Dear media planners,

in terms of multichannel marketing and ROI considerations, we have once again changed our advertising portfolio and now offer you additional forms of advertising, such as the **U2extra page combination** in the print sector and the **Stand-Alone-Newsletter Plus online**.

Good luck with it!

BERND HEILMEIER
PUBLISHING DIRECTOR

Photos: shutterstock.com; Gorodenkoff (cover), Dean Drobot (page 2), Charlie’s (page 3), Maksym Dykha (page 5), Dmytro Zinkevych, Matej Kastelic, goodlux, PhotoProR, Gorodenkoff, Rawpixel.com (page 6), Sammby (page 14), maicasaa (page 21), Darko1981 (page 24), GaudiLab (page 25), Bubushonok (page 27)
TOPICS

A detailed timetable and topic plan can be found starting on page 27.
The AUTOCAD & Inventor 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
- Architects
- Planners
- Technicians
- Technical draughtsmen in the sectors: mechanical engineering, mechanics, architecture, construction, building automation, geographical information systems (GIS), plant engineering, building technology, electrical engineering
FACTS & FIGURES

DEMOGRAPHIC DATA

- 4 h: Readers spend on average 4 hours with one issue.
- 90%: Also use digital media of the AUTOCAD & Inventor magazine.
- 59%: Are between 30 and 59 years old.
- 52%: Make the purchase decision alone.

TARGET GROUP ATTAINMENT

- 64,200: Per annum unique visitors.
- 32: Years on the market.
- 8,000: Subscribers to the editorial newsletter.
- up to 120,000: Recipients of the stand-alone newsletter incl. media partner network.
- 18,579: Xing follower.
- 8,365: Copies sold *Q1/19.

Sources: WIN-Verlag reader survey, IVW, WiredMinds, Xing
REFERENCES

A Selection of our Partners and Customers
### 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>11,420.00</td>
<td>12,280.00</td>
<td>13,200.00</td>
<td>14,200.00</td>
</tr>
<tr>
<td>U2 extra</td>
<td>390 x 266</td>
<td>420 x 297</td>
<td>12,094.00</td>
<td>13,490.00</td>
<td>14,490.00</td>
<td>14,990.00</td>
</tr>
<tr>
<td>1/1 page</td>
<td>180 x 266</td>
<td>210 x 297</td>
<td>6,020.00</td>
<td>6,470.00</td>
<td>6,960.00</td>
<td>7,480.00</td>
</tr>
<tr>
<td>2/3 page</td>
<td>118 x 266</td>
<td>135 x 297</td>
<td>4,810.00</td>
<td>5,170.00</td>
<td>5,560.00</td>
<td>5,980.00</td>
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<tr>
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<td>180 x 175</td>
<td>210 x 195</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Juniorpage</td>
<td>132 x 187</td>
<td>150 x 212</td>
<td>4,410.00</td>
<td>4,740.00</td>
<td>5,100.00</td>
<td>5,480.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>90 x 266</td>
<td>105 x 297</td>
<td>3,910.00</td>
<td>4,200.00</td>
<td>4,520.00</td>
<td>4,860.00</td>
</tr>
<tr>
<td></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</td>
<td>58 x 266</td>
<td>75 x 297</td>
<td>2,700.00</td>
<td>2,910.00</td>
<td>3,130.00</td>
<td>3,360.00</td>
</tr>
<tr>
<td></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</td>
<td>42 x 266</td>
<td>52 x 297</td>
<td>2,090.00</td>
<td>2,250.00</td>
<td>2,420.00</td>
<td>2,600.00</td>
</tr>
<tr>
<td></td>
<td>180 x 65</td>
<td>210 x 73</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</td>
<td>42 x 130</td>
<td>-----------</td>
<td>1,250.00</td>
<td>1,340.00</td>
<td>1,440.00</td>
<td>1,550.00</td>
</tr>
<tr>
<td></td>
<td>90 x 60</td>
<td>-----------</td>
<td></td>
<td></td>
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<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.

### 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

**FOR FORMATS:**
Advertisements in bleed/across gutter at no additional cost.

### 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.

**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
MARKETPLACE PRINT

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1,250.00</td>
</tr>
<tr>
<td>2</td>
<td>2,150.00</td>
</tr>
<tr>
<td>3</td>
<td>3,000.00</td>
</tr>
<tr>
<td>4 or more</td>
<td>3,800.00</td>
</tr>
<tr>
<td>Additional</td>
<td>850.00</td>
</tr>
</tbody>
</table>

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 760.00
MAGAZINE FORMAT:
Booklet format: 210 mm x 297 mm
Type area: 180 mm x 266 mm
Bleed: 3 mm on all sides

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 cke@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 33, 2020

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

Internet:
www.autocad-magazin.de

Publishing Management:
Bernd Heilmeier (responsible)
Phone: 08106/350-251
E-mail: bh@win-verlag.de

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

TERMS OF PAYMENT:
All prices are subject to the valid value added
tax. Invoices are due at the latest eight days af-
fter 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
AD FORMATS

Sample formats for our print ads

1/1: 180 x 266
1/3 high: 58 x 266
1/4 high: 42 x 266
1/8 high: 42 x 130

1/1: trim size 210 x 297
1/2 high: 90 x 266
1/3 horizontal: 180 x 86
1/3 high: 180 x 86
1/4 high: 180 x 65
1/4 horizontal: 180 x 65
1/8 horizontal: 42 x 130
1/3 horizontal: trim size 210 x 105
1/4 high: trim size 52 x 297
1/4 corner: trim size 210 x 105
1/4 corner: 90 x 130
1/8 horizontal: trim size 105 x 147
1/2 high: trim size 105 x 297
1/2 horizontal: 180 x 130
1/2 horizontal: trim size 210 x 147
1/2 horizontal: trim size 105 x 297
1/2 horizontal: 90 x 266
1/4 corner: trim size 105 x 147
1/4 high: trim size 132 x 187
1/4 high: trim size 210 x 147
1/8 high: trim size 150 x 212

*Special formats on request
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.

**Inserts and tip-ons on request!**
**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 & Inventor 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 whitepaper
- Sponsored post + Xing
- Wide Skyscraper (160x900) 2 weeks

12,990.00 EUR

MQ leads – Premium 75
You will receive:
- 1 Stand-Alone Newsletter
- Marketplace entry: 12 months Print + Online
- 2 Newsletter text ads with your whitepaper
- Sponsored post + Xing
- Wide Skyscraper (160x900) 1 week

9,900.00 EUR

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

7,500.00 EUR

MQ leads – Business 20
You will receive:
- Marketplace entry: 12 months Print + Online
- 2 Newsletter text ads with your whitepaper
- Sponsored post + Xing
- Wide Skyscraper 2 weeks

3,200.00 EUR

MQ leads – Business 15
You will receive:
- Marketplace entry: 12 months Print + Online
- 2 Newsletter text ads with your whitepaper
- Sponsored post + Xing
- Wide Skyscraper 1 week

2,600.00 EUR

MQ leads – Standard 10
You will receive:
- Marketplace entry: 6 months Print + Online
- 2 Newsletter text ads with your whitepaper

1,900.00 EUR

MQ leads – Standard 5
You will receive:
- 2 Newsletter text ads with your whitepaper

1,100.00 EUR

Please note that the address range varies between the premium and business-/standard packages.

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

Media Kit 2020 AUTOCAD & Inventor Magazin
## ONLINE JOB MARKET

<table>
<thead>
<tr>
<th>TOP JOB Link</th>
<th>Premium Job</th>
<th>Range Plus incl. Jobware</th>
<th>Company Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>In TOP JOB Box: job title, company name, location, link to job advertisement on your career website</td>
<td>Exclusive: PREMIUM JOB Box: job title, company name, location, link to job advertisement on your career website</td>
<td>Full-service advertisement: placement in the AUTOCAD &amp; Inventor magazines’ job market and at Jobware with publication on up to 400 Jobware partner pages</td>
<td>TOP employer: own microsite with logo, picture, company details, contact persons, detailed texts, link to career page, etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Feature</th>
<th>Top Employer (logo on overview page and micropage behind)</th>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>✔</td>
<td>4 weeks</td>
<td>250.00</td>
</tr>
<tr>
<td>Job Market</td>
<td>✔</td>
<td>1 week</td>
<td>200.00</td>
</tr>
<tr>
<td>Newsletter: reference and link (inclusion in weekly newsletter)</td>
<td>4x</td>
<td>30 days</td>
<td>1,095.00</td>
</tr>
<tr>
<td>Publication at Jobware</td>
<td>✔</td>
<td>1 year</td>
<td>450.00</td>
</tr>
<tr>
<td>Additional publication on up to 400 Jobware partner websites</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top Employer (logo on overview page and micropage behind)</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Publisher Combination:**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each further WIN job exchange</td>
<td>125.00</td>
</tr>
<tr>
<td>Publication on all 7 WIN-Verlag job exchanges</td>
<td>1,000.00</td>
</tr>
<tr>
<td>Incl. 1 TOP JOB link on a job exchange!</td>
<td>1,750.00</td>
</tr>
</tbody>
</table>
ONLINE-ADVERTORIALS/SPONSORED POSTS + ADVERTORIAL-PACKAGES

Are you already using the power of online advertorials?

Online advertorials, also known as sponsored posts, differ from the currently highly stylized “native ads” primarily in their legal conformity, because the clear identification with the term “sponsored post” makes it clear to every reader that it is a purchased article. A requirement of fairness.

In addition, sponsored posts can be advertised via various other online media, thus increasing the number of readers enormously. We therefore offer you various additional methods to increase the traffic on your online advertorial.

Advertisement via our weekly editorial letter. For you, this means that around 8,000 subscribers to our editorial letter will also be presented with the sponsored post on our website and will receive a direct link to it.

As a further advertising measure, we offer to advertise your sponsored post via our social media channels. With the AUTOCAD & Inventor magazine, you can reach an additional 18,579 followers on Xing who will be made aware of your online advertorial.

As part of our advertorial packages, we also offer you the option of publishing your sponsored post as an advertorial in the print and ePaper editions. We are talking here about a maximum possible editorial reach that you can benefit from.

OUR PACKAGE PRICES:

| Sponsored post standard - publication of your online advertorial on www.autocad-magazin.de for one month (min. 500 - max. 4,000 characters + two pictures) | 750.00 EUR |
| Per 2,000 additional characters + one picture | 249.00 EUR |
| Sponsored post news+ (As previously described, but additionally advertised to approx. 8,000 subscribers via our weekly newsletter) | 1,225.00 EUR |
| Sponsored post social+ (As described before, but also shown on our Xing channel to about 18,579 followers) | 2,990.00 EUR |
| Premium advertorial package (sponsored post social+ as well as the publication of the advertorial in the print and ePaper edition. 1/1 page advertorial (approx. 4,000 characters) | 6,490.00 EUR |
| Same as the premium advertorial package, but with 2 pages advertorial (approx. 8,000 characters plus pictures) | 9,790.00 EUR |
**ONLINE SPECIALS+**

Whitepapers, Directories & Posts

---

**WHITEPAPER:**

**Small:** whitepaper for 3 months to download incl. leads (picture + teaser text) with advertising of whitepaper by two text ads in the newsletter of your choice (image + text)  
1,200.00 EUR

**Medium:** with advertisement of the whitepaper by  
- four text advertisements in the newsletter according to your choice (image + text)  
- a medium rectangle banner for four weeks on the website  
1,700.00 EUR

**Large:** with advertisement of the whitepapers by  
- eight text advertisements in the newsletter according to your choice (image + text)  
- eight weeks medium rectangle banner (250 x 300 pixels)  
2,500.00 EUR

---

**POSTS:**

- **Calendar of events per event (logo + text)**  
  190.00 EUR

- **Exhibition area per year**  
  1,500.00 EUR

**SEO-SERVICE:**

- **SEO-optimization of print and Online professional articles per page (about 4,000 characters)**  
  439.00 EUR

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**MARKETPLACE:**

- **Service provider for 12 months (logo, address block, max. 500 characters text)**  
  590.00 EUR

---

**AUTOCAD & INVENTOR SOLUTIONS GUIDE:**

- **Standard package:** 1 company  
  708.00 EUR

- **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 EUR

- **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 EUR

- **Sales partner presentation:**  
  1 Company presentation with logo  
  599.00 EUR

---
DISPLAY-ADVERTISING / BANNER ADVERTISING

Prices & Formats

- **Billboard**
  - Rotating
  - 1.100 x 285 px
  - 552.00 EUR per week

- **Maxi Ad**
  - Homepage
  - Rotating
  - 732 x 400 px
  - 319.00 EUR per week

- **Wallpaper**
  - Rotating
  - 728 x 90 px + 160 x 600 px
  - 464.00 EUR per week

- **Fullsize Banner**
  - Rotating
  - 648 x 60 px
  - 174.00 EUR per week

- **Wallpaper Large**
  - Rotating
  - 1.120 x 120 px + 160 x 600 px
  - 508.00 EUR per week

- **Medium Rectangle**
  - Rotating
  - 160 x 600 px
  - 261.00 EUR per week

- **Skyscraper Standard**
  - Rotating
  - 120 x 600 px
  - 232.00 EUR per week

- **Skyscraper Large**
  - Rotating
  - 120 x 900 px
  - 319.00 EUR per week

- **Wide Skyscraper Standard**
  - Rotating
  - 160 x 600 px
  - 261.00 EUR per week

- **Wide Skyscraper Large**
  - Rotating
  - 160 x 900 px
  - 348.00 EUR per week

- **Fullsize Banner**
  - Rotating
  - 468 x 60 px
  - 174.00 EUR per week

- **Leaderboard**
  - Rotating
  - 728 x 90 px + 160 x 600 px
  - 464.00 EUR per week

- **Leaderboard Large**
  - Rotating
  - 1.100 x 120 px
  - 435.00 EUR per week

- **Wallpaper**
  - Rotating
  - 728 x 90 px + 160 x 600 px
  - 464.00 EUR per week

- **Wallpaper Large**
  - Rotating
  - 1.120 x 120 px + 160 x 600 px
  - 508.00 EUR per week

- **Leaderboard Large**
  - Rotating
  - 1.100 x 120 px
  - 435.00 EUR per week

All banners - except the Maxi Ad - will be published on the subpages. Advertisement prices in Euro per insertion period, 1 week.
ONLINE

ACCESS CONTROL:
WiredMinds AG (LeadLab)

ACCESS:
Unique visitors: 5,350 (monthly)
Page impressions: 14,756
(status quo July 2019)
Follower on our Xing presence: approx. 18,579
Editorial letters: 8,000 subscribers, weekly mailings
Stand-Alone Newsletter: up to 120,000 recipients,
price on request

DATA DELIVERY:
Five working days before the start of the campaign by e-mail:
cke@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.

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

Please consider the examples on the following pages.

ONLINE DISCOUNTS

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

*No discounts are transferred from print ads
EDITORIAL LETTER
AUTOCAD & INVENTOR MAGAZINE

The editorial letter is published weekly in our company and provides around 8,000 subscribers with targeted information for design engineers, engineers, architects, planners, technicians and technical draughtsmen.

An ideal platform for placing a text ad and/or banner. The opening rates are between 14% and 17%, depending on the thematic focus of the newsletter. The delivery rate is currently 99.82%.

The sum of all clicks is between 250 and 450 per newsletter. For you, this means up to 30 clicks and much more are possible on your text ad.

SUBSCRIBE
NEWSLETTER

Advertising Possibilities in our Editorial Newsletter

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

468.00 EUR per week

Skyscraper
120 x 600 pixels

638.00 EUR per week

Superbanner
560 x 200 pixels

855.00 EUR per week
STAND-ALONE-E-MAIL & STAND-ALONE-E-MAIL PLUS

A Stand-Alone-E-Mail is a promotion-related form of advertising, which is usually sent only once.

You have the choice to select only our own newsletter addresses or to book the entire address database of our media network (LeadFactory, Burda, MB-Media etc.).

The basis for the following **maximum reach of over 110,000 recipients** is our target group: developers, designers, engineers, architects, planners, technicians and technical draughtsmen.

With E-Mail Plus, we can also serve your individual wishes, i.e. you can make further restrictions in the target group, such as company size or industry.

With this form of advertising, the owner of the address sends the Stand-Alone-E-Mail on behalf of the booking company. The sender is therefore the owner of the address and not the advertising company. Since the advertising company is named exclusively in the mail, 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 low vertical addresses
- High level of attention in the target audience
- Exclusive presentation of the company
- Image transfer by using our magazine title in the header of the mail

It goes without saying that all our addresses and those of our partners comply with the strict regulations of the German Data Protection Act (DSGVO). The price for the mailing according to our target group definition is 3,990.00 EUR for your own address base. The price increases by *399.00 EUR per thousand if it is sent via our media network.

*However, in case of additional restrictions or a target group change, prices and coverage may vary.
DISTRIBUTION AUTOCAD & INVENTOR MAGAZINE

In addition to paid subscriptions, a strategic mailing list and magazine sales, we distribute our magazine primarily through events.

People at events, seminars and trade fairs are in a high-involvement situation because they are actively seeking information and are therefore more receptive.

The ratio of readers to distributed issues is therefore similar to that of traditional magazine mailings, which is also confirmed by our subscription figures, a figure that has been stable for years — and all this in a market in which reading habits are increasingly changing.

We are responding to this change by offering our magazines as ePaper apps in the WIN kiosk and as eJournals at Lufthansa, its Star Alliance partners and around 50 top hotels (details on the next page). The number of copies distributed via these channels is growing steadily, and so we are now steering the entire publishing house towards a distribution of approx. 15,000 per year, with an upward trend.

We are constantly working on optimising our magazines and content distribution, which in an increasingly digital world is a permanent challenge that we have so far successfully managed. Continuing like this is not an option for us, we rather want to see the digital transformation as an opportunity.

A good example of this are our Xing portals, with which we generate new followers every day. Our title AUTOCAD & Inventor Magazin already has 18,579 followers, who not only read our articles, but also perceive the display advertising or the integrated online advertorial.
All of the companies and organizations listed below offer their customers the opportunity to read our trade journal as an ePaper.

This enables us to reach our target readership not only at the workplace and at trade fairs and events, but also on business trips and holidays, i.e. whenever there is time to deal with complex topics at leisure.
DISTRIBUTION PRINT & ONLINE

We always Reach our Readers

Edition
PRINT*
- Distributed circulation: 14,110 copies
- Paid circulation: 8,365 copies
- Abonnements: 1,155 copies
- Readers per issue: 3.4**

Distribution
DIGITAL
- ePaper 2018: 1,104 copies
- Website: 64,200 unique visitors per year
- Editorial letter: 8,000 subscribers
- XING: 18,579 followers

Total media range
80,328

*IVW Q1/2019 incl. previous reporting periods
** WIN publishing house online survey 2017
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
# TIMETABLE AND TOPIC PLAN

In each issue of the AUTOCAD & Inventor Magazine you will find the following core topics:

**CAD, CAM, PDM, PLM, BIM, Simulation, CAD Practice, Autodesk Software, Electrical Engineering, AVA**


Drive Technology, Automation, Construction Elements, Fluid Technology, Connection Technology, Linear Technology

<table>
<thead>
<tr>
<th>Dates</th>
<th>Core Themes</th>
<th>Specials</th>
<th>Other Topics</th>
<th>Events</th>
</tr>
</thead>
</table>
| 8     | • News about SPS - smart production solutions  
       • Components for drive technology and automation | • 3D printing, rapid prototyping and additive manufacturing  
       • Digitisation in the building industry | • GIS & infrastructure: railway and traffic engineering  
       • Tool and mould making  
       • Connection technology  
       • Sensor technology | 12-15/11/19  
26-27/11/19  
26-28/11/19  
12-24/01/20 |
| PD: 11/11/19  
ED: 10/1/19  
AD: 23/10/19  
DP: 25/10/19 | | | formnext, Frankfurt  
BIM World, Munich  
SPS - smart production solutions, Nuremberg  
NORDTEC, Hamburg |
| 1     | • Construction components (e.g. wheels, rollers, springs, moulded parts, shock absorbers, vibration elements)  
       • Building information modeling (BIM) | • Smart cities  
       • PLM and PDM | • 3D rendering  
       • Drive technology (including motors, clutches, brakes, gears, motion control, bearing technology)  
       • Facility management  
       • Traffic planning/technology  
       • Sheet metal working  
       • Building services (TGA) | 11-13/02/20  
14-16/02/20  
18-21/02/20  
25-27/02/20  
04-05/03/20  
08-13/03/20  
10-13/03/20  
18-21/03/20  
18-22/03/20  
01-04/04/20  
03-05/04/20 |
| PD: 10/02/20  
ED: 10/01/20  
AD: 23/01/20  
DP: 27/01/20 | | | digitalBAU, Cologne  
GETEC, Freiburg  
Bautec, Berlin  
embedded World, Nuremberg  
all about automation, Friedrichshafen  
Light & Building, Frankfurt  
Metav, Düsseldorf  
Holz-Handwerk, Nuremberg  
Fensterbau Frontale, Nuremberg  
e-mobility World, Friedrichshafen  
AERO, Friedrichshafen  
Baumesse, Darmstadt |
<table>
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<th>Other Topics</th>
<th>Events</th>
</tr>
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</table>
| 2          | • News from the Hanover Messe  
• Product configuration               | • Drive technology and automation  
• Graphic solutions (incl. VR and AR)                                                | • Cloud applications for designers  
• IT security  
• Building information modeling (BIM) in the architectural office  
• Sensor technology (e.g. sensors, rotary encoders)  
• ECAD and electrical | Hannover Messe, Hanover  
IFH-Intherm, Nuremberg  
Rapid Tech und FabCon 3D, Erfurt  
Fachkonferenz CE-Praxistage, Pforzheim |
| 3          | • Linear technology (including linear actuators, linear drives, linear positioning and handling systems)  
• Lightweight design in construction                      | • Mechatronic engineering  
• 3D printing and rapid prototyping, CAM and additive manufacturing                | • Electrical documentation  
• BIM in infrastructure planning  
• Sensor technology  
• Industry 4.0  
• Drive technology (e.g. motors, clutches, brakes, gearboxes), Motion control, bearing technology)  
• Warehouse technology | all about automation, Essen  
mtex, Chemnitz  
Automatica, Munich  
Intersolar, Munich  
Servparc, Frankfurt am Main  
all about automation, Essen  
Sensor+Test, Nuremberg |
| 4          | • Components for electrical engineering (e.g. connectors, cables, wires, cable carriers, switches)  
• Simulation solutions                                      | • Systems engineering  
• Plant engineering                                              | • Large format printing (LFP)  
• Facility management  
• Digitalisation in the building industry  
• Standard parts  
• TGA  
• Workstations                                                | Feuer Trutz, Nuremberg  
Intersolar Europe, Munich |
| 5          | • Laser scanning and surveying  
• GIS & infrastructure: urban and traffic planning          | • Construction components and machine elements (e.g. construction elements, operating elements, tension elements)  
• Training for design engineers and architects          | • Applications for building services and TGA  
• Cloud solutions  
• Industry 4.0  
• Digital factory planning  
• Connection technology (e.g. gluing, screws, rivets, presses) | Nordbau, Neumünster  
all about automation, Leipzig |
<table>
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| 6 PD: 11/09/20 | • CAM solutions  
• Traffic planning/traffic engineering | • Linear technology  
(including linear actuators, linear drives, linear positioning and handling systems)  
• GIS & civil engineering: trends and new products from Intergeo | • Machine tool building  
• Drones in architecture and construction planning  
• BIM in infrastructure planning  
• Bearing technology (e.g. rolling bearings, plain bearings, spherical bearings)  
• ECAD software  
• LFP  
• Product configuration | 15-19/09/20  
16-19/09/20  
22-25/09/20  
23-24/09/20  
26-27/09/20  
29/09-01/10/20  
05-08/10/20  
06-08/10/20  
13-15/10/20  
13-17/10/20 |
| PD: 11/09/20 | • Traffic planning/traffic engineering | • Linear technology  
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• GIS & civil engineering: trends and new products from Intergeo | • Machine tool building  
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22-25/09/20  
23-24/09/20  
26-27/09/20  
29/09-01/10/20  
05-08/10/20  
06-08/10/20  
13-15/10/20  
13-17/10/20 |
| 7 PD: 19/10/20 | • 3D printing and rapid prototyping  
• Electrical engineering (e.g. connectors, cables, wires, cable carriers, switches) | • Architecture & construction: structural engineering  
• Standard parts | • Workstations (mobile and stationary)  
• AVA solutions  
• Simulation  
• Sensor technology  
• Sheet metal working | 20-22/10/20  
27-30/10/20  
10-12/11/20  
10-13/11/20  
10-13/11/20 |
| PD: 19/10/20 | • 3D printing and rapid prototyping  
• Electrical engineering (e.g. connectors, cables, wires, cable carriers, switches) | • Architecture & construction: structural engineering  
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• Sheet metal working | 20-22/10/20  
27-30/10/20  
10-12/11/20  
10-13/11/20  
10-13/11/20 |
| PD: 17/11/20 | • News about sps (smart production solutions)  
• Components for drive technology and automation | • Digitisation in the building industry (incl. BIM)  
• AVA  
• Virtual and augmented reality in mechanical engineering and architecture | • Automation and control  
• GIS & infrastructure: Railway and traffic engineering  
• Tool and mould making  
• Connection technology  
• Sensor technology (e.g. sensors, rotary encoders)  
• Building automation | 19-21/11/20  
24-25/11/20  
24-26/11/20  
11-16/01/21 |
| PD: 17/11/20 | • News about sps (smart production solutions)  
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11-16/01/21 |
THE SOFTWARE SOLUTIONS OF THE SOFTWARE MANUFACTURER AUTODESK ARE AMONG THE LEADING PROGRAMMES IN THE AREAS OF CONSTRUCTION, PLANNING AND DESIGN.

The solutions are used in many companies (SMEs and large-scale enterprises) and accelerate product development and planning, for example in PLM and BIM.

In addition to its core product AutoCAD, Autodesk has developed more and more industry solutions such as Inventor, Revit, AutoCAD Architecture, AutoCAD Civil 3D, AutoCAD Mechanical and AutoCAD Map 3D. With this verticalisation, Autodesk focuses on the most important industries in which design and development takes place.

Moreover, there is an abundance of manufacturers on the market who have developed compatible additional solutions for industries and functions around Autodesk's basic solutions. The AUTOCAD & Inventor magazine reports in detail about the variety of solutions of hardware and software applications in this market.

The AUTOCAD & Inventor magazine offers its readers concrete problem-solving aids for more efficient design, development and planning processes. A comprehensive practice-oriented section with tips & tricks also enables the reader to get more out of his CAD installation.

In the AUTOCAD & Inventor magazine we do not only report on IT topics that are important for designers, planners and architects, but also on innovations in the areas of drive technology, automation, connection and fluid technology, design components, electrical engineering and materials. The AUTOCAD & Inventor magazine acts as a professional source of ideas during the entire design and planning process and provides the reader with a comprehensive basis for decision-making in order to accomplish the tasks he or she is assigned.
PUBLISHING PROGRAMME

AUTOCAD & Inventor Magazin

DIGITAL MANUFACTURING
Im Mittelpunkt von DIGITAL MA- NUFACTURING stehen Grundlagen, Methoden, technische Trends, IT-Lösungen sowie praxisnahe An- wendungsbeispiele aus dem Bereich der digitalen Prozesskette in der Produktion. Das Magazin vermittelt, welche Produktivitätsvorteile sich in der Produktion durch die richtigen Strategien und Lösungen erzielen lassen.

DIGITAL PROCESS INDUSTRY

DIGITAL BUSINESS CLOUD
Wer auf die Zukunft vorbereitet sein will, muss sie verstehen. Experten aus der Praxis anlaysieren, beschreiben und bewerten im Fachmagazin DIGI- TAL BUSINESS CLOUD die aktuellen Trends, Treiber und Technologien, der digitalen Transformation, deren Tragweite Führungskräfte in mittel- ständischen Unternehmen kennen und einschätzen müssen und sie dabei unterstützen, ihre Geschäfte in der Zukunft erfolgreich zu gestalten.

e-commerce magazin

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