

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

MaschinenMarkt

International Media Kit 2020 Korea

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 Korea is a professional magazine for the technical industry, with a focus on machine building and metal working as well as electrical engineering, vehicle construction and further related topics.

TARGET GROUP

Decision-makers from the Korean investment goods industry and trade as well as service providers. Decision-makers from all industrial sectors are addressed based on a specific dispatch key.

MM Korea is moreover a platform for German (European) companies that want to be active in the rapidly expanding East Asian markets.

FREQUENCY monthly

CIRCULATION 10,000 copies

PLACE OF PUBLICATION Seoul, Korea

PUBLISHER **MaschinenMarkt Korea Co., Ltd.**
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Target Group by Industry

Machine Building	38 %
Metal Working	34 %
Electrical Engineering	15 %
Aircraft Construction	11 %
Others	2 %

Recipients

Production	52 %
CEO	23 %
Research and Development	16 %
Construction	9 %

Rate Card

SCOPE	Industry
SIZE OF MAGAZINE	210 × 297 mm (width × height), DIN A4
	Type Area 190 mm × 270 mm
	4 columns each 46 mm wide
PRINTING, BINDING	Offset printing, perfect binding

Ad Formats and Prices

FORMAT	W × H (in mm)	BASIC PRICE €
1/1 page	190 × 270	2,875.00
Junior Page	136 × 190	1,800.00
1/2 page	64 × 270 190 × 134	1,710.00
1/3 page	190 × 88 62 × 270	1,280.00
1/4 page	190 × 66 94 × 134 46 × 270	890.00
1/8 page	94 × 66 46 × 134 190 × 32	480.00

Rat Card no. 12, valid from 01/01/2020
All prices in EUR plus VAT

COLOUR CHARGES none up to full colour, according to the European colour patten

Extra charges for special sizes

Double page spread	5,750.00
Back cover	3,593.00
Inside front and back cover	3,450.00

Discount

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

FREQUENCY DISCOUNT

3 ads and more	10 % of basic price b/w
6 ads and more	15 % of basic price b/w
12 ads and more	20 % of basic price b/w

Editorial Calender 2020

ISSUE	DATES		TOPICS	TRADE FAIRS
1	AC DEC 12	PD JAN 2	Automotive Machining, Automation, Composites, Materials, Robotics, Systems and software, Industrial electronics, Additive manufacturing, CAD/CAM/PDM/PLM	
2	AC JAN 25	PD FEB 3	Smart Factory/ Industry 4.0 Additive manufacturing, Linear technology, Machine engineering, Surface Technology, Industry 4.0, Laser Technology, Digitization	
3	AC FEB 21	PD MAR 02	Forming Technology Automation, Robotics, Additive manufacturing, Metalprocessing, Systems and software, Industrial electronics	
4	AC MAR 23	PD APR 1	Machining Preview, BUTECH 2020 Additive manufacturing, Linear technology, Machine engineering, Industry 4.0, Laser Technology, Metalprocessing, Laser technology	
5	AC APR 21	PD MAY 1	System Engineering, Preview Inside 3D Printing 2020 Machining, Machine engineering, Metalprocessing, Linear technology, CAD, Additive manufacturing, CAD/CAM/PDML/PLM	Inside 3D Printing Jun 24–26 Metal Week Jun 17–20
6	AC MAY 22	PD JUN 01	Additive Manufacturing Automation, Digitization, Robotics, Saftey engineering, Industry 4.0, Industrial communication, Drive technology, Systems and software, Industrial electronics, Additive manufacturing	

ISSUE	DATES		TOPICS	TRADE FAIRS
7	AC JUN 25	PD JUL 01	Security & Safety Composites, Materials, Machine engineering, Metalprocessing, Laser technology, Plastics industry, Additive manufacturing	Korea Mat Jul 27-30
8	AC JUL 24	PD AUG 03	Drive technology Preview, KOMAF 2020 Digitization, Safety engineering, Industrial communication, Drive technology, Pneumatics and hydraulics, Additive manufacturing	
9	AC AUG 24	PD SEP 1	Human-Robot Collaboration, Preview Robotworld 2020 Linear technology, Machine engineering, Drive technology, Industry 4.0., Measurement technology, Power engineering, CAD/CAM/PDM/PLM	AMB Sep 15-19
10	AC SEP 21	PD OCT 1	AI, Digitization Machine engineering, Metalprocessing, Drive technology, Laser technology, Digitization, CAD/CAM/PDM/PLM, Surface technology, Plastics technology	EuroBLECH Oct 27-30 Robotworld Oct 20-31
11	AC OCT 23	PD NOV 2	Lightweight, CAD/CAM Machine engineering, Laser technology, Metalprocessing, Additive manufacturing, Surface technology, Plastics technology	SPS Nov 24-26
12	AC NOV 20	PD DEC 1	Automation Power engineering, Automation, Robotics, Machine engineering, Additive manufacturing, Systems and software, Industrial electronics	automatica Dec 8-11

PD: Publishing Date | AC: Ad Close

Digital Advertising

Banner

Domain **www.mmkorea.net**
Visits per month 3,000
Branded Newsletter ,000

BANNER	SIZE (PX)	DURATION	PLACING	PRICE
Leaderboard	728 x 90	month	rotation	600.00
Content Ad	300 x 250	month	rotation	900.00

All prices in EUR plus VAT.

Branded Newsletter 5,000.00

We empower you!

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