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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, planner, 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:
Magazine format: DIN A4
Total number of pages: 520
Editorial section: 391
Advertising section: 129

EDITORIAL CONTENT ANALYSIS:
8 issues pages of which editorial pages total: 391 = 100%
Industrial components and materials: 51 = 13.0%
CAD practice topics 83 = 21.2%
Architecture and construction 27 = 6.9%
Mechanical and plant engineering 57 = 14.6%
Rapid prototyping/3D printing 32 = 8.2%
GIS and infrastructure 20 = 5.1%
Data management (PDM, DMS, ERP) 38 = 9.7%
News, company announcements, trade fairs 22 = 5.6%
CAD hardware and peripherals 16 = 4.1%
Simulation/visualisation/VR 29 = 7.5%
Other 16 = 4.1%
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:
- Architects
- Design engineers
- Engineers
- Planners
- Technical draughtsmen
- Technicians

In the branches:
Mechanical engineering, architecture, mechanics, automation, plant engineering, generative manufacturing, Industry 4.0, automation, factory automation
30 Min.-2 h
time readers spend on average with one issue

91%
also use digital media of the AUTOCAD magazine

63%
are between 30 and 59 years old

55%
make the purchase decision alone

11,341
p.M. Unique Visitors
(Status: Aug. 2023)

Sources: WIN-Verlag reader survey 2022/2023, IVW, WiredMinds

224,942
p.M. Page Impressions
(Status: Aug. 2023)

1,150
copies sold Q2/2023

1,407
copies
distributed circulation Q2/2023

FACTS & FIGURES

1,150
copies sold Q2/2023

109,692
Distributed circulation
Print + ePaper

10,000
subscribers to the weekly newsletter

up to 127,224
recipients of the stand-alone newsletter incl. media partner network

ca. 19,500
Social media follower

ePaper distribution per issue:
108,285 copies

11,341
copies
distributed circulation

63% are between 30 and 59 years old

55% make the purchase decision alone

91% also use digital media of the AUTOCAD magazine

30 Min.-2 h
time readers spend on average with one issue

Up to 127,224 recipients of the stand-alone newsletter incl. media partner network

Ca. 19,500 Social media follower

109,692 Distributed circulation Print + ePaper


224,942 p.M. Page Impressions (Status: Aug. 2023)

1,150 copies sold Q2/2023

1,407 copies distributed circulation Q2/2023

Sources: WIN-Verlag reader survey 2022/2023, IVW, WiredMinds
DISTRIBUTION AUTOCAD MAGAZINE

Our magazines are characterised by a high digital distribution. Through the cooperation with specialised partners we have constantly developed the circulation and accessibility of our magazines. Our readership therefore benefits from content that can be accessed anywhere and at any time.

For AUTOCAD Magazine this means that we can send our ePaper edition to an address pool of around 127,224 addresses - at least 15,000 copies per issue.

We understand the digital transformation not only in the content of our magazines as an opportunity. We are also developing distribution of our high-quality content in line with the advances in digital distribution. A good example of this are our social media portals as well as the reader kiosks of Lufthansa and Star Alliance partners as well as leading hotel groups, where we generate new followers every day.

Those who would like to book an even greater reach through our media, can now also place their own display ads. In total we can reach around 35 million people. You can find out more about this on page 21.
DISTRIBUTION PER ISSUE

Our reach

Total 109,692 copies

- Newsletter 55%
- Dispatch (Email) 14%
- Events (digital) 9%
- ePaper recipient 2%
- Online newsstands, airlines, top hotels, PressReader, etc. (digital) 1%
- Circulation of the print edition (IVW) 1%
- Social Media 18%
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>Focus</th>
<th>Industry</th>
<th>Other topics</th>
<th>Top Events (more information online)</th>
</tr>
</thead>
</table>
| 07/23 | - Components for Drive technology and Automation  
- Workflow solutions for additive manufacturing / 3D printing  
- Components for Electrical engineering (e.g. Connectors, cables, cables, 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 Blechexpo, Stuttgart  
07-10/11/23 Formnext, Nuremberg  
14-16/11/23 SPS – Smart Production Solutions 2023, Nuremberg |
| SH   | 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 of 3D-printed components, on-demand production in industry, series production in 3D printing, services, training |  |  | 07-10/11/23 Formnext, Nuremberg  
14-16/11/23 SPS – Smart Production Solutions 2023, Nuremberg |

**DOP:** date of publication, **ED:** editorial deadline, **AD:** advertising deadline, **MD:** materials deadline
<table>
<thead>
<tr>
<th>Dates</th>
<th>Focus</th>
<th>Industry</th>
<th>Other topics</th>
<th>Top Events (more information online)</th>
</tr>
</thead>
</table>
| **08/23** | - Machine elements (e.g. standard parts, profiles, seals, energy chains, ...)  
- Sensor technology | Mechanical Engineering       | - Simulation software for design engineers  
- Solutions for virtual and augmented reality  
- Railway and traffic engineering  
- Condition monitoring and predictive maintenance  
- Connectivity  
- Factory planning  
**Special section Bauen aktuell:** Innovative concepts for sustainable building |                                                                 |                                                                                           |
| DOP: 29/11/23 | ED: 30/10/23  
AD: 10/11/23  
MD: 15/11/23 |                                                                                     |                                                                                 |                                                                                                    |
| **01/24** | - PLM and PDM solutions for small and medium-sized companies  
- Intelligent data models with Building Information Modelling (BIM) incl. expert talk | Medical technology         | - Large format printers for designers, architects and GIS users  
- Solutions for industrial design  
- Drive technology  
- Sheet metal working  
- Digital construction |                                                                 | **digitalBAU**, Cologne  
20-22/02/24  
20-22/02/24  
03-08/03/24  
05-06/03/24 | **Metav**, Dusseldorf,  
**Light + Building**, Frankfurt  
**All about automation**, Friedrichshafen |
| DOP: 09/02/24 | ED: 11/01/24  
AD: 24/01/24  
MD: 26/01/24 |                                                                                     |                                                                                 |                                                                                                    |
| **02/24** | - Solutions for the Smart Factory  
- Industrial Internet of Things (IIoT) and automation | Automobile construction (incl. expert talk) | - 3D graphics solutions and workstations  
- 3D visualisation and modelling for product development  
- Additive manufacturing / 3D printing  
- Product configuration / CPQ  
- BIM in factory planning |                                                                 | **Euroguss**, Dusseldorf  
15-19/04/24  
15-19/04/24  
22-26/04/24  
23-26/04/24  
14-16/05/24 | **All about automation**, Dusseldorf  
**HMI**, Hanover  
**Control**, Stuttgart  
**Rapid.Tech 3D**, Erfurt |
<table>
<thead>
<tr>
<th>Dates</th>
<th>Focus</th>
<th>Industry</th>
<th>Other topics</th>
<th>Top Events (more information online)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>03/24</strong>&lt;br&gt;DOP: 10/05/24&lt;br&gt;ED: 10/04/24&lt;br&gt;AD: 22/04/24&lt;br&gt;MD: 24/04/24</td>
<td>- Sensor technology for construction (incl. expert talk)&lt;br&gt;- ERP-CAD integration for small and medium-sized companies</td>
<td>- Environmental and energy technology</td>
<td>- Construction methods and generative design&lt;br&gt;- Lightweight construction&lt;br&gt;- Production-oriented design&lt;br&gt;- Drive technology&lt;br&gt;- Energy-efficient construction</td>
<td>11-13/06/24 SENSOR+TEST, Nuremberg&lt;br&gt;18-21/06/24 Intersolar, Munich&lt;br&gt;26-27/06/24 All about automation, Straubing</td>
</tr>
<tr>
<td><strong>04/24</strong>&lt;br&gt;DOP: 20/06/24&lt;br&gt;ED: 20/05/24&lt;br&gt;AD: 04/06/24&lt;br&gt;MD: 06/06/24</td>
<td>- Multiphysics simulation (incl. expert talk)&lt;br&gt;- Product configuration: Bridge between CRM and PLM</td>
<td>Electrical engineering</td>
<td>- Components for Automation&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&lt;br&gt;- Software solutions for construction management and documentation Special section MultiCAD Systems</td>
<td>27-30/06/24 Automatica, Munich</td>
</tr>
<tr>
<td><strong>05/24</strong>&lt;br&gt;DOP: 29/07/24&lt;br&gt;ED: 27/06/24&lt;br&gt;AD: 11/07/24&lt;br&gt;MD: 15/07/24</td>
<td>- Laser scanning and surveying&lt;br&gt;- Digital twin</td>
<td>- Process industry and plant engineering (incl. expert talk)</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;- Connection technology&lt;br&gt;- Structural analysis software for structural design Special: Training courses for designers (face-to-face and online events)</td>
<td>28-29/08/24 All about automation, Zurich, Switzerland&lt;br&gt;10-14/09/24 AMB, Stuttgart</td>
</tr>
<tr>
<td>Dates</td>
<td>Focus</td>
<td>Industry</td>
<td>Other topics</td>
<td>Top Events (more information online)</td>
</tr>
<tr>
<td>-------</td>
<td>-------</td>
<td>----------</td>
<td>--------------</td>
<td>-------------------------------------</td>
</tr>
</tbody>
</table>
| 06/24 | - CAM solutions for AutoCAD and Inventor Designers (incl. expert talk)  
- GIS & Civil Engineering: Trends and new products | - Metal production and machining  
- Tool and mould making  
- 3D rendering  
- Bearing technology  
- ECAD software  
- Sheet metal working with AutoCAD and Autodesk Inventor  
- Infrastructure planning | | 24-26/09/24  
Intergeo, Stuttgart  
08-11/10/24  
Motek, Stuttgart  
15-19/10/24  
Fakuma, Friedrichshafen  
22-25/10/24  
Euroblech, Hanover |
| 07/24 | - Workflow solutions for additive manufacturing / 3D printing  
- Components for drive technology and automation | - Mechanical engineering (incl. expert talk)  
- Workstations (mobile and stationary) and monitors  
- Animation and 3D modelling  
- Simulation software for manufacturing  
- Industry 4.0 and IIoT  
- Production automation and Robot Programming  
Special section MultiCAD Systems | | 12-14/11/24  
SPS, Nuremberg  
19-22/11/24  
Formnext, Frankfurt |
| SH | 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 of 3D-printed components, on-demand production in industry, series production in 3D printing, services, training | | 12-14/11/24  
SPS, Nuremberg  
19-22/11/24  
Formnext, Frankfurt |
| 08/24 | - Machine elements  
- Sensors | - Food industry  
- Solutions for Virtual and augmented reality  
- PDM/PLM  
- Project and cost management in product development  
- Interfaces between ERP and product configuration/CPQ  
- Building services engineering (incl. expert talk) | | 13-17/01/25  
Messe BAU, Munich |
# ADVERTISEMENT PRICE LIST FOR PRINT

<table>
<thead>
<tr>
<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>
</tr>
</thead>
<tbody>
<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>
</tr>
<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>
</tr>
<tr>
<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>
</tr>
<tr>
<td>2/3 page 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>
<td>€ 6,160.00</td>
</tr>
<tr>
<td>2/3 page hor</td>
<td>180 x 175</td>
<td>210 x 195</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<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>
</tr>
<tr>
<td>1/2 page 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>
<td>€ 5,000.00</td>
</tr>
<tr>
<td>1/2 page hor</td>
<td>180 x 130</td>
<td>210 x 147</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 page 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>
<td>€ 3,560.00</td>
</tr>
<tr>
<td>1/3 page hor</td>
<td>180 x 86</td>
<td>210 x 105</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page 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>
<td>€ 2,760.00</td>
</tr>
<tr>
<td>1/4 page hor</td>
<td>180 x 65</td>
<td>210 x 74</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>90 x 130</td>
<td>105 x 147</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/8 page 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>
<td>€ 1,650.00</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.

All advertising offers of the print magazine include the distribution as ePaper.

### Number Scale

- 3% starting from 2 ads
- 6% starting from 4 ads
- 10% starting from 6 ads
- 15% starting from 8 ads

### Quantity Scale

- 5% starting from 2 pages
- 10% starting from 4 pages
- 15% starting from 6 pages
- 20% starting from 8 pages

Media Kit 2024  
AUTOCAD Magazin  
13
**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

1/2 high: 90 x 266
- trim size 105 x 297

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

1/4 high: 42 x 266
- trim size 52 x 297

1/8 high: 42 x 130
- 1/8 horizontal: 90 x 60

*Special formats on request*
ADVERTISEMENTS (TECHNICAL DATA)

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 37, 2024

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
# MARKETPLACE PRINT

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>in 1 category</td>
<td>€ 1,250.00</td>
</tr>
<tr>
<td>in 2 categories</td>
<td>€ 2,150.00</td>
</tr>
<tr>
<td>in 3 categories</td>
<td>€ 3,000.00</td>
</tr>
<tr>
<td>in 4 categories</td>
<td>€ 3,800.00</td>
</tr>
<tr>
<td>for each additional category</td>
<td>€ 850.00</td>
</tr>
</tbody>
</table>

## APPLICATION DIRECTORY
Appears automatically in print & online

<table>
<thead>
<tr>
<th>Category</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booking for 8 issues incl. logo and text</td>
<td>€ 1,250.00</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booking with logo for 8 issues</td>
<td>€ 790.00</td>
</tr>
</tbody>
</table>
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: 11,341 (monthly)
Page impressions: 24,942 (monthly)
Follower Social media: ca. 19,500
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>Discount</th>
<th>Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>from 8x</td>
</tr>
<tr>
<td>10%</td>
<td>from 16x</td>
</tr>
<tr>
<td>12%</td>
<td>from 24x</td>
</tr>
<tr>
<td>15%</td>
<td>from 32x</td>
</tr>
<tr>
<td>20%</td>
<td>from 40x</td>
</tr>
</tbody>
</table>

*No discounts are transferred from print ads

Media Kit 2024

AUTOCAD Magazin
DISPLAY-ADVERTISING / BANNERADVERTISING

Prices & Formats

Desktop Homepage

- Header
- 1
- Header
- 2
- Content
- 6
- Content
- 7
- Content
- 4a
- Content
- 8
- Footer

Desktop Content page

- Header
- 1
- Header
- 2
- Content
- 3a
- Content
- 6
- Content
- 4a
- Content
- 8
- Footer

Mobile

- Header
- 1
- Content
- 2
- Content
- 3a
- Content
- 3b
- Footer

WIN
## 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</td>
<td>no rotation</td>
<td>€ 660.00</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</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>€ 630.00</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>€ 390.00</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)</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>250KB</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)</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>250KB</td>
<td>rotation</td>
<td>€ 300.00</td>
</tr>
<tr>
<td>8 Footer Banner</td>
<td>728 x 250 (not bookable for outreach+) (728 x 90)</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>250KB</td>
<td>rotation</td>
<td>€ 300.00</td>
</tr>
</tbody>
</table>

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

| Fireplac 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 |
| Fireplac 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 | no rotation | € 610.00 |
We can 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 | wiwo.de | zeit.de/magazin | zeit.de/campus | zeit.de/zett

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

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

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

**Research:** Forschung-und-wissen.de | sinexx.de | spektrum.de | wissen.de | wissenschaft.de
Produktpräferenz: Was der digitale Fingerabdruck aus dem Bildvorschlag ans Licht bringt


NEWSLETTER

Advertising possibilities in our newsletter

Text ad with image
Headline, image (JPG, PNG), text (max. 500 characters incl. blanks), link text, link or video
€ 620.00 per week

Skyscraper
120 x 600 px
€ 750.00 per week

Superbanner*
560 x 200 px
€ 950.00 per week

*SPECIAL NEWSLETTER
We have planned special newsletters for the following trade fairs and topics across the publishing house:
Hannover Messe, Motek, SPS, Formnext, Künstliche Intelligenz (KI), Webinar Newsletter
EVENT PROMOTION

Events, seminars, webinars, roadshows

Events are a popular marketing tool, offering an efficient opportunity to introduce new products and create new customer contacts. Generate additional registrations for your event, webinar, demos or online training! This will give you a reach of well over 25,000 potential visitors/participants to whom you can offer your invitation to the event.

**Event package price:** € 1,750.00

**CONTENTS:**

- **Date:** Dispatch always takes place every 14 days between Tuesday and Thursday. Reach: well over 25,000

  The **event package** includes concretely:

  - **Webinar/Event-AD** with teaser/online text online text (max. 1,000 characters incl. spaces), image and link directly to your registration form (10,000 recipients)
  - The description text (max. 4,000 characters), is available as a **Sponsored Post online**, with a link to the registration form (depending on platform 15,000 - 25,000 page impressions per month). The article is also published via our social media channels (XING/LinkedIn/X/Facebook) (depending on the magazine 10,000 - 20,000 followers).
  - Entry with logo in the **event calendar** of the selected magazine (depending on platform 15,000 - 25,000 page impressions per month). The entry is online from publication until the end of the event.
STAND-ALONE-EMAIL & STAND-ALONE-EMAIL+

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. 2,000 additional characters each with one picture</td>
<td>€ 1,420.00</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 and played on the respective website, text max. 4,000 characters)</td>
<td>€ 3,445.00</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>€ 5,900.00</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>€ 8,690.00</td>
</tr>
</tbody>
</table>
**LEAD PACKAGES**

Acquiring new customers

**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 & Podcasts

**WHITEPAPER***:

Whitepaper for 3 months for download incl. leads (image + teaser text)

**Standard**: with promotion of the white paper by

- 2 text ads in the newsletter of your choice (image + text)
- + 6 weeks Medium Rectangle-Banner (300 x 250 px)
- + 1 presence in the whitepaper newsletter

€ 2,370.00

**Large**: with promotion of the whitepaper by

- 5 text ads in the newsletter of your choice (image + text)
- + 1 Sponsored Post
- + 8 weeks Medium Rectangle-Banner (300 x 250 px)
- + 1 presence in the whitepaper newsletter

€ 3,220.00

Extension for another 3 months incl.

2 text ads or with 2 weeks banner

€ 1,500.00

Dispatch of the WP is included in our special whitepaper quarterly newsletter for further promotion.

* 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.

**PODCASTS**

Podcast for 3 months for download incl. leads (image + teaser text)

**Standard**: with promotion of the podcast through

- 2 text ads in the newsletter of your choice (image + text)
- + 6 weeks Medium Rectangle-Banner (300 x 250 px)
- on the website

€ 2,030.00

**Large**: with promotion of the podcast through

- 3 text ads in the newsletter of your choice (image + text)
- + 1 Sponsored Post
- + 8 weeks Medium Rectangle-Banner (300 x 250 px)
- on the website

€ 3,060.00

Extension for another 3 months incl. 2 text ads or with 2 weeks banner

€ 1,500.00

**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
**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

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

**TUTORIAL VIDEOS:**
- We produce and distribute your tutorials on demand.
## 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
- 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
- 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.

<table>
<thead>
<tr>
<th></th>
<th>30 days runtime</th>
<th>30 days runtime</th>
<th>30 days runtime</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>€1,295.00</strong></td>
<td><strong>€3,060.00</strong></td>
<td><strong>€4,960.00</strong></td>
<td></td>
</tr>
</tbody>
</table>

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Print advertising rates  | Topics & deadlines  | Distribution  | Leads  | Job section  | Online advertorials  | Online display ads  | Newsletter  | Contact  |
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
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 and thus stay constantly up to date.

The direct, very personal approach to your prospects/existing customers creates trust and has a very authentic effect. Exciting talks are created, which increase customer loyalty.

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.
PERFECTLY WELL INFORMED

We inform our readers wherever they are

Print and online

First-class hotels
Subscribers and strategic recipients
Gastronomy
Hairdressing salons
Banks
Doctors’ surgeries
Email dispatch

Airlines
Universities and colleges
Clinics
Webinar
Online kiosks
Cruises
GENIOS Online press archive

Display at trade fairs & events

Print advertising rates
Topics & deadlines
Distribution
Leads
Job section
Online advertorials
Online display ads
Newsletter
Contact
REFERENCES

A selection of our partners and customers
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
DIGITAL BUSINESS CLOUD
Whoever wants to be prepared for the future has to understand it. In the trade magazine DIGITAL BUSINESS CLOUD, experts with extensive practical experience analyse, describe and evaluate the current trends, drivers and technologies of digital transformation, the implications of which managers in medium-sized companies need to know and assess, and support them in successfully shaping their business in the future.

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.

DIGITAL MANUFACTURING
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.

DIGITAL PROCESS INDUSTRY
The trade and decision-makers’ magazine DIGITAL PROCESS INDUSTRY provides information on how processes can be optimised and production processes perfected in the medium run, as well as on how the use of raw material resources, energy and time can be made more economical.

R.ENERGY NEWSLETTER
Renewable, climate-friendly, digital and affordable: these are the requirements for future energy use in companies and public authorities. r.energy provides all the information needed to successfully master the transformation towards renewable energies.

Digital Health Industry
Digital Health Industry is the only comprehensive and independent trade magazine for digital health solutions and telemedicine, health IT, networked medical technology and digitisation in the pharmaceutical industry in the German-speaking region.

Bauen aktuell
Provides architects, civil engineers, structural engineers, building planners, energy planners and construction experts with information on the most important innovations in the following segments: architecture, BIM, construction IT, building services & TGA, AVA, energy planning, facility management, project management and controlling, mobile communications, energy and building services engineering and building automation.

Media Kit 2024 AUTOCAD Magazin