

AddMag

KNOWHOW FÜR ADDITIVE FERTIGUNG

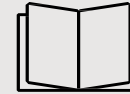


MEDIA DATA 2024

At a Glance



PRINT → AddMag Magazine



New processes, new materials, software tools or useful, practicable applications -with AddMagyou are right in the middle of it all. We report on the market and inform our readers about the possibilities of additive manufacturing as well as successfully implemented applications: From design for AM to 3D printers and post-processing to intralogistics for additive manufacturing, from research and standards to strategy and economically relevant factors. We focus on a practical exchange of experience and in-depth industry knowledge in order to provide our readers with know-how for additive manufacturing.

ONLINE → E-Magazine AddMag & Newsletter



The AddMag e-magazine, which is published twice a year, is made available to the 9.300 newsletter subscribers of nc-fertigung.de, k-zeitung.de, blechonline.de and konstruktion-entwicklung.de. It can be downloaded from the individual specialist portals. A monthly newsletter is published additionally.

CIRCULATION

Ø 13.000

Average per issue of the carrier titles K-Zeitung, NC Fertigung, Konstruktion & Entwicklung & BLECH by areas of interest

DISTRIBUTION E-MAGAZINE

Newsletter recipients ~ 9.300

Linked In followers ~ 15.000

Impressions ~ 62.100

Source Google Analytics, monthly average 07/2022-06/2023

NEWSLETTER RECIPIENTS

~ 9.300

Cumulative expected reach through distribution on the channels of K-zeitung, NC Fertigung, Konstruktion & Entwicklung & BLECH



Topics 2024

In cooperation with



Issue	Deadline	Publication date	Topics	Trade Fairs
1 E-Magazine	20.08.2024	03.09.2024	<ul style="list-style-type: none"> Strategy & Economic efficiency Standards & Guidelines Research Engineering & Design Materials Systems & Technology Postprocessing & Peripherie Quality assurance 	<p>Formnext, Frankfurt, 19. -22.11.24</p>
2 Print	24.09.2024	24.10.2024	<ul style="list-style-type: none"> In tralo gistics Production planning & Higher-level software Occupational safety 	

Target Groups



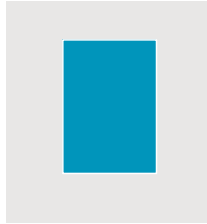
AddMag is aimed at additive manufacturers from all industrial sectors, from mechanical engineering and automation to automotive and aviation, agriculture, medical technology and electronics manufacturing. AddMag focuses on managing directors, production managers, developers, AM designers and technical purchasers. An automotive designer will find just as much relevant information here as a contract manufacturer.



Print

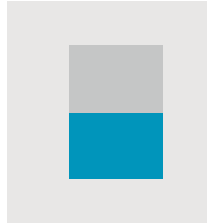


1/1 page



Bleed: 210 x 297 mm
3 mm bleed all round
€ 3.950

1/2 page landscape



Bleed: 210 x 148 mm
Type area: 175 x 121 mm
€ 2.190

1/2 page portrait



Bleed: 100 x 297 mm
Type area: 85 x 248 mm
€ 2.190

1/3 page landscape



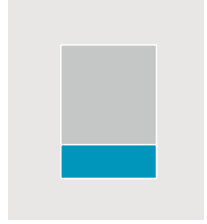
Bleed: 210 x 102 mm
Type area: 175 x 79 mm
€ 1.650

1/3 page portrait



Bleed: 68 x 297 mm
Type area: 55 x 248 mm
€ 1.650

1/4 page landscape



Bleed: 210 x 79 mm
Type area: 175 x 58 mm
€ 1.290

1/4 page portrait



Bleed: 52 x 297 mm
Type area: 40 x 248 mm
€ 1.290

1/4 page 2-column



Bleed: 100 x 148 mm
Type area: 85 x 121 mm
€ 1.290

Bleed plus 3 mm bleed overleaf

Technical Specifications and Delivery

YOUR ADVERTISING DATA

E-mail: adm@schlutersche.de.

For queries, phone +49 (0) 511 8550-2521.

When submitting your data, please state the Journal_Issue_Advertiser and send the exact order data at the same time as a printout of the advertisement with the final and binding text and layout.

LIEFERANSCHRIFT FÜR SONDERWERBEFORMEN

Dierichs Druck+Media GmbH & Co. KG

Warenannahme / Tor 2

Frankfurter Straße 168, 34121 Kassel

Acceptance times: Monday to Friday,

7:00 a.m. to 6:00 p.m. or by special arrangement.

Goods receiving, phone +49 (0)561 60280-362

Delivery note: Trade magazine (BLECH), issue...

Prepaid delivery to the printing house. Delivery at least 10 days before publication

TERMS OF PAYMENT

8 days after invoice date, 2% discount; otherwise 30 days without deduction.

Direct debit is possible. VAT ID no. DE 316 433 496

Bank details

Bank details for advertising and sales invoices:

Commerzbank Hannover,

IBAN no.:

DE 21 2504 0066 0331 8961 00,

BIC: COBADEFFXXX



Digital



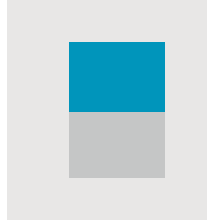
E-magazine advertisements

1/1 page



Bleed: 210 × 297mm
3 mm bleed all round
€ 2.050

1/2 page landscape



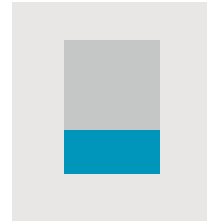
Bleed: 210 × 148 mm
Type area: 175 × 121mm
€ 1.150

1/2 page portrait



Bleed: 100 × 297 mm
Type area: 85 × 248 mm
€ 1.150

1/3 page landscape



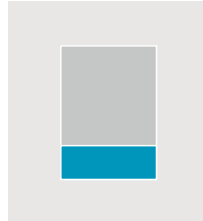
Bleed: 210 × 102mm
Type area: 175 × 79 mm
€ 890

1/3 page portrait



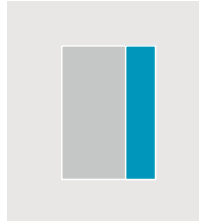
Bleed: 68 × 297 mm
Type area: 55 × 248 mm
€ 890

1/4 page landscape



Bleed: 210 × 79 mm
Type area: 175 × 58 mm
€ 650

1/4 page portrait



Bleed: 52 × 297 mm
Type area: 40 × 248 mm
€ 650

1/4 page 2-column



Bleed: 100 × 148 mm
Type area: 85 × 121 mm
€ 650

Bleed plus 3 mm bleed overleaf

Full-size Banner



The full-size banner is placed centrally between individual news articles. If you book the premium placement, it is placed in a particularly attention-grabbing position above the first news article.
Format: 468 x 60 px

€ 790

Premium placement: € 1.090
per dispatch

Medium Rectangle



The medium rectangle is placed in a high-profile position between individual news articles in the middle of the editorial content.
Format: 300 x 250 px

€ 890

per dispatch

Wide Banner



The wide banner is placed centrally across the entire width of the newsletter between the individual news items.
Format: 600 x 120 px

€ 990

per dispatch

Text Ads



Text ads are structured in the same way as our articles and marked with the word "advertisement". They include 1 image (480 x 320 px), 1 headline (max. 55 characters), 1 teaser text (max. 300 characters) with a link to your chosen URL.

€ 990

per dispatch

Standalone Newsletter



The standalone newsletter is structured to match the look and feel of the regular newsletter in terms of content, layout and design and marked with the word "advertisement". The content of the entire newsletter is provided by the customer. Incl. one correction loop

€ 3.090

per dispatch

Technical Specifications and Delivery

DELIVERING YOUR NEWSLETTER TEXT AD

Please send the text as a Word file and the image as a PNG, GIF or JPG at least 7 business days before the booked dispatch date to adm@schluetersche.de

DELIVERING YOUR NEWSLETTER BANNER DATA

Please send the data as a PNG, GIF or JPG at least 7 business days before the booked dispatch date to adm@schluetersche.de
Animated GIFs are also possible, however, they may not play correctly on all devices.

DELIVERING YOUR STANDALONE NEWSLETTER

Please send the following content at least 10 business days before the booked dispatch date to

adm@schluetersche.de:

- Subject line & headline: "Customer-Name: Headline" (total max. 68 characters incl. spaces)
- Customer logo (min. 180 px wide) + link to customer website
- Header image (600 x 250 px, JPG, PNG or GIF)
- Monothematic: 1 long text (Word file, 1400 characters incl. spaces) + link, 1 additional image optional (600 px wide, max. 250 px high, JPG, PNG or GIF)
- or
- Polythematic: 1 lead text (Word file, max. 400 characters incl. spaces) + link, up to 3 short articles with article image (180 x 120 px, JPG, PNG or GIF), headline (55 characters incl. spaces), text (Word file, max. 300 characters incl. spaces) + link
- Company contact details

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DE 21 2504 0066 0331 8961 00,
BIC: COBADEFFXXX



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www.addmag.de

Our GTC