--	2,990.--
1/4 page	85 x 122 41 x 250 175 x 58	1,220.--	1,430.--	1,640.--	1,850.--
1/8 page	85 x 58 175 x 28	630.--	840.--	1,050.--	1,260.--

8 Surcharges	Charged on the basic rates		11 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%	12 Fixed inserts	On request
8.2 Special size surcharge	Special sizes on request		13 Loose inserts	On request
9 Ad specials	On request		14 Insert stickers	On request
10 Special discounts	Frequency Discounts for bookings within a 12-month period: 2 adverts 4 adverts 6 adverts 9 adverts 5 % 10 % 15 % 20 % Volume discounts for bookings within a 12-month period: 2 pages 4 pages 6 pages 8 pages 5 % 10 % 15 % 20 %		15 Technical details / handling	ask for our factsheet "electronically transmitted materials for printing"

All advertising transactions are governed by our terms and conditions.

Issue	1 Febr.	2 March	S1	3-4 May	5 July	S2	6 Sept.	7 Nov.	8 Dec.
Advertisement closing date	25.01.12	16.03.12	16.03.12	19.04.12	20.06.12	20.06.12	22.08.12	11.10.12	16.11.12
Publication date	22.02.12	16.04.12	16.04.12	16.05.12	16.07.12	16.07.12	17.09.12	07.11.12	13.12.12
Trade fairs / Conferences	Metav, Duesseldorf, 28.02.-03.03. Suedtec/Medtec/DesignMed, Stuttgart, 13.-15.03. Automatisierungstreff, Boeblingen, 20.-22.03. Tube/wire, Duesseldorf, 26.-30.03.	Hannover Messe, 23.-27.04. Fastener Fair, Hannover, 24.-26.04. Automatica, 22.-25.05	Special edition Design elements	Sensor+Test, Nuremberg, 22.-24.05. eurolITE, Nuremberg	AMB, Stuttgart, 18.-22.09. IAA, Hannover, 20.-27.09. HUSUM WindEnergy, Husum, 18.-22.09.	Special edition Drive systems technology	Motek, Stuttgart, 08.-11.10. Fakuma, Friedrichshafen, 16.-20.10. Euro-Blech, Hannover, 23.-27.10. FMB Zuliefermesse, Bad Salzfluen, 07.-09.11.	Medica/Compamed, Duesseldorf, 14.-17.11. SPS/IPC/Drives, Nuremberg, 27.-29.11. Euromold, Frankfurt/Main, 27.-30.11. Swisstech, Basel/CH, 20.-23.11.	ZulieferMarkt Award >Best Professional Supplier 2012< Euroguss, Nuremberg, January 2013

TOPICAL FOCUS	DRIVES	FLUID TECHNOLOGY	AUTOMATION	MOULDINGS/MATERIALS	CONSTRUCTIONS-COMPONENTS	SOURCING
Fastening systems						
Trade fair special >Hannover Fair: Industrial Supply und Industrial Automation and Motion & Drive Automation;< Trade fair special >Automatica<: Automation/robotics						
Energy efficiency						
Renewable energies						
Trade fair special >Motek< Trade fair special >Fakuma<: plastics technology						
Trade fair special >SPS/IPC/Drives<: Electric automation Special section >Supplier country: Switzerland<						
Design elements						
Electric motors: AC, DC, servo, direct, stepping, drum-type, torque, linear drives, frequency converters ...						
Drive trains: Gear boxes, gear motors, coupling and brakes						
Bearings and guideways: Roller and friction bearings, linear guides, ball screws						
Drive components: Belts, chains, shaft/hub connections, gear wheels, linkages, spindles, tribology...						
Actuators: Hydraulic and pneumatic cylinders, hydraulic and pneumatic motors, pumps and pump sets ...						
Components: Controls, valves, pipes and hoses, filters, connections, monitoring systems, seals, storage units ...						
Mobile and water-based hydraulics						
Controls technology: Controls, IPC, bus components, command and signalling units, housing systems, switchgear cabinets						
Signal an energy transfer: Cables, leads and energy management chains, connectors						
Sensor technology: Length and angle measuring systems, pressure, temperature and flow rate measuring systems ...						
Safety systems: Photoelectric barriers and light grilles, switches, emergency-stop buttons ...						
Raw materials, semi-finished goods, profiles: Steel, lightweight metals, nonferrous metals, plastics, rubber, caoutchouc, composite materials, ceramics, glass ...						
Mouldings: Forgings, castings, sintered products, stampings and bend components, turned and milled parts, injection mouldings and diecast parts						
Surface treatment systems: Heat treatment, coating, painting, parts cleaning						
Fastening systems: Screws, nuts and bolts, locking components, washers, rivets, penetrating joints, fitting hinges ...						
Mechanic: Standard parts, standards, springs, shock absorbers, gas-filled struts, linkages and linkage heads, magnets, rotary transmission lead-throughs, ball-cocks, fittings, grippers, brushes, clamps, wheels, rollers ...						
Electric/electronic: Switches, contactors, relays, building components, power supply systems, plugs, blowers, ventilators, laser moduls ...						
E-Commerce, IT systeme, software, supply chain management, procurement management, outsourcing						
Special edition Design elements						
Special edition Drive systems technology						
Fastening, mechanical and electrical design elements for completion of technical systems						
Products and services for the design of efficient, sustainable solutions to drives technology, available at short notice.						
Other subjects: Market notes, purchasing aids, company portraits ...						

Special Issue Design Elements

Without elements of design – almost – nothing can be achieved!

They are the focal point of our special issue "Design Elements" and they are ready to impress with the possibilities they bring to light. This journal provides an in-depth report on the wide spectrum of services offered in this sector and illustrates some interesting approaches – stimulating suggestions for a profit-building partnership all around. The emphasis is on design elements in connection technology and in mechanical and electrical engineering.

Advertisement closing date: 16.03.2012

Date of publication: 16.04.2012

Print run: 25 500 copies each issue
More than 74 % of designer!



Special Issue Propulsion Technology

What would machines and installed systems be without electric drives?

EA topic totally with the times whether you are considering energy efficiency, sustainable construction, simple installation or reliable and safe and secure operation.

That's why we brought out the special issue "Propulsion Technology" which provides a platform for suppliers of all kinds of electric motors, drive elements, bearings and guides as well as frequency converters, rotary position transducers etc.

Choosing the right electrical and mechanical components and putting them together for the best possible application solutions is a challenge all manufacturers have to face.

Read this special issue to find out all about these concepts.

Advertisement closing date: 20.06.2012

Date of publication: 16.07.2012



Classic Advertising Formats

With its classic advertising formats, **zuliefermarkt.de** is the right medium for every advertising message. Individually planned, efficiently implemented and regularly evaluated.

Place your advertising on the homepage of **zuliefermarkt.de** and make sure for yourself the best possible approach to your target group.

All banner campaigns are conducted through our **AdServer-System Helios IQ**. At the conclusion of the campaign, a detailed statistical evaluation will be sent to you which provides detailed insight into the success of your marketing activities. This service is included in the fixed monthly rate.



Advertising forms (excerpt)

1 | Halfsize-Banner 234 x 60 Pixel (WxH)

	Period	Price in Euro
Homepage	per month	400.--
Archiv	per month	300.--
All other sections	per month	200.--

2 | Fullsize-Banner 438 x 60 Pixel (WxH)

	Period	Price in Euro
Homepage	per month	600.--
Archiv	per month	450.--
All other sections	per month	300.--

3 | Sponsoring Button 150 x 75 Pixel (WxH)

Appears on each page under the lefthand navigation bar.

Period	Price in Euro
1 month	1,000.--
3 months	2,500.--

4 | Skybanner Inside 120 x 200-400 Pixel (WxH)

	Period	Price in Euro
Homepage	per month	400.--
Archiv	per month	350.--
All other sections	per month	300.--

5 | Skybanner Outside 200 x 600 Pixel (WxH)

	Period	Price in Euro
Homepage	per month	600.--
Archiv	per month	450.--
All other sections	per month	350.--

More banner sizes

On request.

Technical details

Minimum booking period: 1 month

Data size: max. 50 KB, resolution 72 dpi

Data format: JPG or GIF, SWF-Data incl. Backup-Image-Ad, AdServer-Tags

Other forms of advertising

Use the full range of possibilities of media presentation, to display your capacities to the user. Whether media packages to major trade fairs, product sponsorships, banner subjects, jobs, etc. - we offer a wide of advertising opportunities - Just talk to us, or request our detailed online media data.

Contact

Sebastian Skrbek (Media consulting & planning)
Tel.: +49 89 99830-210 · Fax: +49 89 99830-623
sebastian.skrbek@hanser.de

The complete online media data you will find at www.zuliefermarkt.de.

All prices in Euro, plus VAT, if legally recommended!

Readership Analysis

Audited distribution



Circulation analysis

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

Print run	25,688
Number of distributed copies	25,480

Analysis of geographical distribution

Regions	Proportion of total circulation	
	%	Copies
Germany	98.7	25,139
Other countries	1.3	341
Number of distributed copies	100.0	25,480

Position in Organisation

	Proportion of total circulation	
	%	Copies
Company management, Technical management	6.7	1,717
Research/development, design, software development	58.2	18,896
Technical purchasing	32.6	4,231
Marketing / PR	1.5	382
Miscellaneous	1.0	254
Number of distributed copies	100.0	25,480

Branch of industry

No. of basic systems Recipient groups (classified by industry/trade)	Proportion of total circulation	
	%	Copies
Companies with machining technology in the sectors:		
22 Production of rubber and plastic goods	2.9	738
24/25 Metal production and machining	4.9	1,249
28 Mechanical engineering and plant construction	55.3	14,092
26/27/28.23/26.2 Electrical engineering/ Electronics/Office equipment/DV equipment	24.0	6,115
29/30 Vehicle construction	11.1	2,828
71.12.2/72 Development, design and engineering offices	1.0	255
Miscellaneous	0.8	203
Number of distributed copies	100.0	25,480

Size of Organisation

	Proportion of total circulation	
	%	Copies
Up to 49 employees	20.9	5,326
50 - 99 employees	13.8	3,517
100 - 199 employees	14.0	3,567
200 - 499 employees	16.1	4,102
More than 1,000 employees	33.5	8,535
Miscellaneous	1.7	433
Number of distributed copies	100.0	25,480

Contact

Publishing House

Carl Hanser Verlag GmbH & Co. KG
Kolbergerstraße 22, 81679 Munich, Germany
Mailing address:
P.O. Box 86 04 20, 81631 Munich, Germany
Tel.: +49 89 99830-0
info@hanser.de

Advertisement

Regine Schmidt (Advertisement Manager)
Tel.: +49 89 99830-664
regine.schmidt@hanser.de

Elisabeth Bartsch (Advertisement assistant)
Tel.: +49 89 99830-215
elisabeth.bartsch@hanser.de

Sebastian Skrbek (Media consultant)
Tel.: +49 89 99830-210
sebastian.skrbek@hanser.de

Editors

Dipl.-Ing. (FH) Frank Pfeiffer (Editor-in-chief)
Tel.: +49 89 99830-648
pfeiffer@hanser.de

Bettina Redepenning (Editor)
Tel.: +49 89 99830-534
redepenning@hanser.de

Julia Rued (Editor)
Tel.: +49 89 99830-657
rued@hanser.de

Sales Representatives

Italy
com3orlando sas
Via dei Benedettini, 12
20146 Milano (Mi) Italy
Tel.: +39 02 4122158
Fax: +39 02 48301981
orlando@com3orlando.it
Your contact: Nicola Orlando

Great Britain/Ireland

Robert G. Horsfield International Publishers
Representatives
Daisy Bank, Chinley
High Peak, Derbyshire SK23 6DA, England
Tel.: +44 1663 750242
Fax: +44 1663 750242
ekania@btopenworld.com
Your contact: Edward J. Kania

Spain/Portugal/Latin america

Consulting Eckart May, SL
Mediamarketing
Pza de Duque de Medinaceli, 2-3o 1a
08002 Barcelona, Spain
Tel.: +34 934 126292
Fax: +49 321 21250738
info@cemediamedia.net
Your contact: Eckart May

China/Singapore/Hong Kong/Taiwan

Ringier Trade Media Ltd.
Head Office
9 F, Cheong Sun Tower,
118 Wing Lok Street
Sheung Wan, Hong Kong
Tel.: +852 2369-878820
Fax: +852 2869-5919
mchhay@ringier.com.hk
Your contact: Mike Hay

USA/Canada

Gardner Publications Inc.
6915 Valley Avenue
Cincinnati, OH 45244-3029, USA
Tel.: +1 513 527-8800
Fax: +1 513 527-8801
dhigh@gardnerweb.com
Your contact: Dianne Hight