



Actual circulation
calculated on the annual average
(1st July 2015 – 30th June 2016)
6,093 copies

Edition no. Month	Main topics	Trade fairs and conferences ◆ Trade fair ◇ Conference	Editorial deadline	Advertising deadline	Printing material	Publishing date
 1 January/ February 	Special: Intralogistics – Warehouse technology – Transport technology – Industrial trucks – Order picking – Identification technology – Automatic tool dispensing machines – Warehouse management Hand/electric tools Supplier industry Work clothes Works cleaning Global sourcing	◆ Intec / Z Leipzig, 7. – 10. 3. 2017 ◆ LogiMAT Stuttgart, 14. – 16. 3. 2017 ◇ 7. BME eLösungstage Düsseldorf, 14. – 15. 3. 2017 ◇ 4. PVH-Kongress Köln, 18. 3. 2017	24. 1. 2017	6. 2. 2017	10. 2. 2017	2. 3. 2017
  2 March/ April  	Special: Transport logistics – Fleet – Packaging – Containers/Pallet management – Weighing technology – Lifting technology – Supply chain management – Planning software Used machinery/Retrofitting Maintenance Measuring and control technology Access technology E-procurement B2B – Exports	◆ Hannover Messe Hannover, 24. – 28. 4. 2017 ◆ ReTec Augsburg, 25. – 27. 4. 2017 ◆ interpack Düsseldorf, 4. – 10. 5. 2017 ◆ transport logistic München, 9. – 12. 5. 2017 ◆ Control Stuttgart, 9. – 12. 5. 2017 ◆ PCIM Europe Nürnberg, 16. – 18. 5. 2017	13. 3. 2017	23. 3. 2017	29. 3. 2017	20. 4. 2017
 3 May/ June	Special: Supplier industry – Joining technology – Surface finishing – Semifinished products – Standard parts – Rapid prototyping Drive technology: Rolling bearings, plain bearings and ball bearings Coolants and lubricants Factory equipment Sealing technology Personal protective equipment (PPE) Sales strategies for the B2B	◆ Sensor+Test Nürnberg, 30. 5. – 1. 6. 2017 ◆ KSS Stuttgart, 30. 5 – 1. 6. 2017	13. 4. 2017	28. 4. 2017	2. 5. 2017	26. 5. 2017

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 4 July/ August  	Special: Metal working – Machine tools – Precision tools – Clamping technology – Separation and joining technology – Additive production – Workbenches – Parts cleaning Works cleaning (warehouse, production, outdoor facilities) Hose and fittings technology Service vehicles Purchase of services	◆ EMO Hannover, 18. – 23. 9. 2017 ◆ CMS Berlin, 19. – 22. 9. 2017 ◆ Composites Europe/ Hybrid Expo Stuttgart, 19. – 21. 9. 2017 ◆ Schweißen & Schneiden Düsseldorf, 25. – 29. 9. 2017 ◆ NUFAM Karlsruhe, 28. 9. – 1. 10. 2017	24. 7. 2017	3. 8. 2017	9. 8. 2017	1. 9. 2017
 5 September/ October  	Special: Work safety – Personal protective equipment (PPE) – Technical safety devices – Access technology – Work clothes Handling Parts cleaning Plastics processing Adhesive technology Hand/electric tools Catalogue management	◆ Motek Stuttgart, 9. – 12. 10. 2017 ◆ A+A Düsseldorf, 17. – 20. 10. 2017 ◆ Fakuma Friedrichshafen, 17. – 21. 10. 2017 ◆ parts2clean Stuttgart, 24. – 26. 10. 2017 ◇ 34. BVL-Logistikkongress Berlin, 25. – 27. 10. 2017	29. 8. 2017	8. 9. 2017	12. 9. 2017	5. 10. 2017
 6 November/ December 	Special: Sheet metal working – Punching technology – Metal forming technology – Clamping technology – Precision tools – Separation technology – Joining technology Production logistics Weighing technology Linear technology Automation Supplier management	◆ Blechexpo Stuttgart, 7. – 10. 11. 2017 ◇ 52. BME-Symposium Berlin, 8. – 10. 11. 2017 ◆ SPS IPC Drives Nürnberg, 28. – 30. 11. 2017 ◆ Nortec Hamburg, 23. – 26. 1. 2018	21. 9. 2017	9. 10. 2017	13. 10. 2017	3. 11. 2017

1 Circulation cont: 

2 Circulation analysis: Copies per edition annual average
(July 1st 2015 to June 30th 2016)

Print figure:	6,214		
Actual circulation	6,093	of them abroad:	163
Sold circulation:	662	of them abroad:	3
– Subscribers:	658	of them member copies:	178
– Sales per copy:	–		
– Other sales:	4		
Free copies	5,431		
Remainder, archives and voucher copies	121		

3 Geographical distribution analysis:

Economic area	Portion of actual circulation	
	%	Copies
Federal Republic of Germany	97.3	5,930
Abroad	2.7	163
Actual circulation	100.0	6,093

3.1 Classification of the domestic circulation Nielsen areas:

Nielsen area	%	Copies.
Nielsen area I Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	12.2	721
Nielsen area II Nordrhein-Westfalen	25.3	1,499
Nielsen area IIIa Hessen, Rheinland-Pfalz, Saarland	14.4	852
Nielsen area IIIb Baden-Württemberg	16.2	963
Nielsen area IV Bayern	14.2	844
Nielsen area V Berlin	3.0	179
Nielsen area VI Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern	4.7	281
Nielsen area VII Sachsen, Thüringen	6.3	374
Other (e.g. fairs) not analyses	3.7	217
Actual circulation (inland)	100.0	5,930

Abstract of the survey method:

- Method:** Receiver structure analysis by means of data file evaluation – Census
 - Population:** Actual domestic circulation 5,930 = 100 %, not registered in the survey: 217 = 3,7%
 - Sample:** Census
 - Target subjects of the survey:** not applicable
 - Period of survey:** 1. 7. to 31. 7. 2016
 - Realization of the survey:** Publishing house
- The detailed survey method can be viewed under www.sachon.de/ib-erhebungsmethode

1.1 Branches/Industries/Occupational groups

Department/ Group/ Class	Receiver groups (according to branch classification)	Share of actual circulation	
		%	Copies
51	TECHNICAL TRADE – B2B TRADE	50.6	3,083
	Trade agency and wholesale trade	45.4	2,766
51.54.2	Wholesale trade with tools, small hardware	Multiple nominatious $\left[\begin{array}{l} 22.8 \\ 15.7 \\ 22.2 \end{array} \right.$	Multiple nominatious $\left[\begin{array}{l} 1,391 \\ 964 \\ 1,350 \end{array} \right.$
51.61	Wholesale trade with tool and wood working machines		
51.65	Wholesale trade other machines, equipment and apparatuses (among others materials handling vehicles, weighing technology, pneumatic devices, works equipment, Shelves systems, welding accessory, occupational safety, Rubber and plastic parts, communication systems)		
52.46	Retail trade with metal goods, building materials and DIY products (Central purchase)	5.2	317
	INDUSTRIAL PURCHASE	40.8	2,486
20	Wood industry	1.5	89
25	Production of rubber and plastic parts	1.9	115
27	Metal production and metal working	1.8	109
28	Production of metal goods	7.7	468
28.62	Production of tools	4.1	251
29	Machine building		
29.4	Production of machine tools for the cutting and non-cutting metal working	6.3	382
33	Process measuring and control technology, optics	2.7	164
34	Production of vehicles and vehicle parts	4.6	282
35	Shipbuilding, aircraft and spacecraft	1.8	112
37	Recycling	1.2	71
–	Production of other products	0.8	51
–	Remaining qualified industries	5.0	307
–	Other (e.g. fairs) not analysed	3.6	217
	Actual circulation	100.0	6,093

Abstract
of survey method

- Method:** Receiver structure analysis by means of data file evaluation Census
 - Population:** Actual domestic circulation: 6,093 = 100% not registered in the survey: 217 = 3.6 %
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1. Advertising prices and sizes:

Size	Printing space W x H in mm	Bleed* W x H in mm	s/w	2-c	3-c	4-c
			Prices in Euro			
Title page	–	210 x 209	3,967.–	4,468.–	4,969.–	5,470.–
Cover page	185 x 270	210 x 297	3,387.–	3,888.–	4,389.–	4,890.–
2/1 page	395 x 270	420 x 297	6,270.–	6,771.–	7,272.–	7,773.–
1/1 page	185 x 270	210 x 297	3,130.–	3,631.–	4,132.–	4,633.–
3/4 page high	139 x 270	150 x 297	2,385.–	2,886.–	3,387.–	3,888.–
3/4 page cross	185 x 195	210 x 211	2,385.–	2,886.–	3,387.–	3,888.–
2/3 page high	120 x 270	130 x 297	2,345.–	2,846.–	3,347.–	3,848.–
2/3 page cross	185 x 180	210 x 200	2,345.–	2,846.–	3,347.–	3,848.–
1/2 page high	90 x 270	101 x 297	1,750.–	2,251.–	2,752.–	3,253.–
1/2 page cross	185 x 127	210 x 143	1,750.–	2,251.–	2,752.–	3,253.–
1/3 page high	56 x 270	67 x 297	1,280.–	1,781.–	2,282.–	2,783.–
1/3 page cross	185 x 90	210 x 106	1,280.–	1,781.–	2,282.–	2,783.–
1/4 page high	45 x 270	57 x 297	952.–	1,272.–	1,592.–	1,912.–
1/4 page half measure	90 x 127	101 x 143	952.–	1,272.–	1,592.–	1,912.–
1/4 page cross	185 x 60	210 x 77	952.–	1,272.–	1,592.–	1,912.–
1/8 page high	90 x 60	101 x 77	470.–	790.–	1,110.–	1,430.–
1/8 page cross	185 x 30	210 x 46	470.–	790.–	1,110.–	1,430.–
1/16 page high	90 x 30	101 x 46	235.–	555.–	875.–	1,195.–
1/16 page cross	185 x 15	210 x 31	235.–	555.–	875.–	1,195.–

* 3 mm per trim page

These prices apply to the colours in the European scale DIN 16539.
All other colours cost € 830 independent from the advertisement size.
The pertaining VAT must be added to net prices quoted.

Copy deadline for advertising:

See publication schedule and list of feature topics

Classified advertising section:

Entry 41 mm width x 1 mm height € 2.50.

One line 41 mm width/3 mm height € 7.50.

Catch words and additional publication on the Internet
free of charge. At least 4 consecutive inserts per caption.

The classified trade section is divided into 4 column pages.

Link from the Internet entry to own homepage: € 13.00 per month.

Supplement:

Per thousand € 220.– plus postage max. 200 x 295 mm
(Sample required)

Bound insert:

2-page € 3,260.–

Size untrimmed: Width 218 mm, height 312 mm

Bleed: 5 mm top, 10 mm below, 3 mm left (in back), 5 mm right

4-page € 5,220.–

Size untrimmed: Width 436 mm, height 312 mm

Bleed: 5 mm top, 10 mm below, 5 mm left, 6 mm in back, 5 mm right

Delivery: folded – Sample required

Extra charges:

10 % extra charges on black and white flat rate for bleed advertisements,
5 % on black and white flat rate for gutter bleed advertisement.

Schedule for discount

by frequency for multiple inserts of
uniform size

3 (+)	5 %
6 (+)	10 %
12 (+)	15 %

Schedule for discount

by volume for single orders of at
least

2 pages	5 %
3 pages	10 %
6 pages	15 %
12 pages	20 %

Payment:

2 % discount if payment made within 8 days of invoice date,
in full within 30 days.

Bank account:

Sparkasse Memmingen – Lindau – Mindelheim
(bank code 73150000) account no. 810008201
BIC: BYLA DE M1 MLM
IBAN: DE96 7315 0000 0810 008201

Address for submission:

Verlag W. Sachon GmbH + Co, Schloss Mindelburg, D-87719 Mindelheim
Notation of delivery: For "INDUSTRIEBEDARF"

Verlag W. Sachon GmbH + Co.

Schloss Mindelburg

87719 Mindelheim

Germany

Tel.: +49/92 61/999-0

Fax: +49/92 61/999-391

E-mail: info@sachon.de

Internet: www.sachon.de



Media Services

Helga Schneider

Tel.: +49/8261/999-332

Fax: +49/8261/999-391

E-mail: schneider@sachon.de

- 1 Magazine size:** Width 210 mm, height 297 mm, DIN A4
Untrimmed: Width 216 mm, height 303 mm
- Printing space:** Width 185 mm, height 270 mm
3 columns, width 56 mm each
- 2 Printing and binding method:** Offset printing (sheet), wire stitching or adhesive binding
- 3 Data transmission:** By e-mail to schneider@sachon.de
FTP server transmission upon request
Please indicate magazine in the file name
(company-magazine-issue.pdf)
- 4 Data sizes:** Please send the **printing data as a PDF file according to the following criteria:**
- The **PDF** should be print-optimized; produced from Acrobat Distiller (PDFX3: 2002, Acrobat 4/PDF1.3)
 - **Images:** CMYK colour mode (**not** RGB!), resolution half-tone images 300 dpi at least (if Bitmap/line originals 800 dpi at least), **no** (ICC) profiles stored!
 - **Fonts:** must be embedded
 - Delivery of **open data only according to prior agreement**
 - **Bleed ads: 3 mm bleed** on all four sides!
 - Text and image elements: **5 mm distance at least to margin**
- Note for design:** In order to avoid that types are represented in a pixelated way, all type lines must be in the foreground. Types that, for example, are overlaid by a shadow, may not be reproduced correctly.
- 5 Colours:** Printing inks (Euroscale CMYK) according to DIN ISO 12647-2 (PSO), special inks only according to prior agreement. (Please don't send RGB images with ICC profiles!)
- 6 Proof:** Please add a **contract proof** (according to "Medienstandard Druck/bvdm" with FOGRA-Medienkeil/www.fogra.org). Otherwise the publishing house won't assume any liability for the correctness of the ad.
Proofs must have an official colour bar.
Please note that print-outs made with a colour printer are not considered as a contract proof.
Please indicate all inks to be printed (Euroscale or HKS/Pantone) in case of multicoloured ads.
- 7 Data filing:** Data are filed. Therefore unchanged repeat ads are possible, but no responsibility for the data is assumed. You will receive a proof for release upon request.
- 8 Warranty:** The publishing house doesn't assume any liability for the correctness of reproduction of ads which are not digitally delivered according to these requirements.
- 9 Contact:** Helga Schneider
Tel.: 00 49/82 61/9 99-3 32
E-mail: schneider@sachon.de