



Media Guide 2023

Price list No. 28, valid from January 1, 2023

Place of Publication 58093 Hagen, Germany

Circulation 3,500 copies

distributed circulation 3,300 copies; hereof 3,000 copies to permanent and alternate recipients from domestic and foreign customer industries, universities and colleges and engineering offices.

125 paid subscriptions

175 promotion copies

200 exhibition, archive and voucher copies

Magazine size DIN A4, 297 mm high, 210 mm wide

Type area 270 mm high, 186 mm wide

Advertising sizes and display rates

<u>Format</u>	<u>Type area W x H [mm]</u>	<u>Bleed format W x H [mm]</u> plus 3 mm bleed	<u>4c-rates [Euro]*</u>
1/1 page	186 x 270	210 x 297	3.325,00
3/4 page	Portrait format 138 x 260	Portrait format 151 x 297	2.975,00
	Landscape format 186 x 195	Landscape format 210 x 211	2.975,00
2/3 page	Portrait format 122 x 260	Portrait format 135 x 297	2.575,00
	Landscape format 186 x 173	Landscape format 210 x 189	2.575,00
1/2 Junior-page	138,5 x 174	151,5 x 187	2.575,00
1/2 page	Portrait format 91x 260	Portrait format 104 x 297	2.350,00
	Landscape format 186 x 130	Landscape format 210 x 146	2.350,00
1/3 page	Portrait format 59 x 260	Portrait format 72 x 297	1.825,00
	Landscape format 186 x 86	Landscape format 210 x 102	1.825,00
1/4 page	Portrait format 43,5 x 260	Portrait format 56,5 x 297	1.695,00
	Portrait format 91 x 130	Portrait format 104 x 146	1.695,00
	Landscape format 186 x 65	Landscape format 210 x 81	1.695,00
Special position (Price Surcharge)	Positioning regulations (not less than 1/3 page)	10 % overhead charge on display and colour rate	
	2nd., 3rd. and 4th cover page (only 1/1 Page possible)	20 % overhead charge on display and colour rate	
Colour rate (Price reduction)	standard and process colour each (Euroscale)		355,00
Colour rate (Price surcharge)	matched or metallic colour each		565,00

* all rates are excluding VAT. * less 5 % (all formats) with membership in Industrieverband Massivumformung e. V.

Printing process	Printing in Offset by Euro scale in CMYK colour space								
Ad material specifications	<p>Delivering of digital printing material as PDF, EPS or TIF file PDF file in ISO-Norm PDF/X-3:2002 The used fonts must be embedded or converted to characters in the data paths. Embedded image files must be delivered with a resolution of 300dpi. Drawings, logos or line motifs should be supplied as vector graphics or line scan with a resolution of 900 dpi. Data sets with file names of up to 27 characters (letters or numbers), without accents or special characters with Suffix, Further processing of non-editorial data will be invoiced separately. Open data files from below listed software, can be processed (names listed are registered trademarks):</p> <table><tr><td>Adobe InDesign CS6</td><td>Adobe PDF 10</td></tr><tr><td>QuarkXpress 9.3</td><td>Microsoft Word 2010</td></tr><tr><td>Adobe Illustrator CS6</td><td>Microsoft Excel 2010</td></tr><tr><td>Adobe Photoshop CS6</td><td>Microsoft Power Point 2010</td></tr></table> <p>Data files in the last mentioned Microsoft programs are generally not printable by Offset. A further processing except for editorial articles will be charged separately.</p>	Adobe InDesign CS6	Adobe PDF 10	QuarkXpress 9.3	Microsoft Word 2010	Adobe Illustrator CS6	Microsoft Excel 2010	Adobe Photoshop CS6	Microsoft Power Point 2010
Adobe InDesign CS6	Adobe PDF 10								
QuarkXpress 9.3	Microsoft Word 2010								
Adobe Illustrator CS6	Microsoft Excel 2010								
Adobe Photoshop CS6	Microsoft Power Point 2010								
Advertising deadlines	March edition: mid-February September edition: mid-August								
Terms of payment	Invoicing in Euro and all rates excl. VAT. Payment within 10 days after date of invoice, without any further discount.								
Invoice payable into account	Credit- und Volksbank Wuppertal IBAN Euro: DE94 3406 0094 0002 1332 96 – BIC: VBRSE33XXX Stadtsparkasse Wuppertal IBAN Euro: DE80 3305 0000 0009 4072 55 – BIC: WUPSDE33XXX								
Discount	5% 2 ads * 5 % for all formats with membership in 10% 4 ads Industrierverband Massivumformung e. V.								
Bound inserts	up to 135 g/m ² 4 pages 5,315 EUR 2 pages 3,210 EUR plus technical costs 165 EUR per 1,000 unfolded delivery Required amount: Circulation + 3 %								
Delivery address	on request								
Loose inserts (2 pages)	up to 25 g: 1,750 Euro more than 25 g: on request								
Loose inserts (n-pages)	on request								
Insert size	295 x 206 mm 210 x 100 mm								
Advertising sales	IMP InterMediaPro e.K. Mr. Sven Anacker and Mrs. Sabine Schött Starenstraße 94 42389 Wuppertal Germany Tel.: +49 202 2373294 - 13 Internet: www.intermediapro.de E-Mail: ss@intermediapro.de sa@intermediapro.de								