

## Media Information 2010



### 4 issues annually in January/April/July/October

All issues published in German/English

Updated market mirror appears regularly in April and October

Print run: 3000 copies

Distribution: 1950 copies to subscribers

600 copies to changing target groups

450 copies for special distribution at trade fairs, seminars, etc.

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#### [Issue 1/2010](#)

#### **System engineering**

Copy deadline: 04.01.2010

Publishing date: 25.01.2010

#### [Issue 2/2010](#)

#### **Quality management**

Copy deadline: 01.04.2010

Publishing date: 26.04.2010

#### [Issue 3/2010](#)

#### **Process technology Safety features**

Copy deadline: 02.07.2010

Publishing date: 26.07.2010

#### [Issue 4/2010](#)

#### **Claims**

Copy deadline: 03.09.2010

Publishing date: 27.09.2010

#### Regular topics

- A review to the "Wiesbaden heat treatment-exhibition"
- Heat treatment industry contacts and reports
- News from the heat treatment and related companies
- Seminar dates

#### **Market mirror in the spring of 2010 - with link to your website-**

We introduce interesting companies from the material technology and heat treatment industry.

Preview of the 66<sup>th</sup> Hardening Colloquium

#### **Market mirror in the autumn of 2010 - with link to your website-**



## Price List 2010

| <b>Magazine Format</b><br>DIN A4, 297 x 210 mm, portrait   | <b>Format</b> | <b>Width x Height<br/>mm</b> | <b>€(EURO)</b> |
|--|---------------|------------------------------|----------------|
| <b>Printing Area</b><br>260 mm (height) x 175 mm (width)   | 1/1 page b/w  | 175 x 260                    | 1.185,-        |
|  | 2-coloured    |                              | 1.390,-        |
|  | 4-coloured    |                              | 1.810,-        |
| <b>Print Run</b><br>3000 copies  | 1/2 page b/w  | 175 x 125                    | 665,-          |
|  | 2-coloured    | 85 x 260                     | 975,-          |
|  | 4-coloured    |                              | 1.275,-        |
| <b>Publishing Dates</b><br>Quarterly<br>January/April/July/October   | 1/4 page b/w  | 175 x 58                     | 340,-          |
|  | 2-coloured    | 85 x 125                     | 550,-          |
|  | 4-coloured    |                              | 760,-          |
| <b>Branches and Target Groups</b><br>Heat treatment companies<br>Design, production, purchasing in<br>Metal processing<br>Metal refinement<br>Tool manufacture<br><br>Steel production<br>Steel processing | 1/8 page b/w  | 85 x 58                      | 240,-          |
|  | 2-coloured    | 40 x 125                     | 340,-          |
|  | 4-coloured    | 175 x 26                     | 550,-          |
|  | Title page*)  | 190 x 190                    | 2.560,-        |
|  | Back cover*)  | 175 x 190                    | 2.560,-        |

\*) always published in 4 colours. Colours corresponding to Euro scale Special colours request only

### Printing Artwork

See memo "Electronically Transmitted Printing Artwork"

The printing costs for corporate portraits are the same as those for ads, plus additional individual interview and processing costs.

### Discounts

2 ads/year: 3%  
3 ads/year: 5%  
4 ads/year: 10%

If no lithographs are supplied, the production of lithographs will be charged according to actual expenditures

All special costs, including colour surcharges, are ineligible for discounts

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## Instructions for electronically transmitted printing documents (supplement to advertising price list)

**ISDN address:** +49 (0)2831/4554 Leonardo Pro/MAC

**Please send a copy of the ad motif and the name of the file folder  
(for remote data transmission) by fax to No.. +49 (0)2835/ 9606-60**

**Data carrier:** DOS and MAC; CD-ROM  
**Operating systems:** Macintosh OS; Windows 98 / NT / 2000 / XP / Vista  
**Software:** QuarkXPress; Photoshop; Free Hand; Illustrator; Coral Draw  
**Fonts:** Please specify all fonts used in your documents and store these on your data carrier. The supplied fonts will be used exclusively for processing of your data.

**Imported files:** Store in original format on the data carrier.  
**Graphic images:** If the data have been compressed, please enclose the decompression program module.

**Images/resolution:** CMYK/ 300 dpi

**Colour ads/  
proofs:** For each ad to be processed, please enclose either a **binding colour proof** or a b/w proof of each colour. For 4-colour ads we require a standardized **digital proof / Cromalin** or a print-out with a standardized media control strip. Colour proofs made on a colour copier are not binding for printing.

**Warranty:** The printing companies working on our behalf can only process the data delivered on the data carriers supplied by you. We do not assume any liability for deviations in text, images and colours.

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