

# Euro Laser

Zeitschrift für die industrielle Laseranwendung · September 2011

**HIGHYAG**  
Lasertechnologie

# 2012

## MEDIA DATA

**Circulation**  
10 000 copies

[www.eurolaser.de](http://www.eurolaser.de)

 **schlütersche**  
Verlagsgesellschaft mbH & Co. KG

**1 Short profile**

EuroLaser is the European forum for the concerns of the industrial laser technology. As trade magazine with international claim EuroLaser reports from industry, universities and institutes. The thematic focus is on the whole range of laser material processing and the laser-based measuring technology. In the center of the information offer are articles and reportages researched by ourselves as well as market analyses, company portraits and background reports from the industry. Technical papers of qualified authors round off the picture. The addressed readership is in the production and development management of all branches, especially the mechanical-engineering and automotive industry, electronics industry, medical technology and precision mechanics industry.

**2 Frequency** ..... 4 times a year

**3 Volume** ..... volume 19, 2012

**4 Web address (URL)** ..... www.eurolaser.de

**5 Membership** ..... –

**6 Organ** ..... –

**7 Publisher** ..... Schlütersche Verlagsgesellschaft mbH & Co. KG,  
Hannover

**8 Publishing house** ..... Schlütersche Verlagsgesellschaft mbH & Co. KG

Office address ..... Gögginger Straße 105a, 86199 Augsburg

Phone ..... +49(0)821 319880-0

Fax ..... +49(0)821 319880-80

Email ..... vg-augsburg@schluetersche.de

Internet ..... www.eurolaser.de  
www.industrieforum.net

**9 Editors** ..... Günter Kögel (ChR), koegel@schluetersche.de  
Martin Bauer, martin.bauer@schluetersche.de  
Doris Lange, doris.lange@schluetersche.de

**10 Advertising sales** ..... Gabriele Maier, maier@schluetersche.de  
Stephan Knauer, stephan.knauer@schluetersche.de  
Manfred Rosin, rosin@schluetersche.de

**11 Sales**

Phone ..... +49(0)511 8550-2638

Fax ..... +49(0)511 8550-2405

Email ..... vertrieb@schluetersche.de

**12 Subscription price** (incl. shipping costs and VAT)

Annual subscription:	Germany	€	52,-
	Abroad	€	70,-
		€	16,-

Retail sale (plus shipping costs)

**13 ISSN** ..... 1430-8274

**14 Content analysis 2010 = 4 issues**

Magazine format	DIN A4
Total content	256 pages = 100 %
Editorial content	177,9 pages = 69,5 %
Advertising content	78,1 pages = 30,5 %

## Consisting of

classified ads	–
bound inserts	–
ads of publishers	
and print shop	20,5 pages = 8,0 %

**Loose inserts** ..... 1 pieces

**Partial loose inserts** ..... 0 pieces

**15 Editorial content analysis 2010 = 177,9 pages**

Laser beam sources	13,4 pages = 7,6 %
Laser systems	26,9 pages = 15,2 %
Applications	59,5 pages = 33,4 %
Periphery and components	17,1 pages = 9,6 %
Market and management	9,5 pages = 5,3 %
News	13,3 pages = 7,5 %
Report	13,6 pages = 7,6 %
New products	12,6 pages = 7,1 %
Comment	4,0 pages = 2,2 %
Table of contents/advertiser index	8,0 pages = 4,5 %

177,9 pages = 100 %



## 16 Circulation control



Member of "Informationsgemeinschaft

Feststellung der Verbreitung von Werbeträgern e.V."

## 17 Circulation analysis

Annual average of copies per issue

(July 1, 2010 to June 30, 2011)

<b>Print run</b> .....	10 000		
<b>Actually distributed circulation</b> .....	9 859	thereof abroad	1 006
<b>Paid circulation</b> .....	267		
– subscriptions .....	265	thereof abroad	43
– sale by retail .....			
– other sale .....	2		
<b>Free samples</b> .....	9 592		
<b>Remaining, archive and voucher copies</b> .....	141		

## 18 Geographic distribution analysis

Economic area:	percent of actually distributed circulation	
	%	copies
Germany:	89,8	8 853
Abroad:	10,2	1 006
<b>Actually distributed circulation:</b>	<b>100,0</b>	<b>9 859</b>

### 18.1 Distribution in Germany according to Nielsen-areas

	%	copies
Nielsen-area 1: (Hamburg, Bremen, Schleswig-Holstein, Niedersachsen)	11,7	1 033
Nielsen-area 2: (Nordrhein-Westfalen)	23,7	2 100
Nielsen-area 3a: (Hessen, Rheinland-Pfalz, Saarland)	11,7	1 034
Nielsen-area 3b: (Baden-Württemberg)	22,5	1 995
Nielsen-area 4: (Bayern)	17,5	1 548
Nielsen-area 5: (Berlin and eastern states)	12,9	1 143
<b>Actually distributed circulation Germany</b>	<b>89,8</b>	<b>8 853</b>

## 19 Industrial sectors / occupational groups

Categorie number	name of recipient group according to „Systematik der Wirtschaftszweige“ of Federal Statistics Office	percent of actually distributed circulation	
		%	copies
27	metal production and processing	15,9	1 570
28	production of metal products	10,8	1 068
29	mechanical engineering	26,6	2 619
30	production of office machines, dp-equipment	5,7	557
31/32	electrical engineering/electronic engineering	13,8	1 363
33	medical/measurement/control engineering, optics	9,1	892
34/35	production of motor vehicles and parts of motor vehicles other vehicle construction	5,2	513
51	other	2,7	271
<b>Actually distributed circulation Germany</b>		<b>89,8</b>	<b>8 853</b>
<b>Actually distributed circulation abroad</b>		<b>10,2</b>	<b>1 006</b>
<b>Annual average of actually distributed circulation</b>		<b>100,0</b>	<b>9 859</b>

## 20 Size of company

Number of employees	percent of actually distributed circulation	
	%	copies
1–49	19,8	1 951
50–99	20,1	1 981
100–199	18,8	1 858
200–499	16,5	1 630
500 and more	10,9	1 073
other	3,7	360
Germany	89,8	8 853
Switzerland, Austria, Benelux, other foreign countries	10,2	1 006
<b>Actually distributed circulation:</b>	<b>100,0</b>	<b>9 859</b>

## 21.2 Job characteristic: position in company

Number of employees	percent of actually distributed circulation	
	%	copies
Management	25,4	2 508
Technical managers, production	41,1	4 053
Work preparation	4,1	404
Research, development	19,4	1 913
Purchasing	4,8	477
other	5,2	509
<b>Actually distributed circulation:</b>	<b>100,0</b>	<b>9 859</b>

## 20.1 Job characteristic: function not collected



<b>Preferred positions</b>	2nd cover, b/w	4 020,- €
	3rd cover, b/w	3 680,- €
	4th cover, b/w	4 020,- €
	cover, 4c	on request

### Type setting and litho costs

Technical costs for typesetting and corrections are charged at cost price and are not discountable.

## 8 Surcharges (non-discountable)

### 8.1 Color surcharges

Each additional standard colour (Euroscale)

1/1 page	360,- €	1/4 page	190,- €
1/2 page	290,- €	1/8 page	160,- €
1/3 page	260,- €		

Special colors (e. g. HKS): all formats 600,- €  
Metallic colors on request

### 8.2 Positioning

Across spine add 10 % to b/w basic price  
Bleed size add 10 % to b/w basic price

## 9 Classified ads

Categories, sales, bids, job offers, miscellaneous per millimetre 3,60 €  
box number charge 10,00 €

## 10 Special forms of advertising – on request

### 11 Discounts (when purchasing within one insertion year)

Series discounts		Volume discounts	
3 ads	5 %	2 pages	10 %
6 ads	10 %	4 pages	15 %
12 ads	15 %	6 pages	20 %
		12 pages	25 %

## 12 Combinations

Larger acquisitions and multiple year orders on request

## 14 Loose inserts (non-discountable)

<b>Total circulation...Price per thousand..Total circulation..Price per thousand</b>
up to 25 g .....245,- €.....up to 40 g ..... 325,- €
up to 30 g .....270,- €.....up to 45 g ..... 355,- €
up to 35 g .....295,- €.....up to 50 g ..... 390,- €

Heavy inserts, partial inserts and possible postage on request.  
Maximum format 205 x 290 mm.

## 15 Tip-ins

**Postcards** in combination with an ad or bound insert

Insert charge for DIN A6 format with a weight of up to 5 g 835,- €  
Plus glueing costs per thousand on request  
Plus additional distribution costs on request

### Samples/CDs/booklets


Prices and glueing costs on request along with submission of a binding sample.

Supply quantity for inserts and postcards etc. is 10 000 copies.  
The publisher reserves the right to increase the circulation on special occasions.

## 16 Delivery address for positions 13 to 15

Druckhaus Hamburg GmbH & Co. KG  
Am Hilgskamp 51–57, 28325 Bremen  
Delivery memo: Fachmagazin EuroLaser, issue ...  
Delivery free printing house  
Delivery 10 days prior to publication date at the latest.

## Magazine format: A4 (210 x 297 mm)

**1/1 page**  
S: 188 X 272  
A: 216 X 303**2/3 page**  
S: 188 X 180  
A: 216 X 200**2/3 page**  
S: 124 X 272  
A: 138 X 303**Juniorpage**  
S: 140 X 180  
A: 154 X 200**1/2 page**  
S: 188 X 134  
A: 216 X 154**1/2 page**  
S: 92 X 272  
A: 106 X 303**1/3 page**  
S: 188 X 88  
A: 216 X 108**1/3 page**  
S: 60 X 272  
A: 74 X 303**1/4 page**  
S: 188 X 65  
A: 216 X 85**1/4 page**  
S: 92 X 134  
A: 106 X 154**1/4 page**  
S: 44 X 272  
A: 58 X 303**1/8 page**  
S: 188 X 31  
A: 216 X 44**1/8 page**  
S: 92 X 65  
A: 106 X 78**1/8 page**  
S: 44 X 134  
A: 58 X 154S = type area  
width x height in mmA = bleed size  
width x height in mm  
incl. trim (3 mm each side) trim edge =  
ad format exceeding  
type area

## Digital print documents

The following conditions have to be met for a correct processing of digital print documents:

**Preferred data format**

Printable PDF or X-3 files (with embedded fonts and image files).

Please save to trimmed size without trim and register marks, etc.

When delivering open files (incl. fonts and high-resolution images) as well as files from programs such as WORD, EXCEL, PowerPoint, Pagemaker or CorelDraw, we cannot take responsibility for the quality of the advertisements. Extra costs are charged according to effort for these formats.

**Images files**

Resolution of colour or grey scale images at least 300 dpi

Line drawing at least 600 dpi

**Colour**

CMYK, no RGB or special colours

**Print method**

Web offset printing, adhesive binding

**Data carrier format**

CD-ROM (Macintosh/Windows), DVD-ROM (Macintosh)

**Data transfer**Email: [anzeigendaten-ela@schluetersche.de](mailto:anzeigendaten-ela@schluetersche.de)

FTP connections on request

**File information**

Please state magazine\_issue\_advertiser when sending the data and send exact order data as well as an authoritative printed version of your advertisement.

COLOUR advertisements also require a proof that corresponds to the recommendations by FOGRA or ECI for web-offset printing. Type of proof and paper category on request.

**Advertisement order**

These specifications do not substitute the written advertisement order.

Please send this directly to the advertisement department.

Receiving and processing check

The publisher assumes no responsibility for colour deviations and text positions in the advertisement, if files were not saved in the formats specified above and no colour-reference proofs were sent.

**Technical costs**

Work costs will be charged for designing/producing advertisements and changing templates that do not correspond to size as well as handling all templates that do not correspond to the printing method.

**Technical requests/contact**Email to [anzeigendaten-ela@schluetersche.de](mailto:anzeigendaten-ela@schluetersche.de)

Phone +49(0)8511 8550-2625, Fax +49(0)511 8550-2401

**New** Top addresses for your direct-/dialogue marketing

Direct marketing is still of great importance for advertisers as surveys prove. What do trade journals and direct marketing have in common? For the success of a trade journal a well-maintained and up to date address file for recipients plays an important role. This is the only way for the journal to reach the right persons of the company. And exactly the same goes particularly for your successful direct marketing. You need top addresses!

## Price list address renting for 1 use

Personified addresses	to 500	to 1 000	to 5 000	over 5 000
Base price	0,66	0,53	0,46	on request
1 feature*	0,71	0,57	0,50	on request
2 features	0,86	0,69	0,60	on request
3 features	0,96	0,77	0,67	on request
4 features	1,06	0,85	0,74	on request

**Your advantage:**

- By a continuous updating and qualification of the address file your information reaches the intended recipients and reduces potential returns to a minimum.
- With almost 100% of personified addresses up to the 2nd management level you reach the right contact persons with name and position.
- Very small scattering losses by contacting exact target groups on the following standard-selection features\*:
  - ...economic sector
  - ...company size
  - ...position in the company
  - ...function in the company
  - ...geographical assignment (Nielsen, zip codes, German states)
- Do you have any other special requirements regarding the addresses furthermore the selection features? No problem! Talk with us about additional possibilities to select the addresses according to your wishes.

The costs vary depending on the number of addresses, number of selection features and frequency of utilization. Feel free and let us make a non-binding offer for you.

During the handling of direct mailings we work with specialists and offer you by request comprehensive lettershop-services for the realisation of your direct marketing.

**Your contact person:**  
**Gabriele Maier**  
 +49(0)821 319880-35  
 maier@schluetersche.de

**New** Laser-TechGuide

The Laser-TechGuide presents your company, your homepage or for example your product catalogue crossmedial print + online. Choose your entry according to your individual marketing strategy and address the executives of the branches of industry with laser applications.

**Services:**

YOUR COMPANY-, CATALOGUE- OR HOMEPAGE ENTRY

**Layout:**

Address data in 8 lines (company, address, telephone, fax, internet, email)

+ screenshot of the web site, catalogue or company logo  
+ 90 signs of the company profile  
+ a category of your choice

= price per advertisement / issue € 150,-

**+ Extra-Entry**  
online in the listing of technicians  
[www.laser-web-guide.de](http://www.laser-web-guide.de)

**We need from you:**

- picture of your catalogue/brochure/logo (pdf-data, 300 dpi) or a screenshot of your homepage
- short description which should be published with the picture (reference value: 90 signs)

**Conditions:**

- collective invoice with first issue according to the agreement of duration
- no agency commission
- 4-colour-printing including
- duration optionally 6 or 12 months

Company entry  
→

+ Logo

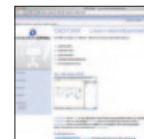
**INDUSTRIAL LASER APPLICATION**


**ROFIN GRUPPE**  
Berzeliusstraße 87  
22113 Hamburg  
Tel. 040-73363-0  
Fax 040-73363-4100  
info@rofin.com  
www.rofin.com

Laser, die genau zu Ihnen passen

Homepage entry  
→

+ Screenshot

**CAD/CAM-SOFTWARE**

**INGENIEURBÜRO  
DÜPUTELL**  
Franz-Kissing-Straße 7  
58706 Menden  
Tel. 02373-17469-80, Fax -89  
Ansprechpartner:  
Dipl. Ing. Andreas Düputell  
info@ib-d.de  
www.ib-d.de

CAD/CAM  
Software für die Lasermaterialbearbeitung

Catalogue entry  
→

+ Picture

**GASE**

**PRAXAIR  
DEUTSCHLAND GMBH**  
Hans-Böckler-Straße 1  
40476 Düsseldorf  
Tel. 0211-2600-0  
Fax 0211-2600-123  
contact\_germany@praxair.com  
www.praxair.de

Prozess- & Resonatorgase, Industrie- & Spezialgase,  
Anwendungstechnische Beratung, Gaseequipment

Format: 92mm (width) x 55 mm (high)

If you have further  
questions, please contact:

Gabriele Maier  
+49(0)821319880-35  
maier@schluetersche.de

## www.industrieforum.net –

The web information portal for decision makers in the industry

### Short profile

**Industrieforum.net** is the central information platform of the industry. Current news, background reports, information on technical innovations, product news and services as well as articles from our current print editions and the comprehensive archive of annual updates of our publications establish the editorial framework.

### Target group

Top decision makers such as technical managers and department managers, responsible engineers and quality assurance managers, developers, designers, planning-, project- and application engineers as well as product and system managers, planners, IT managers, purchasers...

### Web statistics (on average)

Visits..... 11 664/month  
Page Impressions ..... 20 133/month  
(adjusted, without robots)

ad formats websites	format in pixel	complete booking per month (€)	starting page per month (€)	category per month (€)
1. Full Banner	468 x 60	€ 800,-	€ 600,-	€ 300,-
2. Half Banner	234 x 60	€ 500,-	€ 400,-	€ 200,-
3. Sky Scraper	120 x 600	€ 600,-	-	-
4. Vertical Banner	380 x 180	€ 500,-	-	-
Sponsorship	-	Starting page per week	-	-
5. Product of the week	picture + Text on content page	€ 350,-	-	-
6. Announcement	Logo + Text on sidebar	€ 250,-	-	-

## Website formats: clear & brief



### Your contact person: Gabriele Maier

Phone: +49(0)821 319880-35

Fax: +49(0)821 319880-80

Email: maier@schluetersche.de

Don't leave your website to chance! An optimally placed banner on **Industrieforum.net** adds the necessary impact to your ad campaign in order to draw internet users to your homepage. The reliable image of **Industrieforum.net** provides a respectable and reliable environment for online-campaigns.

## Special reprint

The special reprint of the editorial report about your company and its products in the trade journal EuroLaser is a multifarious advertising instrument at your disposal. Special reprints are suitable at its best to support your marketing and public relation activities and can be

- displayed on your show booth
- sent as a direct mailing to inform customers
- used as an argument in conversation with customers by sales and field service

Product reports, interviews or application reports – the EuroLaser team realizes your requests by a minimum circulation of 500 samples.

Graphic design can be arranged according your imagination and of course we are pleased to advise you, if you have questions.

Calculation models*	Circulation 500 copies	Circulation 1 000 copies	Circulation 3 000 copies
2 pages, 4 colours	558,00 €	592,00 €	696,00 €
4 pages, 4 colours	798,00 €	888,00 €	1 230,00 €
6 pages, 4 colours	898,00 €	1 020,00 €	1 646,00 €
cover page - optional	150,00 €	150,00 €	150,00 €

\*All our prices are without VAT. Further costs of typesetting or modification will be charged on efforts.

**You receive further prices for special reprints on 100 / 135 / 150 / 170 g/m<sup>2</sup>-paper on request.**

### Your contact person:

**Gabriele Maier**

Telefon: +49(0)821 319880-35

Telefax: +49(0)821 319880-80

E-Mail: maier@schluetersche.de







### Copyright

Avoid customizing duplicated contents of trade journals to the public and protect yourself – with an authorized special print! The rights on content and pictures remain with the publishers.

For a PDF of your report we charge a publication fee:

- 60 € for the 150-dpi-version
- 279 € for the 300-dpi-version

topics		month	March	May	October	December	
		issue	1	2	3	4	
		publication date	08.03.2012	30.05.2012	10.10.2012	06.12.2012	
		ad deadline	17.02.2012	10.05.2012	20.09.2012	20.11.2012	
							
Application	Laser in the automotive and supplier industry			Special to LASYS	●		
	Laser in sheet metal processing	●			■	●	
	Laser in tool and mold construction				■		
	Laser in photovoltaic manufacturing	●				●	
	Laser in the electronics industry	●			■		
	Laser in medical technology manufacturing		■				●
	Laser in measuring technology		■			●	
	Laser use in nano- and microtechnology	●				■	
	Laser processing of plastics	●				■	
Laser in image processing/image capture	●				●		
Job-shops-Special	Focus on laser services		■		■	●	
Processes	Laser cutting	●			■	●	
	Laser welding/soldering	●			■	●	
	Laser drilling/removal	●			●		
	Laser marking/engraving		■		●	●	
	Laser surface processing				■		
	Laser polishing				■		
	Generative laser processes	●			■		

Beam sources	CO <sub>2</sub> laser beam sources	■	Special to LASYS	●	●
	Solid state laser	■		●	●
	Fiber laser	■		●	●
	Diode laser	●			●
	Excimer laser	●			
	Short pulse laser/ultrashort pulse laser	●		●	●
	Laser diodes	■		●	●
	Other beam sources	●			
Laser systems/ system components	Laser systems for material processing	●		■	●
	Laser robots/industrial robots	■		●	●
	Positioning/handling systems	●		■	
	Laser integration in machine tools			●	
	Programming systems/software	●			■
Periphery	Laser processing heads	●		●	●
	Beam guidance systems			●	
	Deflection systems/scanner	●			●
	Laser beam protection				●
	Laser cooling systems				●
	Extraction and filter systems			■	●
	Process gas/laser gas			■	
	Power supply				●
Photonics/ optoelectronics	Wear parts/accessories	●		●	●
	Optics/optical components/lenses				●
	Laser devices				●
	Beam analysis	■			
	Laser sensors	■			
QA-systems/process monitoring	●				
R&D report	News from research, development and institutes	●		●	●
Laser- Tech- Guide	Sources of supply	●		●	●

# trade fairs 2012

Laser Optics Berlin, Berlin	19.03. – 21.03.2012	●				
LASER World of PHOTONICS China, Shanghai	20.03. – 22.03.2012	●				
Tube/Wire, Düsseldorf	26.03. – 30.03.2012	■				
Hannover Messe, Hannover	23.04. – 27.04.2012	●				
CLEO, San Jose	06.05. – 11.05.2012	●				
Sensor + Text, Nürnberg	22.05. – 24.05.2012	■				
Automatica, München	22.05. – 25.05.2012	■				
Optatec, Frankfurt	22.05. – 25.05.2012	■				
Lasys, Stuttgart	12.06. – 14.06.2012		■			
Intersolar, München	13.06. – 15.06.2012		●			
AMB, Stuttgart	18.09. – 22.09.2012		●			
microsys, Stuttgart	08.10. – 11.10.2012				●	
Fakuma, Friedrichshafen	16.10. – 20.10.2012				●	
EuroBLECH, Hannover	23.10. – 27.10.2012				■	
electronica, München	13.11. – 16.11.2012				●	
EuroMold, Frankfurt	27.11. – 30.11.2012				■	
Photonics West, San Francisco	Januar 2013					■

articles



focus



 **schlütersche**  
Verlagsgesellschaft mbH & Co. KG

Gögginger Straße 105a · 86199 Augsburg  
Phone 0821 319880-0 · Fax 0821 319880-80  
[www.eurolaser.de](http://www.eurolaser.de) · [www.industrieforum.net](http://www.industrieforum.net)  
[www.schluetersche.de](http://www.schluetersche.de) · E-Mail: [vg-augsburg@schluetersche.de](mailto:vg-augsburg@schluetersche.de)

## EuroLaser

We bring your advertisement  
with 10 000 copies on the  
desks of the decision makers.





Martin Bauer  
editor  
0821 319880-33

Doris Müller  
assistant  
0821 319880-14

Manfred Rosin  
ad sales  
0821 319880-38

Gabriele Maier  
ad sales  
0821 319880-35

Günter Kögel  
chief editor  
0821 319880-17

Doris Lange  
editor  
0821 319880-12

Stephan Knauer  
ad sales  
0821 319880-19