

## Price list online 2022

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

# Maschinenbau + Werkstoffe



### Basic information:

#### Usage data:

Page impressions: 102,280 | users: 42,379 (Sep. 2021)

Source: Google Analytics



#### Newsletter subscribers:

8,610 (Sep. 2021, current number of recipients on request)

#### Frequency:

 2x per month (every 1<sup>st</sup> and 3<sup>rd</sup> Thursday)

**93% decision-makers<sup>#</sup>**

Web formats	pixel (w x h)	kb	cpm
Fullsize banner	468 x 60	max. 120	€ 100
Superbanner (big size)	728 x 90	max. 120	€ 100
Skyscraper	120 x 600	max. 120	€ 110
Wide skyscraper	160 x 600 or 200 x 600	max. 120	€ 110
Medium rectangle	300 x 250	max. 120	€ 100
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	€ 650
Text ad large + logo / picture (gif / jpeg) *	pic 140 x 100 text 650 characters **	max. 45	€ 800
Fullsize banner (gif / jpeg) *	468 x 60	max. 45	€ 800
Rectangle (gif / jpeg) *	300 x 250	max. 45	€ 800

\* 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](mailto:banner-wiesbaden@springernature.com)

You can find our specification for online advertising at:

[www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery](http://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](http://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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