

# Further information

## Title portrait

**Frequency:** ..... 23 times a year + 1 time published as an ePaper

**Magazine format:** ..... DIN A3

**Volume:** ..... 52. volume 2021

**Subscription price:** (in each case **including** shipping costs):

Annual subscription Germany ..... 186.50 € (incl. VAT)

Annual subscription abroad ..... 190.50 € (without VAT)

Unit price Germany ..... 8.40 € (incl. VAT)

Unit price abroad ..... 8.70 € (without VAT)

**Organ:** ..... -

**Membership/Participation:** ..... -

**Publishing house:** ..... Giesel Verlag GmbH  
 Office address ..... Goegginger Straße 105a,  
 86199 Augsburg, Germany  
 Phone ..... +49(0)821 319880-0  
 Fax ..... +49(0)821 319880-80  
 E-Mail ..... info@schluetersche.de  
 Internet ..... giesel.de

**Publisher:** ..... Günter Kögel

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## Volume analysis 2019 = 23 issues

Magazine format: ..... 1780 pages = 100.0 %  
 Editorial content: ..... 1264 pages = 71.0 %  
 Advertising content: ..... 516 pages = 29.0 %  
 consisting of supplier directory ..... 110 pages = 21.3 %  
 bound inserts ..... -  
 ads of publishers and print shops ..... 57 pages = 11.0 %  
 Loose inserts: ..... 9 pieces


## Content analysis 2019

Editorial content	Editorial part		Editorial content	Editorial part	
	rounded	in %		rounded	in %
Economy/industry	384.1	30.4	PUR processing	17.5	1.4
Additive production	18.9	1.5	Quality security	32.6	2.6
Additive/Masterbatches	23.0	1.8	Recycling	22.4	1.8
Blow mould technology	5.9	0.5	Robotic und automation	57.7	4.6
Elastomere	35.3	2.8	Silos and containers	5.5	0.4
Extrusion	46.6	3.7	Software	9.5	0.7
Automotive engineering	21.8	1.7	Injection moulding	130.3	10.3
Joining technology	12.0	0.9	Temperature control devices	32.7	2.6
Hot runners technology	15.4	1.2	Thermoform technology	16.2	1.3
Industry 4.0	14.8	1.2	Separation	2.0	0.2
Country portraits	23.7	1.9	Composites	27.1	2.1
Material supply	34.0	2.7	Packaging	15.2	1.2
Medical technology	5.4	0.4	Materials	77.9	6.2
Trade shows and exhibitions	81.2	6.4	Tools and mould construction	52.3	4.1
PET systems	11.9	0.9	Others	31.5	2.5
<b>Total</b>				<b>1.264</b>	<b>100.00</b>

\* inklusive K-Praxis

# Further information

## Circulation and distribution analysis

**Circulation control:** 

**Circulation analysis:** Annual average of copies per issue (July 1st 2019 to June 30th 2020)

<b>Print run:</b>	15.622		
<b>Actually distributed circulation: (tvA)</b>	15.532	<b>thereof abroad:</b>	1.519
<b>Paid circulation</b>	1.650	<b>thereof abroad:</b>	463
– Subscriptions:	1.207	thereof member pieces:	154
– Retail:	–		
– Other sale:	443		
<b>Free samples:</b>	13.882		
<b>Rest-, archive- and voucher copies:</b>	90		

### Geographic distribution analysis

Economic area	percentage of circulation actually distributed	
	%	copies
Germany	90,2	14.013
Abroad	9,8	1.519
<b>Actually distributed circulation</b>	<b>100,0</b>	<b>15.532</b>

According to Nielsen-areas:		
Basic: Destrict statistics evaluations + shipping lists	%	copies
Schleswig-Holstein, Hamburg, Niedersachsen, Bremen <b>NIELSEN 1</b>	11,45	1.604
Nordrhein-Westfalen <b>NIELSEN 2</b>	26,21	3.672
Hessen, Rheinland-Pfalz, Saarland <b>NIELSEN 3a</b>	13,33	1.868
Baden-Württemberg <b>NIELSEN 3b</b>	19,78	2.772
Bayern <b>NIELSEN 4</b>	18,43	2.583
Berlin <b>NIELSEN 5</b>	1,49	208
Brandenburg, Mecklenburg-Vorpommern, Sachsen-Anhalt <b>NIELSEN 6</b>	3,17	445
Thüringen, Sachsen <b>NIELSEN 7</b>	6,14	861
<b>Insgesamt</b>	<b>100,00</b>	<b>14.013</b>

According to zip code areas:		
Distribution Germany according to zip cod areas	%	copies
Zip code area 0	4,99	699
Zip code area 1	3,14	440
Zip code area 2	6,53	915
Zip code area 3	11,08	1.553
Zip code area 4	12,29	1.723
Zip code area 5	14,60	2.043
Zip code area 6	8,86	1.242
Zip code area 7	16,31	2.286
Zip code area 8	10,21	1.431
Zip code area 9	11,99	1.681
<b>Total</b>	<b>100,00</b>	<b>14.013</b>

# Further information

## Reader- and structure analysis

Industries / Economic sectors / Types of companies

WZ Code	Recipient groups*	Percentage of circulation actually distributed			
		%	Multiple answers	Projektion (about)	Multiple answers
20.1	<b>Production of chemical raw materials, plastics and rubber</b>	3		402	
22	<b>Production of rubber and plastic products</b> (incl. application)	73		11.358	
	Plastics processing into finished products		401		7.758
	Plastics processing into semi-finished products		30		0
	Elastic and rubber processing		8		1.295
	Production of metal products and -processing		9		1.440
	Packaging industry		13		2.090
	Engineering		14		2.240
	Office- and information technology (DV-devices)		7		1.120
	Automotive engineering (rail, road, water, air)		15		2.400
	Electrical engineering, precision mechanics and optics		16		2.560
	Medicine, measurement, control and regulation technology		12		1.920
	Construction industry		9		1.440
28.96	<b>Production of machinery and equipment for the plastics and rubber industry</b>	18	2.886		
	Plastics and rubber processing machines		10		1.550
	Peripheral machines		9		1.465
	Mould and tool construction		5		800
	Other engineering		7		1.120
46.1	<b>Trade with machines and devices, raw materials, chemicals and/or plastic products</b>	3	480		
71/74.90	<b>Engineering offices, consultants</b>	1		160	
85.42/94.1	<b>Institutes, schools, authorities, associations</b>	2		246	
	<b>Actually distributed circulation (tvA)</b>	<b>100</b>		<b>15.532</b>	

\* WZ Code and (as per classification of economic sectors 2008)

# Further information

## Reader- and structure analysis

### Size of economic unit

Number of employees	percent of actually distributed circulation	
	%	Projection (about)
1– 19 employees	32	4.970
20– 49 employees	17	2.641
50– 99 employees	15	2.330
100–199 employees	12	1.864
200–499 employees	10	1.553
500 and more employees	10	1.574
no details / pupils / students / pensioners	4	621
<b>Actually distributed circulation (tvA)</b>	<b>100</b>	<b>15.532</b>

### Job characteristic: Position during operation

	percent of actually distributed circulation	
	%	Projection (about)
Owner/Managing director/ Authorized signatory	39	6.057
Factory manager / operating manager	11	1.709
Area manager / head of department	7	1.087
Team leader / master	4	621
Person responsible / skilled employee	7	1.087
Scientific assistant	5	777
no details / pupils / students / pensioners	17	2.640
	2	311
Rounding difference	8	1.243
<b>Actually distributed circulation(tvA)</b>	<b>100</b>	<b>15.532</b>

### Education/Age/Local size classes:

Details were not requested because the useful value of this journal is not dependent on this.

# Further information

## Reader- and structure analysis

### Summary of the survey method used for the reader- and structure analyses (AMF-Scheme 3-L)

**Method of analysis:**

Reader-structure-analysis by a telephone survey - survey on test basis

**Description or recipients at the time of the survey:**

**Description of database:**

The recipient file includes the addresses of all the recipients. The existing postal information can be used as the basis for the sorting of the file according to zip codes or recipients.

**Total number of recipients in the database:** ..... 28.423

**Total number of varying recipients:** ..... 21.534

**Structure of recipients of an average issue by distribution types:**

paid circulation .....	1.650
thereof normal subscribers .....	1.053
thereof member subscribers .....	154
thereof retail .....	0
thereof other sales .....	443
free copies .....	13.882
davon ständige Freistücke .....	2.415
wechselnde Freistücke .....	11.217
thereof advertising and exhibition copies .....	250
actually distributed circulation (tvA) .....	15.532
thereof Germany .....	14.013
thereof abroad .....	1.519

**Description of survey:**

**Basic population (analysed part):**

basic population (tvA) .....	15.53 = 100.0 %
thereof in the survey not recorded: .....	52 = 3.35 %
retail .....	0 = 0.00 %
advertising-, exhibition copies and so on:.....	520

The survey represented  
by the basic population (tvA) ..... 15.012 = 96,65%

**Day of representative samples:** ..... August 1th, 2020

**Description of the sample:**

The analysis is based on the file as a whole. The determined shares for the distribution in Gemany and abroad were projected on the actually distributed circulation on an annual average according to the AMF number 17.

**Addressee of survey:**..... not applicable

**Definition of readers:** ..... not applicable

**Period of survey:**..... July 1th, 2019 to June 30th, 2020

**Implementation of survey:**

teleResearch GmbH  
Berliner Platz 1  
67059 Ludwigshafen

# Further information

## Formats and technical information

### Discounts: within one insertion year

#### Series discount

3 issues	3 %
6 issues	5 %
12 issues	10 %
18 issues	15 %
24 issues	20 %

#### volume discount

3 000 mm	3 %
6 000 mm	5 %
12 000 mm	10 %
18 000 mm	15 %
24 000 mm	20 %

### Terms of payment:

3 % discount for prepayment or with credit card, 2 % discount on payment within 8 days of invoice date, net payment within 30 days of invoice date.  
VAT-No.: DE 115051385

#### Bank details

Commerzbank Hannover account no. 1500222 (BLZ 25 400 66)  
IBAN No.: DE 03 250 400 66 0150022200  
BIC: COBADEFF 250

### Adhesive samples/CDs/booklets

Prices and glueing costs on request along with submission of a binding sample. Supply quantity for inserts and postcards and so on is 16 500 copies. The publisher reserves the right to increase the circulation on special occasions.

### Delivery address for inserts and advertising material

Dierichs Druck+Media GmbH & Co. KG  
Receiving department, gate 2, Frankfurter Strasse 168, 34121 Kassel  
Acceptance times: Monday to Friday, 7 a.m. to 6 p.m. or by special arrangement  
Receiving department: Phone +49 (0)561 60280-362  
Delivery note: K-Zeitung, issue no. ...  
Delivery free printing house.  
Delivery 10 days prior to publication date at the latest.

# Further information

## Formats and technical information

### Digital print documents

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

#### 1. Referred data format

Printable PDF or EPS files (with embedded fonts and image files) from QuarkXPress, 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.

#### 2. Images files

Resolution of colour or grey scale images at least 300 dpi  
Line drawing at least 1200 dpi

#### 3. Colour

CMYK, no RGB or special colours  
Printing and binding process  
Roll and offset printing, no binding

#### 4. Data carrier format

CD-ROM (Mac/Windows), DVD-ROM (Mac)

#### 5. Data transfer

E-Mail: [anzeigendaten-kuk@schluetersche.de](mailto:anzeigendaten-kuk@schluetersche.de)  
FTP connections on request

#### 6. File information

Please state magazine\_issue\_advertiser when sending the data and send exact order data as well as an authoritative printed version of your advertisement.  
Colour advertisements also require a proof that corresponds to the recommendations by FOGRA or ECI for web-offset printing. Type of proof and paper category on request.

#### 7. Advertisement order

these specifications do not substitute the written advertisement order.  
Please send this directly to the advertisement department.  
Receiving and processing check  
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.

#### 8. 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: [anzeigendaten-kuk@schluetersche.de](mailto:anzeigendaten-kuk@schluetersche.de)  
Phone +49(0)511 8550-2521

# Further information

## k-zeitung.de und Newsletter

### Discounts

3 months .....	5 %
6 months .....	10 %
9 months .....	15 %
12 months .....	20 %

### File formats

GIF, JPG (max. 40 kB), HTML5 (max. 400 kB)

### Delivery address

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

### Delivery time

1 week prior to the beginning of the campaign.  
Please tell us the exact URL, where your advertisement should be linked to.  
Note for HTML5-files:  
Please deliver all banner-elements in a zip-file and integrate a solution for not compatible browsers.

### Rotation

There is a maximum of 5 banners per banner ad.  
The rotation is made per click.  
Exception Fullsize Premium

### Frequency

Newsletter appears three times a week ( Mo., We., Fr.)

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