



Euro Laser

Zeitschrift für die industrielle Laseranwendung September 2009

Diodenlaser erwärmt spröde Materialien vor dem Abkanten
Diodenlaser als Biegehilfe

Neuer Ansatz zum Laserschweißen großer Kunststoffbauteile
Im großen Maßstab

Laserstrahl repariert Triebwerksteile präzise und verzugfrei
Auftragsschweißen ohne Verzug

2010

MEDIA DATA

THE trade magazine for the industrial laser application
www.eurolaser.de

 schlütersche
Verlagsgesellschaft mbH & Co. KG

1 Short profile

EuroLaser is the European forum for the concerns of the industrial laser technology. As trade magazine with international claim EuroLaser reports from industry, universities and institutes. The thematic focus is on the whole range of laser material processing and the laser-based measuring technology. In the center of the information offer are articles and reportages researched by ourselves as well as market analyses, company portraits and background reports from the industry. Technical papers of qualified authors round off the picture. The addressed readership is in the production and development management of all branches, especially the mechanical-engineering and automotive industry, electronics industry, medical technology and precision mechanics industry.

- 2 **Frequency** 4 times a year
 3 **Volume** volume 17, 2010
 4 **Web address (URL)** www.eurolaser.de

5 **Membership** –

6 **Organ** –

7 **Publisher** Schlütersche Verlagsgesellschaft mbH & Co. KG,
 Hannover

8 **Publishing house** Schlütersche Verlagsgesellschaft mbH & Co. KG

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11 Sales

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Email vertrieb@schluetersche.de

12 Subscription price (incl. shipping costs and VAT)

Annual subscription:	Germany	€	50,-
	Abroad	€	68,-
Retail sale (plus shipping costs)		€	16,-

13 **ISSN** 1430-8274

14 Content analysis 2008 = 4 issues

Magazine format	DIN A4
Total content	320 pages = 100 %
Editorial content	189 pages = 59,1 %
Advertising content	131 pages = 40,9 %

Consisting of	
classified ads	–
bound inserts	8 pages = 6,1 %
ads of publishers	
and print shop	20 pages = 15,3 %

Loose inserts – pieces

Partial loose inserts 2 pieces

15 Editorial content analysis 2008 = 189 pages

Laser beam sources	20,5 pages = 10,9 %
Laser systems	29,3 pages = 15,5 %
Applications	53,3 pages = 28,1 %
Periphery and components	7,2 pages = 3,8 %
Laser measuring technology	6,8 pages = 3,6 %
Market and management	3,4 pages = 1,8 %
Research & development	8,4 pages = 4,5 %
News	18,0 pages = 9,5 %
Report	12,4 pages = 6,6 %
New products	17,7 pages = 9,4 %
Comment	4,0 pages = 2,1 %
Table of contents/advertiser index	8,0 pages = 4,2 %

189 pages = 100 %

16 Circulation control

Member of "Informationsgemeinschaft



Feststellung der Verbreitung von Werbeträgern e.V."

17 Circulation analysis

Annual average of copies per issue

(July 1, 2008 to June 30, 2009)

Print run	8 917		
Actually distributed circulation	8 723	thereof abroad	979
Paid circulation	298		
– subscriptions	295	thereof abroad	52
– sale by retail			
– other sale			
Free samples	8 425		
Remaining, archive and voucher copies	194		

18 Geographic distribution analysis

Economic area:	percent of actually distributed circulation	
	%	copies
Germany:	88,8	7 744
Abroad:	11,2	979
Actually distributed circulation:	100 %	8 723

18.1 Distribution in Germany according to Nielsen-areas

	%	copies
Nielsen area 1: (Hamburg, Bremen, Schleswig-Holstein, Niedersachsen)	11,4	883
Nielsen area 2: (Nordrhein-Westfalen)	16,9	1 309
Nielsen area 3a: (Hessen, Rheinland-Pfalz, Saarland)	12,1	937
Nielsen area 3b: (Baden-Württemberg)	27,8	2 153
Nielsen area 4: (Bayern)	22,0	1 704
Nielsen area 5: (Berlin and eastern states)	9,8	758
Actually distributed circulation Germany	100	7 744
Actually distributed circulation abroad	11,2	979
Actually distributed circulation:	100	8 723

19 Industrial sectors / occupational groups

Publisher's information: planned distribution as of 2010

Categorie number	name of recipient group according to „Systematik der Wirtschaftszweige“ of Federal Statistics Office	percent of actually distributed circulation	
		%	copies
27	metal production and processing	12,8	1 116
28	production of metal products	6,4	558
29	mechanical engineering	28,6	2 494
30	production of office machines, dp-equipment	18,6	1 622
31/32	electrical engineering/electronic engineering	8,2	715
33	medical/measurement/control engineering, optics	11,6	1 012
34/35	production of motor vehicles and parts of motor vehicles other vehicle construction	2,6	227
51	trade	–	–
Actually distributed circulation Germany		88,8	7 744
Actually distributed circulation abroad		11,2	979
Annual average of actually distributed circulation		100,0	8 723

20 Size of company

Number of employees	percent of actually distributed circulation	
	%	copies
1-49	8,9	776
50-99	16,5	1 439
100-199	22,7	1 980
200-499	18,6	1 622
500 and more	14,8	1 291
other	7,3	636
Germany	88,8 %	7 744
Switzerland, Austria, Benelux, other foreign countries	11,2	979
	100,0	8 723

20.1 Job characteristic: function not collected

21.2 Job characteristic: position in company

Number of employees	percent of actually distributed circulation	
	%	copies
Management	19,8	1 727
Technical managers, production	58,5	5 103
Work preparation	3,1	270
Research, development	13,4	1 169
Purchasing	4,8	419
other	0,4	35
Actually distributed circulation:	100 %	8 723



1 Circulation annual average (according to AMF scheme 2, number 17)

Print run 8 917 copies
Actually distributed circulation:..... 8 723 copies

2 Magazine format 210 mm wide, 297 mm high, DIN A4

Print space 188 mm wide, 272 mm high
Number of columns 4 columns = column width 44 mm
3 columns = column width 60 mm

3 Printing and binding, print documents

Offset printing; adhesive binding. Delivery of digital print documents is required (refer to info on "digital print documents"). Cost prices will be charged for files that are not accurate in size and for the generation of color ads.

4 Dates

Frequency 4 issues per year
Publication date refer to editorial calendar
Closing date for ads and copy refer to editorial calendar

7 Advertising formats and prices

All prices are exclusive of VAT.
Colour prices include standard colours in accordance with Euroscale.

Format	width x height in mm	basic price b/w in €
1/1 page	188 x 272	3 215,-
1/2 page	92 x 272 / 188 x 134	1 610,-
Juniorpage	140 x 180	1 930,-
1/3 page	60 x 272 / 188 x 88	1 070,-
1/4 page	92 x 134 / 188 x 65 / 44 x 272	805,-
1/8 page	92 x 65 / 188 x 31 / 44 x 134	440,-
Basic price per one-column millimetre line (44 mm)		3,40

Different formats on request

5 Publisher..... Schlütersche Verlagsgesellschaft mbH & Co. KG

Verlagsbüro Augsburg
Office address Bräuer Gäßchen 6, 86150 Augsburg
Postal address Postfach 11 15 25, 86040 Augsburg
Advertising department:
Phone 0821 319880-0
Fax 0821 319880-80
Email vg-augsburg@schluetersche.de

6 Terms of payment

8 days after billing date 2% discount, else 30 days without discount.
Bank collection procedure possible. VAT ID DE 115 697 748

Bank details

Bank details for advertising invoices:
Sparkasse Hannover (sort code 250 501 80), account no. 1 019 900
IBAN: DE 41 2505 0180 0001 0199 00
BIC: SPKHDE2H

Bank details for sales invoices:

Nord/LB, Hannover (BLZ 250 500 00), Konto-Nr. 101 418 200
IBAN-Nr.: DE 89 2505 0000 0101 4182 00
BIC: NOLADE2H

13 Bound inserts

Special formats on request. When an order is placed a sample has to be submitted. Please deliver bound inserts in an untrimmend format of 216 mm width and 303 mm height (adhesive binding), multiple-page bound inserts folded.

Paper weight	up to 130 g	up to 170 g	over 170g
2 page	4 020,- €	4 420,- €	4 860,- €
4 page	6 030,- €	6 630,- €	7 295,- €
8 page	9 040,- €	9 950,- €	10 940,- €

Different paper weights on request

Preferred positions	2nd cover	3 860,- €
	3rd cover	3 540,- €
	4th cover	3 860,- €
	cover	on request

Type setting and litho costs

Technical costs for typesetting and corrections are charged at cost price and are not discountable.

8 Surcharges (non-discountable)

8.1 Color surcharges

Each additional standard colour (Euroscale)		
1/1 page	360,- €	1/4 page 190,- €
1/2 page	290,- €	1/8 page 160,- €
1/3 page	260,- €	

Special colors (e. g. HKS): all formats 600,- €
Metallic colors on request

8.2 Positioning

Across spine add 10 % to b/w basic price
Bleed size add 10 % to b/w basic price

9 Classified ads

Categories, sales, bids,
job offers, miscellaneous per millimetre 1,70 €
box number charge 10,00 €

10 Special forms of advertising – on request

11 Discounts (when purchasing within one insertion year)

Series discounts		Volume discounts	
3 ads	5 %	2 pages	10 %
6 ads	10 %	4 pages	15 %
12 ads	15 %	6 pages	20 %
		12 pages	25 %

12 Combinations

Larger acquisitions and multiple year orders on request

14 Loose inserts (non-discountable)

Total circulation... Price per thousand..	Total circulation..Price per thousand
up to 25 g235,- €.....	up to 40 g313,- €
up to 30 g259,- €.....	up to 45 g344,- €
up to 35 g284,- €.....	up to 50 g378,- €

Heavy inserts, partial inserts and possible postage on request.
Maximum format 205 x 290 mm.

15 Tip-ins

Postcards in combination with an ad or bound insert

Insert charge for DIN A6 format with a weight of up to 5 g 850,- €
Plus glueing costs per thousand on request
Plus additional distribution costs on request

Samples/CDs/booklets

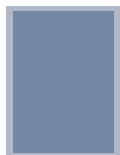
Prices and glueing costs on request along with submission of a binding sample.

Supply quantity for inserts and postcards etc. is 10 000 copies.
The publisher reserves the right to increase the circulation on special occasions.

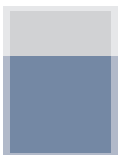
16 Delivery address for positions 13 to 15

Druckhaus Hamburg GmbH & Co. KG
Am Hilgeskamp 51-57, 28325 Bremen
Delivery memo: Fachmagazin EuroLaser, issue ...
Delivery free printing house
Delivery 10 days prior to publication date at the latest.

Magazine format: A4 (210 × 297 mm)



1/1 page
S: 188 × 272
A: 216 × 303



2/3 page
S: 188 × 180
A: 216 × 197



2/3 page
S: 124 × 272
A: 135 × 303



Juniorpage
S: 140 × 180
A: 151 × 197



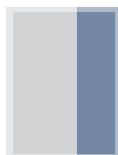
1/2 page
S: 188 × 134
A: 216 × 151



1/2 page
S: 92 × 272
A: 103 × 303



1/3 page
S: 188 × 88
A: 216 × 105



1/3 page
S: 60 × 272
A: 71 × 303



1/4 page
S: 188 × 65
A: 216 × 82



1/4 page
S: 92 × 134
A: 103 × 151



1/4 page
S: 44 × 272
A: 55 × 303



1/8 page
S: 188 × 31




1/8 page
S: 92 × 65



1/8 page
S: 44 × 134

S = type area
width x height in mm

A = bleed size
width x height in mm
incl. trim (3 mm each side)

 trim edge =
ad format exceeding
type area

Digital print documents

The following conditions have to be met for a correct processing of digital print documents:

Preferred data format

Printable PDF or EPS files (with embedded fonts and image files) from QuarkXPress, InDesign, Illustrator, Photoshop or Freehand.

Please save to trimmed size without trim and register marks, etc.

When delivering open files (incl. fonts and high-resolution images) as well as files from programs such as WORD, EXCEL, PowerPoint, Pagemaker or CorelDraw, we cannot take responsibility for the quality of the advertisements. Extra costs are charged according to effort for these formats.

Images files

Resolution of colour or grey scale images at least 300 dpi

Line drawing at least 1200 dpi

Colour

CMYK, no RGB or special colours

Print method

Web offset printing

Data carrier format

CD-ROM (Macintosh/Windows), DV-ROM (Macintosh)

Data transfer

- Email: anzeigendaten-ela@schluetersche.de
- ISDN Mac/Leonardo Pro +49 511 8550-6669
- ISDN PC Fritz/Data and FTP connections on request

File information

Please state magazine_issue_advertiser when sending the data and send exact order data as well as an authoritative printed version of your advertisement.

Colour advertisements also require a proof that corresponds to the recommendations by FOGRA or ECI for web-offset printing. Type of proof and paper category on request.

Advertisement order

These specifications do not substitute the written advertisement order.

Please send this directly to the advertisement department.

Receiving and processing check

The publisher assumes no responsibility for colour deviations and text positions in the advertisement, if files were not saved in the formats specified above and no colour-reference proofs were sent.

Technical costs

Work costs will be charged for designing/producing advertisements and changing templates that do not correspond to size as well as handling all templates that do not correspond to the printing method.

Technical requests/contact

Email to anzeigendaten-ela@schluetersche.de
Phone 0511 8550-2625 • Telefax 0511 8550-2401



Martin Bauer
editor
0821 319880-33

Günter Kögel
chief editor
0821 319880-17

Doris Lange
editor
0821 319880-12

Manfred Rosin
ad sales
0821 319880-38

Gabi Maier
ad sales
0821 319880-35

Stephan Knauer
ad sales
0821 319880-19

Marle Truetsch
assistant
0821 319880-13

Source of supply listing

You have the choice...

- **ad text per line**
(company, address, telephone, internet, e-mail, slogan, etc.)
- **number of lines**
(per line max. 26 characters) or
- **small ads, b/w per mm-height**
(44 mm width x ... mm height)
- **category**
(according to your choice)
- **company logo**
(print of logo is optional)

It's as simple as that...

- order form on the internet www.online.de or
- request documents and order immediately
- if you have questions just call us
- price example (see our sample ad)

Good to know...

- price per issue and category: per line 30,- €
(max. 26 characters per line)
- company logo (optional) 20,- €
(only b/w, JPG, TIFF, PDF, EPS, 300 DPI)
- small ad, b/w 2,- €
(44 mm x ... mm height: per mm)
- collective invoice with first issue
- not discountable
- no agency commission
- no colour print
- minimum duration 4 issues

Your advantages at a glance

- regular presence on the market
- circulation 8 900 copies
- 4 issues per year
- clearly arranged according to category
- free choice of category
- low priced and variable in price

price example

logo	20,- €
7 lines	70,- €
total	90,- €
x 4 issues	



www.industrieforum.net –

The web information portal for decision makers in the industry

1 Short profile

Industrieforum.net is the central information platform of the industry. Current news, background reports, information on technical innovations, product news and services as well as articles from our current print editions and the comprehensive archive of annual updates of our publications establish the editorial framework.

The demanding user of Industrieforum.net will be convinced by the editorial content which is thoroughly investigated as usual. Furthermore there is online information on dates of events, congresses, seminars, exhibitions etc.

3 Target group

Top decision makers such as technical managers and department managers, responsible engineers and quality assurance managers, developers, designers, planning-, project- and application engineers as well as product and system managers, planners, IT managers, purchasers...

... of all branches and sizes in industry, trade and service, metal working industry, tool and mould making, sheet metal/tube/profile/strip working industry as well as from machinery and plant engineering, automotive and supply industry, electrical/electronics industry, pharmaceutical and food industry, production and development management of the industrial laser technology.

Web statistics (on average)

Visits 14.421/month

Page impressions 35.612/month

(adjusted, without robots)

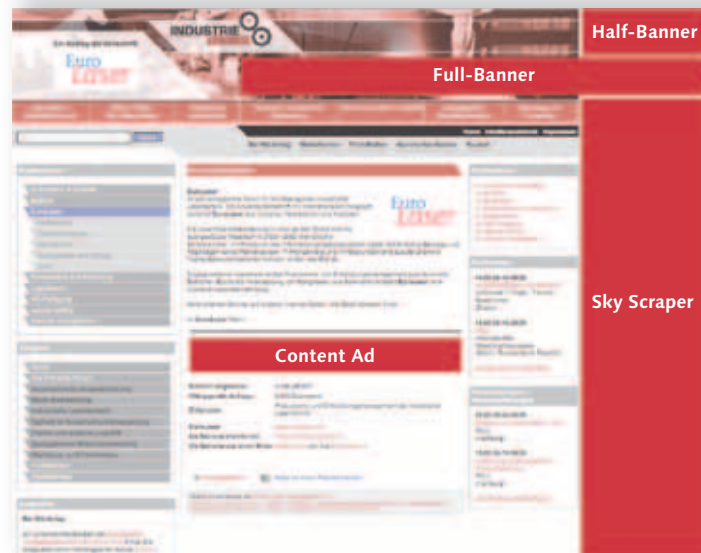
Your contact person:

Dennis Roß

Phone : 0821 319880-34

Fax : 0821 319880-80

Email : ross@schluetersche.de



ad formats websites	Format in pixel	complete booking per month (€)	starting page per month (€)	category per month (€)
Full Banner	463 x 60	800,-	600,-	300,-
Half Banner	234 x 60	500,-	400,-	200,-
Sky Scraper	120 x 600	600,-	-	-
Content Ad	380 x 180	600,-	-	-
Advertorial	content page incl. lead text article	900,-	-	-

4 Publishing house

Schlütersche Verlagsgesellschaft mbH & Co. KG/NCVerlag
Postfach 11 15 25, 86040 Augsburg
Bräuergäßchen 6, 86150 Augsburg
Phone 0821 319880-0, Fax 0821 319880-80
vg-augsburg@schluetersche.de

5 Access control

External web analysis specialist

6 Data delivery

At least one week before publication date
per e-mail to: vg-augsburg@schluetersche.de
max. file size: 40 KB
formats: Flash, gif, jpg, png, HTML

7 External ad-server use

Yes

Don't leave your website to chance! An optimally placed banner on Industrieforum.net adds the necessary impact to your ad campaign in order to draw internet users to your homepage. The reliable image of **Industrieforum.net** provides a respectable and reliable environment for online-campaigns of the advertising industry. A range of over 427.349 page impressions and 173.054 visits turns **Industrieforum.net** into an important internet page for the industry.

Well-directed banner placements on Industrieforum.net increase and promote sustainably the degree of popularity of your company, support branding and contribute to image development. Take advantage of the positive image transfer of this special interest service for your target group in the industry and make your company, your products and services known to the ever increasing range of internet users in the industry.

**Online success for the industry,
its products and services.**

Our offer comprises different banner formats (static/animated/rotating). Furthermore we offer you interesting placement and combination possibilities, e.g. homepage, content page, advertorial.

Topical or content-related proximity provides for an increase in coverage. The costs for your online ad result from the format and the desired category.

8 Discounts

Term	discount	quantity scale
6 months	5 %	2 banners
9 months	15 %	3 banners
12 months	20 %	4 banners

9 Terms of payment

8 days after billing date 2% discount, else 30 days without discount.
Bank collection procedure possible. VAT ID DE 115 697 748
VAT must be added to these prices.

Bank details:

Sparkasse Hannover (BLZ 250 501 80), Kto.-Nr. 1 019 900
IBAN-Nr.: DE 41 2505 0180 0001 0199 00 BIC: SPKHDE2H

10 Print-online-combination

The combination of print ads and online ads creates the precondition for a successful, cross-media advertising. Used separately or combined strategically, our services aim at only one target: your optimal success! We gladly discuss with you how you can effectively achieve your marketing goals by advertising on Industrieforum.net and in our trade magazines. Use us for your perfect marketing mix!

11 Our trade magazines at a glance

- NC Fertigung
- BLECH
- EuroLaser
- Automation & Qualität
- Konstruktion & Entwicklung

Have we aroused your interest in online advertising? Or are there still open questions? Contact us, we are looking forward to your query and gladly advise you comprehensively.

topics		month	March	May	October	November
		issue	1	2	3	4
		publication date	11.03.10	31.05.10	11.10.10	24.11.10
		ad deadline	23.02.10	11.05.10	23.09.10	08.11.10
Application	Laser in the automotive and supplier industry			■	■	●
	Laser in sheet metal processing	●		■	■	■
	Laser in tool and mold construction			●		■
	Laser in photovoltaic manufacturing			■		
	Laser in the electronics industry			●	■	
	Laser in medical technology manufacturing	●				■
	Laser in measuring technology	■			●	
	Laser use in nano- and microtechnology	■		●		
	Laser processing of plastics	●			■	
	Laser in image processing/image capture	■				●
Jobshops-Special	Focus on laser services	●	■		●	■
Processes	Laser cutting	●	■		■	●
	Laser welding/soldering	●	■		■	●
	Laser drilling/removal	■			●	
	Laser marking/engraving	■			●	
	Laser surface processing			●		■
	Laser polishing			●		■
	Generative laser processes			●		■