

# Media data 2019



## »F+K« „broadcasting“ on all channels

With a circulation of around 6,320 copies, the official publication of the Central Association of German Bodywork and Motor Vehicle Engineers (Zentralverband Karosserie- und Fahrzeugtechnik or ZKF) is aimed at managers and decision-makers in auto body and paintwork companies and vehicle manufacturing companies.

»F+K« informs this broad target group monthly in print and each working day online about current issues in the areas of body&paintwork, vehicle manufacturing, bodywork, tax, legal and business management. At the Würzburg Bodywork and Damage Conference events and at the Vehicle Manufacturing Forum, people come together for one-to-one dialog and to get guidance for their day-to-day work.



*With »F+K«, you  
are hitting the desks  
of industry decision-  
makers, live and  
online!*

”

Konrad Wenz  
Editor-in-Chief, »Fahrzeug+Karosserie«

# 6,314

actual distributed circulation (ADC)\*

# 13,800

newsletter recipients (as of 07/18)

Official publication of the

# ZKF

# 72<sup>nd</sup>

volume

# Over 55,200

contacts by registered newsletter recipients per month



# 71.6 %

of »F+K« recipients are managers or decision-takers.

# 65 %

of readers work in bodywork repair\*\*

# 53 %

of readers are employed in vehicle manufacturing / trailer manufacturing\*\*



\*Average no. of copies per issue (7/1/17 – 6/30/18)

\*\*Multiple responses possible

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# Rates

## Advertisement formats and rates (in EUR)

FORMAT	BASIC RATE b/w	BASIC RATE 4-color	W × H IN MM
2/1 page	4,880.00	7,880.00	420 × 297
1/1 page	2,440.00	3,940.00	4-col. 190 × 270
Junior page	1,525.00	2,425.00	136 × 190
1/2 page	1,220.00	2,120.00	2-col. 94 × 270 4-col. 190 × 134
1/3 page	815.00	1,685.00	2-col. 62 × 270 4-col. 190 × 88
1/4 page	610.00	1,420.00	1-col. 46 × 270 2-col. 94 × 134 4-col. 190 × 66
1/8 page	305.00	845.00	1-col. 46 × 134 2-col. 94 × 66 4-col. 190 × 32
1/16 page	153.00	513.00	1-col. 46 × 66 2-col. 94 × 32

### ADC: 6,314 copies

Rate card no. 73, valid as of January 1, 2019. Place of publication: 97064 Würzburg

You can find many eye-catching ad specials at  
[www.fahrzeug-karosserie.de/media/ad-specials](http://www.fahrzeug-karosserie.de/media/ad-specials)

To view the general terms and conditions, visit  
[www.fahrzeug-karosserie.de/media-agb](http://www.fahrzeug-karosserie.de/media-agb). All prices are quoted in EUR excluding VAT.

## Surcharges

### FOR PREFERRED POSITION

of basic rate (b/w) \_\_\_\_\_ 10 % surcharge

### FOR COLOR (not eligible for discount)

\_\_\_\_\_ 1/1 page 1/2 page 1/3 page 1/4 page 1/8 page  
 per color \_\_\_\_\_ 500.00 \_\_\_\_\_ 300.00 \_\_\_\_\_ 290.00 \_\_\_\_\_ 270.00 \_\_\_\_\_ 180.00  
 4-color \_\_\_\_\_ 1,500.00 \_\_\_\_\_ 900.00 \_\_\_\_\_ 870.00 \_\_\_\_\_ 810.00 \_\_\_\_\_ 540.00

Special colors available on request.

**FOR SPECIAL FORMATS** (eligible for discount) \_\_\_\_\_ on request

**Ads through gutter are treated as bleed ads.**

### FOR ADVERTISEMENTS THROUGH GUTTER AND BLEED ADVERTISEMENTS (not eligible for discount)

Ads through gutter are treated as bleed ads.

### BLEED SURCHARGE

(not eligible for discount) \_\_\_\_\_ 10 % of basic rate 1/1 b/w

Rates for column advertisements are on Page 6.

Information on entry in company directory on request

## Discounts

### SERIES CONTRACT

from 3 adverts \_\_\_\_\_ 5 %  
 from 6 adverts \_\_\_\_\_ 10 %  
 from 12 adverts \_\_\_\_\_ 15 %  
 from 24 adverts \_\_\_\_\_ 20 %

### SPACE CONTRACT

from 1 page \_\_\_\_\_ 5 %  
 from 3 pages \_\_\_\_\_ 10 %  
 from 6 pages \_\_\_\_\_ 15 %  
 from 12 pages \_\_\_\_\_ 20 %

Technical services are not subject to discounts.

## Special advertising forms (in EUR)

### BIND-IN RATES

2-page	4-page	6-page	8-page
2,440.00	3,660.00	4,880.00	6,100.00

Discount according to space contract (one bind-in equals one page).

### LOOSE INSERTS RATES (not eligible for discount)

	2-4 pages	8 pages	12 pages	over 12 pages
up to 25 g	320.00	325.00	330.00	335.00

Insert prices per thousand. EUR 15.00 per thousand is added for each additional 5g of total weight.

The width and height of the insert must each be at least 10 mm less than the trimmed size of the magazine.

Maximum size: \_\_\_\_\_ width 200mm x height 287mm,

minimum size: \_\_\_\_\_ width 148mm x height 105mm

A complication surcharge of EUR 16.00 per ‰ is applied for partial circulations (minimum circulation 3,000). A sample must be provided prior to order acceptance.

### PASTED POSTCARDS

Format \_\_\_\_\_ DIN A6 up to 5g

Mechanically pasted (attached parallel to the gutter, no oblique). In combination with a 1/1 page advertisement or bind-in: 33 ‰ of the gross page rate b/w or the 2-page bind-in rate plus pasting costs of EUR 35.00 per ‰ (not eligible for discount). Placement options must be checked in advance. Pasting in of brochures, sample products, DVDs etc. on request.

### DELIVERY ADDRESS FOR SPECIAL ADVERTISING FORMS

Delivered free domicile to Vogel Druck und Medienservice,  
Leibnizstraße 5, 97204 Höchberg

(citing »Fahrzeug + Karosserie« and the issue number)

Delivery to advertising copy deadline.

Necessary quantity: Circulation + 1,5 ‰ allowance.

Required quantity \_\_\_\_\_ 6,400 copies

Necessary quantity: for full run \_\_\_\_\_ +1,5% extra

for split run \_\_\_\_\_ +10% extra

## Item

**MAGAZINE SIZE** \_\_\_\_\_ 210mm x 297mm (DIN A4)

**TYPE AREA** \_\_\_\_\_ 190mm x 270mm

In four columnd with a column width of 46mm.

## Payment terms

2 ‰ discount for payments received within 14 days;  
not without discount for payments within 30 days.

VAT ID no. \_\_\_\_\_ DE 231 711 381

Bank details \_\_\_\_\_ HypoVereinsbank, Würzburg

BIC / Swift Code \_\_\_\_\_ HYVE DE MM 455

IBAN \_\_\_\_\_ DE65 7902 0076 0326 2120 32

# Job market & Buying and Selling

## Formats and rates (in EUR)

FORMAT	mm-rate b/w: 1.70	mm-rate 4c: 2.70	W × H in mm
1/1 page	1,836.00	2,916.00	190 × 270
1/2 page	918.00	1,458.00	94 × 270 190 × 134
1/4 page	459.00	729.00	94 × 134 190 × 66
1/8 page	230.00	365.00	46 × 134 94 × 66
1/16 page	115.00	183.00	46 × 66 94 × 32

Rate card no. 24, valid as of January 1, 2019

Prices exclude VAT at the applicable rate.

## Discounts

### SERIES CONTRACT

- from 3 adverts \_\_\_\_\_ 5 %
- from 6 adverts \_\_\_\_\_ 10 %
- from 9 adverts \_\_\_\_\_ 15 %
- from 12 adverts \_\_\_\_\_ 20 %

Technical services are not eligible for discounts.

## Online

### ONLINE PLACEMENT

on [www.fahrzeug-karosserie.de/Stellenmarkt](http://www.fahrzeug-karosserie.de/Stellenmarkt)

From 1/8 page with simultaneous

print booking: \_\_\_\_\_ Free

Online placement only: \_\_\_\_\_ EUR 160.00

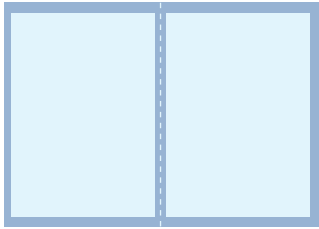
Running time: \_\_\_\_\_ 8 weeks (job market)

Box no. charge: \_\_\_\_\_ EUR 14.00

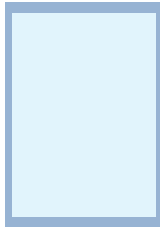
To view the general terms and conditions, visit

[www.fahrzeug-karosserie.de/media-agb](http://www.fahrzeug-karosserie.de/media-agb). All prices are quoted in EUR excluding VAT.

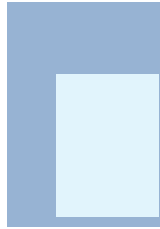
# Advertisement formats



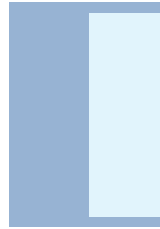
**2/1 page  
full**  
420 × 297  
(+3 mm trim)



**1/1 page  
190 × 270**  
with bleed\*  
210 × 297  
(+3 mm trim)



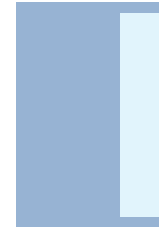
**9/16 page  
(junior page)**  
**136 × 190**  
with bleed\*  
148 × 210  
(+3 mm trim)



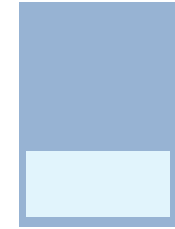
**1/2 page (vertical)  
2-column**  
**94 × 270**  
with bleed\*  
104 × 297  
(+3 mm trim)



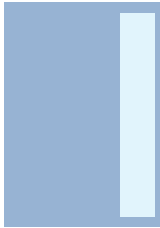
**1/2 page (horizontal)  
4-column**  
**190 × 134**  
with bleed\*  
210 × 148  
(+3 mm trim)



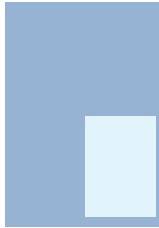
**1/3 page (vertical)  
1-column**  
**62 × 270**  
with bleed\*  
72 × 297  
(+3 mm trim)



**1/3 page (horizontal)  
4-column**  
**190 × 88**  
with bleed\*  
210 × 102  
(+3 mm trim)



**1/4 page  
1-column**  
**46 × 270**  
with bleed\*  
56 × 297  
(+3 mm trim)



**1/4 page  
2-column**  
**94 × 134**  
with bleed\*  
104 × 148  
(+3 mm trim)



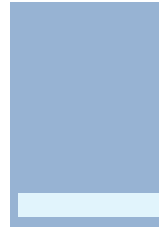
**1/4 page  
4-column**  
**190 × 66**  
with bleed\*  
210 × 80  
(+3 mm trim)



**1/8 page  
1-column**  
**46 × 134**



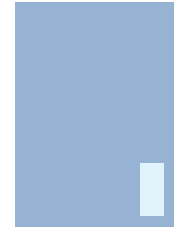
**1/8 page  
2-column**  
**94 × 66**



**1/8 page  
4-column**  
**190 × 32**



**1/16 page (horizontal)  
2-column**  
**94 × 32**



**1/16 page (vertical)  
1-column**  
**46 × 66**

\*Delivery of formats with bleed: (for additional charge, see surcharge rates). Always add 3 mm trim allowance on all sides to the measurements (W × H in mm) and design the advertisement accordingly with trim marks.

# Digital Print Material for Ads

## DATA FORMAT

Please send us your print material in the form of PDF files. We recommend the international standard PDF/X-1A. For control purposes, we need a colourtrue print-out or proof with media wedge. Please make sure that the dimensions comply with the formats of the advertisements you have ordered.

## COLOUR SPACE

Printing is by the standard offset printing method using the European scale with the following basic colours: cyan, magenta, yellow and black. Special colours are possible only on the cover and only by special agreement.

## PROFILES

The corresponding profiles for converting and controlling the colour space can be found on the website of ECI ([www.eci.org](http://www.eci.org)).

## PROOF

The digital proof must be produced one-to-one from the supplied data set and contain the Ugra/Fogra media wedge.

## DATA STORAGE

Data is put into archives, therefore, unchanged repetitions are possible as a rule. Nevertheless, a data guarantee is not given.

## WARRANTY

We accept no liability for printing results if the data supplied is incomplete or does not conform to requirements. Processing open data or correcting wrongly delivered advertisement formats requires additional work, which will be invoiced to your account at cost price.

## Printing Technology, Binding Method

**OFFSET · PERFECT BINDING**

### Size of Journal

#### DIN A4

210 mm × 297 mm (w x h)  
216 mm × 303 mm (w x h)  
(+ 3 mm trim each bleed edge)

#### TYPE AREA

190 mm × 270 mm (w x h)

#### COLUMNS

4 columns each 46 mm wide

## Sending your Advertisements

[verlags-service@vogel.de](mailto:verlags-service@vogel.de)  
via FTP Client  
[vogelftp.vogel-net.de](http://vogelftp.vogel-net.de)  
Benutzer: vs · Passwort: service

## Print Material

PDF/X-1A · CMYK  
Profile Cover: ISO Coated v2 300 %  
Inlay: PSO LWC-improved

## Contact

Volker Drescher, Phone: +49 931 418-2309  
Ralph Dobler, Phone: +49 931 418-2349



# Company Profile

News from your company, products, events and job ads are displayed directly next to our editorial articles in our portal – in a relevant context.

In addition, your company profile displays your entire content (pictures, videos, products, PDFs ...) as well as all editorial articles about your company.

## Your Benefit

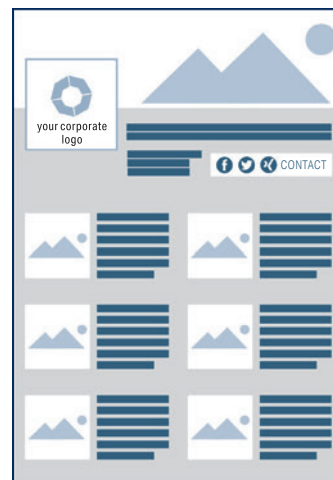
- **Enhanced Google exposure** thanks to the high relevance of the professional portal and inclusion in our top-quality journalistic environment
- **Target group access** through content-related display of your profile in the editorial environment and native integration on our portal (homepage, job section, search, etc.)
- **Various display options:** in different media formats, in real-time, with all essential information from and about your company; articles can also be placed automatically via RSS feed
- **100% transparency.** You can review the current performance of your company profile in our Customer Center at any time

## Price per Year

Basic price \_\_\_\_\_ 640.00

Maintenance of your Company Profile \_\_\_\_\_ 450.00

The entry shall automatically renew for another year, at the valid list price, unless terminated in writing three months prior to the expiry date of the contract. All prices in EUR plus VAT.



You can present your company with a logo, background image and contact information in the upper section.

All your articles and product news published in the Vogel network are promoted by means of a teaser with picture and text.

By clicking the teaser, the user gets to the full article.

Further information can be found on [www.fahrzeug-karosserie.de/media/en/company-profile](http://www.fahrzeug-karosserie.de/media/en/company-profile)

# Banners

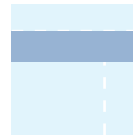
Get the attention of your relevant target group and enhance the awareness of your brand and products.



**Leaderboard**  
**ROS**  
 CPM 110.00  
**TC/Home**  
 CPM 130.00



**Skyscraper**  
**ROS**  
 CPM 110.00  
**TC/Home**  
 CPM 130.00



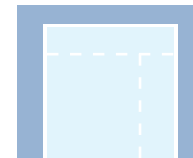
**Billboard Ad**  
**ROS**  
 CPM 200.00  
**TC/Home**  
 CPM 230.00



**Wallpaper**  
**ROS**  
 CPM 175.00  
**TC/Home**  
 CPM 200.00



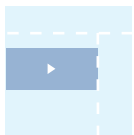
**Scroll Ad**  
**ROS**  
 CPM 200.00  
**TC/Home**  
 CPM 230.00



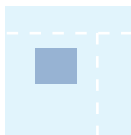
**Brandgate**  
**ROS**  
 CPM 175.00  
**TC/Home**  
 CPM 200.00



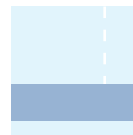
**Native Ad**  
**ROS**  
 CPM 110.00  
**TC/Home**  
 CPM 130.00



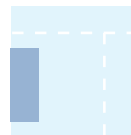
**Video Ad XL**  
**ROS**  
 CPM 200.00  
**TC/Home**  
 CPM 230.00



**Content Ad/Rectangle**  
**ROS**  
 CPM 110.00  
**TC/Home**  
 CPM 130.00



**Floor Ad**  
**ROS**  
 CPM 200.00  
**TC/Home**  
 CPM 230.00



**Halfpage Ad**  
**ROS**  
 CPM 175.00  
**TC/Home**  
 CPM 200.00

## SCALE OF DISCOUNT

from 10.000 Ad Impressions 5 %  
 from 25.000 Ad Impressions 10 %  
 from 50.000 Ad Impressions 15 %  
 from 100.000 Ad Impressions 20 %

**ROS:** Run of Site, positioning on the whole portal  
**TC/HOME:** Positioning on the homepage or in a topic channel  
**CPM:** Price per 1,000 Ad Impressions with banner rotation

All prices in EUR plus VAT.

# Keyword Advertising

Place your banner along with articles in the Vogel network that contain at least one of your 15 to 20 keywords. We will evaluate the potential for success of your keywords in advance.

## Your Benefit

- Reduced waste coverage
- You always reach your target group in the relevant subject environment
- Context-sensitive display of your advertising message

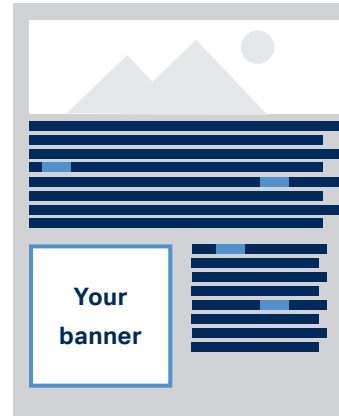
## Prices per 1,000 Ad Impressions

Leaderboard	130.00
Skyscraper	130.00
Wallpaper	200.00
Content Ad	130.00
Native Ad	130.00
Billboard	230.00
Halfpage	200.00
Brandgate	200.00
Video Ad XL	230.00
Scroll Ad	230.00
Floor Ad	230.00

### SCALE OF DISCOUNT

from 10.000 Ad Impressions	5 %
from 25.000 Ad Impressions	10 %
from 50.000 Ad Impressions	15 %
from 100.000 Ad Impressions	20 %

All prices in EUR plus VAT.



Your banner is displayed in the relevant subject environment using your keywords

Further information can be found on [www.fahrzeug-karosserie.de/media/keyword-advertising](http://www.fahrzeug-karosserie.de/media/keyword-advertising)

# Audience Targeting

Reach the Vogel network B2B users also in the B2C environment on facebook and in the Google Display Network.

We will be happy to evaluate whether the desired reach can be accomplished without an excessive frequency of contact.

## Your Benefit

- Increased brand awareness from repeated contact
- Device-comprehensive placement
- Low scatter loss, since only users interested in specific subjects will be targeted
- Great new customer potential

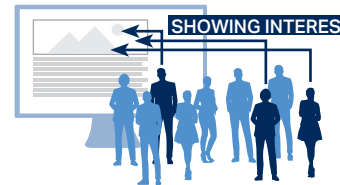
## Price

Minimum booking volume 30,000 Ad Impressions CPM 150.00

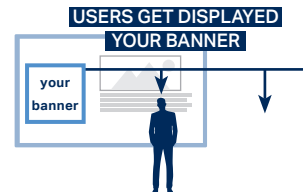
**CPM:** Price per 1,000 Ad Impressions. All prices in EUR plus VAT.



- 1 Users attend to their fields of interest on the professional portal.



- 2 Those showing interest in a specific topic are tagged.



- 3 These users will specifically have your banner shown on the booked theme channels, on their facebook timeline and on partner pages of the Google Display Network. This way, you can reach your desired target group precisely.

# Newsletter Advertising

Place your advertising message by means of a banner in one of our newsletters.

## Your Benefit

High reach and thus efficient access to your target group as they are informed about the latest news and relevant topics.

## Prices

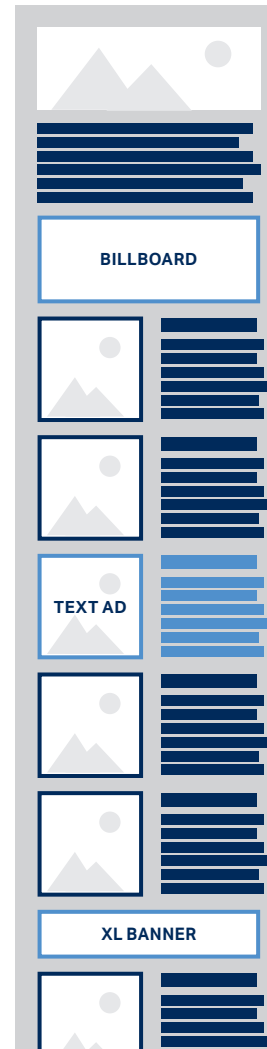
Subscribers 13,800

Publishing Dates weekly

Format	per week	per month
BILLBOARD	220.00	880.00
XL BANNER	160.00	640.00
TEXT AD	460.00	

All prices in EUR plus VAT.

Further information can be found on [www.fahrzeug-karosserie.de/media/newsletter](http://www.fahrzeug-karosserie.de/media/newsletter)



All newsletters are **optimised for mobile devices**, such as smartphones or tablets.

**Newsletter usage is IVW certified!**

Rely on media planning based on transparency, reliability and certified distribution values.

# Stand-Alone Mailing

Profit from maximum exclusivity through a stand-alone mailing. Your message gets to the mailbox of your target group and reaches them directly. You provide us with input on the content and desired target group, and we will take care of the rest.

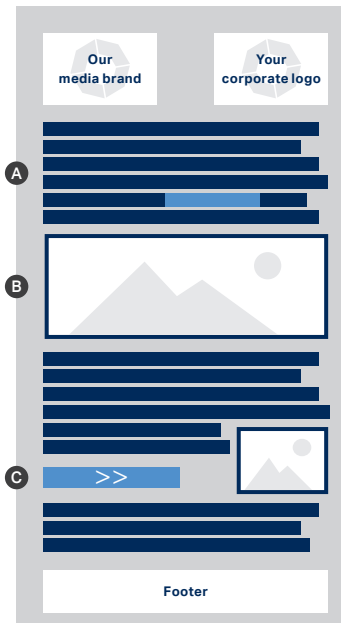
## Your Benefit

- Attention in the relevant target group
- Reduced waste coverage
- Qualified traffic to your website
- Prominent and exclusive display without competition
- Enhanced acceptance through co-branding with our media brand
- Transparency through reporting

## Price per Mailing

5,000 recipients \_\_\_\_\_ 4,500.00

All prices in EUR plus VAT.



A: **text with link\***

B: **picture material\***

C: **Call-to-action button\***

\* can be chosen freely

# Native Special Newsletter

A native special newsletter provides classic display advertising while positioning your brand in the editorial content. Demonstrate your know-how in an environment with which readers are familiar and position yourself as a solution provider in your area of expertise.

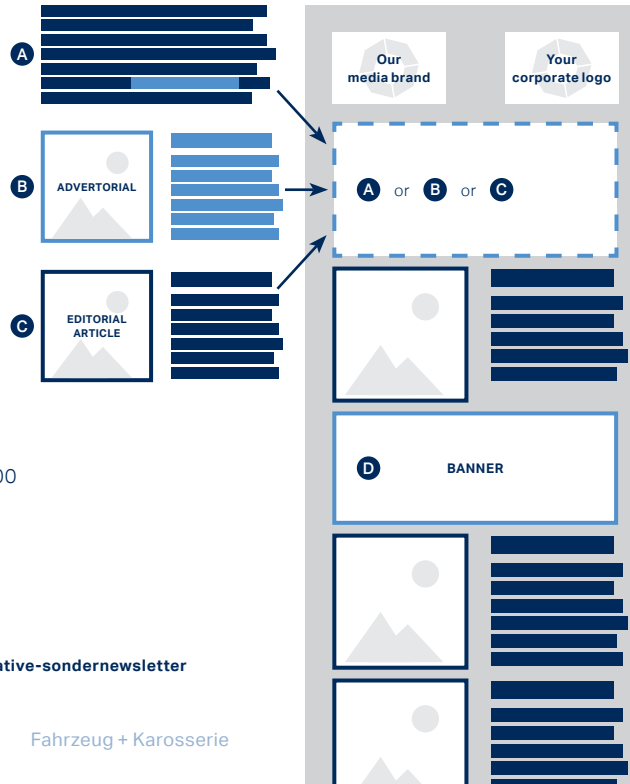
## Your Benefit

- High acceptance due to editorial environment
- Qualified traffic to your website
- High degree of attention through a combination of media (article, banner, logo)
- Reach in your target group
- Exclusive logo presence in header section
- Exclusive banner placement
- Transparency through reporting

## Price per Mailing

To recipients of the editorial newsletter ..... 4,000.00

All prices in EUR plus VAT.



- A: Editorial with link or
- B: Advertorial or
- C: Editorial Article\*

\* can be chosen freely

- D: Exclusive occupancy of banners (maximum of three banners)

Further information can be found on [www.fahrzeug-karosserie.de/media/native-sondernewsletter](http://www.fahrzeug-karosserie.de/media/native-sondernewsletter)

# The Lead Product Portfolio

We discuss your ambition in a personal meeting to determine the most suitable lead product for you. That way we can develop the appropriate lead strategy for your company.

## Lead Generator

**You will receive new contacts for your email marketing, using methods that are cost effective and not financially risky.**

Create your initial contact to interested parties for your subject matter and use them for other marketing activities. You can expand your contact pool quickly and easily by using self-created whitepapers.

## Lead Campaign

**You will receive the business card data of new contacts, who show initial interest in your offer.**

Your whitepaper or webinar will be published on a specialist portal and promoted using relevant measures. You will receive leads with multiple criteria as well as an initial interest.

## Lead Solution

**Based on your specifications, you will receive qualified sales opportunities with specific interest in your offer.**

Conduct individual lead campaigns with us, which are aligned with your target markets and individuals. You will receive suitable contacts that will fit the requested criteria.



## Price per Campaign

Lead Generator with Whitepaper	_____	from 3,500.00
Lead Campaign with Whitepaper	_____	7,500.00
Lead Campaign with Live-Webinar	_____	8,500.00
Lead Solution	_____	on request

All prices in EUR plus VAT.

Further information can be found on [www.fahrzeug-karosserie.de/media/leads](http://www.fahrzeug-karosserie.de/media/leads)



# Online Advertorial Campaign

In the context of our editorial articles, solution oriented content guarantees the reader's maximum attention. Rely on an advertorial about your topic to position your message.

## Campaign Elements

- Promotion via newsletter and other channels:
  - A: Text ad in newsletter
  - B: Social media campaign
  - C: Native ad in an environment relevant to your topic
  - D: Display on homepage and suitable thematic channel
- Support by campaign management
- Implementation by a professional editor
- Correct tagging
- Multimedia content possible

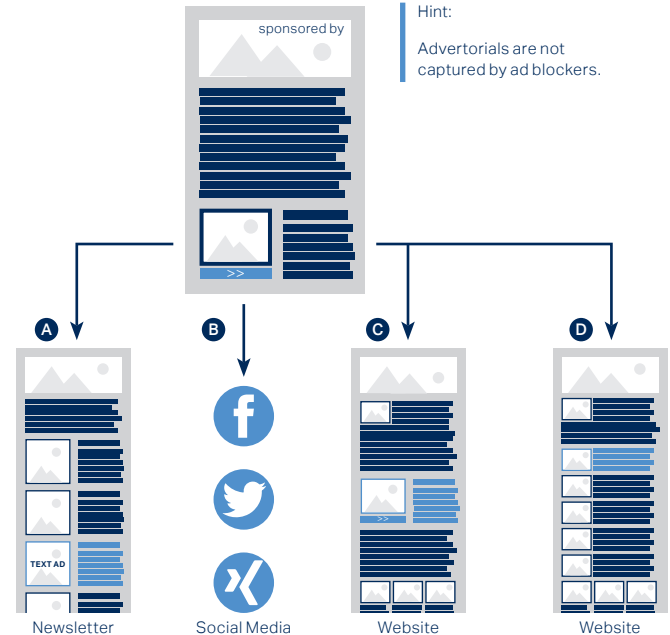
## Your Benefit

- Look & feel of editorial content
- Presence on all channels
- Multimedia layout with picture galleries and videos possible
- Search engine exposure
- Measurability through reporting

## Price per Campaign

Term of 3 months \_\_\_\_\_ 3,000.00

All prices in EUR plus VAT.



Further information can be found on

[www.fahrzeug-karosserie.de/media/advertorial-kampagne](http://www.fahrzeug-karosserie.de/media/advertorial-kampagne)

# Partner zone

The exclusive partner zone is the heart of your campaign, accompanied by an individual reach campaign.

## Your Benefit

- Credibility through the native integration of content that is relevant to the target groups
- Enhanced brand awareness and image transfer from the media brand
- Brand recognition through long-term presence
- High degree of attention through the individual reach package
- Measurability through reporting

## Price per Campaign

### Partnerzone

standardised design

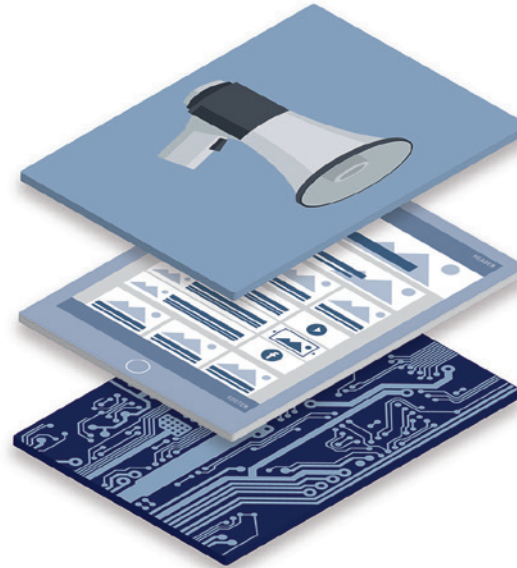
duration from 6 months \_\_\_\_\_ from 12,500.00  
 each additional month \_\_\_\_\_ 1,000.00

### Premium Partnerzone

design within corporate design freely selectable

duration 12 months \_\_\_\_\_ 25,000.00  
 each additional month \_\_\_\_\_ 1,000.00

All prices in EUR plus VAT.



Your individual reach package ensures a high degree of attention

Enhanced credibility among readers through a combination of your own and our editorial content

Layout, technical implementation & hosting – the foundation of your partnerzone

# Topic schedule

ISSUE	DATES	TOPICS	TRADE FAIRS
1 2	PD: 2/8/2019	<i>ZKF industry report</i>	<b>Bremen Classic Motorshow</b> , Essen (Feb. 1-3) <b>Kfz-Sachverständigenforum (Vehicle Experts' Forum)</b> , VCC Würzburg (Feb. 5) <b>CMT</b> , Stuttgart (Jan. 12-20)
	PMD: 1/22/2019	• Commercial vehicles + vehicle manufacturing: Measuring and straightening systems	
	ACD: 1/18/2019	• Workshop equipment for specialized bodywork companies	
		• Work clothing / occupational protection	
		• ZKF industry report	
ISSUE	DATES	TOPICS	TRADE FAIRS
3	PD: 3/7/2019	<i>Classic Business Special Issue</i>	<b>BVdP-Netzwerkstatt (Federal Assn. of Partner Workshops Convention)</b> , Kassel (Mar. 13) <b>Retro Classics</b> , Stuttgart (Mar. 22-25) <b>Würzburger Bodywork and Damage Convention</b> , VCC Würzburg (Mar. 29-30) <b>Internationaler Automobil-Salon</b> , Geneva (Mar. 7-17)
	PMD: 2/18/2019 ACD: 2/14/2019	• Restoration, paintwork, facility equipment, trends & market	
ISSUE	DATES	TOPICS	TRADE FAIRS
4	PD: 4/10/2019	<i>Caravans</i>	<b>Techno-Classica</b> , Essen (Apr. 10-14)
	PMD: 3/22/19	• Caravans: Manufacture and repairs	
	ACD: 3/20/19	• Building and equipping , facility equipment	
		• Jacks for bodywork and paintwork jobs	

PD: Publication date | PMD: Print material deadline | ACD: ad copy deadline

ISSUE	DATES	TOPICS	TRADE FAIRS
5	PD: 5/14/2019	<i>Würzburg Bodywork and Damage Convention</i>	<b>ZKF Industry Get-Together,</b> Esslingen (May 24-25) <b>BVSK Kfz-Sachverständigentag (Vehicle Experts' Convention),</b> Potsdam (May 17)
	PMD: 4/24/2019	• Caravans: Manufacture and repairs	
	ACD: 4/18/2019	• Building and equipping , facility equipment	
		• Jacks for bodywork and paintwork jobs	
ISSUE	DATES	TOPICS	TRADE FAIRS
6	PD: 6/12/2019	<i>Commercial vehicles + vehicle manufacturing</i>	<b>Oldtimerkongress Classic Business,</b> VCC Würzburg (June 28-29)
	PMD: 5/22/2019	• Commercial vehicles + vehicle manufacturing: Fittings, hinges, locks, posts	
	ACD: 5/20/2019	• Paint: Spraying and paintwork equipment, drying systems	
		• Bodywork: Bodywork repair - update	
ISSUE	DATES	TOPICS	TRADE FAIRS
7	PD: 7/17/2019	<i>ZKF Industry Get-Together</i>	<b>Bike tour,</b> Altötting (July 18-21)
	PMD: 6/28/2019	• ZKF Industry Get-Together	
	ACD: 6/26/2019	• Commercial vehicles + vehicle manufacturing: Air-conditioning, cooling in vehicle manufacturing; loading aids: lifts, ramps, etc.	
		• Bodywork and paint: Paintwork	
ISSUE	DATES	TOPICS	TRADE FAIRS
8	PD: 8/9/2019	<i>IAA Preview</i>	<b>Caravan Salon,</b> Düsseldorf (Aug. 30- Sep. 8)
	PMD: 7/23/2019	• Commercial vehicles + vehicle manufacturing: Truck engineering - spoilers, bunks, wind deflectors	
	ACD: 7/19/2019	• Bodywork: Grinding, abrasives, grinding machines	
		• Temperature-controlled transport, refrigerated boxes or refrigeration units	
		• Workshop equipment from A to Z	

ISSUE	DATES	TOPICS	TRADE FAIRS
9	PD: 9/18/2019	<i>Nufam Preview</i>	<b>IAA,</b> Frankfurt (Sep. 12-22)  <b>Nufam,</b> Karlsruhe (Sep. 26-29)
	PMD: 8/30/2019	• Commercial vehicles + vehicle manufacturing: Special superstructures - engineering in detail	
	ACD: 8/28/2019	• Bodywork and paint: IAA Frakfurt - new vehicle & bodywork and paint trends	
		• EDP for bodywork and paintwork businesses	

ISSUE	DATES	TOPICS	TRADE FAIRS
10	PD: 10/18/2019	<i>Commercial vehicles + vehicle manufacturing</i>	<b>German Workshop Prize Awards,</b> VCC Würzburg (Oct. 18)  <b>Conference of Independent Workshops,</b> Würzburg (Oct. 19)  <b>Forum Fahrzeugbau (Vehicle Manufacturing Forum),</b> Würzburg (Oct. 29-30)
	PMD: 9/30/2019	• Commercial vehicles + vehicle manufacturing: Dumpers/loading cranes; couriers etc.: Small box trucks + superstructure solutions	
	ACD: 9/26/2019	• Bodywork and paint: Paintwork accessories/supplies	

ISSUE	DATES	TOPICS	TRADE FAIRS
11	PD: 11/15/2019	<i>Commercial vehicles + vehicle manufacturing</i>	<b>Truck Damage Management Congress,</b> VCC Würzburg (Nov. 13)
	PMD: 10/28/2019	• Commercial vehicles + vehicle manufacturing: Load securing - Elements and aids in vehicle manufacturing; truck wheel aligners; commercial vehicles	
	ACD: 10/24/2019	• Paint: Surface finishing - paintwork	

ISSUE	DATES	TOPICS
12	PD: 12/20/2019	<i>Bodywork + bodywork repair</i>
	PMD: 12/03/2019	• Commercial vehicles + vehicle manufacturing: Sales vehicles from A to Z
	ACD: 11/29/2019	• Bodywork: Bodywork repair - update
		• Workshop equipment

PD: Publication date | PMD: Print material deadline | ACD: ad copy deadline

# *Vogel Communications Group*

We are experts in modern B2B communication solutions and focus on your individual demands.

With more than 100 professional media, we smooth your way in 14 dynamic industries.

We have been speaking the language of your markets at all levels of communication – for more than 125 years.

## **■** *Communication Solutions*

- We have bundled our range of services within one corporate group, promoting an upgrade of your professional communication.
- Our professional media support readers in their leadership roles as well as your decision making processes.
- Our professional events are top-quality platforms for communication and the direct exchange of knowledge.
- Our agency services bring your B2B communication to a new level and inspire you and your customers.

**[www.fahrzeug-karosserie.de/media/kommunikationsloesungen](http://www.fahrzeug-karosserie.de/media/kommunikationsloesungen)**

## **■** *Media Portal*

Which promotional campaigns by Vogel are scheduled for trade fairs?

What information can be included in a company profile?

How does native advertising work in the magazine and in digital media?

The brands of Vogel Communications Group have an extensive advertising portfolio that is continuously enhanced. We will be happy to provide you with detailed information.

Our new media portal offers

- all special products of our brands
- in-depth information on all products
- our ad specials for your individual advertising campaign

**[www.fahrzeug-karosserie.de/media](http://www.fahrzeug-karosserie.de/media)**

# Contact

To ensure that your advertisement is successful,  
we will be pleased to offer you advice and information



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# We empower you!

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