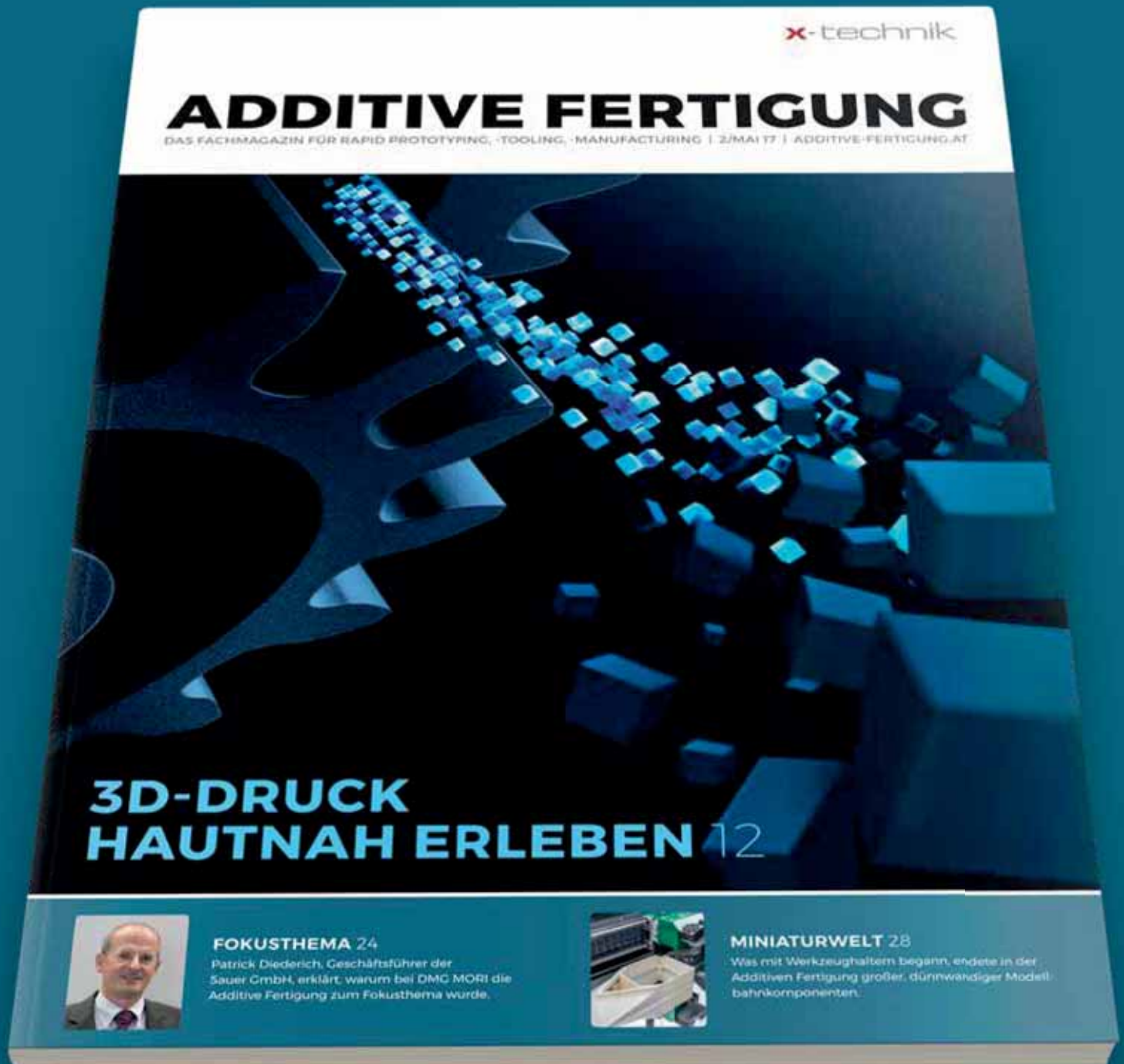


# MEDIA-DATA 2018



**The technical magazine for**  
Rapid Prototyping, - Tooling, - Manufacturing

# CONTENT AND ARRANGEMENT

The technical magazine **ADDITIVE FERTIGUNG** (manufacturing) is addressed to the manufacturing industry mainly in Germany, Austria, Switzerland as well as South Tyrol and offers industry-specific know-how across 3D printing, cladding, EBM, FDM, LBM, SLA, SLS ... at the current state of the art.

## 100 % MANUFACTURING INDUSTRY

- ✓ Methods:
  - powder bed fusion
  - binder jetting
  - material jetting
  - material extrusion
  - direct energy deposition
  - vat polymerization
  - sheet lamination
- ✓ Machines and solutions
- ✓ Service provider
- ✓ Software
- ✓ Materials
- ✓ Guidelines and standards
- ✓ Optimization
- ✓ Finishing and remachining

With a competent and expert editorial team, we are always striving to present new topics and current trends.



## Performance 2017 (issues 1/16 - 2/17)

- ✓ 5 issues
- ✓ 380 pages
- ✓ 136 articles
- ✓ 22 guest reviews and interviews
- ✓ 19 success stories
- ✓ 84 % editorial content
- ✓ 16 % advertising
- ✓ Ø 12.000 magazine recipients

# PROVEN QUALITY

x-technik IT & Medien GmbH always strives to increase the quality of the editorial content and the design of the magazines. Therefore, we are listening to the feedback of our readers. Due to the analysis of July 2016, the following points have proved to be essential:



- ✓ The information value, the practical use and the credibility of the articles are classified as high.
- ✓ The majority of respondents stated that they had already directly benefited from articles.
- ✓ The design as well as the clarity of the layout are perceived as appealing.
- ✓ Readers consider the offer of multimedia channels (QR codes in the magazine, online platform as well as the free x-technik-app) clearly as an added value.
- ✓ More than 90 percent of the respondents stated that the magazine was passed on to at least one further person within the company, which greatly increases the number of readers.

# TARGET GROUP AND DISTRIBUTION

The technical magazine ADDITIVE FERTIGUNG is distributed to people who are dealing with rapid prototyping, - tooling, -manufacturing and related processes and technologies: from the managing director and owner to departmental managers to the skilled worker in production. The distribution is free of charge in order to reach as many contact persons as possible for our customers. According to the reader survey of July 2016, the magazine is also passed on to several persons within the departments. Therefore, our "actual" number of readers is far above the stated number of magazine recipients.

## BY REGION

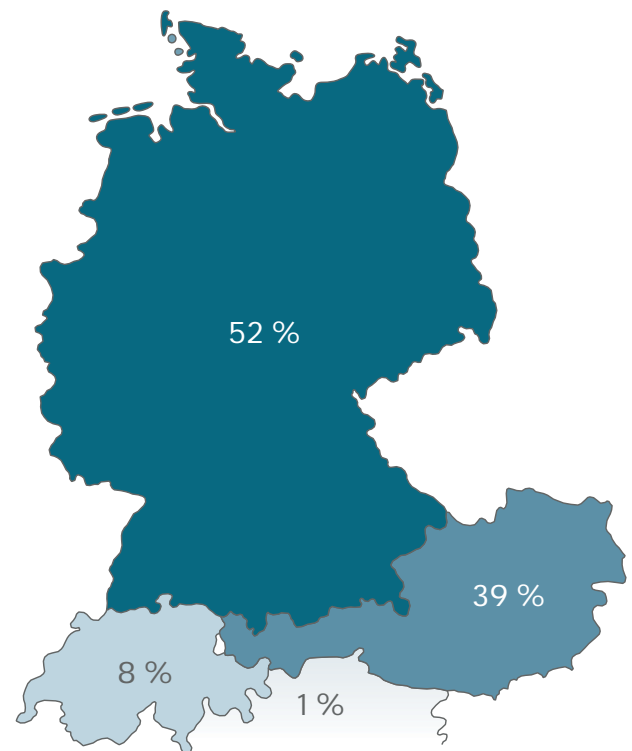
- 52 % Germany
- 39 % Austria
- 8 % Switzerland
- 1 % South Tyrol

## BY INDUSTRY

- 39 % Mechanical engineering
- 17 % Die and mold, prototype construction
- 15 % Manufacturing of synthetical and metal products
- 12 % Plant operators/producers
- 11 % Plant engineering
- 3 % Technical offices
- 1 % Training
- 2 % Others

## BY FUNCTIONS

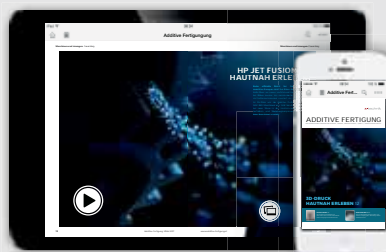
- 47 % Engineering administration, R&D administration, development, designers etc.
- 27 % Production administration, quality assurance
- 19 % Management
- 5 % Purchasing
- 2 % Others



# MAXIMUM RANGE



ø 12.000  
Magazine recipients



7.600  
App-users



ø 2.150  
Web visitors/month

## SPECIALIZED REPORTING

Our editorial team consists of specialists in the field of additive manufacturing. Competent, editorial reporting is our main priority - latest trends, current highlights, branch news and practical insights are part of every issue of the magazine **ADDITIVE FERTIGUNG**:

- ✓ Success stories
- ✓ Interviews
- ✓ Guest reviews
- ✓ Expert reports
- ✓ Product news
- ✓ News from the industry
- ✓ Fairs and events



## TEAM ADDITIVE FERTIGUNG



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# SPECIAL PRINT

Improve your marketing and sales activities via various communication channels with a special reprint of your article produced by x-technik:

- ✓ For distribution at trade fairs and events
- ✓ For presentation on your website
- ✓ For sending by mail or e-mail
- ✓ As a supplement in magazines
- ✓ For field service

Designed, printed and delivered – we will gladly take over the shipment to your target group. All in all a perfect support for a successful communication.

*The layout can be taken from the magazine or adapted to your needs.*



## The following options are available

We provide your articles in different versions for ideal sales and marketing support:

- ✓ Printed folder
- ✓ Print-pdf
- ✓ Online-pdf (free of charge)
- ✓ Interactive e-paper

Printed folder	500 pieces	1.000 pieces	2.500 pieces	5.000 pieces
Folder 4 pages	€ 950,-	€ 1.050,-	€ 1.200,-	€ 1.500,-
Folder 8 pages	€ 1.350,-	€ 1.450,-	€ 1.600,-	€ 1.900,-

Paper: 250 g/m<sup>2</sup> art paper glossy or matt, printing: 4/4-color scale plus varnish, finishing: cut to size and folded. Free shipping. Further variants on request.



# MULTIMEDIA CHANNELS

In the course of working together with the technical magazine ADDITIVE FERTIGUNG, you will receive far more than just a pure printwork. In addition to professional editorial support, you can reach our readership via several multimedia channels. The magazine, the x-technik-app - in which all issues are available free of charge and with extended content, the interactive e-paper as well as the online platform [www.additive-fertigung.at](http://www.additive-fertigung.at) form an extensive media world. This allows you to reach a high degree of potential customers.



## ONLINE PLATFORM

The platform [www.additive-fertigung.at](http://www.additive-fertigung.at) offers reports, product news and videos clearly arranged with an intuitive search function.

- ✓ All reports from the printed editions
- ✓ Extended reporting
- ✓ Latest videos
- ✓ Overview in company profiles and categories



## X-TECHNIK-APP

Every single issue of each magazine can be downloaded in the app along with **interactive content**.

- ✓ Every issue and content for free
- ✓ Linked ads for free
- ✓ Integrated videos and image galleries
- ✓ Links to products, suppliers and users
- ✓ Search function and bookmarks
- ✓ Archiving



## ISSUE AS E-PAPER

Interactive E-papers related to the current issues are published for free on [www.x-technik.com](http://www.x-technik.com).

- ✓ Every issue and content for free
- ✓ Linked ads for free
- ✓ Integrated videos and image galleries
- ✓ Links to products, suppliers and users
- ✓ Table of contents

# X-TECHNIK PUBLISHING HOUSE AT A GLANCE

The technical publishing house x-technik IT & Medien GmbH provides with its magazines AUTOMATION, BLECHTECHNIK, FERTIGUNGSTECHNIK, ADDITIVE FERTIGUNG, METALL CHAMPIONS, WANTED as well as the educational catalogs MECHATRONIK, METALL-, INFORMATIONEN- and KUNSTSTOFFTECHNIK competent and specialist reporting, which enjoys highest reputation in the industry. We complete our offer and grant an interactive, multimedia advertising concept as well as the best possible information and extensive research and reference sources with the printed issues, online platforms as well as the free x-technik-app.

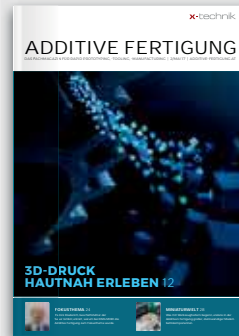


## FERTIGUNGSTECHNIK

The magazine for machine tools and cutting technologies.

**Appearance:** 7 times a year

**Magazine recipients:** Ø 11.500



## ADDITIVE FERTIGUNG

The Magazine for Rapid Prototyping, - Tooling, - Manufacturing.

**Appearance:** 3 times a year

**Magazine recipients:** Ø 12.000



## AUTOMATION

The magazine for mechanical engineering, plant construction and manufacturing.

**Appearance:** 8 times a year

**Magazine recipients:** Ø 12.500



## BLECHTECHNIK

The magazine for sheetmetal forming, bending and welding.

**Appearance:** 7 times a year

**Magazine recipients:** Ø 10.000



## METALL CHAMPIONS

The magazine for Austrians suppliers.

**Appearance:** Once a year

**Magazine recipients:** 50.000



## WANTED

The magazine for technical education, jobs and more ...

**Appearance:** 2 times a year

**Magazine recipients:** Ø 25.000



## EDUCATIONAL CATALOGS

Educational catalogs for mechatronic, plastics- and information-technologies.

**Appearance:** Each once a year

**Magazine recipients:** Ø 15.000

# TOPICS AND DATES

ED: Editorial deadline, PD: Date of publication

Issues/Dates	1/March	2/May	3/October
Topics	PD 27.03.18 ED 13.03.18	PD 22.05.18 ED 07.05.18	PD 30.10.18 ED 16.10.18
Trade shows	Intertool, HMI	RapidTech	formnext
Machines and solutions	✓	✓	✓
Service provider	✓	✓	✓
Software	✓		✓
Materials		✓	
Guidelines and standards			✓
Optimization		✓	
Finishing and remachining	✓		

# PRICELIST

T: type-area (w x h) R: ragged (w x h) + 3 mm per cutting edge



**2/1 Page**

T: 390 x 253 mm  
R: 420 x 297 mm  
€ 7.500,-



**1/1 Page**

175 x 253 mm  
210 x 297 mm  
€ 4.100,-



**Junior Page**

125 x 180 mm  
140 x 200 mm  
€ 2.850,-



**1/2 Page, horizontal**

175 x 126 mm  
210 x 146 mm  
€ 2.550,-



**1/2 Page, vertical**

90 x 253 mm  
105 x 297 mm  
€ 2.550,-



**1/3 Page, horizontal**

175 x 80 mm  
210 x 100 mm  
€ 1.900,-



**1/3 Page, vertical**

T: 55 x 253 mm  
R: 70 x 297 mm  
€ 1.900,-



**1/4 Page, standard**

90 x 126 mm  
105 x 146 mm  
€ 1.420,-



**1/4 Page, horizontal**

175 x 54 mm  
210 x 74 mm  
€ 1.420,-



**1/4 Page, vertical**

37 x 253 mm  
52 x 297 mm  
€ 1.420,-



**1/8 Page, standard**

87 x 54 mm  
105 x 74 mm  
€ 850,-



**1/8 Page, horizontal**

-  
210 x 37 mm  
€ 850,-



**Cover**

R: 210 x 203 mm  
€ 6.300,-



**U2**

210 x 297 mm  
€ 4.500,-



**U3**

210 x 297 mm  
€ 4.500,-



**Back cover**

210 x 297 mm  
€ 4.800,-

## OTHER FORMS OF ADVERTISING ON DEMAND

**Print data:** preferably as PDF/X3, CMYK, ISO Coated v2. **Safety clearance** (texts and graphics): min. 3 or 10 mm left.