

Print Ad Specials

High-impact presentation of your advertising message



The Konradin Media Group

With more than 400 employees, the Konradin Media Group is one of the largest providers of specialist information in the German-speaking world.

Founded in 1929, the publishing house's portfolio includes corporate publishing and printing as well as a wide range of trade media, knowledge magazines, online platforms and specialist events.

Konradin Industry – the network of expertise for industry

Our portfolio comprises 18 media brands for decision-makers in industry.

As a network for industrial communication, we enable a cross-media, target-group-specific approach in print and online, from events and media partnerships to corporate publishing.

Our trade media have been well established in their markets for decades. They are trusted by companies and their advertisers. They appeal to a wide range of qualified executives.

Facts and figures

40 successful media brands

4,498 customers from various industries

+400 satisfied employees

95 years of Konradin Media Group

” What sets us apart is our multi-faceted expertise.“

Peter Dilger
Managing Director



Market research
Media service
Shops
Corporate publishing
Trade events
Media production

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Why should you book a print ad special?

Your benefits from partnering with Konradin Industry

At **Konradin Industry**, we offer comprehensive communication services tailored to your individual business objectives.

Printed ad specials are eye-catchers! Your content will literally be delivered straight to the desks of your target audience!



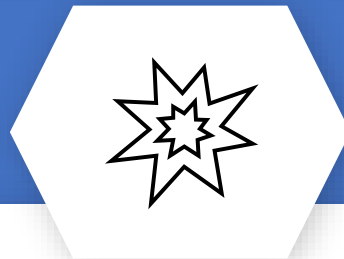
High-quality production

Creative design and high-quality production create a multi-sensory experience of the brand values.



Highly versatile

From belly bands to loose inserts and bound inserts to tip-ons: There are countless formats to support your promotional objectives.



A wide range of design options

You choose the format, the subject, the content – we provide the eye-catching appearance!



Target group-specific communication

Put the information in the hands of your potential customers with the trade magazine for their industry.

Belly band

Benefits and areas of application

Benefits and areas of application of your belly band

- Your content wrapped around the magazine – an eye-catching disruptor all around.
- Belly bands put your content "on top" – it is the first thing the reader sees.
- The reader will notice your message before any other content.
- Belly bands can refer to your ads in the magazine.

Your advertising message is wrapped around the trade magazine and presents the reader with high-quality information!

No one can get past your message! Set the first advertising impulse!

Belly bands are placed around the outside of the magazine.



Variations and ideas

Tipped-in belly bands

These belly bands are folded in and link to your double-page ad inside the magazine. This leads readers straight to your advertising message.

Technical feature: 3 x grooved, fixed to the right and left of the carrier ad with adhesive dots on each side.

Perforated belly bands

Integrate cards, tickets or gimmicks directly into the belly band. With the right paper thickness, you can turn belly bands into added-value products!

Other formats as well as additional punching, perforations, special colours and further finishes or vertical belly bands available on request with sample. Special formats may involve longer production and handling times and other technical costs.

Belly bands must be designed in such a way that they are recognisable as advertising, cannot be confused with the editorial section and may only contain content and offers from one advertiser.

The positioning of belly bands and the implementation of belly band variations are subject to technical feasibility. Belly bands made of materials other than paper will only be accepted after the publisher has checked the possibilities of processing and dispatch.

Prior to acceptance and confirmation of the order, a binding sample or, if necessary, a dummy sample with size and weight specifications must be submitted.

Belly band

Rates and services

Trade magazine	Distributed circulation	Media service incl. print	Folding and gluing * €125.00 per thousand ** €500.00 per thousand *** €550.00 per thousand	Price in € plus VAT valid from 01.10.2024
Automationspraxis	11,408	5,700.00	1,426.00 *	7,126.00
Beschaffung aktuell	13,923	8,000.00	1,740.00 *	9,740.00
cav – Prozesstechnik für die Chemieindustrie	15,423	8,500.00	7,712.00 **	16,212.00
dei – Prozesstechnik für die Lebensmittelindustrie	5,905	8,500.00	2,953.00 **	11,453.00
EPP Elektronik Produktion + Prüftechnik	6,889	8,000.00	861.00 *	8,861.00
Industrieanzeiger	32,198	10,000.00	4,025.00 *	14,025.00
K E M Konstruktion	14,906	9,800.00	8,198.00 ***	17,998.00
mav	15,911	5,700.00	1,989.00 *	7,689.00
medizin&technik	5,910	6,000.00	739.00 *	6,739.00
QUALITY ENGINEERING	13,905	7,000.00	1,738.00 *	8,738.00
Sicherheitsbeauftragter	6,705	6,500.00	838.00 *	7,338.00
Sicherheitsingenieur	2,603	4,500.00	325.00 *	4,825.00
Other trade magazines				on request

Loose inserts

Benefits and areas of application

Benefits and areas of application of your loose insert

- Your potential customers get the information straight into their hands with the trade magazine for their industry.
- You determine the scope, content, weight.
- Offers a great design freedom.

Loose inserts are placed in an undefined position in the magazine. They are made in one piece and are designed to require no further processing.

Loose inserts are available in both A4 magazine format and A3 newspaper format. The standard format is 200 mm x 280 mm.

Multi-page loose inserts must be delivered in folded condition and closed along the back edge, that is in the direction of insertion.



Variations and ideas

Partial allocation by the first postcode digit is possible. The minimum print run is 3,000 copies.

We will be happy to provide you with a quotation for **product samples** or inserts made from **materials other than paper**. Please send us a binding sample.

Oversized inserts protrude from the top of the magazine, attracting attention even when the magazine is closed.

Max. format 200 mm wide x up to 315 mm high, protruding up to 15 mm from the top of the magazine. 1 leaf, minimum paper weight 300 g. Shrink-wrapping required. Please contact us for a quotation.

Delivery:

The delivery must be accompanied by a delivery note containing the following information:
For "name of trade magazine", issue (no.), print run
Euro-pallet size: 80 x 120 cm (max. height 110 cm)

Delivery address / delivery at advertiser's expense:
Beck Servicepack GmbH, Raiffeisenstraße 25, 70794 Filderstadt
Mon-Fri 7:30 a.m. - 4:00 p.m.
Delivery note: For "name of trade magazine", issue (no.), print run

Deviating delivery address for "Sicherheitsingenieur" and "Sicherheitsbeauftragter"
Konradin Druck GmbH, Kohlhammerstraße 15, 70771 Leinfelden-Echterdingen
Mon-Fri 8:00 a.m. - 8:00 p.m.
Delivery note: For "name of trade magazine", issue (no.), print run

Loose inserts must be designed in such a way that they are recognisable as advertising, cannot be confused with the editorial section and may only contain content and offers from one advertiser. The positioning is subject to technical feasibility.
Prior to acceptance and confirmation of the order, a binding sample or, if necessary, a dummy sample with size and weight specifications must be submitted.

Loose inserts

Rates and delivery quantities

Trade magazine	Distributed circulation	Delivery quantity
Automationspraxis	11,408	12,370
Beschaffung aktuell	13,923	14,162
cav – Prozesstechnik für die Chemieindustrie	15,423	15,677
dei – Prozesstechnik für die Lebensmittelindustrie	5,905	6,064
EPP Elektronik Produktion & Prüftechnik	6,889	7,058
Industrieanzeiger	32,198	33,620
K E M Konstruktion Automation	14,906	15,156
mav Innovation in der spanenden Fertigung	15,911	16,000
medizin&technik	5,910	6,969
QUALITY ENGINEERING	13,905	14,144
Sicherheitsbeauftragter	6,705	6,827
Sicherheitsingenieur	2,603	2,729
Other trade magazines		on request

Weight	Price in € per thousand plus VAT valid from 01.10.2024
up to 25 g	270.00
up to 30 g	295.00
up to 35 g	320.00
up to 40 g	345.00
up to 45 g	370.00
up to 50 g	395.00

Calculation is by weight and per thousand or part thereof.

Complex processing and additional work (e.g. folding) will be charged separately.

Storage charges will apply for storage periods exceeding 4 weeks.

Other formats and weights on request with sample.

Tip-ons

Benefits and areas of application

Benefits and areas of application of your tip-on

- They will ensure a response.
- Your message stands out from traditional advertising.
- The post-it – your reminder to the reader.

Tip-ons are printed materials or objects affixed to a carrier ad in such a way that they may be easily removed by the reader.



Variations and ideas

Postcard

The nice old postcard is back in fashion.

Post-it

The handy reminder.

Booklet

If you want a little more text...

Try-out samples

Cleaning cloths, expanded metal, paper samples, liquids in sealed packages, etc.

Gimmicks

Your extra feature.

Tip-ons must be designed in such a way that they are recognisable as advertising, cannot be confused with the editorial section and may only contain content and offers from one advertiser.

The positioning of tip-ons is subject to technical feasibility. Tip-ons made of materials other than paper will only be accepted after the publisher has checked the possibilities of processing and dispatch.

Prior to acceptance and confirmation of the order, a binding sample or, if necessary, a dummy sample with size and weight specifications must be submitted.

Tip-ons

Rates and delivery quantities

Trade magazine	Distributed circulation	Delivery quantity
Automationspraxis	11,408	12,500
Beschaffung aktuell	13,923	15,040
cav – Prozesstechnik für die Chemieindustrie	15,423	16,585
dei – Prozesstechnik für die Lebensmittelindustrie	5,905	6,782
EPP Elektronik Produktion & Prüftechnik	6,889	7,796
Industrieanzeiger (Postkarte / Post-it)	32,198	33,864
K E M Konstruktion Automation	14,906	16,053
mav Innovation in der spanenden Fertigung	15,911	16,900
medizin&technik	5,910	6,787
QUALITY ENGINEERING	13,905	15,022
Sicherheitsbeauftragter	6,705	7,606
Sicherheitsingenieur	2,603	3,381
Other trade magazines		on request

Price in € per thsd. plus VAT., valid from 01.10.2024, incl. postage	Weight	Post-card	Post-it	Booklet Product sample Gimmick
Insert price		70.00	70.00	on request
Automated gluing		37.00	not possible	on request
Manual gluing		on request	on request	on request
Insert price	up to 25 g			on request
Insert price	up to 30 g			on request
Insert price	up to 35 g			on request
Insert price	up to 40 g			on request
Insert price	up to 45 g			on request
Insert price	up to 50 g			on request

Calculation: Carrier ad

+ insert price (x print run./thousand)

+ gluing costs (x print run./thousand)

There is no agency commission on gluing costs.

Printing services:

Tip-ons can also be printed at Konradin. Ask for a quote!

Quotation for your individual format/weight on request with sample.

Delivery address / delivery at advertiser's expense to:

Konradin Druck GmbH, Kohlhammerstraße 15, 70771 Leinfelden-Echterdingen

Delivery note: For "name of trade magazine", issue (no.), print run

Mon-Fri 8:00 a.m. –8:00 p.m., Euro-pallet size: 80 x 120 cm (max. height 110 cm)

Bound inserts

Benefits and areas of application

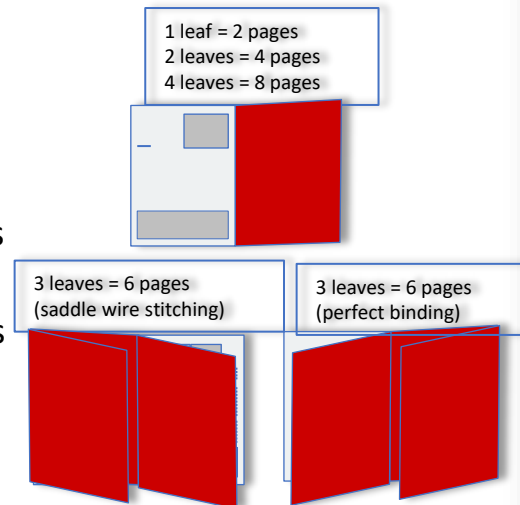
Benefits and areas of application of your bound insert

- Plenty of room for your message.
- The thickness of the paper guarantees that it catches the reader's eye as they turn the page.
- Offers great freedom of design.

Bound inserts are a classic and highly variable form of print advertising that can contain important elements such as response, surprise, touch & feel, playfulness and more.

Especially in the digital age, such elements can attract more attention.

Placement in the centre of the magazine is recommended.



Variations and ideas

Other formats such as **DIN long postcards** or **A5 bound inserts** are possible.

Closed bound inserts arouse curiosity.

For added impact, combine a **transparent bound insert** with your advertising.

Bound inserts made of other materials, e.g. plastics, offer new possibilities. This requires clarification of the technical possibilities.

Bound inserts must be designed in such a way that they are recognisable as advertising, cannot be confused with the editorial section and may only contain content and offers from one advertiser.

The positioning of bound inserts is subject to technical feasibility. Bound inserts printed on materials other than paper can only be accepted with the prior agreement of the postal services, which must be obtained from the publisher.

Prior to acceptance and confirmation of the order, a binding sample or, if necessary, a dummy sample with size and weight specifications must be submitted.

Delivery address / delivery at advertiser's expense to:

Konradin Druck GmbH, Kohlhammerstraße 15, 70771 Leinfelden-Echterdingen

Delivery note: For "name of trade magazine", issue (no.), print run

Mon-Fri 8:00 a.m. –8:00 p.m., Euro-pallet size: 80 x 120 cm (max. height 110 cm)

Bound inserts

Rates and delivery quantities

Trade magazine	Distributed circulation	135-180 gsm (1 leave = 2 pages)	80-180 gsm (2 leaves = 4 pages)	Delivery quantity
Automationspraxis	11,408	5,250.00	9,300.00	12,100
Beschaffung aktuell	13,923	8,100.00	12,500.00	14,662
cav – Prozesstechnik für die Chemieindustrie	15,423	8,340.00	13,980.00	16,177
dei – Prozesstechnik für die Lebensmittelindustrie	5,905	6,100.00	10,200.00	6,564
EPP Elektronik Produktion & Prüftechnik	6,889	6,780.00	11,140.00	7,558
Industrieanzeiger	32,198	10,150.00	16,150.00	33,120
K E M Konstruktion Automation	14,906	8,420.00	15,100.00	15,656
mav Innovation in der spanenden Fertigung	15,911	6,000.00	10,500.00	16,700
medizin&technik	5,910	5,800.00	10,400.00	6,569
QUALITY ENGINEERING	13,905	7,600.00	11,500.00	14,644
Sicherheitsbeauftragter *	6,705	5,600.00* (2 leaves/4 pages)	9,350.00* (4 leaves/8 pages)	7,327
Sicherheitsingenieur *	2,603	3,650.00* (2 leaves/4 pages)	7,235.00* (4 leaves/8 pages)	3,229

Prices in € plus VAT, valid from 01.10.2024.

Prices for bound inserts in other weights, sizes or formats on request.

* 2 leaves due to saddle wire stitching

Double gatefold bound inserts

Benefits, specifications and prices

Benefits and specifications of your double gatefold bound insert

- The eye-catching placement in the centre of the magazine is sure to grab the attention of the readers!
- Plenty of room for your message

With the double gatefold in the magazine, the insert opens towards the centre.

The total advertising space is 8 pages.



Advertising must be designed in such a way that it is recognisable as such and cannot be confused with the editorial section. A double gatefold bound insert may only contain the content and offers of one advertiser at a time.



Trade magazine	Distributed circulation	Price in € plus VAT valid from 01.10.2024
Automationspraxis	11,408	15,800.00
Beschaffung aktuell	13,923	20,600.00
cav – Prozesstechnik für die Chemieindustrie	15,423	20,500.00
dei – Prozesstechnik für die Lebensmittelindustrie	5,905	15,000.00
EPP Elektronik Produktion & Prüftechnik	6,889	14,560.00
Industrieanzeiger	32,198	23,750.00
K E M Konstruktion Automation	14,906	20,580.00
mav Innovation in der spanenden Fertigung	15,911	17,500.00
medizin&technik	5,910	14,350.00
QUALITY ENGINEERING	13,905	18,600.00
Sicherheitsbeauftragter	6,705	on request
Sicherheitsingenieur	2,603	on request

Gatefolder

Benefits, specifications and prices

Benefits and specifications of your gatefolder

- A striking appearance!
- Ideal for graphically expanding the visual horizons of your readers.
- Surprises can be hidden behind the flap.



The gatefolder is a flap on the cover that folds inwards. It covers the second cover page and, when opened, provides a double page of advertising space.

When closed, it provides additional space for a full-page advert.

The total advertising space is 3 pages.

Advertising must be designed in such a way that it is recognisable as such and cannot be confused with the editorial section. A gatefolder may only contain the content and offers of one advertiser at a time.



Trade magazine	Distributed circulation	Price in € plus VAT valid from 01.10.2024
Automationspraxis	11,408	12,555.00
Beschaffung aktuell	13,923	19,535.00
cav – Prozesstechnik für die Chemieindustrie	15,423	19,035.00
dei – Prozesstechnik für die Lebensmittelindustrie	5,905	13,200.00
EPP Elektronik Produktion & Prüftechnik	6,889	20,500.00
Industrieanzeiger	32,198	23,750.00
K E M Konstruktion Automation	14,906	20,500.00
mav Innovation in der spanenden Fertigung	15,911	16,065.00
medizin&technik	5,910	15,160.00
QUALITY ENGINEERING	13,905	16,848.00
Sicherheitsbeauftragter	6,705	on request
Sicherheitsingenieur	2,603	on request

Cover flap

Benefits, specifications and prices

Benefits and specifications of your cover flap

- For a striking appearance!
- No reader can miss this format.
- Your message catches the eye.



The cover flap, also known as half cover, is attached to the left-hand side.

It covers half of the title page, is approximately 105 mm wide and has the same height as the magazine.

The magazine logo is always displayed on the front of the cover, while the entire back can be used.

The total advertising space, front and back, is approximately 0.8 pages.

A cover flap is not available for saddle-stitched or newspaper-format magazines.

Trade magazine	Distributed circulation	Price in € plus VAT valid from 01.10.2024
Automationspraxis	11,408	10,189.00
Beschaffung aktuell	13,923	11,250.00
cav – Prozesstechnik für die Chemieindustrie	15,423	10,945.00
dei – Prozesstechnik für die Lebensmittelindustrie	5,905	8,300.00
EPP Elektronik Produktion & Prüftechnik	6,889	11,900.00
Industrieanzeiger	32,198	13,500.00
K E M Konstruktion Automation	14,906	11,900.00
mav Innovation in der spanenden Fertigung	15,911	10,086.00
medizin&technik	5,910	7,200.00
QUALITY ENGINEERING	13,905	9,640.00
Sicherheitsbeauftragter	6,705	5,800.00
Sicherheitsingenieur	2,603	3,750.00

Advertising must be designed in such a way that it is recognisable as such and cannot be confused with the editorial section. A double gatefold bound insert may only contain the content and offers of one advertiser at a time.



Still got questions?

From traditional print media to comprehensive online marketing solutions – together we can develop a tailored approach to meet your specific communication objectives.

We would also be happy to advise you in person.

We look forward to hearing from you!



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