

MediaKit

2020

Instandhaltung



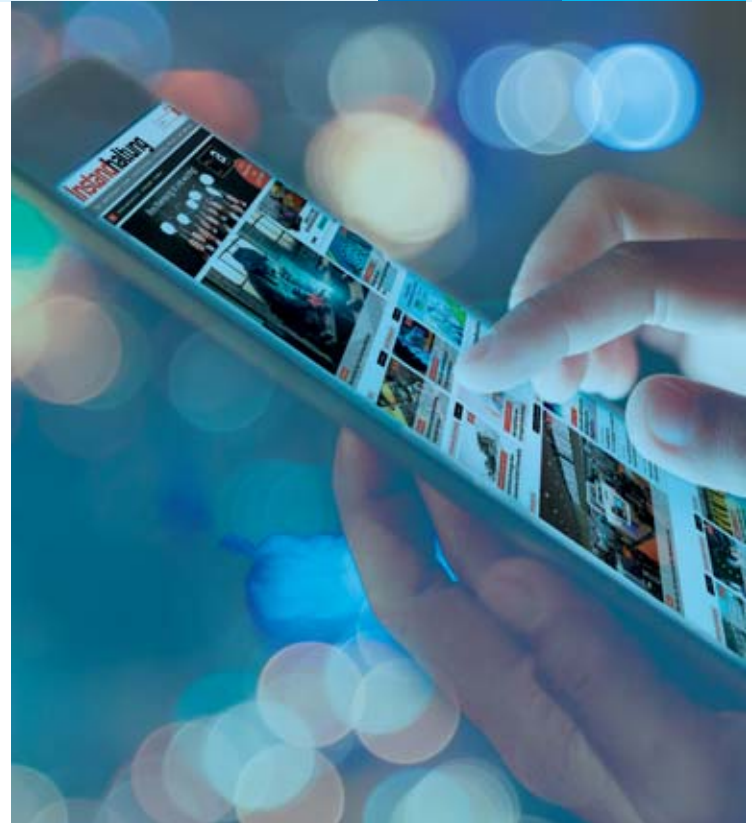
m_iconnect




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Print and online

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Connecting people. Our job is to find ways for you to successfully address your target audience and generate new business.

mi connect
represents a
quantifiable
promise of success
to its customers.

mi connect

What are our hallmarks?

- Outstanding access to target groups
- Deep specialist knowledge
- Unparalleled data depth and usability

Our audiences:



AUTOMOBIL PRODUKTION

Top management level (executives and directors) plus decision-makers involved in purchasing, development and production at OEMs, suppliers and outfitters.

fluid

- Designers
- Developers
- Business executives
- Technical managers
- Operations managers
- Focus: Hydraulics, pneumatics

TECHNIK EINKAUF

- Technical buyers
- Strategic buyers
- Designers
- Production specialists
- Directors

reNEXT

- Construction managers
- Developers
- Directors
- Focus: Machinery and plant engineering

-fertigung

- Production managers
- Technicians
- Focus: Metalworking industry

Instandhaltung

- Operations managers
- Maintenance managers
- Production managers
- Service managers
- Technical managers
- Focus: Maintenance

Produktion

- Directors/owners
- CDOs/CIOs
- Production managers
- Construction managers
- Logistics managers
- Production managers
- CTOs

werkzeug& formenbau

Decision-makers in the toolmaking, mold making, die making and fixture construction sector

Search-driven content campaigning



Potential project goals

- Generate leads/prospects to support your sales activities
- Optimize your company's organic Google ranking
- Become an opinion leader in a specific field using smart storytelling
- Increase brand awareness



Campaign elements

- White papers
- Webinars
- Content placement
- Videos
- Best practice reports / customer testimonials
- Podcasts



Audience and DMP

- Our user journey means we get to know our users better every day, identify their needs and thus become a business enabler for our customers.
- With our own DMP and an extensive tech stack, we define digital look-alikes, grow our distributors and disseminate content that is 100% geared to our target audience.



Services

- SEO onsite/offsite monitoring as a neutral and independent entity
- Onsite monitoring
 - Search console monitoring
 - Advice on crawler and indexing management
 - Recommendation management
 - Digital brand management



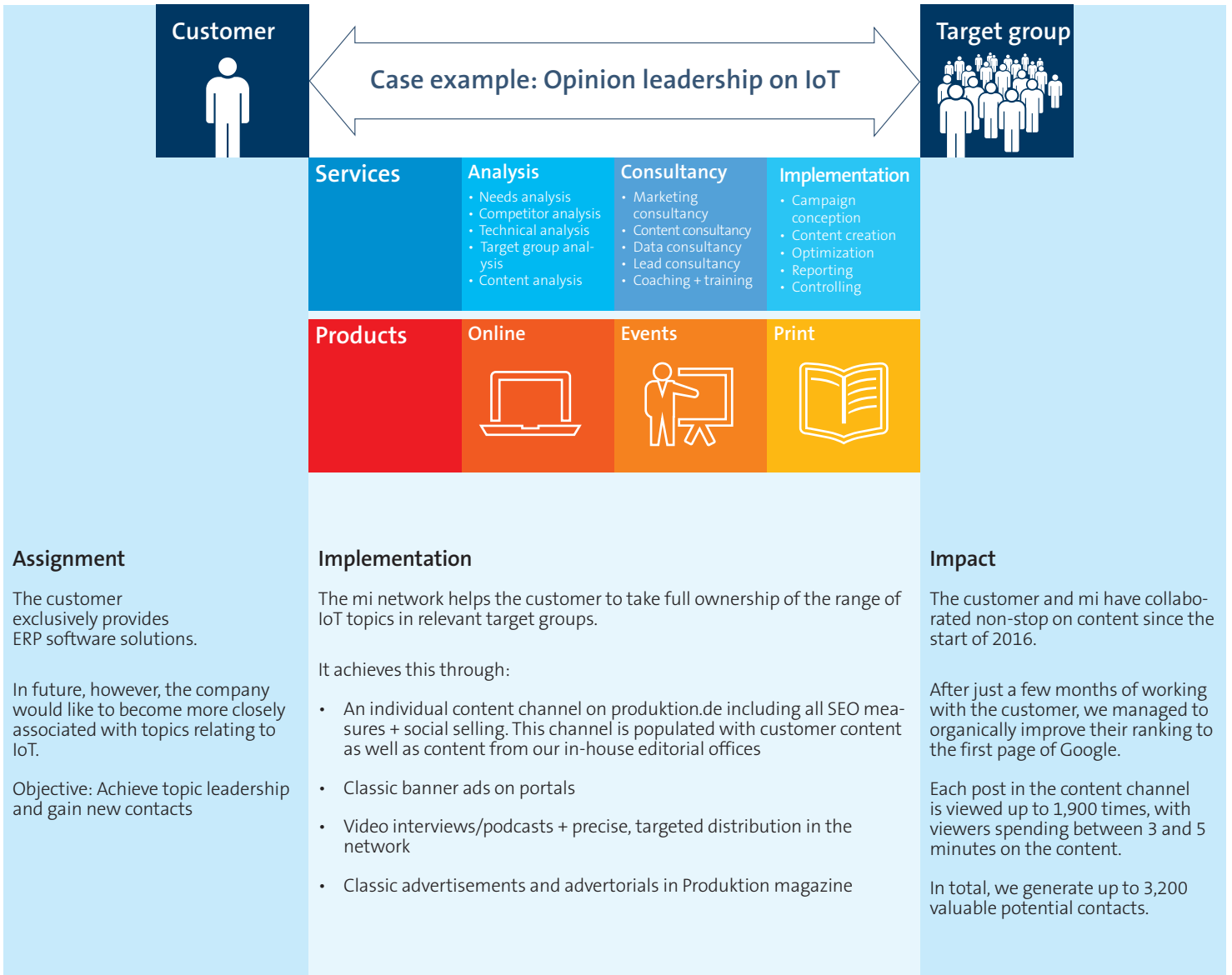
Marketing and audience analytics

- Content marketing is essential.
- When we say marketing, we mean targeted distribution of your message within the mi network.
- We generate most of our traffic directly via Google, our newsletters and social channels such as XING and LinkedIn.
- To ensure we act in an effective and meaningful manner, we perform in-depth audience analytics: Who is consuming what content, when and on what scale?



Services

- Placement of 1 to a maximum of 3 post per month
- Each new post is promoted with one distribution flight in the network using newsletters and social channels
- mi connect and its network pick up the posts and expand distribution through its own channels: newsletters + social selling
- Classic banner ads in the network to boost promotion efforts
- Monthly reporting with all key figures to allow you to monitor the campaign at all times
- Minimum term: 6 months



References:



1 Title:	Instandhaltung	8 Tax group:	–
2 Brief description:	<p>The trade magazine Instandhaltung is concerned with the management and servicing of machines, plant and industrial installations in all sectors. As well as introducing new technical procedures, equipment and tools, the magazine also offers practice-oriented descriptions on industrial asset management solutions. Reports on the latest trends in the use of modern technologies and innovative management methods mean this trade magazine is an indispensable guide for production managers, maintenance and service managers, CTOs and IT, sales and production managers at companies that manufacture and use industrial equipment and provide industrial services.</p>	9 Membership:	IVW-EDA:
3 Target audience:	Operations managers, maintenance and service managers, CTOs and IT, sales and production managers	10 Company:	verlag moderne industrie GmbH D-86895 Landsberg Street address: Justus-von-Liebig-Str. 1, D-86899 Landsberg Telephone: +49 (0)8191/125-0 Fax: +49 (0)8191/125-304 Internet: www.instandhaltung.de Editorial team: 'redaktion.instandhaltung@mi-connect.de' Sales team: sales.instandhaltung@mi-connect.de
4 Publication frequency:	4x per year (see Planned topics)	11 Publisher:	verlag moderne industrie GmbH
5 Format:	DIN A4	12 Sales team:	Astrid Turba Telephone: +49 (0)8191/125-496 Email: astrid.turba@mi-connect.de
6 Year:	48th year of publication in 2020	13 Editorial team:	Stefan Weinzierl Telephone: +49 (0)8191/125-343 Email: stefan.weinzierl@mi-connect.de
7 Annual subscription prices:	Germany €88.00 (plus €10 shipping & VAT = €105.29) Overseas €88.00 (plus €20 shipping and VAT = €115.99) Single issue price €15 (incl. VAT, excl. shipping)		



1 Magazine format: 210 mm width x 297 mm height
Print space: 178 mm width x 257 mm height
4 columns @ 41 mm width
For bleed ads, important aspects (text, logos, etc.) must be placed with at least 5mm clearance to the trim and the spread.

2 Printing and binding process:
Cover in sheet offset, content in web offset (ISO 12647-2)
Saddle stitching

3 Profiles: Content: PSO LWC Improved (ECI)
Cover: ISO Coated v2 300%
Download profiles for free:
<http://www.eci.org/de/downloads>

4 Data formats: Provide data as PDF/X-1a (2001 or 2003), images at least 300 dpi resolution, line scans (e.g. texts, graphics) at least 800 dpi.
Attachment in original format plus 3 mm trim and crop marks.

5 Proof: For color ads, the customer must supply a color proof with Fogra Media Wedge V3.0 with test protocol. If this is not supplied, the customer will not be entitled to make any compensation claims for color deviations.

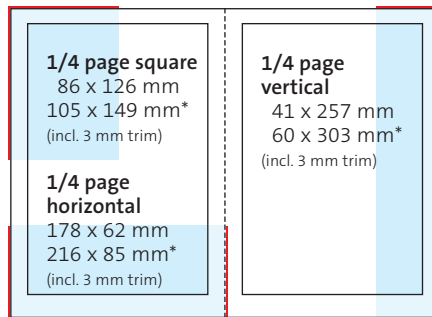
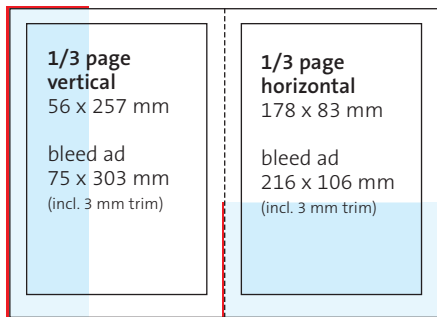
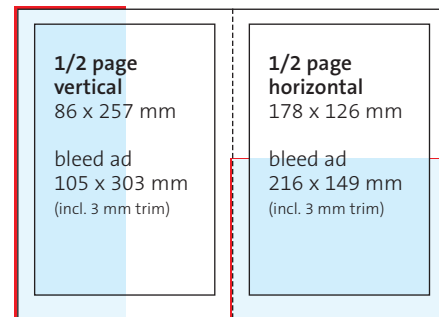
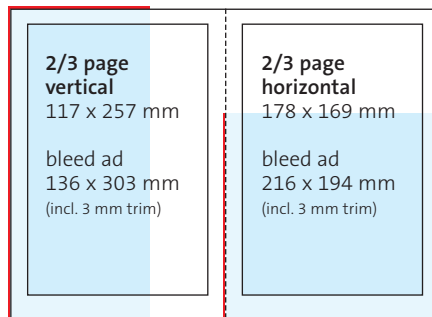
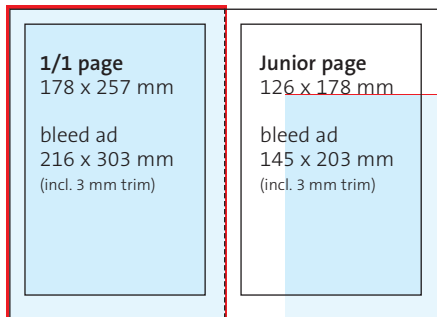
6 Data archiving: Data is archived; identical re-runs of content are therefore usually possible. However, no guarantee is provided for this data.

7 Warranty: We assume no liability for the printing results in the event that the customer supplies incomplete or divergent data (text, colors, images).

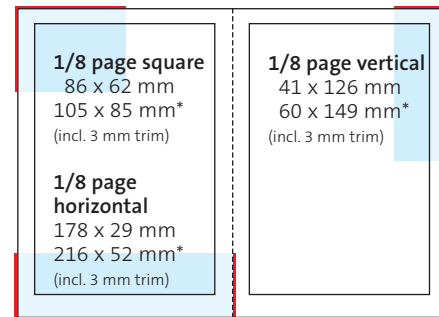
8 Contact/data transfer:
Michaela Richter
Telephone: +49 (0)8191/125-324
Email: michaela.richter@mi-connect.de

9 Payment terms: within 14 days net of invoice date,
2% discount for pre-payment
3% discount for payment via direct debit


Bank details: HypoVereinsbank
Sort code: 70020270,
Account no.: 15764474
IBAN: DE76 7002 0270 0015 7644 74
SWIFT (BIC): HYVEDEMMXXX



*bleed ad



*bleed ad

 Bleed formats incl. 3 mm trim margin

1 Advert formats and prices (see also page 4 "Information sheet formats")

All ad prices are stated in EUR, inclusive of color surcharges and exclusive of statutory value-added tax.

Advert sizes	Print space formats (W x H in mm)	Bleed formats* (W x H in mm)	Prices incl. color surcharge
1/1 page	178 x 257	216 x 303	5,840.00
Junior page	126 x 178	145 x 203	3,800.00
1/2 page vertical	86 x 257	105 x 303	3,550.00
1/2 page horizontal	178 x 126	216 x 149	3,550.00
1/3 page vertical	56 x 257	75 x 303	2,400.00
1/3 page horizontal	178 x 83	216 x 106	2,400.00
1/4 page vertical	41 x 257	60 x 303	1,700.00
1/4 page horizontal	178 x 62	216 x 85	1,700.00
1/4 page square	86 x 126	105 x 149	1,700.00
1/8 page vertical	41 x 126	60 x 149	980.00
1/8 page horizontal	178 x 29	216 x 52	980.00
1/8 page square	86 x 62	105 x 85	980.00

2 Preferential position surcharge:

Front cover € 5,980.00

3 Discounts (when purchased within one year)

Frequency scale	Volume scale
from 2 ads 3%	from 2 pages 10%
from 4 ads 5%	from 4 pages 15%

4 Classified ads:

Job advertisements: 25% discount on the regular price (see Point 1, esp. 1.1)

Job requests: 50% discount on the regular price (see Point 1, esp. 1.1)

5 Special forms of advertising:

Off-prints and PDFs on request

Bound inserts:

Size	Paper weight	up to 170 g/m ²	over 170 g/m ²
2 pages		4,650.00	4,740.00
4 pages		7,830.00	7,980.00

More formats available on request.

Provision: Sample before order placement. Must be provided at least 14 days prior to publication.

Format untrimmed 216 mm width, 303 mm height.

Head trim 3 mm. Multi-page pull-outs folded to format stated above.

Supplements: (not eligible for discounts and only for total print run)
up to 25g weight €4,380.00
per additional 25g weight €2,200.00
(Prices inclusive of postage)
max. paper format 20 x 29 cm

Provision: Sample before order placement. Must be provided at least 10 days prior to publication.

Affixed advertising materials:

In conjunction with an ad or bound insert. €1,160.00
Exclusive of adhesive costs
– for machine processing € 540.00
– for manual processing € 1,200.00

Postal address for supplements and bound inserts:

pva, Druck und Medien-Dienstleistungen GmbH, Herr Hans Beitler,
Industriestrasse 15, D-76829 Landau/Pfalz (with note: "for Instandhaltung"
& issue no.)

6 Special forms of advertising: Discover and deploy our range of creative special forms of advertising for your product.



Sleeve around Instandhaltung

Format 460 x 100 mm, incl. printing and adhesive costs €8,350.00



Gatefolder

Fold-out full-page advert on the inside front cover. Ad area: approx. 3 DIN A4 pages €16,550.00



Sleeve page

Sleeve around the magazine with 1/2 page on front cover and full page on outside back cover

The other special forms of advertising we offer are:

• Sleeve	• Gatefolder	• Special colors
• Bound insert	• Closed advert	• Sleeve page

Ad area: approx. 1.5 DIN A4 pages €9,550.00

7 Off-prints:

Double the benefit you gain from your posts in our magazines and newspapers. Off-prints are the perfect complement to your advertising measures. They offer journalistic objectivity and are convincing! You could send reprints of your post to customers, hand them out at trade fairs or use them as materials for your field sales work!

8 Contact:

Account Manager

Astrid Turba
Telephone: +49 (0)8191/125-496
astrid.turba@mi-connect.de

Media Administration

Michaela Richter
Telephone: +49 (0)8191/125-324
michaela.richter@mi-connect.de

9 Payment terms:

within 14 days net of invoice date,
2% discount for pre-payment
3% discount for payment via direct debit

Bank details:

HypoVereinsbank, Sort code: 70020270,
Account no.: 15764474
IBAN: DE76 7002 0270 0015 7644 74
SWIFT (BIC): HYVEDEMMXXX

Issue	1/2020	2/2020	3/2020	4/2020
Advertising deadline	Jan 15, 2020	Apr 7, 2020	Jun 12, 2020	Sep 4, 2020
Publication date	Feb 4, 2020	May 5, 2020	Jul 7, 2020	Sep 29, 2020
Focus topic	Digitalization	Cleaning	Condition monitoring	Measurement technology
Topics	Software, AR and VR technologies, EAM and CMMS systems, remote servicing, mobile maintenance, data security, knowledge management, ERP and software architectures, communication, data management	Cleaning machines, machine cleaning, cleaning procedures, cleaning agents	Remote maintenance, system monitoring, maintenance and servicing management, component cleaning	Shaft alignment, machine installation, sensors, thermography Guide Instandhaltung 2021
In its practice-oriented articles, Instandhaltung reports on a wide range of topics, such as preventive and predictive maintenance, route and time optimization, reactive maintenance, organization of maintenance measures, workshop equipment, personal protection, gantries, lifting equipment, obsolescence management, non-destructive inspections, regulations, directives, future assets, the work of maintenance associations and their duties.				
Trade fairs	Maintenance Dortmund February 12-13, 2020	Interclean Amsterdam May 12-15, 2020	in.Stand Stuttgart October 21-22, 2020 Arbeitsschutz aktuell October 6-10, 2020	

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Contact for Print + Online Sales:

Astrid Turba
Tel.: +49 (0)8191/125-496
Fax: +49 (0)8191/125-304
Email: astrid.turba@mi-connect.de

- 1 Web address:** www.instandhaltung.de
- 2 Brief description:** www.instandhaltung.de provides relevant and exclusive information concerning the management, servicing, inspection and maintenance of machines, plant and industrial installations in all sectors. Adopting a practical focus, it showcases technical procedures, equipment and tools for the implementation of Industry 4.0 infrastructure and provides news from the sector. Its reports on the latest trends in digitalization and maintenance processes make www.instandhaltung.de an indispensable and up-to-date guide for manufacturers and operators. It is geared towards the manufacturers and operators of industrial equipment and industrial service providers.
- 3 Target audience:** Maintenance staff, operations managers, maintenance and service managers, CTOs and IT, sales and production managers

Prices and technical information

Ad form	Format (in pixels)	Price per week
Billboard	940 x 250	€670.00
Superbanner	728 x 90	€490.00
Skyscraper, right	160 x 600	€520.00
Wallpaper (skyscraper, right + superbanner)	160 x 600 + 728 x 90	€895.00
Content ad	300 x 250	€490.00
Baseboard	940 x 90	€590.00
Product of the week	Prominent teaser (on the homepage for 1 week)	€550.00

- Usage data:** Page impressions: 11,297
Visits: 7,555
Monthly average: January – June 2019

The screenshot shows the homepage of Instandhaltung.de. The layout includes a top navigation bar, a main content area with several article teasers, and a footer with a team of experts. Various ad placements are highlighted with blue boxes and labels:

- Billboard ad:** Located at the top of the main content area.
- Superbanner:** Located below the billboard ad.
- Wallpaper (superbanner + skyscraper):** Located on the right side of the page.
- Skyscraper 1:** Located on the left side of the page, next to the main content area.
- Content ad:** Located on the right side of the page, next to the main content area.
- Skyscraper 2:** Located on the left side of the page, below the main content area.
- Content ad:** Located on the right side of the page, below the main content area.
- Full-size banner:** Located at the bottom of the page, above the footer.

- 1 Newsletter:** Instandhaltung
- 2 Brief description:** Clear and logically segmented overviews provide visitors with brief and concise information all things maintenance-related. The topics addressed include product and service news, user reports, sector news, events and exclusive articles from the maintenance sector.
- 3 Target audience:** Maintenance staff, operations managers, maintenance and service managers, CTOs and IT, sales and production managers.
- 4 Publication frequency:** 2x per week, Monday and Wednesday
- 5 Subscribers:** 16,600 users

Prices and technical information

Ad form	Format (in pixels)	Price per week
Top format	650 x 90	€590.00
Text ad	Image + max. 350 characters	€620.00
Content ad	300 x 250	€560.00
Full-size banner	468 x 60	€510.00


Banner provision for www.instandhaltung.de and newsletter

- 1. Provision of data:** At least 1 week prior to placement via email to michaela.richter@mi-connect.de

Details required: Customer name, campaign name, booking period, display website, ad format, contact details for potential questions, landing page (click URL)

For Flash ads for the website, we also need: Details of the Flash version, information about ActionScript, GIF or JPG as a fallback in the booked ad format, sniffer code (if available).

- 2. Formats:**
Website: Animated or static GIF, JPG, Flash, HTML, or DHTML banner
Newsletter: Static image format (GIF or JPG)
Text ads: Image (145 x 145 pixels) + 350 characters of text
- 3. Color scheme:** RGB
- 4. Maximum file size:** 40 KB
- 5. Reporting:** We can provide ad impression and ad clicks analysis upon request.
- 6. Contacts:**
Astrid Turba
Tel.: +49 (0)81 91/1 25-496
Email: astrid.turba@mi-connect.de
- 7. Cancellation charges:** 10% of list price


Themen


Instandhaltung

Top format

IOS, Android oder Windows
Qual der Wahl: Betriebssysteme für die mobile Instandhaltung


Eine moderne Instandhaltung ohne den Einsatz von mobilen Devices oder Assistenten wie Smartphones, Tablets oder gar Datenbrillen wird immer undenkbarer. Aber welches Betriebssystem soll auf dem Gerät laufen? Wir haben Experten gefragt.

Mehr



Content ad
Text ad
Full-size banner


Anzeige
3D-Druck in der Instandhaltung



Beim Chemiekonzern BASF befasst sich Dr. Alba Mena Subiranas als Vice President Maintenance & Reliability Solutions seit mehreren Jahren mit dem Thema 3D-Druck. Im Interview berichtet sie über Herausforderungen, Nutzen und Trends der Technologie.

Mehr


Instandhaltung: Wie eine App die Arbeit leichter macht



Für seine Außendienst-Bereiche Instandhaltung, Service und Wartung setzt ein Spezialist für Steuerungs-, Druckluft-, Verlade- und Sprühsysteme auf eine mobile Software-Lösung per App und profitiert vom hohen Automatisierungsgrad im Tagesgeschäft.

Mehr


Produkt der Woche
Mehr Lebensmittelsicherheit mit der SKF Blue Range





Lebensmittelproduktionsanlagen werden regelmäßig gereinigt. Der übliche Hochdruck-Wasserstrahl hat jedoch einen Nachteil: Er kann Kerne im ganzen Betrieb verbreiten. Dem wirken die neuen Blue Range-Kugellagergehäusen aus der 500' Food Line entgegen.

Mehr

Content ad
Text ad
Full-size banner


Berlin
Leiter Instandhaltung
(m/w/d)
Verantwortliche Leitung der Abteilung Instandhaltung


Freiburg
Instandhaltungsingenieur
(m/w/d) Anlagentechnik
Planung und Steuerung von Instandhaltungsmaßnahmen


Essen
Bauleiter (m/w/d)
Instandhaltung /
Modernisierung
Planung, Durchführung und

Standalone newsletter with Instandhaltung

As well as our regular newsletters, you can also opt for a standalone newsletter to get your message out to our audience. Design a newsletter containing exclusively your content. This guarantees that you can address potential customers in your specific target groups and create distraction-free advertising. The newsletter is then sent in our site's name to our subscribers, made of up 100% your content.

We offer different options for standalone newsletters:

Standalone newsletter – Standard

- Option 1 – based on our building-block template
- Option 2 – based on your HTML template

Prices include newsletter creation and one round of amendments

Price: €4,950.00 per newsletter

We would also be happy to send you our guidelines.

A/B testing

Upon request, we can send your newsletter with A/B testing. This means that you provide two different subject lines. We split your target audience into two smaller test groups and send each group one of the two subject lines prior to regular dispatch. The email with the subject line that achieves the best opening rate is then sent to the remaining subscribers.

Forwarding to non-openers

The newsletter is then re-sent to non-openers with new subject approx. 1-2 weeks after initial attempt. Please provide two different subject lines to facilitate this.

Price: €800.00

Example of a standalone newsletter using customer layout



Retargeting

Define the overall number of ad impressions you hope to generate with your reach ad campaign. Choose up to 15 keywords that are typical or characteristic of your campaign. We generate your target audience using cookies and user journeys to and display your banners to this target audience. We work with our service providers to display your image ads on consumer portals.



Provide us with a banner set including the following formats:

- Skyscraper – 160x600 pixels
- Leaderboard – 728x90 pixels
- Billboard – 800x250 pixels
- Content ad – 300x250 pixels

How often each banner is displayed on each page is often a question of availability. We display your ads in real-time.

Prices:

Volume	Total price	CPT
50,000 ad impressions	€5,250.00	€105.00
100,000 ad impressions	€9,500.00	€95.00
150,000 ad impressions	€12,000.00	€80.00

Benefits:

1. Achieve extremely high reach of up to 200,000 ad impressions per month.
2. Increased brand awareness due to increased contact with maintenance specialists.
3. Boost your company's image with a presence on major consumer pages
4. Maximum control over your advertising investments through precise reach analysis.
5. Avoid the scatter losses and inflated costs often associated with booking ad space on consumer portals.

General Terms and Conditions for Advertisements, Supplements, Digital and Online Advertising Media

1 Validity, Exclusivity

1. The acceptance and publication of all advertising orders and follow-up orders shall be governed exclusively by these General Terms and Conditions and the Company's price list valid at the time the contract is concluded, the provisions of which shall form an essential part of the contract. The validity of the general terms and conditions of the Client shall be excluded insofar as they do not correspond to these general terms and conditions.

2. These General Terms and Conditions shall apply correspondingly to orders for inserts. In principle, these shall only be accepted by the Company after submission and examination of a sample.

2 Offer, conclusion of contract

1. Conclusion in the meaning of the following General Terms and Conditions shall refer to a contract for the publication of one or more advertisements, third-party inserts or other advertising media of an advertiser or other commercial advertiser in a printed publication as well as all electronic forms of advertising for the purpose of distribution.

2. Orders for advertising material can be placed in person, by telephone, in writing, by fax, by e-mail or via the Internet. The Company shall not be liable for transmission errors.

3. A contract shall not have been concluded until the Company has issued a written confirmation of the order. The price list valid at the time the order is placed shall apply.

4. The Company shall be entitled to reject orders, including individual call-offs within the framework of an overall agreement, at its discretion. This shall apply, in particular, if the content of such orders violates laws or official regulations or has been objected to by the German Press Council or German Advertising Standards Council in a complaints procedure, if their publication is unreasonable for the Company due to their content, origin or technical form, or if their format or presentation gives the reader the impression of an editorial contribution or contains third-party advertisements. The Company shall notify such rejection immediately after becoming aware of the relevant contents.

3 Contract execution

1. Orders must be processed within one year of conclusion of the contract, beginning with the first placement (publication) of the advertising material.

2. The Client shall make available to the Company all content, information, data, files and other materials ("templates") required for the advertising material in a complete, error- and virus-free manner and in a timely manner in accordance with the contractual agreements. If templates are transmitted digitally (e.g. by CD-ROM or e-mail) to the Company, they must only be transmitted with closed files, i.e. with files that the Company cannot change in terms of content. The Company shall not be liable for incorrect publication of advertising materials that are transmitted in this way (e.g. files stored under Corel Draw, QuarkPress, Freehand). The Client is to send or store related files in a common directory (folder). In the case of digitally transmitted artwork for color advertisements, the Client must simultaneously supply a color proof and a proof or measurement report. Otherwise, the Client shall have no claims for compensation due to any color deviations. The Client shall be liable for ensuring that the transmitted files are free of computer viruses. The Company can delete files containing computer viruses without the Client thereby being able to derive any claims from this. The Company shall also reserve the right to assert claims for compensation if computer viruses cause further damage to the Company. The Client is immediately responsible for the identification of identifiably unsuitable or damaged originals. Templates shall only be returned to the Client upon special request, otherwise they become the property of the Company. The obligation to store all documents that have been submitted shall end three months after publication of the respective order.

3. The Client shall bear costs for the production of ordered templates, films or drawings, as well as for changes requested by the Client or if the Client is responsible in relation to originally agreed designs.

4. Proofs shall only be supplied upon express request. The Client shall bear the responsibility for the correctness of the copy that is returned. If the copy is not returned to the Company by the deadline, the approval of the advertising material shall be deemed to have been granted.

5. The Company shall supply an advertising material document with the invoice upon request. If a document can no longer be obtained, it shall be replaced by a certificate from the Company confirming the publication and dissemination of the advertising material.

6. The presentation and handling of advertising material must be agreed with the Company in good time before publication. Advertisements with the text part must differ from the editorial part by their basic font. The Company shall be entitled to clearly mark advertising media that cannot be identified as such as advertising.

7. Letters in response to box number advertisements shall be kept for four weeks after publication of the advertisement and sent to the Client by normal mail (even if they are express or registered mail). However, the Company does not guarantee the safekeeping and timely forwarding of the offers.

8. The advertising deadlines and publication dates shown in the price list shall be non-binding for the Company. The Company shall be free to adapt these to the production process at short notice.

9. Orders can only be canceled in good time, at the latest by the closing date for advertisements, and in writing, by fax or e-mail. If the advertisement is already in print, the Client must pay for the advertisement. Otherwise, the Company may require reimbursement of the costs incurred until termination in accordance with the legal requirements.

10. The Client shall be liable for the content and legal advisability of the advertising material. It shall indemnify the Company against all third-party claims arising from the publication of the advertising material, including reasonable legal defense costs. The Company shall not be obligated to check whether an advertising medium infringes third-party rights. If the Company is bound by a court ruling, e.g. to print a counterstatement or make corrections based on the advertising material placed, the Client must pay for this publication in accordance with the valid price list.

11. Advertising agencies shall be obligated to adhere to the Company's price list in their offers, contracts and invoices to advertisers. The mediation commission paid by the Company shall be calculated on the basis of the net client value, i.e. after deduction of rebates, bonuses and discount for defects. The commission shall be incurred only for the mediation of orders from third parties. It shall be paid only to advertising agencies recognized by the Company on the condition that the order be placed directly by the advertising agency; that it be responsible for procuring the finished and print-ready print documents, and that a business registration as an advertising agency exists. The Company shall be free to refuse orders from advertising agencies if Note that some doubts exist concerning the professional exercise of the agency's activity or the advertising agency's creditworthiness. Orders by advertising agencies shall be placed in their name and for their account. Insofar as advertising agencies place orders, the contract shall consequently be concluded with the advertising agency in instances of doubt. If an advertiser is to become a Client, this must be agreed separately, by way of naming the advertiser. The Company shall be entitled to demand proof of mandate from the advertising agency.

4 Prices, Terms of Payment, Price Reduction

1. The price for the publication of an advertising material shall be based on the price list valid at the time the order is placed. For editorially agreed advertising material, supplements, special publications and collectives, as well as advertising material commissioned after the advertising deadline, the Company can set prices deviating from the price list. Price changes for orders placed are effective for contractors if they are announced by the Company at least one month before publication of the advertising material. In the event of a price increase, the Client has the right to withdraw from the contract. The right of withdrawal must be exercised in writing within 14 days of receipt of notification of the price increase.

2. The discounts stated in the price list shall only be granted within one year ("advertising year") only to the Client and only for the advertising media placed. Repeat discounts shall apply only within one advertising year. The period shall commence with the placement of the first

advertising medium, unless otherwise agreed.

3. If this order is extended, a claim to a retroactive discount shall arise if the underlying order was discountable. The claim shall expire if it is not asserted at the latest one month after the end of the advertising year. If an order fails to reach its anticipated order volume, the excess discount granted shall be invoiced retrospectively.

4. Unless otherwise agreed, order invoices shall be paid within the period indicated in the price list and commencing from receipt of the invoice. The so-called pre-notification period after the basis SEPA direct debit shall be reduced $1/11$ to $1/10$ to $1/9$ to $1/8$ to $1/7$ to $1/6$ to $1/5$ to $1/4$ to $1/3$ to $1/2$ to $1/1$. The Client shall be reminded and collection costs arising from payment default. In the event of late payment, the Company may postpone the further execution of a current order until payment has been made, and demand advance payment. If unjustified doubt exists concerning the Client's solvency, the Company shall be entitled to make the publication of further advertising media dependent on advance payment and the settlement of outstanding invoice amounts, including during the term of an overall contract, in deviation from an agreed payment period. The Company shall be entitled to correct incorrect invoices within six months of invoicing.

5. The prices shall be based on the statutory rate on the day of invoicing.

6. In the case of orders from abroad that are not subject to VAT, the invoice shall be issued without VAT. The Company shall be entitled to subsequent invoicing of VAT if the tax authorities affirm the tax liability of the advertisement order.

7. A reduction in circulation may generate a claim for a price reduction in the case of a contract for several advertising media if the average circulation for the advertising year commencing with the first placement is lower than the average circulation stated in the price list or other contract - or if no circulation is stated - the average circulation (if no circulation is sold, the average circulation actually distributed) in the previous calendar year. A reduction in circulation shall only comprise a defect entitled to a price reduction if the circulation is at least 20 % less than planned.

In addition, price reduction claims shall be excluded for contracts if the Company has informed the Client of the reduction in circulation in sufficient time to enable the Client to withdraw from the contract before the publication of the advertising material.

Such reduction claims on the part of traders as Clients shall expire 12 months after publication of the advertising material.

5 Warranty for defects

1. The Client shall certify that advertising material shall be included in certain numbers or editions, or in certain locations.

2. If the Client fails to follow the Company's recommendations for the creation and transmission of templates, it shall not be entitled to any claims due to incorrect publication. This shall also apply if it fails to observe other provisions of these General Terms and Conditions or the price list.

3. In the event of obvious defects, the Client must raise a complaint no later than two weeks after receipt of the invoice. The Client must also do so in the event of a claim for a price reduction no later than six months after publication of the corresponding publication. In the event of faulty reproduction of the advertising material, despite timely delivery of faultless originals and timely complaint - the Client can demand a fault-free substitute placement (subsequent performance), albeit only to the extent that the purpose of the advertising material was fulfilled. The claim to subsequent performance shall be excluded if it would entail disproportionate costs for the Company. If the Company allows a reasonable period of time set for it to repair, refuses subsequent performance, or if subsequent performance is unreasonable for the Client or fails, the Client shall have the right to withdraw from the contract or claim a reduction in payment to the extent that the purpose of the advertising material has been impaired. In the case of insignificant defects, withdrawal shall be excluded. Warranty claims by traders shall expire 12 months after the publication of the advertising material.

4. If defects in the originals are not immediately identifiable, but rather only during processing, the Client shall bear any additional costs or losses incurred as a result during production. If defects in the originals are not obvious, the Client shall have no claims in the event of insufficient publication. The same shall apply to errors in repeated advertising placements if the Client fails to draw attention to the error in good time before publication of the next advertising placement.

5. In relation to materials provided by the Client (bound inserts, supplements, etc.), the Company shall assume no liability for the accuracy of the quantity or quality of materials designated as having been delivered.

6 Liability, force majeure

1. Claims by the Client against the Company for damages, regardless of their legal basis, shall be excluded, especially in relation to claims due to delay, the violation of contractual obligations or third-party industrial property rights, as well as from unlawful acts. This shall not apply to the Company if its agents or representatives act intentionally or via a contractual obligation in a slightly negligent manner, which is essential for achieving the purpose of the contract, or claims for damages arise from a quality guarantee. If the Company is liable in principle, the claim for damages shall be limited to the foreseeable damage. This limitation of liability shall not apply if the damage was caused by intentional or grossly negligent actions on the part of the Company, its representatives or vicarious agents, or is based on the German Product Liability Act or results from injury to life, body or health. To the extent that the Company's liability is limited, this shall not apply to the personal liability of its managing or supervisory directors and vicarious agents. All claims for damages against the Company shall lapse twelve months after the point in time at which the Client has gained or should have gained knowledge of the circumstances giving rise to the claim.

2. In the event of force majeure and industrial action for which the Company is not responsible, the Company shall be released from its obligation to fulfill the order; no claims for damages shall exist as a consequence.

7 Granting of rights

The Client warrants that it is the holder of all rights necessary for the placement, publication and distribution of the advertising material. It shall grant the Company the copyrights and other rights required for the appropriate use of the advertising material in the respective advertising media, especially the rights required in each case for reproduction, distribution, transfer, transmission, processing, making publicly accessible, placing in a database, extraction from a database and keeping ready for retrieval, in terms of time, space and content, to the extent necessary for the execution of the order. In all cases, the aforementioned rights shall be granted without local limitation and shall entitle the user to place advertisements using all known technical processes and in all known forms of advertising media.

8 Data protection

The data processing shall be in accordance with the valid regulations of the German Data Protection Act and the EU General Data Protection Regulation (GDPR). Verlag moderne industrie GmbH shall collect, process and utilize the Client's personal data. Further information on data processing and data protection can be found in the data protection declaration of Verlag moderne industrie GmbH, which can be viewed at <https://www.mi-verlag.de/datenschutz>.

9 Out-of-court online settlement of disputes

The European Commission has set up a platform for online dispute resolution. This platform is available at: <http://ec.europa.eu/consumers/odr/>. Consumers can utilize the platform to settle their disputes. We are neither willing nor obligated to participate in a dispute resolution procedure before a consumer arbitration board, unless a statutory obligation exists to participate.

10 Place of performance, jurisdiction

The law of the Federal Republic of Germany shall apply to the exclusion of the UN Convention on Contracts for the International Sale of Goods and under exclusion of collision law. The place of performance shall be the Company's registered office. The place of jurisdiction for lawsuits against traders, legal entities under public law or special funds under public law shall be the Company's registered office.

mi connect events

Our events department offers target group-specific specialist events with accompanying specialist exhibitions for the core sectors of German industry. Through our editorial offices, we guarantee proximity to the market and consequently to the relevant topics. The events thereby ideally complement our market-leading trade journals and our high-reach portals.



Smart Maintenance – Smart Maintaining People

The "Smart Maintenance – Smart Maintaining People" trade conference of trade magazine INSTANDHALTUNG brings together the industry's operative decision-makers. This is where practitioners and doers get the tools they need to perform their tasks effectively, adequately and sustainably. The event focuses on current use cases derived from user companies' practices and deals with the most important questions surrounding the strategic redesign and reorientation of maintenance in the context of new technological requirements. In this way, we give maintenance personnel the tools to tackle and prove their value-maintaining and value-adding activities in a timely manner.

Fly your banners and present your company at the Smart Maintenance Conference. Detailed information and tailor-made offers on exhibitions and sponsoring can be obtained from Isabelle Waiblinger.

By the way: You can also book us as a media or cooperation partner for your events. Just contact us!

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Expanding your existing customer base

Promoting customer loyalty

Generating new customers

Boosting response rate

Enhancing sales performance and tapping new sales potentials

Mailshots are the ideal advertising medium, offering extensive, flexible design options and thereby ensuring a high degree of attention, especially if they are integrated into a cross-media advertising campaign. Benefit from our direct contacts in German industry, and address over 500,000 decision-makers in a targeted and personalized manner.

- **Addresses are very up-to-date** thanks to regular distribution of periodicals
- **Exclusive contacts** extending up to specialist departments thanks to continuous address qualification by telephone
- **Personalized addressing** of managing directors, decision-makers and specialists
- **Flexible address utilization** with single use, multiple use or yearly use
- **Billing according to net input quantity** by matching against your database

All-round service with guaranteed delivery

- **The right type of address list renting:** The right addressees for your communication
- **More target group:** We research additional target group potential for you
- **Full service from the professionals:** We produce and ship millions of print products annually
- **Delivery guarantee:** On request, undeliverable returns will be credited to you for a follow-up order

Target group without dispersion losses

Based on the following criteria, the desired target group can be filtered without dispersion losses and selected in any combination:

- Readers of one or more trade journal titles
- Industry and secondary industry according to WZ08
- Decision-makers by position/function within the company
- Company size, region (postal code, state), national and international

High-quality, individual, surprising

- More attention is paid to a personal cover letter, which remains present for longer
- Printed material awakens emotions thanks to its touch-based experience and striking appearance
- Diverse design possibilities for printed advertising media generate attention
- The focused approach is ideal for integration into cross-media advertising campaigns (e.g. via personalised websites)
- Printed material works, and is the perfect advertising medium for winning new customers

NOW test it for free!

We determine your desired target group's potential free of charge and without obligation.

Get in touch with us:

Address list renting	Single use (price per use)	Double use (price per use)	Triple use (price per use)	Annual rent (lump-sum)
Database lump sum	€ 180.00			
Company address + 1 contact person	from € 0.24	from € 0.22	from € 0.19	from € 0.95
Minimum order value	€ 590.00 (including database and selection fee)			
Minimum purchase	70% of delivered addresses (for address matching)			

All rental prices per use, annual rent flat rate and depending on quantity
Price quotations plus VAT. The conditions according to the offer/order confirmation apply.

Optional full service – we take care of EVERYTHING!

<p>Advice</p> <p>We advise you on the selection of target groups, determine your desired target group's potential free of charge, and prepare an offer for full-range services.</p>	<p>Production</p> <p>We print the advertising media, whether standard or special formats.</p>
<p>Address matching</p> <p>We reconcile rented address lists against your customer base.</p>	<p>Letter shop</p> <p>We look after the packing of the advertising material, postage optimization and postal delivery of the mailshot.</p>



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- 1 Print run monitoring:
- 2 Print run analysis:

Copies per issue as an
annual average**
July 1, 2018 – June 30, 2019

Print run:	12,700	
Total actual circulation (TAC):	12,467	of which is international: 304
Copies sold:	1,024	of which is international: 121
– Subscriber copies:	1,024	of which are for members: 566
– Right of access in paid content subscription***:	1,024	
– Other sales:	0	
– Retail sales:	0	
Free copies:	11,443	
Remaining, archive and specimen copies:	233	

* Copies not analyzed, e.g. trade fair and congress copies, etc.

** Includes all copies published in the reporting period

*** Company data

3 Geographical distribution analysis:

Economic area:	Share of total actual circulation	
	%	Copies
Domestic	96.3	12,000
International	2.4	304
Other*	1.3	163
Total actual circulation (TAC)	100.0	12,467

Distribution by federal state	Share of total actual circulation	
	%	Copies
Baden-Württemberg	17.2	2,144
Bavaria	16.1	2,005
Berlin, Brandenburg, Mecklenburg-Vorpommern	4.1	509
Bremen, Hamburg, Schleswig-Holstein	4.8	593
Hesse	6.9	864
Lower Saxony	7.6	947
North Rhine-Westphalia	25.1	3,132
Rhineland-Palatinate	4.0	497
Saarland	1.1	143
Saxony, Saxony-Anhalt	6.8	850
Thuringia	2.4	296
International	2.4	304
Other*	1.3	163
Rounding difference	0.2	20
Total actual circulation (TAC)	100.0	12,467

For a detailed description of the data collection method, see page 29

1.1 Sectors/branches

WZ 2008 codes	Recipient groups (acc. to Classification of Economic Activities 2008)	Proportion of total actual circulation	
		%	Recipients
28	Manufacture of machinery (incl. repairs and installation)	25.5	3,173
19, 20, 21	Coke oven products and refined petroleum, chemical and pharmaceutical industry	8.0	995
25	Manufacture of fabricated metal products (incl. repairs and installation)	12.9	1,608
26, 27, 32.5	Electrical technology (measurement, control and regulation, medical and telecommunications technology, electrical equipment)	10.7	1,330
22, 23	Manufacture of rubber and plastic goods, cement, chalk and gypsum	6.9	866
24	Manufacture of basic metals	5.0	625
29, 30	Manufacture of motor vehicles and motor vehicles parts, other transport equipment (ship, rail vehicle, aircraft and spacecraft construction)	5.2	646
49-97	Telecommunications, corporate consultations, general cleaning of buildings, streets and means of transport	10.8	1,341
46, 47	Wholesale and retail trade (except of machines, equipment and accessories)	5.0	618
	Other sectors	8.5	1,083
	Miscellaneous*	1.3	163
	Rounding difference	0.2	19
Total actual circulation (TAC)		100.0	12,467

* Copies not analyzed, e.g. trade fair and congress copies, etc.

1.2 Size of business entity

	Share of total actual circulation	
	%	Recipients
1 – 99 employees	50.3	6,273
100 – 199 employees	16.5	2,061
200 – 499 employees	14.9	1,863
500 – 999 employees	6.3	790
≥1,000 employees	5.6	695
Size of company according to EDA criteria not known/not recorded	5.0	624
Other*	1.3	163
Rounding difference	0.1	-2
Total actual circulation (TAC)	100.0	12,467

* Copies not analyzed, e.g. trade fair and congress copies, etc.

For a detailed description of the data collection method, see page 29

2.1 Job characteristics: Field of duties

	Proportion of total actual circulation	
	%	Recipients
Maintenance (maintenance managers, maintenance specialists, technical office)	34.7	4,332
Company management (owners, executives, directors, CTOs)	26.3	3,280
Production (operations managers, works managers, production managers)	18.8	2,341
Construction (construction, development, research, testing)	5.5	689
Purchasing, distribution, marketing	3.5	438
Other functions (e.g. product management, project planning)	10.0	1,225
Other*	1.3	163
Rounding difference	-0.1	-1.0
Total actual circulation (TAC)	100.0	12,467

* Copies not analyzed, e.g. trade fair and congress copies, etc.

Description of data collection method

Distribution and recipient structure analysis (AMF Scheme 2 and 3-E)

Totals examined through file evaluation per IVW-EDA guidelines

Description of data collection method for the distribution and recipient structure analysis (AMF Scheme 2, No. 3 and AMF Scheme 3-E, Nos. 1.1 to 2.1)

1. Analysis method:

Recipient structure analysis through file evaluation – totals collection per IVW-EDA guidelines

2. Description of recipients at the time of data collection:

2.1 Nature of the file:

The recipients file contains the addresses of all recipients. Due to the postal information in the file, the contents can be sorted by zipcode or into domestic and international recipients. The file also contains the sector, company size classification and job characteristics.

2.2 Total number of recipients in the file:

48,997

2.3 Total number of alternating recipients:

47,921

(change after every fourth issue)

2.4 Structure of recipients of an average issue by distribution type:

– Copies sold	1,024
of which: Subscriber issues	1,024
Right of access in paid content subscription*	1,024
Retail sales	0
Other sales	0
– Free copies	11,443
of which: Permanent free copies	52
Alternating free copies	11,158
Advertising copies	233

* Company data

Total actual circulation (TAC)	12,467
→ of which is domestic	12,163
→ of which is international	304

3. Description of the analysis:

3.1 Basic total (examined share):

Basic total (TAC)	12,467 =	100.00%
of which is not included in the analysis:		
– Other (trade fair & event copies, book trade, retail sales, etc.)	163 =	1.31%
Share of basic total (TAC) included in analysis	12,304 =	98.69%

3.2 Date of file evaluation: August 2, 2019

3.3 Description of data pool:

To allocate the criteria of sector, business size and job characteristic to recipients, we continuously update the data in our address and customer system and constantly make small adjustments to keep up to date with the latest market trends.

3.4 Analysis target person:

The personal recipients at institutions entered in the file.

3.5 Definition of the reader: n/a

3.6 Analysis period: July 1, 2018 June 30, 2019

3.7 Analysis conducted by: mi connect GmbH

This analysis was designed and carried out and the report produced in accordance with the current version of the ZAW framework for analyses of advertising media.

Contact

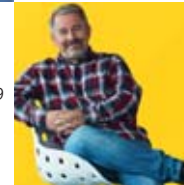
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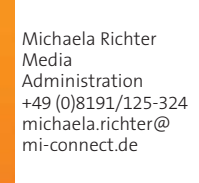
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fluid

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Instandhaltung

eeNEXT

Produktion

werkzeug &
formenbau

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