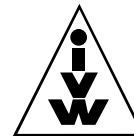


AUTOCAD MAGAZIN

Mediakit
2010
valid from 11/1/2009



WIN
VERLAG

WIN-Verlag GmbH & Co. KG

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Advertising in professional magazines – waking long lasting instincts for good purchase decisions!

Dear customers,

We are happy to present you with the new media kit for the year 2010. As we did in the last few years, we have assembled all the important facts and figures about our professional AUTOCAD Magazin into one concise folder.

81.9% of our readership* are directly and constantly involved with the purchasing decisions for hardware, software, IT services and the like and hence need information that helps with the purchasing decision making process. For that, our readers – your customers! – need editorial content, but also your own product presentations and user report. You, the manufacturers and distributors, are one hundred percent committed to your products, and that is what you want to keep telling our readers: - because our readers are the B2B decision makers that you are selling to. We give them the independent information that they need about the new products, applications and trends in their professional field, and you add your unique voice as a solution provider. Our editorial staff and our media consultants will be providing lists of the topics per issue so you can tailor your advertising to our content.

By the way, did you know that the IVW, the independent auditing panel for advertising media circulation control in the German market, has disposed of the old measurement of 'page impressions' last year and is instead now counting the visits? Page impressions had been pushed artificially by picture galleries and suchlike click farms, thus inflating the measurements from many media web sites. Odd new measurements like 'Mouth2Mouth Clicks' are already spotted on the horizon, all causing the medium term investment in online advertising to look more and more doubtful. Terms like 'paid circulation' and 'readership figures' may seem antiquated or old-fashioned in that context, even

though they have been established for decades. Perhaps they weren't such a wrong way of counting eyeballs?

Decision making, that is, invoking the right gut instinct to spend lots of company money, always rests on more than a few visits to a few web sites. Quality instead of quantity is still the yardstick by which advertising in high-value professional magazines is measured.

With this media kit, we present you all the possibilities you have to impress our readers with the quality of your products and the solution competency of your company. The impact professional magazines have on decision makers is well known, and impressively documented in several independent studies that you can find online at www.fachpresse.de – unfortunately, only in German.

Use the possibilities that we offer, however, for your company to lastingly profit from this effect.

Best regards,

Bernd Heilmeier

Head of Sales and Marketing

P.S.: As a reaction to the persistent crisis, we haven't raised our advertising prices this year. This way, we hope to ease your decision of our publications.

*Source: LA WIN 2008/Richter MediaConsult Agentur für Media-Beratung GmbH



1 Brief description:

AUTOCAD Magazin is an independent professional magazine targeted at all users and decision makers working with Autodesk software products, from AutoCAD through AutoCAD LT, AutoCAD escad, AutoCAD Mechanical, AutoCAD Mechanical, AutoCAD Architecture, AutoCAD Civil 3D, AutoCADMap 3D, AutoCAD MEP, AutoCAD Revit, 3ds Max, Map Guide, Topobase and the data management solutions from the Vault family.

In addition to this Autodesk software, AUTOCAD Magazin reports on a high professional level on the following topics:

- Applications for Autodesk solutions
- Add-in software for designers, architects and GIS users
- Autodesk solutions in practical application
- CAD hardware and periphery for designers, architects and GIS users
- **NEW!** Special section about materials and components for architects, structural engineers and construction professionals

AUTOCAD Magazin provides the reader with examples of practical solutions in all questions around the application of solution and planning solutions – starting with the choice of hardware, through to the decision for suitable industry software. New hardware and software products won't just be presented and tested, but also described in-depth in their practical application.

This gives the AUTOCAD Magazin readers a solid basis for their budget decisions.

In our new special section we present innovations in materials and components for architects, structural engineers and construction professionals (like heating and air condition, plumbing, lighting, windows, doors, gates, electricity, facility automation, facades and regenerative energy).

Sections:

- **Scene** – News, events, trade fairs; interviews, presentations of new products
- **Business** – economic aspects within the context of design
- **Special** – cross-industry subjects focussed per issue, eg. Project management, visualisation, collaboration, copy protection, IT security or outsourcing
- **Practical** – hints and tips for everyday CAD use, user reports, workshops, AutoCAD programming and new LISP tools
- **Mechanics** – 2D engineering basics, best practices, and applications

- **Architecture and construction** – AEC and civil engineering basics, best practices, and applications
- **GIS and infrastructure** – GIS and infrastructure basics, best practices, and applications
- **Software** – testing and presentation of CAD software and utilities
- **Hardware** – testing and presentation of CAD related hardware
- **NEW! Special section** on materials and components innovations.

Target group:

All decision makers and users of Autodesk products and associated industry solutions, such as engineers, designers, technical planners and architects.

Industries:

- Architecture/construction/civil engineering
- Machine tooling/plant engineering
- Geographical information systems (GIS) and infrastructure
- Building services
- Facility management
- Electrical engineering/electronics

2 Frequency:

8 issues p.a.

4 Internet:

www.autocad-magazin.de

6 Publication of:

n.a.

3 Volume:

23rd volume 2010

5 Memberships:

n.a.

7 Publisher:

Hans-J. Grohmann

8 Publishing company:

WIN-Verlag GmbH & Co. KG
Johann-Sebastian-Bach-Str. 5
D-85591 Vaterstetten, Germany
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Fax: +49-8106/350-190
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12 Subscriptions:

Annual subscription price: Germany: Euro 118.40 (incl. shipping)
Abroad: Euro 132.00 (excl. shipping)
Price per issue: Euro 14.80

13 ISSN:

0934-1749

14 Volume analysis:

2009 = 8 issues (1/2009 – 8/2009)
Magazine format: DIN A4
Total volume: 620 pages = 100.0%
Text section: 412 pages = 66.5%
Advertising section: 208 pages = 33.5%
Inserts: 9 pieces
Bound inserts: 4 pieces

15 Content analysis of text section:

2009 = 620 pages (1/2009 – 8/2009)
Content sections
Total of editorial pages: 412 pages = 100.0%
CAD-practice 85 pages = 20.6%
CAD-Hardware & periphery 37 pages = 9.0%
Various 35 pages = 8.5%
GIS and infrastructure 30 pages = 7.3%
Data management (PDM, DMS, ERP) 9 pages = 2.2%
Company news 24 pages = 5.8%
Tools and utilities 14 pages = 3.4%
MCAD 18 pages = 4.4%
Architecture and construction 34 pages = 8.3%
Business topics 30 pages = 7.3%
Trade fairs and events 20 pages = 4.9%
Visualisation 14 pages = 3.4%
AEducation/training 8 pages = 1.9%
New products 20 pages = 4.9%
Building services 8 pages = 1.9%
Plant engineering 10 pages = 2.4%
Facility management 8 pages = 1.9%
Electrical engineering 8 pages = 1.9%



16 Circulation control:



17 Circulation analysis:

Copies per issue per annual average July 1st – June 30th 2009

Print run:	14,615 copies
Total circulation:	12,793 copies
Thereof abroad:	2,048 copies
Sold circulation:	2,862 copies
Thereof abroad:	437 copies
– Subscription:	2,611 copies
– Sale of single issues:	2 copies
– other sales:	249 copies
Free copies:	9,931 copies
Remaining archive and specimen copies:	1,822 copies

18 Geographical distribution analysis:

Economic region

	%	copies
Germany	84.0 %	10,745
Abroad	16.0 %	2,048
Total circulation	100.0 %	12,793

Summary of the survey method of the structural readership analysis

1 Survey method:

Structural readership analysis by written questionnaire distributed with AUTOCAD Magazin

2 Description of the recipients at time of survey:

Recipients of AUTOCAD Magazin

3 Description of the survey:

3.1 Total:

Any German-speaking person who had the chance to fill in the questionnaire

3.2. Date on which the random sample was taken:

August 2007 – May 2008

3.3 Description of the random sample:

The sample was chosen self-selectively, i.e., any person from the above total could chose to take the survey during the allotted time by filling in the questionnaire. There were incentives for participation. 197 people participated in the survey.

3.4 Persons targeted by the survey:

Mainly readers of AUTOCAD Magazin

3.5 Definition of the reader:

WLK of AUTOCAD Magazin

3.6 Survey period:

The written survey by questionnaire was conducted between August 2007 and May 2008.

3.7 Implementation of the survey:

Richter MediaConsult Agentur für Media-Beratung GmbH, Kleinberghofen

Due to the low return from the random sample, this survey does not fully comply with the general rules and regulations of ZAW for analysis of advertising media in its current form.



19 Industries

Type of industry	proportion of readers projection	
	%	(approx.)
Waste and sewage disposal	4.1	2,104
Energy, water mining	5.6	2,893
Architecture	18.8	9,732
Construction	16.8	8,680
Electrics, fine mechanics, optics	11.2	5,787
Data processing	6.1	3,156
IT and TC Services: Consulting	7.6	3,946
IT services	1.0	526
TC services	0.5	263
Other services, freelance	7.1	3,682
GIS and infrastructure	6.6	3,419
IT trading	1.0	526
Trading other products	0.5	263
Crafts	1.0	526
Credit- and insurance industry	0.5	263
Chemical and pharmaceutical industry	1.0	526
IT products production	1.0	526
Aerospace	0.5	263
Plant engineering	11.7	6,050
Machine tooling	21.8	11,311
Vehicle construction / subcontracting industry	6.1	3,156
Steel	2.0	1,052
Tool and mould engineering	3.0	1,578
Metal	2.0	1,052
Other manufacturing industry	2.0	1,052
Paper, printing, publishing	1.0	526
Telecommunications	0.5	263

Tourism and logistics	1.0	583
Transport	2.5	1,315
Non-profit organisations	0.5	263
Schools and universities	3.0	1,578
Other	5.1	2,630

Multiple responses possible (100% = 51,818 readers)

20 Company size

Employees at the location	proportion of readers projection	
	%	(approx.)
1 - 4 employees	33.0	17,097
5 - 9 employees	9.1	4,735
10 - 19 employees	11.7	6,050
20 - 49 employees	8.6	4,472
50 - 99 employees	5.6	2,893
100 - 149 employees	7.6	3,946
150 - 199 employees	3.6	1,841
200 - 249 employees	2.5	1,315
250 - 499 employees	5.1	2,630
500 - 999 employees	5.6	2,893
1,000 - 1,999 employees	3.0	1,578
2,000 - 4,999 employees	2.0	1,052
5,000 - 9,999 employees	2.0	1,052
10,000 employees and over	0.5	263
	100	51,818

21.1 Function at the company

	proportion of readers projection (approx.)	
	%	
IT/TC freelancer	6.1	3,156
Other freelancer	13.2	6,839
Entrepreneur	16.2	8,417
General management	3.6	1,841
Administration/HR	2.5	1,315
Accountancy/finance	2.5	1,315
Purchasing	5.1	2,630
Sales and distribution	4.1	2,104
Marketing and advertising	3.6	1,841
Research and development	43.7	22,621
Production	13.2	6,839
Customer service	5.1	2,630
Quality management	4.1	2,104
Education	9.6	4,998
Telecommunication	1.0	526
Organisation and data processing	16.2	8,417
Other	9.1	4,735

Multiple responses possible (100% = 51,818 readers)

21.2 Involvement phases of purchasing decisions

	proportion of readers projection (approx.)	
	%	
Need assessment	62.4	32,353
Product definition/ Performance definition	54.3	28,145
Manufacturer evaluation	47.2	24,462
Final decision	40.1	20,780
Source evaluation	15.2	7,891
Final decision about sources	12.2	6,313

Purchasing budget assignment	11.7	6,050
None of the above	8.1	4,209

Multiple responses possible (100% = 51,818 readers)

22 General education and vocational training

This question was not asked as it was deemed irrelevant to evaluating a professional magazine in its function of an advertising medium.

23 Age

	proportion of readers projection (approx.)	
	%	
20 - 29 years	3.6	1,851
30 - 39 years	15.5	8,019
40 - 49 years	45.8	23,750
50 - 59 years	28.6	14,850
60 years and over	6.5	3,393
	100	51,818

**Summary of the survey method of the structural readership analysis:
see page 7**



Issue	Dates	Trade Fairs	
1/2010	Publication day:	11/27/09	■ 12/02 - 12/05/09 EuroMold, Frankfurt/M.
	Advertising deadline:	11/03/09	■ 01/12 - 01/16/10 DEUBAU, Essen
	Pre-press deadline:	11/05/09	■ 01/19 - 01/21/10 Swiss Plastics, Luzern / Switzerland
	Deadline for inserts:	11/10/09	■ 01/27 - 01/30/10 NORTEC, Hamburg
2/2010	Publication day:	02/02/10	■ 02/09 - 02/10/10 KOMCOM NORD, Hanover
	Advertising deadline:	01/08/10	■ 02/16 - 02/20/10 Build IT, Berlin
	Pre-press deadline:	01/12/10	■ 02/16 - 02/20/10 bautec, Berlin
	Deadline for inserts:	01/15/10	■ 02/23 - 02/27/10 METAV, Dusseldorf
			■ 02/24 - 02/27/10 DACH + HOLZ, Cologne
			■ 03/02 - 03/03/10 Product Life live, Stuttgart-Fellbach
		■ 03/02 - 03/06/10 CeBIT, Hanover	
		■ 09.03. - 11.03.10 Facility Management, Frankfurt/M.	
3/2010	Publication day:	03/10/10	■ 03/10 - 03/13/10 SHK, Essen
	Advertising deadline:	02/11/10	■ 03/23 - 03/24/10 KOMCOM NRW, Essen
	Pre-press deadline:	02/17/10	■ 03/24 - 03/27/10 fensterbau/frontale, Nuremberg
	Deadline for inserts:	02/22/10	■ 04/11 - 04/16/10 Light+Building, Frankfurt/M.
			■ 04/14 - 04/16/10 ACS, Frankfurt/M.
4/2010	Publication day:	04/16/10	■ 04/19 - 04/23/10 Digital Factory/HMI, Hanover
	Advertising deadline:	03/22/10	■ 04/19 - 04/25/10 bauma, Munich
	Pre-press deadline:	03/24/10	■ 05/04 - 05/05/10 KOMCOM SÜD, Karlsruhe
	Deadline for inserts:	03/29/10	■ 05/18 - 05/19/10 Rapid.Tech, Erfurt

5/2010	Publication day:	06/01/10	■ 06/08 - 06/10/10	driveTEC, Nuremberg		
	Advertising deadline:	05/04/10	■ 06/08 - 06/10/10	euroLITE 2010, Nuremberg		
	Pre-press deadline:	05/06/10	■ 06/08 - 06/11/10	AUTOMATICA, Munich		
	Deadline for inserts:	05/11/10	■ 06/09 - 06/11/10	Intersolar, Munich		
			■ 06/22 - 06/24/10	STANZtec, Pforzheim		
			■ 07/07 - 07/09/10	AGIT, Salzburg / Austria		
6/2010	Publication day:	07/15/10				
	Advertising deadline:	06/22/10				
	Pre-press deadline:	06/24/10				
	Deadline for inserts:	06/29/10				
7/2010	Publication day:	08/26/10	■ 09/13 - 09/16/10	MOTEK, Stuttgart	■ 10/07 - 10/10/10	RENEXPO, Augsburg
	Advertising deadline:	08/03/10	■ 09/13 - 09/17/10	IFAT, Munich	■ 10/12 - 10/15/10	vienna-tec, Vienna / Austria
	Pre-press deadline:	08/05/10	■ 09/14 - 09/16/10	ALUMINIUM 2010, Essen	■ 10/18 - 10/22/10	Fakuma, Friedrichshafen
	Deadline for inserts:	08/10/10	■ 09/14 - 09/16/10	COMPOSITES EUROPE, Essen	■ 10/19 - 10/21/10	eCarTec, Munich
			■ 09/28 - 10/02/10	AMB, Stuttgart	■ 10/19 - 10/21/10	Materialica, Munich
			■ 10/04 - 10/06/10	EXPO REAL 2010, Munich		
		■ 10/05 - 10/07/10	INTERGEO, Cologne			
8/2010	Publication day:	10/20/10	■ 10/26 - 10/28/10	IT & Business, Stuttgart		
	Advertising deadline:	09/27/10	■ 10/26 - 10/30/10	euroBLECH, Hanover		
	Pre-press deadline:	09/29/10	■ 10/27 - 11/03/10	K 2010, Dusseldorf		
	Deadline for inserts:	10/04/10	■ 11/09 - 11/11/10	DMS EXPO, Cologne		
			■ 11/09 - 11/12/10	electronica, Munich		
			■ 11/16 - 11/20/10	PRODEX, Basel / Switzerland		
		■ 11/23 - 11/25/10	SPS/IPC/DRIVES, Nuremberg			
1/2011	Publication day:	11/25/10	■ 12/01 - 12/04/10	EuroMold, Frankfurt/M.		
	Advertising deadline:	10/27/10	■ 01/17 - 01/22/10	BAU 2011, Munich		
	Pre-press deadline:	10/29/10	■ 01/19 - 01/21/11	ELTEC, Nuremberg		
	Deadline for inserts:	11/04/10	■ 01/25 - 01/27/11	enertec, Leipzig		

Topics

Current

preview and review on important industry events and trade fairs, industry news, company and personnel news, interviews with important players in the CAD industry

Practical CAD

data exchange, AutoCAD tuning, AutoCAD programming (LISP, VBA, .NET), data storage and archiving, project management, hints und tips for everyday design work, workshops, visualisation, design methods, knowledge management, best practice

Software

part libraries, tools and utilities for AutoCAD, technical documentation, illustration, CAD viewer, data converter, vectorising solutions, collaboration solutions, solutions for product data management (PDM), solutions for product lifecycle management (PLM), solutions for building information management (BIM), CAD data security, enterprise resource planning (ERP)

Hardware

CAD workstations, mobile CAD workstations (CAD notebooks), server, CAD graphic boards, large format printers, printing solutions, flat screens, CAD periphery, memory solutions and storage, CAD scanner, data projectors

Industry solutions

applications for engineering, architecture, construction, geographical information systems (GIS) and infrastructure, facility management, electrics and electronics

NEW! Special section on innovations in materials and components for architects, structural engineers and construction professionals

Heating and air condition, plumbing, lighting, windows, doors, gates, electricity, facility automation, facades and regenerative energy etc.

Topics may change at short notice due to current developments.



1 Circulation:

Druckauflage: 14.615 Exemplare
Tatsächlich verbreitete Auflage im Jahresdurchschnitt
(laut AMF-Schema 2) 12.793 Exemplare

2 Trim size:

210 mm x 297 mm
Type area: 180 mm x 266 mm
Bleed difference: 3 mm on each side

3 Printing Process, Binding Method, Printing Material:

Roll offset; glue binding

Printing Material:

Data in PDF/X3 format; all other formats on request
Colour profile: ISO Coatet v2 300% by ECI (www.eci.org)
All elements in colour must be designated in 4c according to Euroscale (CMYK). Additional colours (HKS or Pantone) are not permitted and have to be converted to Euro-scale! Slight deviations of colour in the printed magazines are possible due to hue tolerance in offset printing technology.

Please always include a colour proof to any data sent to ensure colour correctness!

Data transmission:

E-mail to cke@win-verlag.de
FTP-upload to <ftp://145.253.185.250/> (user: Anzeigen, password: anzeigen438)

Typesetting costs and the production of printable data will be passed on at our cost if we are provided with final reproducible drawings, photographs, slides etc. VAT is added to all prices.

Further information on data transfer specifications can be obtained by calling our ad placement department.

4 Dates:

Frequency: 8 issues p.a.
Publication dates: see list of topics and dates

5 Publisher:

Address: WIN-Verlag GmbH & Co. KG
Johann-Sebastian-Bach-Straße 5
D-85591 Vaterstetten, Germany
www.autocad-magazin.de
Internet:

Advertising Department:

Director of Sales and Marketing: Bernd Heilmeyer
Phone: +49-8106/350-251
E-mail: bh@win-verlag.de

6 Terms of Payment:

All invoices are due 8 days after the first day of sale of an issue. 2% discount if invoice is paid before the first day of sale. VAT is added to the net amount invoiced. Please refer to our general terms and conditions. Tax ID DE813744143

Foreign customers:

Money transfer free of charge for the recipient; payment in advance.

Accounts:

Kreissparkasse Ebersberg, acc. no. 496 208, bank code no. 700 518 05
IBAN: DE10700518050000496208
S.W.I.F.T. BIC: BYLADEM1EBE

7 Advertising rates and sizes:

Format	Print space	Bleed size	Basic rate b/w	2C	3C	4C
2/1 page	390 x 266	420 x 297	11,420.–	12,280.–	13,200.–	14,200.–
1/1 page	180 x 266	210 x 297	6,020.–	6,470.–	6,960.–	7,480.–
2/3 page	Vertical	118 x 266	4,810.–	5,170.–	5,560.–	5,980.–
	Horizontal	180 x 175				
Juniorage	132 x 187	150 x 212	4,410.–	4,740.–	5,100.–	5,480.–
1/2 page	Vertical	90 x 266	3,910.–	4,200.–	4,520.–	4,860.–
	Horizontal	180 x 130				
1/3 page	Vertical	58 x 266	2,700.–	2,910.–	3,130.–	3,360.–
	Horizontal	180 x 86				
1/4 page	Vertical	90 x 130	2,090.–	2,250.–	2,420.–	2,600.–
	Horizontal	180 x 65				
1/8 page	Vertical	42 x 130	1,250.–	1,340.–	1,440.–	1,550.–
	Horizontal	90 x 60				

8 Special Surcharges:

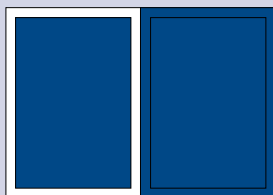
8.1 Special positions:

- 15 % surcharge for 4th cover page (back cover)
- 10 % surcharge for 2nd and 3rd cover page
- 10 % surcharge for special position within the magazine

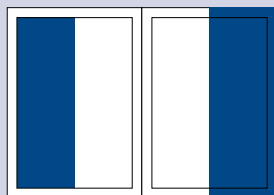
8.2 Formats:

- Bleed advertisements are free of additional charge.
- Please add 3 mm bleed difference.
- With advertisements that go over the binding, please observe 10 mm binding screen printing.

Sample formats (all measurements in mm, width x height) 3 mm bleed difference has to be added to bleed sizes



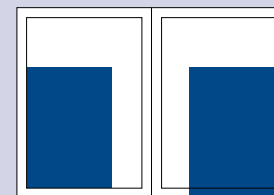
1/1: 180 x 266 1/1: bleed page 210 x 297



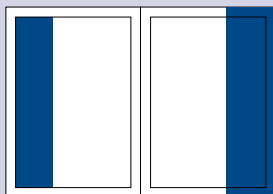
1/2: 90 x 266 1/2: bleed page 105 x 297



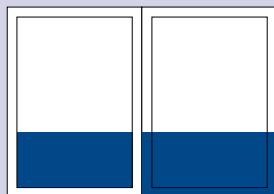
1/2: 180 x 130 1/2: bleed page 210 x 147



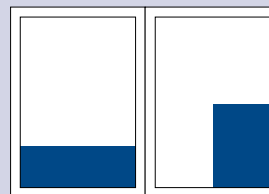
Juniorpage: 132 x 187 Juniorpage: bleed page 150 x 212



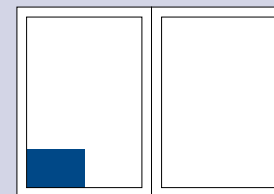
1/3: 58 x 266 1/3: bleed page 75 x 297



1/3: 180 x 86 1/3: bleed page 210 x 105



1/4: 180 x 65 1/4: 90 x 130



1/8: 90 x 60 1/8: 42 x 130

9 Classified advertisements:

9.1 Advertising in the special section on materials and components:

Format	Basic rate b/w	2C	3C	4C
1/1 page	5,300.–	5,700.–	6,130.–	6,590.–
2/3 page	3,600.–	3,870.–	4,160.–	4,480.–
Juniorpage	3,300.–	3,550.–	3,820.–	4,100.–
1/2 page	2,850.–	3,070.–	3,300.–	3,540.–
1/3 page	1,950.–	2,100.–	2,260.–	2,420.–
1/4 page	1,500.–	1,610.–	1,730.–	1,870.–
1/8 page	900.–	970.–	1,040.–	1,120.–

* These prices are only valid for advertising content from the field of components and materials.

9.2 AUTOCAD-Event Calendar (print + online):

Entry for 8 issues (logo, address, text up to 500 characters)	1,250.–
Entry for 1 issue (logo, address, text up to 500 characters)	180.–

9.3 Index entries (print + online):

VAR Index (Value Added Reseller):

Price for 8 issues (including logo and company profile; single column, 6 lines max.) 1,080.–

ATC Index (Authorised Training Center):

Price for 8 issues (including logo) 760.–

Education Index (Non-authorized training):

Price for 8 issues (including logo) 760.–

Application Index

Price for 8 issues (including logo) 1,250.–

Index of service providers

Price for 8 issues (including logo) 1,250.–

9.4 AUTOCAD Job Section:

Print advertisements:

Width x Height in mm format	horizontal	vertical	prices 4c in Euro
1/1 page	180 x 266	-----	4,480.–
1/2 page	90 x 266	180 x 130	2,900.–
1/4 page	90 x 130	180 x 65	1,560.–

Print and Online – added value for your job advertisements

Through our cooperation with the online job service StepStone, your ad will be placed both in print and online.

It is really simple: book your personnel ads in print and on line in one go and thus combine the most efficient ways of finding suitable applicants!

Advantages of our combined offer:

In addition to the printed job advertisement in AUTOCAD Magazin, you can profit from the following advantages through our cooperation with StepStone.

- Wide reach through StepStone's over 4 million user sessions per month plus publication in the 240 further portals that cooperate with StepStone
- Professional HTML advertisement in standard or customised design, with interactive features
- Present online for 30 days
- Automatical match with the saved search criteria of more than 500,000 active Job Agent subscribers
- Uncomplicated and direct contact via online job application form

Print and online local:

Width x Height in mm

format	horizontal	vertical	prices 4c in Euro
1/1 page + online	180 x 266	-----	4,680.–
1/2 page + online	90 x 266	180 x 130	3,100.–
1/4 page + online	90 x 130	180 x 65	1,700.–

Your printed personnel ad will be put online in exactly the same layout (customised!) on our web page. Your professional online job advertisement will be online for 30 days at our online job service at www.autocad-magazin.de.

Print and online national:

For more qualified contacts, we will publish your printed job advertisement in the same layout (customised!) for 30 days on the shared job service of WIN-Verlag and StepStone, at www.autocad-magazin.de and www.stepstone.de as well as the intensively used web pages of **another 240 StepStone cooperation partners**.

Width x Height in mm

format	horizontal	vertical	prices 4c in Euro
1/1 page + online	180 x 266	-----	5,200.–
1/2 page + online	90 x 266	180 x 130	3,620.–
1/4 page + online	90 x 130	180 x 65	2,300.–

Online data entry local & national:

Online data entry: get the advantages of online booking!

Job advertisements offer you a wide reach in important target groups. Use the special advantages of the online media: high speed and flexibility, low cost. Our format for job advertisements offers you much room for the job description and your corporate design. Enter your personnel ad in four simple steps, and it will appear online within 24 hours.

Online data entry local:

For only 300 Euros, your job advertisement will be online for 30 days at our online job service at www.autocad-magazin.de.

[Book now!](#)

Online data entry national:

For only 590 Euros, your job advertisement will be online for 30 days on the shared job service of WIN Verlag and StepStone at www.autocad-magazin.de and www.StepStone.de as well as the intensively used web pages of **another 240 StepStone cooperation partners**.

[Book now!](#)

Your online job advertisement will be published on the same day as the printed AUTOCAD Magazin if you have delivered the layout electronically at least 8 working days in advance. If your job advertisement contains more than one position, each position can be listed for 75 Euros (local) or 200 Euros (national) as a separate online entry.

There are no rebates on online data entry. For billing addresses outside Germany, advertisements will be published with advance payment only; details will follow throughout the booking process.

Use this offer under:

www.autocad-magazin.de/stellenmarkt.html

PLEASE NOTE: for online data entry, the general terms and conditions of StepStone Germany are valid. The features booking for print and online, or pure online job advertisement will be fully live only from mid-December onwards. We apologise for the inconvenience.



10 Special Advertising Formats:

Advertorials, cover and back cover combinations, other*



Cover with folded front flap

The flap can be unfolded to the left and is connected to the front cover. 4 pages. Production will be handled by the publisher.



Cover with folded back flap

The flap can be unfolded to the right and is connected to the back cover. 4 pages. Production will be handled by the publisher.



Additional cover flap

1/1 page will be folded half over front cover, half over back cover. Production will be handled by the publisher.



Gate fold

Cover can be unfolded to the left and to the right. 2 pages. Production will be handled by the publisher.

* In addition to the forms of advertising listed in this media kit, we offer individual communication solutions to our customers. From customised special print runs through target group optimised industry supplement to corporate solution catalogues that present the parameters of your distribution partners: our motto 'We integrate solutions' is more than a catchphrase! Call us about your ideas.

Technical data to all special advertising formats on demand. Please talk to our production department about the practicability of your special advertising formats. Please check this before producing any special advertising!

11 Discounts:

(Valid within the year from publication of the first advertisement)

Frequency discount (placings)

2x	3%
4x	6%
6x	10%
8x	15%

Volume discount (pages)

2 pages	5%
4 pages	10%
6 pages	15%
8 pages	20%

12 Combinations:

If you place advertising in more than one WIN magazine, an additional 5 % discount will be granted.

13 Bound-in inserts:

Non-rebatable, but we grant agency commission!

Prices per 1,000 copies sold only in bundle (by 1,000):

2 pages Euro 290.–

4 pages Euro 380.–

8 pages Euro 460.–

More pages on request.

Format:

Minimum DIN A5 (148 x 210 mm)

Bleed difference on request

Relevant parts such as text and logos should be held at a centred maximum size of 200 mm x 286 mm to avoid losses at the edge due to possible tolerances in the cutting process.

Paper thickness:

2 pages minimum 100 gram/sq.m., 4 pages minimum 90 gram/sq.m., 8 pages and more minimum 60 gram/sq.m. maximum of 300 gram

14 Inserts:

Non-rebatable, but we grant agency commission!

Prices:

- Automatic processing

Euro 240.– per 1,000 copies up to 25 gram each, including postage, Euro 270.– up to 50 gram. Please ask us for rates if insert is 50 gram and more. Samples needed ahead of offer

- Manual processing on request - samples needed ahead of offer

Formats:

Minimum size

DIN A6, 105 mm x 148 mm.

Maximum size

200 mm x 287 mm.

Paper thickness:

Minimum 80 gram/sq.m. per single page

Technical requirements:

Insert needs to be suitable for mechanical processing. Please send a sample to us first! Inserts that cannot be mechanically processed must be cleared with us first and might induce additional costs.

15 Glued-on advertising:

Tip-on cards:

Non-rebatable, but we grant agency commission!

Price:

- Automatic processing

Euro 105.– per 1,000, including postage. Samples needed ahead of offer

- Manual processing on request - samples needed ahead of offer

Technical requirements:

Format: DIN A6, automated gumming

Justification: parallel to fold. Please talk to us first for any non-standard format or for precise gluing zone (minimum 35 mm to the fold, 10 mm to page edges).

Minimum format: 120 x 120 mm, maximum format: 210 mm x 148 mm.

Minimum format for carrying advertisement: 1/1 page

Tip-on CDs:

Non-rebatable, but we grant agency commission!

Price:

- Automatic processing

Euro 200.– per 1,000, including postage. Samples needed ahead of offer

- Manual processing on request - samples needed ahead of offer

Technical requirements:

Please call us for any non-standard formats as well as for precise gluing zones (minimum 35 mm to the fold and 10 mm to page edges).

Minimum format for carrying advertisement: 1/1 page.

To be delivered in paper CD covers 124 mm x 124 mm

16 Mailing address: (for P13-P15):

Druckerei Schaffrath

Att. Mr. Bültjes

Marktweg 42-50

D-47608 Geldern, Germany

Delivery note: AUTOCAD Magazin issue no.



1 Web address (URL):

<http://www.autocad-magazin.de>

2 Brief description:

Practical CAD magazine for the users of Autodesk software solutions

3 Target group:

All decision makers and users of Autodesk products and associated industry solutions, such as engineers, designers, technical planners and architects.

Industries:

- Architecture/construction
- Machine tooling/plant engineering
- GIS & civil engineering
- Building services
- Facility management
- Electrical engineering/electronics

4 Publishing company:

WIN-Verlag GmbH & Co. KG
Johann-Sebastian-Bach-Str. 5
D-85591 Vaterstetten
+49-8106/350-0
+49-8106/350-190
info@win-verlag.de
www.win-verlag.de

Phone:
Fax:
E-mail:
Internet:

5 Contact:

Director of Sales and Marketing: Bernd Heilmeier

Advertising sales:
(German postal code
3, 5, 8 + A + CH + abroad)

Erika Hebig
Phone: +49-8106/350-256
E-mail: ehe@win-verlag.de

Advertising sales:
(German postal code
0, 1, 2, 4, 6, 7, 9 + abroad)

Helene Pollinger
Phone: +49-8106/350-240
E-mail: hp@win-verlag.de

Materials planning:

Chris Kerler
Phone: +49-8106/350-220
Fax: +49-8106/350-102
E-mail: cke@win-verlag.de

6 Usage control:

WiredMinds AG

7 Usage:

Visits: 2,911
Page impressions: 6,068
(monthly average 09/2008 – 8/2009)

Newsletter: 6,731 subscribers

8 Data delivery:

5 days prior to campaign start by e-mail to cke@win-verlag.de

Data format for banners: GIF or JPEG

Data format for the newsletter: 6 x 80 characters incl. blanks

Day of first appearance always Mondays, booking period minimum 7 days

9 External ad server:

n.a.

10 Rates and placement:

Banner:

All banners apart from the content boxes will be appearing on all subordinate pages.
Rates in Euro and per week

	Size in pixel Width x Height	Price in Euro
Super Banner, rotating	570 x 95	108.–
Skyscraper, rotating	160 x 900	305.–
Skyscraper, rotating	160 x 750	251.–
Skyscraper, rotating	160 x 600	218.–
Skyscraper, rotating	120 x 900	279.–
Skyscraper, rotating	120 x 750	228.–
Skyscraper, rotating	120 x 600	199.–
Skyscraper, rotating	120 x 450	154.–
Skyscraper, rotating	120 x 300	122.–
Skyscraper, rotating	120 x 150	88.–
Wallpaper, rotating	570 x 95, 160 x 900	351.–
Wallpaper, rotating	570 x 95, 160 x 750	305.–
Wallpaper, rotating	570 x 95, 160 x 600	277.–
Wallpaper, rotating	570 x 95, 120 x 900	328.–
Wallpaper, rotating	570 x 95, 120 x 750	286.–
Wallpaper, rotating	570 x 95, 120 x 600	260.–
Contentbox 1 / Rectangle	300 x 250	122.–
Contentbox 2, text and picture design (picture 75 x 64 pixel, headline 25 letters, text 105 letters)	300 x 80	61.–
Bottom banner full, rotating	468 x 60	88.–
Squarebutton 1, rotating	200 x 125	45.–
Squarebutton 2, rotating	200 x 125	45.–
Partnerlink	minimum booking period: 3 months	15.–

Newsletter advertisement:

Newsletter 1 entry	6 x 80 letters	450.–
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11 Discounts:

Frequency	8x	16x	24x	32x	40x
Discount	3 %	5 %	10 %	15 %	20 %

No discounts will be brought forward from WIN print advertisements.

12 Delivery and Payment:

All prices excluding VAT

Customer is exclusively responsible for content, production, correct data formats and keeping of delivery deadlines for all data and storage media.

All online advertisements are subject to our general terms and conditions.

All prior online advertisement price lists herewith become invalid.

Payment immediately after invoicing. Tax ID DE813744143

Foreign customers:

Money transfer free of charge for the recipient; payment in advance.

Accounts:

Kreissparkasse Ebersberg, acc. No. 496 208, bank code no. 700 518 05
IBAN: DE10700518050000496208;
S.W.I.F.T. BIC: BYLADEM1EBE

Media Consultant:

(German postal code
3, 5, 8 + A + CH
+ foreign sales)

Erika Hebig

Phone: +49-8106/350-256
E-mail: ehe@win-verlag.de

Media Consultant:

(German postal code
0, 1, 2, 4, 6, 7, 9
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General Terms and Conditions for Advertisements and Inserts in Newspapers and Magazine Publications

1. „Advertising order“ in the intendment of the following general terms and conditions shall be the contract on publishing one of several advertisements of an advertising party or other advertisers in a publication for the purpose of distribution. Advertising orders from agencies shall be accepted in their name and on their account.
2. In case of doubt, advertisements shall be called within one year after concluding a contract. If the right to call individual advertisements has been conceded in the framework of concluding a contract, the order shall be handled within one year since the publication of the first advertisement to the extent that the first advertisement was called and published within the period of time specified in sentence.
3. When contracts are concluded, the client shall be entitled to call other advertisements within the period of time agreed upon or specified in sentence 2 even beyond the number of advertisements specified in the order.
4. If an order is not fulfilled under certain circumstances that the publishing house is not responsible for, the client, notwithstanding any other legal obligations, shall reimburse the publishing house for the difference between the reduction granted and the reduction corresponding to the actual procurement. Reimbursement shall not apply if non-compliance is based upon force majeure in the publishing house's area of risk.
5. The publishing house has to receive orders for advertisements and flyers that are declared to be published exclusively in certain issues, certain editions or in certain places of the publication in due time so that the client can be notified of the fact that the order cannot be carried out in this fashion before the advertising deadline.
6. The publishing house reserves itself the right to reject orders that have been confirmed in a legally binding fashion and individual calls in the framework of concluding a contract because of the content, the origin or technical form according to the publishing house's uniform and objectively justified principles, if their content violates laws, official provisions or public morals according to the publishing house's dutiful discretion or if publishing them would be unreasonable for the publishing house. This shall also apply to orders that were given at business offices or with representatives. Orders for supplements shall only be binding for the publishing house after a sample of this supplement has been submitted and it has been approved. Supplements that arouse the impression of being a part of the periodical with the reader as a result of their format or make-up or that contain third party advertisements, shall not be accepted. The client shall be notified of an order being rejected without delay.
7. The publishing house shall make advertisements that cannot be recognised as such because of their editorial layout clearly recognisable as advertisements with the word „advertisement“.
8. The client shall be responsible for delivering the text of the advertisement in due time and the printing documents or supplements being in proper order. The publishing house will request a replacement for printing documents that are recognisably unsuited or damaged. The publishing house shall guarantee the printing quality normal for the attached titles in the framework of the possibilities given by the printing documents.
9. The client shall have a claim to reduction of payment or a flawless substitute advertisement if the print is wholly or partially illegible, incorrect or if the print of the advertisement is incomplete, however only to the extent that the purpose of the advertisement was impaired. If the publishing house allows an appropriate period of time set him for this to expire or if the substitute advertisement is not flawless again, the client shall have the right to reduction of payment or cancelling the order. Claims to compensation for damage from positive breach of an obligation, fault when the contract was concluded and wrongful acts, even if the order was issued by telephone, shall be excluded. Claims to compensation for damage because of the impossibility of performance and delay shall be limited to the remuneration to be paid for the advertisement or supplement concerned. The publishing house shall only be liable in commercially organised business transactions with gross negligence limited to the amount of the remuneration for the advertisement concerned. Complaints have to be as-serted within four weeks after receiving the invoice and document.
10. Proofs shall only be supplied upon express request. The client shall bear the responsibility for the correctness of the proofs sent back. The publishing house shall include all corrections of errors that it is notified of within the period of time set when sending the proof.
11. If no special size specifications have been given, the calculation shall be based upon the actual printing height usual for the type of advertisement.
12. If the client does not make advance payment, the invoice shall be sent immediately, but if possible within 14 days after publishing the advertisement. The invoice shall be paid pure net within the period of time that can be seen in the price list starting immediately from the receipt of the invoice to the extent that another period of payment or advance payment deducting 2 % trade discount has not been agreed upon in individual cases.

13. If there is a delay or a respite in payment, interest shall be charged in accordance with our price list and collection costs. The publishing house may set back the further implementation of the current order until payment is made and it may demand advance payment for the remaining advertisements. If there is a justified reason to doubt the client's ability to pay, the publishing house shall be entitled to make publishing further advertisements dependant upon advance payment of the amount and settling outstanding amounts invoiced even during the term of an advertisement contract without taking the originally agreed-upon date of due payment into consideration.

14. The publishing house shall supply a proof of advertisement. If it is no longer possible to procure proof, it shall be replaced by a legally binding certificate of the publishing house on publishing and distributing the advertisement.

15. The client shall bear the costs for preparing the printing documents ordered and the changes desired by the client or any reasonable significant changes in originally agreed upon execution.

16. It is possible to derive a claim to price reduction from the reduction in circulation with a contract concluded for several advertisements if it falls below the average circulation specified in the price list or the average circulation specified in another fashion or, assuming that circulation has not been specified, the circulation sold on average (the circulation actually distributed with trade journals) of the previous year in the overall average of the year of advertising beginning with the first advertisement.

A reduction in circulation shall only be a deficiency that justifies a price reduction if it is 40% with an edition of up to 50,000 copies

is 25% with an edition of up to 100,000 copies

is 15% with an edition of up to 200,000 copies.

Beyond this, claims to a price reduction shall be excluded with contracts if the publishing house has given the client knowledge of the drop in the circulation in due time, so that he could withdraw from the contract before the edition was published.

17. Printing documents shall only be sent back to the client upon special request. The duty to store shall end three months after the order has expired.

18. The place of performance shall be the principal place of business of the publishing house. The venue shall be the publishing house's principal place of business with civil action in business transactions with merchants, legal entities of public law or with special funds of public law. To the extent that the publishing house's claims cannot be asserted through court proceedings for order to pay debts, the venue shall be determined with non-merchants according to their place of residence. If the client's place of residence or habitual abode, even with non-merchants, is unknown at the point in time when the action is filed or if the client has moved his place of residence or habitual abode from the area of appli-

cation of the law after concluding the contract, the principal place of business of the publishing house shall be agreed upon as the venue.

ADDITIONAL TERMS AND CONDITIONS OF THE PUBLISHING HOUSE

a) The advertising mediators and advertising agencies shall maintain the price list of the publishing house in their quotations, contracts and accounts with the advertisers. The mediating remuneration granted by the publishing house may not be passed onto the client either wholly or partially.

b) The General and the Additional Terms and Conditions of the publishing house shall also apply accordingly to orders for stickers, inserts, supplements or special technical work. Each contract shall only be legally binding when the publishing house confirms it in writing.

c) A change in the price list for advertisements shall also apply to current orders from the time it goes into effect.

d) The client shall bear the sole responsibility for the content and legal permissibility of the text and image documents made available for the insertion. The client shall be responsible for exempting the publishing house from the claims of third parties that arise against it from carrying out the order, even if it should be cancelled. The publishing house shall not be obliged to check orders and advertisements with reference to whether the rights of third parties are impaired by them. If cancelled advertisements are published, the client shall not have any rights against the publishing house for this.

e) Any discounts shall no longer be applicable with bankruptcies and compulsory settlement.

f) Force majeure, operating malfunctions, strike, etc. shall release the publishing house from the obligations it has entered into.

g) The publishing house shall not furnish a guarantee if individual supplements are lost on channels of distribution.

h) The publishing house shall only be liable for any errors from telephone communication with intent or gross negligence.

i) Positioning regulations shall only be valid if the publishing house has confirmed them in writing.

j) Advertisement and supplement orders have to be cancelled by the advertising deadline. The publishing house may charge the client the setting and production costs incurred.



digitalbusiness

Coherently digitalising business processes is one of the key factors for compatibility in fast-changing markets – for any company! digitalbusiness is aimed at the personnel responsible for running and integrating these business processes.



AUTOCAD / Inventor Magazin

This independent practical CAD magazine deals with the software products from Autodesk. It offers practical help with their implementation and application of software, hardware and periphery on the fields of design, simulation and visualisation. Information on materials and components round off this magazine.



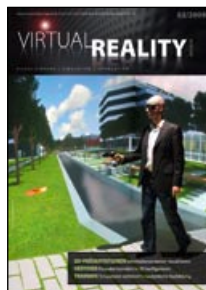
DIGITAL ENGINEERING Magazin

The professional magazine for product design and engineering covers all important aspects of integrated, holistic product development. It focuses on software solutions and strategies for efficient engineering, but covers materials and components as well.



e-commerce Magazin

e-commerce Magazin is the must-read for anybody wanting to advertise, sell, process payment and be found in the internet - that is, anybody trading goods and services online.



Virtual Reality Magazin

This magazine deals with the technologies needed for VR applications, and aims to be a platform for development, marketing and application among companies invested into virtual reality. The magazine focuses on the use of VR in key industries like automotive, aerospace, plant engineering, production and architecture, as well as marketing and distribution.



DIGITAL MANUFACTURING

DIGITAL MANUFACTURING focuses on basics, methods, technical trends, IT solutions and practical applications from the field of the digital process chain on the production floor. These special issues show the reader how critical productivity advantages can be gained through the right strategies and solutions.



Der offizielle IBM Business Partner Katalog

The established compendium of the IBM Software Group provides an overview over the IBM product portfolio as well as IBM Business Partners offering custom-made IT solutions for all industries and applications.



Partnerlösungen für HP Systeme

The software and services provided by strategic partnerships are vitally important for the success of HP hardware platforms, and vice versa. This is the directory of the broad spectrum of solutions provided by HP solution partners, and indispensable for all interested customers.



Autodesk Partnerlösungen

This catalog offers you a comprehensive overview on applications offered by developers for Autodesk software platforms. It presents products, solutions, services as well as value added resellers (VAR).



DIGITAL ENGINEERING SOLUTIONS

This catalog offers you a comprehensive overview on solutions for digital engineering, product life-cycle management (PLM), product data management (PDM), manufacturing/MES, ERP/CRM/ SCM, integration and services.