

The logo consists of two large, bold, red capital letters 'M' placed side-by-side, creating a stylized 'MM'.

MaschinenMarkt

International Media Kit 2020 Austria

A white line-art graphic in the bottom left corner, consisting of several curved lines that suggest a stylized landscape or abstract shape.

VOGEL COMMUNICATIONS
GROUP

The Magazine

“MM MaschinenMarkt – Das Fachmagazin für Österreichs Industrie“ is the polytechnic magazine for the Austrian manufacturing industry focusing on practice and user focused editorial content.

MM MaschinenMarkt contains technical articles, product information, industry news as well as reports from research and innovation. The three main magazine sections largely follow the real process flow of a manufacturing enterprise: PROLOG (phase prior to the actual production), PRODUCTION (as logical center) as well as EPILOG (phase after production).

TARGET GROUP	the Austrian manufacturing industry
FREQUENCY	12 times a year
CIRCULATION	10,500 copies
PLACE OF PUBLICATION	Vienna, Austria
PUBLISHER	Technik & Medien Verlagsges.m.b.H. Traviatagasse 21–29/8/2 A–1230 Vienna Ms. Gilda Csokor (English, German) Phone: +43 1 876 8379 14 Fax: +43 1 876 8379 15 Mobile: +43 676 848 205 14 g.csokor@technik-medien.at

Recipient Structure

Metal Production, Metal Working	28 %
Automation, Drive Engineering, Energy, Electrical Engineering, Electronics	24 %
Maschinenbau	23 %
Software	11 %
Technical Trade	10 %
Other	4 %

Operational Position

Corporate Management	32 %
Plant Management, Production Management	30 %
Development, Design Engineering, Research	25 %
Purchasing, Sales, Marketing	9 %
Other	4 %

Rate Card

SCOPE	Industry
MAGAZINE FORMAT	210 × 297 mm (width × height), DIN A4
	Type Area 180 mm × 265 mm
PRINTING, BINDING	offset printing, perfect binding

Ad Formats and Prices (1c = 4c)

FORMAT	In type area: Width × Height (mm)	With bleed: Width × Height bled off* (+ 3 mm bleed)	BASIC PRICE €
1/1 page	180 × 265	210 × 297	5,197.50
2/3 page	180 × 175 118 × 265	210 × 195 113 × 297	4,357.50
1/2 page	180 × 130 92 × 265	210 × 150 102 × 297	3,097.50
1/3 page	180 × 85 60 × 265	210 × 105 72 × 297	2,467.50
1/4 page	92 × 130 45 × 265 180 × 62	56 × 297 210 × 82	1,837.50
1/8 page	87 × 62 60 × 90 180 × 30	210 × 82	1,207.50
Junior Page	125 × 185	133 × 205	3,622.50
Front page		210 × 297	6,825.00

Rate Card no. 26, valid from January 1, 2020
All prices are exclusive of applicable VAT and subject to change.

CANCELLATION OF ADVERTISEMENTS

Front pages	up to max. 4 months prior to publication
Cover pages	up to max. 2 months prior to publication
All other	
Advertisements	up to max. 1 month prior to publication
Discounts on request	

COLOUR CHARGE none (colors according to Euroscale)

EXTRA CHARGE FOR SPECIAL POSITIONS

none (colors according to Euroscale)	
Back cover	25 %
Inside front and back cover	20 %
Other positions (minimum 1/4 page)	15 %

Rates for special formats

Consecutive ad pages recto/verso and double pages, up to 4 color (colors according to Euroscale)

Consecutive pages recto / verso	on request		
Double page spread	on request		
Bound inserts and loose inserts			
per 1.000	up to 20 g	up to 30 g	up to 40 g
	450.00 €	480.00 €	560.00 €

In Addition prices on request.

Minimum format: 105 × 148 (DIN A6), maximum format: 210 × 297 mm (DIN A4).
Delivery of loose or bound inserts (untrimmed) free print shop. Conditions:
Insert rates not discountable. Booking of partial circulation for specific federal states possible, price on request.

* Printing of advertisements in bleed format is subject to 10% surcharge

Editorial Calender 2020

ISSUE	TOPICS, SPECIALS, DOSSIERS		FAIRS
1 AC JAN 07 PD JAN 28	<i>Special Issue Pumps</i>		
	Update	news4business; Company news, trade fairs, events, seminars, people, markets	

ISSUE	TOPICS, SPECIALS, DOSSIERS		FAIRS
2 AC FEB 07 PD FEB 25	Update	news4business; Company news, trade fairs, events, seminars, people, markets	Logimat Metav GrindTec Amper
	Prolog	CONSTRUCTION. SIMULATION. SOFTWARE & MORE; Training, purchasing, material procurement, production planning, design engineering, engineering, industrial design, C technologies, software & IT, simulation, prototyping, mold making	
	Production	MACHINES. PRODUCTION. AUTOMATION & MORE; Machine building, production engineering, welding, automation, drive engineering, robotics, handling, process control, industrial PCs, process engineering, visualization, software, surface engineering, materials	
	Epilog	QUALITY. STORAGE. LOGISTICS & MORE; Measurement and test, quality assurance, packaging, labeling, storage, intralogistics, materials handling, in-house transport, software	
	Equipment	basics4factories; Plant construction, energy supply & distribution, pneumatics, pumps, plant equipment, lubricants, service, maintenance, industrial safety	
	Special	ARTIFICIAL INTELLIGENCE IN TOMORROW'S FACTORY: What can a modern company do?	

ISSUE	TOPICS, SPECIALS, DOSSIERS		FAIRS
3 AC MAR 12 PD MAR 26	Update	news4business; Company news, trade fairs, events, seminars, people, markets	Hannover Messe Wire + Tube
	Prolog	CONSTRUCTION. SIMULATION. SOFTWARE & MORE; Training, purchasing, material procurement, production planning, design engineering, engineering, industrial design, C technologies, software & IT, simulation, prototyping, mold making	
	Production	MACHINES. PRODUCTION. AUTOMATION & MORE; Machine building, production engineering, welding, automation, drive engineering, robotics, handling, process control, industrial PCs, process engineering, visualization, software, surface engineering, materials	
	Epilog	QUALITY. STORAGE. LOGISTICS & MORE; Measurement and test, quality assurance, packaging, labeling, storage, intralogistics, materials handling, in-house transport, software	
	Equipment	basics4factories; Plant construction, energy supply & distribution, pneumatics, pumps, plant equipment, lubricants, service, maintenance, industrial safety	
	Special	HANNOVER MESSE + PARTNER COUNTRY INDONESIEN	

ISSUE	TOPICS, SPECIALS, DOSSIERS		FAIRS
4 AC MAY 20 PD JUN 10	<i>Special Issue Smart Automation</i>		
	Update	news4business; Company news, trade fairs, events, seminars, people, markets	
	Equipment	basics4factories; Plant construction, energy supply & distribution, pneumatics, pumps, plant equipment, lubricants, service, maintenance, industrial safety	
	Special	FOOD INDUSTRY	

ISSUE	TOPICS, SPECIALS, DOSSIERS		FAIRS
5 AC MAY 20 PD JUN 10	<i>Special Issue Foodstuffs Industry</i>		
	Update	news4business; Company news, trade fairs, events, seminars, people, markets	
	Equipment	basics4factories; Plant construction, energy supply & distribution, pneumatics, pumps, plant equipment, lubricants, service, maintenance, industrial safety	
	Special	ECONOMY	

ISSUE	TOPICS, SPECIALS, DOSSIERS		FAIRS
6/7 AC JUN 10 PD JUN 30	Update	news4business; Company news, trade fairs, events, seminars, people, markets	
	Online edition		
	Prolog	CONSTRUCTION. SIMULATION. SOFTWARE & MORE; Training, purchasing, material procurement, production planning, design engineering, engineering, industrial design, C technologies, software & IT, simulation, prototyping, mold making	
	Production	MACHINES. PRODUCTION. AUTOMATION & MORE; Machine building, production engineering, welding, automation, drive engineering, robotics, handling, process control, industrial PCs, process engineering, visualization, software, surface engineering, materials	
	Epilog	QUALITY. STORAGE. LOGISTICS & MORE; Measurement and test, quality assurance, packaging, labeling, storage, intralogistics, materials handling, in-house transport, software	
	Equipment	BASICS4FACTORIES Plant construction, energy supply & distribution, pneumatics, pumps, plant equipment, lubricants, service, maintenance, industrial safety	

ISSUE	TOPICS, SPECIALS, DOSSIERS		FAIRS
8 AC AUG 03 PD AUG 21	Update	news4business; Company news, trade fairs, events, seminars, people, markets	AMB
	Prolog	CONSTRUCTION. SIMULATION. SOFTWARE & MORE; Training, purchasing, material procurement, production planning, design engineering, engineering, industrial design, C technologies, software & IT, simulation, prototyping, mold making	
	Production	MACHINES. PRODUCTION. AUTOMATION & MORE; Machine building, production engineering, welding, automation, drive engineering, robotics, handling, process control, industrial PCs, process engineering, visualization, software, surface engineering, materials	
	Epilog	QUALITY. STORAGE. LOGISTICS & MORE; Measurement and test, quality assurance, packaging, labeling, storage, intralogistics, materials handling, in-house transport, software	
	Equipment	basics4factories; Plant construction, energy supply & distribution, pneumatics, pumps, plant equipment, lubricants, service, maintenance, industrial safety	
	Special	ENERGY: Efficient production and distribution	

ISSUE	TOPICS, SPECIALS, DOSSIERS		FAIRS
9 AC AUG 18 PD SEP 04	Update	news4business; Company news, trade fairs, events, seminars, people, markets	AMB BI-MU Motek MSV
	Prolog	CONSTRUCTION. SIMULATION. SOFTWARE & MORE; Training, purchasing, material procurement, production planning, design engineering, engineering, industrial design, C technologies, software & IT, simulation, prototyping, mold making	
	Production	MACHINES. PRODUCTION. AUTOMATION & MORE; Machine building, production engineering, welding, automation, drive engineering, robotics, handling, process control, industrial PCs, process engineering, visualization, software, surface engineering, materials	
	Epilog	QUALITY. STORAGE. LOGISTICS & MORE; Measurement and test, quality assurance, packaging, labeling, storage, intralogistics, materials handling, in-house transport, software	
	Equipment	BASICS4FACTORIES Plant construction, energy supply & distribution, pneumatics, pumps, plant equipment, lubricants, service, maintenance, industrial safety	
	Special	ELECTROMOBILITY: Focus on alternative drives	

ISSUE	TOPICS, SPECIALS, DOSSIERS		FAIRS
10 AC SEP 30 PD OCT 10	Update	news4business; Company news, trade fairs, events, seminars, people, markets	parts2clean Euroblech
	Research	development4innovation; News from research and development	
	Prolog	CONSTRUCTION. SIMULATION. SOFTWARE & MORE; Training, purchasing, material procurement, production planning, design engineering, engineering, industrial design, C technologies, software & IT, simulation, prototyping, mold making	
	Production	MACHINES. PRODUCTION. AUTOMATION & MORE; Machine building, production engineering, welding, automation, drive engineering, robotics, handling, process control, industrial PCs, process engineering, visualization, software, surface engineering, materials	
	Epilog	QUALITY. STORAGE. LOGISTICS & MORE; Measurement and test, quality assurance, packaging, labeling, storage, intralogistics, materials handling, in-house transport, software	
	Equipment	basics4factories; Plant construction, energy supply & distribution, pneumatics, pumps, plant equipment, lubricants, service, maintenance, industrial safety	
	Special	FOODSTUFFS INDUSTRY - Process engineering, marking and packaging	

ISSUE	TOPICS, SPECIALS, DOSSIERS		FAIRS
11 AC OCT 27 PD NOV 11	Update	news4business; Company news, trade fairs, events, seminars, people, markets	SPS
	Research	development4innovation; News from research and development	
	Prolog	CONSTRUCTION. SIMULATION. SOFTWARE & MORE; Training, purchasing, material procurement, production planning, design engineering, engineering, industrial design, C technologies, software & IT, simulation, prototyping, mold making	
	Production	MACHINES. PRODUCTION. AUTOMATION & MORE; Machine building, production engineering, welding, automation, drive engineering, robotics, handling, process control, industrial PCs, process engineering, visualization, software, surface engineering, materials	
	Epilog	QUALITY. STORAGE. LOGISTICS & MORE; Measurement and test, quality assurance, packaging, labeling, storage, intralogistics, materials handling, in-house transport, software	
	Equipment	basics4factories; Plant construction, energy supply & distribution, pneumatics, pumps, plant equipment, lubricants, service, maintenance, industrial safety	
	Special	ADDITIVE MANUFACTURING: 3D Printing in Focus - Methods and Possibilities	

ISSUE	TOPICS, SPECIALS, DOSSIERS		FAIRS
12 AC NOV 16 PD DEC 03	Update	news4business; Company news, trade fairs, events, seminars, people, markets	automatica
	Research	development4innovation; News from research and development	wire + Tube
	Prolog	CONSTRUCTION. SIMULATION. SOFTWARE & MORE; Training, purchasing, material procurement, production planning, design engineering, engineering, industrial design, C technologies, software & IT, simulation, prototyping, mold making	Valve World Expo
	Production	MACHINES. PRODUCTION. AUTOMATION & MORE; Machine building, production engineering, welding, automation, drive engineering, robotics, handling, process control, industrial PCs, process engineering, visualization, software, surface engineering, materials	
	Epilog	QUALITY. STORAGE. LOGISTICS & MORE; Measurement and test, quality assurance, packaging, labeling, storage, intralogistics, materials handling, in-house transport, software	
	Equipment	basics4factories; Plant construction, energy supply & distribution, pneumatics, pumps, plant equipment, lubricants, service, maintenance, industrial safety	
	Special	MEDICINE TECHNOLOGY: Smart production technologies for the patient	

AC: Ad Close | PD: Publication Date

Fairs

June

mtex+ Jun 9-10, Chemnitz (DE)
Maintenance days Jun 23-25, Salzburg (A)
Sensor+Test Jun 23-25, Nuremberg (DE)
Stanztec Jun 23-25, Pforzheim (DE)
Zellcheming-Expo
Jun 23-25, Frankfurt/Main (DE)
Empack Jun 24-25, Zürich (CH)
Logistics & Distribution
Jun 24-25, Zürich (CH)
MedtecLIVE
Jun 30-July 07, Nuremberg (DE)

July

all about automation
July 1-2, Friedrichshafen (DE)
PCIM Europe July 28-30, Nuremberg (DE)
SMTconnect July 28-30, Nuremberg (DE)

September

IFAT Sep 7-11, Munich (DE)
all about automation Sep 9-11, Essen (DE)
AMB Sep 15-19, Stuttgart (DE)
messtec + sensor masters
Sep 22-23, Stuttgart (DE)
Transpack Sep 22-24, Moscow (RU)
Security Essen Sep 22-25, Essen (DE)
all about automation
Sep 23-24, Chemnitz (DE)

October

Motek Oct 5-8, Stuttgart (DE)
Bondexpo Oct 5-8, Stuttgart (DE)
MSV Oct 5-9, Brno (CZ)
Aluminium Oct 6-8, Dusseldorf (DE)
Arbeitsschutz Aktuell
Oct 6-8, Stuttgart (DE)
Plastpol Oct 6-9, Kielce (POL)
PaintExpo Oct 12-15, Karlsruhe (DE)
Fakuma Oct 13-17, Friedrichshafen (DE)
BI-MU Oct 14-17, Milan (IT)
eMove 360° Europe
Oct 20-22, Munich (DE)
glasstec Oct 20-23, Dusseldorf (DE)
In.Stand Oct 21-22, Stuttgart (DE)
parts2clean Oct 27-30, Stuttgart (DE)
SurfaceTechnology Germany
Oct 27-29, Stuttgart (DE)
EuroBLECH Oct 27-30, Hannover (DE)

November

Composites Europe
Nov 10-12, Stuttgart (DE)
Vision Nov 10-12, Stuttgart (DE)
GrindTec Nov 10-13, Stuttgart (DE)
electronica Nov 10-13, Munich (DE)
Formnext Nov 10-13, Frankfurt/Main (DE)
COMPAMED Nov 16-19, Dusseldorf (DE)

Optatec Nov 17-19, Frankfurt/Main (DE)

Cleanzone Nov 18-19, Frankfurt/Main (DE)

SPS Nov 24-26, Nuremberg (DE)

Addit Expo 3D Nov 24-27, Kiev (UKR)

December

Valve World Expo Dec 1-3, Dusseldorf (DE)

Tube Dec 7-11, Dusseldorf (DE)

Wire Dec 7-11, Dusseldorf (DE)

automatica Dec 8-11, Munich (DE)

Digital Advertising

Banner

FORMAT	SPECS (PX)	PRICE
XXL-Banner	individual x page width	on request
Superbanner	728 x 90	966.00
Skyscraper	160 x 600	830.00
Content Banner or Rectangle	728 x 90 or 300 x 250	515.00
Event Banner	180 x 150	315.00

All prices in EUR plus VAT.

Domain www.maschinenmarkt.at

Page Impressions
per month \varnothing 45,000

Unique Visitors
per day \varnothing 390

CTR 1,5 % to 2,8 %

We empower you!

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