

# VDI nachrichten

Rate card no. 63 effective January 1, 2015



[www.iqm.de/vdi-nachrichten](http://www.iqm.de/vdi-nachrichten)



# 92% of VDI nachrichten readers prefer a more flexible format

Source: frankeconsult reader survey 10\_2014

German engineering is a worldwide byword for the highest technical standards and outstanding performance: **engineers shape the future – they are Germany’s most important resource. Engineers occupy top positions.** They are drivers of innovation who underpin the success of German industry. Which is why they are sought after not only by companies but also by the world of politics. **VDI nachrichten is the newspaper for engineers.** It reaches this top-flight target group **like no other medium in Germany** – practically without wastage. VDI nachrichten is in touch with the life experiences and themes of its readers. **No other newspaper reaches Germany’s most coveted occupational group with the same cost efficiency.** **VDI nachrichten is the home of engineers; it speaks their language, knows their interests and provides the content engineers want.**

[www.iqm.de/vdi-nachrichten](http://www.iqm.de/vdi-nachrichten)

## VDI nachrichten

### VDI nachrichten speaks the language of engineers



VDI nachrichten is Germany’s opinion-leading weekly newspaper for technology, business and society. When it comes to basic information on new technologies and markets, VDI nachrichten is the most important medium for technical management. It supplies comprehensive, up-to-date and forward-looking information on trends and developments in the fields of innovation, society business and technology.

Thanks to VDI nachrichten’s close connections to industry insiders, its readers are always the first to know about – and benefit from – the latest analysis and assessments of the experts.

Every week, the editorial team takes an in-depth look at the following core themes:

- Technology & Society
- Technology & Business
- Technology & Finance
- Management & Career

VDI nachrichten not only writes about technical innovations – it also helps to drive these innovations. The publishing company meanwhile uses numerous (digital) communication channels in order to reach its readers, many of whom are themselves “digital natives”: starting with VDI nachrichten as a weekly newspaper and its own website at [ingenieur.de](http://ingenieur.de) through to the iPad-optimised ePaper and an iPhone app.

According to the LAE 2014 readership survey of decision-makers in business and administration, 234,000 top decision-makers in technical management read VDI nachrichten every week.

#### Circulation (IVW III / 2014):

Print circulation	162,806
Distributed circulation	166,256
Paid circulation	159,028
Subscription	158,138

#### Coverage:

AWA 2014	310,000
LAE 2014	234,000

#### Media information:

[www.iqm.de/vdi-nachrichten](http://www.iqm.de/vdi-nachrichten)

#### Frequency:

weekly on Fridays










European  
**Newspaper**  
AWARD

NEWSPAPER DESIGN & CONCEPT

VDI nachrichten received the **European Newspaper Award** in 2014 for the **creative presentation of new modern visual worlds** on the title page.

## VDI nachrichten

### Rates for solus position/display ads

Size	Width	Height	Rates
 1/1 page	249	371	39,500 €
 2/3 page vert.	148	371	31,900 €
 1/3 page vert.	97.5	371	17,700 €
 1/5 page vert.	47	371	12,600 €
 2/3 page horiz.	249	247	31,900 €
 1/2 page horiz.	249	186	24,000 €
 1/3 page horiz.	249	124	17,700 €
 1/4 page horiz.	249	93	15,600 €
 1/5 page horiz.	249	60	12,600 €





### Discount structure:

3 pages and more	5%
6 pages and more	10%
9 pages and more	15%
12 pages and more	20%






### Text column size (in mm)

1 = 47	3 = 148	5 = 249
2 = 97.5	4 = 198.5	

### Rates for solus position

Size	Width	Height	Rates
 Magazin format	198.5	270	26,300 €
 1/2 page	198.5	231	24,000 €
 1/3 page	148	207	17,700 €
 1/4 page	148	157	15,600 €

### Panorama and fire place ads

Size	Width	Height	Rates
 2 x 1/1 page panorama	528	371	82,100 €
 2 x 1/2 page panorama	528	186	51,100 €
 2 x 1/3 page panorama	528	124	38,600 €
 2 x 1/3 page fire place	326	207	38,600 €
 2 x 1/4 page fire place	326	157	34,300 €

### Printing process

Rotation offset












### Booking, printing material and cancellation deadline:

6 working days prior to publication (12:00 p.m.)

All orders for advertising and inserts are subject to the publisher's terms and conditions as published in the German rate card no. 63.



# VDI nachrichten

## Premium position





Size	Position	Width	Height	Rates
 Flip Ad	Title page	97.5	90	13,900 €
 Opening Spread	Page 2 + 3	528	371	99,500 €
 Center page	Following section opener	326	371	62,500 €
 Skyscraper	Section opener	47	320	11,100 €
 Ear piece	Section opener	50	25	2,400 €
 Island ad	RHP following section opener	148	157	12,200 €
 1/3 page	Page 3	148	207	20,300 €
 1/4 page	Page 3	148	157	17,900 €
 1/2 page horiz.	Page 3	249	186	27,600 €
 1/3 page horiz.	Page 3	249	124	20,300 €
 1/4 page horiz.	Page 3	249	93	17,900 €

Print through gutter 30 mm w

## Flyer advertisements

Size	Width	Height	mm Rate
 Flyer ad 1 col	47	20 – 120	57 €
 Flyer ad 2 col	97.5	20 – 120	57 €

## Non-solus advertisements

Size	Width	Height	Rates
 1/3 page	148	207	13,235 €
 1/4 page	148	157	9,926 €
 1/6 page	97.5	157	6,618 €
 1/8 page	97.5	115	4,963 €

### Fractional ad sizes

Type area	249 x 371 mm
column width	47 mm
No. of columns	5
1/1 page	1,855 mm

Advertisements 300 mm height and more will be invoiced with the full height of 371 mm.

Other formats on request (rate calculation acc. to mm rate of 9.40 €)

## VDI nachrichten



### Ingenieur Karriere

**Ingenieur Karriere** features in-depth reports on career entry and career building. The supplement (235 mm w x 330 mm h) is distributed with VDI nachrichten (170,000 copies). Additional 60,000 copies are distributed to universities.

**Rates valid for display advertisements**

**Publication dates:** April 10 and October 30, 2015

**Booking deadlines:** March 24 and October 13, 2015

Ingenieur Karriere	Flat rate b/w + colour
1/1 page	14,900 €
Junior page	9,990 €
1/2 page	7,990 €
1/3 page	5,600 €
Cover pages	15,900 €



### MBA for Engineers

**MBA for Engineers**, a premium publication for MBA advertisers. Magazin format (235 mm x 330 mm).

165,000 copies as special supplement in VDI nachrichten

**Publication dates:** March 6 and October 9, 2015

**Booking deadlines:** February 19 and September 24, 2015

MBA for Engineers	Flat rate b/w + colour
1/1 page	10,900 €
Junior page	7,500 €
1/2 page	5,800 €
1/3 page	4,400 €
Cover pages	11,900 €

## Loose inserts

Loose inserts are printer matter or objects (samples, CD-ROMs, DVDs) which are loosely inserted in the newspaper.

### Insertion options:

1. Full circulation (subscription circulation in Germany plus newsstand sales)
2. Postal dispatch circulation (subscription circulation in Germany)
3. Partial circulation (random insertion in postal dispatch circulation) from 40,000 units
4. Partial circulation (random insertion in postal dispatch circulation) from 5,000 to 40,000 units
5. Partial circulation in a complete Nielsen area insert based on postal dispatch circulation

**Minimum volume:** 5,000 copies

### Delivery quantity:

The distributed circulation listed in the most recent IVW audit at the time the order is placed forms the basis for orders for loose inserts in the full circulation of VDI nachrichten; in the case of inserts included in the postal dispatch volume, the order is based on the corresponding subscription circulation plus 1%. Please contact the advertising department on +49 (0) 211 6188-461 for details of delivery volumes for Nielsen area inserts.

### Paper weight:

Single sheets or multi-page inserts of format DIN A6 to DIN A4 must have a basis weight of at least 120 g/m<sup>2</sup>.

### Loose insert rates:

The IVW figures at the time of invoice form the basis for billing:

Insert in full circulation                      Distributed circulation

Insert in postal dispatch circulation      Subscription circulation

Prices for circulation splits are based on the delivery quantity.

### Partner advertising:

Inserts used by more than one advertiser are only possible by special arrangement. Such inserts will be subject to a 50% surcharge on the basic price.

### Closing date / Cancellation deadline:

10 workdays prior to publication.

We require 5 binding specimen inserts when the order is placed.

### Discount structure:

2 insertions in IK and/or MBA                      5%

### Technical data:

**Page format:** 230 mm x 305 mm

**Type area:** 200 mm x 272 mm

Page format plus 4mm trim

All colours based on the Euroscala, 60 lines per cm, rotation offset, paper quality 48.8 g/m<sup>2</sup>

### Rates for loose inserts: per 1,000 copies

	Total circulation, post circulation, split runs (from 40,000 copies)	Split runs 5,000 to 40,000 copies or Nielsen areas
up to 20 g	118 €	128 €
for each additional 5g	6.50€	6.50 €

### Formats:

Minimum	105 x 148 mm
Maximum	280 x 390 mm

Fold on the longitude

## VDI nachrichten

Circulation (IVW III/2014):		of which e-paper
Print circulation	162,806	
Distributed circulation	166,256	
Subscriptions	158,138	5,645
News stand	494	–
Other sales	396	46
Paid circulation	159,028	5,691

Nielsen area	Share in %*	Share absolute*
I	14.9	24,772
II	23.6	39,237
III a	13.1	21,779
III b	18.0	29,926
IV	16.9	28,097
V	3.1	5,154
VI	3.0	4,988
VII	3.7	6,151
International	3.7	6,152
Total	100.0	166,256

\*basis: distributed circulation

### Nielsen Areas:

- 
- I. Schleswig-Holstein  
Hamburg  
Bremen  
Lower saxony
  - II. North-Rhine Westfalia
  - IIIa. Hesse  
Rhineland-Palatinate  
Saarland
  - IIIb. Baden-Württemberg
  - IV. Bavaria
  - V. Berlin
  - VI. Mecklenburg West Pomerania  
Brandenburg  
Saxony-Anhalt
  - VII. Thuringia  
Saxony

### Specifications for loose inserts:

**Format** (width x height): at least 105 x 148 mm (DIN A6), max. 280 x 390 mm.

#### Weight

- a) Minimum weight for 2-sided loose inserts (1 sheet) 120 g/m<sup>2</sup> (Single sheets below this weight must be folded).
- b) Details of maximum weight on request.

#### Processing condition

- a) Folding: closed on at least one side. In the case of brochures exceeding 280 mm in width, there must always be a closed fold on a longitudinal side. Otherwise the brochures must be folded one more time. Fanfolds, gatefolds, circular formats and oval formats are not possible.
- b) Trim: all loose inserts must be cut rectangular and to the same format. Inserts must not exhibit any burring on the trim edge due to blunt cutting blades.
- c) Glued-on products: postcards must always be glued to the inside of the insert. They must be glued flush to the fold at the top or bottom of the insert. Loose inserts with products glued to the outside and special formats like cutout inserts or product samples are only possible on request and following submission of a specimen insert.
- d) Stapling: if the inserts are stapled at the spine, the staple thickness should be suitable for the insert in question. Thin inserts should always be glued at the spine or fold.

#### Packaging and transport

- a) Delivery: 5 workdays prior to publication at the latest to:  
**Druckzentrum Mörfelden-Walldorf, Kurhessenstraße 4 – 6,  
64546 Mörfelden-Walldorf-Industriegebiet.**  
Mon – Thu from 6:30 am to 3:30 pm; Fri from 6:30 am – 1:30 pm.  
The delivery must be marked: loose inserts for VDI nachrichten, issue ...
- b) Delivery condition: the supplied inserts must be suitable for immediate, flawless processing without the need for any additional manual work. We cannot process inserts that are stuck together because the printing ink was not fully dry, inserts that have high electrostatic charges or inserts that have become moist. The same applies to inserts with folded corners (dog's ears) or edges, crease folds or displaced (round) spines.
- c) Palletisation: the loose inserts must be cleanly stacked on sturdy pallets. Each pallet must be clearly and visibly marked using a pallet card corresponding to the delivery note. Please use Europallets.
- d) Layer thickness: the non-interleaved layers with straight edges should be between 80 and 100 mm high to allow easy manual picking.

### Organisational requirements for digital copy/artwork

#### Data requirement:

The order directory must contain all information and elements required to produce the advertisement - including a text file listing client details, motif, advertisement size, publication date, sender, contact person, phone and fax number.

#### Additional information:

Before each ISDN transmission, the advertising department must be in possession of an order sent by the client including a copy of the ad. The order should make reference to the transmission of copy/artwork by ISDN and should also list the sender as well as contact details (name and phone number).

The advertising deadline is the same as for analogue advertising materials.

#### Contact:

Ulrike Artz  
Telephone: +49 211 6188 461  
Fax: +49 211 6188 310  
Email [abwicklung@vdi-nachrichten.com](mailto:abwicklung@vdi-nachrichten.com)

# VDI nachrichten

## Technical specifications

**Printing method:** newspaper offset

**Type area:** 371 x 528 mm

**Process standard:** newspaper print ISO 12647-3;2005.

**Colour:**  
Standard ISO 2846-2. Colours are based on cyan, magenta, yellow and black, close to HKS-S standard.

**Copy process:** computer to plate

**Screen:** 48 lines/cm

**Screen dot:** moderate chain point

**Tonal value:** shadow dot up to max. 90 %, light dot can run to white (less than 3 %)

**Full tone density:** the total value must not exceed 240 %; for an average ton (40%) please consider a density increase of 26%.

**Screen angle:** C=15°, K=135°, M=75°, Y=0°

**Weight of type:** positive 6 point, negative 8 point, screen 12 point

**Negative lines:** positive 0.5 point, negative 1 point

### Technical requirements for digital printing material

**Operating system:**  
Windows XP and Apple Macintosh

**Programmes:** QuarkXPress 7.2, InDesign CS, Illustrator CS, CorelDraw 13. (max. Version)

**File formats.** EPS, PS, PRN, JPG, PDF

All fonts and images used in the ad must always be supplied. Colour images in CMYK. Alternatively texts can be converted into character paths (exported as curve).

**Colour separation:** colour should be delivered non-separated; please do not use RGB or LAB data.

**Image resolution:**  
240 dpi for colour and grey tone images  
1,270 dpi for line drawings

Please use ISOnewspaper26v4.icc for your colour management workflow

- A Automotive & Mobility
- F Finance
- I Industry, Industrie 4.0
- C IT & Communication, Consumer Electronics
- S SMEs
- E Sustainability & Energy

## SPECIAL TOPICS IN 2015

Issue	PD*	CD**	Topic categories					Topic	Content	
			A	F	I	C	S			E
1/2	9/1/15	30/12/14			x			2015 outlook for industry		
						x		CES	Smart TV, ultra-high definition, navigation and new gadgets; to mark the CES, Las Vegas, 6-9/1/15	
3	16/1/15	8/1/15	x					Detroit Motor Show	To mark the Detroit Auto-Show, Detroit, 12-25/1/15	
4	23/1/15	15/1/15			x			Industry 4.0	The series "Industry 4.0" in VDI nachrichten outlines front-to-end engineering and solutions for real-time applications; implementation procedures for migration from 3.0 to 4.0; licensing and business models; reference architectures in automation and IT; networking of value added chains; architectures and security concepts for Industry 4.0 systems; to mark the VDI Congress in Düsseldorf (28-29/01): with exclusive distribution and moderation by VDI nachrichten	
5	30/1/15	22/1/15						x	Energy-efficient construction	New building materials, automated construction, RFID on the building site, high-tech facades; to mark the Bau trade fair, Munich, 19-24/1/15
6	6/2/15	29/1/15						x	Energies of the future I	Energy transition in Germany following the election: quo vadis? Winners and losers of the new policy, electricity and gas networks, smart grids, new power plants, the German energy market, reliable electricity supply, electricity storage, renewables; to mark the E-world energy & water trade fair, Essen, 10-12/2/15
			x				x		Start-up finance I	Venture capital panel
				x					Transport and logistics I	Logistics, transport, intralogistics, tracking, warehouse technology, shipping; to mark the LogiMAT trade fair, Stuttgart, 10-12/2/15
7	13/2/15	5/2/15								
8	20/2/15	12/2/15	x						Mobility of the future I	Models, drive concepts, automotive electronics; to mark the Geneva Motor Show, Geneva, 5-15/3/15



## VDI nachrichten

Issue	PD*	CD**	Topic categories					Topic	Content
			A	F	I	C	S		
9	27/2/15	19/2/15				x		Mobile World preview	The latest news from the world's biggest mobile phone fair, the Mobile World in Barcelona, with new smartphones, network technologies, software and services; to mark the Mobile World Congress trade fair, Barcelona, 2-5/3/15
10	6/3/15	26/2/15				x		Mobile World news	The latest news from the world's biggest mobile phone fair, the Mobile World in Barcelona, with new smartphones, network technologies, software and services; to mark the Mobile World Congress trade fair, Barcelona, 2-5/3/15
							x		Sanitary installations, heating
11	13/3/15	5/3/15				x		CeBIT preview	All the news and products from the world's biggest IT and TC fair: cloud computing, virtualisation, big data, IT security, software and hardware, Internet, telecommunication, networks, displays, printers, mobile computing, home networking, RFID, navigation, green IT; to mark the CeBIT, Hannover, 16-20/3/15
				x				x	SME finance I
12	20/3/15	12/3/15				x		CeBIT	All the news and products from the world's biggest IT and TC fair: cloud computing, virtualisation, big data, IT security, software and hardware, Internet, telecommunication, networks, displays, printers, mobile computing, home networking, RFID, navigation, green IT; to mark the CeBIT, Hannover, 16-20/3/15

## SPECIAL TOPICS IN 2015

Issue	PD*	CD**	Topic categories					Topic	Content
			A	F	I	C	S		
13/14	27/3/15	19/3/15			x			Hannover Fair preview	Automation technology, drive engineering, sensor technology, CAD/CAM, PLM, Industry 4.0, energy efficiency, energy generation, electricity networks, electromobility, lightweight construction, materials; to mark the Hannover Fair, Hannover, 13-17/4/15
						x			CeBIT news
15	10/4/15	2/4/15			x			Hannover Fair	Automation technology, drive engineering, sensor technology, CAD/CAM, PLM, Industry 4.0, energy efficiency, energy generation, electricity networks, electromobility, lightweight construction, materials; to mark the Hannover Fair, Hannover, 13-17/4/15
16	17/4/15	9/4/15			x			Hannover Fair news	Automation technology, drive engineering, sensor technology, CAD/CAM, PLM, Industry 4.0, energy efficiency, energy generation, electricity networks, electromobility, lightweight construction, materials; to mark the Hannover Fair, Hannover, 13-17/4/15
17/18	24/4/15	16/4/15	x				x	Start-up finance II	Business angels panel
					x				Transport and logistics II
19	08/5/15	30/4/15			x			Automation	Automation and quality assurance: sensors, measuring technology, image processing, quality management systems; to mark the Sensor + Test trade fair, Nuremberg, 19-21/5/15 and the Control fair, Stuttgart, 5-8/5/15
20	15/5/15	7/5/15							



## VDI nachrichten

Issue	PD*	CD**	Topic categories					Topic	Content
			A	F	I	C	S		
21	22/5/15	14/5/15							
22	29/5/15	21/5/15		x				x	SME finance II Credit for SMEs, leasing, factoring, liquidity management, stock exchanges, corporate bonds, mezzanine capital, IPOs
								x	Green section I Core theme "Intersolar"; "swe Photovoltaik"; heat generation using solar collectors, production of solar cells and modules, large-scale solar thermal power plants, grid parity, the role of German producers in the world market, China and India - markets of the future; environmental technologies, renewables, bioeconomy, biomass, resource efficiency, green economy; to mark the IntersolarEurope trade fair, Munich, 10-12/6/15
23	05/6/15	28/5/15				x	x		Cloud computing for SMEs SMEs have discovered cloud computing and big data; what are the different types of cloud computing and big data; who can benefit from them, and who is better off without them? And what about data security and high availability?
24	12/6/15	3/6/15			x				Achema The process industry is the innovative motor and the growth driver of the global economy; energy transition, globalisation, eco and process efficiency, and bioeconomy are among the key themes for the sector; to mark the Achema trade fair, Frankfurt, 15-19/6/15

## SPECIAL TOPICS IN 2015

Issue	PD*	CD**	Topic categories					Topic	Content
			A	F	I	C	S		
25/26	19/6/15	11/6/15			x				Laser technology Laser machining, laser technology, laser systems, industrial image processing and photonics, medical technology, life sciences. To mark the Laser trade fair (World of Photonics), Munich, 22-25/6/15
				x				x	Start-up finance III Venture capital panel
					x				Aerospace Presentation of the latest technologies in the aerospace industry and the associated systems, like aircraft engines and satellite technology; turbines, aircraft assembly, maintenance, satellite telecommunications, cabin and on-board equipment, surface treatment. To mark the ILA trade fair at the Le Bourget Exhibition Centre, Paris, 15-21/6/15
27/28	3/7/15	25/6/15			x				The latest developments in chip production To mark the conference of "Silicoon Saxony"
29/30	17/7/15	9/7/15							
31/32	31/7/15	23/7/15							
33/34	14/8/15	06/8/15		x				x	SME finance III Credit for SMEs, leasing, factoring, liquidity management, stock exchanges, corporate bonds, mezzanine capital, IPOs
35	28/8/15	20/8/15			x			x	Mechanical engineering in Southern Germany Mechanical engineering, energy efficiency, product development, automotive technology, medical technology
						x			IFA preview All the news and products from the world's biggest consumer electronics fair, the IFA in Berlin: TV, audio, computers, smart home, navigation and household appliances; to mark the IFA in Berlin, 5-10/9/15
36	04/9/15	27/8/15				x			IFA news All the news and products from the world's biggest consumer electronics fair, the IFA in Berlin: TV, audio, computers, smart home, navigation and household appliances; to mark the IFA in Berlin, 5-10/9/15

## VDI nachrichten

Issue	PD*	CD**	Topic categories					Topic	Content	
			A	F	I	C	S			E
37	11/9/15	3/9/15						x	Energies of the future II	Energy efficiency, power plant technology, cogeneration, supply reliability, gas networks, district heat; worldwide benchmarks for developments in the wind power industry; has the technology proven itself or is innovation worthwhile? To mark the HusumWind trade fair, Husum, 15-18/9/15
			x							Mobility of the future II
38	18/9/15	10/9/15	x						IAA news	Trucks, transporters, buses, electronics in and around the car; Many of the innovations in the automotive sector concern automobile electronics: from sophisticated assistant systems to car-to-car communication; to mark the IAA Motor Show, Frankfurt, 17-27/9/15
39	25/9/15	17/9/15		x				x	SME finance IV	Credit for SMEs, leasing, factoring, liquidity management, stock exchanges, corporate bonds, mezzanine capital, IPOs
					x					Factory of the future

## SPECIAL TOPICS IN 2015

Issue	PD*	CD**	Topic categories					Topic	Content	
			A	F	I	C	S			E
40	2/10/15	24/9/15			x				EMO	In line with this year's slogan "Let's build the future", the EMO 2015 presents the machines of the future, innovative technologies and the very latest trends in the sector; machine tools, tools, robotics, automation technology, energy efficiency, quality control measuring technologies; to mark the EMO trade fair, Milan, 5-10/10/15
								x		Energies of the future III
41	9/10/15	1/10/15			x				Technology in the care	The REHACARE is the international trade fair sector for rehabilitation, prevention, inclusion and care; everyday aids, barrier-free living concepts, ideas for leisure, mobility, security systems, medical care, orthopaedic aids, nutrition, communication, occupational therapy; to mark the Rehacare trade fair, Düsseldorf, 14-17/10/15
42	16/10/15	8/10/15						x	Green section II	Environment-friendly energies and energy storage, sustainability, CO2 reduction, water protection, recycling, closed-loop economy, climate protection
43	23/10/15	15/10/15		x				x	Start-up finance IV	Venture capital panel

## VDI nachrichten

Issue	PD*	CD**	Topic categories					Topic	Content	
			A	F	I	C	S			E
44	30/10/15	22/10/15			x				Industry 4.0	Industry 4.0 extends beyond the Internet of things and services, and covers all levels from the shop floor, through organisation and planning, to the creation of standards; the series „Industry 4.0“ in VDI nachrichten outlines front-to-end engineering and solutions for real-time applications; implementation procedures for migration from 3.0 to 4.0; licensing and business models; reference architectures in automation and IT; networking of value added chains; architectures and security concepts for Industry 4.0 systems
45	6/11/15	29/10/15			x				Beverage industry	Leading European fair for the production and marketing of beer and non-alcoholic beverages; the process chain of beverage production: raw materials, technologies, logistics, marketing; to mark the BrauBeviale trade fair, Nuremberg, 10-12/11/15
46	13/11/15	5/11/15			x				Medical technology	Medical technology, telemedicine, imaging, electro-medicine, laboratory equipment, diagnostics and medicines; to mark the MEDICA and COMPAMED trade fairs, Düsseldorf, 16-19/11/15
					x				SPS IPC preview	Control technology, drive engineering, sensor technology, mechatronics, Ethernet, field buses, embedded systems, Industry 4.0; to mark the SPS IPC Drives fair, Nuremberg, 24-26/11/15
47	20/11/15	12/11/15	x						Automation SPS IPC Drives	Control technology, drive engineering, sensor technology, mechatronics, Ethernet, field buses, embedded systems, Industry 4.0; to mark the SPS IPC Drives fair, Nuremberg, 24-26/11/15

## SPECIAL TOPICS IN 2015

Issue	PD*	CD**	Topic categories					Topic	Content	
			A	F	I	C	S			E
48	27/11/15	19/11/15		x				x	SME finance V	Credit for SMEs, leasing, factoring, liquidity management, stock exchanges, corporate bonds, mezzanine capital, IPOs
					x				The Internet of Things	Contactless radio technology RFID in practice in different industries, machine-to-machine communication enhances production operations, tracking of goods and much more; to mark the Euro-ID trade fair, Frankfurt, 17-19/11/15
49/50	4/12/15	26/11/15								
51/52/53	18/12/15	10/12/15								

# VDI nachrichten

## In a class of its own: the “BusinessKombi” rate combination

Through the flexible combination of the four high-quality media brands Handelsblatt, VDI nachrichten, Der Tagesspiegel\* and DIE ZEIT, the Businesskombi idea allows advertisers to put together tailored content-based concepts to systematically target specific decision-maker target groups of key relevance to their campaign – providing a direct line to opinion leaders and multipliers as well as the narrower core target group of B2B decision-makers and readers who make the important decisions in the private sphere.

The main advantage of the BusinessKombi system lies on the effective use of the strengths of these four successful media brands to meet the specific requirements of the campaign in question.

### “BusinessKombis” at a glance

	Handelsblatt	VDI nachrichten	TAGESSPIEGEL	DIE ZEIT
Technical	■	■		
TechnicalBerlin	■	■	■	
Premium	■			■
TechnicalPremium	■	■		■
Berlin	■		■	
BerlinPremium	■		■	■
XXL	■	■	■	■

\*Total publication incl. Potsdamer Neueste Nachrichten

## Publisher’s details

### Terms + Conditions:

As stated on [www.iqm.de/vdi-nachrichten](http://www.iqm.de/vdi-nachrichten)

### Bank details:

Commerzbank AG  
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 Bank Code: 300 800 00  
 SWIFT/BIC: DRES DE FF 300  
 IBAN: DE59 3008 0000 0214 0020 00

### Payment terms:

14 days after receipt of invoice  
 Advance payment: -2%

**Frequency:** weekly on Fridays

**Agency commission:** 15% of the client net rate

### “BusinessKombi” discounts

Booking of 2 publications	2 %
Booking of 3 publications	4 %
Booking of 4 publications	7 %

Existing contracts for the individual publications will be taken into consideration.

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