

General Information

Frequency 10 times a year
Volume volume 97, 2021
Web-Address (URL) alu-web.de

Membership –
Organ –
Publisher Giesel Verlag GmbH, Hannover, Germany

Publishing house Giesel Verlag GmbH, Office Augsburg
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 Giesel Verlag GmbH
 Part of Schlütersche Media Group
 schluetersche.de

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Subscription price

Germany EUR 332.00
 Europe EUR 332.00
 Airmail surcharge EUR 77.00
 Overseas US\$ 444.00
 Single retail price EUR 34.60
 Single retail price overseas US\$ 45.30

ISSN 0002-6689

Content analysis 2019 = 10 issues

Magazine format DIN A4
 Total content 896 pages = 100.00 %
 Editorial content 674 pages = 75.22 %
 Advertising content 222 pages = 24.78 %

Consisting of

Classified ads –
 bound inserts 1
 ads of publishers
 and print shops 12 pages = 1.30 %

Loose inserts 1 piece
 Partial loose inserts –

Editorial content analysis in 2019 = 674 pages

Editorial	10 pages	= 1 %
Content	20 pages	= 3 %
News in brief	34 pages	= 5 %
Company reports (Economy & Technology)	45 pages	= 7 %
Industry and country reports	38 pages	= 6 %
Aluminium smelting industry and equipment suppliers	90 pages	= 13 %
Aluminium semis industry and equipment suppliers	121 pages	= 18 %
Mould casting and equipment	27 pages	= 4 %
Secondary aluminium industry and equipment suppliers	38 pages	= 6 %
Heat treatment	36 pages	= 5 %
Machining	18 pages	= 3 %
Joining technology	13 pages	= 2 %
Markets and application	19 pages	= 3 %
Environment and ecology	22 pages	= 3 %
Company news worldwide	49 pages	= 7 %
Research	25 pages	= 4 %
Documentation: events, literature, etc	32 pages	= 5 %
Other	37 pages	= 5 %
	674 pages	= 100 %

Recipient Structure Analysis

Branches / Economic sector / Subject area / Professional group

Sector	%	copies
Aluminium production (primary) Remelting (secondary)	13,9	628
Semis manufacture		
• extrusion plants	29,2	1.323
• rolling plants	15,1	685
• without further classification	2,9	126
Foundries	12,3	558
Surfaces / Aluminium finishing	6,1	278
Recycling / disposal	3,4	154
Aluminium / semis trading	8,3	374
Equipment manufacturers and suppliers	6,4	291
Univertities/Colleges	1,5	68
Other	0,9	41
Annual average of actually distributed circulation	100,0	4.526

 **Circulation control**
Audit Bureau of Circulation

Job characteristic: Areas of responsibility: not collected
Job characteristic: Position in the company: not collected

Education
Age
Local size classes



was not collected because not relevant for the utility value of the trade magazine

Recipient Structure Analysis

Continent / Country	%	copies
Europe		
- Germany	26,80	1.212
- Switzerland	3,01	136
- Austria	2,61	118
	32,39	1.466
- BeNeLux	2,52	114
- Scandinavia	2,63	119
- Great Britain	2,06	93
- France	3,58	162
- Italy	4,84	219
- Spain/Portugal	1,90	86
- East Europe	1,61	73
- Greece	0,57	26
- Turkey	3,34	151
- other Europe	0,29	13
	23,34	1.056
America		
- USA	14,39	651
- Canada	2,36	107
- Central America	1,35	61
- South America	2,23	101
	20,33	920

Continent / Country	%	copies
Asia		
- Middle East	2,92	132
- Russia	1,24	56
- VR China	7,98	361
- Taiwan	1,53	69
- Japan	1,81	82
- Korea	0,84	38
- India	3,20	145
- South-East Asia	1,30	59
	20,81	942
Africa		
- South Africa	0,27	12
- Egypt	0,35	16
- Other Africa	0,27	12
	0,88	40
Australia / New Zealand		
- Australia	1,92	87
- New Zealand	0,33	15
	2,25	102
In total	100,00	4.526



Circulation control
Audit Bureau of Circulation

Ad rate card nr. 59 valid from october 27, 2020

Circulation annual average (according to AMF scheme 2, number 17)

Print run	4 550 copies
Actually distributed circulation:.....	4 526 copies

Magazine format

.....210 mm wide, 297 mm high, DIN A4	
Print space	188 mm wide, 272 mm high
Number of columns.....	4 columns = column width 44 mm
	3 columns = column width 60 mm

Printing and binding, print documents

Offset printing; adhesive binding. Delivery of digital print documents is required (refer to info on "digital print documents"). Cost prices will be charged for files that are not accurate in size and for the generation of color ads.

Dates

Frequency	10 issues per year
Publication date	refer to editorial calendar
Closing date for ads and copy.....	refer to editorial calendar

Publisher..... Giesel Verlag GmbH – Office Augsburg

Office address	Goegginger Str. 105a, D-86199 Augsburg
Phone	+49(0)821 319880-0
Fax	+49(0)821 319880-80
Internet.....	giesel.de
E-Mail	info@giesel.de

Terms of payment

On pre-payments and payments with credit card 3% discount, on payment within 8 days after invoice date 2% discount, but 30 days after invoice date without deduction.

VAT-Number: DE 115051385

Bank details for advertising invoices

Commerzbank Hannover Nr. 1500222 (BLZ 250 400 66),
IBAN-Nr. DE 03250400660150022200, Swift-Code: COBADEFF 250

Discounts (when purchasing within one insertion year)

Series discounts		Volume discounts	
3 ads	5 %	2 pages	10 %
6 ads	10 %	4 pages	15 %
12 ads	15 %	6 pages	20 %
		12 pages	25 %

Combinations

Larger acquisitions and multiple year orders on request

You can find our general terms and conditions on our homepage:
<http://schluetersche.de/AGB>

Ad rate card nr. 59 valid from october 27, 2020

Preferred positions

2nd cover, 4c	4.440.- €
3rd cover, 4c	4.170.- €
4th back cover, 4c cover, 4-colored	4.440.- €
	on request

Type setting and litho costs

Technical costs for typesetting and corrections are charged at cost price and are not discountable.

Surcharges

Colour surcharges

per scale colour	1/1 page	390.- €	1/4 page	125.- €
	1/2 page	240.- €	1/8 page	90.- €
	1/3 page	230.- €		

Positioning

Across spine	add 10 % to b/w basic price
Bleed ads	add 10 % to b/w basic price

Classified ads

Categories, sales, bids, job offers, miscellaneous	per millimetre	4.10 €
	box number charge	8.00 €

Special forms of advertising – on request

Registrations in the suppliers directory

1 Line (2 mms high, 35 posters) per issue.	5,50 €
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Headwords are not calculated. Minimum period of at least one year. Changes and new registrations are only possible at the beginning of a quarter for technical reasons. Logos are deducted after mm.

Loose inserts (non-discountable)

Total circulation.....Price per thousand.....Total circulation.....Price per thousand	
up to 25 g.....307.- €.....up to 40 g.....390.- €	
up to 30 g.....340.- €.....up to 45 g.....418.- €	
up to 35 g.....363.- €.....up to 50 g.....445.- €	

Heavier inserts, partial inserts and possible postage on request.
Maximum format 205 x 290 mm.

Bound inserts

Special formats on request. When an order is placed a sample has to be submitted. Please deliver bound inserts in an untrimmend format of 216 mm width and 303 mm height (adhesive binding), multiple-page bound inserts folded.

Paper weight	up to 130 g	up to 170 g	over 170 g
2 page	EUR 3.380.-	EUR 3.720.-	EUR 4.090.-
4 page	EUR 5.050.-	EUR 5.575.-	EUR 6.140.-
8 page	EUR 7.610.-	EUR 8.370.-	EUR 9.200.-

Different paper weights on request

Tip-ins

Postcards in combination with an ad or bound insert

Insert charge for DIN A6 format with a weight of up to 5 g	690.- €
Plus glueing costs per thousand	on request
Plus distribution costs	on request

Samples/CDs/booklets

Prices and glueing costs on request along with submission of a binding sample.
Supply quantity for inserts and postcards etc. is 4 600 copies.
The publisher reserves the right to increase the circulation on special occasions.

Delivery address for positions

Silber Druck oHG
Otto-Hahn-Straße 25, 34253 Lohfelden
Delivery note: Trade magazine, *Aluminium Journal*, issue...
Delivery free printing house.
Delivery 10 days prior to publication date at the latest.

Additional information

Digital print documents

The following conditions have to be met for a correct processing of digital print documents:

Preferred data format

Printable PDF or X-3 files (with embedded fonts and image files) from QuarkX-Press, InDesign, Illustrator, Photoshop or Freehand.

Please save to trimmed size without trim and register marks, etc.

When delivering open files (incl. fonts and high-resolution images) as well as files from programs such as WORD, EXCEL, PowerPoint, Pagemaker or CorelDraw, we cannot take responsibility for the quality of the advertisements. Extra costs are charged according to effort for these formats.

Images files

Resolution of colour or grey scale images at least 300 dpi

Line drawing at least 600 dpi

Colour

CMYK, no RGB or special colours

Print method

Web offset printing adhesive binding

Data transfer

E-Mail: anzeigendaten-ajo@schluetersche.de

In case of larger data volume delivery via NextCloud. Please ask in advance.

In case of any questions: Phone +49(0)511 8550 2522

Please state magazine_issue_advertiser when sending the data and send exact order data as well as an authoritative printed version of your advertisement.

The publisher assumes no responsibility for colour deviations and text positions in the advertisement, if files were not saved in the formats specified above and no colour-reference proofs were sent.

Technical costs

Work costs will be charged for designing/producing advertisements and changing templates that do not correspond to size as well as handling all templates that do not correspond to the printing method.

Technical requests/contact

E-Mail to anzeigendaten-ajo@schluetersche.de

Phone +49(0)511 8550-2522

alu-web.de

Discounts

Discount on standard advertising for acceptance within 12 months (insertion year).
 5 % from 2 advertising formats
 10 % from 4 advertising formats
 15 % from 6 advertising formats
 Combination discount with banner in newsletter possible.

Data formats

PNG, GIF, JPG (max. 40 kB), HTML5 (max. 400 kB)
 Please note with HTML5 banners: Deliver elements in a zip file, integrate a fallback solution for non-compatible browsers.

Delivery address

Please send your advertising material for your campaign by E-Mail to:
anzeigendaten-ajo@schluetersche.de

Term of delivery

Banner:

Delivery **two weeks** before the start of the campaign.
 Please inform us on delivery, to which URL you want to link.

Content advertising:

Delivery two weeks before the start of the campaign.

Rotation

A maximum of 5 banners can be booked per banner place.
 The rotation takes place per click.

Newsletter

Discounts newsletter

Discount on banner placement and text ad in the newsletter on acceptance within 12 months (insertion year).
 3 times 5%
 6 times 10%
 10 times 15%

Data format

GIF, JPEG (max. 100 kB), HTML5 (max. 400 kB)
 Please note with HTML5 banners: Deliver elements in a zip file, integrate a fallback solution for incompatible browsers. Outlook cannot display animated ads.

Delivery address

Please send your advertising material for your campaign by E-Mail to:
anzeigendaten-ajo@schluetersche.de

Term of delivery

Delivery one week before the start of the campaign.
 Please inform us on delivery, to which URL you want to link.