



# Media Kit 2019



**VOGEL** COMMUNICATIONS  
GROUP

# *Orientation in the jungle of transformation*

As a sparring partner of the industry, Next Industry guides its readers through the world of digital transformation. Next Industry provides orientation at executive level, shows specific procedures and uses the cross-industry expertise experience of Vogel, Germany's leading service provider for customer-specific technical communication.

Next Industry treats one subject of digital transformation specifically from the perspective of corporate management per issue, always aligned with the current technology-driven market developments. Our high-quality experts provide impulses on a strategic level for the management. The focus is on business models, examples from practice and relevant learnings that can be adapted to all industries. Next Industry hosts an accompanying Expert Talk as a roadshow in various locations to supplement the journal subjects. The Digital Transformer of the Year (in short: DTOY) and "The Future Code: Discover, Explore and Experiment the Future of Industry" complete the event offer.

In the magazine, with market studies or for exclusive events: Next Industry motivates the leading heads of the industry to tackle pioneering subjects.



*The European industry must pick up speed in the race of global digitalization: Transform your business!* ”

Bernd Meidel  
Publisher Next Industry

1

subject per issue

5

industries  
(automotive, chemicals & life sciences, electrical engineering, IT, mechanical engineering)

100 %

C-level  
(board of directors, management, area management)



> 125

years of Vogel experience  
in the key industries

6

exclusive „Next Industry“ events

3

placements in sequence for  
100 % target group coverage



Weitere Informationen über Next Industry erhalten Sie unter [www.next-industry.de/media](http://www.next-industry.de/media)

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# Rate Card

## Ad Formats and Prices

FORMAT	BASIC PRICE	PRICE AFTER DEDUCTION OF DISCOUNT					COLUMNS, WXH IN MM (space in print)
		3 %	5 %	10 %	15 %	20 %	
2/1 page 4-colour	9,880.00		from 1x 9,386.00		from 2x 8,398.00	from 3x 7,904.00	420 x 297
1/1 page 4-colour	6,280.00		from 2x 5,966.00	from 3x 5,652.00	from 4x 5,338.00	from 6x 5,024.00	4 190 x 270
1/2 page 4-colour	3,880.00	from 2x 3,763.60	from 4x 3,686.00	from 6x 3,492.00	from 8x 3,298.00	from 12x 3,104.00	2 104 x 297 4 210 x 148

**Distributed circulation, 10,662** copies. Rate Card no. 02. Effective from January 1, 2019.  
Place of publication: 97064 Würzburg.

## Additional Charges

### FOR PLACEMENT

inside back cover or back cover, each \_\_\_\_\_ 6,908.00

## Discount

For placement within one insertion year, starting with publication of the first ad.

### FREQUENCY SCALE DISCOUNT

2 ads and more 3%  
4 ads and more 5%  
6 ads and more 10%

### QUANTITY SCALE DISCOUNT

2 pages and more 5%  
3 pages and more 10%  
4 pages and more 15%  
6 pages and more 20%

Supplements and extra cost due to technical requirements are not discountable.

## Payment Conditions

Within 14 days 2.0% cash discount, within 30 days without deduction.

Bank account \_\_\_\_\_ HypoVereinsbank, Würzburg  
BIC / Swift-Code \_\_\_\_\_ HYVE DE MM 455  
IBAN \_\_\_\_\_ DE65 7902 0076 0326 2120 32

## Special Advertising Formats

### BOUND INSERTS

Paper weight 2-page 4-page 6-page 8-page  
to 135 g / m<sup>2</sup> 7,280.00 10,920.00 14,560.00 18,200.00

Submission of sample required for order acceptance.  
Price for bound-in on heavier paper and with more than 8 pages on request.

**Discounts** (also in combination with an ad. see volume discount)

1 sheet  $\hat{=}$  1 ad page 2 sheets  $\hat{=}$  1.5 ad pages  
3 sheets  $\hat{=}$  2 ad pages 4 sheets  $\hat{=}$  2.5 ad pages

### LOOSE INSERTS (not discountable)

**Scope Weight of insert Price per thousand**

up to 25 g \_\_\_\_\_ 310,00  
up to 50 g \_\_\_\_\_ 335,00

Maximum size: 200 x 290 mm. Price on request for heavier supplement, supplement on thin paper or with a total height of 3 mm or more. Supplement to partial print run (min. 3,000 copies) subject to extra cost of EUR 16.00 per thousand.

### TIP-ON INSERT (on request)

### SHIPPING ADDRESS FOR SPECIAL ADVERTISING FORMATS

Free delivery to Vogel Druck und Medienservice.  
Leibnizstraße 5. 97204 Höchberg. Germany

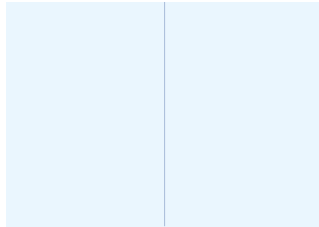
Stating, "Next Industry" and edition number

Required volume, for whole circulation + 1.5% extra allowance  
for partial circulation + 10% extra allowance

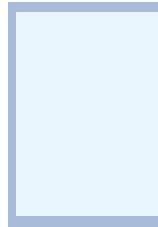
**For details on our attention-getting ad specials, please visit [www.next-industry.de/media/en/ad-specials](http://www.next-industry.de/media/en/ad-specials)**

Business terms & conditions please find at  
[www.next-industry.de/en/media-business-terms](http://www.next-industry.de/en/media-business-terms). All prices in EUR plus VAT

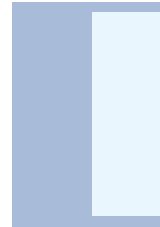
# Ad Formats



**2/1 page  
all-over**  
**420 × 297**  
(+3 mm trim)



**1/1 page  
4-column**  
**190 × 270**  
bleed ad\*  
210 × 297  
(+3 mm trim)



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



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

\*Delivery of bleed ads:  
(bleed charges on page 4)  
Allow 3 mm trim per bleed edge and 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

# Editorial Calendar

ISSUE	CLOSE DATES	EDITORIAL FOCUS / CONTENT	TRADE FAIRS, EVENTS
1	PD Jan 3	<p><i>Artificial Intelligence</i></p> <p>Machine learning, pattern recognition, sensor data analysis, predictive maintenance, chatbots, language assistants, autonomous driving and cognitive robots: Artificial intelligence has many faces and is the common denominator of these new applications. Will building dedicated AI capacities in the company pay off, or should it be done with an IT partner? Are web-based AI platforms to be preferred to company-specific ones? How can successful AI-based business models be developed? The experts around Next Industry explain.</p>	<p><b>Intec</b> Leipzig (DE), Feb 5–8</p> <p><b>LogiMAT</b> Stuttgart (DE), Feb 19–21</p> <p><b>embedded world</b> Nuremberg (DE), Feb 26–28</p> <p><b>Internationaler Automobil-Salon</b> Geneva (CH), Mar 7–17</p>
	PC Dec 10		
	AC Nov 28	<p><b>Next Industry ExpertTalk „The Power of AI in IoT Platforms“</b> on Apr 10 in Würzburg Further information can be found on <a href="http://www.next-industry.de/media/en/experttalk">www.next-industry.de/media/en/experttalk</a></p>	
2	PD Mar 7	<p><i>IoT-platforms</i></p> <p>IoT-platforms are the core of the fourth industrial revolution. They permit linking of different devices and applications in the Internet of Things. The technology ensures exchange of information by establishing system-comprehensive links and offering functions to control end devices and to analyze data. At the same time, the IoT platform is the pivoting point of new data-driven business models.</p>	<p><b>LOPEC</b> Munich (DE), Mar 20–21</p> <p><b>HANNOVER MESSE</b> Hanover (DE), Apr 1–5</p> <p><b>SMTconnect</b> Nuremberg (DE), May 7–9</p> <p><b>PCIM Europe</b> Nuremberg (DE), May 7–9</p> <p><b>Internetworld,</b> Munich (DE), Mar 12–13</p> <p><b>Control</b> Stuttgart (DE), May 7–10</p> <p><b>PRODEX</b> Basel (CH), May 14–17</p> <p><b>transport logistic</b> Munich (DE), Jun 4–7</p>
	PC Feb 14		
	AC Feb 6	<p><b>Next Industry ExpertTalk „The Power of AI in IoT Platforms“</b> on Apr 10 in Würzburg Further information can be found on <a href="http://www.next-industry.de/media/en/experttalk">www.next-industry.de/media/en/experttalk</a></p>	
		<p><b>The Future Code</b> on Jun 6–7 in Würzburg Discover, Explore &amp; Experiment the Future of Industry Further information can be found on <a href="http://www.next-industry.de/media/en/the-future-code">www.next-industry.de/media/en/the-future-code</a></p>	

ISSUE	CLOSE DATES	EDITORIAL FOCUS / CONTENT	TRADE FAIRS, EVENTS
3	PD May 24	<b>Change management</b>	<b>LASER World of PHOTONICS</b> Munich (DE), Jun 24–27 <b>CEBIT</b> Hanover (DE), Jun 24–28 <b>RapidTech+FabCon 3.D</b> Erfurt (DE), Jun 25–27
	PC May 7	<p>It brings chaos to entire companies: digital transformation. Its essential driving forces include digital infrastructures, as well as new digital business models and value-added networks. There is a lot going on in organizations: Permanent change becomes normality. Differentiated change management deals with the issues of organization, personnel management, corporate management, communication and human resource management.</p> <p>Whilst processes can be digitized: We can't digitize people.</p>	
	AC Apr 26	<p><b>The Future Code</b> on Jun 6-7 in Würzburg  Discover, Explore &amp; Experiment the Future of Industry  Further information can be found on <a href="http://www.next-industry.de/media/en/the-future-code">www.next-industry.de/media/en/the-future-code</a></p>	

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4	PD Jul 24	<b>Cyber Security</b>	<b>IAA</b> Frankfurt a.M. (DE), Sep 12-22 <b>IFA</b> Berlin (DE), Sep 6–11 <b>EMO</b> Hanover (DE), Sep 16–21 <b>Motek</b> Stuttgart (DE), Oct 7–10
	PC Jul 5	<p>IT safety experts sound the alarm: The number of cyber-attacks will increase by 300 % per year until 2025. The Internet of Things is specifically deemed a safety trap, since increasing networking also causes the area of attack for cybercriminals to grow. Nevertheless, more than 70 percent of the companies are not sufficiently equipped for future challenges. Modern safety concepts such as Managed Security Services or end point security and recognition based on AI-driven prevention prevent hacker access to critical IT infrastructures and sensitive company data.</p>	
	AC Jun 27	<p><b>Next Industry ExpertTalk „Challenge Cyber-Security for Industry 4.0“</b> on Sep 19 in Munich  Further information can be found on <a href="http://www.next-industry.de/media/en/experttalk">www.next-industry.de/media/en/experttalk</a></p>	



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5	PD Oct 2	<b>Digital Marketing</b>	<b>dmexco</b> Cologne (DE), Sep <b>IFA</b> Berlin (DE), Sep 6-11
	PC Sep 13	The application of digital strategies in the area of marketing comprises a great number of tasks, instruments and methods of marketing that use digital technologies. In the B2B area, target groups and their needs must be identified in order to finally generate high-quality leads for sales. Our experts from five industries show which strategies have proven their worth and which conclusions they have drawn for future campaigns.	
	AC Sep 5	<b>Next Industry ExpertTalk in the scope of the marconomy B2B Marketing Days</b> on Oct 15-16 in Würzburg Further information can be found on <a href="http://www.next-industry.de/media/en/experttalk">www.next-industry.de/media/en/experttalk</a>	
		<b>Awarding „Digital Transformer of the Year“</b> in November in Berlin Further information can be found on <a href="http://www.next-industry.de/media/en/DTOY">www.next-industry.de/media/en/DTOY</a>	

ISSUE	CLOSE DATES	EDITORIAL FOCUS / CONTENT	TRADE FAIRS, EVENTS
1 2020	PD Feb 03	<b>Corporate Venturing</b>	<b>InPrint</b> Munich (DE), Nov 12-14 <b>productronica</b> Munich (DE), Nov 12-15 <b>Formnext</b> Frankfurt a.M. (DE), Nov 19-22 <b>SPS IPC Drives</b> Nuremberg (DE), Nov 26-28 <b>SEMICON Europa</b> Munich (DE), Nov
	AC Jan 15	Digitization continually evolves new tools and business models. However, it's not always possible to grow all competences needed in the company at once. The participation in startups gives companies valuable impulses for their innovation culture, enables them to develop new business fields with a „out of the box“-view and lets them profit financially as well from successful cooperations. In this issue, our experts share their experiences participating in takeovers and Digital Hubs.	
	PC Feb 07	<b>Next Industry ExpertTalk „Corporate Venturing – Create New Business“</b> on Dec 5 in Berlin Further information can be found on <a href="http://www.next-industry.de/media/en/experttalk">www.next-industry.de/media/en/experttalk</a>	

PD: Publishing Date | PC: Print PDF Close | AC: Ad Close

# *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.next-industry.de/media/en/communicationsolutions](http://www.next-industry.de/media/en/communicationsolutions)

## *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.next-industry.de/media/en](http://www.next-industry.de/media/en)

# Contact

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



*for existing customers*

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*Editorial Department*

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*Order Management*

**Karin Schraut**

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# We empower you!

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