

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

MaschinenMarkt

International Media Kit 2021



Korea

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.**
Seochogu Seochodong Seoun-ro
226. No. 313,
137-855 Seoul
South Korea
Mr. Robert Liebhart
(English, German)
Tel.: +82 2 1800 6648
Fax: +82 70 8677 6648
Mobil :+82 10 8406 5100
liebhart.robert@gmail.com

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 01/01/2021
All prices in EUR plus VAT

Additional Charges

FOR SPECIAL SIZES

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

FOR COLOUR

none up to full colour, according to the European colour patter

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 2021

ISSUE	DATES	TOPICS	TRADE FAIRS
1	<p>AC Dec 28</p> <p>PD Jan 4</p>	<p>Cover Story: Motion control, Preview SEMICON 2021</p> <p>Automization Robotics Industry 4.0</p> <p>Control technology systems and software Industrial electronics Additive manufacturing</p>	
2	<p>AC Jan 25</p> <p>PD Feb 1</p>	<p>Cover Story: Smart Factory/ Industry 4.0, INTERMOLD 2021 Preview, Automation World 2021 Preview</p> <p>Machining CAD Additive manufacturing Linear technology Machine engineering CAD/CAM/PDM/PLM</p>	<p>SEMICON (COEX) Feb 3-5</p>
3	<p>AC Feb 28</p> <p>PD Mar 5</p>	<p>Cover Story: Molding technology</p> <p>Laser technology Additive manufacturing Metalprocessing Machine engineering Measurement technology Surface technology Plastics industry</p>	<p>AUTOMATION WORLD (COEX) Mar 10-12</p> <p>INTERMOLD & KOPLAS (KINTEX) Mar 16-20</p>
4	<p>AC Mar 27</p> <p>PD Apr 3</p>	<p>Cover Story: Machining, Preview BUTECH 2021</p> <p>Composites Machining Advanced materials Machine engineering Metalprocessing Laser technology Plastics industry Additive manufacturing</p>	<p>KOREA MAT (KINTEX) Apr 13-16</p>

ISSUE	DATES	TOPICS	TRADE FAIRS
5	AC Apr 26 PD May 4	Cover Story: System Engineering, Preview Inside 3D Printing 2021 Machining Composites Additive manufacturing Advanced materials Automization, Robotics Systems and software Industrial electronics CAD/CAM/PDM/PLM	KOFAS (CECO) Mar 12-15 BUTECH (BEXCO) Mar 26-29
6	AC May 25 PD Jun 3	Cover Story: AI, Digitalization, Industry 4.0 MES Safety engineering Industry 4.0 Drive technology Pneumatic and hydraulics Additive manufacturing	SMATEK (SCC) Jun 23-25 Inside 3D Printing (KINTEX) Jun 24-26
7	AC Jun 26 PD Jul 2	Cover Story: Security & Safety Machine engineering Metalprocessing Laser technology Measurement technology Surface technology Plastics industry CAD/CAM/PDM/PLM	
8	AC Jul 24 PD Aug 3	Cover Story: Drive technology Preview, KOMAF 2021 Energy engineering Automization Robotics Machine engineering Systems and software Industrial electronics Additive manufacturing	

PD: Publishing Date | AC: Ad Close

ISSUE	DATES	TOPICS	TRADE FAIRS
9	AC Aug 25 PD Sep 3	Cover Story: Human-Robot Collaboration, Preview Robot World 2021 Linear technology Machine engineering Metalprocessing Laser technology Measurement technology Surface technology Additive manufacturing	
10	AC Sep 27 PD Oct 4	Cover Story: AI, Digitization Drive technology Linear technology Industry 4.0 Energy engineering CAD/CAM/PDM/PLM Production measurement technology	The Tech (KOMAF) (KINTEX) Oct 19-22 ROBOTWORLD (KINTEX) Oct 26-29 KES (COEX) Oct 26-29 KORMARINE (BEXCO) Oct 26-29
11	AC Oct 24 PD Nov 2	Cover Story: Lightweight, CAD/CAM Automization Robotics Systems and software Industrial electronics Additive manufacturing Industry 4.0	DAMEX (EXCO) Nov 16-19
12	AC Nov 25 PD Dec 4	Cover Story: Automization Machine engineering Metalprocessing Laser technology Industry 4.0 Production measurement technology Linear technology Additive manufacturing	

Digital Advertising

Banner

Domain www.mmkorea.net
Visits per month 5,000
Branded Newsletter 11,000

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.

We empower you!

**Vogel Communications Group
GmbH & Co. KG**

Max-Planck-Straße 7/9
97082 Würzburg
Germany
sales@vogel.de
t +49 931 418-2982
www.vogel.de

