Media Brand

Editors’ Special Newsletter

Page 27

Address Rental Mailing

Page 29

Newsletter

QUALITY-News delivers regular selected and current top news from the market.

Page 26

E-Paper

All issues also made available digitally.

Event

Already for the third time, together with Fraunhofer IPA. High utility value for all visitors with an extensive range of services for the partners.

Page 33

Trade Magazine

Quality title, quality contents.

Page 4

QE PLUS

Special edition “Fertigungsmesstechnik” for AMB, Stuttgart with increased circulation.

Page 18
“As a trade magazine, quality engineering accompanies the industrial change driven by digitisation, in which quality assurance plays a central role. Whether production metrology, test technology or software for quality management – we are always up to date. Whether within our print editions, which contain self-researched stories and interviews alongside user reports and articles from the industry, or with our influential events, with which we appeal directly to the individuals responsible within the entire spectrum of quality assurance.”

Werner Götz
Editor-in-Chief
Quality Assurance, Quality Management and Manufacturing Metrology are our Subjects.

We provide Managers working in the fields of Quality Assurance, Quality Management and Manufacturing Metrology with expertise for their work.

- Exclusive reports and stories
- Interviews and opinions on business and related developments.
- Technical news and services

support the readers in their current structural evolution: From an internal service provider to an elementary component of the value added chain. Because Quality Assurance and Management contribute to the business success of a company.

In Manufacturing Metrology, increasingly the focus is no longer on ensuring the quality of products and services at the very end of the process chain, but to optimise the production through continuous measuring. Quality Engineering provides its readers with a decisive advantage, defining the framework conditions for innovative Quality Assurance. The editors are focused on what the people in charge need to know in order to communicate on an equal footing with their internal partners and suppliers.

QUALITY ENGINEERING: PRINT | ONLINE | NEWSLETTER | EVENTS

Follow us on Social Media: @Redaktion_QE www.youtube.com/konradinindustrie
01 Title: QUALITY ENGINEERING

02 In brief:
Quality engineering reports on all important topics that managers and employees within quality assurance, quality management as well as measurement and testing technology require for their work: from management topics such as standards and norms, software as well as personnel and legal issues to technical topics. Here, our readers will find exciting information about new technologies and how they are applied in practice. For this we use all journalistic facets: you will find extensively researched trend articles and our exclusive self-conducted interviews alongside specialist articles, user stories and product reports. With this editorial concept, quality engineering has secured the leading position amongst german-language trade magazines within this sphere.

Surrounding the control and vision trade fairs, the official trade fair newspapers CONTROL EXPRESS and VISION FOCUS focus specifically on these topical and influential trade fair events. The trade-fair newspapers are published with support from the trade fair organisers p.E.Schall and Landesmesse Stuttgart.

03 Target group:
Experts in quality assurance, quality management and production measuring technology in innovative (large and medium-sized) companies across all industries. A large proportion are directly involved in investment decisions.

04 Frequency: 5 x per year, 1 x per year QE-Plus, 2 x trade fair newspaper

05 Format: DIN A4 (trade-fair edition DIN A3)

06 Year: 39th year 2020

07 Subscription price: Annual subscription: Germany 68.40 €, abroad 68.40 €
Free circulation exclusively to qualified recipients

08 Organ: —

09 Memberships: bvik Bundesverband Industrie Kommunikation e.V.

10 Publishing house: Konradin-Verlag Robert Kohlhammer GmbH

11 Publisher: Katja Kohlhammer

12 Advertising: Joachim Linckh, Sales Director

13 Editorial: Dipl.-Ing.(FH) Werner Götz, Editor-in-Chief

14 Circulation analysis 2018 = 9 issues
Circulation:
Editorial: 389 pages = 71,7%
Advertising: 153 pages = 28,3%
including Bound inserts: 7 pieces

15 Content analysis of editorial content 2018
389 pages = 100,0%
Management, Industry ticker, Quality world
149 pages = 38,4%
Special/technology
217 pages = 55,6%
Editorial/title/content/imprint
23 pages = 6,0%
Trade Magazine

2 Circulation and Distribution Analysis

01 Audited by: 

02 Circulation analysis: Average copies per issue (July 1, 2018 to June 30, 2019)

Print run: 20,700

Actual circulation: 20,608

Copies sold: 2,163
- Subscription copies: 62
- Retail sale: -
- Other sales: 2,101

Free copies: 18,445
Residual/archive copies: 92

03 Geographical analysis:

Economic area | Share of actual circulation | % | Copies
--- | --- | --- | ---
Germany | 98.7 | 20,345
Abroad | 1.3 | 263
- comprising Switzerland | 43.3 | 123
- Austria | 48.6 | 138
- Benelux | 0.7 | 2
- rest of Europe | 5.1 | 15
- other foreign countries | 1.9 | 6

Actual circulation | 100.0 | 20,608

3.1 Circulation by postcode regions:

Share of actual circulation

Postcode 2 | 8.2% | 1,668 copies
- Düsseldorf | 4.9% | 997 copies
- Köln | 10.9% | 2,218 copies

Postcode 3 | 9.9% | 2,014 copies
- Mainz | 9.3% | 1,892 copies

Postcode 4 | 13.0% | 2,645 copies
- Osnabrück | 16.1% | 3,275 copies

Postcode 5 | 13.0% | 2,645 copies
- Saarbrücken | 10.7% | 2,177 copies

Postcode 6 | 13.0% | 2,645 copies
- Stuttgart | 16.1% | 3,275 copies

Postcode 7 | 9.3% | 1,892 copies
- Nürnberg | 10.9% | 2,218 copies

Postcode 8 | 9.3% | 1,892 copies
- Heidelberg | 10.9% | 2,218 copies

Postcode 9 | 9.3% | 1,892 copies
- München | 10.9% | 2,218 copies

Postcode 1 | 4.0% | 814 copies
- Berlin | 4.0% | 814 copies
- Potsdam | 4.0% | 814 copies

Summary of the survey method:
1. Method: File-based recipient-structure analysis – total circulation
2. Population: Actual circulation
3. Sample: Actual circulation
4. Target persons of the study: Recipients of the magazine
5. Study period: June/July 2019
6. Survey completed by: Konradin Media Group
### 1.1 Industries/industrial sectors: recipient groups

<table>
<thead>
<tr>
<th>Industry code acc. to classif. of industrial sectors 2008</th>
<th>Share of actual circulation %</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>C.10, 11 General food industry</td>
<td>1.9</td>
<td>392</td>
</tr>
<tr>
<td>C.21 Prod. of pharmaceutical products</td>
<td>1.3</td>
<td>268</td>
</tr>
<tr>
<td>C.22 Prod. of rubber and plastic goods</td>
<td>3.9</td>
<td>804</td>
</tr>
<tr>
<td>C.24 Metal production and processing</td>
<td>4.9</td>
<td>1,010</td>
</tr>
<tr>
<td>C.25 Prod. of metal products</td>
<td>17.7</td>
<td>3,648</td>
</tr>
<tr>
<td>C.26.5 Prod. of measuring and control instruments</td>
<td>14.4</td>
<td>2,968</td>
</tr>
<tr>
<td>C.26.7 Prod. of optical and photographic instruments and devices</td>
<td>2.9</td>
<td>598</td>
</tr>
<tr>
<td>C.27 Prod. of electrical equipment</td>
<td>19.0</td>
<td>3,916</td>
</tr>
<tr>
<td>C.28 Mechanical engineering</td>
<td>27.5</td>
<td>5,667</td>
</tr>
<tr>
<td>C.29 Prod. of motor vehicles and components</td>
<td>4.5</td>
<td>927</td>
</tr>
<tr>
<td>C.30 Other vehicle construction</td>
<td>2.0</td>
<td>412</td>
</tr>
<tr>
<td><strong>Actual circulation</strong></td>
<td><strong>100.0</strong></td>
<td><strong>20,608</strong></td>
</tr>
</tbody>
</table>

### 1.2 Company size:

<table>
<thead>
<tr>
<th>Share of actual circulation %</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – 49 employees</td>
<td>16.8</td>
</tr>
<tr>
<td>50 – 99 employees</td>
<td>20.3</td>
</tr>
<tr>
<td>100 – 199 employees</td>
<td>17.8</td>
</tr>
<tr>
<td>200 – 499 employees</td>
<td>18.5</td>
</tr>
<tr>
<td>500 – 999 employees</td>
<td>8.2</td>
</tr>
<tr>
<td>1,000 and more employees</td>
<td>18.4</td>
</tr>
<tr>
<td><strong>Actual circulation</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

### 1.3 Position in company

<table>
<thead>
<tr>
<th>Share of actual circulation %</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate management</td>
<td>10.7</td>
</tr>
<tr>
<td>1st management level</td>
<td>17.0</td>
</tr>
<tr>
<td>2nd management level</td>
<td>23.8</td>
</tr>
<tr>
<td>Employees, skilled workers, specialists</td>
<td>48.5</td>
</tr>
<tr>
<td><strong>Actual circulation</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

### 1.4 Job function

<table>
<thead>
<tr>
<th>Share of actual circulation %</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management</td>
<td>8.8</td>
</tr>
<tr>
<td>Technical lead/plant management</td>
<td>8.2</td>
</tr>
<tr>
<td>Design, engineering</td>
<td>3.5</td>
</tr>
<tr>
<td>Production, manufacturing, assembly</td>
<td>20.1</td>
</tr>
<tr>
<td>Quality management, quality assurance</td>
<td>58.3</td>
</tr>
<tr>
<td>Purchasing</td>
<td>0.8</td>
</tr>
<tr>
<td>Marketing &amp; sales</td>
<td>0.3</td>
</tr>
<tr>
<td><strong>Actual circulation</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Through its **address management** activities, Konradin constantly updates and upgrades the address data for its target group, by a series of integrated measures – from finding company addresses in the commercial register to using telemarketing campaigns to enhance personal data.

To learn more, please contact us!
<table>
<thead>
<tr>
<th>Technology</th>
<th>Management</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Analytical engineering</strong></td>
<td><strong>Quality assurance 4.0:</strong></td>
</tr>
<tr>
<td>Analytical devices, climate and temperature test cabinets, devices for</td>
<td>Closed loop, big data, automation, in-line metrology, strategy, skills, further</td>
</tr>
<tr>
<td>measuring and testing hydraulic and thermal behaviour, spectrometers</td>
<td>education, data evaluation</td>
</tr>
<tr>
<td><strong>Image processing/optical metrology</strong></td>
<td><strong>Software:</strong></td>
</tr>
<tr>
<td>Image processing systems, CCD cameras, endoscopes, microscopes with</td>
<td>Audit software, quality management systems, evaluation and analytical software,</td>
</tr>
<tr>
<td>digital image processing, optical monitoring systems, lighting equipment,</td>
<td>computer-aided quality assurance, CAQ, EDM/PDM engineering/product data management, mobile</td>
</tr>
<tr>
<td>image archiving</td>
<td>data capture, process visualisation, test material monitoring and management, quality</td>
</tr>
<tr>
<td>(Geometrical), dimensional measurement equipment</td>
<td>document management, FMEA, SPC, MES</td>
</tr>
<tr>
<td>Micrometers, gauges, rulers, multi-point measurement equipment, measuring</td>
<td><strong>Education and training, services</strong></td>
</tr>
<tr>
<td>mandrels, measuring pins, measuring sensors</td>
<td>ISO-9000 consultancy, calibration and test services, contract measurement, test</td>
</tr>
<tr>
<td><strong>Non-destructive measurement</strong></td>
<td>plates/labels, CE mark labels, CE labels, workplaces, education and training, training</td>
</tr>
<tr>
<td>Computed tomography, laser measuring systems, test equipment, x-ray</td>
<td>software, technical literature, certification, TQM consultancy</td>
</tr>
<tr>
<td>inspection devices, layer thickness measuring devices, ultrasonic</td>
<td></td>
</tr>
<tr>
<td>devices, video microscopes</td>
<td></td>
</tr>
<tr>
<td><strong>Physical measurement equipment</strong></td>
<td></td>
</tr>
<tr>
<td>Writers and recording devices, thermographic systems, counters and</td>
<td></td>
</tr>
<tr>
<td>counting equipment</td>
<td></td>
</tr>
<tr>
<td>**Measurement machines: measuring instruments, microscopes, measurement</td>
<td></td>
</tr>
<tr>
<td>robots, controls</td>
<td></td>
</tr>
<tr>
<td>Measurement systems for shape, thickness, colour, geometry, gloss, length,</td>
<td></td>
</tr>
<tr>
<td>surface, temperature, precision measurement devices, coordinate</td>
<td></td>
</tr>
<tr>
<td>measurement technology, test probes, test material monitoring, measurement</td>
<td></td>
</tr>
<tr>
<td>microscopes, measurement tables, gauges and precision measurement</td>
<td></td>
</tr>
<tr>
<td>indicators, spectrophotometers, scales, calibration devices</td>
<td></td>
</tr>
<tr>
<td>Issues</td>
<td>Focus</td>
</tr>
<tr>
<td>--------</td>
<td>-------</td>
</tr>
</tbody>
</table>
| **1/2020** | **Main topic:**  
- Artificial intelligence | **Special section:**  
- Metalworking | |
| **Publication date:**  
18.02.2020 | **Technology**  
Analytical engineering, image processing/optical metrology, (geometrical), dimensional measurement equipment, non-destructive measurement, physical measurement equipment, measurement machines (measuring instruments, microscopes, measurement robots, controls), test systems and benches, materials testing | | |
| **Advertising deadline:**  
28.01.2020 | **Management**  
Quality assurance 4.0, Software, education and training, services | | |
| **2/2020** | **Main topic:**  
- Digitisation in Coordinate Measurement Technology | | |
| **Publication date:**  
21.04.2020 | **Themes:**  
- Measurement technology (length and angle measurement, measuring instruments, measuring machines, special measuring equipment, components for measuring and testing equipment)  
- Materials testing (materials testing machines, devices and machines for non-destructive testing)  
- Analytical devices (durability testing, qs microsystems technology, equipment for the determination of other physical variables, other devices and instruments)  
- Optoelectronics (systems, plants and equipment for image processing)  
- Qa systems/service (software for computer-aided quality assurance)  
- Services | | |
<table>
<thead>
<tr>
<th>Issues</th>
<th>Focus</th>
<th>Special sections</th>
<th>Trade fairs</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/2020</td>
<td>Main topic: • Automation</td>
<td>Technology</td>
<td>Sensor + Test</td>
</tr>
<tr>
<td></td>
<td>Analytical engineering, image processing/optical metrology, (geometrical), dimensional measurement equipment, non-destructive measurement, physical measurement equipment, measurement machines (measuring instruments, microscopes, measurement robots, controls), test systems and benches, materials testing</td>
<td></td>
<td>Nuremberg, 23.-25.06.</td>
</tr>
<tr>
<td></td>
<td>Management</td>
<td>Quality assurance 4.0, Software, education and training, services</td>
<td>MedtecLIVE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Nuremberg, 30.06-02.07.</td>
</tr>
</tbody>
</table>

Crossmedia increases success!

- Newsletter
- Editors’ Special Newsletter
- E-Mailing
- Display Ads
- Retargeting
- Lead Generation through Whitepapers and Webinars
- Native Advertising
- Premium company profile
- Video at your booth

Plan with our digital offers >> Further information on page 37
<table>
<thead>
<tr>
<th>Issues</th>
<th>Focus</th>
<th>Special sections</th>
<th>Trade fairs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special edition P1/2020</td>
<td><strong>QUALITY ENGINEERING PLUS P1/2020</strong></td>
<td></td>
<td>AMB</td>
</tr>
<tr>
<td></td>
<td>„Production metrology“ for AMB</td>
<td></td>
<td>Stuttgart, 15.-19.09.</td>
</tr>
<tr>
<td></td>
<td>The special edition QUALITY ENGINEERING PLUS is sent out to all recipients of QUALITY ENGINEERING and additionally to 20,000 recipients of Industrieanzeiger as supplement.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Your PLUS:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Optimum target-group coverage: persons responsible for quality in management and production as well as technical and commercial managers in small and medium-sized enterprises (SMEs)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Total circulation: 40,000 copies</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Themes:</strong> production metrology, non-destructive materials testing, ultrasonic testing, thermography, destructive materials testing, hardness testing, vibration testing, tensile strength, thermal analysis</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| 4/2020                     | **Main topic:**                                                       | **Special sections**                          | **Trade fairs**               |
|                            | **Inline Measurement Technology**                                     |                                               | IAA Nutzfahrzeuge             |
|                            | **Technology**                                                        |                                               | Hanover, 24.09.-01.10.        |
|                            | Analytical engineering, image processing/optical metrology, (geometrical), dimensional measurement equipment, non-destructive measurement, physical measurement equipment, measurement machines (measuring instruments, microscopes, measurement robots, controls), test systems and benches, materials testing |                                               | Motek                         |
|                            | **Special section:**                                                  |                                               | Stuttgart, 05.-08.10.         |
|                            | • Plastics                                                            |                                               |                               |
|                            | **Technology**                                                        |                                               | ALUMINIUM                     |
|                            | Analytical engineering, image processing/optical metrology, (geometrical), dimensional measurement equipment, non-destructive measurement, physical measurement equipment, measurement machines (measuring instruments, microscopes, measurement robots, controls), test systems and benches, materials testing |                                               | Düsseldorf, 06.-08.10.        |
|                            | **Special section:**                                                  |                                               | Fakuma                        |
|                            | • Automotive                                                          |                                               | Friedrichshafen, 13.-17.10.   |
|                            | Quality Assurance in Additive Manufacturing                            |                                               |                               |
|                            | **Management**                                                       |                                               | Euroblech                     |
|                            | Quality assurance 4.0, Software, education and training, services     |                                               | Hanover, 27.-30.10.          |
5/2020

**Main topic:**
- Hyperspectral Imaging Technology
- Future Trends for Quality Assurance: 5G, Augmented Reality, Blockchain

**Technology**
Analytical engineering, image processing/optical metrology, (geometrical), dimensional measurement equipment, non-destructive measurement, physical measurement equipment, measurement machines (measuring instruments, microscopes, measurement robots, controls), test systems and benches, materials testing

**Management**
Quality assurance 4.0, Software, education and training, services

**Special section:**
Image processing

**Trade fairs**
- **VISION** Stuttgart, 10.-12.11.
- **formnext** Frankfurt, 10.-13.11.
- **Medica/Compamed** Düsseldorf, 16.-19.11.
- **SPS smart production solutions** Nuremberg, 24.-26.11.
- **GrindTec** Augsburg, 10.-13.11.
- **automatica** Munich, 08.12.-11.12.

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**VISION FOCUS**
The official daily trade fair newspaper for VISION

The official trade fair newspaper VISION FOCUS provides daily updated reports about the trade fair business plus opinions, companies and products. The trade fair newspaper VISION FOCUS is officially supported and authorized by the trade fair organiser Landesmesse Stuttgart.

Contact: Florian Niethammer, florian.niethammer@messe-stuttgart.de.

VISION FOCUS will be distributed exclusively at all entries to the fair and in the halls. It is also distributed at the official information stands and at the QUALITY ENGINEERING stand. The edition for the first day is also posted to all recipients of QUALITY ENGINEERING in advance – 03.11.2020 – and distributed on site on the first day of the fair.

*Your PLUS for your trade fair success:*
The VISION FOCUS is published with english summary!

**Total circulation:** 25,000 copies

*Daily trade fair newsletter during VISION!*
See page 28 for more information.
Magazine format: DIN A4, 210 mm wide x 297 mm high
Untrimmed: 216 mm wide x 303 mm high
CONTROL EXPRESS/VISION FOCUS: DIN A3, 297 mm wide x 420 mm high

Type area: 188 mm wide x 270 mm high
4 columns à 44 mm wide
CONTROL EXPRESS/VISION FOCUS: 273 mm wide x 383 mm high
4 columns à 44 mm wide

Printing and binding: Web offset, perfect binding

Charges: No discount on colour and bleed surcharges

Position: Price for guaranteed position (from 1/4 page)
10% surcharge on respective b/w price

Colour: Print colours (CMYK) in accordance with ISO 2846-1, see rate card for colour surcharges

Formats: see page 15 et seq.

Series discount: For orders within any 12 months (insertion year)
Discount applies to ads in QUALITY ENGINEERING, CONTROL EXPRESS, VISION FOCUS und QUALITY ENGINEERING PLUS

<table>
<thead>
<tr>
<th>3 ads</th>
<th>6 ads</th>
<th>9 ads</th>
<th>12 ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>10%</td>
<td>15%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Classified ads
Job market see page 38
Premium company profile (online) per year 2,950.00
Business card (print) more on page 27 per year 1,320.00
Combi company profile + business card per year 3,610.00

Data delivery: Utilise our advertisement portal www.konradin-ad.de for data submission.

Conditions: Prior to digital transfer of advertising artwork, the publisher must receive the corresponding advertisement booking. The order and copy deadlines are specified in the editorial schedule. A full-size print-out is required for checking the supplied advertisement, or a contract proof or press proof in the case of a colour advertisement.
Advertising must be seen as distinct from the editorial section and, as such, a booked advertising format (ad, bound insert, loose insert, etc.) may contain only the offer of one advertiser.
In the case of advertising specials or special formats, specific positioning and/or technical specifications may also apply. For further information visit: www.media.industrie.de

Payment conditions: 2% discount for direct debit, advance payment and payment within 10 days of invoice date, otherwise payment in full no later than 30 days from invoice date. VAT no.: DE 811 236 132

Bank account: Baden-Württembergische Bank, BIC: SOLADEST600, IBAN: DE28 6005 0101 0002 6238 87

Our general terms and conditions are available online at www.konradin.de. We would be happy to send you a copy on request.
## Ads: Standard formats

<table>
<thead>
<tr>
<th>Formats</th>
<th>Basic rate b/w</th>
<th>2-colour</th>
<th>3-colour</th>
<th>4-colour</th>
<th>Bleed surcharge</th>
<th>Formats: width x height in mm</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Colour surcharge</td>
<td>Total rate 2c</td>
<td>Colour surcharge</td>
<td>Total rate 3c</td>
<td>Colour surcharge</td>
<td>Total rate 4c</td>
</tr>
<tr>
<td>1/1 page</td>
<td>5,235.00</td>
<td>440.00</td>
<td>5,675.00</td>
<td>860.00</td>
<td>6,095.00</td>
<td>1,065.00</td>
</tr>
<tr>
<td>Junior page</td>
<td>3,560.00</td>
<td>350.00</td>
<td>3,910.00</td>
<td>700.00</td>
<td>4,260.00</td>
<td>860.00</td>
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<tr>
<td>1/2 page</td>
<td>2,780.00</td>
<td>350.00</td>
<td>3,130.00</td>
<td>700.00</td>
<td>3,480.00</td>
<td>860.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2,000.00</td>
<td>350.00</td>
<td>2,350.00</td>
<td>700.00</td>
<td>2,700.00</td>
<td>860.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,420.00</td>
<td>310.00</td>
<td>1,730.00</td>
<td>605.00</td>
<td>2,025.00</td>
<td>710.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>785.00</td>
<td>310.00</td>
<td>1,095.00</td>
<td>605.00</td>
<td>1,390.00</td>
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</tr>
</tbody>
</table>

No discounting is applied to surcharges. For special formats and ad specials, please see overleaf. For more information and technical details, visit [www.media.industrie.de](http://www.media.industrie.de)
Ads: Special formats and positions

<table>
<thead>
<tr>
<th>Formats</th>
<th>Basic rate b/w</th>
<th>2-colour</th>
<th>3-colour</th>
<th>4-colour</th>
<th>Bleed surcharge</th>
<th>Format: width x height in mm</th>
<th>Type area</th>
<th>Trimmed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd, 3rd or 4th cover page</td>
<td>5,850.00</td>
<td>440.00</td>
<td>6,290.00</td>
<td>860.00</td>
<td>1,065.00</td>
<td>292.50</td>
<td>188 x 270</td>
<td>210 x 297</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2,330.00</td>
<td>350.00</td>
<td>2,680.00</td>
<td>700.00</td>
<td>3,030.00</td>
<td>116.50</td>
<td>60 x 270</td>
<td>71 x 297</td>
</tr>
<tr>
<td>1/2 page next to editorial/next to table of contents</td>
<td>3,100.00</td>
<td>350.00</td>
<td>3,450.00</td>
<td>700.00</td>
<td>3,800.00</td>
<td>155.00</td>
<td>92 x 270</td>
<td>103 x 297</td>
</tr>
<tr>
<td>Panoramic spread</td>
<td>7,000.00</td>
<td>860.00</td>
<td>7,860.00</td>
<td>860.00</td>
<td>4,860.00</td>
<td>420 x 82</td>
<td>420 x 105</td>
<td>420 x 150</td>
</tr>
<tr>
<td>Text Box Advertorial</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Comprising Text, Image, Logo, Company address inc. printing material creation</td>
<td>188 x 88</td>
<td></td>
</tr>
<tr>
<td>1/3 page land., 4c</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1,750.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad in editorial section</td>
<td>26.50</td>
<td>250.00</td>
<td>1,980.00</td>
<td>250.00</td>
<td>Max. height 50 mm, minimum height 20 mm, surrounded by editorial on at least 3 sides, positioned in magazine section.</td>
<td>60 x spec. 44 x spec.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertorial</td>
<td>Regular Advertising prices (from 1/2 page), Price list on page 15</td>
<td>from 3,640.00</td>
<td>4-colour, production by Konradin, in the layout conforming to Quality Engineering</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special section</td>
<td>3,800.00</td>
<td></td>
<td></td>
<td></td>
<td>Designed by the editorial staff, inside titles introduce a specific industry focus. Your image on the inside title is complemented with an additional product report (approx. 1/4 p.), more details on p. 21</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside title</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business cards</td>
<td>Only Print</td>
<td>per year</td>
<td>1,320.00</td>
<td>60 x 82</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Print + premium company profile (Online)</td>
<td></td>
<td>per year</td>
<td>3,610.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Ad Specials

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Prices</th>
<th>Further options/technical notes</th>
<th>Quantities/formats: width x height in mm</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Belly band</strong></td>
<td>105 mm high</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single-sided printing incl. production, handling not included</td>
<td><strong>8,100.00</strong></td>
<td>Paper: 200 g matt art paper, 2 x fold grooves with adhesive dot</td>
<td><strong>465 x 105</strong></td>
</tr>
<tr>
<td></td>
<td><strong>125.00 per thsd.</strong></td>
<td></td>
<td><strong>20,700 cop.</strong></td>
</tr>
<tr>
<td><strong>Cover flap</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>105 mm wide, attached on left-hand side with title logo featured on front</td>
<td><strong>8,300.00</strong></td>
<td>Front partially, back fully printable, advertising space approx. 0.8 pages</td>
<td><strong>105 x 297</strong></td>
</tr>
<tr>
<td><strong>Bound insert</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 leaf = 2 pages 135 – 180 gsm</td>
<td><strong>6,300.00</strong></td>
<td>Front page marked. Other formats and weights on request, with sample.</td>
<td><strong>210 x 297</strong></td>
</tr>
<tr>
<td>2 leaf = 4 pages 80 – 180 gsm</td>
<td><strong>9,500.00</strong></td>
<td></td>
<td><strong>216 x 305</strong></td>
</tr>
<tr>
<td><strong>Loose insert</strong></td>
<td>up to 25 g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>With insert note in magazine. Partial allocation by first digit of postcode is possible.</td>
<td><strong>250.00 per thsd.</strong></td>
<td>Other formats and weights on request, with sample.</td>
<td><strong>200 x 290</strong></td>
</tr>
<tr>
<td>Min. run 3,000 cop.</td>
<td></td>
<td></td>
<td><strong>21,000 cop.</strong></td>
</tr>
<tr>
<td><strong>Tip-on Postcard</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postcard</td>
<td><strong>61.00 per thsd.</strong></td>
<td>Manual gluing (pin-point accuracy) 74.00 per thsd.*</td>
<td><strong>22,000 cop.</strong></td>
</tr>
<tr>
<td>Automatic gluing</td>
<td><strong>37.00 per thsd.</strong></td>
<td></td>
<td><strong>20,700 cop.</strong></td>
</tr>
<tr>
<td>Minimum size of carrier ad: 1/1 page</td>
<td>*plus carrier ad</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Technical information regarding Ad Specials can be found in the sales document (PDF) at: https://media.industrie.de/mehr-mediainformationen

*no agency commission on technical costs
**VISION FOCUS – Official trade fair newspaper for VISION**

**Ads:**

<table>
<thead>
<tr>
<th>Formats</th>
<th>Width x height</th>
<th>Total rate, 4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page (DIN A3)</td>
<td>273 x 383 mm</td>
<td>5,500.00</td>
</tr>
<tr>
<td>1/1 page (DIN A3)*</td>
<td>297 x 420 mm</td>
<td></td>
</tr>
<tr>
<td>1/2 page (DIN A3)</td>
<td>273 x 189 mm or 136 x 383 mm</td>
<td>4,000.00</td>
</tr>
<tr>
<td>1/2 page (DIN A3) land.*</td>
<td>287 x 209 mm</td>
<td></td>
</tr>
<tr>
<td>1/2 page (DIN A3) port.*</td>
<td>297 x 137 mm</td>
<td></td>
</tr>
<tr>
<td>1/3 page (DIN A3)</td>
<td>273 x 117 mm or 91 x 383 mm</td>
<td>3,000.00</td>
</tr>
<tr>
<td>1/3 page (DIN A3) land.*</td>
<td>297 x 137 mm</td>
<td></td>
</tr>
<tr>
<td>1/3 page (DIN A3) port.*</td>
<td>104 x 420 mm</td>
<td></td>
</tr>
<tr>
<td>1/1 page (DIN A4)</td>
<td>188 x 270 mm</td>
<td>4,000.00</td>
</tr>
<tr>
<td>1/2 page (DIN A4)</td>
<td>92 x 270 mm or 188 x 133 mm</td>
<td>2,500.00</td>
</tr>
<tr>
<td>1/3 page (DIN A4)</td>
<td>60 x 270 mm or 188 x 88 mm</td>
<td>1,950.00</td>
</tr>
<tr>
<td>1/4 page (DIN A4)</td>
<td>92 x 133 mm or 188 x 65 mm oder 44 x 270 mm</td>
<td>1,600.00</td>
</tr>
<tr>
<td>Ad in heading</td>
<td>40 x 45 mm</td>
<td>2,500.00</td>
</tr>
<tr>
<td>Titel ad</td>
<td>50 x 45 mm</td>
<td>2,500.00</td>
</tr>
</tbody>
</table>

*Bleed formats only possible with A3 sizes

Please observe the following comments:
- Advertisement format and position are the same for all 4 daily issues VISIN FOCUS konstant.
- All data must be delivered by the advertising deadline.
- Spot colours are not possible for technical reasons.
- It is not possible to book individual issues for specific days.
- Supplements only possible in the postal distribution quantity (20,700 copies, approx).
- Supplements, also as partial allocation, upon request.

**VISION FOCUS**
Circulation: 25,000 copies including advance distribution to all Recipients of QUALITY ENGINEERING.

PD: 03.11./10.11./11.11./12.11. AD: 05.10.


More compelling offers in advance of VISION
- VideoWall Sponsoring (page 30)
- Video Statement (page 30)
- Daily trade fair newsletter (page 28)
- QUALITY ENGINEERING 05/2020 (page 13)

Plan your successful communications campaign surrounding VISION with us!
Special issue:
QUALITY ENGINEERING PLUS – Production Metrology Special Edition

Ads:

<table>
<thead>
<tr>
<th>Formats</th>
<th>Basic rates b/w</th>
<th>2-colour</th>
<th>3-colour</th>
<th>4-colour</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Colour surcharge</td>
<td>Total rate 2c</td>
<td>Colour surcharge</td>
<td>Total rate 3c</td>
</tr>
<tr>
<td>1/1 page</td>
<td>7,450.00</td>
<td>650.00</td>
<td>8,100.00</td>
<td>1,295.00</td>
</tr>
<tr>
<td>Juniorpage</td>
<td>4,580.00</td>
<td>650.00</td>
<td>5,230.00</td>
<td>1,295.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>3,795.00</td>
<td>400.00</td>
<td>4,195.00</td>
<td>810.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2,580.00</td>
<td>400.00</td>
<td>2,980.00</td>
<td>810.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,930.00</td>
<td>210.00</td>
<td>2,140.00</td>
<td>420.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>980.00</td>
<td>210.00</td>
<td>1,190.00</td>
<td>250.00</td>
</tr>
</tbody>
</table>

QUALITY ENGINEERING PLUS - P1
Special edition „Production Metrology“ for AMB with a circulation of 40,000 copies each!

- Distribution: to all recipients of QUALITY ENGINEERING + 20,000 recipients of Industrieanzeiger
- Total circulation: 40,000 copies
- More information in the editorial schedule on page 12
Special sections – find out what moves the market

The special sections of quality engineering provide readers with extensive and detailed information on the respective topic, within each issue. Present your product with highlighted title within the themed special section.

Metal processing
Issue 1/2020  PD: 18.02.2020
AD: 28.01.2020

Automotive
Issue 3/2020  PD: 10.06.2020
AD: 15.05.2020

Quality Assurance in Additive Manufacturing
Issue 3/2020  PD: 10.06.2020
AD: 15.05.2020

Plastics
AD: 02.09.2020

Image Processing
Issue 5/2020  PD: 27.10.2020
AD: 06.10.2020

Your product on the inside title!

The inside titles introduce industry focus sections and are designed by the editorial team.

Your product is displayed with a large-format image on the inside title and thus effectively highlighted.

A product announcement within the industry focus is included.

- Image in portrait format at least 18 x 22 cm/300 dpi
- Descriptive text on inside title image
- Additional product report (approx. ¼ page) to inside title picture on one of the following pages (approx. 800 characters incl. spaces)

Your price: 3,800.00
qe-online.de – the portal for quality assurance

Target group:
Decision-makers in quality management for companies in the manufacturing industry as well as experts for industrial quality assurance.

In brief:
With exclusive articles, reports and interviews, as well as information on technical products and services, qe-online.de supports readers in their structural evolution. The online portal provides expertise in the areas of Quality Assurance, Quality Management and Production Technology.

Advertising formats and prices:
See next page for standard formats, other advertising formats available on request. Please supply the correct advertising materials for the mobile options. For more information and technical details, see media.industrie.de.

Increase Reach through Retargeting

With this option, you can also reach your precise target audience on the Google Display Network via high-reach news and consumer portals. You will have the opportunity to present your advertising message to your target group for a substantially longer period of time.

Choose your topic-specific audience and adopt advance retargeting options to extend your reach with display ad impressions!

The target group Marketing process

Integrate pixels on the website  Marketing of the target group  Campaign setup  Present on websites of Google Display Networks

Your advantages:
• Low wastage, thanks to targeted reach for users with a specific interest in the topic.
• Control of your advertising investment through precise evaluation of audience reach.
• Increase your brand awareness and image through recurring presence on high-reach portals.

Price on request.
Any questions? We are happy to help!
<table>
<thead>
<tr>
<th>Advertising format on all pages*</th>
<th>Position on Desktop and Tablet**</th>
<th>Size in pixels (w x h) Desktop and Tablet</th>
<th>Description Desktop and Tablet</th>
<th>Positioning Mobile</th>
<th>Size in pixels (w x h) Mobile</th>
<th>Price per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard/ Large Leaderboard/ Expandable Leaderboard</td>
<td><img src="image" alt="Leaderboard" /> <img src="image" alt="Large Leaderboard" /> <img src="image" alt="Expandable Leaderboard" /></td>
<td>728 x 90 970 x 90 728 x 90 and 728 x 300</td>
<td>Placement above the Header</td>
<td><img src="image" alt="Placement above the Header" /></td>
<td>300 x 50</td>
<td>390.00</td>
</tr>
<tr>
<td>(Sticky) Skyscraper/ (Sticky) Wide Skyscraper</td>
<td><img src="image" alt="Sticky Skyscraper" /> <img src="image" alt="Sticky Wide Skyscraper" /></td>
<td>120 x 600 160 x 600</td>
<td>Placement on the right side next to Content (Sticky: Banner remains in the field of view when scrolling the page)</td>
<td><img src="image" alt="Placement on the right side next to Content" /></td>
<td>300 x 50</td>
<td>390.00</td>
</tr>
<tr>
<td>Hockeystick/ Wallpaper with additional background colour HEX-Code</td>
<td><img src="image" alt="Hockeystick" /> <img src="image" alt="Wallpaper with additional background colour" /></td>
<td>728 x 90 and 160 x 600 or 970 x 90 and 120 x 600</td>
<td>Leaderboard adjacent to Skyscraper on the right</td>
<td><img src="image" alt="Leaderboard adjacent to Skyscraper on the right" /></td>
<td>300 x 75</td>
<td>850.00</td>
</tr>
<tr>
<td>Frame Ad</td>
<td><img src="image" alt="Frame Ad" /></td>
<td>120 x 600 and 1.125 x 90 and 120 x 600</td>
<td>Leaderboard with Skyscrapers on left and right. Tablet display in Hockeystick format</td>
<td><img src="image" alt="Leaderboard with Skyscrapers on left and right. Tablet display in Hockeystick format" /></td>
<td>300 x 75</td>
<td>950.00</td>
</tr>
<tr>
<td>Billboard</td>
<td><img src="image" alt="Billboard" /></td>
<td>970 x 250</td>
<td>Banner directly below the Navigation Bar</td>
<td><img src="image" alt="Banner directly below the Navigation Bar" /></td>
<td>300 x 75</td>
<td>440.00</td>
</tr>
<tr>
<td>Medium Rectangle/ Video Ad</td>
<td><img src="image" alt="Medium Rectangle" /> <img src="image" alt="Video Ad" /></td>
<td>300 x 250</td>
<td>Banner within Content or in the outer column</td>
<td><img src="image" alt="Banner within Content or in the outer column" /></td>
<td>300 x 250</td>
<td>360.00</td>
</tr>
</tbody>
</table>

*Does not apply to selected theme pages and company profiles.
**Size and position in pictures illustrative. Displayed in rotation.

**Submission of data:** 7 days before start of campaign by e-mail to auftragsmanagement@konradin.de
File formats: GIF, JPG, HTML5 (responsive), redirect. Max. file size 80KB. Please create HTTPS-compatible HTML5 (max. 2 MB) and redirect files. File format for video ad: MPEG4 (file size max. 30 MB). For the advertisement formats Frame Ad, Wallpaper, Sticky Skyscraper and Expandable Leaderboard, please request our technical specifications via e-mail to: auftragsmanagement@konradin.de.

**Additional ad formats:**
Native advertising, see page 24
Premium company profile, see page 26
Native advertising will raise your company’s profile and gain new sales prospects

Konradin Industrie’s native advertising options will convey your messages to your target audience - convincingly, effectively and packed with a high information content.

In combination with traditional forms of advertising, native advertising will help you to sustainably consolidate and enhance your competence for specific topics in your relevant target groups.

Your benefits:

• With your content, you offer the reader/user real benefits and added value.
• Well-researched editorial articles on websites covering relevant topics.
• Benefit from the high credibility and professional competence of our media brands.
• Your native advertising content cannot be blocked by ad blockers.

Sponsored article

Theme page
**Theme:**

*You provide the text,* which is reviewed by our professional editorial staff and may be edited, from case to case. In order to increase the credibility and the usefulness of the submitted content, we recommend you refrain from using advertising copy within the text.

**Time frame:**

Sponsored articles will be published for four weeks, unless otherwise agreed. A start is possible anytime. After expiry of the four weeks, the sponsored article is still available in the archive.

**Images:**

One image (694 x 456 pixels) is mandatory, up to 3 additional images are possible (images without watermark or similar).

**Positioning:**

Integration as article (teaser) within the editorial part of the start page.

---

**Sponsored article – Services and prices (minimum lead time 4 weeks)**

Sponsored article (will be marked as “advertisement”)
- up to max. 6,000 characters (DOC) incl. spaces
- plus 1 teaser image and a maximum of 2-3 additional images (150 dpi, JPG)
- plus links within the text

Package price per website | 3,700.00

---

**Theme page – Services and prices (minimum lead time 8 weeks)**

**BASIC**

**Themes:** Exclusively decided by yourself.

Possible formats: contributions, articles, texts, PDF, video, pictures, etc.

**Positioning:** Displayed in the navigation section

**Time frame:** 3 months

| Package price per website | 6,000.00 |

**PREMIUM**

The price will depend on the content to be presented, banners, placement and integration within Konradin websites, in addition to the promotion and runtime. The integration of partner downloads (e.g. Whitepaper, Webcast) upon registration or the integration of a social media feed is optional.

All of these components can be individually changed in the PREMIUM Theme Page and are defined upon request.

---

Partner pages are the ideal environment to present yourself to your target group as a competent partner with a long-term perspective on a selected topic.

You determine the topic and to what extent we can support you, in terms of the content. Content - thus setting specific thematic focal points!

*Your products or services will find the perfect editorial environment within the Konradin Industrie topic pages!*
Premium company profile

Raise your company’s profile and promote your services with a premium company profile in the network of Konradin Industrie.

<table>
<thead>
<tr>
<th>Premium company profile at industrie.de and 11 additional websites of Konradin Industrie</th>
<th>Price/year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start possible anytime</td>
<td></td>
</tr>
<tr>
<td>Basic price for 1 year</td>
<td>2,950.00</td>
</tr>
<tr>
<td>*Leads on demand, per lead</td>
<td>70.00</td>
</tr>
<tr>
<td>Additional 3 download offers</td>
<td>300.00</td>
</tr>
<tr>
<td>Extension by additional 12 months</td>
<td>2,300.00</td>
</tr>
</tbody>
</table>

Book the Online Company Profile in combination with the Print Business Card for a special price.

For further details, please refer to our extensive sales documents: https://media.industrie.de/mehr-mediainformationen/

Data submission: via e-mail to auftragsmanagement@konradin.de
Business card print in the trade magazine

<table>
<thead>
<tr>
<th>Business card print in the trade magazine</th>
<th>Category / issues</th>
<th>Price Online</th>
<th>Price Print</th>
<th>Combination Print + Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automationspraxis</td>
<td>Partner for robotics and factory automation / 10 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>Beschaffung aktuell</td>
<td>Purchasing partner / 10 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>cav – Prozesstechnik für die Chemieindustrie</td>
<td>Partner for the chemical industry / 12 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>dei – Prozesstechnik für die Lebensmittelindustrie</td>
<td>Partner for the food industry / 10 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>elektro AUTOMATION</td>
<td>Partner for automation technology / 7 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>EPP Elektronik Produktion &amp; Prüftechnik</td>
<td>Partner for electronics manufacturing / 7 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>Industrieanzeiger</td>
<td>Partner for the industry / monthly, issues: 1, 3, 6, 10, 13, 16, 18, 21, 23, 25, 27, 28</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>KEM Konstruktion</td>
<td>Partner for engineering / 10 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>mav Innovation in der spanenden Fertigung</td>
<td>Partner for the production industry / 10 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>medizin&amp;technik</td>
<td>Partner for medical technology / 6 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>phpro – Prozesstechnik für die Pharmaindustrie</td>
<td>Partner for the pharma industry / 5 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>QUALITY ENGINEERING</td>
<td>Partner for quality assurance / 5 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>Sicherheitsbeauftragter</td>
<td>Partner for occupational safety / 10 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>Sicherheitsingenieur</td>
<td>Partner for occupational safety / 12 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
</tbody>
</table>

Start possible with any issue

Format
Business card 60 mm wide x 82 mm high, logo, four-coloured
2 lines for company name and web address, 14 lines of text, approx.
50 characters incl. spaces. Positioning in your category of choice*

*Categories for print (examples):
Analytical engineering • image processing • measuring technology • measuring machines • measuring instruments • microscopes • measurement robots • controls • test systems • materials testing • software • further education • services

Categories might be modified by Konradin

*Premium company profile 2,950.00

Book the Print Business Card in combination with the Online Company Profile for a special price.
Title: QUALITY-News

In brief:
QUALITY-News provides readers with current information about their area of expertise. Alongside latest news and developments, Quality-News features interesting contributions, sometimes amusing, from the professional trade, plus career advice.

Distribution:
Approximately 11,500 personally named and qualified addresses.

Target group:
Persons responsible from the quality management area of manufacturing.

Frequency:
monthly, Wednesdays.
At the time of the trade fairs in March/April and October also fortnightly, on Wednesdays:
15.1., 05.02., 04.03., 18.03., 01.04., 15.04., 29.04., 03.06., 01.07., 05.08., 02.09., 07.10., 21.10., 04.11., 02.12.

Daily trade fair newsletter for Control:
05.05., 06.05., 07.05., 08.05.

Daily trade fair newsletter for Vision:
10.11., 11.11., 12.11.

Ad format*/position | Size in pixels (w x h) | Prices
--- | --- | ---
Leaderboard above header | 728 x 90** | 870.00
Text/image ad | Image: 200 x 150, text: 300 char. (incl. spaces) | 660.00
Fullbanner | 468 x 60**, 590 x 100** | 660.00
Medium Rectangle | 300 x 250 | 660.00

*Size and position in picture illustrative.
**Display on mobile devices: scaled to a width of 300 pixels

Data delivery:
7 days prior to start of campaign via e-mail to: auftragsmanagement@konradin.de
Formats: GIF, JPG (DOC additionally for text/image ad), tracking code is possible, tracking pixels are not built in (file size max. 60KB).
With animated GIF files, the e-mail may only display the first animation Frame.

To view the current newsletter and subscribe, please go to: www.qe-online.de/newsletter or scan QR code
Your benefits:

- We present your topic to the market
- You benefit from a strong media brand
- Your advertising message receives the complete attention of the subscribers, all of the ad placements are exclusively at your disposal
- Attractive pricing

Content:
The Editors’ Special Newsletter is presented with the same look&feel of the regular online newsletters. You will determine the subject focus and date of distribution. Our editorial staff will carefully research the contents of the co-ordinated topic. If desired, your press releases can also be integrated into the newsletter. Finally, the editors compile the completed Editors’ Special Newsletter, incorporating your exclusive banner advertising content.

Recipients: approx. 11,500 recipients of QUALITY-News

Send date: on request

Availability: on request

---

<table>
<thead>
<tr>
<th>Ad format*/position</th>
<th>Size in pixels (w x h)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 x Leaderboard above header</td>
<td>728 x 90**</td>
<td></td>
</tr>
<tr>
<td>3 x Text/image ad</td>
<td>Image: 200 x 150, text: 300 char. (incl. spaces)</td>
<td></td>
</tr>
<tr>
<td>or</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 x Fullbanner</td>
<td>468 x 60**</td>
<td></td>
</tr>
<tr>
<td>or</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 x Medium Rectangle</td>
<td>300 x 250</td>
<td>4,700.00</td>
</tr>
</tbody>
</table>

maximum of 4 positions

*Size and position in picture illustrative.
**Display on mobile devices: scaled to a width of 300 pixels

Data delivery:
7 days prior to start of campaign via e-mail to: auftragsmanagement@konradin.de
Formats: GIF, JPG (DOC additionally for text/image ad), tracking code is possible, tracking pixels are not built in (file size max. 60KB).
With animated GIF files, the e-mail may only display the first animation frame.
At the trade fair

Video statement

Put your trade fair highlights in the spotlight! We’ll shoot an exclusive and professional video on your stand, as a combination of company statement and technology/product presentation.

Example videos: [www.prozesstechnik.industrie.de/videos](http://www.prozesstechnik.industrie.de/videos)

Benefits and prices (at least 4 weeks lead time)

Briefing before the fair, filming with you at the booth (1 hour maximum), editing, cutting, incl. a correction run, video (HD quality, length < 5 min.)

Promotion via:
Website • Social Media
Integration into our video library/website with full text search
Video file freely available to you

Basic price 1,500.00

Can be booked for:
Control, Interpack, Hannover Messe, Motek, POWTECH, SMTconnect, SPS, Vision.
Other trade fairs on request.

At the trade fair

VideoWall sponsoring

Our editors conduct exclusive video interviews with reputable business partners from market-leading companies in the “TV Studio” located on the Konradin Stand.

Example videos: [www.prozesstechnik.industrie.de/videos](http://www.prozesstechnik.industrie.de/videos)

Benefits and prices (at least 6 weeks lead time)

Your sponsor logo visible on the VideoWall and in every video opening credits
One video interview in front of the VideoWall
Video file freely available to you
Videos will be integrated in the YouTube channel/konradinindustrie

Basic price per fair 2,900.00

As exclusive sponsor, benefit from your high-profile presence on the sponsor wall:
• Ideal for image and brand building
• Position your company as an opinion leader
• Long-range profile, beyond the initial scope of the trade fair visitors

Can be booked for: Control, SMTconnect, SPS, Vision.

Your company

Application video

Combine your application report in print with a multi-media video. We will manage the production for you!
Possible contents: interview with manufacturers and users, production overview, machinery in operation including detailed shots.

Example videos: [www.prozesstechnik.industrie.de/videos](http://www.prozesstechnik.industrie.de/videos)

Benefits and prices (at least 4 weeks lead time)

Briefing before the fair, filming with you at the booth (1 hour maximum), editing, cutting, incl. a correction run, video (HD quality, length < 5 min.)

Promotion via:
Website • Social Media
Integration into our video library/website with full text search
Video file freely available to you

Basic price 1,500.00

Benefits and prices (at least 6 weeks lead time)

Briefing, treatment, filming on site (1 day), editing, cutting, incl. a correction run, video (HD quality, length <5min)

Promotion via:
Newsletter • Website • Social Media
Integration into our video library/website with full text search
Video file freely available to you

Basic price evtl. excluding potential travel expenses 4,800.00

Can be booked for:

All prices without agency commission.
Further options on request.
Address rental

Take advantage of our professional addresses to attract new customers for your company.
Select addresses for your mailings from our qualified database using criteria such as:

Region • Industry • Company size • Function • Position

Communicate successfully with professional print and e-mailings. Just get in touch.

Tip: E-mailings are perfect for invitations to roadshows, open houses and events, trade fairs, webinars, webcasts, product launches and much more.

E-mailing

We manage your e-mailings to interested and potential customers, including dispatch and reporting.
Multiple shots lead to higher success rates.

Print mailing – Lettershop

We manage your complete designed print-mailing service via our Lettershop – from print to dispatch.

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### E-mailing – Benefits and prices (at least 6 weeks lead time)

| Handling: | 1 e-mailing, 1 draft (correction), 1 selection, use of the existing template, dispatch, reporting | 750.00 |
| Address rental | Minimum order value € 750.00 = 1,000 addresses | from 0.75 per address |
| Multiple shots: | 1 reminder with same content, same template, same address selection | Handling 110.00 per address from 0.40 |

No agency commission on price

Detailed information on request.

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### Print mailing – services and prices (at least 6 weeks lead time)

| Handling: | 1 selection by industry and function Creation, handling, postage, dispatch | effort-based |
| Address rental | Minimum order value € 1,100.00 = 2,000 addresses | from 0.55 per address |

No agency commission on price

Detailed information on request.
A professional partner for qualified leads

Why lead generation?

Prospective customers initially look for solutions to their problems and not for products!

Information is increasingly being researched via the Web, at the individually appropriate time within the customer journey. Until the prospect comes into direct contact with the (desired) provider, he will remain unrecognised.

Conclusion:
The prospective customer, thus the potential buyer, must be addressed through different TouchPoints – in terms of both time and content.

What is a ‘lead’?

You will receive qualified contacts with a concrete interest in your specific topic. You can then use these valuable contact details for your marketing or sales communication in accordance with EU-DSGVO (General Data Protection Regulation).

Factors for successful lead generation:

• Topicality of the subject
• Relevance of the topic for the target group
• Users and exclusivity of the information presented
• Size of the defined target group

How does lead generation work with Konradin Industrie?

MQL or SQL?

Marketing Qualified Lead (MQL) is a lead with interest in your product or service. You can reach MQLs with the online tools Webinar and Whitepaper (see the following pages).

Sales Qualified Lead (SQL) is a contact that has developed into a genuine prospective buyer through their own activities and with the support of marketing.

You can reach SQLs with Konradin Industrie through tailor-made campaigns that we develop mutually with you. You will benefit from our professional campaign management. Marketing automation and nurturing processes, as well as the entire portfolio of Konradin media channels, will be adopted to fulfil the objectives of your campaign. In addition, our team of experienced editors will assist you with content creation.

Any questions? We are happy to help!
Lead Generation

Webinar (Prices valid as of 01.10.2019, in €, plus VAT)

Webinar – convey worldwide expertise and generate leads

The advantages of a webinar package

- **New contacts** – get to know potential customers who are specifically interested in your product.
- **Competent implementation** – based on our webinar experience, we organise your webinar, you appoint the speaker.
- **Image enhancement** – modern forms of media for modern people.
- **Cost and time savings** – regardless of location, no travel expenses or accommodation costs.
- **Multimedia knowledge transfer** – share audio and video content or files with the participants.
- **Direct contact** – in the form of a Q&A chat session and additional polls for a further qualification of leads.
- **Detailed reporting** – You will receive the results of the polls, the attention rate and the average length of stay during a webinar.
- **Webinar recording** – We record your webinar and put it online as an on-demand webcast on our websites – additional lead generation.

### Webinar – Services and price (minimum lead time 6 weeks)

| Announcement of your webinar on the website with image • text • registration page |
| Promotion in newsletter • website • further appropriate media of Konradin Industrie |
| E-mailing of invitations • reminders • appointment reminders • follow-ups |
| Online webinar space and live transmission (approx. 60 minutes), Poll during the live broadcast |
| Professional moderator, inclusion of up to two speakers on your side (technical checks before broadcast) |
| Registration list including contact details |
| Detailed reporting |
| On-demand webcast after live transmission on the website with image and text |

**Package price**

(No agency commission on price) 7,700.00

**Options at extra charge:**

- Leads (after live webinar) from € 70.00/lead

**For further details, please refer to our extensive sales documents:**

https://media.industrie.de/mehr-mediainformationen/

**Data delivery:** via e-mail to industrie.online@konradin.de
White paper – Fixed running time

Concept and benefits

- **3 months presence** via our website. Teasers ensure traffic and you receive all the leads generated for your disposal.
- **Your proof of competence**: Position yourself as proficient business partner with your white paper.
- **Potential business contacts**: Find the people who are really interested in your technologies or products (MQL = Marketing Qualified Leads).

**White paper – Fixed running time – Benefits and prices**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integration of your white paper on the website with image and text</td>
<td></td>
</tr>
<tr>
<td>Promotion via Newsletter • Website • additional relevant media of Konradin Industrie</td>
<td>1,950.00</td>
</tr>
</tbody>
</table>

**Running time of 3 months, including leads**

(No agency commission on price) 1,950.00

**Options at an extra charge:**

- Leads after expiry of the 3-month running time from 70.00/lead
- Drafting of white paper by specialist editor and/or English language variant on request

**For further details, please refer to our extensive sales documents:**
https://media.industrie.de/mehr-mediainformationen/

**Data delivery**: via e-mail to industrieline@konradin.de

Whitepaper – Pay-per-Lead

Concept and benefits

- You have an interesting white paper which will be released exclusively via Konradin or may be available on other platforms subject to prior registration.
- We match the number of leads in the desired target group.
- Based on this white paper offer, we generate qualified leads within the specified target group and at the specified quantity.

**White paper – Pay-per-lead – Benefits and prices**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integration of your white paper on the website with picture and text</td>
<td></td>
</tr>
<tr>
<td>Target-group-compliant selection from our database (2 selection criteria: function and industry)</td>
<td></td>
</tr>
<tr>
<td>Audience targeting via e-mails and/or via telephone, if required to achieve your guaranteed leads</td>
<td></td>
</tr>
<tr>
<td>Promotion via Newsletter • Website • additional relevant media of Konradin Industrie</td>
<td></td>
</tr>
</tbody>
</table>

**Project set-up** 1,500.00

**Price per lead** (minimum order volume 50 leads) from 70.00/lead

(No agency commission on price)

**For further details, please refer to our extensive sales documents:**
https://media.industrie.de/mehr-mediainformationen/

**Data submission**: via e-mail to industrieline@konradin.de
Innovation – Atmosphere – Contacts

3rd FORUM Quality Assurance in Additive Manufacturing

Additive manufacturing has arrived in industrial production – not just in prototype construction, but increasingly within series production. The prerequisite for this step is that quality assurance is integrated into the processes surrounding additive manufacturing. However, quality assurance within additive manufacturing is still somewhat in its infancy. That is why we are hosting this forum in association with the fraunhofer ipa, focusing precisely on this important subject.

The target group comprises users of additive processes in toolmaking, machine and vehicle construction, aerospace and medical technology.

Previous partners:

All partners of the forum benefit from a comprehensive marketing package, which advertises the event through cross-media channels.

<table>
<thead>
<tr>
<th>Services at a glance</th>
<th>Basic</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event organisation, location, catering, moderation</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Event-promotion print/online/newsletter</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Intensive - cross-media - wide range</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Approx. 2 m x 2 m exhibition space</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Free Guest Passes, worth € 495.00</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Presentation of exhibition highlights in the guide</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Advertisement in the forum preview, QUALITY ENGINEERING 3/2020 and Industrieanzeiger 8/2020</td>
<td>1/1 page</td>
<td>1/1 page</td>
</tr>
<tr>
<td>Forum preview with advertorials of each partner at the event</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

Price per partner (in € without agency commission)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic</td>
<td>2,500.00</td>
</tr>
<tr>
<td>Premium</td>
<td>4,000.00</td>
</tr>
</tbody>
</table>

Book now and become a partner!
industrie.de – the industry portal

www.industrie.de

Target group:
On the one hand, we appeal to the experts/specialists with an IT background who deal with IT in the production environment. On the other hand, we focus on IT managers in the production arena with a production background.

In brief:
Understanding basic knowledge in the “smart factory” environment and demonstrating the implementation of modern technology (Industry 4.0) in successful application examples – these are the fundamental competencies at the core of the online platform industrie.de.

Advertising formats and prices:
See next page for overview of standard formats. Other advertising formats on request. Please supply the correct advertising materials for mobile options. You can find more information and technical details at media.industrie.de.

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**Newsletter „IT trifft auf Industrie“**

<table>
<thead>
<tr>
<th>Ad format* / position</th>
<th>Size in pixels (w x h)</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard above header</td>
<td>728 x 90**</td>
<td>1,550.00</td>
</tr>
<tr>
<td>Text/image ad</td>
<td>Image: 200 x 150, text: 300 char. (incl. spaces)</td>
<td>1,000.00</td>
</tr>
<tr>
<td>Fullbanner</td>
<td>468 x 60**, 590 x 100**</td>
<td>1,000.00</td>
</tr>
<tr>
<td>Medium rectangle</td>
<td>300 x 250</td>
<td>1,000.00</td>
</tr>
</tbody>
</table>

**Frequency:** weekly, every Wednesday

**Distribution:** 20,000 recipients

**Data delivery:**
7 days prior to start of campaign via e-mail to: auftragsmanagement@konradin.de
Formats: GIF, JPG (DOC additionally for text/image ad), tracking code is possible, tracking pixels are not built in (file size max. 60KB).
With animated GIF files, only the first frame is displayed in the e-mail.

*Size and position in picture illustrative
**Display on mobile devices: scaled to a width of 300 pixels
<table>
<thead>
<tr>
<th>Advertising format on all pages*</th>
<th>Position on Desktop and Tablet**</th>
<th>Size in pixels (w x h) Desktop and Tablet</th>
<th>Description Desktop and Tablet</th>
<th>Position on Mobile</th>
<th>Size in pixels (w x h) Mobile</th>
<th>Price per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard/ Large Leaderboard/ Expandable Leaderboard</td>
<td><img src="image" alt="Leaderboard/ Large Leaderboard/ Expandable Leaderboard" /></td>
<td>728 x 90 970 x 90 728 x 90 and 728 x 300</td>
<td>Placement above the Header</td>
<td><img src="image" alt="Leaderboard/ Large Leaderboard/ Expandable Leaderboard" /></td>
<td>300 x 50</td>
<td>600.00</td>
</tr>
<tr>
<td>(Sticky) Skyscraper/ (Sticky) Wide Skyscraper</td>
<td><img src="image" alt="Sticky Skyscraper/ (Sticky) Wide Skyscraper" /></td>
<td>120 x 600 160 x 600</td>
<td>Placement on the right side next to Content (Sticky: Banner remains in the field of view when scrolling the page)</td>
<td><img src="image" alt="Sticky Skyscraper/ (Sticky) Wide Skyscraper" /></td>
<td>300 x 50</td>
<td>600.00</td>
</tr>
<tr>
<td>Hockeystick/ Wallpaper with additional background colour HEX-Code</td>
<td><img src="image" alt="Hockeystick/ Wallpaper with additional background colour HEX-Code" /></td>
<td>728 x 90 and 160 x 600 or 970 x 90 and 120 x 600</td>
<td>Leaderboard adjacent to Skyscraper on the right</td>
<td><img src="image" alt="Hockeystick/ Wallpaper with additional background colour HEX-Code" /></td>
<td>300 x 75</td>
<td>1,400.00</td>
</tr>
<tr>
<td>Frame Ad</td>
<td><img src="image" alt="Frame Ad" /></td>
<td>120 x 600 and 1.125 x 90 and 120 x 600</td>
<td>Leaderboard with Skyscrapers on left and right. Tablet display in Hockeystick format</td>
<td><img src="image" alt="Frame Ad" /></td>
<td>300 x 75</td>
<td>1,600.00</td>
</tr>
<tr>
<td>Billboard</td>
<td><img src="image" alt="Billboard" /></td>
<td>970 x 250</td>
<td>Banner directly below the Navigation Bar</td>
<td><img src="image" alt="Billboard" /></td>
<td>300 x 75</td>
<td>650.00</td>
</tr>
<tr>
<td>Medium Rectangle/ Video Ad</td>
<td><img src="image" alt="Medium Rectangle/ Video Ad" /></td>
<td>300 x 250</td>
<td>Banner within Content or in the outer column</td>
<td><img src="image" alt="Medium Rectangle/ Video Ad" /></td>
<td>300 x 250</td>
<td>500.00</td>
</tr>
</tbody>
</table>

*Does not apply to selected theme pages and company profiles.  
**Size and position in pictures illustrative. Displayed in rotation.

**Submission of data:** 7 days before start of campaign by e-mail to auftragsmanagement@konradin.de  
File formats: Gif, JPG, HTML5 (responsive), redirect. Max. file size 80KB. Please create HTTPS-compatible HTML5 (max. 2MB) and redirect files. File format for video ad: MPEG4 (file size max. 30 MB). For the advertisement formats Frame Ad, Wallpaper, Sticky Skyscraper and Expandable Leaderboard, please request our technical specifications via e-mail to: auftragsmanagement@konradin.de.

Additional ad formats:  
Native advertising, see page 24  
Premium company profile, see page 26
fachjobs24.de is the job portal of the Konradin Publishing Group. Fachjobs24.de represents a unique media network built upon 62 print and online brands with the highest level of professional competence. With your job advertisement in one of our six industry channels, you will directly address the future specialists and executives within your precise target group.

The Industry channel comprises a total of 24 trade magazines and professional online portals for the industry's decision-makers, making it one of the most diverse brands in German-speaking markets.

### PRINT JOURNAL inc. 4 weeks Basic Job Online *

<table>
<thead>
<tr>
<th>Industry</th>
<th>1/4 page</th>
<th>1/2 page</th>
<th>1/1 page</th>
<th>Circulation/frequency p.a.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automationspraxis</td>
<td>1,400.00</td>
<td>2,000.00</td>
<td>3,200.00</td>
<td>15,100 copies 10x</td>
</tr>
<tr>
<td>Beschaffung aktuell</td>
<td>2,300.00</td>
<td>3,260.00</td>
<td>5,350.00</td>
<td>18,100 copies 10x</td>
</tr>
<tr>
<td>cav – Prozesstechnik für die Chemieindustrie</td>
<td>1,400.00</td>
<td>2,000.00</td>
<td>3,200.00</td>
<td>21,700 copies 15x</td>
</tr>
<tr>
<td>dei – Prozesstechnik für die Lebensmittelindustrie</td>
<td>1,000.00</td>
<td>1,500.00</td>
<td>2,200.00</td>
<td>9,100 copies 10x</td>
</tr>
<tr>
<td>elektro AUTOMATION</td>
<td>1,400.00</td>
<td>2,000.00</td>
<td>3,200.00</td>
<td>18,100 copies 9x</td>
</tr>
<tr>
<td>EPP Elektronik Produktion &amp; Prüftechnik</td>
<td>1,000.00</td>
<td>1,500.00</td>
<td>2,200.00</td>
<td>9,200 copies 7x</td>
</tr>
<tr>
<td>Industrieanzeiger</td>
<td>1,750.00</td>
<td>2,750.00</td>
<td>4,300.00</td>
<td>40,100 copies 34x</td>
</tr>
<tr>
<td>KEM Konstruktion</td>
<td>1,400.00</td>
<td>2,000.00</td>
<td>3,200.00</td>
<td>22,600 copies 18x</td>
</tr>
<tr>
<td>mav Innovation in der spanenden Fertigung</td>
<td>1,400.00</td>
<td>2,000.00</td>
<td>3,200.00</td>
<td>20,100 copies 10x</td>
</tr>
<tr>
<td>medizin&amp;technik</td>
<td>1,020.00</td>
<td>1,530.00</td>
<td>2,040.00</td>
<td>10,000 copies 6x</td>
</tr>
<tr>
<td>phpro – Prozesstechnik für die Pharmaindustrie</td>
<td>1,000.00</td>
<td>1,500.00</td>
<td>2,200.00</td>
<td>11,100 copies 5x</td>
</tr>
<tr>
<td>QUALITY ENGINEERING</td>
<td>1,440.00</td>
<td>2,040.00</td>
<td>3,260.00</td>
<td>20,700 copies 4x</td>
</tr>
</tbody>
</table>

All print ads set to type area (specific formats are available upon request), prices in € plus VAT, all print rates indicated are valid for 4-colour print. Publication rates are provided by the publisher and are valid as of 2019.

### ONLINE ONLY

<table>
<thead>
<tr>
<th>Basis Job</th>
<th>Premium Job</th>
<th>Premium Job +</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 weeks</td>
<td>8 weeks</td>
<td>8 weeks</td>
</tr>
<tr>
<td>simple listing</td>
<td>simple listing</td>
<td>exclusive listing</td>
</tr>
<tr>
<td>199.00</td>
<td>249.00</td>
<td>299.00</td>
</tr>
</tbody>
</table>

*With print booking, the respective online channel is complimentary for 4 weeks!
Your Partner for Touchpoint Marketing

For all phases of the customer journey, Konradin Industry has an ideal cross-media offer

The customer journey model follows the constantly evolving needs of the target group throughout the buying process. The marketing goal is to create optimal touchpoints.

1. **Latency**
   - Even without buying intent, purchase impulses are required
   - If you want to attract attention, you have to stand out and be ‘loud’.
   - A purpose of traditional advertising.
   - Pull-Marketing-Activities

2. **Exploration**
   - Active research, familiarisation with the subject matter and definition of the purchasing criteria
   - Advertising ensures awareness of solutions and USPs
   - Pull-Marketing-Activities

3. **Consideration**
   - Narrowing of alternatives, selection of possible suppliers and products (relevant set)
   - Advertising strengthens the supplier’s image and identifies tangible product advantages
   - PR facilitates confidence-building via references, testimonials, etc.

4. **Purchase**
   - Negotiation of services and conditions for purchase
   - Direct sales advertising with pricing/promotions
   - Interaction between marketing/sales

5. **After Sales**
   - Exceptional customer service will secure loyalty and reduce the next journey
   - Brand/image advertising to authenticate your qualification (as a big player, industry or technology specialist).
   - Customer communication and user interaction

Customer-journey model
Divided into 5 distinct phases. Depending upon how they are experienced, changes in direction or abridgement may also occur.
The Konradin Industrie portfolio comprises 17 industrial media brands. The range of trade magazines is complemented by individual websites and newsletters for each respective title. In addition to this, there are focused online portals. Trade events, which are carried out by individual media brands or in collaboration, round off the consummate brand portfolio.

The professional trade media of Konradin Industrie primarily reach audiences within the sectors electrical engineering, food and nutrition industry, automotive engineering, precision mechanics/optics, mechanical and plant engineering, medical technology, metal production/working and the pharmaceutical and chemical industries.

Automationspraxis
FOR: Managing directors, plant managers, production managers, planning engineers
IN: Production companies in all industries

Beschaffung aktuell
FOR: Board members, managing directors, heads of area/department in purchasing, materials management and logistics.
IN: All industries, focus on companies with 500 employees and more

EPP Elektronik Produktion + Prüftechnik
FOR: Managing directors, technical managers, quality managers, skilled workers in production and development
IN: Electronics prod./testing

EPP EUROPE
FOR: Managing directors, technical managers, quality managers, skilled workers in production and development
IN: Electronics production and testing

medizin&technik
FOR: Heads of design/development, production, product managers, quality managers, Managing directors
IN: Medical technology

phpro – Prozesstechnik für die Pharmaindustrie
FOR: Plant/production managers, technical management,
IN: Pharmaceutical industry, suppliers/manufacturers of plants and equipment
cav – process technology for the chemical industry
FOR: Managing directors, technical managers, plant managers
IN: Chemical/pharmaceutical industry, suppliers/manufacturers of plants and equipment

cpp – process technology for the chemical industry
FOR: Managing directors, technical managers, plant managers
IN: Chemical/pharmaceutical industry, suppliers/manufacturers of plants and equipment international/in English

dei – Prozesstechnik für die Lebensmittelindustrie
FOR: Managing directors, technical managers, production managers
IN: Food and beverage industry

elektro AUTOMATION
FOR: Technical management, automators, heads of design engineering/development, system integrators
IN: Mechanical engineering, electrical engineering and other automation-intensive industries

Industrieanzeiger
FOR: Managing directors, techn./commercial managers
IN: SMEs in mech. engineering, metalworking and processing, automotive, plastics processing and electrical engineering

industrie.de
is the comprehensive online specialist Portal for Digitisation in Production

KEM Konstruktion
FOR: Heads of design/development, design/development engineers, technical management
IN: Mechanical engineering, electrical engineering, vehicle construction

mav Innovation in der spanenden Fertigung
FOR: Production managers, technical managers, CEOs
IN: Metal working and processing, mechanical engineering, automotive

QUALITY ENGINEERING
FOR: Persons responsible for quality in management and production
IN: Manufacturers with focus on mechanical engineering, metals, plastics, automotive

Sicherheitsbeauftragter
FOR: Managing directors, safety officers, specialists for occupational safety, safety engineers
IN: All industries

Sicherheitsingenieur
FOR: Managing directors, specialists for occupational safety, safety engineers
IN: All industries
Our portfolio for your successful target-group communication

Media advice and campaign planning
We will advise you competently and comprehensively on all your media planning needs within the network of Konradin Industrie. Working closely with you, we select the appropriate channels and media brands.

Extras for your target-group marketing
Extras such as Lead Generation, Video or Address Rental are just a few of the media channels available to reach your target group. Talk to us, we provide you with the relevant options.

Optimising your advertising material
With our experience in advertising efficacy research, we support you in developing your customized campaign, helping you to achieve your specific communication objectives.

Printing your products
KonradinHeckel is your specialist for the complete production of catalogues.
www.konradin-druck.de

Corporate publishing
Our corporate publishing experts develop and realise corporate communication measures tailored to your target group, such as customer magazines, specialist online portals or events – 100% individually.
www.konradin.de

B2B market and media research
Whether you are considering advertisement tests, brand image or brand awareness studies, we have extensive experience in the B2B market research and work closely with qualified institutes. We can conduct efficient and affordable surveys on your behalf.

Talk to us!
We will gladly advise you and put you in touch with the relevant departments of our company.
17 media brands
for the industry with more than
170 publication dates per year
and more than 260,000 copies
distributed monthly.

14 industry websites
with about 540,000 page
impressions every month!

156 webinars
as of July 2019. With up to
340 registrations!

More than 1,700 videos
as of July 2019 on the YouTube
channel of Konradin Industrie.
With more than 350,000 views.

15 trade events
per year. Experts from the
profession for the profession.
With up to 1,000 participants.

48 newsletters
per month, with a total of
around 190,000 opt-in
recipients.

Use our comprehensive market presence
for your dialogue with the industry and
your target audience and benefit from
practical experience and unrivalled
communication skills.

TRADE MAGAZINE
... also as an e-paper

WEBSITE
... the online magazine

NEWSLETTER
... the regular e-newsletter

konradin
Industrie

LEAD
GENERATION
... via webinars,
white papers,
Lead Campaign and so on

TRADE EVENTS
... including collaborations

EXTRAS
... e.g. videos, market research,
address rental, corporate publishing
and much more