Dear media planners,

with the mediakit 2023, we are further expanding our digital product portfolio in order to address our target groups with even less spreading loss.

We are thus on a path that increasingly allows us to measure the success of various advertising measures.

What will be new in 2023 is that you will also be able to place ads through us with our partners from iq-digital and thus also achieve great reach. These include well-known media such as FAZ.de, Süddeutsche.de, Handelsblatt.de and many more.

Also new is the possibility of booking webinars with us, in addition to podcasts, advertorial packages and the many mailing options. In this context, we would like to emphasise our long-running favourite, the lead packages. After four years, they are now an integral part of our portfolio and absolutely DSGVO-compliant.

But enough words, get in touch with our sales team and let us show you the various possibilities for spreading your advertising message!

MARTINA SUMMER
PUBLISHING DIRECTOR
CONTENT

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Photos: shutterstock.com / AdobeStock
BRIEF DESCRIPTION:
The software programmes of the manufacturer Autodesk are among the leading tools in the areas of construction, planning, design and generative manufacturing. The solutions cover the entire product life cycle, from the initial idea through planning and product development through to manufacturing.

Autodesk is increasingly addressing current topics and trends such as Smart Factory, 3D printing, automation in the context of Industry 4.0 concepts and the planning of intelligent cities.

AUTOCAD Magazine reports in detail about the variety of hardware and software applications in this market. Information on the use and benefits of drive technology, automation, smart factory, AI, construction parts, components and materials expand the editorial spectrum in the sense of Industry 4.0.

AUTOCAD Magazine is an independent practical magazine for users and decision-makers who work with Autodesk solutions or industry, design, planning and development applications from other manufacturers.

Among users, who also initiate or help to shape decision and selection processes, are mainly design engineers, product developers and engineers in the sectors mechanical engineering, factory planning, plant construction and construction.

The strong practical orientation of AUTOCAD magazine enables readers to work more effectively with their CAD systems and simplifies the selection of products and solutions that are important for design, product development and manufacturing. The presented solutions and application examples help users to accelerate product development and at the same time optimise product quality.

VOLUME ANALYSIS:
Format of the magazine: DIN A4
Total volume 544 pages
Editorial part 407 pages
Advertising section 137 pages

EDITORIAL CONTENT ANALYSIS:
8 issues 407 pages
There of editorial pages total: 407 = 100%
Industrial components and materials 68 = 16,7%
Practice CAD topics 83 = 20,4%
Architecture and civil engineering 24 = 5,9%
Machinery and plant engineering 62 = 15,2%
Rapid prototyping/3D printing 26 = 6,4%
GIS and infrastructure 23 = 5,6%
Data management (PDM, DMS, ERP) 36 = 8,9%
News, corporate news, trade fairs 21 = 5,2%
CAD hardware and peripherals 13 = 3,2%
Simulation/Visualisation/VR 32 = 7,8%
Other 19 = 4,7%
ADVERTISING WITH A STRONG BRAND
The AUTOCAD magazine is an independent practice-oriented magazine for all users and decision-makers of companies who work with Autodesk solutions or industry, construction, planning and development applications based on them from other manufacturers.

**TARGET GROUP:**
- Design engineers
- Engineers
- Planners
- Technicians
- Technical draughtsmen

In the branches:
Mechanical engineering, mechanics, automation, plant engineering, generative manufacturing, Industry 4.0, automation, factory automation

**Generations X & Y**
**Decision-Makers**
**Engineers**
**Technical Draughtsmen**
**Designers**
**Planners**
## FACTS & FIGURES

**Sources:** WIN-Verlag reader survey 2021/2022, IVW, Wired-Minds, Xing

<table>
<thead>
<tr>
<th>Metric</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time readers spend on average with one issue</td>
<td>4 h</td>
</tr>
<tr>
<td>People also use digital media of the AUTOCAD magazine</td>
<td>91%</td>
</tr>
<tr>
<td>People are between 30 and 59 years old</td>
<td>63%</td>
</tr>
<tr>
<td>People make the purchase decision alone</td>
<td>55%</td>
</tr>
<tr>
<td>ePaper distribution Q2/22 incl. newsletter copies</td>
<td>172,510</td>
</tr>
<tr>
<td>Distributed circulation Q2/22 print* + online copies</td>
<td>28,675</td>
</tr>
<tr>
<td>Social media followers</td>
<td>19,725</td>
</tr>
<tr>
<td>Unique visitors (Status: Feb. 2023)</td>
<td>12,299</td>
</tr>
<tr>
<td>Page impressions (Status: Feb. 2023)</td>
<td>25,236</td>
</tr>
<tr>
<td>Copies sold Q2/22</td>
<td>3,053</td>
</tr>
<tr>
<td>Subscribers to the weekly newsletter</td>
<td>10,000</td>
</tr>
</tbody>
</table>

**Media performance of the issues per quarter**

| Copies sold Q2/22 | 3,053 |
| Newsletter recipients incl. media partner network | up to 127,224 |
| Unique visitors (Status: Feb. 2023) | 12,299 |
| Page impressions (Status: Feb. 2023) | 25,236 |
| E-paper distribution Q2/22 incl. newsletter copies | 172,510 |

**Additional Notes:**
- 63% are between 30 and 59 years old.
- 55% make the purchase decision alone.
- 91% also use digital media of the AUTOCAD magazine.
- 12,299 p.m. Unique Visitors (Status: Feb. 2023).
- 28,675 distributed circulation Q2/22 print* + online.

* (IVW Q2/2022 incl. previous reporting periods)
TIMETABLE AND TOPIC PLAN

In each issue of the AUTOCAD magazine you will find the following core topics:


<table>
<thead>
<tr>
<th>Dates</th>
<th>Core Themes</th>
<th>Sector</th>
<th>Other Topics</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/23</td>
<td>10/02/23</td>
<td>29/01/23</td>
<td>15/03/23</td>
<td>10/02/23</td>
</tr>
</tbody>
</table>
| • PLM and PDM solutions for small and medium-sized enterprises  
• Structural components (including wheels, rollers, springs, moulded parts, shock absorbers, vibration elements) | Medical technology | • Medical technology | • Large format printers for designers, architects and GIS users  
• Drive technology (including motors, clutches, brakes, gears, motion control, bearing technology)  
• Sheet metal working | 20-24/02/23 | METAV, Dusseldorf  
07-08/03/23 | All about automation, Friedrichshafen  
07-10/03/23 | Z, Leipzig  
28-30/03/23 | Intec, Leipzig  
Automatisierungstreff, Heilbronn |
| 02/23 | 29/03/23 | 11/03/23 | 15/03/23 | 29/03/23 | 28/02/23 | 11/03/23 |
| • Solutions for the Smart Factory  
• Industrial Internet of Things (IIoT) and automation | Automobile construction | Graphics solutions (incl. virtual reality and augmented reality hardware) and 3D workstations  
• 3D visualisation and modelling for product development  
• Additive manufacturing / 3D printing  
• Sensor technology (e.g. sensors, encoders)  
• Product configuration | 17-21/04/23 | HMI/Hannover Messe 2023, Hanover  
17-22/04/23 | BAU, Munich  
04-10/05/22 | InterPack, Dusseldorf  
09-11/05/23 | SENSOR + TEST, Stuttgart  
09-12/05/23 | PCIM Europe, Nuremberg  
09-11/05/23 | RapidTech 3D, Erfurt  
10-11/05/23 | Control, Stuttgart  
All about automation, Heilbronn |

**DOP:** date of publication, **ED:** editorial deadline, **AD:** advertising deadline, **MD:** materials deadline
<table>
<thead>
<tr>
<th>Dates</th>
<th>Core Themes</th>
<th>Sector</th>
<th>Other Topics</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>03/23</strong>&lt;br&gt;DOP: 11/05/23&lt;br&gt;ED: 10/04/23&lt;br&gt;AD: 26/04/23&lt;br&gt;MD: 28/04/23</td>
<td>• Linear technology (including linear actuators, linear drives, linear positioning and handling systems)&lt;br&gt;• Additive manufacturing /3D printing</td>
<td>Environmental and energy technology</td>
<td>• Digital twin in product development&lt;br&gt;• Electrical planning&lt;br&gt;• ERP solutions for small and medium-sized enterprises&lt;br&gt;• Production-oriented design&lt;br&gt;• Drive technology (including motors, clutches, brakes, gears, motion control, bearing technology)&lt;br&gt;&lt;strong&gt;Special section Bauen aktuell:&lt;/strong&gt; Energy-efficient construction</td>
<td>21-25/05/23 ISC, High Performance, Hamburg&lt;br&gt;12-16/06/23&lt;br&gt;13-16/06/23 GIFA, Dusseldorf&lt;br&gt;Moulding Expo 2023, Stuttgart</td>
</tr>
<tr>
<td><strong>04/23</strong>&lt;br&gt;DOP: 20/06/23&lt;br&gt;ED: 20/05/23&lt;br&gt;AD: 03/06/23&lt;br&gt;MD: 06/06/23</td>
<td>• Multiphysics simulation&lt;br&gt;• Product configuration: bridge between CRM and PLM</td>
<td>Process industry and plant engineering</td>
<td>• Components for electrical engineering (including connectors, cables, conductors, cable carriers, switches)&lt;br&gt;• PDM and PLM&lt;br&gt;• Large Format Printing (LFP)&lt;br&gt;• Virtual commissioning of machines and plants&lt;br&gt;• Standard parts for designers</td>
<td>27-30/06/23 Automatica 2023/Laser World of Photonics, Munich</td>
</tr>
<tr>
<td><strong>05/23</strong>&lt;br&gt;DOP: 28/07/23&lt;br&gt;ED: 27/06/23&lt;br&gt;AD: 13/07/23&lt;br&gt;MD: 15/07/23</td>
<td>• Laser scanning and surveying&lt;br&gt;• Sensor technology</td>
<td>Shipbuilding</td>
<td>• Industry 4.0 and Smart Factory&lt;br&gt;• CAD data conversion&lt;br&gt;• Software for digital factory planning&lt;br&gt;• Construction components and machine elements&lt;br&gt;• Connection technology (incl. bonding, welding, screwing, riveting, pressing)</td>
<td>11-15/09/23 Schweßen &amp; Schneiden 2023, Essen&lt;br&gt;18-23/09/23 EMO, Hanover</td>
</tr>
<tr>
<td>Dates</td>
<td>Core Themes</td>
<td>Sector</td>
<td>Other Topics</td>
<td>Events</td>
</tr>
<tr>
<td>-------</td>
<td>----------------------------------------------------------------------------</td>
<td>-------------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------</td>
<td>---------------------------------------------</td>
</tr>
</tbody>
</table>
| **06/23** | • CAM solutions for AutoCAD and Inventor designers  
• Linear technology (including linear actuators, linear drives, linear positioning and handling systems) | Metal production and processing | • Tool and mould making  
• Machine tool building  
• Infrastructure planning and civil engineering: trends and new products  
• Bearing technology (including rolling bearings, plain bearings, spherical plain bearings)  
• ECAD software  
• Sheet metal processing with AutoCAD and Autodesk Inventor  
• Large Format Printing (LFP)  
**Special section Bauen aktuell:** Infrastructure planning and civil engineering | September  
10-13/10/23  
17-21/10/23  
18-19/10/23 | **Intergeo**, Berlin  
**Motek**, Stuttgart  
**Fakuma**, Friedrichshafen  
**All about automation**, Dusseldorf |
| **07/23** | • Components for drive technology and automation  
• Workflow solutions for additive manufacturing / 3D printing  
• Components for electrical engineering (including connectors, cables, conductors, cable carriers, switches, ...) | Precision mechanics and optics | • Industry 4.0 and IIoT  
• Workstations (mobile and stationary) and monitors, workplace equipment  
• Construction methods and generative design  
• Project and cost management in product development  
• Production automation and robot programming  
• PDM / PLM  
• Interfaces between ERP and product configuration | 07-10/11/23  
14-17/11/23  
14-16/11/23 | **Blechexpo**, Stuttgart  
**Formnext**, Nuremberg  
**SPS - Smart Production Solutions 2023**, Nuremberg |
<table>
<thead>
<tr>
<th>Dates</th>
<th>Core Themes</th>
<th>Sector</th>
<th>Other Topics</th>
<th>Events</th>
</tr>
</thead>
</table>
| **SH**  | **Special Issue Smart Production** Production-oriented design, simulation    | **Mechanical Engineering** | • Simulation software for designers  
• Solutions for virtual and augmented reality  
• Railway and traffic engineering  
• Condition Monitoring and Predictive Maintenance  
• Joining technology  
• Factory planning  
**Special section Bauen aktuell:** Innovative concepts for sustainable building | 07-10/11/23  
14-17/11/23  
14-16/11/23  
 **Bleichexpo**, Stuttgart  
**Formnext**, Nuremberg  
**SPS - Smart Production Solutions 2023**, Nuremberg |
| **08/23** | **Machine elements** (including standard parts, profiles, seals, energy    | **Mechanical Engineering** | • Simulation software for designers  
• Solutions for virtual and augmented reality  
• Railway and traffic engineering  
• Condition Monitoring and Predictive Maintenance  
• Joining technology  
• Factory planning  
**Special section Bauen aktuell:** Innovative concepts for sustainable building | 07-10/11/23  
14-17/11/23  
14-16/11/23  
 **Bleichexpo**, Stuttgart  
**Formnext**, Nuremberg  
**SPS - Smart Production Solutions 2023**, Nuremberg |
| **DOP:** 30/10/23 | simulation and topology optimisation, traceability, process control and    | **Mechanical Engineering** | • Simulation software for designers  
• Solutions for virtual and augmented reality  
• Railway and traffic engineering  
• Condition Monitoring and Predictive Maintenance  
• Joining technology  
• Factory planning  
**Special section Bauen aktuell:** Innovative concepts for sustainable building | 07-10/11/23  
14-17/11/23  
14-16/11/23  
 **Bleichexpo**, Stuttgart  
**Formnext**, Nuremberg  
**SPS - Smart Production Solutions 2023**, Nuremberg |
| **ED:** 28/09/23  | quality assurance, data exchange, data preparation and build preparation,    | **Mechanical Engineering** | • Simulation software for designers  
• Solutions for virtual and augmented reality  
• Railway and traffic engineering  
• Condition Monitoring and Predictive Maintenance  
• Joining technology  
• Factory planning  
**Special section Bauen aktuell:** Innovative concepts for sustainable building | 07-10/11/23  
14-17/11/23  
14-16/11/23  
 **Bleichexpo**, Stuttgart  
**Formnext**, Nuremberg  
**SPS - Smart Production Solutions 2023**, Nuremberg |
| **AD:** 12/10/23  | automation of 3D printing workflows, selection of materials, 3D printing    | **Mechanical Engineering** | • Simulation software for designers  
• Solutions for virtual and augmented reality  
• Railway and traffic engineering  
• Condition Monitoring and Predictive Maintenance  
• Joining technology  
• Factory planning  
**Special section Bauen aktuell:** Innovative concepts for sustainable building | 07-10/11/23  
14-17/11/23  
14-16/11/23  
 **Bleichexpo**, Stuttgart  
**Formnext**, Nuremberg  
**SPS - Smart Production Solutions 2023**, Nuremberg |
| **MD:** 16/10/23  | processes, software and 3D printers, post-processing methods, recycling    | **Mechanical Engineering** | • Simulation software for designers  
• Solutions for virtual and augmented reality  
• Railway and traffic engineering  
• Condition Monitoring and Predictive Maintenance  
• Joining technology  
• Factory planning  
**Special section Bauen aktuell:** Innovative concepts for sustainable building | 07-10/11/23  
14-17/11/23  
14-16/11/23  
 **Bleichexpo**, Stuttgart  
**Formnext**, Nuremberg  
**SPS - Smart Production Solutions 2023**, Nuremberg |

**Special Issue Smart Production**
Production-oriented design, simulation and topology optimisation, traceability, process control and quality assurance, data exchange, data preparation and build preparation, automation of 3D printing workflows, selection of materials, 3D printing processes, software and 3D printers, post-processing methods, recycling of 3D printed components, on-demand production in the industry, series production in 3D printing, services, trainings

**08/23**
- **DOP:** 29/11/23
- **ED:** 30/10/23
- **AD:** 10/11/23
- **MD:** 15/11/23

**DOP:** 30/10/23
**ED:** 28/09/23
**AD:** 12/10/23
**MD:** 16/10/23
## ADVERTISEMENT PRICE LIST FOR PRINT

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<th>Size</th>
<th>Print Space</th>
<th>Bleed</th>
<th>Basic Price b/w</th>
<th>2C</th>
<th>3C</th>
<th>4C</th>
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<tr>
<td>2/1 pages</td>
<td>390 x 266</td>
<td>420 x 297</td>
<td>€ 11,760.00</td>
<td>€ 12,650.00</td>
<td>€ 13,600.00</td>
<td>€ 14,600.00</td>
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<tr>
<td>U2 extra</td>
<td>390 x 266</td>
<td>420 x 297</td>
<td>€ 12,460.00</td>
<td>€ 13,890.00</td>
<td>€ 14,920.00</td>
<td>€ 15,350.00</td>
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<td>1/1 page</td>
<td>180 x 266</td>
<td>210 x 297</td>
<td>€ 6,200.00</td>
<td>€ 6,660.00</td>
<td>€ 7,170.00</td>
<td>€ 7,700.00</td>
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<tr>
<td>2/3 page</td>
<td>high</td>
<td>118 x 266</td>
<td>135 x 297</td>
<td>€ 4,950.00</td>
<td>€ 5,330.00</td>
<td>€ 5,730.00</td>
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<td>210 x 195</td>
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<tr>
<td>Juniorpage</td>
<td>132 x 187</td>
<td>150 x 212</td>
<td>€ 4,540.00</td>
<td>€ 4,880.00</td>
<td>€ 5,250.00</td>
<td>€ 5,640.00</td>
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<tr>
<td>1/2 page</td>
<td>high</td>
<td>90 x 266</td>
<td>105 x 297</td>
<td>€ 4,030.00</td>
<td>€ 4,330.00</td>
<td>€ 4,660.00</td>
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<tr>
<td></td>
<td>horizontal</td>
<td>180 x 130</td>
<td>210 x 147</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 page</td>
<td>high</td>
<td>58 x 266</td>
<td>75 x 297</td>
<td>€ 2,860.00</td>
<td>€ 3,090.00</td>
<td>€ 3,320.00</td>
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<tr>
<td></td>
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<td>180 x 86</td>
<td>210 x 105</td>
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<tr>
<td>1/4 page</td>
<td>high</td>
<td>42 x 266</td>
<td>52 x 297</td>
<td>€ 2,210.00</td>
<td>€ 2,390.00</td>
<td>€ 2,560.00</td>
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<tr>
<td></td>
<td>horizontal</td>
<td>180 x 65</td>
<td>210 x 74</td>
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<td>105 x 147</td>
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<td></td>
<td></td>
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<tr>
<td>1/8 page</td>
<td>high</td>
<td>42 x 130</td>
<td>90 x 60</td>
<td>€ 1,330.00</td>
<td>€ 1,420.00</td>
<td>€ 1,520.00</td>
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<tr>
<td></td>
<td>horizontal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Advertorials (editorial advertisements) are available in 2/1, 1/1 and 1/2 page formats at half the advertising price. For details, see „Technical data print“.

Other forms of advertising on request.

### DISCOUNTS

In the case of purchase within one insertion year (beginning with the publication of the first advertisement).

We grant up to 15% AE on all advertisements made via an advertising or media agency. This excludes orders relating to cooperation with Jobware.

---

**SURCHARGES FOR PLACEMENT:**

- **15 % surcharge**
  for 4th cover page (back cover)

- **10 % surcharge**
  for 2nd, 3rd cover page, content and editorial

- **10 % surcharge**
  for placement request

**SURCHARGES FOR FORMATS:**

Advertisements in bleed/across gutter at no additional cost.
AD FORMATS

Sample formats for our print ads

**Bleed formats plus 3 mm trim on all sides.**

1/1:
180 x 266
trim size 210 x 297

1/1 high:
90 x 266
trim size 105 x 297

1/2 high:
180 x 130
trim size 210 x 147

1/2 horizontal:
180 x 65
1/4 horizontal:
180 x 65
trim size 210 x 74
trim size 210 x 105
1/4 corner:
90 x 130
1/4 corner:
105 x 147

Juniorpage:
132 x 187
trim size 150 x 212

1/3 high:
58 x 266
trim size 75 x 297

1/3 horizontal:
180 x 86
trim size 210 x 105

1/4 high:
42 x 130
trim size 52 x 297
1/8 high:
90 x 60

*Special formats on request*
ADVERTISEMENTS

Technical Data Print

MAGAZINE FORMAT:
Booklet format: 210 mm x 297 mm
Type area: 180 mm x 266 mm
Bleed: 3 mm on all sides

ADVERTORIAL DETAILS:
2/1 page: 7,000 characters (incl. spaces) + 2-3 images
1/1 page: 3,500 characters (incl. spaces) + 1-2 images
1/2 page: 1,800 characters (incl. spaces) + 1 picture

Please note: According to European copyright law, it is mandatory to name the photographer and the rights holder. Please consult the responsible editor in each case.

PRINTING AND BINDING METHODS, PRINTING DOCUMENTS:
Offset printing, saddle stitch binding.

Printing Material:
Data in PDF/X3 format, other data formats on request.

Colour profile: ISO Coated v2 300% of ECI (www.eci.org)

All colour elements have to be created in 4c according to Euroscale (CMYK), special colours, e.g. HKS or Pantone, are not possible. Tone value variations may occur within the tolerance range of the offset process.

Data Transmission:
E-mail to dispo@win-verlag.de

Setting costs and the preparation of the print-ready data are charged at cost price. Further information on data transfer on request via ad disposition.

DATES:
Frequency of publication: 8x a year
Publication dates: see timetable and topic plan

YEAR:
Volume 36, 2023

PUBLISHER:
Address:
WIN-Verlag GmbH & Co. KG
Johann-Sebastian-Bach-Straße 5
85591 Vaterstetten

Internet:
www.autocad-magazin.de

Publishing Management:
Martina Summer (responsible)
Phone: +49 (0) 8106/306-164
E-mail: ms@win-verlag.de

TERMS AND CONDITIONS:
All contracts are based on our General Terms and Conditions, which are available at https://win-verlag.de/agb/.

TERMS OF PAYMENT:
All prices are subject to the valid value added tax. Invoices are due at the latest eight days after the publication date (PD) of the issue. In case of receipt of payment before PD: 2 % discount.

VAT ID No. DE813744143.

For foreign customers:
Bank transfer free of charge for the beneficiary. Advance payment.

Bank details:
Kreissparkasse Munich Starnberg Ebersberg
Bank Account No.: 496 208, BLZ: 702 501 50
IBAN: DE86 7025 0150 0000 4962 08
BIC/SWIFT-Code: BYLADEM1KMS
**SHOPPING GUIDE**

Booking for 8 issues (incl. logo and company profile), publication in print & online

- in 1 category: € 1,250.00
- in 2 categories: € 2,150.00
- in 3 categories: € 3,000.00
- in 4 categories: € 3,800.00
- for each additional category: € 850.00

---

**APPLICATION DIRECTORY**

Appears automatically in print & online

Booking for 8 issues incl. logo and text: € 1,250.00

---

**TRAINING PROVIDERS**

Authorised training centres and non-authorised training providers. Publication in print & online

Booking with logo for 8 issues: € 790.00

---
**SPECIAL ADVERTISING FORMATS**

- **Cover with folded front cover**
  The page that folds out to the left is connected to the cover page. 4-sided. The production is carried out by the publisher.

- **Cover with folded back cover**
  The page that folds out to the right is connected to the back cover page. 4-sided. The production is carried out by the publisher.

- **Cover flap**
  1/1 page is placed half over the title and half over the back cover. The production is carried out by the publisher.

- **Cover double gate fold**
  Title can be expanded to the left and right. 2-sided. The production is carried out by the publisher.

- **U2 extra**
  Combination of cover page 2 and first page inner part. Ad size 2/1.

*In addition to the advertising possibilities mentioned above, we also offer individual communication solutions for our customers. From individual special issues to target-group-specific industry supplements to cross-media campaigns. Our slogan “We take care of the integration of solutions” is not just empty words. **Do not hesitate to contact us about your ideas.**

Technical data and prices for all special forms of advertising on request.

Talk to our Production Department about how your special forms of advertising can be realised in further processing. Please clarify this before the production of your advertising form.
ONLINE

ACCESS CONTROL:
WiredMinds AG (LeadLab)

ACCESS:
Unique visitors: 12,299 (monthly)
Page impressions: 25,236 (monthly)

Follower Social media: over 19,725

Newsletter: 10,000 recipients, weekly mailings

Stand-alone newsletter: up to 127,224 recipients, price on request

DATA DELIVERY:
Five working days before the start of the campaign by e-mail:
dispo@win-verlag.de

File formats for banners: GIF, PNG, JPEG or html5
The activation is always Monday 0:00 o’clock, the booking period has to be at least seven days.

Sponsored Post technical specification:
Headline, text, 1-2 images, link text, link
Text: min. 750 to max. 4,000 characters
Images: Aspect ratio 3:2, width at least 1,000 pixels.
Sources must be quoted for all images.

Text ad technical specification:
Headline, text, image, link text, link
Text: up to max. 500 characters, image left of text: depending on text length and motif with a fixed width of 600 pixels. Aspect ratios of 1:1, 2:3 across max. 3:2 are suitable.

EXTERNAL ADSERVER USE:
Google Ad Manager

TERMS OF PAYMENT:
Invoices are paid immediately after receipt. VAT ID No.: DE813744143.
For foreign customers: Bank transfer free of charge for the beneficiary.
Advance payment. Bank account: Kreissparkasse München Starnberg Ebersberg, account no.: 496 208, bank code: 702 501 50,
IBAN: DE86 7025 0150 0000 4962 08, SWIFT-BIC: BYLADEM1KMS

ONLINE DISCOUNTS
Number Scale*

<table>
<thead>
<tr>
<th>5%</th>
<th>10%</th>
<th>12%</th>
<th>15%</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>from 8x</td>
<td>from 16x</td>
<td>from 24x</td>
<td>from 32x</td>
<td>from 40x</td>
</tr>
</tbody>
</table>

*No discounts are transferred from print ads
DISPLAY-ADVERTISING / BANNERADVERTISING

Prices & Formats

Desktop Homepage
- Header
- Content
- WIN
- Footer

Desktop Content page
- Header
- Content
- WIN
- Footer

Mobile
- Header
- Content
- WIN
- Footer

Media Kit 2023
AUTOCAD Magazin
## DISPLAY-ADVERTISING / BANNERADVERTISING

### Prices & Formats

<table>
<thead>
<tr>
<th>Online Advertising Material</th>
<th>Size</th>
<th>Format</th>
<th>max. size (image)</th>
<th>Other</th>
<th>Price per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Billboard</td>
<td>1000 x 250 (970 x 250 oder 800 x 250)</td>
<td>JPG, PNG, Video, GIF or HTML 5; Redirect/Tag</td>
<td>300KB</td>
<td>no rotation</td>
<td>€ 760.00</td>
</tr>
<tr>
<td>Please deliver both formats here. Mobile playout of the desktop billboard mobile is not possible.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Mobile Billboard</td>
<td>300 x 300 (300 x 150 / 300/320 x 50 300/320 x 75 / 300 x 50 / 300 x 75 / 230 x 75 / 200 x 50)</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>150KB 75KB 50KB 50KB</td>
<td>no rotation</td>
<td></td>
</tr>
<tr>
<td>2 Halfpage Ad/Skyscraper</td>
<td>300 x 600 (120 x 600 / 160 x 600)</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>250KB 150KB</td>
<td>rotation</td>
<td>€ 630.00</td>
</tr>
<tr>
<td>2 Mobile Halfpage Ad/Skyscraper</td>
<td>300 x 600</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>250KB</td>
<td>rotation</td>
<td></td>
</tr>
<tr>
<td>3 Medium Rectangle Block 1 / left (3a) or right (3b)</td>
<td>300 x 250</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>100KB</td>
<td>rotation</td>
<td>€ 390.00</td>
</tr>
<tr>
<td>3 Mobile Medium Rectangle 1</td>
<td>300 x 250</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>100KB</td>
<td>rotation</td>
<td></td>
</tr>
<tr>
<td>4 Medium Rectangle Block 2 / left (4a) or right (4b), without mobile playout</td>
<td>300 x 250</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>100KB</td>
<td>rotation</td>
<td>€ 240.00</td>
</tr>
<tr>
<td>5 Video Rectangle Only integration from a streaming-capable page.</td>
<td>300 x 250</td>
<td>GIF, MPEG4, MPEG3</td>
<td>-</td>
<td>rotation</td>
<td>€ 420.00</td>
</tr>
<tr>
<td>6 Inline Banner 1/Leaderboard/Super Banner without mobile playout</td>
<td>728 x 250 (728 x 90) (not bookable for outreach+)</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>250KB 100KB</td>
<td>rotation</td>
<td>€ 350.00</td>
</tr>
<tr>
<td>7 Inline Banner 2/Leaderboard/ Super Banner without mobile playout</td>
<td>728 x 250 (728 x 90) (not bookable for outreach+)</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>250KB 100KB</td>
<td>rotation</td>
<td>€ 300.00</td>
</tr>
<tr>
<td>8 Footer Banner</td>
<td>728 x 250 (728 x 90) (not bookable for outreach+)</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>250KB 100KB</td>
<td>rotation</td>
<td>€ 300.00</td>
</tr>
</tbody>
</table>

### Special placements desktop only (not bookable for outreach+)

| Fence Ad „Standard“ Combination of billboard and skyscraper | 160 x 600 + 1000 x 90 + 160 x 600 | JPG, PNG, GIF or HTML 5; Redirect/Tag | 150KB per item | no rotation | € 1,100.00 |
| Fence Ad „Erweitert“ Combination of billboard and skyscraper | 160 x 600 + 1000 x 250 + 160 x 600 | JPG, PNG, GIF or HTML 5; Redirect/Tag | 150KB+300KB+150KB | no rotation | € 1,310.00 |
| 9 Double Skyscraper | 120 x 600 + 120 x 600 160 x 600 + 160 x 600 | JPG, PNG, GIF or HTML 5; Redirect/Tag | 100KB 150KB | no rotation | € 610.00 |
OUTREACH+

Now you can also book outreach through us!

From autumn 2022, we will be able to offer you the delivery of your banner advertising not only on our portals, but also on the portals of high-reach titles as well as in Special Interests.

Via the iq digital network, we can also place your advertising messages on websites of F.A.Z., Handelsblatt Online, Süddeutsche Zeitung, Der Tagesspiegel, Wirtschafts-Woche Online and ZEIT ONLINE.

The diverse portfolio also includes JETZT, SZ-Magazin, ZEIT-Magazin and many more, as well as numerous portals from the field of research such as spektrum.de, wissen.de, Forschung und Wissen, to name a few. All titles in the network can be found at the bottom of the page.

For you as an advertiser, this results in a clear advantage, as you no longer need to discuss and realise the individual bookings with several media consultants. You can now book all the titles listed below through our media consultants at attractive conditions.

Use the additional power of these brands to make your own even stronger. With the most important leading media in Germany, we are now in the position to offer you a total digital reach of around 35 million digital unique users.

We are proud to be able to offer you additional outstanding journalistic brands that accompany and inspire millions of people.

Interested? Then contact us and we will make you an attractive offer within a few days.

Our brands in the network that you can book through us:

**Top brands:** FAZ.net | Handelsblatt.com | Sueddeutsche.de | Zeit.de jetzt.de | sz-magazin.sueddeutsche.de | viwo.de | zeit.de/magazin | zeit.de/campus | zeit.de/zett

**News&Magazine:** tagesspiegel.de | Freitag.de | theeuropean.de | ada-magazin.com

**Wirtschaft&Finanzen:** ARIVA.DE | boerse-am-sonntag.de | btc-echo.de | marktundmittelstand.de | wirtschaftskurier.de

**B2B-Fachmedien:** arbeit-und-arbeitsrecht.de | edison.media | elektropraktiker.de | genios.de | technische-logistik.net | tilasto.com

**Forschung:** Forschung-und-wissen.de | sinexx.de | spektrum.de | wissen.de | wissenschafter.de
Knotenpunkte für Anlagen und Maschinen: ACE Crash Dämpfer

Mit der Crash-Dämpfer erweitert ACE das Portfolio im Bereich der Betriebssicherheit um robuste Einzel- und Gruppenlösungen. Die Maschinenelemente aus speziellen Aluminium- oder Stahlteilen sind konzipiert für eine maximale Konstruktions- und Lebensdauer mit gleichmäßigen Dämpfungseigenschaften.

Andreas Müller
Chefredakteur
Tel.: +49 (0) 4106 - 350 - 184
E-Mail: a.mueller@autocad-news.de

Anzeige
# Newsletter Advertising Possibilities

Advertising possibilities in our Newsletter:

## Text ad with image
Headline, image (JPG, PNG), text (max. 500 characters incl. blanks), link text, link or video

- **€ 590.00** per week

## Skyscraper
120 x 600 px

- **€ 750.00** per week

## Superbanner*
560 x 200 px

- **€ 950.00** per week

*no animated banners possible
EVENT ANNOUNCEMENTS

We provide for visitors

Events are a highly popular marketing tool, offer an efficient way to present new products and create new relationships with customers. **Work with us to generate additional registrations for your event.**

Event package price: **€ 1,750.00**

**SUBJECT CONTENTS:**

- **Event newsletter** to the recipients of the AUTOCAD magazine newsletter, in which exclusively events are presented every two weeks (more often if required).

- Event Ad with teaser/description text (max. 1000 characters), image and linking directly to your registration form. Additional distribution of the event via our website as a **sponsored post** and via the **social media channels** of the AUTOCAD magazine.

- Entry with event logo in the **calendar of events**. The entry is online from publication until the end of the event.
Stand-alone email is a campaign-related form of advertising that is usually sent only once.

We offer you the choice of selecting only our own newsletter addresses or booking the entire address base of our media network (A-Z Direct, Burda, LeadFactory, MB Medien, etc.).

The basis for the below mentioned maximum reach of over 121,919 recipients is our magazine target group.

With Email+, we can also meet your individual requirements, i.e. you can make further adjustments to the target group, such as company size or industry sector.

When using this form of advertising, the owner of the address sends the stand-alone email on behalf of the company making the booking. In other words, the sender is the owner of the address and not the advertising company. Due to the fact that the advertising company is mentioned exclusively in the email, the level of attention is very high.

Your benefit in detail:
- Traffic for your landing page without large detours
- Low scattering losses due to very vertical addresses
- High level of attention in the target group
- Exclusive presentation of the company
- Image transfer by using our magazine title in the header of the email

Needless to say, all our addresses and those of our partners comply with the strict provisions of the German Data Protection Act (DSGVO).

**QUANTITY SCALE**

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000</td>
<td>€ 3,990.00</td>
</tr>
<tr>
<td>20,000</td>
<td>€ 7,490.00</td>
</tr>
<tr>
<td>30,000</td>
<td>€ 10,990.00</td>
</tr>
<tr>
<td>40,000</td>
<td>€ 13,990.00</td>
</tr>
</tbody>
</table>

*Larger quantities on request.*

However, prices and reach may vary in the event of additional restrictions or a change in target group. You will receive the technical specifications from our sales team.
ONLINE ADVERTORIALS / SPONSORED POSTS + ADVERTORIAL PACKAGES

Are you already benefiting from the power of online advertorials?

Sponsored posts can be advertised via various other online media, thus increasing the number of readers significantly. For this reason, we offer you various complementary methods to increase the traffic on your online advertorial.

The application takes place via our weekly newsletter. For you this means this means around 10,000 recipients of our newsletter, who will also be presented with the Sponsored Post placed on our website. You will receive a direct link to it.

As an additional advertising measure, we offer you the opportunity to advertise your sponsored post using our social media channels.

As part of our advertorial packages, we also offer to publish your sponsored post as an advertorial in the print and ePaper edition. We are referring here to the maximum possible editorial reach that you can make use of.

OUR PACKAGE PRICES:

<table>
<thead>
<tr>
<th>Package</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sponsored Post News+</strong></td>
<td>Publication of your online advertorial on <a href="http://www.autocad-magazin.de">www.autocad-magazin.de</a> for one month (min. 500 – max. 4,000 characters + two images), additionally advertised via our weekly newsletter.</td>
<td>€ 1,355.00</td>
</tr>
<tr>
<td></td>
<td>2,000 additional characters each with one picture</td>
<td>€ 249.00</td>
</tr>
<tr>
<td><strong>Sponsored Post Social+</strong></td>
<td>(As previously described for Sponsored Post News+, also displayed on our social media channels on XING, LinkedIn, Facebook and Twitter, text max. 4,000 characters)</td>
<td>€ 3,120.00</td>
</tr>
<tr>
<td><strong>Advertorial Package Premium</strong></td>
<td>(Sponsored Post Social+ and additional publication of the advertorial in the print and ePaper edition, 1/1 page advertorial (3,500 characters print + max. 4,000 characters online)</td>
<td>€ 6,620.00</td>
</tr>
<tr>
<td><strong>Advertorial Package Premium+</strong></td>
<td>Same as Advertorial Package Premium, but with 2 pages of advertorial (7,000 characters print + max. 8,000 characters online plus image)</td>
<td>€ 9,920.00</td>
</tr>
</tbody>
</table>
Leads, leads, leads that sounds almost like the gold digging days of the Yukon, as if there was only one goal left in communication.

Unfortunately, it is a fact that some of our customers today are only allowed to spend their advertising money when their success is virtually assured. It is usually a matter of using every euro for advertising as efficiently as possible.

Nevertheless, not every advertising campaign can be measured with all its effects, and even if the specialist departments of our customers know this, their hands are often tied.

One way out of this unsatisfactory situation are the lead packages of our publishing house, with which we offer our customers awareness and leads in one package. For instance, the advertisement can be combined with a whitepaper download, or the newsletter with sponsored post and a fixed number of leads. This means that with one lead package you can do one thing without losing the other.

We only supply MQ leads, i.e. marketing qualified leads that, as the name suggests, are not yet qualified to make the sales call. However, you have the permission of the interested party to send further information and thus convert the MQL into an SQL (Sales-Qualified-Lead) in just a few steps.

The leads are usually generated via electronic mailings in which interested parties are offered a whitepaper from our customer. By downloading the whitepaper, the prospective customer releases his or her data and gives permission for further contact by our customer. All leads supplied by us therefore meet the high requirements of the German Data Protection Act (DSGVO).

We generate these lead addresses from our own address database or together with partners in our media network, such as Leadfactory, Burda, MB Medien etc., depending on the quantity and the required depth of information. All our cooperation partners, like us, guarantee compliance with the statutory data protection provisions of the German Data Protection Act (DSGVO).

A lead address of the premium packages contains at least the following information: company name, address, company size, first name, last name, job function, e-mail, telephone.

The lead addresses for business and standard packages contain only the contact person and email address.

Should you require further information, we can provide this information for an additional charge. We would be pleased to make you a detailed offer.
LEAD PACKAGES

According to the reader target group of the AUTOCAD magazine you will receive guaranteed MQ leads

MQ leads – Premium 100
You will receive:
• 1 Stand-Alone Newsletter
• Marketplace entry: 12 months Print + Online
• 2 Newsletter text ads with your white-paper
• Sponsored post + social media
• Halfpage ad (300 x 60 px) 2 weeks

€ 15,900.00

MQ leads – Premium 75
You will receive:
• 1 Stand-Alone Newsletter
• Marketplace entry: 12 months Print + Online
• 2 Newsletter text ads with your white-paper
• Sponsored post + social media
• Halfpage ad (300 x 60 px) 2 weeks

€ 13,600.00

MQ leads – Premium 50
You will receive:
• 1 Stand-Alone Newsletter
• Marketplace entry: 12 months Print + Online
• 2 newsletter text ads with your white-paper
• Sponsored post + social media

€ 10,800.00

Differing quantities to our lead packages and special requests on request!

Your advantages:
Leads +
Online Activity =

- Measurable results of your marketing strategy
- Guaranteed lead volume in accordance with the German General Data Protection Regulation (DSGVO)
- Increased awareness for your company
## Online Specials+

### Whitepapers, Directories & Posts

**Whitepaper**: Whitepaper for 3 months for download incl. leads (image + teaser text)
- Medium: with advertisement of the whitepaper by
  - 4 text advertisements in the newsletter according to your choice (image + text)
  - one medium rectangle banner for four weeks on the website

**Large**: with advertisement of the whitepapers by
- 5 text advertisements in the newsletter according to your choice (image + text)
- 1 Sponsored Post + 8 weeks medium rectangle banner (300 x 250 px)

**Extension for another 3 months incl. 2 text ads or with 2 weeks banner**: € 1,500.00

**XL**: Promotion of the whitepaper with a stand-alone newsletter. You determine the number of recipients yourself. Basic price for whitepaper promotion and download function
- Per 1,000 recipients minimum purchase are 5,000 recipients

**Posts**:
- Calendar of events per event (logo 300 px wide + text)
  - € 190.00
- Exhibition area per year
  - € 2,000.00

**SEO-Service**:
- SEO-optimization of print and online articles up to 4,000 characters (incl. blanks, ca. 1 page text)
  - € 439.00

**Marketplace**:
- Service provider for 12 months (logo, address block, max. 500 characters text)
  - € 750.00

**Webinar**:
- We would be happy to organise a webinar. Details are available on request.

**Tutorial Videos**:
- We produce and distribute your tutorials on demand.

### Autocad Solutions Guide

**Standard Package**: 1 company presentation, 1 solution- or product presentation
- € 708.00

**Silver Package**: Standard package +: 2 Solutions- or product presentations plus 1 fullsize banner (468 x 60 pixel) rotating on the entire magazine portal for one year
- € 1,428.00

**Gold Package**: Standard package +: 3 Solutions- or product presentations plus 1 fullsize banner (468 x 60 pixel) rotating on the entire magazine portal for one year
- € 2,796.00

**Sales Partner Presentation**: 1 Company presentation with logo
- € 599.00

**Online Specials+**

- **Posts**:
  - Calendar of events per event (logo 300 px wide + text)
  - Exhibition area per year
  - € 190.00
  - € 2,000.00

- **SEO-Service**:
  - SEO-optimization of print and online articles up to 4,000 characters (incl. blanks, ca. 1 page text)
  - € 439.00

- **Marketplace**:
  - Service provider for 12 months (logo, address block, max. 500 characters text)
  - € 750.00

- **Webinar**:
  - We would be happy to organise a webinar. Details are available on request.

- **Tutorial Videos**:
  - We produce and distribute your tutorials on demand.

*We can automatically scale the images if they are delivered in the correct size ratio when they are delivered. Please deliver in 16:9 format.*
## ONLINE JOB MARKET

Including booking option with Jobware

### Job Standard and Job Standard +
- Publication WIN-Verlag/Jobware job market
- Top-Joblink: Premium placement above the job market
- Notice and link in our newsletter (one-time)
- Publication on Jobware portal and its partners

### Job-Premium
- 1/4 page print/ePaper ad
- Publication WIN-Verlag/Jobware job market
- Top-Joblink: Premium placement above the job market
- Notice and link in our newsletter (one-time)
- Publication on Jobware portal and its partners

### Job-Professional
- 1/2 page print/ePaper ad
- Publication WIN-Verlag/Jobware job market
- Newsletter: Publication with a teaser in our newsletter with link to the advertisement on Jobware portal
- Top-Joblink: Premium placement above the job market
- Notice and link in our newsletter (one-time)
- Publication on Jobware portal and its partners

### Job-Master
- 1/1 page print/ePaper ad
- Publication WIN-Verlag/Jobware job market
- Newsletter: Publication with a teaser in our newsletter with link to the advertisement on Jobware portal
- Top-Joblink: Premium placement above the job market
- Notice and link in our newsletter (one-time)
- Publication on Jobware portal and its partners

### Jobware Plus:
- Hybrid design or implementation according to specification:
  - Ad service: We create the advertisement document based on your template (PDF, Word, …)
  - Each advertisement is professionally categorised and keyworded by experienced specialists.
  - Before live placement, you will receive a link to preview and approve the ad.

### Further services:
- Duden test
- Online application form
- Link to own homepage

### Hybrid design:
- On request, we will publish your advertisements in the innovative hybrid design developed together with the Rhine-Main University of Applied Sciences for optimal display on smartphone and desktop.

### Target group concept:
- Your advertisement will also be published on up to 400 specialist and region-specific partner platforms.
- In this way, you will reach further particularly qualified professionals who are latently willing to change jobs.

### Jobware Prime:
- CI-compatible ad layout according to specifications
- Alternative: Optimised hybrid design for smartphone and desktop
- 30 days runtime
- Automatic refreshes every 10 days
- Additional publication on up to 400 specialist and regional platforms
- Subsequent editorial changes to the advertisement text and job title
- Direct mailing to registered job mail users
- Personal contact person
- Highlighting as „Job tip“ and listing in the category „Offers of the week“
- Protection against risks in the recruiting process with „Jobware AdSurance“
- Free extension for a further 30 days if required and 50% discount on the list price for repeat placements within 12 months

### Pricing:
- **Job Standard and Job Standard +**
  - 30 days runtime
  - €1,650.00
- **Job-Premium**
  - 30 days runtime
  - €3,060.00
- **Job-Professional**
  - 30 days runtime
  - €4,960.00
- **Job-Master**
  - 30 days runtime
  - €7,930.00
WHAT IS A DIGITAL INSERT?

We offer you a combination of an insert in the printed edition and a PDF section in the middle of the ePaper. For the printed edition, you can deliver the insert to us (sample in advance is required) or have it printed by us for a fee. Please note: The product digital bound inserts is limited to a maximum of 8 pages. More extensive bound inserts only on request.

For the digital distribution of the ePaper magazine, we access our own address database as well as the databases of the address brokers in our media network. As usual, this gives you the opportunity to book a max. 8-page section in the magazine exclusively for yourself. Furthermore, you can also influence the circulation a little by an additional distribution (subject to a fee). For details, please contact our sales team.

DIGITAL INSERT PRICES:
Format: DIN A4
up to 3 pages € 170.00/ooo
4-6 pages € 250.00/ooo
7-8 pages € 310.00/ooo
Longer inserts on request
PODCASTS

We produce the podcast for you and publish it on one or more of our digital channels (website, newsletter, social media, ePaper) and make sure it reaches the right audience.

The total length of the recording, including the briefing of the interview partner, takes a maximum of one hour. We take care of the post-production, i.e. intro, editing, sound etc. for you. Your added value: topic and scope of your choice (max. length of the final product: 15 minutes). We transcribe the podcast and make it available to visitors to our website in written form. The visitor thus has the choice between reading and listening.

If a podcast series is desired and you want to provide variety, you can also let customers have their say. With a podcast series, interested parties/customers can subscribe to your podcasts via common portals such as Spotify, Apple Podcast, Soundcloud or Deezer.

If a podcast series is desired and you would like to provide variety, you can also let employees or customers have their say. With a podcast series, interested parties/customers can subscribe to your podcasts via common portals such as Spotify, Apple Podcast, Soundcloud or Deezer.

Another plus: only those who are interested in the topic will listen to your podcast. There are no expensive marketing measures with high spreading loss.

Prices:
Podcast up to 10 minutes: € 2,500.00
Podcast up to 15 minutes: € 2,900.00

Transcription as an additional service:
Podcast up to 10 minutes: € 400.00
Podcast up to 15 minutes: € 550.00

Please prepare for the production by defining exactly what you want to communicate to the listeners. Concentrate on the essentials, i.e. what is the core of your message?

Only if it remains really interesting and exciting is it worth creating the podcast for 10 or 15 minutes.
DISTRIBUTION AUTOCAD MAGAZINE

In addition to subscriptions and strategic distribution, we have become very digital and distribute over 25,534 ePapers of each of our issues. Unaware of the pandemic, supply chain difficulties or developments in Ukraine, we had already started distributing digital copies of AUTOCAD Magazine through various partners in 2018.

Our credo is: „To meet potential readers in situations where they have time to devote to our specialist reading“. In addition, since May 2020 we have switched to a digital alternate mailing service, which has the advantage for us of achieving greater market penetration.

For AUTOCAD Magazine, this means that we send our epaper edition to an address pool of approximately 127,224 addresses via exchange delivery - 15,000 copies per issue. We are constantly working on optimising our magazines and content distribution, which in an increasingly digital world is a permanent challenge that we have met very successfully so far.

A „business as usual“ is not an option for us, we rather want to seize the digital transformation as an opportunity. A good example of this is our social media portals, with which we generate new followers every day.

In total, we reach 204,534 recipients in our target group per quarter through our various issues, newsletters and social media presences.

If you also want to have a large reach, you can now also place your display ads in big brands through us. In this way, we can reach a total of approx. 35 million people. You can find out more about this on page 20.

Another new feature is that all our articles are available in the GENIOS.de database. For many companies, this is an easy way to find the relevant articles according to specific keywords.
PERFECTLY WELL INFORMED

We inform our readers wherever they are

Print and online

Airlines
Universities and colleges
Clinics
Display at trade fairs & events
Webinar
First-class hotels
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The AUTOCAD & Inventor magazine is an important and reliable advertising partner in our markets, with which we regularly reach our target group!

CHRISTOPH ASCHENBRENNER
MANAGING DIRECTOR,
MENSCH UND MASCHINE GERMANY GMBH
PUBLISHING PROGRAMME

**AUTOCAD Magazine**
The manufacturer-independent trade journal is aimed at all users and decision-makers who work with Autodesk software solutions. The magazine provides practical support for the selection, introduction and operation of software and hardware. It also focuses on solutions in the fields of drive technology, automation, electrical engineering, fluid technology and connectivity.

**DIGITAL ENGINEERING Magazine**
The trade magazine for the design and engineering sector reports on all aspects that are important in integrated (holistic) product development. The focus is on solutions and strategies for efficient engineering as well as innovations from drive technology, automation, electrical engineering, fluid technology, connection technology and construction components.

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DIGITAL MANUFACTURING focuses on fundamentals, methods, technical trends, IT solutions and practical applications from the field of the digital process chain in production. The magazine conveys the productivity advantages that can be achieved in production through the right strategies and solutions.

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