Dear media planners,

with the mediakit 2023, we are further expanding our digital product portfolio in order to address our target groups with even less spreading loss.

We are thus on a path that increasingly allows us to measure the success of various advertising measures.

What will be new in 2023 is that you will also be able to place ads through us with our partners from iq-digital and thus also achieve great reach. These include well-known media such as FAZ.de, Süddeutsche.de, Handelsblatt.de and many more.

Also new is the possibility of booking webinars with us, in addition to podcasts, advertorial packages and the many mailing options. In this context, we would like to emphasise our long-running favourite, the lead packages. After four years, they are now an integral part of our portfolio and absolutely DSGVO-compliant.

But enough words, get in touch with our sales team and let us show you the various possibilities for spreading your advertising message!

BERND HEILMEIER
PUBLISHING DIRECTOR
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
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<td>TITLE PORTRAIT</td>
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<td>ADVERTISING WITH A STRONG BRAND</td>
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<td>TARGET GROUP</td>
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<td>STAND-ALONE-EMAIL &amp; STAND-ALONE-EMAIL+</td>
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<tr>
<td>ONLINE ADVERTORIALS / SPONSORED POSTS + ADVERTORIAL PACKAGES</td>
<td>24</td>
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<tr>
<td>LEAD PACKAGES</td>
<td>25</td>
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<tr>
<td>ONLINE SPECIALS+</td>
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<tr>
<td>ONLINE JOB MARKET</td>
<td>28</td>
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<tr>
<td>DIGITAL INSERT/SUPPLEMENT</td>
<td>29</td>
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<td>PODCASTS</td>
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<tr>
<td>DISTRIBUTION PRINT &amp; ONLINE</td>
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<td>PERFECTLY WELL INFORMED</td>
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<td>REFERENCES</td>
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<td>PUBLISHING PROGRAMME</td>
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<td>RESPONSIBLE CONTACTS</td>
<td>36</td>
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</table>

Photos: shutterstock.com / AdobeStock
BRIEF DESCRIPTION:
As one of the leading trade journals in the field of design and engineering, the DIGITAL ENGINEERING magazine offers designers, engineers and decision-makers a high user value. The presented solutions and application examples lead to the optimisation of products, processes and costs.

In the DIGITAL ENGINEERING magazine, designers and decision-makers will find everything they need for the development, design and operation of complex, technical products and systems, such as those found in the manufacturing industry — including mechanical and plant engineering, production engineering or the automotive industry.

The DIGITAL ENGINEERING magazine articles report on innovative trends and support readers by presenting complex interrelationships and practical application examples in an understandable way.

The trade magazine promotes interdisciplinary understanding throughout the entire industrial value-added process, i.e. from digital product development to digital production.

The DIGITAL ENGINEERING magazine reports on current trends, strategies and research results, presents application examples and shows how PLM solutions and the selection of suitable components can optimise costs, quality and time to market.

VOLUME ANALYSIS:
2021/2022 = 8 issues (6/2021 - 5/2022)
Format of the magazine: DIN A4
Total volume: 520 pages
Editorial part: 417 pages
Advertising section: 103 pages
Inserts: 1 own (Special Issue Drive technology)
Tip-ons: -

EDITORIAL CONTENT ANALYSIS:
2021/2022 = 520 pages (6/2021 - 5/2022),
8 issues pages
There of editorial pages total 417 = 100,0%
CAD/CAM/PLM 84 = 20,1%
Automation & electrical engineering 76 = 18,2%
Technical management (incl. Industry 4.0 & IIoT) 62 = 14,9%
Drive technology 56 = 13,4%
Rapid prototyping/ Additive production/ 3D printing 40 = 9,6%
Simulation, visualisation, VR 30 = 7,2%
New products, announcements, events 24 = 5,8%
Hardware 20 = 4,8%
Other 13 = 3,1%
Construction elements & materials 12 = 2,9%
ADVERTISING
WITH A STRONG BRAND
The DIGITAL ENGINEERING magazine provides designers and decision-makers with everything they need for the development, design and operation of complex technical products and systems.

**TARGET GROUP:**
- Managers and investment decision-makers
- Designers and developers
- Technical sales
- Design managers
- Purchasing managers
- Technical purchasing
- Development and project managers
- Decision-makers for purchasing, logistics and manufacturing
- Technical professorships at universities and technical colleges

**Industries:**
Mechanical Engineering, Automotive Engineering, Environmental Technology, Aerospace, Plant Engineering, Shipbuilding, Tool and Mould Making, Consumer Goods Industry, Medical and Laboratory Technology, Packaging Technology, Food Industry
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<td>up to 61,338</td>
<td>subscribers of the stand-alone newsletter incl. media partner network</td>
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<td>10,000</td>
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<td>p.M. Page Impressions</td>
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<td>2-4.5 h</td>
<td>time readers spend on average with one issue</td>
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<td>94%</td>
<td>also use digital media of the DIGITAL ENGINEERING magazine</td>
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<td>64%</td>
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<td>53%</td>
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<td>Sources: WIN-Verlag reader survey 2021/2022, IVW, Wired-Minds, Xing</td>
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<td>* (IVW Q2/2022 incl. previous reporting periods)</td>
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### TIMETABLE AND TOPIC PLAN

In each issue of the DIGITAL ENGINEERING magazine you will find the following core topics:

<table>
<thead>
<tr>
<th>3D CAD Systems</th>
<th>CAM Solutions</th>
<th>Simulation</th>
<th>PDM</th>
<th>PLM</th>
<th>CAD Systems for Electrical Engineering and Electronics</th>
<th>FEM</th>
<th>Computer Aided Optimisation</th>
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</thead>
<tbody>
<tr>
<td>Data Visualisation</td>
<td>Parts Libraries</td>
<td>Additive Manufacturing</td>
<td>Quality Management</td>
<td>Rapid Prototyping</td>
<td>Rapid Tooling</td>
<td>Technical Documentation</td>
<td>Mechatronics</td>
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<tr>
<td>ERP</td>
<td>Visualisation</td>
<td>Industry 4.0</td>
<td>Industrial Internet of Things (IIoT)</td>
<td>Drive Engineering</td>
<td>Automation and Control</td>
<td>Electrical Engineering</td>
<td>Fluid Technology</td>
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<tr>
<td>Construction Components</td>
<td>Connection Technology</td>
<td>Material</td>
<td>IT Hardware</td>
<td>Industrial Image Processing</td>
<td>3D Printing</td>
<td>Reverse Engineering</td>
<td>Product Configuration</td>
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#### Dates

<table>
<thead>
<tr>
<th>01/23</th>
<th>Core Themes</th>
<th>Specials</th>
<th>Other Topics</th>
<th>Events</th>
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<tbody>
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<td>ET: 15/02/23</td>
<td>01/23</td>
<td>01/23</td>
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<td>RS: 17/01/23</td>
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<td>01/23</td>
<td>01/23</td>
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<tr>
<td><strong>Core Themes</strong></td>
<td>• Simulation in product development (incl. expert talk)</td>
<td>• Automation</td>
<td>• PLM solutions</td>
<td>07-08/03/23</td>
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<tr>
<td></td>
<td>• Industry: Machine tool building (software and components)</td>
<td>• Product configuration and CPQ</td>
<td>• Artificial intelligence (AI) in engineering</td>
<td><strong>Events</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Cables, wires and connectors</td>
<td>28-30/03/23</td>
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<td></td>
<td></td>
<td></td>
<td>• Digital twin in product development</td>
<td>07-10/03/23</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• Security: IT security, Security by design, etc.</td>
<td><strong>Events</strong></td>
</tr>
</tbody>
</table>
| | | | | **All about automation,**
| | | | | **Friedrichshafen**
| | | | | **Automatisierungstreff,** **Heilbronn**
| | | | | **INTEC/Z,** **Leipzig**

<table>
<thead>
<tr>
<th>02/23</th>
<th>Core Themes</th>
<th>Specials</th>
<th>Other Topics</th>
<th>Events</th>
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<td>RS: 07/03/23</td>
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<tr>
<td>AZ: 20/03/23</td>
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<td>02/23</td>
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<tr>
<td>DU: 22/03/23</td>
<td>02/23</td>
<td>02/23</td>
<td>02/23</td>
<td>02/23</td>
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<tr>
<td><strong>Core Themes</strong></td>
<td>• Digital transformation in industry</td>
<td>• Additive manufacturing and 3D printing</td>
<td>• Smart sensors and measurement technology</td>
<td>17-21/04/23</td>
</tr>
<tr>
<td></td>
<td>• Reducing the carbon footprint through decarbonisation</td>
<td>• Industry: Mechanical and plant engineering (software and components)</td>
<td>• High Performance Computing (HPC), virtualisation and simulation</td>
<td><strong>Events</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Automation solutions</td>
<td>09-11/05/23</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Software for CAD, CAM, PLM and ERP</td>
<td>09-11/05/23</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• Electrical drive technology</td>
<td>09-12/05/23</td>
</tr>
</tbody>
</table>
| | | | | **Hannover Messe,** **Hanover**
| | | | | **SENSOR + TEST,** **Stuttgart**
| | | | | **PCIM Europe,** **Nuremberg**
| | | | | **RapidTech 3D,** **Erfurt**
| | | | | **Control,** **Stuttgart**
| | | | | **ISC,** **High Performance,** **Hamburg**

<table>
<thead>
<tr>
<th>03/23</th>
<th>Core Themes</th>
<th>Specials</th>
<th>Other Topics</th>
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<tr>
<td><strong>Core Themes</strong></td>
<td>• Linear technology</td>
<td>• CAM solutions</td>
<td>• Product and variant configuration (incl. CPQ)</td>
<td>24-25/05/23</td>
</tr>
<tr>
<td></td>
<td>• Internet of Things (IoT), Edge Computing</td>
<td>• Industry: Aerospace</td>
<td>• Digital transformation in industry</td>
<td><strong>Events</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• 3D scanner and reverse engineering</td>
<td>04-06/06/23</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• Simulation (CFD, FEM)</td>
<td>07-08/06/23</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Components for robotics</td>
<td>27-30/06/23</td>
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</table>
| | | | | **Chemspec,** **Basel/Switzerland**
| | | | | **LASYS,** **Stuttgart**
| | | | | **VISION, ROBOTICS & MECHATRONICS,** **’s-Hertogenbosch, Netherlands**
| | | | | **Automatica 2023/Laser World of Photonics,** **Munich**

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Media Kit 2023 DIGITAL ENGINEERING Magazin
<table>
<thead>
<tr>
<th>Dates</th>
<th>Core Themes</th>
<th>Specials</th>
<th>Other Topics</th>
<th>Events</th>
</tr>
</thead>
</table>
| 04/23 | • Machine safety  
• Drive technology with motion control (incl. expert talk) | • Smart automation  
• Industry: Shipbuilding | • Systems Engineering  
• Simulation in product development  
• Rapid prototyping and 3D printing  
• Mobile and stationary workstations  
• electrical engineering | |
| ET: 29/06/23  
RS: 26/05/23  
AZ: 13/06/23  
DU: 15/06/23 | |
| 05/23 | • Lightweight construction  
• Product Lifecycle Management | • VR and AR in engineering  
• Industry: Automotive (e.g. e-mobility, battery technology, charging technology) | • Graphics solutions (graphics cards, displays)  
• Platforms for IoT  
• Simulation (multiphysics)  
• Vision systems  
• Printing for designers | 12-15/09/23  
HUSUM Wind, Husum |
| ET: 03/08/23  
RS: 04/07/23  
AZ: 18/07/23  
DU: 20/07/23 | |
| 06/23 | • Linking CPQ and PLM (using PLM data consistently right through to sales)  
• Handling technology | • Branch: Metalworking  
• E-CAD and switch cabinet construction | • IT security (incl. expert talk)  
• CAD connection to ERP systems  
• Artificial intelligence in product development  
• Machine tool building  
• Sensor technology | 18-23/09/23  
EMO, Hannover  
26-28/09/23  
POWTECH, Nuremberg  
10-13/10/23  
MOTEK, Stuttgart  
October  
it-sa, Nuremberg |
| ET: 13/09/23  
RS: 11/08/23  
AZ: 28/08/23  
DU: 30/08/23 | |
<table>
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<tr>
<th>Dates</th>
<th>Core Themes</th>
<th>Specials</th>
<th>Other Topics</th>
<th>Events</th>
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</thead>
</table>
| 07/23  | - 3D printing and additive manufacturing (incl. design for additive manufacturing)  
       | - Digitalisation in automation                                               | - Simulation (incl. factory simulation)  
       | - Industry: Toolmaking                                                        | - Workstations (mobile, stationary, remote)  
       |                                                                                     | - Optimisation of the engineering process  
       |                                                                                     | - Virtual CNC commissioning                                                          | 17-21/10/23  
       |                                                                                     | - Drive technology                                                                 | 07-10/11/23  
       |                                                                                     | - Sustainability in product development                                              | November  
       |                                                                                     |                                                                                       | 14-16/11/23  
       |                                                                                     |                                                                                       | Fakuma, Friedrichshafen  
       |                                                                                     |                                                                                       | formnext, Nuremberg                                                                 |  
       |                                                                                     |                                                                                       | Productronica, Munich                                                                 |  
       |                                                                                     |                                                                                       | SPS – Smart Production Solutions, Nuremberg                                           |  
| SH     | Special Issue Drive Technology - Systems and Components                       |                                                                                           |                                                                                                       | 14-16/11/23  
       |                                                                                     |                                                                                           | SPS – Smart Production Solutions, Nuremberg                                           |  
       |                                                                                     |                                                                                           | NORTEC, Hamburg                                                                          | 23-26/01/24  
| 08/23  | - Industrial communication (incl. wireless solutions)  
       | - Electrical engineering (incl. E-CAD and platforms)                         | - Automation (incl. expert talk)  
       |                                                                                     | - Industry: Mechanical engineering                                                      | - Cables and wires  
       |                                                                                     |                                                                                       | - PLM                                                                                   | 23-26/01/24  
       |                                                                                     |                                                                                       | - CAM solutions                                                                        | NORTEC, Hamburg                                           |  
       |                                                                                     |                                                                                       | - Flow simulation (CFD)                                                                |  
       |                                                                                     |                                                                                       | - more safety through virtual environments                                           |  

**TO THE SPECIAL ISSUE MEDIA DATA**

- 3D printing and additive manufacturing (incl. design for additive manufacturing)
- Digitalisation in automation
- Simulation (incl. factory simulation)
- Industry: Toolmaking
- Workstations (mobile, stationary, remote)
- Optimisation of the engineering process
- Virtual CNC commissioning
- Drive technology
- Sustainability in product development

- Industrial communication (incl. wireless solutions)
- Electrical engineering (incl. E-CAD and platforms)
- Automation (incl. expert talk)
- Industry: Mechanical engineering
- Cables and wires
- PLM
- CAM solutions
- Flow simulation (CFD)
- more safety through virtual environments

- Fakuma, Friedrichshafen
- formnext, Nuremberg
- Productronica, Munich
- SPS – Smart Production Solutions, Nuremberg
## ADVERTISEMENT PRICE LIST FOR PRINT

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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>horizontal</td>
<td>42 x 266</td>
<td></td>
<td>€ 2,090.00</td>
<td>€ 2,250.00</td>
<td>€ 2,420.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>180 x 65</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>corner field</td>
<td>90 x 130</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/8 page</td>
<td>high</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>horizontal</td>
<td>42 x 130</td>
<td></td>
<td>€ 1,250.00</td>
<td>€ 1,340.00</td>
<td>€ 1,440.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>90 x 60</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Advertorials (editorial advertisements) are available in 2/1, 1/1 and 1/2 page formats at half the advertising price. For details, see „Technical data print“. Other forms of advertising on request.

### DISCOUNTS

In the case of purchase within one insertion year (beginning with the publication of the first advertisement).

We grant up to 15% AE on all advertisements made via an advertising or media agency. This excludes orders relating to cooperation with Jobware.

---

**Number Scale**

- 3% starting from 2 ads
- 6% starting from 4 ads
- 10% starting from 6 ads
- 15% starting from 8 ads

**Quantity Scale**

- 5% starting from 2 pages
- 10% starting from 4 pages
- 15% starting from 6 pages
- 20% starting from 8 pages

---

All advertising offers of the print magazine include the distribution as e-paper.

### SURCHARGES FOR PLACEMENT:

- **15 % surcharge** for 4th cover page (back cover)
- **10 % surcharge** for 2nd, 3rd cover page, content and editorial
- **10 % surcharge** for placement request

### SURCHARGES FOR FORMATS:

Advertisements in bleed/across gutter at no additional cost.
AD FORMATS

Sample formats for our print ads

Bleed formats plus 3 mm trim on all sides.

1/1:
180 x 266

1/1:
trim size 210 x 297

1/2 high:
90 x 266

1/2 high:
trim size 105 x 297

1/2 horizontal:
180 x 130

1/2 horizontal:
trim size 210 x 147

Junior page:
132 x 187

Junior page:
trim size 150 x 212

1/3 high:
58 x 266

1/3 high:
trim size 75 x 297

1/3 horizontal:
180 x 86

1/3 horizontal:
trim size 210 x 105

1/4 horizontal:
180 x 65

1/4 corner:
90 x 130

1/4 horizontal:
trim size 210 x 74

1/4 corner:
trim size 105 x 147

1/4 high:
42 x 266

1/8 high:
90 x 60

*Special formats on request*
MAGAZINE FORMAT:
Booklet format: 210 mm x 297 mm
Type area: 180 mm x 266 mm
Bleed: 3 mm on all sides

ADVERTORIAL DETAILS:
2/1 page: 7,000 characters (incl. spaces) + 2-3 images
1/1 page: 3,500 characters (incl. spaces) + 1-2 images
1/2 page: 1,800 characters (incl. spaces) + 1 picture

Please note: According to European copyright law, it is mandatory to name the photographer and the rights holder. Please consult the responsible editor in each case.

PRINTING AND BINDING METHODS, PRINTING DOCUMENTS:
Offset printing, saddle stitch binding.

Printing Material:
Data in PDF/X3 format,
other data formats on request.
Colour profile: ISO Coated v2 300% of ECI (www.eci.org)
All colour elements have to be created in 4c according to Euroscale (CMYK), special colours, e.g. HKS or Pantone, are not possible.
Tone value variations may occur within the tolerance range of the offset process.

Data Transmission:
E-mail to dispo@win-verlag.de
Setting costs and the preparation of the print-ready data are charged at cost price. Further information on data transfer on request via ad disposition.

DATES:
frequency of publication: 8x a year
publication dates: see timetable and topic plan

YEAR:
volume 26, 2023

PUBLISHER:
Address:
WIN-Verlag GmbH & Co. KG
Johann-Sebastian-Bach-Straße 5
85591 Vaterstetten

Internet:
www.digital-engineering-magazin.de

Publishing Management:
Bernd Heilmeier (responsible)
Phone: +49 (0) 8106/350-251
E-mail: bh@win-verlag.de

TERMS AND CONDITIONS:
All contracts are based on our General Terms and Conditions, which are available at https://win-verlag.de/agb/.

TERMS OF PAYMENT:
All prices are subject to the valid value added tax. Invoices are due at the latest eight days after the publication date (PD) of the issue. In case of receipt of payment before PD: 2 % discount.
VAT ID No. DE813744143.

For foreign customers:
Bank transfer free of charge for the beneficiary. Advance payment.

Bank details:
Kreissparkasse Munich Starnberg Ebersberg
Bank Account No.: 496 208, BLZ: 702 501 50
IBAN: DE86 7025 0150 0000 4962 08
BIC/SWIFT-Code: BYLADEM1KMS
## MARKETPLACE PRINT

### PROVIDERS & SERVICE PROVIDERS

Page layout with 8 fields per page

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Annual Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturer page (in type area 180 x 257 mm)</td>
<td>€ 9,990.00</td>
</tr>
<tr>
<td>Market entry - 1 field (approx. 370 - 650 characters incl. spaces)</td>
<td>€ 1,420.00</td>
</tr>
<tr>
<td>Market entry - 2 fields (approx. 1,200 - 1,800 characters incl. spaces)</td>
<td>€ 2,680.00</td>
</tr>
<tr>
<td>Market entry - 3 fields (approx. 2,800 - 3,200 characters incl. spaces)</td>
<td>€ 4,050.00</td>
</tr>
<tr>
<td>Market entry - 4 fields (approx. 3,800 - 4,300 characters incl. spaces)</td>
<td>€ 5,420.00</td>
</tr>
<tr>
<td>Market entry - 6 fields (approx. 6,600 - 7,000 characters incl. spaces)</td>
<td>€ 8,170.00</td>
</tr>
<tr>
<td>Market entry - 8 fields (approx. 9,000 - 9,700 characters incl. spaces)</td>
<td>€ 10,200.00</td>
</tr>
<tr>
<td>1/8 page - freely designed 85 x 60 mm</td>
<td>€ 4,100.00</td>
</tr>
<tr>
<td>(single display: € 600.00)</td>
<td></td>
</tr>
<tr>
<td>1/4 page - freely designed 85 x 127 mm or 175 x 60 mm</td>
<td>€ 7,200.00</td>
</tr>
<tr>
<td>(single display: € 1,080.00)</td>
<td></td>
</tr>
</tbody>
</table>

### EVENTS CALENDAR

Appears automatically in print & online (logo, address, up to 500 characters of text)

<table>
<thead>
<tr>
<th>Entry Type</th>
<th>Annual Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry in 8 issues</td>
<td>€ 940.00</td>
</tr>
<tr>
<td>Entry in 1 issue</td>
<td>€ 190.00</td>
</tr>
</tbody>
</table>
**SPECIAL ADVERTISING FORMATS**

**Cover with folded front cover**
The page that folds out to the left is connected to the cover page. 4-sided. The production is carried out by the publisher.

**Cover with folded back cover**
The page that folds out to the right is connected to the back cover page. 4-sided. The production is carried out by the publisher.

**Cover flap**
1/1 page is placed half over the title and half over the back cover. The production is carried out by the publisher.

**Cover double gate fold**
The title can be expanded to the left and right. 2-sided. The production is carried out by the publisher.

**U2 extra**
Combination of cover page 2 and first page inner part. Ad size 2/1.

*In addition to the advertising possibilities mentioned above, we also offer individual communication solutions for our customers. From individual special issues to target-group-specific industry supplements to cross-media campaigns. Our slogan „We take care of the integration of solutions“ is not just empty words. **Do not hesitate to contact us about your ideas.**

Technical data and prices for all special forms of advertising on request. Talk to our Production Department about how your special forms of advertising can be realised in further processing. Please clarify this before the production of your advertising form.
ONLINE

ACCESS CONTROL:
WiredMinds AG (LeadLab)

ACCESS:

Unique visitors: 9,200 (monthly)
Page impressions: 18,429 (monthly)
(Following Social media: over 10,580
Newsletter: 10,000 recipients, weekly mailings
Stand-alone Newsletter: up to 61,338 recipients, price on request

DATA DELIVERY:
Five working days before the start of the campaign by e-mail: dispo@win-verlag.de

File formats for banners: GIF, PNG, JPEG or html5
The activation is always Monday 0:00 o'clock, the booking period has to be at least seven days.

Sponsored Post technical specification:
Headline, text, 1-2 images, link text, link
Text: min. 750 to max. 4,000 characters
Images: Aspect ratio 3:2, width at least 1,000 pixels.
Sources must be quoted for all images.

Text ad technical specification:
Headline, text, image, link text, link
Text: up to max. 500 characters, image left of text: depending on text length and motif with a fixed width of 600 pixels. Aspect ratios of 1:1, 2:3 across max. 3:2 are suitable.

EXTERNAL ADSERVER USE: Google Ad Manager

TERMS OF PAYMENT:
Invoices are paid immediately after receipt. VAT ID No.: DE813744143.
For foreign customers: Bank transfer free of charge for the beneficiary.
Advance payment. Bank account: Kreissparkasse München Starnberg Ebersberg, account no.: 496 208, bank code: 702 501 50, IBAN: DE86 7025 0150 0000 4962 08, SWIFT-BIC: BYLADEM1KMS

ONLINE DISCOUNTS

Number Scale*

<table>
<thead>
<tr>
<th>5%</th>
<th>10%</th>
<th>12%</th>
<th>15%</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>from 8x</td>
<td>from 16x</td>
<td>from 24x</td>
<td>from 32x</td>
<td>from 40x</td>
</tr>
</tbody>
</table>

*No discounts are transferred from print ads
DISPLAY-ADVERTISING / BANNER ADVERTISING

Prices & Formats

Desktop Homepage

Desktop Content page

Mobile

Header

Content

WIN

3a

3b

Content

WIN

4a

4b

Footer

Header

Content

WIN

3a

3b

Content

WIN

4a

4b

Footer

Header

Content

WIN

3a

3b

Content

WIN

4a

4b

Footer
<table>
<thead>
<tr>
<th>Online Advertising Material</th>
<th>Size</th>
<th>Format</th>
<th>max. size (image)</th>
<th>Other</th>
<th>Price per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 <img src="image" alt="Billboard" /></td>
<td>1000 x 250 (970 x 250 oder 800 x 250)</td>
<td>JPG, PNG, Video, GIF or HTML 5; Redirect/Tag</td>
<td>300KB</td>
<td>no rotation</td>
<td>€ 730.00</td>
</tr>
<tr>
<td>Please deliver both formats here. Mobile playout of the desktop billboard mobile is not possible.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 <img src="image" alt="Mobile Billboard" /></td>
<td>300 x 300 (300 x 150 / 300/320 x 50 300/320 x 75 / 300 x 50 / 300 x 75 / 230 x 75 / 200 x 50)</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>150KB 75KB 50KB 50KB</td>
<td>no rotation</td>
<td>€ 570.00</td>
</tr>
<tr>
<td>2 <img src="image" alt="Halfpage Ad/Skyscraper" /></td>
<td>300 x 600 (120 x 600 / 160 x 600)</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>250KB 150KB</td>
<td>rotation</td>
<td>€ 330.00</td>
</tr>
<tr>
<td>2 <img src="image" alt="Mobile Halfpage Ad/Skyscraper" /></td>
<td>300 x 600</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>250KB</td>
<td>rotation</td>
<td>€ 210.00</td>
</tr>
<tr>
<td>3 <img src="image" alt="Medium Rectangle Block 1" /> / left (3a) or right (3b)</td>
<td>300 x 250</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>100KB</td>
<td>rotation</td>
<td>€ 260.00</td>
</tr>
<tr>
<td>3 <img src="image" alt="Mobile Medium Rectangle 1" /></td>
<td>300 x 250</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>100KB</td>
<td>rotation</td>
<td>€ 260.00</td>
</tr>
<tr>
<td>4 <img src="image" alt="Medium Rectangle Block 2" /> / left (4a) or right (4b), without mobile playout</td>
<td>300 x 250</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>100KB</td>
<td>rotation</td>
<td>€ 260.00</td>
</tr>
<tr>
<td>5 <img src="image" alt="Video Rectangle" /> Only integration from a streaming-capable page.</td>
<td>300 x 250</td>
<td>GIF, MPEG4, MPEG3</td>
<td>-</td>
<td>rotation</td>
<td>€ 400.00</td>
</tr>
<tr>
<td>6 <img src="image" alt="Inline Banner 1/Leaderboard/Super Banner" /> without mobile playout</td>
<td>728 x 250 (728 x 90) (not bookable for outreach+)</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>250KB 100KB</td>
<td>rotation</td>
<td>€ 320.00</td>
</tr>
<tr>
<td>7 <img src="image" alt="Inline Banner 2/Leaderboard/Super Banner" /> without mobile playout</td>
<td>728 x 250 (728 x 90) (not bookable for outreach+)</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>250KB 100KB</td>
<td>rotation</td>
<td>€ 260.00</td>
</tr>
<tr>
<td>8 <img src="image" alt="Footer Banner" /></td>
<td>728 x 250 (728 x 90) (not bookable for outreach+)</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>250KB 100KB</td>
<td>rotation</td>
<td>€ 260.00</td>
</tr>
<tr>
<td>Special placements desktop only (not bookable for outreach+)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><img src="image" alt="Fireplace Ad „Standard“" /> Combination of billboard and skyscraper</td>
<td>160 x 600 + 1000 x 90 + 160 x 600</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>150KB per item</td>
<td>no rotation</td>
<td>€ 1,040.00</td>
</tr>
<tr>
<td><img src="image" alt="Fireplace Ad „Erweitert“" /> Combination of billboard and skyscraper</td>
<td>160 x 600 + 1000 x 250 + 160 x 600</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>150KB+300KB+150KB</td>
<td>no rotation</td>
<td>€ 1,250.00</td>
</tr>
<tr>
<td><img src="image" alt="Double Skyscraper" /></td>
<td>120 x 600 + 120 x 600 160 x 600 + 160 x 600</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>100KB 150KB</td>
<td>no rotation</td>
<td>€ 680.00</td>
</tr>
</tbody>
</table>
Now you can also book outreach through us!

From autumn 2022, we will be able to offer you the delivery of your banner advertising not only on our portals, but also on the portals of high-reach titles as well as in Special Interests.

Via the iq digital network, we can also place your advertising messages on websites of F.A.Z., Handelsblatt Online, Süddeutsche Zeitung, Der Tagesspiegel, Wirtschafts-Woche Online and ZEIT ONLINE.

The diverse portfolio also includes JETZT, SZ-Magazin, ZEIT-Magazin and many more, as well as numerous portals from the field of research such as spektrum.de, wissen.de, Forschung und Wissen, to name a few. All titles in the network can be found at the bottom of the page.

For you as an advertiser, this results in a clear advantage, as you no longer need to discuss and realise the individual bookings with several media consultants. You can now book all the titles listed below through our media consultants at attractive conditions.

Use the additional power of these brands to make your own even stronger. With the most important leading media in Germany, we are now in the position to offer you a total digital reach of around 35 million digital unique users.

We are proud to be able to offer you additional outstanding journalistic brands that accompany and inspire millions of people.

Interested? Then contact us and we will make you an attractive offer within a few days.

Our brands in the network that you can book through us:

**Top brands:** FAZ.net | Handelsblatt.com | Sueddeutsche.de | Zeit.de | jetzt.de | sz-magazin.sueddeutsche.de | viwo.de | zeit.de/magazin | zeit.de/campus | zeit.de/zett

**News&Magazine:** tagesspiegel.de | Freitag.de | theeuropean.de | ada-magazin.com

**Wirtschaft&Finanzen:** ARIVA.DE | boerse-am-sonntag.de | btc-echo.de | marktundmittelstand.de | wirtschaftskurier.de

**B2B-Fachmedien:** arbeit-und-arbeitsrecht.de | edison.media | elektropraktiker.de | genios.de | technische-logistik.net | tilasto.com

**Forschung:** Forschung-und-wissen.de | sinexx.de | spektrum.de | wissen.de | wissenschafter.de

Media Kit 2023
CE-Kennzeichnung: Sind sie Up-to-Date?

CE Praxis

Redaktive Änderungen und Normen ändern sich laufend! Um den Überblick zu behalten, informieren die CE-Praxisblätter bereits zum 15. Mai Einführung und erforderliche Änderungen der Maßnahmen der Maschinenbauindustrie:

Advertising possibilities in our newsletter

**Text ad with image**
Headline, image (JPG, PNG), text (max. 500 characters incl. blanks), link text, link or video

€ 590.00 per week

**Skyscraper**
120 x 600 px

€ 750.00 per week

**Superbanner***
560 x 200 px

€ 950.00 per week

*no animated banners possible
EVENT ANNOUNCEMENTS

We provide for visitors

Events are a highly popular marketing tool, offer an efficient way to present new products and create new relationships with customers. **Work with us to generate additional registrations for your event.**

**Event package price:** € 1,750.00

**SUBJECT CONTENTS:**
- **Event newsletter** to the recipients of the DIGITAL ENGINEERING magazine newsletter in which exclusively events are presented every two weeks (more often if required).
- Event Ad with teaser/description text (max. 1000 characters), image and linking directly to your registration form. Additional distribution of the article via the **social media channels** of DIGITAL ENGINEERING magazine.
- Entry with event logo in the **calendar of events**. The entry is online from publication until the end of the event.
Stand-alone email is a campaign-related form of advertising that is usually sent only once.

We offer you the choice of selecting only our own newsletter addresses or booking the entire address base of our media network (A-Z Direct, Burda, LeadFactory, MB Medien, etc.).

The basis for the below mentioned maximum reach of over 57,928 recipients is our magazine target group.

With Email+, we can also meet your individual requirements, i.e. you can make further adjustments to the target group, such as company size or industry sector.

When using this form of advertising, the owner of the address sends the stand-alone email on behalf of the company making the booking. In other words, the sender is the owner of the address and not the advertising company. Due to the fact that the advertising company is mentioned exclusively in the email, the level of attention is very high.

Your benefit in detail:
• Traffic for your landing page without large detours
• Low scattering losses due to very vertical addresses
• High level of attention in the target group
• Exclusive presentation of the company
• Image transfer by using our magazine title in the header of the email

Needless to say, all our addresses and those of our partners comply with the strict provisions of the German Data Protection Act (DSGVO).

**QUANTITY SCALE**

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000</td>
<td>€ 3,990.00</td>
</tr>
<tr>
<td>20,000</td>
<td>€ 7,490.00</td>
</tr>
<tr>
<td>30,000</td>
<td>€ 10,990.00</td>
</tr>
<tr>
<td>40,000</td>
<td>€ 13,990.00</td>
</tr>
</tbody>
</table>

Larger quantities on request.

However, prices and reach may vary in the event of additional restrictions or a change in target group.

You will receive the technical specifications from our sales team.
ONLINE ADVERTORIALS / SPONSORED POSTS + ADVERTORIAL PACKAGES

Are you already benefiting from the power of online advertorials?

Sponsored posts can be advertised via various other online media, thus increasing the number of readers significantly. For this reason, we offer you various complementary methods to increase the traffic on your online advertorial.

The application takes place via our weekly newsletter. For you this means around 10,000 recipients of our newsletter, who will also be presented with the Sponsored Post placed on our website. You will receive a direct link to it.

As an additional advertising measure, we offer you the opportunity to advertise your sponsored post using our social media channels.

As part of our advertorial packages, we also offer to publish your sponsored post as an advertorial in the print and ePaper edition. We are referring here to the maximum possible editorial reach that you can make use of.

OUR PACKAGE PRICES:

**Sponsored Post News+** Publication of your online advertorial on www.digital-engineering-magazin.de for one month (min. 500 – max. 4,000 characters + two images), additionally advertised via our weekly newsletter.

<table>
<thead>
<tr>
<th>Character Limit</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,000 + 2 images</td>
<td>€ 1,225.00</td>
</tr>
</tbody>
</table>

**Sponsored Post Social+** (As previously described for Sponsored Post News+, also displayed on our social media channels on XING, LinkedIn, Facebook and Twitter, text max. 4,000 characters)

<table>
<thead>
<tr>
<th>Character Limit</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,000 + 2 images</td>
<td>€ 2,600.00</td>
</tr>
</tbody>
</table>

**Advertorial Package Premium** (Sponsored Post Social+ and additional publication of the advertorial in the print and ePaper edition, 1/1 page advertorial (3,500 characters print + max. 4,000 characters online)

<table>
<thead>
<tr>
<th>Character Limit</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,000 + 2 images</td>
<td>€ 5,900.00</td>
</tr>
</tbody>
</table>

**Advertorial Package Premium+** Same as Advertorial Package Premium, but with 2 pages of advertorial (7,000 characters print + max. 8,000 characters online + image)

<table>
<thead>
<tr>
<th>Character Limit</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,000 + 2 images</td>
<td>€ 8,690.00</td>
</tr>
</tbody>
</table>
Leads, leads, leads that sounds almost like the gold digging days of the Yukon, as if there was only one goal left in communication.

Unfortunately, it is a fact that some of our customers today are only allowed to spend their advertising money when their success is virtually assured. It is usually a matter of using every euro for advertising as efficiently as possible.

Nevertheless, not every advertising campaign can be measured with all its effects, and even if the specialist departments of our customers know this, their hands are often tied.

One way out of this unsatisfactory situation are the lead packages of our publishing house, with which we offer our customers awareness and leads in one package. For instance, the advertisement can be combined with a whitepaper download, or the newsletter with sponsored post and a fixed number of leads. This means that with one lead package you can do one thing without losing the other.

We only supply MQ leads, i.e. marketing qualified leads that, as the name suggests, are not yet qualified to make the sales call. However, you have the permission of the interested party to send further information and thus convert the MQL into an SQL (Sales-Qualified-Lead) in just a few steps.

The leads are usually generated via electronic mailings in which interested parties are offered a whitepaper from our customer. By downloading the whitepaper, the prospective customer releases his or her data and gives permission for further contact by our customer. All leads supplied by us therefore meet the high requirements of the German Data Protection Act (DSGVO).

We generate these lead addresses from our own address database or together with partners in our media network, such as Leadfactory, Burda, MB Medien etc., depending on the quantity and the required depth of information. All our cooperation partners, like us, guarantee compliance with the statutory data protection provisions of the German Data Protection Act (DSGVO).

The lead addresses for business and standard packages contain only the contact person and email address.

Should you require further information, we can provide this information for an additional charge. We would be pleased to make you a detailed offer.
LEAD PACKAGES

According to the reader target group of the DIGITAL ENGINEERING magazine you will receive guaranteed MQ leads

MQ leads – Premium 100
You will receive:
- 1 Stand-Alone Newsletter
- Marketplace entry: 12 months Print + Online
- 2 Newsletter text ads with your white-paper
- Sponsored post + social media
- Halfpage ad (300 x 60 px) 2 weeks

€ 14,900.00

MQ leads – Premium 75
You will receive:
- 1 Stand-Alone Newsletter
- Marketplace entry: 12 months Print + Online
- 2 Newsletter text ads with your white-paper
- Sponsored post + social media
- Halfpage ad (300 x 60 px) 2 weeks

€ 12,700.00

MQ leads – Premium 50
You will receive:
- 1 Stand-Alone Newsletter
- Marketplace entry: 12 months Print + Online
- 2 newsletter text ads with your white-paper
- Sponsored post + social media

€ 10,700.00

Differing quantities to our lead packages and special requests on request!
Send us your exact requirements and request a quote tailored to you.

Your advantages:
Leads +
Online Activity =

Measurable results of your marketing strategy
Guaranteed lead volume in accordance with the German General Data Protection Regulation (DSGVO)
Increased awareness for your company
### Online Specials+:

**Whitepapers, Directories & Posts**

#### Whitepaper*:

Whitepaper for 3 months for download incl. leads (image + teaser text)

**Medium:** with advertisement of the whitepaper by

- 4 text advertisements in the newsletter according to your choice (image + text)
- one medium rectangle banner for four weeks on the website

€ 2,180.00

**Large:** with advertisement of the whitepapers by

- 5 text advertisements in the newsletter according to your choice (image + text) + 1 Sponsored Post + 8 weeks medium rectangle banner (300 x 250 px)

€ 3,360.00

Extension for another 3 months incl. 2 text ads or with 2 weeks banner

€ 1,500.00

**XL:** Promotion of the whitepaper with a stand-alone newsletter. You determine the number of recipients yourself. Basic price for whitepaper promotion and download function

Per 1,000 recipients minimum purchase are 5,000 recipients

€ 950.00

* We can automatically scale the images if they are delivered in the correct size ratio when they are delivered. Please deliver in 16:9 format.

#### Posts:

- Calendar of events per event (logo 300 px wide + text)

€ 190.00

- Exhibition area per year

€ 2,000.00

#### SEO-Service:

- SEO-optimization of print and online articles up to 4,000 characters (incl. blanks, ca. 1 page text)

€ 439.00

#### Marketplace:

- Service provider for 12 months (logo, address block, max. 500 characters text)

€ 590.00

#### Webinare:

- We would be happy to organise a webinar. Details are available on request.

#### Tutorial Videos:

- We produce and distribute your tutorials on demand.

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<thead>
<tr>
<th>Service</th>
<th>Price</th>
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## ONLINE JOB MARKET

Including booking option with Jobware

### Job Standard and Job Standard +
- Publication WIN-Verlag/Jobware job market
- Top-Joblink: Premium placement above the job market
- Notice and link in our newsletter (one-time)
- Publication on Jobware portal and its partners

### Job-Premium
- 1/4 page print/ePaper ad
- Publication WIN-Verlag/Jobware job market
- Top-Joblink: Premium placement above the job market
- Notice and link in our newsletter (one-time)
- Publication on Jobware portal and its partners

### Job-Professional
- 1/2 page print/ePaper ad
- Publication WIN-Verlag/Jobware job market
- Newsletter: Publication with a teaser in our newsletter with link to the advertisement on Jobware portal
- Top-Joblink: Premium placement above the job market
- Notice and link in our newsletter (one-time)
- Publication on Jobware portal and its partners

### Job-Master
- 1/1 page print/ePaper ad
- Publication WIN-Verlag/Jobware job market
- Newsletter: Publication with a teaser in our newsletter with link to the advertisement on Jobware portal
- Top-Joblink: Premium placement above the job market
- Notice and link in our newsletter (one-time)
- Publication on Jobware portal and its partners

### Jobware Plus:
**Hybrid design or implementation according to specification:**
- Ad service: We create the advertisement document based on your template (PDF, Word, …)
- Each advertisement is professionally categorised and keyworded by experienced specialists.
- Before live placement, you will receive a link to preview and approve the ad.

**Further services:**
- Duden test
- Online application form
- Link to own homepage

**Hybrid design:**
- On request, we will publish your advertisements in the innovative hybrid design developed together with the Rhine-Main University of Applied Sciences for optimal display on smartphone and desktop.

**Target group concept:**
Your advertisement will also be published on up to 400 specialist and region-specific partner platforms. In this way, you will reach further particularly qualified professionals who are latently willing to change jobs.

- 30 days runtime
- €1,650.00

### Jobware Prime:
**CI-compatible ad layout according to specifications**
- Alternative: Optimised hybrid design for smartphone and desktop
- 30 days runtime
- Automatic refreshes every 10 days
- Additional publication on up to 400 specialist and regional platforms
- Subsequent editorial changes to the advertisement text and job title
- Direct mailing to registered job mail users
- Personal contact person
- Highlighting as „Job tip“ and listing in the category „Offers of the week“
- Protection against risks in the recruiting process with „Jobware AdSurance“
- Free extension for a further 30 days if required and 50% discount on the list price for repeat placements within 12 months

- 30 days runtime
- 30 days runtime
- 30 days runtime
- 30 days runtime
- €2,965.00
- €4,760.00
- €7,560.00
WHAT IS A DIGITAL INSERT?
We offer you a combination of a magazine insert printed on magazine paper, insert for the print run and a PDF section in the middle of the ePaper. Please note that the digital insert is limited to a maximum of 8 pages. Extensive supplements are attached as digital inserts at the end of the issue in PDF format.

For the digital distribution of the ePaper magazine, we access our own address database as well as the databases of the address brokers in our media network.

As usual, this gives you the opportunity to book a max. 8-page section in the magazine exclusively for yourself. Furthermore, you can also influence the circulation a little by an additional distribution (subject to a fee).

For details, please contact our sales team.

DIGITAL INSERT PRICES:
Format: DIN A4
up to 3 pages € 170.00/ooo
4-6 pages € 250.00/ooo
7-8 pages € 310.00/ooo
Longer inserts on request
We produce the podcast for you and publish it on one or more of our digital channels (website, newsletter, social media, ePaper) and make sure it reaches the right audience.

The total length of the recording, including the briefing of the interview partner, takes a maximum of one hour. We take care of the post-production, i.e. intro, editing, sound etc. for you. Your added value: topic and scope of your choice (max. length of the final product: 15 minutes). We transcribe the podcast and make it available to visitors to our website in written form. The visitor thus has the choice between reading and listening.

If a podcast series is desired and you want to provide variety, you can also let customers have their say. With a podcast series, interested parties/customers can subscribe to your podcasts via common portals such as Spotify, Apple Podcast, Soundcloud or Deezer.

If a podcast series is desired and you would like to provide variety, you can also let employees or customers have their say. With a podcast series, interested parties/customers can subscribe to your podcasts via common portals such as Spotify, Apple Podcast, Soundcloud or Deezer.

The direct, very personal approach to your prospects/existing customers creates trust and has a very authentic effect. Exciting talks are created, which increase customer loyalty.

Another plus: only those who are interested in the topic will listen to your podcast. There are no expensive marketing measures with high spreading loss.

Prices:
Podcast up to 10 minutes: € 2,500.00
Podcast up to 15 minutes: € 2,900.00

Please prepare for the production by defining exactly what you want to communicate to the listeners.
Concentrate on the essentials, i.e. what is the core of your message?

Only if it remains really interesting and exciting is it worth creating the podcast for 10 or 15 minutes.

Transcription as an additional service:
Podcast up to 10 minutes: € 400.00
Podcast up to 15 minutes: € 550.00
DISTRIBUTION DIGITAL ENGINEERING

In addition to subscriptions and strategic distribution, we have become very digital and distribute over 25,520 ePapers of each of our issues. Unaware of the pandemic, supply chain difficulties or developments in Ukraine, we had already started distributing digital copies of DIGITAL ENGINEERING Magazine through various partners in 2018.

Our credo is: „To meet potential readers in situations where they have time to devote to our specialist reading“. In addition, since May 2020 we have switched to a digital alternate mailing service, which has the advantage for us of achieving greater market penetration.

For DIGITAL ENGINEERING Magazine, this means that we send our epaper edition to an address pool of approximately 61,338 addresses via exchange delivery - 15,000 copies per issue. We are constantly working on optimising our magazines and content distribution, which in an increasingly digital world is a permanent challenge that we have met very successfully so far.

A „business as usual“ is not an option for us, we rather want to seize the digital transformation as an opportunity. A good example of this is our social media portals, with which we generate new followers every day.

In total, we reach 203,074 recipients in our target group per quarter through our various issues, newsletters and social media presences.

If you also want to have a large reach, you can now also place your display ads in big brands through us. In this way, we can reach a total of approx. 35 million people. You can find out more about this on page 18.

Another new feature is that all our articles are available in the GENIOS.de database. For many companies, this is an easy way to find the relevant articles according to specific keywords.
PERFECTLY WELL INFORMED

We inform our readers wherever they are

First-class hotels
Subscribers and strategic recipients
Gastronomy
Hairdressing salons
Banks
Doctors’ surgeries
Email dispatch
Print and online

Airlines
Universities and colleges
Clinics
Display at trade fairs & events
Online kiosks
Cruises
GENIOS Online press archive

PERFECTLY WELL INFORMED
REFERENCES

A selection of our partners and customers
The DIGITAL ENGINEERING magazine has been our reliable partner in target group communication for many years.

JULIA FRICKE
MARKETING MANAGER, COMSOL MULTIPHYSICS GMBH
PUBLISHING PROGRAMME

AUTOCAD Magazine
The manufacturer-independent trade journal is aimed at all users and decision-makers who work with Autodesk software solutions. The magazine provides practical support for the selection, introduction and operation of software and hardware. It also focuses on solutions in the fields of drive technology, automation, electrical engineering, fluid technology and connectivity.

DIGITAL ENGINEERING Magazine
The trade magazine for the design and engineering sector reports on all aspects that are important in integrated (holistic) product development. The focus is on solutions and strategies for efficient engineering as well as innovations from drive technology, automation, electrical engineering, fluid technology, connection technology and construction components.

Bauen aktuell
Provides architects, civil engineers, structural engineers, building planners, energy planners and construction experts with information on the most important innovations in the following segments: architecture, BIM, construction IT, building services & TGA, AVA, energy planning, facility management, project management and controlling, mobile communications, energy and building services engineering and building automation.

DIGITAL BUSINESS CLOUD
Whoever wants to be prepared for the future has to understand it. In the trade magazine DIGITAL BUSINESS CLOUD, experts with extensive practical experience analyse, describe and evaluate the current trends, drivers and technologies of digital transformation, the implications of which managers in medium-sized companies need to know and assess, and support them in successfully shaping their business in the future.

DIGITAL MANUFACTURING
DIGITAL MANUFACTURING focuses on fundamentals, methods, technical trends, IT solutions and practical applications from the field of the digital process chain in production. The magazine conveys the productivity advantages that can be achieved in production through the right strategies and solutions.

e-commerce magazine
The editorial staff of e-commerce magazine sees itself as an intermediary between suppliers and the market and reports independently, competently and critically on current e-commerce trends, strategies, applications and solutions — both in the local, national and global environment.

DIGITAL PROCESS INDUSTRY
The trade and decision-makers’ magazine DIGITAL PROCESS INDUSTRY provides information on how processes can be optimised and production processes perfected in the medium run, as well as on how the use of raw material resources, energy and time can be made more economical.

SPECIAL ISSUES & CORPORATE PUBLISHING
Take advantage of the awareness of our magazine titles for an individual special edition about your products and services.
Current special issues:
- Drive technology
- SAP in production
- Industrial robotics
- Artificial Intelligence (AI) in the Manufacturing Industry
- DWG Solutions
- Logistics

R.ENERGY NEWSLETTER
Renewable, climate-friendly, digital and affordable: these are the requirements for future energy use in companies and public authorities. r.energy provides all the information needed to successfully master the transformation towards renewable energies.
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