

01-02 | 2011

NC FERTIGUNG

Werkzeugmaschinen | Werkzeuge | Fertigungsprozesse

SO SIEHT QUALITÄT AUS

Toyota: Dank der Flachführungen in Sachen Steifigkeit fast konkurrenzlos

GUTES BESSER MACHEN

Studer stellt Nachfolger für Erfolgsmodell S 40 vor

LEUCHTEND GRÜNE ROHRE

Innovatives Ver-
fahren zur Rohr-



2012

MEDIA DATA

Circulation
22 000 copies

www.nc-fertigung.de

 schlütersche
Verlagsgesellschaft mbH & Co. KG

1 Short profile

NC Fertigung is a trade magazine for the technical management of the machining metalworking industry. Because of the ambitious journalistic method the form of the editorial content focuses on illustrative reportages on innovations and their practical application, on critical interviews with exposed managers, on sector analysis and statements about technological trends. The topics of NC Fertigung are CNC machine tools, precision tools, CNC-control – and programming systems, measuring and clamping technology as well as chip removal, cooling lubricants and their processing. Further key points are the integration of computers, all questions around the specific drive and control technology as well as the various aspects from the energy/energy efficiency and machine periphery. NC Fertigung goes to metalworking companies of all sizes and branches in the whole German speaking area: from jobshop to allied companies – from manufacturer of precision turned parts to universal companies of job order production up to the highly specialized machine-tool industry.

- 2 **Frequency** 10 times a year
- 3 **Volume** volume 33, 2012
- 4 **Web address (URL)** www.nc-fertigung.de

5 **Membership** –

6 **Organ** –

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

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

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Email vertrieb@schluetersche.de

12 Subscription price (incl. shipping costs and VAT)

Annual subscription:	Germany	€	82,-
	Abroad	€	97,-
Retail sale (plus shipping costs)		€	18,-

13 **ISSN** 0174-4534

14 Content analysis 2010 = 10 issues

Magazine format	DIN A4
Total content	1 252 pages = 100 %
Editorial content	923 pages = 73,7 %
Advertising content	329 pages = 26,3 %

Consisting of	
classified ads	–
bound inserts	20 pages = 1,6 %
ads of publishers	
and print shops	36 pages = 10,9 %

Loose inserts 8 pieces

Partial loose inserts –



15 Editorial content analysis 2010 = 923 pages

Machining centres, flexible manufacturing cells	168 pages	=	18,2 %
Lathes, turning cells	128 pages	=	13,9 %
Milling and drilling machines	24 pages	=	2,6 %
Grinding machines	49 pages	=	5,3 %
Sawing machines	18 pages	=	2,0 %
Cooling/lubricating	63 pages	=	6,8 %
NC controls	48 pages	=	5,2 %
Precision tools	175 pages	=	18,9 %
Measuring technology	35 pages	=	3,8 %
Clamping devices	39 pages	=	4,2 %
NC programmers/DNC/MDE/PDA(CAM) systems	37 pages	=	4,0 %
News / product reports	68 pages	=	7,4 %
Interviews / Comments	71 pages	=	7,7 %
	923 pages	=	100 %

16 Circulation control



Member of "Informationsgemeinschaft

Feststellung der Verbreitung von Werbeträgern e.V."

17 Circulation analysis

Annual average of copies per issue (1st July 2010 to 30 June 2011)			
Print run	22 048		
Actually distributed circulation	21 826	thereof abroad	2 306
Sold circulation	917		
– subscriptions	915	thereof abroad	206
– sale by retail	-		
– other sale	2		
Free samples	20 909		
Remaining, archive and voucher copies	222		

18 Geographic distribution analysis

Economic area:	percent of actually distributed circulation	
	%	copies
Germany:	89,4	19 520
Abroad:	10,6	2 306
Actually distributed circulation:	100,0	21 826

18.1 Distribution in Germany according to Nielsen-areas

	%	copies
Nielsen-area 1: (Hamburg, Bremen, Schleswig-Holstein, Niedersachsen)	9,7	2 116
Nielsen-area 2: (Nordrhein-Westfalen)	22,4	4 897
Nielsen-area 3a: (Hessen, Rheinland-Pfalz, Saarland)	10,9	2 379
Nielsen-area 3b: (Baden-Württemberg)	21,2	4 632
Nielsen-area 4: (Bayern)	14,1	3 078
Nielsen-area 5: (Berlin and eastern states)	11,1	2 418
Actually distributed circulation Germany	89,4	19 520

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	2,6	566
28	production of metal products	25,7	5 622
29	mechanical engineering	34,7	7 574
30	production of office machines, dp-equipment	2,0	429
31/32	electrical engineering/electronic engineering	3,1	683
33	medical/measurement/control engineering, optics	7,7	1 679
34	production of motor vehicles and parts of motor vehicles	7,9	1 718
35	other vehicle construction	3,3	722
	other	2,4	527
	Actually distributed circulation Germany	89,4	19 520
	Actually distributed circulation abroad	10,6	2 306
	Annual average of actually distributed circulation	100,0	21 826

The issues with the special section "special tooling" will be controlled accordingly to the distribution of the editorial emphases. 8 000 copies will be distributed to the recipients of the tool and mould production companies.

20 Size of company

Number of employees	percent of actually distributed circulation	
	%	copies
1–49	19,7	4 294
50–99	22,4	4 900
100–199	18,0	3 924
200–499	17,9	3 904
500–999	7,1	1 562
1000 and more	3,2	703
other	1,1	233
Germany	89,4	19 520
Switzerland, Austria, Benelux, other foreign countries	10,6	2 306
Actually distributed circulation:	100,0	21 826

20.1 Job characteristic: function not collected

21.2 Job characteristic: position in company

Number of employees	percent of actually distributed circulation	
	%	copies
Management	26,3	5 740
Production	72,4	15 802
other	1,3	284
Actually distributed circulation:	100,0	21 826



1 Circulation (according to AMF scheme 2, number 17)

Print run 22 048 copies
Actually distributed circulation:..... 21 826 copies

2 Magazine format 210 mm wide, 297 mm high, DIN A4

Print space 188 mm wide, 272 mm high
Number of columns 4 columns = column width 44 mm
3 columns = column width 60 mm

3 Printing and binding, print documents

Offset printing; adhesive binding. Delivery of digital print documents is required (refer to info on "digital print documents"). Cost prices will be charged for files that are not accurate in size and for the generation of color ads.

4 Dates

Frequency 10 issues per year
Publication date refer to editorial calendar
Closing date for ads and copy refer to editorial calendar

7 Advertising formats and prices

All prices are exclusive of VAT.
Colour prices include standard colours in accordance with Euroscale.

Format	width x height in mm	basic price b/w in €
1/1 page	188 x 272	4 100,-
1/2 page	92 x 272 / 188 x 134	2 050,-
Juniorpage	140 x 180	2 460,-
1/3 page	60 x 272 / 188 x 88	1 370,-
1/4 page	92 x 134 / 188 x 65 / 44 x 272	1 025,-
1/8 page	92 x 65 / 188 x 31 / 44 x 134	565,-
Basic price per one-column millimetre line (44 mm)		4,33

Different formats on request

5 Publisher.....Schlütersche Verlagsgesellschaft mbH & Co. KG

Verlagsbüro Augsburg
Office addressGögginger Straße 105a, 86199 Augsburg
Advertising department
Phone+49(0)821 319880-0
Fax+49(0)821 319880-80
Emailvg-augsburg@schluetersche.de

6 Terms of payment

8 days after billing date 2% discount, else 30 days without discount.
Bank collection procedure possible. VAT ID DE 115 697 748

Bank details

Bank details for advertising invoices:
Sparkasse Hannover (sort code 250 501 80), account no. 1 019 900
IBAN: DE 41 2505 0180 0001 0199 00, BIC: SPKHDE2

Bank details for sales invoices:

Nord/LB, Hannover (BLZ 250 500 00), Konto-Nr. 101 418 200
IBAN-Nr.: DE 89 2505 0000 0101 4182 00, BIC: NOLADE2H

13 Bound inserts

Special formats on request. When an order is placed a sample has to be submitted. Please deliver bound inserts in an untrimmend format of 216 mm width and 303 mm height (adhesive binding), multiple-page bound inserts folded.

Paper weight	up to 130 g	up to 170 g	over 170 g
2 page	5 125,- €	5 640,- €	6 200,- €
4 page	7 690,- €	8 460,- €	9 300,- €
8 page	11 530,- €	12 680,- €	13 950,- €

Different paper weights on request

Preferred positions	2nd cover, b/w	4 920,- €
	3rd cover, b/w	4 510,- €
	4th cover, b/w	4 920,- €
	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	410,- €	1/4 page	200,- €
	1/2 page	310,- €	1/8 page	150,- €
	1/3 page	280,- €		
Special colors (e. g. HKS): Metallic colors on request			all formats	600,- €

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 4,33 € box number charge 10,00 €
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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)

Total circulation...Price per thousand..Total circulation..Price per thousand
up to 25 g245,- €.....up to 40 g 325- €
up to 30 g270,- €.....up to 45 g 355,- €
up to 35 g295,- €.....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	1 025,- €
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.

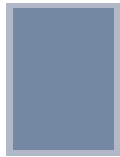
Supply quantity for inserts and postcards etc. is 22 500 copies.
The publisher reserves the right to increase the circulation on special occasions.

16 Delivery address for positions 13 to 15

Grafisches Centrum Cuno GmbH & Co. KG
Gewerbering West 27, 39240 Calbe
Delivery memo: Fachmagazin NCFertigung, issue ...
Delivery free printing house
Delivery 10 days prior to publication date at the latest.

Circulation: 22 000 copies

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



Junior page
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 154

S = type area
width x height in mm

A = 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-ncf@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-ncf@schluetersche.de

Phone +49(0)511 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!

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:

Ina Fechner
+49(0)821 319880-32
fechner@schluetersche.de

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

New NCF-TechGuide

The NCF-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 machining metalworking industry.

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 € 275,-

+ Extra-Entry
online in the listing of technicians
www.metal-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

METAL WORKING



NC FERTIGUNG

NC Fertigung
Gögginger Straße 105a
D-86199 Augsburg
+49(0)821 319880-0
+49(0)821 319880-80
vg-augsburg@schluetersche.de
www.nc-fertigung.de

The trade journal for the machining metalworking industry

Homepage entry

+ Screenshot

METAL WORKING



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The trade journal for the machining metalworking industry

Catalogue entry

+ Picture

METAL WORKING



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www.nc-fertigung.de

The trade journal for the machining metalworking industry

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

If you have further questions, please contact:

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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,-	-	-

Your contact person:

Ina Fechner

Phone: +49(0)821 319880-32


Fax: +49(0)821 319880-80

Email: fechner@schluetersche.de

Website formats: clear & brief



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.

topics	month	Feb.	March	April	May	June	Aug.	Sept.	Oct.	Nov.	Dec.	
	issue	1/2	3	4	5	6	7/8	9	10	11	12	
	publication date	17.02.	06.03.	26.04	21.05.	21.06.	27.08.	10.09.	18.10.	15.11.	06.12.	
	ad deadline	31.01.	20.02.	05.04.	30.04.	31.05.	09.08.	23.08.	28.09.	29.10.	15.11.	
												
Metal-cutting manufacturing												
Machining centres		■	●	●	■	●	■	■	●	■	●	
Lathes		■		■	●	●	■	■		●	●	
Flexible manufacturing cells, complete machining		■	●				■	■		●		
Deburring		■		●			■	■	●			
Sawing technology		■	●		●	●	■	■		●		
Water jet cutting		■			●		■	■			●	
Used machines and retrofitting		■	●		●		■	■	●			
Grinding Technology												
			Special									
Grinding machines			■			●		●		●		
Tool grinding	■		■		●				●			
Special Tooling												
				Special				Special			Special	
Machining centres, HSC				■			■			■		
Erosive cutting		●		■			■	●				
Electrical discharge machining equipment, periphery		●		■			■	●		■	●	
Grinding and polishing machines				■			■			■		
CAD/CAM		●	●	■	●	●	■	●	●	■	●	
Rapid prototyping, rapid tooling				■			■			■		
Hot runner/standard components				■			■			■		
Laser sintering, stereolithography				■			■			■		
Materials, coatings			●	■		●	■	●		■	●	

Precision tools	Special			Special			Special			Special
Cutting materials/coatings	■	●	●	■	●	●	■	●	●	■
Milling tools	■	●	●	■	●	●	■	●	●	■
Turning tools	■	●	●	■	●	●	■	●	●	■
Drilling/threading tools	■	●	●	■	●	●	■	●	●	■
Tool grinding	■	■		■			■			■
Clamping devices	■	●	●	■	●	●	■	●	●	■
Saw blades	■	●	●	■	●	●	■	●	●	■
Tool monitoring	■	●	●	■	●	●	■	●	●	■
Tool presetting	■	●	●	■	●	●	■	●	●	■
Toolmanagement	■	●	●	■	●	●	■	●	●	■
Clamping and automation technology										
Clamping devices		■			■		■	●		■
Standard components			●			●			●	●
Storage technology	●			●				●		●
Chaining/arranging/feeding		●		●		●			●	●
Ident/sensors	●			●				●		
Control/programming technology										
CNC controls	■		■			●	■			■
PLC controls		●			●		■			
Training		●			●				●	
Manufacturing organisation										
BDE/MDE/PPS		●		●	■	●	●		●	
Manufacturing control	●		●		■			●		
Quality assurance										
Measuring machines/measuring centres		●		■		●	■		●	
CAQ/SPC		■		■				●		
Mechanical and optical measuring devices	●			■	●		●			●
Cooling/cleaning/disposing										
Cooling lubricants	●			●	■	●	●	■	●	●
Parts cleaning/degreasing	●		●		■	●		■		●
Chip removal		●					●	■	●	
Filters/reprocessing	●			●	■		●	■		●
Focus										
Machine elements/components		●				●		●		●
Energy/energy efficiency	●			●			●			
Drive- and linear technology		●			●			●		
Machine periphery	●		●		●		●		●	

FAIRS 2012

Metav, Düsseldorf	28.02. – 03.03.2012	■										
Grindtec, Augsburg	14.03 – 17.03.2012		■									
HMI, Hannover	23.04. – 27.04.2012		■									
Rapid Tech, Erfurt	08.05. – 09.05.2012			■								
Control, Stuttgart	08.05. – 11.05.2012			■								
IMTS, Chicago	10.09. – 15.09.2012							■				
AMB, Stuttgart	18.09. – 22.09.2012						■	■				
Motek, Stuttgart	08.10. – 11.10.2012							■				
Materialica, München	23.10. – 25.10.2012								■			
Parts2clean, Stuttgart	23.10. – 25.10.2012								■			
Jimtof, Tokio	01.11. – 06.11.2012								■			
Prodex, Basel	20.11. – 24.11.2012									■		
EuroMold, Frankfurt	27.11. – 30.11.2012									■		
		focus ■	articles ●	special section	■							

As of 2012 special tooling is a special publication included in NC Fertigung.

schlütersche
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Special 2012

- February - Precision Tools
- March - Grinding Technology
- April - Special Tooling
- May - Precision Tools
- June - Cooling/cleaning/disposing
- August - Special Tooling
- September - Precision Tools
- October - Cooling/cleaning/disposing
- November - Special Tooling
- December - Precision Tools



Harald Klieber
editor
0821 319889-31

Doris Lange
editor
0821 319880-12

Dennis Roß
ad sales
0821 319880-34

Helmut Angeli
chief editor
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