Dear media planners,
in terms of multichannel marketing and ROI considerations, we have once again changed
our advertising portfolio and now offer you additional forms of advertising, such as the U2extra page combination in the print sector and the Stand-Alone-Newsletter Plus online.
Good luck with it!

BERND HEILMEIER
PUBLISHING DIRECTOR
# CONTENT

**BASICS**
- Print Magazines & more
- Topics
- Target Group
- Facts
- References

**PRINT**
- Advertisement price list Print
- Marketplace Print
- Ads
- Advertising Formats
- Special Forms of Advertising

**ONLINE**
- Lead Packages
- Online Job Market
- Online Advertisorials/Sponsored Posts + Advertorial packages
- Online Specials + Display Advertising / Banner Advertising
- Online
- Editorial Letter
- Newsletter
- Stand-Alone-E-Mail & Stand-Alone-E-Mail PLUS

**ESSENTIALS**
- Distribution Print & Online
- Demarcation
- The Scalable
- Publishing Program
- Timetable and Topic Plan
- Title Portrait
- Our Publishing Programme
- Responsible Contacts

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Photos: shutterstock.com; Gorodenkoff (cover), Dean Drobot (page 2), August Phunitiphat (page 3), fuyu liu (page 5), Gorodenkoff, Halfpoint, Supavadee butradi, Stokkete, wavebreakmedia (page 6), Sammbby (page 14), maicasaa (page 21), Darko 1981 (page 24), GaudiLab (page 25), Wright Studio (page 27),
A detailed timetable and topic plan can be found starting on page 29.

TOPICS

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

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, such as those found in the manufacturing industry, including machinery and plant engineering, production engineering and the automotive industry.

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
FACTS & FIGURES

DEMOGRAPHIC DATA

- **5 h**
  - readers spend on average 5 hours with one issue

- **93 %**
  - also use digital media of the Digital Engineering magazine

- **65 %**
  - are between 30 and 59 years old

- **51 %**
  - make the purchase decision alone

TARGET GROUP ATTAINMENT

- **55,416**
  - per annum unique visitors

- **21**
  - years on the market

- **8,500**
  - subscribers to the editorial letter

- **up to 120,000**
  - subscribers of the stand-alone newsletter incl. media partner network

- **7,564**
  - Xing follower

- **6,628**
  - copies sold *Q1/19

Sources: WIN-Verlag reader survey, IVW, WiredMinds, Xing
REFERENCES

A Selection of our Partners and Customers
# ADVERTISEMENT PRICE LIST FOR PRINT

<table>
<thead>
<tr>
<th>Size</th>
<th>Print Space</th>
<th>Bleed</th>
<th>Basic Price b/w</th>
<th>2C</th>
<th>3C</th>
<th>4C</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 pages</td>
<td>390 x 266</td>
<td>420 x 297</td>
<td>10,450.00</td>
<td>11,200.00</td>
<td>12,100.00</td>
<td>12,980.00</td>
</tr>
<tr>
<td>U2 extra</td>
<td>390 x 266</td>
<td>420 x 297</td>
<td>11,490.00</td>
<td>12,190.00</td>
<td>12,990.00</td>
<td>13,990.00</td>
</tr>
<tr>
<td>1/1 page</td>
<td>180 x 266</td>
<td>210 x 297</td>
<td>5,620.00</td>
<td>6,050.00</td>
<td>6,500.00</td>
<td>6,990.00</td>
</tr>
<tr>
<td>2/3 page</td>
<td>high</td>
<td>118 x 266</td>
<td>4,500.00</td>
<td>4,840.00</td>
<td>5,210.00</td>
<td>5,600.00</td>
</tr>
<tr>
<td></td>
<td>horizontal</td>
<td>180 x 175</td>
<td>135 x 297</td>
<td>210 x 195</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Juniorpage</td>
<td>high</td>
<td>132 x 187</td>
<td>4,140.00</td>
<td>4,450.00</td>
<td>4,790.00</td>
<td>5,150.00</td>
</tr>
<tr>
<td></td>
<td>horizontal</td>
<td>90 x 266</td>
<td>105 x 297</td>
<td>180 x 130</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 page</td>
<td>high</td>
<td>58 x 266</td>
<td>75 x 297</td>
<td>180 x 86</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>horizontal</td>
<td>42 x 266</td>
<td>52 x 297</td>
<td>180 x 65</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 page</td>
<td>high</td>
<td>42 x 130</td>
<td>52 x 65</td>
<td>90 x 130</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>horizontal</td>
<td>42 x 130</td>
<td>42 x 65</td>
<td>90 x 60</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>high</td>
<td>42 x 130</td>
<td>42 x 65</td>
<td>90 x 60</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>corner field</td>
<td>42 x 130</td>
<td>42 x 65</td>
<td>90 x 60</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.

## 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.

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### 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.

### 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
## PROVIDERS & SERVICE PROVIDERS

Page layout with 8 fields per page

<table>
<thead>
<tr>
<th>Provider Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturer page</td>
<td>9,990.00</td>
</tr>
<tr>
<td>(in type area 180 x 257 mm)</td>
<td></td>
</tr>
<tr>
<td>Market entry - 1 field</td>
<td>1,420.00</td>
</tr>
<tr>
<td>(approx. 370 - 650 characters incl. spaces)</td>
<td></td>
</tr>
<tr>
<td>Market entry - 2 fields</td>
<td>2,680.00</td>
</tr>
<tr>
<td>(approx. 1,200 - 1,800 characters incl. spaces)</td>
<td></td>
</tr>
<tr>
<td>Market entry - 3 fields</td>
<td>4,050.00</td>
</tr>
<tr>
<td>(approx. 2,800 - 3,200 characters incl. spaces)</td>
<td></td>
</tr>
<tr>
<td>Market entry - 4 fields</td>
<td>5,420.00</td>
</tr>
<tr>
<td>(approx. 3,800 - 4,300 characters incl. spaces)</td>
<td></td>
</tr>
<tr>
<td>Market entry - 6 fields</td>
<td>8,170.00</td>
</tr>
<tr>
<td>(approx. 6,600 - 7,000 characters incl. spaces)</td>
<td></td>
</tr>
<tr>
<td>Market entry - 8 fields</td>
<td>10,200.00</td>
</tr>
<tr>
<td>(approx. 9,000 - 9,700 characters incl. spaces)</td>
<td></td>
</tr>
<tr>
<td>1/8 page - freely designed</td>
<td>4,100.00</td>
</tr>
<tr>
<td>85 x 60 mm</td>
<td></td>
</tr>
<tr>
<td>(single display: 600.00)</td>
<td></td>
</tr>
<tr>
<td>1/4 page - freely designed</td>
<td>7,200.00</td>
</tr>
<tr>
<td>85 x 127 mm or 175 x 60 mm</td>
<td></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>Event Type</th>
<th>Price</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>
DATE:
frequency of publication: 8x a year
publication dates: see timetable and topic plan

YEAR:
volume 23, 2020

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: 08106/350-251
E-mail: bh@win-verlag.de

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

DATA TRANSMISSION:
E-mail to cke@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.

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

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.

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

ADVERTISEMENTS

Technical Data Print
AD FORMATS

Sample formats for our print ads

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 horizontal: trim size 210 x 74
1/4 corner: 90 x 130
1/4 corner: trim size 105 x 147

1/4 high: 42 x 266
1/4 high: trim size 52 x 297

1/8 high: 42 x 130
1/8 horizontal: 90 x 60

*Special formats on request*
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
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.

Inserts and tip-ons on request!
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).

A lead address of the premium packages contains at least the following information: company name, address, company size, first name, last name, job function, e-mail, telephone.

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

**LEAD PACKAGES**

<table>
<thead>
<tr>
<th>Package</th>
<th>Leads</th>
<th>Included Services</th>
<th>Price</th>
</tr>
</thead>
</table>
| MQ leads – Premium 100 | 100   | • 1 Stand-Alone Newsletter  
• Marketplace entry: 12 months Print + Online  
• 2 Newsletter text ads with your white-paper  
• Sponsored post + Xing  
• Wide Skyscraper (160x900) 2 weeks | 12,990.00 EUR |
| MQ leads – Premium 75 | 75    | • 1 Stand-Alone Newsletter  
• Marketplace entry: 12 months Print + Online  
• 2 Newsletter text ads with your white-paper  
• Sponsored post + Xing  
• Wide Skyscraper (160x900) 1 week | 9,900.00 EUR |
| MQ leads – Premium 50 | 50    | • 1 Stand-Alone Newsletter  
• Marketplace entry: 12 months Print + Online  
• 2 Newsletter text ads with your white-paper  
• Sponsored post + Xing  
• Wide Skyscraper (160x900) 2 weeks | 7,500.00 EUR |
| MQ leads – Business 20 | 20    | • Marketplace entry: 12 months Print + Online  
• 2 Newsletter text ads with your white-paper  
• Sponsored post + Xing  
• Wide Skyscraper 2 weeks | 3,200.00 EUR |
| MQ leads – Business 15 | 15    | • Marketplace entry: 12 months Print + Online  
• 2 Newsletter text ads with your white-paper  
• Sponsored post + Xing  
• Wide Skyscraper 1 week | 2,600.00 EUR |
| MQ leads – Standard 10 | 10    | • Marketplace entry: 6 months Print + Online  
• 2 Newsletter text ads with your white-paper | 1,900.00 EUR |
| MQ leads – Standard 5 | 5     | • Marketplace entry: 6 months Print + Online  
• 2 Newsletter text ads with your white-paper | 1,100.00 EUR |

Please note that the address range varies between the premium and business-/standard packages.

**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 JOB MARKET

<table>
<thead>
<tr>
<th><strong>TOP JOB Link</strong></th>
<th><strong>Premium Job</strong></th>
<th><strong>Range Plus incl. Jobware</strong></th>
<th><strong>Company Profile</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>In <strong>TOP JOB Box:</strong> job title, company name, location, link to job advertisement on your career website</td>
<td>Exclusive: <strong>PREMIUM JOB Box:</strong> logo, job title, company name, location, link to job advertisement on your career website</td>
<td>Full-service advertisement: placement in the Digital Engineering magazines’ job market and at Jobware with publication on up to 400 Jobware partner pages</td>
<td>TOP employer: own microsite with logo, picture, company details, contact persons, detailed texts, link to career page, etc.</td>
</tr>
</tbody>
</table>

### Table Overview

<table>
<thead>
<tr>
<th>Feature</th>
<th>TOP JOB Link</th>
<th>Premium Job</th>
<th>Range Plus incl. Jobware</th>
<th>Company Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Job Market</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Newsletter: reference and link (inclusion in weekly newsletter)</td>
<td>5x</td>
<td>1x</td>
<td>1x</td>
<td>2x</td>
</tr>
<tr>
<td>Publication at Jobware</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional publication on up to 400 Jobware partner websites</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top Employer (logo on overview page and micropage behind)</td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Duration</td>
<td>4 weeks</td>
<td>1 week</td>
<td>30 days</td>
<td>1 year</td>
</tr>
<tr>
<td>Price</td>
<td>250.00</td>
<td>200.00</td>
<td>1,095.00</td>
<td>450.00</td>
</tr>
</tbody>
</table>

**Publisher Combination:**

- Each further WIN job exchange: 125.00
- Publication on all 7 WIN-Verlag job exchanges: 1,000.00
- Incl. 1 TOP JOB link on a job exchange: 300.00
- 300.00

Price: 450.00

Duration: 1 year
Online advertorials, also known as sponsored posts, differ from the currently highly stylized “native ads” primarily in their legal conformity, because the clear identification with the term “sponsored post” makes it clear to every reader that it is a purchased article. A requirement of fairness.

In addition, sponsored posts can be advertised via various other online media, thus increasing the number of readers enormously. We therefore offer you various additional methods to increase the traffic on your online advertorial.

Advertisement via our weekly editorial letter. For you, this means that around 8,500 subscribers to our editorial letter will also be presented with the sponsored post on our website and will receive a direct link to it.

As a further advertising measure, we offer to advertise your sponsored post via our social media channels. With the DIGITAL ENGINEERING magazine, you can reach an additional 7,000 followers on Xing who will be made aware of your online advertorial.

As part of our advertorial packages, we also offer you the option of publishing your sponsored post as an advertorial in the print and ePaper editions. We are talking here about a maximum possible editorial reach that you can benefit from.

**OUR PACKAGE PRICES:**

| Sponsored post standard (publication of your online advertorial on www.digital-engineering-magazin.de for one month) | 750.00 EUR |
| Sponsored post news+ (As previously described, but additionally advertised to approx. 8,500 subscribers via our weekly newsletter) | 1,225.00 EUR |
| Sponsored post social+ (As described before, but also shown on our Xing channel to about 7,564 follower) | 2,500.00 EUR |
| Premium advertorial package (sponsored post social+ as well as the publication of the advertorial in the print and ePaper edition. 1/1 page advertorial (approx. 4000 characters) | 5,790.00 EUR |
| Same as the premium advertorial package, but with 2 pages advertorial (approx. 8000 characters plus pictures) | 8,690.00 EUR |
## ONLINE SPECIALS+

**Whitepapers, Directories & Posts**

<table>
<thead>
<tr>
<th>WHITEPAPER:</th>
<th>Posts:</th>
<th>MARKETPLACE:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Small:</strong> whitepaper for 3 months to download incl. leads (picture + teaser text) with advertising of whitepaper by two text ads in the newsletter of your choice (image + text)</td>
<td><strong>Calendar of events per event (logo + text)</strong></td>
<td><strong>Service provider for 12 months (logo, address block, max. 500 characters text)</strong></td>
</tr>
<tr>
<td><strong>Medium:</strong> with advertisement of the whitepaper by</td>
<td><strong>Exhibition area per year Messebereich</strong></td>
<td><strong>Publication of entries from the Marketplace Print</strong></td>
</tr>
<tr>
<td>- four text advertisements in the newsletter according to your choice (image + text)</td>
<td><strong>1,500.00 EUR</strong></td>
<td></td>
</tr>
<tr>
<td>- a medium rectangle banner for four weeks on the website</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Large:</strong> with advertisement of the whitepapers by</td>
<td><strong>190.00 EUR</strong></td>
<td></td>
</tr>
<tr>
<td>- eight text advertisements in the newsletter according to your choice (image + text) + eight weeks medium rectangle banner (250 x 300 pixels)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>2,500.00 EUR</strong></td>
<td></td>
</tr>
</tbody>
</table>

**ONLINE SPECIALS**

**Whitepapers**

- Whitepaper for 3 months to download incl. leads (picture + teaser text) with advertising of whitepaper by two text ads in the newsletter of your choice (image + text) - 1,200.00 EUR

**Medium**

- Four text advertisements in the newsletter according to your choice (image + text)
- A medium rectangle banner for four weeks on the website - 1,700.00 EUR

**Large**

- Eight text advertisements in the newsletter according to your choice (image + text) + eight weeks medium rectangle banner (250 x 300 pixels) - 2,500.00 EUR

**POSTS**

- Calendar of events per event (logo + text) - 190.00 EUR
- Exhibition area per year Messebereich - 1,500.00 EUR

**MARKETPLACE**

- Service provider for 12 months (logo, address block, max. 500 characters text) - 590.00 EUR

**ONLINE SPECIALS+**

- Whitepapers, Directories & Posts

---

Media Kit 2020  DIGITAL ENGINEERING Magazin  18
DISPLAY-ADVERTISING / BANNER ADVERTISING

Prices & Formats

- **Billboard**
  - rotating
  - 1.100 x 285 px
  - 549.00 EUR per week

- **Maxi Ad**
  - Homepage
  - 732 x 400 px
  - 318.00 EUR per week

- **Wallpaper**
  - rotating
  - 728 x 90 px + 160 x 600 px
  - 463.00 EUR per week

- **Fullsize Banner**
  - rotating
  - 468 x 60 px
  - 174.00 EUR per week

- **Wallpaper Large**
  - rotating
  - 1.120 x 120 px + 160 x 600 px
  - 506.00 EUR per week

- **Medium Rectangle**
  - rotating
  - 300 x 250 px
  - 318.00 EUR per week

- **Leaderboard Large**
  - rotating
  - 1.100 x 120 px
  - 434.00 EUR per week

- **Video Rectangle**
  - rotating
  - 300 px width
  - height depending on video format up to 250 px
  - 376.00 EUR per week

- **Leaderboard**
  - Standard
  - rotating
  - 120 x 600 px
  - 231.00 EUR per week

- **Skyscraper Standard**
  - rotating
  - 120 x 900 px
  - 318.00 EUR per week

- **Skyscraper Large**
  - rotating
  - 160 x 600 px
  - 260.00 EUR per week

- **Wide Skyscraper Standard**
  - rotating
  - 160 x 900 px
  - 347.00 EUR per week

- **Wide Skyscraper Large**
  - rotating
  - 160 x 900 px
  - 347.00 EUR per week

All banners - except the Maxi Ad - will be published on the subpages. Advertisement prices in Euro per insertion period, 1 week
ACCESS CONTROL:
WiredMinds AG (LeadLab)

ACCESS:
Unique visitors: 4,618 (monthly)
Page impressions: 12,300
(status quo July 2019)
Follower on our Xing presence: approx. 7,564

EDITORIAL LETTERS:
8,500 subscribers, weekly mailings

STAND-ALONE NEWSLETTER:
up to 120,000 recipients, price on request

DATA DELIVERY:
Five working days before the start of the campaign by e-mail: cke@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.

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

Please consider the examples on the following pages.

ONLINE DISCOUNTS

<table>
<thead>
<tr>
<th>Number Scale*</th>
<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>
<td></td>
</tr>
</tbody>
</table>

*No discounts are transferred from print ads.
The editorial letter is published weekly in our company and provides around 8,500 subscribers with targeted information for designers and developers, technical sales, design managers, technical purchasing, technical chairs at universities and technical colleges, development and project managers and decision-makers for purchasing, logistics and production.

An ideal platform for placing a text ad and/or banner. The opening rates are between 14% and 17%, depending on the thematic focus of the newsletter. The delivery rate is currently 99.82%.

The sum of all clicks is between 250 and 450 per newsletter. For you, this means up to 30 clicks and much more are possible on your text ad.
NEWSLETTER

Advertising Possibilities in our Editorial Letter

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

468.00 EUR per week

Skyscraper
120 x 600 pixels
638.00 EUR per week

Superbanner
560 x 200 pixels
808.00 EUR per week
A Stand-Alone-E-Mail is a promotion-related form of advertising, which is usually sent only once.

You have the choice to select only our own newsletter addresses or to book the entire address database of our media network (LeadFactory, Burda, MB-Media etc.).

The basis for the following maximum reach of over 110,000 recipients is our 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 and Technical professorships at universities and technical colleges.

With E-Mail Plus, we can also serve your individual wishes, i.e. you can make further restrictions in the target group, such as company size or industry.

With this form of advertising, the owner of the address sends the Stand-Alone-E-Mail on behalf of the booking company. The sender is therefore the owner of the address and not the advertising company. Since the advertising company is named exclusively in the mail, 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 low vertical addresses
- High level of attention in the target audience
- Exclusive presentation of the company
- Image transfer by using our magazine title in the header of the mail

It goes without saying that all our addresses and those of our partners comply with the strict regulations of the German Data Protection Act (DSGVO). The price for the mailing according to our target group definition is 3,990.00 EUR for your own address base. The price increases by *399.00 EUR per thousand if it is sent via our media network.

*However, in case of additional restrictions or a target group change, prices and coverage may vary.
DISTRIBUTION DIGITAL ENGINEERING MAGAZINE

In addition to paid subscriptions, a strategic mailing list and magazine sales, we distribute our magazine primarily through events.

People at events, seminars and trade fairs are in a high-involvement situation because they are actively seeking information and are therefore more receptive.

The ratio of readers to distributed issues is therefore similar to that of traditional magazine mailings, which is also confirmed by our subscription figures, a figure that has been stable for years — and all this in a market in which reading habits are increasingly changing.

We are responding to this change by offering our magazines as ePaper apps in the WIN kiosk and as eJournals at Lufthansa, its Star Alliance partners and around 50 top hotels (details on the next page). The number of copies distributed via these channels is growing steadily, and so we are now steering the entire publishing house towards a distribution of approx. 15,000 per year, with an upward trend.

We are constantly working on optimising our magazines and content distribution, which in an increasingly digital world is a permanent challenge that we have so far successfully managed. Continuing like this is not an option for us, we rather want to see the digital transformation as an opportunity.

A good example of this are our Xing portals, with which we generate new followers every day. Our title DIGITAL ENGINEERING magazine already has around 7,000 followers, who not only read our articles, but also perceive the display advertising or the integrated online advertorial.

IVW & More
All of the companies and organizations listed below offer their customers the opportunity to read our trade journal as an ePaper.

This enables us to reach our target readership not only at the workplace and at trade fairs and events, but also on business trips and holidays, i.e. whenever there is time to deal with complex topics at leisure.

**AIR Dolomiti • ATLANTIC Hotels • Austrian • ARCOTEL • Best Western Plus • Crown Plaza Dorint • DESIGN HOTELS • Eurowings • FLEMINGS • The Flag • WESTIN • Hampton • Holiday Inn Hilton • Park Hyatt • Grand Hyatt • Hyatt Regency • Ibis Hotel • Hotel INDIGO • IntercityHotel INTERCONTINENTAL • Jumeirah Hotel & Resort • Kempinski • Le MERIDIEN • Lufthansa Louvre Hotels • Mandarin Oriental • Marriott • Mercure • neos • Oman Air • ETIHAD PrivatCityHotel • Radisson Blue • Steigenberger • SOFITEL • EL AL • Swiss • S7 Airlines • TITANIC Hotels VIENNA HOUSE • virgin atlantic • WELCOME Hotels • Schweitzer Fachinformation • AIDA Aldiana • TUI Cruises • Commundo • Lti Hotels • Iberia • British Airways • SunExpress Turkish Airlines • Cathay Pacific • The Ritz Carlton • Accor Hotel • SHANGRI-LA • Fairmont THE WORLD • SILVERSEA • SEABORN
DISTRIBUTION PRINT & ONLINE

We always Reach our Readers

Edition
PRINT*

Distributed circulation: 10,438 copies

Paid circulation: 6,628 copies

Readers per issue: 3.1**

Distribution
DIGITAL

ePaper 2018: 1,464 copies

Website: 55,416 Unique visitors per year

Editorial letter: 8,500 subscribers

XING: 7,564 follower

Total media range 83,382

*IVW Q1/2019 incl. previous reporting periods
** WIN publishing house online survey 2017
The Digital Engineering magazine offers direct contact to our users and interested parties and is therefore very important in our advertising mix.

DR. AXEL ZEIN
MANAGING DIRECTOR WSCAD
The DIGITAL ENGINEERING magazine has been our reliable partner in target group communication for many years.

JULIA FRICKE
MARKETING MANAGER, COMSOL MULTIPHYSICS GMBH
The scalable publishing programme for all decision-makers

Design - Product Development - Manufacturing - Production - Construction

Technical Decision-Makers

- AutoCAD & Inventor
- Bauen aktuell
- Digital Engineering
- Virtual Reality
- Digital Manufacturing
- Digital Process Industry

Commercial Decision-Makers

- eCommerce magazin
- Netkatalog
- IBM Business Partner
- Digital Business Cloud

eCommerce - Logistics - Infrastructure - Cloud Computing

Industry 4.0 / KI / AR/VR

KI / BigData / WEB 3.0
**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>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Aided Optimisation</td>
<td>Data Visualisation</td>
<td>Parts Libraries</td>
<td>Additive Manufacturing</td>
<td>Quality Management</td>
<td>Rapid Prototyping</td>
<td></td>
</tr>
<tr>
<td>Rapid Tooling</td>
<td>Technical Documentation</td>
<td>Mechatronics</td>
<td>ERP</td>
<td>Visualisation</td>
<td>Industry 4.0</td>
<td>Industrial Internet of Things (IIoT)</td>
</tr>
<tr>
<td>Drive Engineering</td>
<td>Automation and Control</td>
<td>Electrical Engineering</td>
<td>Fluid Technology</td>
<td>Construction Components</td>
<td>Connection Technology</td>
<td></td>
</tr>
<tr>
<td>Material</td>
<td>IT Hardware</td>
<td>Industrial Image Processing</td>
<td>3D Printing</td>
<td>Reverse Engineering</td>
<td>Product Configuration</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dates</th>
<th>Core Themes</th>
<th>Specials</th>
<th>Other Topics</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PD: 13/02/20</td>
<td>Digital twin in product development • Simulation</td>
<td>PLM: product configuration (incl. expert talk) • Automation and control • Industry sector: machine tool manufacturing</td>
<td>14-16/02/20 GETEC, Freiburg 02-05/03/20 intec + Z, Leipzig 03-04/03/20 AMX, Lucerne</td>
</tr>
<tr>
<td>2</td>
<td>PD: 09/04/20</td>
<td>Innovations from the Hannover Messe and Digital Factory • Additive manufacturing and 3D printing • Digital Factory</td>
<td>Industry 4.0 • Automation and control • PLM solutions • Simulation (CAE) • Rapid prototyping</td>
<td>13-17/05/20 May 2020 PROsecury, Fürstenfeldbruck</td>
</tr>
</tbody>
</table>
## Special Issue Drive Technology — Systems and Components

Motors, brakes, motion control, clutches, gear, linear units, bearings, belts, chains, gear wheels, vibration dampers, frequency converters, design and optimisation software as well as digitisation and efficiency.

### Core Themes

- Computational fluid dynamics (CFD)
- Sensors and measurement technology
- Automation

- High performance computing (HPC)
- Drive technology
- Industry sector: consumer goods industry

- Product configuration
- CAM solutions
- Data management in engineering
- Cable and plug connectors
- Industry 4.0
- IT security
- Rapid prototyping/ additive manufacturing and 3D printing

### Specials

- Electrical engineering and switch cabinet construction
- From 3D model to digital twin

- Linear technology
- Industry sector: aerospace

- Rapid prototyping (3D printing)
- Systems engineering
- Simulation (CFD)
- Workstations
- Cloud solutions
- Mechanical and plant engineering

### Other Topics

- Platforms for IoT
- IT security / Cyber security (incl. expert talk)

- Lightweight construction
- Industry sector: ship and boat building

- PLM
- Graphics, VR and AR solutions
- Multiphysics simulation
- Industrial image processing
- Industry 4.0 and IoT
- Large format printing (LFP)

### Events

- **SI PD: 09/04/20**
  - **ED: 11/03/20**
  - **AD: 24/03/20**
  - **DP: 26/03/20**

  **Special Issue Drive Technology — Systems and Components**

  27-28/05/20 all about automation, Essen
  09-10/06/20 mtex, Chemnitz
  16-19/06/20 Automatica, Munich
  16-18/06/20 Lasys, Stuttgart
  23-25/06/20 SENSOR + TEST, Nuremberg
  17-18/06/20 ERP Tage, Aachen
  21-25/06/20 ISC High Performance, Frankfurt

- **3 PD: 20/05/20**
  - **ED: 20/04/20**
  - **AD: 04/05/20**
  - **DP: 06/05/20**

  **3**

- **4 PD: 29/06/20**
  - **ED: 26/06/20**
  - **AD: 09/06/20**
  - **DP: 15/06/20**

  **4**

- **5 PD: 03/08/20**
  - **ED: 03/07/20**
  - **AD: 16/07/20**
  - **DP: 20/07/20**

  **5**

Media Kit 2020 DIGITAL ENGINEERING Magazin 32
In each issue of the DIGITAL ENGINEERING magazine you will find the following core topics:
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:
Format of the magazine: DIN A4
Total volume: 552 pages
Editorial part: 448 pages
Advertising section: 104 pages
Inserts: 1 of our own (SI Drive Technology)
Tip-ons: -

EDITORIAL CONTENT ANALYSIS:
thereof editorial pages total: 448 = 100.0%
Automation & electrical engineering 98 = 21.9%
CAD/CAM/PLM 78 = 17.4%
Technical management (incl. Industry 4.0 & IIoT) 46 = 10.3%
Simulation, visualisation, VR 45 = 10.0%
Drive technology 41 = 9.2%
New products, announcements, events 38 = 8.5%
Rapid prototyping/ Additive production/ 3D printing 31 = 6.9%
Other 28 = 6.3%
Hardware 26 = 5.8%
Construction elements & materials 9 = 2.0%
Fluid and connection technology 8 = 1.8%
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.

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.

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 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.

AUTOCAD & Inventor 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.

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.

CONSTRUCTION NEWS

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.

SPECIAL ISSUES & CORPORATE PUBLISHING

Profit from the popularity of our publications to create an individual special edition about your products and services.

OUR PUBLISHING PROGRAMME
RESPONSIBLE CONTACTS

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