







Actual circulation
calculated on the annual average
(1st July 2018 – 30th June 2019)
6,093 copies

Edition no.	Main topics	Trade fairs and conferences ◆ Trade fair ◇ Conference	Editorial deadline	Advertising deadline	Printing material	Publishing date
  No. 1	Special: Automation – Robotics – IT safety – Control and drive technology – Sensorics Electric and manual tools Maintenance Fastening technology Packaging technologies / material	◆ NORTEC Hamburg, 21. – 24.1.2020 ◆ Intern. Eisenwarenmesse Cologne, 1. – 4.3.2020	2. 12. 2019	9. 12. 2019	11. 12. 2019	15. 1. 2020
  No. 2	Special: Intralogistics – Warehouse technology – Transport technology – Identification technology – Order picking – Industrial trucks Weighing and dosing technology Grinding technology Compressed air/Pumps/ Compressors Lifting technology	◆ LogiMAT Stuttgart, 10. – 12.3.2020 ◆ Metav Düsseldorf, 10. – 13.3.2020 ◆ GrindTec Augsburg, 18. – 21.3.2020 ◇ 11. BME-eLÖSUNGSTAGE Düsseldorf, 24. – 25.3.2020 ◆ wire + tube Düsseldorf, 30.3. – 3.4.2020	27. 1. 2020	6. 2. 2020	10. 2. 2020	2. 3. 2020
   No. 3	Special: Lightweight construction – Connecting technology – Separation technology – Additive manufacturing – Forming technology Logistics Quality assurance Punching technology Works equipment	◆ Hannover Messe Hanover, 20. – 24.4.2020 ◆ CeMAT Hanover, 20. – 24.4.2020 ◆ control Stuttgart, 5. – 8.5.2020 ◆ Interpack Düsseldorf, 7. – 13.5.2020 ◆ automatica Munich, 16. – 19.6.2020 ◆ Stanztec Pforzheim, 23. – 25.6.2020 ◆ Sensor + Test Nuremberg, 23. – 25.6.2020	5. 3. 2020	17. 3. 2020	19. 3. 2020	14. 4. 2020

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Edition no. Month	Main topics	Trade fairs and conferences ◆ Trade fair ◇ Conference	Editorial deadline	Advertising deadline	Printing material	Publishing date
 No. 4	Special: Metal working – Machine tools – Precision tools – Additive manufacturing – Work benches E-procurement Measuring and control technology Adhesive technology Production logistics	◆ AMB Stuttgart, 15. – 19.9.2020	10. 6. 2020	22. 6. 2020	24. 6. 2020	16. 7. 2020
     No. 5	Special: Plastics processing – Injection moulding – CNC milling – Rapid prototyping – Extrusion – Dosing and mixing systems Sheet metal working Work safety Technical safety devices/Personal protective equipment (PPE)/ Work clothes Drive technology Roller, plain and ball bearings	◆ Bondexpo Stuttgart, 5. – 8.10.2020 ◆ Motek Stuttgart, 5. – 8.10.2020 ◆ Arbeitsschutz Aktuell Stuttgart, 6. – 8.10.2020 ◆ Fakuma Friedrichshafen, 13. – 17.10.2020 ◆ parts2clean Stuttgart, 27. – 29.10.2020 ◆ EUROBLECH Hanover, 27. – 30.10.2020	14. 8. 2020	26. 8. 2020	28. 8. 2020	22. 9. 2020
 No. 6	Special: Works cleaning – Wet and dry cleaning – Cleaning services – Industrial cleaning Industrial fittings Sealing technology Used machinery/Retrofitting Coolants and lubricants	◇ Hamburger Verschraubungsforum Hamburg, November 2020 ◆ Valve World Expo Düsseldorf, 1. – 3.12.2020	9. 10. 2020	21. 10. 2020	23. 10. 2020	16. 11. 2020

1 Circulation cont:



2 Circulation analysis: Copies per edition annual average
(July 1st 2018 to June 30th 2019)

Print figure:	6,216		
Actual circulation	6,093	of them abroad:	175
Sold circulation:	657	of them abroad:	1
– Subscribers:	657	of them member copies:	178
– Sales per copy:	–		
– Other sales:	–		
Free copies	5,436		
Remainder, archives and voucher copies	123		

3 Geographical distribution analysis:

Economic area	Portion of actual circulation	
	%	Copies
Federal Republic of Germany	97.1	5,918
Abroad	2.9	175
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	11.8	701
Nielsen area II Nordrhein-Westfalen	25.0	1,479
Nielsen area IIIa Hessen, Rheinland-Pfalz, Saarland	13.4	794
Nielsen area IIIb Baden-Württemberg	15.5	915
Nielsen area IV Bayern	13.5	798
Nielsen area V Berlin	2.4	142
Nielsen area VI Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern	4.1	245
Nielsen area VII Sachsen, Thüringen	5.4	319
Other (e.g. fairs) not analysed	8.9	525
Actual circulation (inland)	100.0	5,918

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	48.4	2,947
51.54.2	Trade agency and wholesale trade	44.3	2,698
51.61	Wholesale trade with tools, small hardware	Multiple nominations	Multiple nominations
51.65	Wholesale trade with tool and wood working machines	22.4	1,387
	Wholesale trade with other machines, equipment and apparatus (among others materials handling vehicles, weighing technology, pneumatic devices, works equipment, shelf systems, welding accessory, occupational safety, rubber and plastic parts, communication systems)	15.6	952
		21.9	1,335
52.46	Retail trade with metal goods, building materials and DIY products (Central purchase)	4.1	249
	INDUSTRIAL PURCHASE	38.4	2,340
20	Wood industry	1.2	74
25	Production of rubber and plastic parts	1.6	99
27	Metal production and metal working	1.7	104
28	Production of metal goods	7.1	432
28.62	Production of tools	4.1	251
29	Machine building	16.6	1,010
29.4	Production of machine tools for the cutting and non-cutting metal working	6.0	363
33	Process measuring and control technology, optics	2.4	145
34	Production of vehicles and vehicle parts	4.4	269
35	Shipbuilding, aircraft and spacecraft	1.7	103
37	Recycling	1.0	63
–	Production of other products	0.7	421
–	Remaining qualified industries	4.6	281
–	Other (e.g. fairs) not analysed	8.6	525
	Actual circulation	100.0	6,093

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	4,077.–	4,578.–	5,079.–	5,580.–
Cover page	185 x 270	210 x 297	3,485.–	3,986.–	4,487.–	4,988.–
2/1 page	395 x 270	420 x 297	6,427.–	6,928.–	7,429.–	7,930.–
1/1 page	185 x 270	210 x 297	3,223.–	3,724.–	4,225.–	4,726.–
3/4 page high	139 x 270	150 x 297	2,463.–	2,964.–	3,465.–	3,966.–
3/4 page cross	185 x 195	210 x 211	2,463.–	2,964.–	3,465.–	3,966.–
2/3 page high	120 x 270	130 x 297	2,422.–	2,923.–	3,424.–	3,929.–
2/3 page cross	185 x 180	210 x 200	2,422.–	2,923.–	3,424.–	3,929.–
Juniorpage	126 x 180	133 x 197	1,816.–	2,317.–	2,818.–	3,319.–
1/2 page high	90 x 270	101 x 297	1,816.–	2,317.–	2,818.–	3,319.–
1/2 page cross	185 x 127	210 x 143	1,816.–	2,317.–	2,818.–	3,319.–
1/3 page high	56 x 270	67 x 297	1,336.–	1,837.–	2,338.–	2,839.–
1/3 page cross	185 x 90	210 x 106	1,336.–	1,837.–	2,338.–	2,839.–
1/4 page high	45 x 270	57 x 297	990.–	1,310.–	1,630.–	1,950.–
1/4 page half measure	90 x 127	101 x 143	990.–	1,310.–	1,630.–	1,950.–
1/4 page cross	185 x 60	210 x 77	990.–	1,310.–	1,630.–	1,950.–
1/8 page high	90 x 60	101 x 77	498.–	818.–	1,138.–	1,458.–
1/8 page cross	185 x 30	210 x 46	498.–	818.–	1,138.–	1,458.–
1/16 page high	90 x 30	101 x 46	259.–	579.–	899.–	1,219.–
1/16 page cross	185 x 15	210 x 31	259.–	579.–	899.–	1,219.–

* 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 € 3,293.–

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 € 5,272.–

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

BIC: BYLA DE M1 MLM

IBAN: DE96 7315 0000 0810 008201

Address for submission:

Verlag W. Sachon GmbH+Co. KG, Schloss Mindelburg, D-87719 Mindelheim

Notation of delivery: For "INDUSTRIEBEDARF"

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INDUSTRIE BEDARF

KFDM Werkzeuge · Maschinen · Materialien · Verfahrenstechnik
Arbeitsschutz · Logistik · Verbindungstechnik · Management

Media
Information

2020



Technical Data

- 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 rohde@sachon.de, wulkan@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)
 - **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 (FOGRA 39 or without colour conversion) 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 (CMYK, FOGRA or HKS/Pantone [additional costs]) in case of multi-coloured 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:** Josefine Rohde
Tel.: +49 (0) 82 61/999-3 37
E-mail: rohde@sachon.de

INDUSTRIE BEDARF

KFDM Werkzeuge · Maschinen · Materialien · Verfahrenstechnik
Arbeitsschutz · Logistik · Verbindungstechnik · Management

Website

www.industriebedarf-net.de

Form of advertising	Size in pixels (width x height)	Price in €/month *
Skyscraper	120 x 600	499.-
Super banner	728 x 90	405.-
Full banner	468 x 60	360.-
Product-/Image video	640 x 360	780.-

* Price incl. link

- Data supply:** By e-mail, one week at least before start to:
Mr. Stephan Keller: keller@sachon.de
- Banner:** GIF, JPG, PNG
Other file sizes on request
Graphics of sizes indicated with 72 dpi
Max. file size 50 KB
- Contact person:** Josefine Rohde, Tel. +49 (0) 82 61/999-3 37, rohde@sachon.de

