

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

MaschinenMarkt

# International Media Kit 2021

 **Austria**

**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-oriented 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).

<b>TARGET GROUP</b>	the Austrian manufacturing industry
<b>FREQUENCY</b>	11 issues
<b>CIRCULATION</b>	10,500 copies
<b>COVERAGE</b>	96 % Austria, 4 % Germany, Swiss, Northern Italy
<b>PUBLISHER</b>	<b>Technik &amp; Medien Verlagsges.m.b.H.</b> Traviatagasse 21–29/8/2 A–1230 Vienna <b>Frau Gilda Csokor</b> Phone.: +43 1 876 8379 14 Fax: +43 1 876 8379 15 Mobil: +43 676 848 205 14 g.csokor@technik-medien.at

## Recipient Structure

(Publisher's statistics)

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

## Operational Position

(Publisher's statistics)

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

# Rate Card

<b>SCOPE</b>	Industry
<b>MAGAZINE FORMAT</b>	210 x 297 mm (width x height), DIN A4
<b>PRINTING, BINDING</b>	<b>Type Area</b> 180 mm x 265 mm offset printing, adhesive binding

## Ad Formats and Prices (1c = 4c)

FORMAT	In type area: Width x Height (mm)	WITH BLEED* (+ 3 mm bleed) W x H (in mm)	BASIC PRICE (in EUR)
1/1 page	180 x 265	210 x 297	4,950.00
2/3 page	180 x 175 118 x 265	210 x 195 133 x 297	4,150.00
1/2 page	180 x 130 92 x 265	210 x 150 102 x 297	2,950.00
1/3 page	180 x 85 60 x 265	210 x 105 72 x 297	2,350.00
1/4 page	92 x 130 45 x 265 180 x 62	56 x 297 210 x 82	1,750.00
1/8 page	87 x 62 60 x 90 180 x 30	210 x 48	1,150.00
Junior page	125 x 185	133 x 205	3,450.00
Front Page		210 x 297	6,550.00

Rate Card no. 25, valid from January 1, 2021.

All prices plus 5% advertising tax and 20% VAT. Discounts on request.

## Extra Charge

**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 x 148 (DIN A6), maximum format: 210 x 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.

## Cancellation of Advertisements

**Front pages** up to max. 4 prior to publication

**Cover pages** up to max. 3 prior to publication

**All other Advertisements** up to max. 2 prior to publication

**Discounts on request**

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

# Editorial Calendar 2021

ISSUE	DATES	TOPICS		FAIRS
1	AC/EC JAN 11	<p><i>Special Issue</i></p> <p><i>Pump and Food Industry</i></p>		
	PD JAN 28			
		Update   NEWS4BUSINESS	Company news, trade fairs, events, seminars, people, markets	

ISSUE	DATES	TOPICS		FAIRS
2	AC/EC FEB 05	PROLOG	Training, purchasing, material procurement, production planning, design engineering, engineering, industrial design, C-technologies, software & IT, simulation, prototyping, mold making	METAV DIGITAL (digital) Mar 23–26  Intec/Z connect (digital) Mar 2–5
		Construction		
		Simulation	Machine building, production engineering, welding, automation, drive engineering, robotics, handling, process control, industrial PCs, process engineering, visualization, software, surface engineering, materials	
		Software and more		
		PRODUCTION	Measurement and test, quality assurance, packaging, labeling, storage, intralogistics, materials handling, in-house transport, software	
		Machines		
Production	Process industry, maintenance, industrial safety			
Automation and more				
EPILOG	Economy - One year with COVID-19   What has the industry learned?			
Quality				
Storage	Update   NEWS4BUSINESS			
Logistics and more				
P-M-I	Company news, trade fairs, events, seminars, people, markets			
Special				
Update   NEWS4BUSINESS				

ISSUE	DATES	TOPICS		FAIRS
3	AC/EC MAR 05  PD MAR 23	<b>PROLOG</b> Construction Simulation Software and more	Training, purchasing, material procurement, production planning, design engineering, engineering, industrial design, C-technologies, software & IT, simulation, prototyping, mold making	
		<b>PRODUCTION</b> Machines Production Automation and more	Machine building, production engineering, welding, automation, drive engineering, robotics, handling, process control, industrial PCs, process engineering, visualization, software, surface engineering, materials	
		<b>EPILOG</b> Quality Storage Logistics and more	Measurement and test, quality assurance, packaging, labeling, storage, intralogistics, materials handling, in-house transport, software	
		<b>P-M-I</b>	Process industry, maintenance, industrial safety	
		<b>Special</b>	<b>HANNOVER MESSE</b> <b>Partner Country Indonesia</b>	
		<b>Update   NEWS4BUSINESS</b>	<b>Company news, trade fairs, events, seminars, people, markets</b>	

ISSUE	DATES	TOPICS		FAIRS
4	AC/EC APR 14  PD APR 30	<i>Special Issue Automation and AI</i>		
		<b>P-M-I</b>	Process industry, maintenance, industrial safety	
		<b>Special</b>	<b>SMART LINZ   Highlights to Smart Automation Austria</b>	
		<b>Update   NEWS4BUSINESS</b>	<b>Company news, trade fairs, events, seminars, people, markets</b>	

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ISSUE	DATES	TOPICS		FAIRS
5	AC/EC MAY 07  PD MAY 25	<b>PROLOG</b> <b>Construction</b> <b>Simulation</b> <b>Software and more</b>	Training, purchasing, material procurement, production planning, design engineering, engineering, industrial design, C-technologies, software & IT, simulation, prototyping, mold making	<b>Moulding Expo</b> Stuttgart (DE), Jun 8-11
		<b>PRODUCTION</b> <b>Machines</b> <b>Production</b> <b>Automation and more</b>	Machine building, production engineering, welding, automation, drive engineering, robotics, handling, process control, industrial PCs, process engineering, visualization, software, surface engineering, materials	
		<b>EPILOG</b> <b>Quality</b> <b>Storage</b> <b>Logistics and more</b>	Measurement and test, quality assurance, packaging, labeling, storage, intralogistics, materials handling, in-house transport, software	
		<b>P-M-I</b>	Process industry, maintenance, industrial safety	
		<b>Special</b>	<b>FOOD INDUSTRY   Process technology, labelling, packaging</b>	
		<b>Update   NEWS4BUSINESS</b>	<b>Company news, trade fairs, events, seminars, people, markets</b>	

ISSUE	DATES	TOPICS		FAIRS
<b>6-7</b>	<b>AC/EC</b> <b>JUN 07</b>  <b>PD</b> <b>JUN 24</b>	<b>PROLOG</b> <b>Construction</b> <b>Simulation</b> <b>Software and more</b>	Training, purchasing, material procurement, production planning, design engineering, engineering, industrial design, C-technologies, software & IT, simulation, prototyping, mold making	
		<b>PRODUCTION</b> <b>Machines</b> <b>Production</b> <b>Automation and more</b>	Machine building, production engineering, welding, automation, drive engineering, robotics, handling, process control, industrial PCs, process engineering, visualization, software, surface engineering, materials	
		<b>EPILOG</b> <b>Quality</b> <b>Storage</b> <b>Logistics and more</b>	Measurement and test, quality assurance, packaging, labeling, storage, intralogistics, materials handling, in-house transport, software	
		<b>P-M-I</b>	Process industry, maintenance, industrial safety	
		<b>Special</b>	<b>ENERGY AND ELECTRIC MOBILITY   Alternative drives and extraction</b>	
		<b>Update   NEWS4BUSINESS</b>	<b>Company news, trade fairs, events, seminars, people, markets</b>	

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ISSUE	DATES	TOPICS		FAIRS
8	AC/EC AUG 09  PD AUG 26	<b>PROLOG</b> Construction Simulation Software and more	Training, purchasing, material procurement, production planning, design engineering, engineering, industrial design, C-technologies, software & IT, simulation, prototyping, mold making	<b>SCHWEISSEN &amp; SCHNEIDEN</b> Essen (DE), Sep 13–17
		<b>PRODUCTION</b> Machines Production Automation and more	Machine building, production engineering, welding, automation, drive engineering, robotics, handling, process control, industrial PCs, process engineering, visualization, software, surface engineering, materials	
		<b>EPILOG</b> Quality Storage Logistics and more	Measurement and test, quality assurance, packaging, labeling, storage, intralogistics, materials handling, in-house transport, software	
		<b>P-M-I</b>	Process industry, maintenance, industrial safety	
		<b>Special</b>	<b>SCHWEISSTECHNIK   Highlights on welding &amp; cutting and more</b>	
		<b>Update   NEWS4BUSINESS</b>	<b>Company news, trade fairs, events, seminars, people, markets</b>	



ISSUE	DATES	TOPICS		FAIRS
9	AC/EC AUG 30  PD SEP 16	<b>PROLOG</b> Construction Simulation Software and more	Training, purchasing, material procurement, production planning, design engineering, engineering, industrial design, C-technologies, software & IT, simulation, prototyping, mold making	<b>EMO Milano</b> Milan (IT), Oct 4–9 <b>Motek</b> Stuttgart (DE), Oct 5–8 <b>Fakuma</b> Friedrichshafen (DE), Oct 12–16
		<b>PRODUCTION</b> Machines Production Automation and more	Machine building, production engineering, welding, automation, drive engineering, robotics, handling, process control, industrial PCs, process engineering, visualization, software, surface engineering, materials	
		<b>EPILOG</b> Quality Storage Logistics and more	Measurement and test, quality assurance, packaging, labeling, storage, intralogistics, materials handling, in-house transport, software	
		<b>P-M-I</b>	Process industry, maintenance, industrial safety	
		<b>Special</b>	<b>CHINA ECONOMIC MARKET   Will the People's Republic of China become a pioneer?</b>	
		<b>Update   NEWS4BUSINESS</b>	<b>Company news, trade fairs, events, seminars, people, markets</b>	

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ISSUE	DATES	TOPICS		FAIRS
10	AC/EC SEP 28  PD OCT 15	<b>PROLOG</b> Construction Simulation Software and more	Training, purchasing, material procurement, production planning, design engineering, engineering, industrial design, C-technologies, software & IT, simulation, prototyping, mold making	<b>Blechexpo</b> Stuttgart (DE), Oct 26–29 <b>Schweisstec</b> Stuttgart (DE), Oct 26–29
		<b>PRODUCTION</b> Machines Production Automation and more	Machine building, production engineering, welding, automation, drive engineering, robotics, handling, process control, industrial PCs, process engineering, visualization, software, surface engineering, materials	
		<b>EPILOG</b> Quality Storage Logistics and more	Measurement and test, quality assurance, packaging, labeling, storage, intralogistics, materials handling, in-house transport, software	
		<b>P-M-I</b>	Process industry, maintenance, industrial safety	
		<b>Special</b>	<b>FOOD INDUSTRY   Process technology, labelling, packaging</b>	
		<b>Update   NEWS4BUSINESS</b>	<b>Company news, trade fairs, events, seminars, people, markets</b>	

ISSUE	DATES	TOPICS		FAIRS
11	AC/EC OCT 22  PD NOV 09	<b>PROLOG</b> Construction Simulation Software and more	Training, purchasing, material procurement, production planning, design engineering, engineering, industrial design, C-technologies, software & IT, simulation, prototyping, mold making	<b>SPS smart production solutions</b> Nuremberg (DE), Nov 23-25
		<b>PRODUCTION</b> Machines Production Automation and more	Machine building, production engineering, welding, automation, drive engineering, robotics, handling, process control, industrial PCs, process engineering, visualization, software, surface engineering, materials	
		<b>EPILOG</b> Quality Storage Logistics and more	Measurement and test, quality assurance, packaging, labeling, storage, intralogistics, materials handling, in-house transport, software	
		<b>P-M-I</b>	Process industry, maintenance, industrial safety	
		<b>Special</b>	<b>ADDITIVE Manufacturing   3D Printing in Focus - Methods and Opportunities</b>	
		<b>Update   NEWS4BUSINESS</b>	<b>Company news, trade fairs, events, seminars, people, markets</b>	

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ISSUE	DATES	TOPICS		FAIRS
12	AC/EC NOV 19  PD DEC 09	<b>PROLOG</b> <b>Construction</b> <b>Simulation</b> <b>Software and more</b>	Training, purchasing, material procurement, production planning, design engineering, engineering, industrial design, C-technologies, software & IT, simulation, prototyping, mold making	
		<b>PRODUCTION</b> <b>Machines</b> <b>Production</b> <b>Automation and more</b>	Machine building, production engineering, welding, automation, drive engineering, robotics, handling, process control, industrial PCs, process engineering, visualization, software, surface engineering, materials	
		<b>EPILOG</b> <b>Quality</b> <b>Storage</b> <b>Logistics and more</b>	Measurement and test, quality assurance, packaging, labeling, storage, intralogistics, materials handling, in-house transport, software	
		P-M-I	Process industry, maintenance, industrial safety	
		Special	<b>MEDICINE TECHNOLOGY: Smart production technologies for the patient</b>	
		Update   NEWS4BUSINESS	<b>Company news, trade fairs, events, seminars, people, markets</b>	

## Fairs

### January

**all about automation** JAN 20–21, Hamburg

### February

**E-world energy & water** FEB 09–11, Essen

**maintenance** FEB 10–11, Zurich

**elektrotechnik** FEB 17–19, Dortmund

**Internationale Eisenwarenmesse**  
FEB 21–24, Cologne

**Metpack** FEB 23–27, Essen

**Pumps & Valves** FEB 24–25, Dortmund

### March

**embedded world** MAR 01–05, digital

**Intec** MAR 02–05, digital

**Z** MAR 02–05, digital

**all about automation**  
MAR 09–10, Friedrichshafen

**InPrint** MAR 09–11, Munich

**Power-Days** MAR 10–12, Salzburg

**Twenty2x** MAR 16–18, Hannover

**Amper** MAR 16–19, Brunn

**ISH** MAR 22–26, digital

**EMV** MAR 23–25, Stuttgart

### Anuga FoodTec

MAR 23–26, Cologne, hybrid

**Metav** MAR 23–26, digital

### April

#### HANNOVER MESSE

APR 12–16, Hanover, hybrid

#### DST Dreh-und Spantage Südwest

APR 14–16, Villingen-Schwenningen

**Cutting World** APR 20–22, Essen

**eltefa** APR 20–22, Stuttgart

**MedtecLive** APR 20–22, Nuremberg

**Instandhaltungstage** APR 27–29, Salzburg

### May

**PCIM Europe** MAY 04–06, Nuremberg

**Rapid.Tech 3D** MAY 04–06, Erfurt

**Sensor+Test** MAY 04–06, Nuremberg

**SMTconnect** MAY 04–06, Nuremberg

**T4M** MAY 04–06, Stuttgart

**Control** MAY 04–07, Stuttgart

**techtex** MAY 04–07, Frankfurt/Main

**transport logistic** MAY 04–07, Munich

**Aluminium** MAY 18–20, Dusseldorf

**eltec** MAY 18–20, Nuremberg

**Fastener Fair** MAY 18–20, Stuttgart

### Smart Automation Austria

MAY 18–20, Linz

### all about automation

MAY 19–20, Heilbronn

**maintenance** MAY 19 - 20, Dortmund

**Lamiera** MAY 26–29, Milan

### June

**CastForge** JUN 08–10, Stuttgart

**Moulding Expo** JUN 08–11, Stuttgart

**Saw Expo** JUN 08–11, Friedrichshafen

**all about automation** JUN 09–10, Essen

**Zellcheming-Expo** JUN 09–10, Wiesbaden

**Intersolar Europe** JUN 09–11, Munich

**glasstec** JUN 15–18, Dusseldorf

**Laser World of Photonics**  
JUN 21–24, Munich

**LogiMAT** JUN 22–24, Stuttgart

**LightCon** JUN 23–24, Hannover

### September

**MSV** SEP 13–17, Brunn

**Schweißen & Schneiden** SEP 13–17, Essen

**European Coatings Show**  
SEP 14–16, Nuremberg

**efa** SEP 21–23, Leipzig

### all about automation 2

SEP 2–23, Chemnitz

**FachPack** SEP 28–30, Nuremberg

### October

**drinktec** OCT 04–08, Munich

**EMO Milano** OCT 04–09, Milan

**parts2clean** OCT 05–07, Stuttgart

**Bondexpo** OCT 05–08, Stuttgart

**Motek** OCT 05–08, Stuttgart

**DIAM** OCT 06–07, Bochum

**DeburringEXPO** OCT 12–14, Karlsruhe

**it-sa** OCT 12–14, Nuremberg

**Fakuma** OCT 12–16, Friedrichshafen

**A+A** OCT 26–29, Dusseldorf

**Blechexpo** OCT 26–29, Stuttgart

**Schweisstec** OCT 26–29, Stuttgart

### November

#### Composites for Europe

NOV 09–11, Stuttgart

**eMove360° Europe** NOV 16–18, Munich

**Formnext** NOV 16–19, Frankfurt/Main

**productronica** NOV 16–19, Munich

**SPS** NOV 23–25, Nuremberg

# Digital Advertising

## Banner

FORMAT	SPECS (PX)	PRICE
XXL-Banner	individual × page width	on request
Sidebar Rectangle	300 × 250	990.00
Superbanner	728 × 90	990.00
Skyscraper	160 × 600	790.00
Content Banner	728 × 90	590.00
Rectangle	300 × 250	590.00
Event Ad	300 × 250	390.00
Event Banner	180 × 150	315.00

Max. 2 banners in rotation. All prices in EUR plus VAT.

<b>Domain</b>	www.maschinenmarkt.at
<b>Page Impressions per month</b>	ø 45,000
<b>Unique Visitors per day</b>	ø 390
<b>CTR</b>	1.5 % bis 2.8 %

## Native Advertising

### TEASER BOX

#### The top placement on the platform.

On this place the attention belongs to you.

The teaser box is located in the 100% visible area.

**Format:** 1 Teaser image (landscape, max. 100 kb) + headline + text. Supplemented by any elements such as photos, quotations, links, videos (embedded via Youtube link)

**price/month** 1,290.00

### TEXT AD

#### Online-Advertorial

**Format:** Format: 1 Teaser image (landscape, max. 100 kb) + headline + text, Supplemented by any elements such as photos, quotations, links, videos (embedded via Youtube link)

**Placement:** Homepage „News“

**price/month** 1,290.00

### CLASSIFIED DIRECTORY

**Online press box** for published articles.

We guarantee at least three online publications per year (subject to availability).

**Your window to the customer.** Present your company in an online company profile including logo, videos and more. Here the readers have the **possibility to contact the provider directly.**

All our articles are equipped with an intelligent plugin which

**SEO-optimizes our pages.** Assign keywords under which you want to be found.

**price/year** 990.00

## Packages

### EVENT PACKAGE

#### You want to advertise an event?

Whether it's a trade fair, special training, courses, webinars or in-house exhibitions. We support you with the application.

The comprehensive package includes:

- Entry in our online event calendar
- Online announcement of the event in the "Update" section with date announcement, program items, top key notes, and much more
- Event ad (300 x 250) for 3 months
- Online contribution - preliminary or final report
- Social media shares
- Optional: newsletter mention

1,490.00

### ADD-ON PACKAGE

#### Print meets Online | Consulting

You love paper and, like us, are convinced of advertising in print media. Be open-minded and let us support you on your way to the online world. We will gladly show you your possibilities.

Special offer for print advertisers

on request

# We empower you!

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