No. 01 | Valid from 1 October 2020

MEDIA KIT 2021

AUTOCAD & Inventor Magazin
Das Praxismagazin für Konstruktion und Planung

WIN-Verlag GmbH & Co. KG
Dear media planners,
our media data 2021 has received an even greater focus on the online sector. As a result, we now also offer you the podcast advertising format. For the first time, the distribution of the ePaper issues will comprise approx. 300 thousand copies. On the following pages you will find more about our extended portfolio.

BERND HEILMEIER
PUBLISHING DIRECTOR

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BRIEF DESCRIPTION:
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.

VOLUME ANALYSIS:
Format of the magazine: DIN A4
Total volume 512 pages
Editorial part: 396 pages
Advertising section: 116 pages
Inserts: 1
Tip-ons: -

EDITORIAL CONTENT ANALYSIS:
There of editorial pages total: 396 = 100%
Industrial components and materials: 95 = 24%
Practice CAD topics 56 = 14,1%
Architecture and civil engineering 62 = 15,7%
Machinery and plant engineering 53 = 13,4%
Rapid prototyping/3D printing 27 = 6,8%
GIS and infrastructure 19 = 4,8%
Data management (PDM, DMS, ERP) 23 = 5,8%
News, corporate news, trade fairs 26 = 6,6%
CAD hardware and peripherals 15 = 3,8%
Simulation/Visualisation/VR 11 = 2,7%
Other 9 = 2,3%
ADVERTISING WITH A STRONG BRAND
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
<table>
<thead>
<tr>
<th>FACTS &amp; FIGURES</th>
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<tbody>
<tr>
<td>Sources: WIN-Verlag reader survey, IVW, WiredMinds, Xing</td>
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<tr>
<td>Total media range:</td>
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<td>Distributed circulation:</td>
<td>12,148 * copies</td>
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<td>Readers per issue:</td>
<td>3.4 **</td>
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<td>4 h</td>
<td>readers spend on average 4 hours with one issue</td>
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<tr>
<td>90 % also use digital media of the AUTOCAD &amp; Inventor magazine</td>
<td></td>
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<tr>
<td>59 % are between 30 and 59 years old</td>
<td></td>
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<tr>
<td>52 % make the purchase decision alone</td>
<td></td>
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<tr>
<td>16,153</td>
<td>p.M. Page Impressions (Stand: August 2020)</td>
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<tr>
<td>19,606</td>
<td>Social media follower</td>
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<td>10,000</td>
<td>subscribers to the editorial newsletter</td>
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<tr>
<td>11,443 copies sold Q1/20*</td>
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<tr>
<td>up to 117,191 recipients of the stand-alone newsletter incl. media partner network</td>
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<td>7,415</td>
<td>p.M. Unique Visitors (Stand: August 2020)</td>
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</tr>
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</table>

* (IVW Q1/2019 incl. previous reporting periods)  ** WIN publishing house online survey 2019/2020
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>
<tbody>
<tr>
<td>08/20</td>
<td>• Innovations about sps (smart production solutions)</td>
<td>• Digitisation in construction (incl. BIM)</td>
<td>• Automation</td>
<td>24-25/11/20 BIM World, Munich</td>
</tr>
<tr>
<td>PD: 17/11/20</td>
<td>• Components for drive technology and automation</td>
<td>• AVA</td>
<td>• GIS &amp; Infrastructure: Railway and traffic engineering</td>
<td>24-26/11/20 sps - smart production solutions, Nuremberg (takes place digitally only)</td>
</tr>
<tr>
<td>ED*: 19/10/20</td>
<td></td>
<td>• Virtual and augmented reality in mechanical engineering and architecture</td>
<td>• Tool and mould making</td>
<td></td>
</tr>
<tr>
<td>AD: 30/10/20</td>
<td></td>
<td></td>
<td>• Connection technology</td>
<td></td>
</tr>
<tr>
<td>DP: 03/11/20</td>
<td></td>
<td></td>
<td>• Sensor technology (including sensors, rotary encoder)</td>
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<td></td>
<td></td>
<td></td>
<td>• Building automation</td>
<td></td>
</tr>
<tr>
<td>01/21</td>
<td>• Construction components (including wheels, rollers, springs, moulded parts, shock absorbers, vibration elements)</td>
<td>• Smart cities</td>
<td>• Large format printers for designers, architects and GIS users</td>
<td>24-25/02/21 FMB-Süd, Augsburg</td>
</tr>
<tr>
<td>PD: 10/02/21</td>
<td>• Building information modeling (BIM) in building services engineering</td>
<td>• PLM and PDM solutions for small and medium-sized companies</td>
<td>• Drive technology (including motors, clutches, brakes, gears, motion control, bearing technology)</td>
<td>25-03/03/21 Interpack, Düsseldorf</td>
</tr>
<tr>
<td>ED*: 11/01/21</td>
<td></td>
<td></td>
<td>• CAFM Solutions</td>
<td>02-05/03/21 INTEC/Z, Leipzig</td>
</tr>
<tr>
<td>AD: 25/01/21</td>
<td></td>
<td></td>
<td>• Traffic Planning</td>
<td>23-26/03/21 METAV, Düsseldorf</td>
</tr>
<tr>
<td>DP: 27/01/21</td>
<td></td>
<td></td>
<td>• Sheet metal working</td>
<td></td>
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</tbody>
</table>

* Please note that the deadline for submission of advertorial texts is the editorial deadline.
<table>
<thead>
<tr>
<th>Dates</th>
<th>Core Themes</th>
<th>Specials</th>
<th>Other Topics</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>02/21 PD: 29/03/21 ED*: 26/02/21 AD: 11/03/21 DP: 15/03/21</td>
<td>• Hydraulics and fluid technology  • Automation</td>
<td>• Machine safety (protective systems, machine tool protection, safety)  • Cloud applications for designers</td>
<td>• Graphic solutions (incl. VR and AR)  • Digital factory  • 3D printing  • Building Information Modeling (BIM)  • Sensor technology (including sensors, rotary encoder)  • Product configuration</td>
<td>12-16/04/21 Hannover Messe, Hanover 21-24/04/21 Aero, Friedrichshafen 04-06/05/21 RapidTech und FabCon 3.D, Erfurt 04-07/05/21 Control, Stuttgart 18-20/05/21 Aluminium, Düsseldorf</td>
</tr>
<tr>
<td>03/21 PD: 18/05/21 ED*: 19/04/21 AD: 28/04/21 DP: 30/04/21</td>
<td>• Linear technology (including linear actuators, linear drives, linear positioning and handling systems)  • the right hardware for home office</td>
<td>• Digital twin in product development  • 3D printing and rapid prototyping</td>
<td>• Electrical planning  • BIM in infrastructure planning  • ERP solutions for small and medium-sized enterprises  • Artificial intelligence in engineering  • Drive technology (including motors, clutches, brakes, gears, motion control, bearing technology)</td>
<td>09-11/06/21 Intersolar, Munich 14-18/06/21 ACHEMA, Frankfurt am Main</td>
</tr>
<tr>
<td>04/21 PD: 23/06/21 ED*: 24/05/21 AD: 07/06/21 DP: 09/06/21</td>
<td>• Components for electrical engineering (including connectors, cables, lines, cable carriers, switches)  • Simulation solutions</td>
<td>• Lightweight construction in architecture  • Software for plant construction</td>
<td>• PDM and PLM  • Large format printing (LFP)  • Facility Management  • Digitisation in the building industry  • Standard parts for designers</td>
<td>30/06-01/07/21 Servparc, Frankfurt am Main</td>
</tr>
</tbody>
</table>

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<thead>
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<th>Core Themes</th>
<th>Specials</th>
<th>Other Topics</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>05/21</td>
<td>Laser scanning and measurement</td>
<td>Construction components and machine elements (including construction elements, operating elements, clamping elements)</td>
<td>Applications for building services and TGA</td>
<td>11-15/09/20 Nordbau, Neumünster</td>
</tr>
<tr>
<td></td>
<td>GIS &amp; Infrastructure: Urban and transport planning</td>
<td>Training for designers and architects (face-to-face and online events)</td>
<td>Cloud solutions for CAD and simulation</td>
<td>11-12/09/20 all about automation, Leipzig</td>
</tr>
<tr>
<td>PD: 30/07/21</td>
<td>ED*: 30/06/21</td>
<td>AD: 14/07/21</td>
<td>DP: 16/07/21</td>
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<tr>
<td>06/21</td>
<td>CAM solutions for AutoCAD and inventor designers</td>
<td>Linear technology (including linear actuators, linear drives, linear positioning and handling systems)</td>
<td>Machine tool building</td>
<td>14-17/09/21 HUSUM Wind, Husum</td>
</tr>
<tr>
<td></td>
<td>Software for traffic and railway planning</td>
<td>GIS &amp; Civil Engineering: trends and new products</td>
<td>BIM in infrastructure planning</td>
<td>2-23/09/21 Intergéo, Stuttgart</td>
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<tr>
<td>07/21</td>
<td>3D printing and rapid prototyping</td>
<td>Constructional civil engineering</td>
<td>Workstations (mobile and stationary)</td>
<td>26-28/10/21 eMove 360 Europe, Munich</td>
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<td></td>
<td>Electrical engineering (including connectors, cables, wires, cable carriers, switches)</td>
<td>Machine elements (including standard parts, profiles, seals, energy chains)</td>
<td>Monitors/screens</td>
<td>16-19/11/21 formnext, Frankfurt am Main</td>
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<td>PD: 19/10/21</td>
<td>ED*: 20/09/21</td>
<td>AD: 01/10/21</td>
<td>DP: 05/10/21</td>
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<tr>
<td>08/21</td>
<td>Safety (light barriers, vision systems, industrial safety, machine safety)</td>
<td>Digitisation in the building industry (incl. BIM)</td>
<td>GIS &amp; Infrastructure: railway and traffic engineering</td>
<td>23-25/11/21 sps - smart production solution, Nuremberg</td>
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<tr>
<td></td>
<td>Components for drive technology and automation</td>
<td>Solutions for virtual and augmented reality</td>
<td>Cloud Computing</td>
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<tr>
<td>PD: 17/11/21</td>
<td>ED*: 18/10/21</td>
<td>AD: 29/10/21</td>
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<td>Connection technology</td>
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<td>Factory Planning</td>
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* Please note that the deadline for submission of advertorial texts is the editorial deadline.
## ADVERTISEMENT PRICE LIST FOR PRINT

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<tr>
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<td>€ 14,490.00</td>
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<td>Juniorpage</td>
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</table>

**Advertorials** (editorial advertisements) are available in 2/1, 1/1 and 1/2 page formats at half the advertising price.

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

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Trim Size</th>
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<tbody>
<tr>
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<td>180 x 266</td>
<td>210 x 297</td>
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<tr>
<td>1/2 high:</td>
<td>90 x 266</td>
<td>105 x 297</td>
</tr>
<tr>
<td>1/2 horizontal:</td>
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<td>Juniorpage:</td>
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<td>210 x 105</td>
</tr>
<tr>
<td>1/4 horizontal:</td>
<td>180 x 65</td>
<td>210 x 74</td>
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<tr>
<td>1/4 high:</td>
<td>90 x 130</td>
<td>105 x 147</td>
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<tr>
<td>1/4 corner:</td>
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<td>42 x 130</td>
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<tr>
<td>1/8 high:</td>
<td>90 x 60</td>
<td>90 x 130</td>
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</tbody>
</table>

*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

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 34, 2021

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

Internet:
www.autocad-magazin.de

Publishing Management:
Bernd Heilmeier (responsible)
Phone: +49 (0) 8106/350-251
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-geschaeftsbedingungen.

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

Media Kit 2021
AUTOCAD & Inventor Magazin
12
# MARKETPLACE PRINT

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Price</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>Price</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>Price</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.

Inserts and tip-ons on request!
DISPLAY-ADVERTISING / BANNER ADVERTISING

Prices & Formats

- **Billboard**
  - Rotating
  - 1,100 x 285 px
  - € 716.00 per week

- **Maxi Ad**
  - Homepage
  - 732 x 400 px
  - € 415.00 per week

- **Wallpaper**
  - Rotating
  - 728 x 90 px + 160 x 600 px
  - € 603.00 per week

- **Fullsize Banner**
  - Rotating
  - 468 x 60 px
  - € 226.00 per week

- **Wallpaper Large**
  - Rotating
  - 1,120 x 120 px + 160 x 600 px
  - € 660.00 per week

- **Medium Rectangle**
  - Rotating
  - 300 x 250 px
  - € 415.00 per week

- **Leaderboard Large**
  - Rotating
  - 1,100 x 120 px
  - € 565.00 per week

- **Video Rectangle**
  - Rotating
  - 300 px width
  - Height depending on video format up to 250 px
  - € 490.00 per week

- **Leaderboard**
  - Rotating
  - 728 x 90 px
  - € 452.00 per week

- **Skyscraper Standard**
  - Rotating
  - 120 x 600 px
  - € 302.00 per week

- **Skyscraper Large**
  - Rotating
  - 120 x 900 px
  - € 452.00 per week

- **Wide Skyscraper Standard**
  - Rotating
  - 160 x 600 px
  - € 339.00 per week

- **Wide Skyscraper Large**
  - Rotating
  - 160 x 900 px
  - € 452.00 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: 5,609 (monthly)
Page impressions: 15,452 (monthly)
(Following Aug 2020)
Follower Social media: over 19,600
(Following Sept. 2020)
Editorial newsletter: 10,000 recipients, weekly mailings
Stand-alone newsletter: up to 117,191 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:
Text: min. 750 to max. 4,000 characters
Picture: Teaser picture in landscape format 1,600 px wide, aspect ratio 3:2.
Format: JPEG, graphics: Powerpoint or PDF.
Sources must be named for all images.

Text display technical specification:
image: min. 150 px wide, 72-100 dpi under 160kb.

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 print ads</td>
<td>8x</td>
<td>16x</td>
<td>24x</td>
<td>32x</td>
<td>40x</td>
</tr>
</tbody>
</table>

*No discounts are transferred from print ads
The editorial letter is published weekly in our company and provides around 10,000 recipients 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 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.
Advertising possibilities in our Editorial Newsletter

**Text ad with image**

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

€ 550.00 per week

**Skyscraper**

120 x 600 px

€ 750.00 per week

**Superbanner**

560 x 200 px

€ 950.00 per week
WEBINAR NEWSLETTER

We provide for visitors

Webinars 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 webinar!**

**Webinar package price:** € 1,500.00

**SUBJECT CONTENTS:**

- **Webinar Newsletter** to the recipients of the AUTOCAD & Inventor magazine editorial letter, in which exclusively webinars are presented every two weeks (more often if required).

- **Webinar-AD** with teaser/online text (max. 2,000 characters), image and link directly to your registration form.

- The description text is available online as **sponsored post** with a **link to the registration form**. Furthermore, the article will be distributed via the social media channels of the AUTOCAD & Inventor magazine.

- **Entry with event logo in the calendar of events** of the magazine of your choice. 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 117,190 recipients is our magazine target group.

With Email Plus, 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.
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 advertising is done via our weekly editorial letter. For you, this means around 10,000 recipients of our editorial letter, which also presents the sponsored post placed on our website and 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>Sponsored Post News+</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>Sponsored Post Social+</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>Advertorial Package Premium</td>
<td>(Sponsored Post Social+ and additional publication of the advertorial in the print and ePaper edition, 1/1 page advertorial (approx. 4,000 characters)</td>
<td>€ 6,620.00</td>
</tr>
<tr>
<td>Advertorial Package Premium+</td>
<td>Same as Advertorial Package Premium, but with 2 pages of advertorial (approx. 8,000 characters 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 & 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 white-paper
• Sponsored post + Xing
• Wide Skyscraper (160 x 900 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 + Xing
• Wide Skyscraper (160 x 900 px) 1 week
€ 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 + Xing
€ 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

Your advantages:
Leads +
Online Activity =
### ONLINE SPECIALS+

Whitepapers, Directories & Posts

<table>
<thead>
<tr>
<th>WHITEPAPER:</th>
<th>€ 2,370.00</th>
<th>€ 3,220.00</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Medium:</strong> with advertisement of the whitepaper by</td>
<td>- 4 text advertisements in the newsletter according to your choice (image + text)</td>
<td>- 8 text advertisements in the newsletter according to your choice (image + text) + eight weeks medium rectangle banner (300 x 250 px)</td>
</tr>
<tr>
<td><strong>Large:</strong> with advertisement of the whitepapers by</td>
<td>- a medium rectangle banner for four weeks on the website</td>
<td>- 8 text advertisements in the newsletter according to your choice (image + text) + eight weeks medium rectangle banner (300 x 250 px)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>POSTS:</th>
<th>€ 190.00</th>
<th>€ 2,000.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calendar of events per event (logo + text)</td>
<td>Exhibition area per year</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SEO-SERVICE:</th>
<th>€ 439.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEO-optimization of print and Online professional articles per page (about 4,000 characters)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MARKETPLACE:</th>
<th>€ 750.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service provider for 12 months (logo, address block, max. 500 characters text)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AUTOCAD &amp; INVENTOR SOLUTIONS GUIDE:</th>
<th>€ 708.00</th>
<th>€ 1,428.00</th>
<th>€ 2,796.00</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Standard package:</strong> 1 company presentation, 1 Solution- or product presentation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Silver package:</strong> Standard package +: 2 Solutions- or product presentations plus 1 fullsize banner (468 x 60 pixel) rotating on the entire magazine portal for one year</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Gold package:</strong> Standard package +: 3 Solutions- or product presentations plus 1 fullsize banner (468 x 60 pixel) rotating on the entire magazine portal for one year</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sales partner presentation:</strong> 1 Company presentation with logo</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# ONLINE JOB MARKET

Including booking option with Jobware

<table>
<thead>
<tr>
<th></th>
<th>TOP JOB Link</th>
<th>Premium Job</th>
<th>Range Plus incl. Jobware</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In TOP JOB Box:</strong></td>
<td>job title, company name, location, link to job advertisement on your career website</td>
<td>Exclusive: PREMIUM JOB Box: logo, 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>
</tr>
<tr>
<td><strong>Homepage</strong></td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td><strong>Job Market</strong></td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td><strong>Newsletter: reference and link (inclusion in weekly newsletter)</strong></td>
<td>4x</td>
<td>1x</td>
<td>1x</td>
</tr>
<tr>
<td><strong>Publication at Jobware</strong></td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td><strong>Additional publication on up to 400 Jobware partner websites</strong></td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td><strong>Duration</strong></td>
<td>4 weeks</td>
<td>1 week</td>
<td>30 days</td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td>€ 250.00</td>
<td>€ 200.00</td>
<td>€ 1,095.00</td>
</tr>
<tr>
<td><strong>Publisher Combination:</strong></td>
<td>Each further WIN job exchange € 125.00</td>
<td>€ 100.00</td>
<td>Incl. 1 TOP JOB link on a job exchange!</td>
</tr>
<tr>
<td><strong>Publication on all 7 WIN-Verlag job exchanges</strong></td>
<td>€ 1,000.00</td>
<td>€ 500.00</td>
<td>☑</td>
</tr>
</tbody>
</table>
WHAT IS A DIGITAL INSERT?

We offer you an insert PDF section in the middle of the ePaper and the option of publication in the printed magazine.

For the digital distribution of the ePaper magazine we make use of our own address database as well as the databases of our cooperation partners A-Z Direct, Burda Digital, Leadfactory, MB Medien etc.

This enables you, as usual, to book a larger section of the magazine exclusively for yourself and at the same time, you can also influence the circulation figure a little yourself.

For details please contact our sales team.

DIGITAL INSERT PRICES:

<table>
<thead>
<tr>
<th>Pages</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 3 pages</td>
<td>€ 170.00/ooo</td>
</tr>
<tr>
<td>4-6 pages</td>
<td>€ 250.00/ooo</td>
</tr>
<tr>
<td>7 pages or more</td>
<td>on request</td>
</tr>
</tbody>
</table>
PODCASTS

By producing the podcast for you and publishing it on one or more of our digital channels (website, newsletter, social media, ePaper), we ensure that you reach the right target audience.

HERE OUR PODCAST OFFERS:

AudioAdvertorial:
To record a podcast, you will need to sit in a quiet room. Apart from that, you will hardly need any equipment: just an external USB microphone for your PC or laptop.

The podcasts are recorded by an editor and will be presented in the form of a conversation with you. We ensure the implementation and realization, so you can sit back and relax.

The total length of the recording including a short briefing lasts a maximum of one hour (often about 30 minutes). We also manage the post-production, i.e. the editing.

Your added value: topic and scope of your choice (max. length of the final product 30 minutes). Needless to say, you can also take the microphone yourself. You do not need any experience as a speaker. In case a podcast series is desired and you wish 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 and thus be kept up to date.

The most important thing in this type of conversation is that the content is authentic. Addressing your prospects/existing customers directly creates trust and appears authentic. Exciting talks are created and you increase customer loyalty.

Another plus: Only those who are interested in the topic will listen to your podcast. This means that there are no expensive marketing measures with high scattering losses for you.

Prices:
10 minutes € 2,500.00
15 minutes € 2,650.00
20 minutes € 2,800.00
30 minutes € 3,000.00

Presenting/Sponsoring of the editorial podcast
This is a podcast on a specific topic, which our editors speak, or to which our editors interview one or more interviewees with the aim of giving the listeners a deeper insight into a topic. For this purpose, the customer delivers his commercial as a mp3 file in a length of maximum 20 seconds. Pre-, Mid- or Post-Roll-Ad each 10-20 seconds. Additional placement of a banner on the podcast website.

Prices:
Pre-roll ad € 1,450.00
Pre-roll and post-roll ad € 1,860.00
Pre-, mid- and/or post-roll-ad € 2,200.00

The sponsoring can also be retroactively integrated into existing podcasts.
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. 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. 100,000 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 19,385 followers, who not only read our articles, but also perceive the display advertising or the integrated online advertorial.
PERFECTLY WELL INFORMED

We inform our readers wherever they are

First-class hotels

Subscribers and strategic recipients

Airlines

Hairdressing salons

Universities and colleges

Doctors’ surgeries

Clinics

Online kiosks

Cruises

Gastronomy

Banks

Print and online
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
PUBLISHING PROGRAMME

**AUTOCAD & Inventor 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.

**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 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.

**e-commerce magazine**
The editorial staff of e-commerce magazine sees itself as an intermediary between suppliers and the market and reports independently, competently and critically on current e-commerce trends, strategies, applications and solutions — both in the local, national and global environment.

**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.

**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.

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