

# Media Information

## Dubbel Handbook of Mechanical Engineering

New edition in 3 volumes

### Target group:

- ▶ Engineers in the field of mechanical engineering
- ▶ Technical decision-makers in the manufacturing industry
- ▶ Professors and students of engineering disciplines at the university level

### Brief description:

#### 26<sup>th</sup> edition

The "DUBBEL - Handbook of Mechanical Engineering" is now available in a new, revised 26<sup>th</sup> edition, divided into three convenient volumes. The standard work for all engineers engaged in study and in their careers, focused on "general mechanical engineering" and "process and systems engineering," offers the requisite basic and detailed information on mechanical engineering and reflects the state of the art. This established reference work with a unique "benchmark character" offers: detailed construction drawings, tables and diagrams with quantitative data, as well as calculation methods and an extensive bibliography.

### Editors:

**Prof. Beate Bender**, 1987 – 2000 basic studies of mechanical engineering and member of staff at the TU Berlin's Institute of Mechanical Design – Design Engineering, serving under Prof. Beitz until the latter's death in 1998; 2001 completed doctoral studies at the TU Munich; from 2001 to 2013 served at Bombardier Transportation Rail Technology in the areas Bid Management, Engineering, Project Management and Product Management. Since 2013 Chair of the Product Development department at the Ruhr University of Bochum. Editor of the DUBBEL, Taschenbuch für den Maschinenbau (since the 25th edition), and of Pahl/Beitz: Konstruktionslehre (since the 9th edition), member of the Scientific Society for Product Development (WiGeP).

**Prof. Dietmar Göhlich**, 1979 – 1985 basic studies at the TU Berlin; from 1985 to 1989 doctoral studies at the Georgia Institute of Technology, USA; from 1989 to 2010 served in managerial positions for automotive development at Daimler AG, e.g. in overall vehicle design for the Smart and S Class. Since 2010 Chair of Methods for Product Development and Mechatronics and Managing Director of the Institute of Engineering Design, Micro and Medical Technology at the TU Berlin. Editor of the DUBBEL, Taschenbuch für den Maschinenbau (since the 25th edition). Member of the Scientific Society for Product Development (WiGeP). Speaker of the BMBF Research Campus Mobility2Grid and founding member of the Einstein Center Digital Future in Berlin.

**Includes contributions by 150 experts from the industry and research community.**

### Topics Volume 1 - Fundamentals and Tables:

- ▶ Mathematics, Mechanics, Strength of materials, Materials engineering, Thermodynamics, Machine dynamics, General tables

### Topics Volume 2 - Applications:

- ▶ Product development, Virtual product development, Mechanical design elements, Hydraulic drive systems, Electrical engineering, Measuring and sensor systems, Control engineering and mechatronic systems, Manufacturing techniques, Manufacturing equipment

### Topics Volume 3 - Machines and Systems:

- ▶ Reciprocating engines, Turbomachines, Parts handling, Process engineering, Components of constructing thermal apparatus, HVAC, Biomedical engineering, Energy engineering and the energy industry, Transportation systems and automotive technology

### Contact:

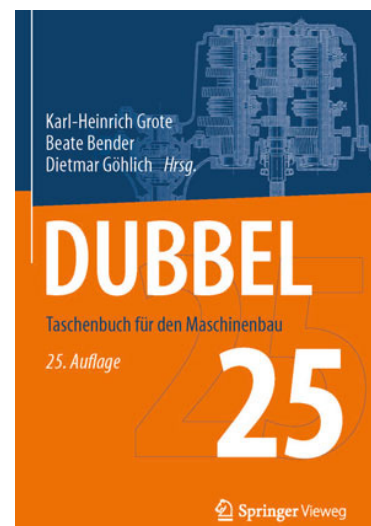
MDESIGN Vertriebs GmbH  
Media Sales  
tel +49 (0)234 / 30 70 3 – 60  
marketing-services@mdesign.de

Nicole Frohnweiler  
Ad Management  
tel +49 (0)611 / 78 78 – 147  
nicole.frohnweiler@springernature.com

### Key facts:

Book price:	ca. € 65 (each volume)	Length:	ca. 1,000 pages (each volume)
Print run:	ca. 5,000 copies (each volume)	Springer Link usage	> 200,000 (pre-print Version)
Book format:*	178 x 254 mm	Page format:*	178 x 254 mm
Print area:*	142 x 220 mm	Bleed format:*	178 x 254 plus 4 mm

\*) width x height



### Termine:

**17 July 2020**

Advertising deadline

**24 July 2020**

Copy deadline

**September 2020**

Publication date (tentative)

Your advertisement  
will appear in the  
print version and  
online at Springer  
Link / Springer  
Professional

**MDESIGN**

Springer Fachmedien Wiesbaden GmbH  
Abraham-Lincoln-Straße 46  
65189 Wiesbaden  
springerfachmedien-wiesbaden.de

# Price list – DUBBEL Handbook of Mechanical Engineering Volumes 1, 2 & 3

## Product- and Image ads within the book:

Format	Price 1 volume	Price 2 volumes	Price 3 volumes
1/1 page / 4 colors	€ 5,300	€ 5,830	€ 6,360

## Product- and Image ads within the glossary:

Format	Price 1 volume	Price 2 volumes	Price 3 volumes
1/1 page / 4 colors	€ 4,770	€ 5,247	€ 5,724

## Preferential placement:

	Price 1 volume	Price 2 volumes	Price 3 volumes
In frontleaf and endleaf	€ 5,840	€ 6,424	€ 7,008
3 <sup>rd</sup> cover page	€ 6,095	€ 6,704	€ 7,314
2 <sup>nd</sup> cover page	€ 6,360	€ 6,996	€ 7,636

## Online Advertising:

- ▶ [www.springerprofessional.de](http://www.springerprofessional.de)  Prices available on request  
The portal is proven to reach decision-makers!  
With online and newsletter advertising, you can optimally complement your cross-media presence!

## Special advertising forms:

- ▶ **Your individual sponsor package** Prices available on request  
(book copies in connection with your advertisement and/or company logo)
- ▶ **Company edition** of the book in your CI Prices available on request  
min. print run of 300 copies

Further optional media services available on request.

## For an additional fee:

- ▶ **Bleed ads, plus** € 370

If you place an advertisement, you will receive a full copy of the book free of charge.

## Digital copy:

### Links

**FTP:** access data on request

### Data transfer

Please use Winzip (.ZIP) for data compression purposes. E-Mail: [nicole.frohnweiler@springernature.com](mailto:nicole.frohnweiler@springernature.com)  
Data transmitted by email should not exceed 10 MB in volume.

## Terms of payment:

2% discount for payment prior to publication; 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

You can find our general terms and conditions at:

[springerfachmedien-wiesbaden.de/en/media-sales/gtc](http://springerfachmedien-wiesbaden.de/en/media-sales/gtc).

Contractual partner is Springer-Verlag GmbH, HRB 91881 B, Tiergartenstraße 17, 69121 Heidelberg, Germany.