

AddMag

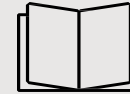
KNOWHOW FÜR ADDITIVE FERTIGUNG



MEDIA DATA 2024

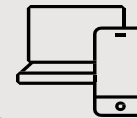


PRINT → AddMag Magazine



New processes, new materials, software tools or useful, practicable applications - with AddMag you are right in the middle of it all. 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 report from the market and inform our readers about the possibilities of additive manufacturing as well as successfully implemented applications. 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, aluminium-journal.de, blechonline.de and konstruktion-entwicklung.de and can be downloaded from the individual specialist portals. A monthly newsletter is also published.

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, aluminium-journal.de



In cooperation with

**KONSTRUKTION
& ENTWICKLUNG**

K Das Branchenblatt
der Kunststoffindustrie
ZEITUNG

NC FERTIGUNG

BLECH

INTERNATIONAL
ALUMINIUM
JOURNAL

Issue	Deadline	Publication date	Topics	Trade Fairs
1 <i>Print</i>	11.03.2024	10.04.2024	Strategy & economic efficiency Standards & guidelines	
1 <i>E-Magazine</i>	11.04.2024	25.04.2024	Research Construction Materials	Rapid Tech, Erfurt, 14. -16.05.24
2 <i>Print</i>	04.10.2024	24.10.2024	Machinery & processes Postprocessing & Peripherie	
2 <i>E-Magazine</i>	16.10.2024	30.10.2024	Quality assurance Intralogistics Production planning & superordinate software Occupational safety	Formnext, Frankfurt, 19. - 22.11.24

Target Groups



AddMag is aimed at additive manufacturers from all sectors of industry, from mechanical engineering and automation to automotive and aviation, agriculture, medical technology and electronics manufacturing.

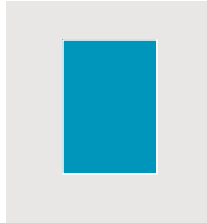
The focus is on managing directors, production managers, developers, AM designers and technical purchasers. An automotive designer will find just as much relevant information here as a contract manufacturer.



Print



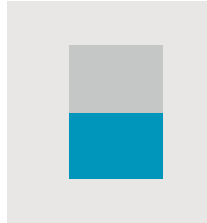
1/1 page



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

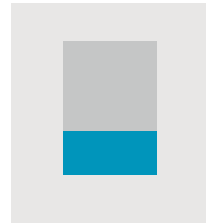
1/2 page portrait



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

€ 2.190

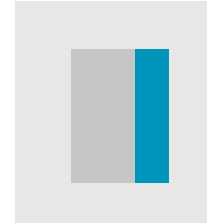
1/3 page landscape



Bleed: 210 x 102 mm
Type area: 175 x 9 mm

€ 1.650

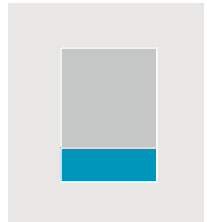
1/3 page portrait



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

€ 1.650

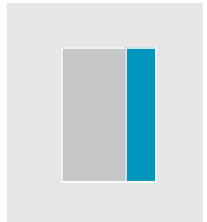
1/4 page landscape



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: aanzeigendaten-ncf@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

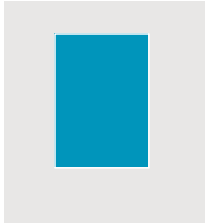


Digital



E-magazine advertisements

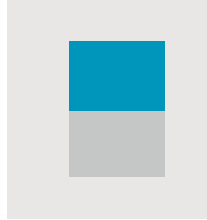
1/1 page



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

€ 2.050

1/2 page landscape



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

€ 1.150

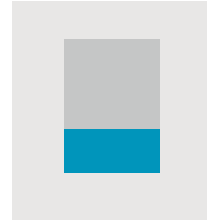
1/2 page portrait



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

€ 1.150

1/3 page landscape



Bleed: 210 x 102 mm
Type area: 175 x 9 mm

€ 890

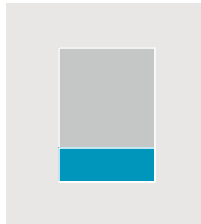
1/3 page portrait



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

€ 890

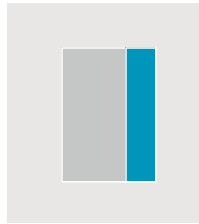
1/4 page landscape



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

€ 650

1/4 page portrait



Bleed: 52 x 97 mm
Type area: 40 x 248 mm

€ 650

1/4 page 2-column



Bleed: 100 x 148 mm
Type area: 85 x 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 anzeigendaten-aub@schlutersche.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 anzeigendaten-aub@schlutersche.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 anzeigendaten-aub@schlutersche.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

TERMS OF PAYMENT

Account details:

8 days after invoice date, 2% discount; otherwise 30 days without deduction. Direct debit possible.
VAT ID no. DE 316 433 496

Bank details:

Commerzbank Hannover
IBAN no.: DE21 2504 0066 0331 8961 00
BIC: COBADEFFXXX

We Are Here For You!



Andreas Stück

Media Consultant (fig)
andreas.stueck@schlutersche.de

0821 31988056



Tobias Schulze

Media Consultant
tobias.schulze@schlutersche.de

0821 31988073



Gerhard Maier

Editor (v.i.S.d.P.)
gerhard.maier@schlutersche.de

0821 31988044



Simone Käfer

Editor
simone.kaefer@schlutersche.de

0821 31988035

Editor and publisher:

Schlütersche Fachmedien GmbH
A company of the Schlütersche Mediengruppe

Adress:
Gögginger Straße 105a
86199 Augsburg

Phone +49 (0)821 319880-0
Fax +49 (0821 319880-80
vg-augsburg@schlutersche.de
konstruktion-entwicklung.de
www.schlutersche.de
www.addmag.de

Our GTC