

# International Surface Technology

2 | 2022 Volume 15

[www.ist-surfacetechnology.com](http://www.ist-surfacetechnology.com)

## IST International Surface Technology

The International Edition of **JOT**  
Germany's Leading Magazine for Surface Technology

### Fully Automated Plant

Industry 4.0 for Parts Quality and Effective Flow of Goods

### Hydroerosive Machining

Rounding, Deburring or Flow Calibration by Abrasive Fluid

### Corrosion Protection

Bridge Coating: Durable Bond in All Weather Conditions



## TRADE FAIRS 2023

### JANUARY

01/24 - 27

Interplastica, Moskau

01/31 - 02/02

The international surface event, Las Vegas

### FEBRUARY

02/01 - 03

Astec, Tokyo

### MARCH

03/30 - 04/01

METEF, Verona

### APRIL

04/17 - 22

Bau, Munich

04/25 - 27

JEC World Composites, Paris

### MAY

05/10 - 13

techtexil North America, Atlanta

05/21 - 26

ICMCTF, San Diego

### JUNE

06/07 - 10

WIN Eurasia, Istanbul

June

Middle East Coating Show, Dubai

### NOVEMBER

November

Fabtech, Atlanta

November

WIN Eurasia, Istanbul

### DECEMBER

December

SFCHINA\_Exhibition for Surface Finishing and Coatings Products, Shanghai

Furthermore, the IST is available at trade fairs where the JOT is also displayed.

IST will be published with a print run of 2,500 copies.

Topic-controlled digital distribution to 7,000 international recipients.

Subscribers can freely access the eMagazine on the portals [springerprofessional.de/](http://springerprofessional.de/), [automobil-motoren.de](http://automobil-motoren.de) and [ist-surfacetechnology.com](http://ist-surfacetechnology.com).

Distribution to more than 46.000 newsletter subscribers:

IST – International Surface Technology (en): 2,435 recipients  
Springer Professional Automobil + Motoren (de): 20,289 recipients  
Springer Professional Automotive (en): 11,538 recipients  
Springer Professional Maschinenbau + Werkstoffe (de): 8,604 recipients  
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(August 2022)

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**Journal format: 210 x 279 mm**

Further advertising formats on request.

Format		w x h in mm	4c in €
1/1 page		175 x 240	3,795
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	horizontal	175 x 117	
1/3 page	upright	55 x 240	1,985
	horizontal	175 x 76	
1/4 page	upright	40 x 240	1,354
	horizontal	175 x 56	
	block	85 x 117	

### Newsletter recipients: 2,435

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in the eMagazine and the special newsletter!  
We will be happy to advise you.**

## DEADLINES

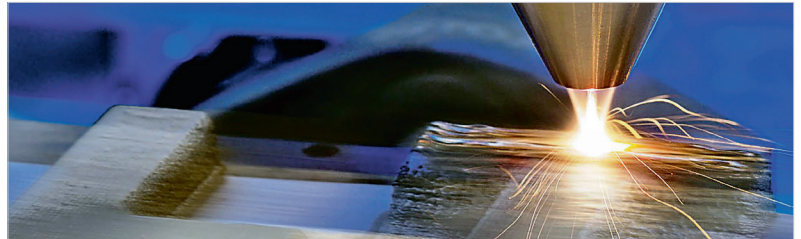
	IST 01.2023	IST 02.2023	IST 03.2023	IST 04.2023
AD <sup>1</sup>	02/21/2023	05/31/2023	08/22/2023	11/20/2023
CD <sup>1</sup>	02/27/2023	06/08/2023	08/08/2023	11/24/2023
PD <sup>1</sup>	03/20/2023	06/29/2023	09/09/2023	12/14/2023

<sup>1</sup> AD = advertising deadline CD = copy deadline  
PD = publication date

## GERMAN COATING TECHNOLOGY IS SOUGHT-AFTER WORLDWIDE.

The English **JOT-Special IST – International Surface Technology** – is published 4 times a year as a printed edition as well as an e-magazine and is the platform for suppliers to present their systems, equipment and processes in important international markets.

IST informs about the latest developments in all areas of industrial surface technology and reaches over **51,000 decision-makers worldwide.**



## CIRCULATION AND DISTRIBUTION

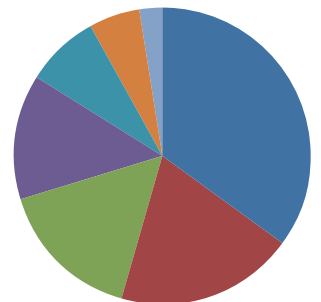
**2,500 copies**, of which proportionate abroad

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North - South America .....	12 %
Asia .....	34 %
France .....	9 %
Italy .....	5 %
Great Britain .....	8 %
Spain / Portugal .....	5 %
Benelux-countries .....	10 %
Skandinavia .....	7 %
Eastern Europe .....	6 %
Others .....	5 %

### Leser per industry

■ mechanical engineering ....	31 %
■ vehicle construction .....	17 %
■ metal production and processing .....	14 %
■ manufacturing of metal products .....	12 %
■ Electrical engineering .....	7 %
■ Precision mechanics, optional systems.....	5 %
■ Chemical industry .....	2 %



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