

Price list online 2021

www.springerprofessional.de
Maschinenbau + Werkstoffe


Basic information:

Usage data:

Page impressions: 107,185 | users: 43,554 (Jan. 2021)

Source: Google Analytics



Newsletter subscribers:

8,124 (Jan. 2021, current number of recipients on request)

Frequency:

 2x per month (every 1st and 3rd Thursday)

93% decision-makers[#]

Web formats	pixel (w x h)	kb	cpm
Fullsize banner	468 x 60	max. 120	€ 90
Superbanner (big size)	728 x 90	max. 120	€ 90
Skyscraper	120 x 600	max. 120	€ 90
Wide skyscraper	160 x 600 or 200 x 600	max. 120	€ 90
Medium rectangle	300 x 250	max. 120	€ 90
Wallpaper (super-banner + skyscraper)	728 x 90 + 120 x 600	max. 120	€ 180
Billboard	770 / 800 / 870 or 970 x 250	max. 120	€ 180
Half page	300 x 600	max. 120	€ 180

Newsletter formats	pixel (w x h)	kb	fixed price
Text ad small + logo / picture (gif / jpeg) *	pic 140 x 100 text 300 characters **	max. 45	€ 500
Text ad large + logo / picture (gif / jpeg) *	pic 140 x 100 text 650 characters **	max. 45	€ 600
Fullsize banner (gif / jpeg) *	468 x 60	max. 45	€ 600
Rectangle (gif / jpeg) *	300 x 250	max. 45	€ 600

* not animated files | ** incl. spaces

Payment conditions | data delivery

Valid for Germany: additional VAT applies to all prices listed; payment within 10 days with 2% discount, net within 30 days after invoice date;

15% agency commission; 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

 Delivery deadline: up to 5 business days before placement to: banner-wiesbaden@springernature.com

 You can find our specification for online advertising at: www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery

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

Target group:

Decision-makers and engineers in the following industries: mechanical engineering, plant construction, construction, production technology/material technology.

Brief description:

Our excellent editorial staff selects and summarises the latest news in the areas automation, surface technology, production + assembling technology, construction + development, material technology, lightweight design, adhesive technology and sealing methods and also the big subject industry 4.0.

93% of the users are either decision-makers or consultants in the investment process, thereof 49% are direct decision-makers. Source: user survey July/August 2016.

CONTACT

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