

Media information 2024

Advertising rate card No. 61
valid from 10/01/2023



We're there for you!

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Journals



Online-solutions



Books



Corporate Solutions



Handbook



Also available as eMagazine



Print + digital



JOT live

Reprints - Your editorial content prepared for you as a reprint

Would you like to display your editorial publication as a reprint at trade fairs, send it as a brochure to your customers or use it as a PDF for internal communication? We will be happy to create your individual reprint from your technical article together with the advertisements you have placed, with your own title page and with supplementary editorial content.

If you wish, you can receive your reprint as a printed copy or digitally as a PDF.

Give us a call, and we'll be happy to advise you:

Maximilian Fuchs | Verkaufsleitung | phone + 49 (0) 611 / 78 78 – 146 | maximilian.fuchs@springernature.com





Trade journal

Title portrait	1
Schedule and topics	2
Advertising rate card no. 61	4
Job advertisements business connections	7
Formats and technical information	8
Circulation and distribution analysis	9
JOT Specials	10
IST International Surface Technology	11
Range overview Print + Digital	12
Reader survey	13

Website

Portrait	15
Prices advertising formats	16
Usage data	17

Digital specials forms of advertising

Webinar Podcast Stand-Alone-Mailing „Branchenmonitor“	18
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Newsletter

Portrait	19
Prices advertising formats	20

JOTlive – Lackier- und Pulvertreff

Conference on industrial wet painting and electrostatic powder coating

You will receive all information in good time in the magazine on the website and via our social media channels.

JOT live

www.jotlive.de



- 1 Title:** JOT – Journal für Oberflächentechnik
- 2 Brief description:** JOT's feature topics provide user-friendly and practical information on all facets of surface technologies: wet coating, powder coating, pre-treatment / cleaning, paint removal, coil coating, electroplating, thin coating, enamelling, blasting, sanding, environmental engineering, coatings / chemicals, measuring, testing, and materials handling
- 3 Target group:** Decision-makers from all sectors of the industry involving surface engineering, including the automotive industry, mechanical engineering, metal products manufacture, and precision engineering/optics
- 4 Frequency:** 16 times a year (incl. specials, market overview)
- 5 Magazine size:** 210 mm × 279 mm
- 6 Year of publication:** 64. Jahrgang 2024
- 7 Subscription price:** Yearly subscription
Germany € 281,- (incl. V.A.T. + p&p)
Foreign countries € 271.02 (excl. V.A.T. / incl. p&p)
Single issue € 27.41 (incl. V.A.T. + p&p)
- 8 Official journal of:** EGL Europäische Gesellschaft für Lackiertechnik e. V.
- 9 Membership:** –
- 10 Publishing company:** Springer Vieweg
Springer Fachmedien Wiesbaden GmbH
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www.springerfachmedien-wiesbaden.de
- 11 Publisher:** –
- 12 Advertising:** **Maximilian Fuchs** (Sales Management)
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- 14 Scope analysis 2022** on request
- 15 Content analysis of the editorial part** on request



This program provides an overview of the topics planned for 2024. Well-rounded specialist topics, market overviews and supplementary special topics provide basic knowledge and present and compare processes, systems and equipment. Product information in each issue and trade fair reports also provide an overview of the entire surface technology sector. For further information, please call tel + 49 (0) 611 / 78 78 – 146 (Maximilian Fuchs).

Issue, month (AD, CD, PD) ¹	Fairs, events, congresses	Locations	Dates	Liquid coating, coating systems, application technology	Powder coating	Coatings	Electroplating	Thin films	Cleaning + pretreatment	Blasting	Paint removal	other topics	
1 January AD 2023/11/27 CD 2023/11/01 PD 2023/11/28	Euroguss	Nuremberg	01/16 - 18									Conveying technology	
2 February AD 2024/01/12 CD 2024/01/18 PD 2024/02/09	METAV	Düsseldorf	02/22 - 23	Corrosion protection								Coil Coating Metal processing	
3 March AD 2024/02/01 CD 2024/02/07 PD 2024/02/28	LogiMAT	Stuttgart	03/19 - 21	Surface technology on the automobile + mobility					High Purity			Accessories Measuring + Testing	
4 April AD 2024/02/29 CD 2024/03/06 PD 2024/03/27	PaintExpo Ceramitec Hannover Messe Control	Karlsruhe Munich Hanover Stuttgart	04/09 - 12 04/09 - 12 04/22 - 26 04/23 - 26	Paintexpo – Trade fair edition									Industry 4.0 Conveyor technology
1st issue IST – INTERNATIONAL SURFACE TECHNOLOGY													
5 May AD 2024/03/28 CD 2024/04/05 PD 2024/04/29	GrindingHub	Stuttgart	05/14 - 17	Measuring + testing									Grinding + polishing Software
				Wood coating									
2nd issue IST – INTERNATIONAL SURFACE TECHNOLOGY													
6 June AD 2024/04/26 CD 2024/05/03 PD 2024/05/29	Surface Technology Germany Fachtagung für Industrielle Bauteilreinigung	Stuttgart N.N.	06/04 - 06 June									Robotik Zubehör	



Issue, month (AD, CD, PD) ¹	Fairs, events, congresses	Locations	Dates	Liquid coating, coating systems, application technology	Powder coating	Coatings	Electroplating	Thin films	Cleaning + pretreatment	Blasting	Paint removal	other topics	
7 July AD 2024/05/31 CD 2024/06/06 PD 2024/06/27				Robot coating Corrosion protection								Measuring + Testing	
8 August AD 2024/07/03 CD 2024/07/09 PD 2024/07/30												Software Conveyor technology	
9 September AD 2024/08/01 CD 2024/08/07 PD 2024/08/29	AMB ZVO-Oberflächentage IAA Transportation	Stuttgart Leipzig Hanover	09/10 - 14 09/11 - 13 09/17 - 22									Measuring + Testing Metalworking	
3rd issue IST – INTERNATIONAL SURFACE TECHNOLOGY													
10 October AD 2024/09/02 CD 2024/09/06 PD 2024/09/27	ALUMINIUM Bondexpo/Motek JOTlive Lackier- u. Pulvertreff FAKUMA	Düsseldorf Stuttgart Heidelberg Friedrichshafen	10/08 - 10 10/08 - 11 10/15 - 16 10/15 - 19	Surface technology on the automobile + mobility									Plastic surfaces
11 November AD 2024/10/02 CD 2024/10/09 PD 2024/10/30	SPS Formnext	Nuremberg Frankfurt	11/12 - 14 11/19 - 21						Pre- treatment			Additive manufac- turing Industry 4.0 Accessories	
4th issue IST – INTERNATIONAL SURFACE TECHNOLOGY													
12 December AD 2024/10/31 CD 2024/11/06 PD 2024/11/28												Measuring + Testing	

Topic preview also on the Internet: www.springerfachmedien-wiesbaden.de and www.jot-oberflaeche.de

¹ AD = Advertising deadline | CD = Copy deadline | PD = Publication date

² Accessories refers to the topics of pumps, compressors, nozzles, valve and covering elements, hooks, racks, filters, air supply and more. In addition, further special issues are published in print and digital. (You can find more information on page 10.)

Key topics

Topic in the magazine

1 Advertisement formats and prices (Total fee including linking inside the eMagazine)

Formats	Type area formats width × height in mm	Format for bleed ads width × height in mm**	Basic price in Euro	2-colours* in Euro	3-colours* in Euro	4-colours* in Euro
2/1 page	388 × 240	420 × 279	8,016	8,691	9,367	10,044
1/1 page	175 × 240	210 × 279	4,174	4,851	5,528	6,203
2/3 page upright horizontal	115 × 240 175 × 156	131 × 279 210 × 177	2,643	3,318	3,995	4,670
Juniorpage	115 × 178	131 × 198	2,440	2,784	3,129	3,471
1/2 page upright horizontal	85 × 240 175 × 117	101 × 279 210 × 137	2,261	2,604	2,949	3,292
1/3 page upright horizontal	55 × 240 175 × 76	63 × 279 210 × 86	1,623	1,939	2,286	2,627
1/4 page upright horizontal block	40 × 240 175 × 56 85 × 117	46 × 279 210 × 63 101 × 137	1,246	1,468	1,691	1,911

* ISO-Skala | ** plus 3 mm bleed difference on all sides | Further formats on request | Prices excl. VAT

2 Surcharge for additional advertising the eMagazine (only in combination with printed advertisement)

Type of advertising	File format	Price in Euro
Audio- or video integration	mp4 or YouTube-Video	788
Picture gallery	.jpg, .jpeg, .png, .bmp	525



+ Linking of your advertisement in the eMagazine

3 Advertisement formats and prices (Standard price list printed German issue without linking)

Formats	Type area formats width × height in mm	Format for bleed ads width × height in mm**	Basic price in Euro	2-colours* in Euro	3-colours* in Euro	4-colours* in Euro
2/1 page	388 × 240	420 × 279	7,753	8,428	9,105	9,782
1/1 page	175 × 240	210 × 279	3,911	4,589	5,266	5,941
2/3 page upright horizontal	115 × 240 175 × 156	131 × 279 210 × 177	2,380	3,056	3,733	4,408
Juniorpage	115 × 178	131 × 198	2,178	2,521	2,867	3,209
1/2 page upright horizontal	85 × 240 175 × 117	101 × 279 210 × 137	1,998	2,342	2,687	3,029
1/3 page upright horizontal	55 × 240 175 × 76	63 × 279 210 × 86	1,361	1,677	2,023	2,365
1/4 page upright horizontal block	40 × 240 175 × 56 85 × 117	46 × 279 210 × 63 101 × 137	984	1,205	1,428	1,649
1/8 page upright horizontal block	55 × 86 175 × 25 85 × 56	–	500	623	746	867

* ISO-Skala | ** plus 3 mm bleed difference on all sides | Further formats on request | Prices excl. VAT

4 Surcharge for additional advertising eMagazine (only in combination with printed advertisement)

Type of advertising	File format	Price in Euro
Audio- or video integration	mp4 or YouTube video	788
Picture gallery	.jpg, .jpeg, .png, .bmp	525
Verlinkte Anzeige Einträge (z.B. Logo, Website)	Link	263
PDF-Download	Link	263

You can find our technical information and specifications for digital copy at:
www.springerfachmedien-wiesbaden.de/media-sales/datenanlieferung

2 Additional fees:

Placement:	2nd, 3rd and 4th cover pages 4c	€ 567
	Binding placement requests	€ 567
Colour:	Fee for special colours: fee for each additional colour, price	on request
Format:	Ads over the binding:	10% of the b/w price
	Island position ads:	60% of the b/w price
	Satellite position ads:	10% of the b/w price
	Ads running into the bleed:	20% of the b/w price

3 Discounts:

applicable for orders placed within the advertising year

Quantity Scale	Length Scale		
For 3 ads	3%	2 pages	5%
For 6 ads	5%	6 pages	10%
For 9 ads	10%	9 pages	15%
For 12 ads	15%	12 pages	20%

Only one discount scale may be applied.

Discounts apply to all additional fees: colour, placement and bleed fees. Discounts do not apply to special costs or additional technical costs.

4 Columns:

Job Advertisements / Business Connections	Page 7
Source and supply index:	
Only orders for all issues of a year, 16 issues incl. Special issues (no discounts available)	
per line and publication	€ 6,70
Logo, 4 colours (max. size 20mm), per issue	€ 30
additional logo, per issue	€ 15

5 Special advertising forms:

Loose / Fixed Inserts: (no discounts available)	
2-page	€ 4,305
4-page	€ 6,510
These prices apply for paper weights up to 170 g. Delivered untrimmed, trimming on request.	
Titel flap front and back	€ 5,768
Accompanying advertisement in magazine possible. Offer on request.	

Enclosures: (no discounts available)

Loose, maximum size 203 mm × 272 mm	
Up to 25 g per thousand	€ 305
Up to 30 g per thousand	€ 315
Number of enclosures	on request
Prices for heavier enclosures	on request

Fixed enclosures: (no discounts available)

Per thousand up to 25 g, incl. gluing costs, applicable only with purchase of a 1/1 page ad	€ 226
Number of postcards	on request
Larger and heavier formats (also applies for product samples)	on request

6 Contact:

Maximilian Fuchs (Sales Management)
phone +49 (0) 611 / 78 78 – 146
maximilian.fuchs@springernature.com

Lucie Grimm (Media Sales)
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lucie.grimm@springernature.com

Irene Pitzer (Media Sales)
phone +49 (0) 611 / 78 78 – 196
irene.pitzer@springernature.com

7 Payment conditions:

Payment within 10 days with 2% discount, net within 30 days after invoice date. 15% agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.

Banking information:

Springer Fachmedien Wiesbaden GmbH
Deutsche Bank Berlin
Bank Nr. (BLZ): 100 700 00 | Account Nr.: 069700300
Swift/BIC: DEUTDEBB
IBAN: DE09 1007 0000 0069 7003 00

You can find our general terms and conditions at
www.springerfachmedien-wiesbaden.de/en/media-sales/gtc



Advertisement formats and prices

Formats	Type area formats width × height in mm	Format for bleed ads width × height in mm**	Basic price in Euro	2-colours* in Euro	3-colours* in Euro	4-colours* in Euro
1/1 page	175 × 240	210 × 279	3,070	3,680	4,301	4,911
2/3 page upright horizontal	115 × 240 175 × 156	131 × 279 210 × 177	2,172	2,607	3,042	3,476
1/2 page upright horizontal	85 × 240 175 × 117	101 × 279 210 × 137	1,540	1,851	2,161	2,461
1/3 page upright horizontal	55 × 240 175 × 76	63 × 279 210 × 86	1,097	1,319	1,541	1,752
1/4 page upright horizontal block	40 × 240 175 × 56 85 × 117	46 × 279 210 × 63 101 × 137	847	1,017	1,187	1,358
1/8 page upright horizontal block	55 × 86 175 × 25 85 × 56	–	504	605	707	806

* ISO-Skala | ** plus 3 mm bleed difference on all sides | Further formats on request | Prices excl. VAT

Classified ads available on request.

Extra charges for colours: per special colour on request

Contact: **Maximilian Fuchs** (Sales Management)
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lucie.grimm@springernature.com

Irene Pitzer (Media Sales)
phone + 49 (0) 611 / 78 78 – 196
irene.pitzer@springernature.com

- 1 Journal format:** 210 mm wide × 279 mm long
Print space: 175 mm wide × 240 mm long
- 2 Printing and binding methods:** Offset, adhesive binding
- 3 File transfer:** via E-Mail to:
admanagement@springernature.com
Maximum file size: 10 MB!
- 4 File formats:** Please send printable PDF X3 files. Please use PDF version 1.3 for your document (no transparencies, please). Please add 3 mm at the edges in bleed advertisements. A double-page should be one pdf file.
It is recommended to create double-page spreads without doubling the gutter. All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.
- 5 Colours:** Ensure that all figures and colors are separated into its CMYK components. Please define black as pure black without any tone in the three color channels. Dark gray text should have a maximum tonal value of 84.9%; otherwise please use 100% black. Please also convert any spot colors into the corresponding CMYK definitions. Color application should not exceed 300 percent. We recommend profile ISOcoated_v2_300. Images should ideally have a resolution of 300 dpi, and must have a minimum resolution of 200 dpi.
- 6 Support to:** Creating PDF X3, Distiller-Joboptions, Pitstop Settings etc. available via E-Mail: anzeigen@le-tex.de
- 7 Proofs:** Since we use Process Standard Offset (PSO) printing, we don't need proofs.
- 8 File archiving:** Since files are archived for 1 year, repeat printings of the unchanged files are possible as a rule. However, we do not offer a guarantee as to file availability.
- 9 Liability:** The commissioning party assumes responsibility for the timely submission of the advertising text and suitable, error-free printing materials and/or inserts. Should clearly unsuitable or damaged materials be submitted, the publisher will demand their immediate replacement. Should no suitable materials be submitted, the publisher will print the advertisement in the quality the submitted materials allow.
- 10 Contact:** **Ad Management**
admanagement@springernature.com



1 Circulation monitoring: –

2 Circulation analysis: average number of copies per issue in one year
(July 1st 2022 to June 30th 2023)

Print run:	9,000		
Actual distributed circulation (ADC):	7,753	of which, abroad:	339
Copies sold:	1,001	of which, abroad:	166
Subscription copies:	991	of which, member copies:	51
Individual sales:	0		
Other sales:	10		
Voucher copies:	6,752		
Reminder, archive and record copies:	1,247		

3 Geographical distribution analysis:

Economic area	Percentage of actual circulation	
	%	copies
Germany	95.6	7,414
Foreign countries	4.4	339
Actual distributed circulation (ADC)	100.0	7,753

3.1 Coverage in Germany structured according to postcode areas:

current coverage on request

4 Digital distribution:

All printed issues of JOT are also published in electronic form, as well as in the digital library springerprofessional.de, which is used by an average of 230,000 unique visitors per month. (source: AGOF daily digital facts 2023-03)

5 Article downloads:

In the space of 12 months (July 2022 to June 2023) 2,068 JOT-articles were downloaded from www.springerprofessional.de (PDF downloads in the subscriber-only area, not including previews and HTML views). PDF downloads include advertisements.

JOT Special – Industrial parts cleaning



The topic special reports comprehensively on fundamentals, current findings and new developments.

JOT Special – Surface technology in mechanical engineering



Provides comprehensive information about innovative methods of surface technology and shows new solutions for mechanical engineering.

JOT Special – Corrosion protection



Innovative solutions for economical and environmentally friendly corrosion protection.

JOT Special – Market overview



Comprehensive supplier and services directory. More than 1,400 entries, systematically sorted.

Advertising deadline: 2024/05/31
Copy deadline: 2024/06/06
Publication dates: 2024/06/27

Advertising deadline: 2024/08/01
Copy deadline: 2024/08/07
Publication dates: 2024/08/29

Advertising deadline: 2024/10/02
Copy deadline: 2024/10/09
Publication dates: 2024/10/30

Advertising deadline: 2024/11/26
Copy deadline: 2024/12/02
Publication dates: 2024/12/27

Combine and profit!

We will be pleased to advise you personally and create an individual offer:
 phone + 49 (0) 611 / 78 78 – 146 (Maximilian Fuchs)

The issues of IST – International Surface Technology can be found on the following page.



The English-language JOT-Special **IST – International Surface Technology** – is published 4 times per year as both printed and electronic versions and offers a platform for suppliers to present their systems, equipment and processes in important international markets.

IST reports on the latest developments in all areas of industrial surface technology and reaches **more than 51,000 decision makers worldwide.**

**Exhibitions and events
(national and abroad): 2.500 copies**

	IST 01.2024	IST 02.2024	IST 03.2024	IST 04.2024
Advertising deadline	2024/03/01	2024/04/24	2024/08/20	2024/10/25
Copy deadline	2024/03/07	2024/04/30	2024/08/27	2024/11/01
Publication date	2024/03/28	2024/05/27	2024/09/17	2024/11/26

Contact us for detailed information:

phone + 49 (0) 611 / 78 78 – 146 (Maximilian Fuchs)

Distributed by industry:

- 31 % Mechanical engineering
- 17 % Automotive engineering
- 14 % Metal production and processing
- 12 % Manufacture of metal products
- 7 % Electrical engineering
- 5 % Precision engineering, optics
- 2 % Chemical industry

Distributed by country:

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

Distribution to over 42,000 newsletter subscribers!

- IST – International Surface Technology (en) 2,195 recipients
- Springer Professional Automobil + Motoren (de) 21,072 recipients
- Springer Professional Automotive (en) 10,992 recipients
- Springer Professional Maschinenbau + Werkstoffe (de) 7,863 recipients (August 2023)

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

Subscribers can freely access the eMagazine on the portals **springerprofessional.de/maschinenbau-werkstoffe**, **jot-oberflaeche.de** and **ist-surfacetechnology.com**.

Comprehensive B2B reach

Springer's diverse communication channels enable you to reach specialists and managers in surface technology in a current, reliable and sustainable manner. With the ideal combination of print, eMagazine and online, we meet the most diverse information needs and reading habits. We expand your advertising success crossmedially! We pick up the reader wherever he or she is and are thus in direct contact with your target group – and far beyond.

PRINT

Print run	9,000 copies
ADC	7,753 copies
Subscription copies (incl. eMagazine + archive) (ø July 2022 - June 2023)	991 copies

NEWSLETTER

JOT	1,789 subscribers
IST (July 2023)	2,195 subscribers

E-MAGAZIN

JOT	3,659 PIs
IST (each ø/month in 2022)	606 PIs

SPRINGER LINK

Downloads (full-text articles in 2022):	
JOT	55,268
IST (July 2022 - June 2023)	19,953

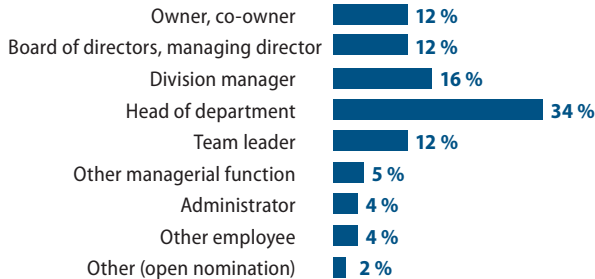
SPRINGER PROFESSIONAL

Unique User (AGOF daily digital facts 2023-03)	230,000
Article downloads JOT (July 2022 - June 2023)	2,068

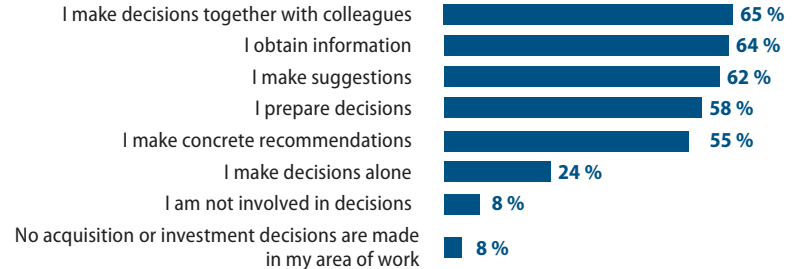
DIGITAL MULTI-USER LICENSES

digital multi-user licenses IP-activations for companies:	
JOT	17,313 user
IST (August 2023)	5 user

Professional position



Participation in investment decisions



Market research tasks

Analysis of the readership structure of the Journal for Surface Technology (JOT), follow-up measurement to the study in 2017.

Survey method and fieldwork

Method: CATI interviews (Computer Assisted Telephone Interviews)
The survey was conducted orally using a semi-structured questionnaire, which contained unaided and partially open-ended questions. The survey instrument largely corresponded to the inventory of 2017 (minor adjustments and inclusion of new questions).
The interviews lasted 21 minutes on average.

Target group

Readers of the WLK were surveyed (widest group of readers: read/leafed through at least one of the last 12 issues read/leafed through) according to specified addresses.
A sample of 250 interviews was aimed for.

Evaluation

In order to generate as many insights as possible for the client for further work the following subgroups were taken into account in addition to the total: However, no interpretable differences were found between the individual subgroups.

**A magazine for those
ready to invest:
59% of JOT's readership have planned new,
replacement or expansion purchases
in the next two years.**

The target group

High professional status:

These are practically-minded, mostly male decision-makers in managerial positions.

Clear industry focus:

JOT's readers are mainly found in the mechanical engineering, metal production and processing sectors, and to some extent also in the chemical industry.

From SMEs to large corporations:

Overall, JOT reaches all company size classes, but is particularly successfully represented in larger, high-turnover companies.

Advertising impact

The readers of JOT prove to be a target group willing to invest, some of whom are motivated by the advertisements in the magazine to visit the website more frequently and some of whom are motivated to contact the providers personally.

Reach

Three quarters of JOT readers pass the magazine on to other readers to other readers.

JOT is used by 2.6 other readers. With a print run of **9,000 copies**, one issue reaches **more than 30,000 contacts!**

Satisfaction with the service

High satisfaction and strong reader loyalty: The readership is satisfied with JOT - 74% give it one of the top marks, there are none who are disappointed. 56% would (strongly) miss JOT.

Reading behavior: The page contact chance is 74% and the average contact duration of the offer is 35 minutes.

JOT scores points for its good readability and expert articles. 94% of readers consider JOT worth recommending.

Acceptance and importance of the product ads are also high (62%).

Just under half of readers read (almost) all the pages of an average average issue of JOT.





- 1 Web-Adresse (URL):** jot-oberflaeche.de (German)
ist-surfacetechnology.com (English)
- 2 Brief description:** jot-oberflaeche.de provides current, practice-based and user-oriented coverage on all subjects relating to surface technology, such as: coating systems, electroplating, cleaning, pretreatment, abrasive blasting, sanding, measuring and testing technologies, etc.
- 3 Target group:** Decision-makers from all sectors of the industry involving surface engineering, including the automotive industry, mechanical engineering, metal products manufacture, and precision engineering/optics
- 4 Publishing company:** Springer Fachmedien Wiesbaden GmbH
- Contact editor:** **Holger Seybold** (Editor-in-chief)
phone + 49 (0) 611 / 78 78 – 134
holger.seybold@springernature.com
- Contact advertising:** **Maximilian Fuchs** (Sales Management)
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- Irene Pitzer** (Media Sales)
phone + 49 (0) 611 / 78 78 – 196
irene.pitzer@springernature.com
- 5 Usage data:** current usage data on request



1 Display advertisement formats and prices

Advertising format	Pixel format (w × h)	cpm in Euro**	kB
Superbanner (Bigsize)	728 × 90	350	max. 120
Sky Scraper	120 × 600	400	max. 120
Wide Sky Scraper	160 or 200 × 600	450	max. 120
Medium Rectangle Site Rotation	300 × 250	650	max. 120
Wallpaper (Superbanner + Sky Scraper)*	728 × 90 + 120 × 600	700	je max. 120
Billboard	770 800 870 or 970 × 250	700	max. 120
Half page	300 × 600	700	max. 120

* Background coloring on request.

** Fixed price for 4 calendar weeks

Details on special ad formats on request.

2 Discounts: Conditions agreed on for print media do not apply for online media.

3 Payment conditions: Payment within 10 days with 2% discount, net within 30 days after invoice date. 15 % agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.

Banking information: Springer Fachmedien Wiesbaden GmbH
Deutsche Bank Berlin
Bank No. (BLZ): 100 700 00 | Account Nr.: 069700300
Swift/BIC: DEUTDEBB | IBAN: DE09 1007 0000 0069 7003 00

You can find our general terms and conditions at

www.springerfachmedien-wiesbaden.de/en/media-sales/gtc

The benefits of our content-based online special advertising options in brief:

- > Permanent presence for your brand
- > Embedded in the editorial setting
- > Search-engine-relevant integration
- > Communication using a target-group-specific channel with impressive reach

4 Advertisement formats and prices – content-based

Content-based online special ads	period sendout	Price in Euro
Productnews	2 month	825
Advertorial	3 month	1,050
Whitepaper	3 month	1,290
Stand-Alone-Mailing „Branchenmonitor“	once to JOT newsletter subscribers	1,500
	once to IST newsletter subscribers	1,500
	once to JOT + IST newsletter subscribers	3,000
JOT-Partnership	12 month	3,750
JOT-Microsite	12 month	7,590

1 Data formats:

GIF, HTML, JPEG

Redirects possible

Size: max. 120 kB per advertisement. The maximum allowable file size is based on the file size of the respective file(s).

The publisher reserves the right to reject files that are particularly CPU-intensive. The CPU load of HTML 5 should not exceed 25% on a currently configured standard computer. If the CPU load slows down the scrolling of a website or starts to jerk, which can limit the usability of the website. Reducing the CPU load by reducing the number of animated objects as well as the motion of animated objects can help.

Sound can be included in advertisements, provided the following conditions are met:

- At the start of the advertisement, the sound must be turned off. Only a specific action on the part of the user (click) should activate the sound.
- There should be a clearly visible button to turn off the sound.
- When the ad (e.g. its layer) is closed, the sound must automatically end.

Information on Flash, expandable advertisements, HTML – especially HTML 5, and the use of redirects: www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery

2 Delivery address:

banner-wiesbaden@springernature.com

3 Delivery deadline:

Up to 5 business days before placement. Target link: Please be sure to include the target link for each ad.

4 Newsletter advertisements:

If newsletter-format ads are submitted, please note that the advertising media must not contain any animations. These are not supported by all e-mail programs, so we do not accept animated newsletter

banners.

5 Contact:

Ad Management
banner-wiesbaden@springernature.com

Show your industry expertise and use these attractive forms of advertising, to put your company in the focus of your target group!

We individually design packages for you according to your wishes and needs.

Webinar

Bring your products/services closer to your (potential) customers interactively and audiovisually.



Opportunities and benefits:

- Convey content live and interactively
- accompanied or controlled by a competent journalist
- virtual, direct exchange with your target group
- lead generation

Podcast

Present your topic as a podcast. We provide you with the platform with the expertise of our specialist editorial and take over the production for you.



Opportunities and benefits:

- Ideal medium for information with little time investment and technical hurdles
- Brand reinforcement: good presenters transport your brand in an image-enhancing way
- As a „personal companion“ podcasts have a high level of recognition

Branchenmonitor

Our stand-alone newsletter „Branchenmonitor“ is sent to the subscribers to our editorial newsletter sent out. We take care of the visual design we take care of the visual design, you „only“ provide the content.



Opportunities and benefits:

- Stand-alone newsletter to subscribers of our Springer Professional newsletters
- Visual design in the look & feel of our Springer Professional Newsletters
- You supply the content, we take care of the design

We design individual packages for you according to your wishes and requirements:

Maximilian Fuchs (Sales Management)
phone + 49 (0) 611 / 78 78 – 146 | maximilian.fuchs@springernature.com



- 1 Name:** Newsletter JOT, Journal für Oberflächentechnik (German)
Newsletter IST, International Surface Technology (English)
- 2 Brief description:** Both newsletters contain up-to-date, practical and user-oriented coverage of a broad range of topics related to surface engineering, such as: paint finishing systems, electroplating, cleaning, pretreatment, abrasive blasting, grinding, and measuring and testing technologies.
- 3 Target group:** Decision-makers from all sectors of the industry involving surface engineering, including the automotive industry, mechanical engineering, metal products manufacture, and precision engineering/optics
- 4 Frequency:** JOT: once a week, every Wednesday
IST: monthly
- 5 Publishing company:** Springer Fachmedien Wiesbaden GmbH
- Ansprechpartner**
Contact editor: **Holger Seybold** (Editor-in-chief)
tel +49 (0) 611 / 78 78 – 134
holger.seybold@springernature.com
- Contact advertising:** **Maximilian Fuchs** (Sales Management)
phone +49 (0) 611 / 78 78 – 146
maximilian.fuchs@springernature.com
- Lucie Grimm** (Media Sales)
phone +49 (0) 611 / 78 78 – 165
lucie.grimm@springernature.com
- Irene Pitzer** (Media Sales)
phone +49 (0) 611 / 78 78 – 196
irene.pitzer@springernature.com
- 6 Usage data:** JOT: 1,789 subscribers
IST: 2,195 subscribers
(July 2023)



1 Advertisement formats and prices (Prices in Euro)

Newsletter JOT and IST	Pixel Format (w × h)	fixed price in Euro	kB
Advertorial/text ad + logo/picture (GIF or JPEG) ¹	pic 263 × 186, text 300 characters ²	495	max. 45
Advertorial/text ad + logo/picture (GIF or JPEG) ¹	pic 263 × 186, text 650 characters ²	590	max. 45
Fullsize Banner (GIF or JPEG) ¹	468 × 60	590	max. 45
Rectangle (GIF or JPEG) ¹	300 × 250	590	max. 45

¹ not animated files ² incl. spaces

We'll be pleased to provide you with further information on additional special conference newsletters, print specials – or on making your own, individual customer newsletter – on request.
All it takes is a quick call or mail!

2 Discounts:

Conditions agreed for print media will not be applied for online media.

3 Payment conditions:

Payment within 10 days with 2% discount, net within 30 days after invoice date.

15% agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.

Banking information: Springer Fachmedien Wiesbaden GmbH

Deutsche Bank Berlin, BLZ: 100 700 00 | Account: 069700300 | Swift/BIC: DEUTDEBB | IBAN: DE09 1007 0000 0069 7003 00

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A world of information from the materials + environment field



www.springerprofessional.de
www.jot-oberflaeche.de
www.ist-surfacetechnology.com