

Inventor

MAGAZIN

Mediakit 2010

valid from 11/1/2009



WIN
VERLAG

WIN-Verlag GmbH & Co. KG

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Advertising in professional magazines – waking long lasting instincts for good purchase decisions!

Dear customers,

We are happy to present you with the new media kit for the year 2010. As we did in the last few years, we have assembled all the important facts and figures about our professional Inventor Magazin into one concise folder.

81.9% of our readership* are directly and constantly involved with the purchasing decisions for hardware, software, IT services and the like and hence need information that helps with the purchasing decision making process. For that, our readers – your customers! – need editorial content, but also your own product presentations and user report. You, the manufacturers and distributors, are one hundred percent committed to your products, and that is what you want to keep telling our readers: - because our readers are the B2B decision makers that you are selling to. We give them the independent information that they need about the new products, applications and trends in their professional field, and you add your unique voice as a solution provider. Our editorial staff and our media consultants will be providing lists of the topics per issue so you can tailor your advertising to our content.

By the way, did you know that the IWV, the independent auditing panel for advertising media circulation control in the German market, has disposed of the old measurement of 'page impressions' last year and is instead now counting the visits? Page impressions had been pushed artificially by picture galleries and suchlike click farms, thus inflating the measurements from many media web sites. Odd new measurements like 'Mouth2Mouth Clicks' are already spotted on the horizon, all causing the medium term investment in online advertising to look more and more doubtful. Terms like 'paid circulation' and 'readership figures' may seem antiquated or old-fashioned in that context, even

though they have been established for decades. Perhaps they weren't such a wrong way of counting eyeballs?

Decision making, that is, invoking the right gut instinct to spend lots of company money, always rests on more than a few visits to a few web sites. Quality instead of quantity is still the yardstick by which advertising in high-value professional magazines is measured.

With this media kit, we present you all the possibilities you have to impress our readers with the quality of your products and the solution competency of your company. The impact professional magazines have on decision makers is well known, and impressively documented in several independent studies that you can find online at www.fachpresse.de – unfortunately, only in German.

Use the possibilities that we offer, however, for your company to lastingly profit from this effect.

Best regards,

Bernd Heilmeier

Head of Sales and Marketing

P.S.: As a reaction to the persistent crisis, we haven't raised our advertising prices this year. This way, we hope to ease your decision of our publications.

*Source: LA WIN 2008/Richter MediaConsult Agentur für Media-Beratung GmbH



1 Brief description:

Inventor Magazin is the independent magazine for engineering and mechanics professionals working with the software solutions from the Autodesk Inventor product family.

The magazine focuses on reporting about the use of Autodesk Inventor solutions as well as applications based on it, and their use in the fields of design, development, simulation, visualisation, analysis, data management and production. It features articles about hardware and software, including testing and user reports.

In addition, we report on innovations on the fields of drive technology, automation, interfaces, construction, fluid technology, electrics as well as components and materials.

Rubriken:

- **News**
Company and career news, interviews, new products and services, events
- **Software**
Solutions and applications for Inventor, for example EDM/PDM, FEM, CAM, sheet metal forming, viewers, design software
- **Hardware**
Presentation and test results of current hardware products for 3D-CAD users (e.g. workstations, video cards, monitors, printing solutions, 3D printers and storage solutions)
- **Praxis**
User reports that depict all important points of using Inventor in the enterprise from a user's point of view, as well as practical tips for Inventor users.
- **NEW! Special section on innovations in materials and components for product designers**
Drive technology, engineering parts, connectivity, automation, fluid technology, electrics

Target group:

- Designers and engineers
- Departmental heads of development and design
- CAD systems managers
- Managers of construction departments
- Technical departments at universities and technical colleges

Industries:

Inventor Magazin focusses on the following industries:

- Mechanical engineering
- Automotive
- Ship building
- Motor engineering
- Tool and mould machining
- Small parts engineering
- Mining
- Goods production

2 Frequency:

8 issues p.a.

4 Internet:

www.inventor-magazin.de

6 Publication of:

—

3 Volume:

8th volume 2009

5 Memberships:

—

7 Publisher:

Hans-J. Grohmann

8 Publishing company:

WIN-Verlag GmbH & Co. KG
 Johann-Sebastian-Bach-Str. 5
 D-85591 Vaterstetten, Germany
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Bernd Heilmeier

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 (German postal code
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Subscription manager:

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 Phone: +49-8106/350-131
 Fax: +49-8106/350-126
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12 Subscriptions:

Annual subscription price: Germany: Euro 118.40 (incl. shipping)
 Abroad: Euro 132.00 (excl. shipping)

Price per issue: Euro 14.80

13 ISSN:

1619-2974

14 Volume analysis:

2009 = 8 issues (1/2009 – 8/2009)
 Magazine format: DIN A4
 Total volume: 200 pages = 100.0%
 Text section: 138 pages = 69.0%
 Advertising section: 84 pages = 31.0%
 Inserts: 1 piece
 Bound inserts: 0 pieces

15 Content analysis of text section:

2009 = 200 pages (1/2009 – 8/2009)
 Content sections

Total of editorial pages:	138 pages = 100.0%
Inventor and PDM in practice	38 pages = 27.5%
Inventor basics	27 pages = 19.6%
Companies, products, trade fairs	23 pages = 16.7%
Data management solutions	8 pages = 5.8%
Hardware	8 pages = 5.8%
Inventor applications	14 pages = 10.1%
Other	12 pages = 8.7%
Tools and utilities	8 pages = 5.8%



16 Circulation control:

17 Circulation analysis:

Copies per issue per annual average July 1st – June 30th 2009

Print run: 14,615 copies

Total circulation: 12,793 copies

Thereof abroad: 2,048 copies

Sold circulation: 2,862 copies

Thereof abroad: 437 copies

– Subscription: 2,611 copies

– Sale of single issues: 2 copies

– other sales: 249 copies

Free copies: 9,931 copies

**Remaining archive and
specimen copies:** 1,822 copies

Since issue 06/2009 Inventor Magazin has been incorporated into our IVW certified AUTOCAD Magazin.

18 Geographical distribution analysis:

Economic region

	%	copies
Germany	84.0 %	10,745
Abroad	16.0 %	2,048
Total circulation	100.0 %	12,793



Summary of the survey method of the structural readership analysis

1 Survey method:

Structural readership analysis by written questionnaire distributed with Inventor Magazin

2 Description of the recipients at time of survey:

Recipients of Inventor Magazin

3 Description of the survey:

3.1 Total:

Any German-speaking person who had the chance to fill in the questionnaire

3.2. Date on which the random sample was taken:

August 2007 – May 2008

3.3 Description of the random sample:

The sample was chosen self-selectively, i.e., any person from the above total could choose to take the survey during the allotted time by filling in the questionnaire. There were incentives for participation. 122 people participated in the survey.

3.4 Persons targeted by the survey:

Mainly readers of Inventor Magazin

3.5 Definition of the reader:

WLK of Inventor Magazin

3.6 Survey period:

The written survey by questionnaire was conducted between August 2007 and May 2008.

3.7 Implementation of the survey:

Richter MediaConsult Agentur für Media-Beratung GmbH, Kleinberghofen

Due to the low return from the random sample, this survey does not fully comply with the general rules and regulations of ZAW for analysis of advertising media in its current form.



19 Industries

Type of industry	proportion of readers projection (approx.)	
	%	
Waste and sewage disposal	2.5	1,248
Energy, water mining	1.6	832
Architecture	8.2	4,161
Construction	6.6	3,329
Electrics, fine mechanics, optics	9.8	4,993
Data processing	3.3	1,664
IT and TC Services: Consulting	1.6	832
TC services	0.8	416
Other services, freelance	4.1	2,081
GIS and infrastructure	0.8	416
TC trading	0.8	416
Trading other products	0.8	416
Crafts	2.5	1,248
Hotel business and gastronomy	0.8	416
Chemical and pharmaceutical industry	2.5	1,248
IT products production	2.5	1,248
Aerospace	1.6	832
Plant engineering	19.7	9,986
Machine tooling	44.3	22,470
Vehicle construction / subcontracting industry	7.4	3,745
Steel	7.4	3,745
Tool and mould engineering	4.1	2,081
Metal	4.1	2,081
Other manufacturing industry	2.5	1,248
Paper, printing, publishing	0.8	416
Tourism and logistics	0.8	416

Schools and universities	2.5	1,248
Other	4.1	2,081

Multiple responses possible (100% = 50,765 readers)

20 Company size

Employees at the location	proportion of readers projection (approx.)	
	%	
1 - 4 employees	23.8	12,067
5 - 9 employees	8.2	4,161
10 - 19 employees	1.6	832
20 - 49 employees	13.9	7,074
50 - 99 employees	16.4	8,322
100 - 149 employees	6.6	3,329
150 - 199 employees	3.3	1,664
200 - 249 employees	3.3	1,664
250 - 499 employees	5.7	2,913
500 - 999 employees	9.8	4,993
1,000 - 1,999 employees	4.1	2,081
2,000 - 4,999 employees	0.8	416
5,000 - 9,999 employees	1.6	832
10,000 employees and over	0.8	416
	100	50,765

21.1 Function at the company

	proportion of readers projection (approx.)	
	%	
IT/TC freelancer	3.3	1,664
Other freelancer	12.3	6,242
Entrepreneur	11.5	5,825
General management	2.5	1,248
Administration/HR	0.8	416
Accountancy/finance	0.8	416
Purchasing	3.3	1,664
Sales and distribution	4.1	2,081
Marketing and advertising	1.6	832
Research and development	64.8	32,872
Production	14.8	7,490
Customer service	2.5	1,248
Garage, bearing, transport, packaging	0.8	416
Quality management	1.6	832
Education	11.5	5,825
Organisation and data processing	6.6	3,329
Other	5.7	2,913

Multiple responses possible (100% = 50,765 readers)

Purchasing budget assignment	11.5	5,825
None of the above	8.2	4,161

Multiple responses possible (100% = 50,765 readers)

22 General education and vocational training

This question was not asked as it was deemed irrelevant to evaluating a professional magazine in its function of an advertising medium.

23 Age

	proportion of readers projection (approx.)	
	%	
20 - 29 years	6.1	3,090
30 - 39 years	22.6	11,477
40 - 49 years	47.0	23,837
50 - 59 years	19.1	9,712
60 years and over	5.2	2,649
	100	50,765

21.2 Involvement phases of purchasing decisions

	proportion of readers projection (approx.)	
	%	
Need assessment	59.0	29,959
Product definition/ Performance definition	52.5	26,631
Manufacturer evaluation	36.1	18,309
Final decision	32.0	16,228
Source evaluation	17.2	8,738
Final decision about sources	13.1	6,658

Summary of the survey method of the structural readership analysis: see page 7



Issue	Dates	Trade Fairs
1/2010	Publication day:	11/27/09
	Advertising deadline:	11/03/09
	Pre-press deadline:	11/05/09
	Deadline for inserts:	11/10/09
		<ul style="list-style-type: none"> ■ 12/02 - 12/05/09 EuroMold, Frankfurt/M. ■ 01/19 - 01/21/10 Swiss Plastics, Luzern / Switzerland ■ 01/27 - 01/30/10 NORTEC, Hamburg
2/2010	Publication day:	02/02/10
	Advertising deadline:	01/08/10
	Pre-press deadline:	01/12/10
	Deadline for inserts:	01/15/10
		<ul style="list-style-type: none"> ■ 02/23 - 02/27/10 METAV, Dusseldorf ■ 03/02 - 03/03/10 Product Life live, Stuttgart-Fellbach ■ 03/02 - 03/06/10 CeBIT, Hanover
3/2010	Publication day:	03/10/10
	Advertising deadline:	02/11/10
	Pre-press deadline:	02/17/10
	Deadline for inserts:	02/22/10
4/2010	Publication day:	04/16/10
	Advertising deadline:	03/22/10
	Pre-press deadline:	03/24/10
	Deadline for inserts:	03/29/10
		<ul style="list-style-type: none"> ■ 04/19 - 04/23/10 Digital Factory/HMI, Hanover ■ 04/19 - 04/25/10 bauma, Munich ■ 05/04 - 05/07/10 Control, Stuttgart ■ 05/18 - 05/19/10 Rapid.Tech, Erfurt ■ 05/18 - 05/20/10 SENSOR+TEST, Nuremberg

5/2010	Publication day:	06/01/10	■ 06/08 - 06/10/10	driveTEC, Nuremberg	
	Advertising deadline:	05/04/10	■ 06/08 - 06/10/10	euroLITE 2010, Nuremberg	
	Pre-press deadline:	05/06/10	■ 06/08 - 06/11/10	AUTOMATICA, Munich	
	Deadline for inserts:	05/11/10	■ 06/09 - 06/11/10	Intersolar, Munich	
			■ 06/22 - 06/24/10	STANZtec, Pforzheim	
6/2010	Publication day:	07/15/10			
	Advertising deadline:	06/22/10			
	Pre-press deadline:	06/24/10			
	Deadline for inserts:	06/29/10			
7/2010	Publication day:	08/26/10	■ 09/13 - 09/16/10	MOTEK, Stuttgart	■ 10/19 - 10/21/10
	Advertising deadline:	08/03/10	■ 09/14 - 09/16/10	ALUMINIUM 2010, Essen	■ 10/19 - 10/21/10
	Pre-press deadline:	08/05/10	■ 09/14 - 09/16/10	COMPOSITES EUROPE, Essen	Materialica, Munich
	Deadline for inserts:	08/10/10	■ 09/23 - 09/30/10	IAA Commercial Vehicles, Hanover	
			■ 09/28 - 10/02/10	AMB, Stuttgart	
			■ 10/12 - 10/15/10	vienna-tec, Vienna / Austria	
			■ 10/18 - 10/22/10	Fakuma, Friedrichshafen	
8/2010	Publication day:	10/20/10	■ 10/26 - 10/28/10	IT & Business, Stuttgart	
	Advertising deadline:	09/27/10	■ 10/26 - 10/30/10	euroBLECH, Hanover	
	Pre-press deadline:	09/29/10	■ 10/27 - 11/03/10	K 2010, Dusseldorf	
	Deadline for inserts:	10/04/10	■ 11/02 - 11/04/10	AIRTEC, Frankfurt/M.	
			■ 11/09 - 11/11/10	DMS EXPO, Cologne	
			■ 11/09 - 11/12/10	electronica, Munich	
			■ 11/16 - 11/20/10	PRODEX, Basel / Switzerland	
1/2011	Publication day:	11/25/10	■ 12/01 - 12/04/10	EuroMold, Frankfurt/M.	
	Advertising deadline:	10/27/10	■ 01/19 - 01/21/11	ELTEC, Nuremberg	
	Pre-press deadline:	10/29/10	■ 01/25 - 01/27/11	enertec, Leipzig	
	Deadline for inserts:	11/04/10			

Topics

News:

previews and reviews on important events and trade fairs in the industry; Inventor news, company and personnel news

Praxis:

archiving design data, collaborative engineering, function oriented design, efficient introduction of 3D design, data exchange, intelligent design features in Inventor, Inventor tuning, Inventor programming, 3D visualisation and animation with Inventor Studio, hints and tips for Inventor and Inventor Professional, workshops

Software:

FEM solutions, tools and utilities for Inventor, solutions for product data management (PDM), solutions for product lifecycle management (PLM), applications for sheet metal forming, parts libraries, CAM solutions, simulation solutions, enterprise resource planning (ERP), tools for technical documentation and illustration, tools for 3D visualisation

Hardware:

3D workstations, mobile CAD workstations (CAD notebooks), server, 3D graphics boards, large format printers, printing solutions, flat screens, 3D CAD periphery, memory solutions, storage, CAD scanners, data projectors

Industry Focus:

manufacturing systems engineering, plant engineering, steel construction, production technology, automotive, packaging machines, tool and mould making, production industry

NEW! Special section on innovations in materials and components for product designers

Drive technology, engineering parts, connectivity, automation, fluid technology, electrics

Topics may change at short notice due to current developments.



1 Circulation:

Druckauflage: 14.615 Exemplare
Tatsächlich verbreitete Auflage im Jahresdurchschnitt
(laut AMF-Schema 2) 12.793 Exemplare

2 Trim size:

210 mm x 297 mm
Type area: 180 mm x 266 mm
Bleed difference: 3 mm on each side

3 Printing Process, Binding Method, Printing Material:

Roll offset; staple binding

Printing Material:

Data in PDF/X3 format; all other formats on request
Colour profile: ISO Coated v2 300% by ECI (www.eci.org)
All elements in colour must be designated in 4c according to Euroscale (CMYK). Additional colours (HKS or Pantone) are not permitted and have to be converted to Euro-scale! Slight deviations of colour in the printed magazines are possible due to hue tolerance in offset printing technology.

Please always include a colour proof to any data sent to ensure colour correctness!

Data transmission:

E-mail to cke@win-verlag.de
FTP-upload to <ftp://145.253.185.250/> (user: Anzeigen, password: anzeigen438)

Typesetting costs and the production of printable data will be passed on at our cost if we are provided with final reproducible drawings, photographs, slides etc. VAT is added to all prices.

Further information on data transfer specifications can be obtained by calling our ad placement department.

4 Dates:

Frequency: 8 issues p.a.
Publication dates: see list of topics and dates

5 Publisher:

Address: WIN-Verlag GmbH & Co. KG
Johann-Sebastian-Bach-Straße 5
D-85591 Vaterstetten, Germany
www.inventor-magazin.de
Internet:

Advertising Department:

Director of Sales and Marketing: Bernd Heilmeier
Phone: +49-8106/350-251
E-mail: bh@win-verlag.de

6 Terms of Payment:

All invoices are due 8 days after the first day of sale of an issue. 2% discount if invoice is paid before the first day of sale. VAT is added to the net amount invoiced. Please refer to our general terms and conditions. Tax ID DE813744143

Foreign customers:

Money transfer free of charge for the recipient; payment in advance.

Accounts:

Kreissparkasse Ebersberg, acc. no. 496 208, bank code no. 700 518 05
IBAN: DE10700518050000496208
S.W.I.F.T. BIC: BYLADEM1EBE

7 Advertising rates and sizes:

Format	Print space	Bleed size	Basic rate b/w	2C	3C	4C
2/1 page	390 x 266	420 x 297	11,420.–	12,280.–	13,200.–	14,200.–
1/1 page	180 x 266	210 x 297	6,020.–	6,470.–	6,960.–	7,480.–
2/3 page	Vertical	118 x 266	4,810.–	5,170.–	5,560.–	5,980.–
	Horizontal	180 x 175				
Juniorage	132 x 187	150 x 212	4,410.–	4,740.–	5,100.–	5,480.–
1/2 page	Vertical	90 x 266	3,910.–	4,200.–	4,520.–	4,860.–
	Horizontal	180 x 130				
1/3 page	Vertical	58 x 266	2,700.–	2,910.–	3,130.–	3,360.–
	Horizontal	180 x 86				
1/4 page	Vertical	90 x 130	2,090.–	2,250.–	2,420.–	2,600.–
	Horizontal	180 x 65				
1/8 page	Vertical	42 x 130	1,250.–	1,340.–	1,440.–	1,550.–
	Horizontal	90 x 60				

8 Special Surcharges:

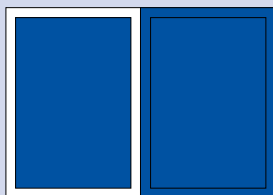
8.1 Special positions:

- 15 % surcharge for 4th cover page (back cover)
- 10 % surcharge for 2nd and 3rd cover page
- 10 % surcharge for special position within the magazine

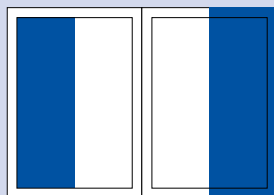
8.2 Formats:

- Bleed advertisements are free of additional charge.
- Please add 3 mm bleed difference.
- With advertisements that go over the binding, please observe 10 mm binding screen printing.

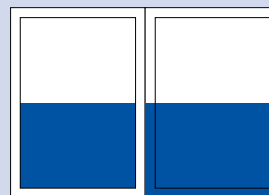
Sample formats (all measurements in mm, width x height) 3 mm bleed difference has to be added to bleed sizes



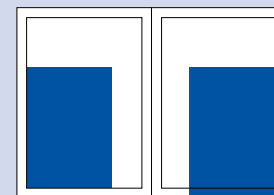
1/1: 180 x 266 1/1: bleed page 210 x 297



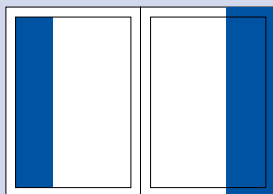
1/2: 90 x 266 1/2: bleed page 105 x 297



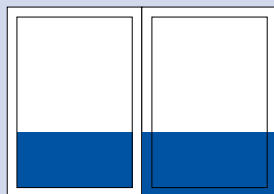
1/2: 180 x 130 1/2: bleed page 210 x 147



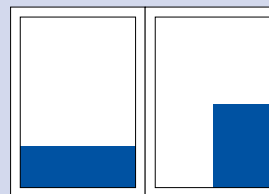
Juniorage: 132 x 187 Juniorage: bleed page 150 x 212



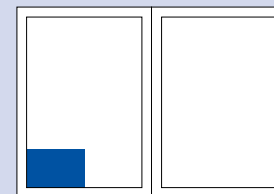
1/3: 58 x 266 1/3: bleed page 75 x 297



1/3: 180 x 86 1/3: bleed page 210 x 105



1/4: 90 x 130



1/8: 42 x 130

9 Classified advertisements:

9.1 Advertising in the special section on materials and components:

Format	Basic rate b/w	2C	3C	4C
1/1 page	5,300.–	5,700.–	6,130.–	6,590.–
2/3 page	3,600.–	3,870.–	4,160.–	4,480.–
Juniorpage	3,300.–	3,550.–	3,820.–	4,100.–
1/2 page	2,850.–	3,070.–	3,300.–	3,540.–
1/3 page	1,950.–	2,100.–	2,260.–	2,420.–
1/4 page	1,500.–	1,610.–	1,730.–	1,870.–
1/8 page	900.–	970.–	1,040.–	1,120.–

* These prices are only valid for advertising content from the field of components and materials.

Index entries (print + online):

9.2 Entry in the market section:

(For authorised Inventor resellers and service providers)

Price for 8 issues (incl. address and logo) Euro 1,250.–

9.3 Application index entries:

Price for 8 issues (incl. address and logo) Euro 1,250.–

9.4 Inventor Job Section:

Print advertisements:

Width x Height in mm

format	horizontal	vertical	prices 4c in Euro
1/1 page	180 x 266	-----	4,480.–
1/2 page	90 x 266	180 x 130	2,900.–
1/4 page	90 x 130	180 x 65	1,560.–

Print and Online – added value for your job advertisements

Through our cooperation with the online job service StepStone, your ad will be placed both in print and online.

It is really simple: book your personnel ads in print and on line in one go and thus combine the most efficient ways of finding suitable applicants!

Advantages of our combined offer:

In addition to the printed job advertisement in Inventor Magazin, you can profit from the following advantages through our cooperation with StepStone.

- Wide reach through StepStone's over 4 million user sessions per month plus publication in the 240 further portals that cooperate with StepStone
- Professional HTML advertisement in standard or customised design, with interactive features
- Present online for 30 days
- Automatical match with the saved search criteria of more than 500,000 active Job Agent subscribers
- Uncomplicated and direct contact via online job application form

Print and online local:

Width x Height in mm

format	horizontal	vertical	prices 4c in Euro
1/1 page + online	180 x 266	-----	4,680.–
1/2 page + online	90 x 266	180 x 130	3,100.–
1/4 page + online	90 x 130	180 x 65	1,700.–

Your printed personnel ad will be put online in exactly the same layout (customised!) on our web page. Your professional online job advertisement will be online for 30 days at our online job service at www.inventor-magazin.de.

Print and online national:

For more qualified contacts, we will publish your printed job advertisement in the same layout (customised!) for 30 days on the shared job service of WIN-Verlag and StepStone, at www.inventor-magazin.de and www.stepstone.de as well as the intensively used web pages of **another 240 StepStone cooperation partners**.

Width x Height in mm

format	horizontal	vertical	prices 4c in Euro
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1/1 page + online	180 x 266	-----	5,200.–
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1/2 page + online	90 x 266	180 x 130	3,620.–
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1/4 page + online	90 x 130	180 x 65	2,300.–
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Online data entry local & national:

Online data entry: get the advantages of online booking!

Job advertisements offer you a wide reach in important target groups. Use the special advantages of the online media: high speed and flexibility, low cost. Our format for job advertisements offers you much room for the job description and your corporate design. Enter your personnel ad in four simple steps, and it will appear online within 24 hours.

Online data entry local:

For only 300 Euros, your job advertisement will be online for 30 days at our online job service at www.inventor-magazin.de.

[Book now!](#)

Online data entry national:

For only 590 Euros, your job advertisement will be online for 30 days on the shared job service of WIN Verlag and StepStone at www.inventor-magazin.de and www.StepStone.de as well as the intensively used web pages of **another 240 StepStone cooperation partners**.

[Book now!](#)

Your online job advertisement will be published on the same day as the printed Inventor Magazin if you have delivered the layout electronically at least 8 working days in advance. If your job advertisement contains more than one position, each position can be listed for 75 Euros (local) or 200 Euros (national) as a separate online entry.

There are no rebates on online data entry. For billing addresses outside Germany, advertisements will be published with advance payment only; details will follow throughout the booking process.

Use this offer under:

www.inventor-magazin.de/stellenmarkt.html

PLEASE NOTE: for online data entry, the general terms and conditions of StepStone Germany are valid. The features booking for print and online, or pure online job advertisement will be fully live only from mid-December onwards. We apologise for the inconvenience.



0 Special Advertising Formats:

Advertorials, cover and back cover combinations, other*



Cover with folded front flap

The flap can be unfolded to the left and is connected to the front cover. 4 pages. Production will be handled by the publisher.



Cover with folded back flap

The flap can be unfolded to the right and is connected to the back cover. 4 pages. Production will be handled by the publisher.



Additional cover flap

1/1 page will be folded half over front cover, half over back cover. Production will be handled by the publisher.



Gate fold

Cover can be unfolded to the left and to the right. 2 pages. Production will be handled by the publisher.

* In addition to the forms of advertising listed in this media kit, we offer individual communication solutions to our customers. From customised special print runs through target group optimised industry supplement to corporate solution catalogues that present the parameters of your distribution partners: our motto 'We integrate solutions' is more than a catchphrase! Call us about your ideas.

Technical data to all special advertising formats on demand. Please talk to our production department about the practicability of your special advertising formats. Please check this before producing any special advertising!

11 Discounts:

(Valid within the year from publication of the first advertisement)

Frequency discount (placings)		Volume discount (pages)	
2x	3%	2 pages	5%
4x	6%	4 pages	10%
6x	10%	6 pages	15%
8x	15%	8 pages	20%

12 Combinations:

If you place advertising in more than one WIN magazine, an additional 5 % discount will be granted.

13 Bound-in inserts:

Non-rebatable, but we grant agency commission!

Prices per 1,000 copies sold only in bundle (by 1,000):

2 pages Euro 290.–

4 pages Euro 380.–

8 pages Euro 460.–

More pages on request.

Format:

Minimum DIN A5 (148 x 210 mm)

Bleed difference on request

Relevant parts such as text and logos should be held at a centred maximum size of 200 mm x 286 mm to avoid losses at the edge due to possible tolerances in the cutting process.

Paper thickness:

2 pages minimum 100 gram/sq.m., 4 pages minimum 90 gram/sq.m., 8 pages and more minimum 60 gram/sq.m. maximum of 300 gram

14 Inserts:

Non-rebatable, but we grant agency commission!

Prices:

- Automatic processing

Euro 240.– per 1,000 copies up to 25 gram each, including postage, Euro 270.– up to 50 gram. Please ask us for rates if insert is 50 gram and more. Samples needed ahead of offer

- Manual processing on request - samples needed ahead of offer

Formats:

Minimum size

DIN A6, 105 mm x 148 mm.

Maximum size

200 mm x 287 mm.

Paper thickness:

Minimum 80 gram/sq.m. per single page

Technical requirements:

Insert needs to be suitable for mechanical processing. Please send a sample to us first! Inserts that cannot be mechanically processed must be cleared with us first and might induce additional costs.

15 Glued-on advertising:

Tip-on cards:

Non-rebatable, but we grant agency commission!

Price:

- Automatic processing

Euro 105.– per 1,000, including postage. Samples needed ahead of offer

- Manual processing on request - samples needed ahead of offer

Technical requirements:

Format: DIN A6, automated gumming

Justification: parallel to fold. Please talk to us first for any non-standard format or for precise gluing zone (minimum 35 mm to the fold, 10 mm to page edges).

Minimum format: 120 x 120 mm, maximum format: 210 mm x 148 mm.

Minimum format for carrying advertisement: 1/1 page

Tip-on CDs:

Non-rebatable, but we grant agency commission!

Price:

- Automatic processing

Euro 200.– per 1,000, including postage. Samples needed ahead of offer

- Manual processing on request - samples needed ahead of offer

Technical requirements:

Please call us for any non-standard formats as well as for precise gluing zones (minimum 35 mm to the fold and 10 mm to page edges).

Minimum format for carrying advertisement: 1/1 page.

To be delivered in paper CD covers 124 mm x 124 mm

16 Mailing address: (for P13-P15):

Druckerei Schaffrath

Att. Mr. Bültjes

Marktweg 42-50

D-47608 Geldern, Germany

Delivery note: Inventor Magazin issue no.



1 Web address (URL):

http://www.inventor-magazin.de

2 Brief description:

Professional magazine for Inventor users

3 Target group:

- Designers and engineers
- Departmental heads of development and design
- CAD systems managers
- Managers of construction departments
- Technical departments at universities and technical colleges

Industries:

- Mechanical engineering
- Automotive
- Ship building
- Motor engineering
- Tool and mould machining
- Small parts engineering
- Mining
- Goods production

4 Publishing company:

WIN-Verlag GmbH & Co. KG
Johann-Sebastian-Bach-Str. 5
D-85591 Vaterstetten
+49-8106/350-0
+49-8106/350-190
info@win-verlag.de
www.win-verlag.de

Phone:
Fax:
E-mail:
Internet:

5 Contact:

Director of Sales and Marketing:	Bernd Heilmeier
Advertising sales: (German postal code 3, 5, 8 + A + CH + abroad)	Erika Hebig Phone: +49-8106/350-256 E-mail: ehe@win-verlag.de
Advertising sales: (German postal code 0, 1, 2, 4, 6, 7, 9 + abroad)	Helene Pollinger Phone: +49-8106/350-240 E-mail: hp@win-verlag.de
Materials planning:	Chris Kerler Phone: +49-8106/350-220 Fax: +49-8106/350-102 E-mail: cke@win-verlag.de

6 Usage control:

WiredMinds AG

7 Usage:

Visits:	1.139
Page Impressions: (Monatsdurchschnitt 09/2008 – 08/2009)	2.466
Newsletter:	6.731 Abonnenten/wöchentlich

8 Data delivery:

5 days prior to campaign start by e-mail to cke@win-verlag.de

Data format for banners: GIF or JPEG

Data format for the newsletter: 6 x 80 characters incl. blanks

Day of first appearance always Mondays, booking period minimum 7 days

9 External ad server:

n.a.

10 Rates and placement:

Banner:

All banners apart from the content boxes will be appearing on all subordinate pages.
Rates in Euro and per week

	Size in pixel Width x Height	Price in Euro
Super Banner, rotating	570 x 95	51.–
Skyscraper, rotating	160 x 900	144.–
Skyscraper, rotating	160 x 750	119.–
Skyscraper, rotating	160 x 600	103.–
Skyscraper, rotating	120 x 900	131.–
Skyscraper, rotating	120 x 750	108.–
Skyscraper, rotating	120 x 600	94.–
Skyscraper, rotating	120 x 450	73.–
Skyscraper, rotating	120 x 300	57.–
Skyscraper, rotating	120 x 150	42.–
Wallpaper, rotating	570 x 95, 160 x 900	166.–
Wallpaper, rotating	570 x 95, 160 x 750	144.–
Wallpaper, rotating	570 x 95, 160 x 600	131.–
Wallpaper, rotating	570 x 95, 120 x 900	155.–
Wallpaper, rotating	570 x 95, 120 x 750	135.–
Wallpaper, rotating	570 x 95, 120 x 600	123.–
Contentbox 1 / Rectangle	300 x 250	57.–
Contentbox 2, text and picture design (picture 75 x 64 pixel, headline 25 letters, text 105 letters)	300 x 80	29.–
Bottom banner full, rotating	468 x 60	42.–
Squarebutton 1, rotating	200 x 125	21.–
Squarebutton 2, rotating	200 x 125	21.–
Partnerlink	minimum booking period: 3 months	15.–

Newsletter advertisement:

Newsletter 1 entry	6 x 80 letters	450.–
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11 Discounts:

Frequency	8x	16x	24x	32x	40x
Discount	5%	10%	12%	15%	20%

No discounts will be brought forward from WIN print advertisements.

12 Delivery and Payment:

All prices excluding VAT

Customer is exclusively responsible for content, production, correct data formats and keeping of delivery deadlines for all data and storage media.

All online advertisements are subject to our general terms and conditions.

All prior online advertisement price lists herewith become invalid.

Payment immediately after invoicing. Tax ID DE813744143

Foreign customers:

Money transfer free of charge for the recipient; payment in advance.

Accounts:

Kreissparkasse Ebersberg, acc. No. 496 208, bank code no. 700 518 05
IBAN: DE10700518050000496208;
S.W.I.F.T. BIC: BYLADEM1EBE

Media Consultant:

(German postal code
3, 5, 8 + A + CH
+ foreign sales)

Erika Hebig

Phone: +49-8106/350-256

E-mail: ehe@win-verlag.de

Media Consultant:

(German postal code
0, 1, 2, 4, 6, 7, 9
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General Terms and Conditions for Advertisements and Inserts in Newspapers and Magazine Publications

1. „Advertising order“ in the intendment of the following general terms and conditions shall be the contract on publishing one of several advertisements of an advertising party or other advertisers in a publication for the purpose of distribution. Advertising orders from agencies shall be accepted in their name and on their account.
2. In case of doubt, advertisements shall be called within one year after concluding a contract. If the right to call individual advertisements has been conceded in the framework of concluding a contract, the order shall be handled within one year since the publication of the first advertisement to the extent that the first advertisement was called and published within the period of time specified in sentence.
3. When contracts are concluded, the client shall be entitled to call other advertisements within the period of time agreed upon or specified in sentence 2 even beyond the number of advertisements specified in the order.
4. If an order is not fulfilled under certain circumstances that the publishing house is not responsible for, the client, notwithstanding any other legal obligations, shall reimburse the publishing house for the difference between the reduction granted and the reduction corresponding to the actual procurement. Reimbursement shall not apply if non-compliance is based upon force majeure in the publishing house's area of risk.
5. The publishing house has to receive orders for advertisements and flyers that are declared to be published exclusively in certain issues, certain editions or in certain places of the publication in due time so that the client can be notified of the fact that the order cannot be carried out in this fashion before the advertising deadline.
6. The publishing house reserves itself the right to reject orders that have been confirmed in a legally binding fashion and individual calls in the framework of concluding a contract because of the content, the origin or technical form according to the publishing house's uniform and objectively justified principles, if their content violates laws, official provisions or public morals according to the publishing house's dutiful discretion or if publishing them would be unreasonable for the publishing house. This shall also apply to orders that were given at business offices or with representatives. Orders for supplements shall only be binding for the publishing house after a sample of this supplement has been submitted and it has been approved. Supplements that arouse the impression of being a part of the periodical with the reader as a result of their format or make-up or that contain third party advertisements, shall not be accepted. The client shall be notified of an order being rejected without delay.
7. The publishing house shall make advertisements that cannot be recognised as such because of their editorial layout clearly recognisable as advertisements with the word „advertisement“.
8. The client shall be responsible for delivering the text of the advertisement in due time and the printing documents or supplements being in proper order. The publishing house will request a replacement for printing documents that are recognisably unsuited or damaged. The publishing house shall guarantee the printing quality normal for the attached titles in the framework of the possibilities given by the printing documents.
9. The client shall have a claim to reduction of payment or a flawless substitute advertisement if the print is wholly or partially illegible, incorrect or if the print of the advertisement is incomplete, however only to the extent that the purpose of the advertisement was impaired. If the publishing house allows an appropriate period of time set him for this to expire or if the substitute advertisement is not flawless again, the client shall have the right to reduction of payment or cancelling the order. Claims to compensation for damage from positive breach of an obligation, fault when the contract was concluded and wrongful acts, even if the order was issued by telephone, shall be excluded. Claims to compensation for damage because of the impossibility of performance and delay shall be limited to the remuneration to be paid for the advertisement or supplement concerned. The publishing house shall only be liable in commercially organised business transactions with gross negligence limited to the amount of the remuneration for the advertisement concerned. Complaints have to be as-serted within four weeks after receiving the invoice and document.
10. Proofs shall only be supplied upon express request. The client shall bear the responsibility for the correctness of the proofs sent back. The publishing house shall include all corrections of errors that it is notified of within the period of time set when sending the proof.
11. If no special size specifications have been given, the calculation shall be based upon the actual printing height usual for the type of advertisement.
12. If the client does not make advance payment, the invoice shall be sent immediately, but if possible within 14 days after publishing the advertisement. The invoice shall be paid pure net within the period of time that can be seen in the price list starting immediately from the receipt of the invoice to the extent that another period of payment or advance payment deducting 2 % trade discount has not been agreed upon in individual cases.

13. If there is a delay or a respite in payment, interest shall be charged in accordance with our price list and collection costs. The publishing house may set back the further implementation of the current order until payment is made and it may demand advance payment for the remaining advertisements. If there is a justified reason to doubt the client's ability to pay, the publishing house shall be entitled to make publishing further advertisements dependant upon advance payment of the amount and settling outstanding amounts invoiced even during the term of an advertisement contract without taking the originally agreed-upon date of due payment into consideration.

14. The publishing house shall supply a proof of advertisement. If it is no longer possible to procure proof, it shall be replaced by a legally binding certificate of the publishing house on publishing and distributing the advertisement.

15. The client shall bear the costs for preparing the printing documents ordered and the changes desired by the client or any reasonable significant changes in originally agreed upon execution.

16. It is possible to derive a claim to price reduction from the reduction in circulation with a contract concluded for several advertisements if it falls below the average circulation specified in the price list or the average circulation specified in another fashion or, assuming that circulation has not been specified, the circulation sold on average (the circulation actually distributed with trade journals) of the previous year in the overall average of the year of advertising beginning with the first advertisement.

A reduction in circulation shall only be a deficiency that justifies a price reduction if it is 40% with an edition of up to 50,000 copies
is 25% with an edition of up to 100,000 copies
is 15% with an edition of up to 200,000 copies.

Beyond this, claims to a price reduction shall be excluded with contracts if the publishing house has given the client knowledge of the drop in the circulation in due time, so that he could withdraw from the contract before the edition was published.

17. Printing documents shall only be sent back to the client upon special request. The duty to store shall end three months after the order has expired.

18. The place of performance shall be the principal place of business of the publishing house. The venue shall be the publishing house's principal place of business with civil action in business transactions with merchants, legal entities of public law or with special funds of public law. To the extent that the publishing house's claims cannot be asserted through court proceedings for order to pay debts, the venue shall be determined with non-merchants according to their place of residence. If the client's place of residence or habitual abode, even with non-merchants, is unknown at the point in time when the action is filed or if the client has moved his place of residence or habitual abode from the area of appli-

cation of the law after concluding the contract, the principal place of business of the publishing house shall be agreed upon as the venue.

ADDITIONAL TERMS AND CONDITIONS OF THE PUBLISHING HOUSE

a) The advertising mediators and advertising agencies shall maintain the price list of the publishing house in their quotations, contracts and accounts with the advertisers. The mediating remuneration granted by the publishing house may not be passed onto the client either wholly or partially.

b) The General and the Additional Terms and Conditions of the publishing house shall also apply accordingly to orders for stickers, inserts, supplements or special technical work. Each contract shall only be legally binding when the publishing house confirms it in writing.

c) A change in the price list for advertisements shall also apply to current orders from the time it goes into effect.

d) The client shall bear the sole responsibility for the content and legal permissibility of the text and image documents made available for the insertion. The client shall be responsible for exempting the publishing house from the claims of third parties that arise against it from carrying out the order, even if it should be cancelled. The publishing house shall not be obliged to check orders and advertisements with reference to whether the rights of third parties are impaired by them. If cancelled advertisements are published, the client shall not have any rights against the publishing house for this.

e) Any discounts shall no longer be applicable with bankruptcies and compulsory settlement.

f) Force majeure, operating malfunctions, strike, etc. shall release the publishing house from the obligations it has entered into.

g) The publishing house shall not furnish a guarantee if individual supplements are lost on channels of distribution.

h) The publishing house shall only be liable for any errors from telephone communication with intent or gross negligence.

i) Positioning regulations shall only be valid if the publishing house has confirmed them in writing.

j) Advertisement and supplement orders have to be cancelled by the advertising deadline. The publishing house may charge the client the setting and production costs incurred.



digitalbusiness

Coherently digitalising business processes is one of the key factors for compatibility in fast-changing markets – for any company! digitalbusiness is aimed at the personnel responsible for running and integrating these business processes.



AUTOCAD / Inventor Magazin

This independent practical CAD magazine deals with the software products from Autodesk. It offers practical help with their implementation and application of software, hardware and periphery on the fields of design, simulation and visualisation. Information on materials and components round off this magazine.



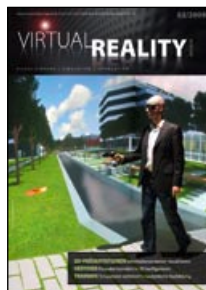
DIGITAL ENGINEERING Magazin

The professional magazine for product design and engineering covers all important aspects of integrated, holistic product development. It focuses on software solutions and strategies for efficient engineering, but covers materials and components as well.



e-commerce Magazin

e-commerce Magazin is the must-read for anybody wanting to advertise, sell, process payment and be found in the internet - that is, anybody trading goods and services online.



Virtual Reality Magazin

This magazine deals with the technologies needed for VR applications, and aims to be a platform for development, marketing and application among companies invested into virtual reality. The magazine focuses on the use of VR in key industries like automotive, aerospace, plant engineering, production and architecture, as well as marketing and distribution.



DIGITAL MANUFACTURING

DIGITAL MANUFACTURING focuses on basics, methods, technical trends, IT solutions and practical applications from the field of the digital process chain on the production floor. These special issues show the reader how critical productivity advantages can be gained through the right strategies and solutions.



Der offizielle IBM Business Partner Katalog

The established compendium of the IBM Software Group provides an overview over the IBM product portfolio as well as IBM Business Partners offering custom-made IT solutions for all industries and applications.



Partnerlösungen für HP Systeme

The software and services provided by strategic partnerships are vitally important for the success of HP hardware platforms, and vice versa. This is the directory of the broad spectrum of solutions provided by HP solution partners, and indispensable for all interested customers.



Autodesk Partnerlösungen

This catalog offers you a comprehensive overview on applications offered by developers for Autodesk software platforms. It presents products, solutions, services as well as value added resellers (VAR).



DIGITAL ENGINEERING SOLUTIONS

This catalog offers you a comprehensive overview on solutions for digital engineering, product life-cycle management (PLM), product data management (PDM), manufacturing/MES, ERP/CRM/ SCM, integration and services.