

› konradin
Industrie

PRINT

Ad Specials Print

High-impact presentation of your advertising message



The Konradin Media Group

With more than 300 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 17 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
+300 satisfied employees	97 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!



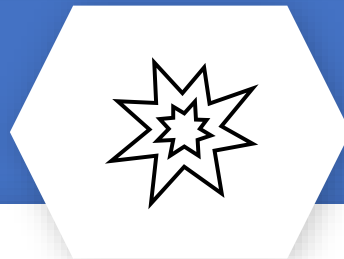
High-quality production

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.

Loose inserts

Benefits and areas of application

Benefits and areas of application of your belly band

- Your potential customer receives the information directly with the trade magazine for their industry.
- You determine the scope, content, and weight.
- Offers great creative freedom.

Inserts are inserted loosely at random locations in the magazine. They are made from a single piece and are designed so that no additional processing is required.

Inserts are available in both DIN A4 magazine format and DIN A3 newspaper format, standard format: 200 mm x 280 mm (290 mm max).

If the insert consists of several sheets, it must be closed on its long side at the spine, i.e., in the direction of insertion, and delivered folded.



Variations and ideas

Partial inserts are possible from the first digit of the postal code. The delivery quantity of the partial insert is available upon request.

We would be able to provide you with a quote for **product samples** or inserts made from **materials other** than paper. Please send us a binding sample for this purpose.

The oversized insert protrudes from the top of the magazine and attracts attention even when the magazine is closed.

Maximum size: 200 mm wide x up to 315 mm high, protrudes up to 15 mm from the top of the magazine. 1 sheet, paper weight from 300 g. Shrink wrapping required. We would be happy to provide you with a quote.

Loose inserts must be designed in such a way that they are recognizable as advertising, cannot be confused with the editorial section, and may only contain content and offers from one advertiser. Placement is subject to technical feasibility.

A binding sample, or at least a mock-up with size and weight specifications, must be submitted before the order is accepted and confirmed.

Please note the information on delivering your inserts on page 7.

Loose inserts

Rates and delivery quantities

Trade magazine	Distributed circulation	Delivery quantity
Automationspraxis	8.000	8.300
Beschaffung aktuell	12.000	12.300
cav – Prozesstechnik für die Chemieindustrie	12.000	12.300
dei – Prozesstechnik für die Lebensmittelindustrie	4.500	4.717
EPP Elektronik Produktion & Prüftechnik	6.000	6.150
Industrieanzeiger	24.000	24.300
K E M Konstruktion Automation	11.000	11.300
mav Innovation in der spanenden Fertigung	12.000	12.300
medizin&technik	5.000	5.125
QUALITY ENGINEERING	14.000	14.300
Sicherheitsbeauftragter	4.895	5.118
Sicherheitsingenieur	2.648	2.837
Other trade magazines		on request

Weight	Price in € per thousand plus VAT valid from 01.10.2025
up to 25 g	280.00

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.

Delivery must be accompanied by a delivery note containing the following information:
For Konradin - “Trade magazine name,” issue (no.), circulation

For Automationspraxis, Industrieanzeiger, K|E|M Konstruktion |Automation, QUALITY ENGINEERING

Delivery address / Free delivery:

Vogel Druck und Medienservice GmbH, Goods Receiving, Leibnizstraße 5, 97204 Höchberg

Delivery times: Monday to Friday, 8:00 a.m. to 4:00 p.m.

Euro pallet dimensions: 80 x 120 cm (max. height 110 cm)

For Beschaffung aktuell, cav

Delivery address / Free delivery:

Westermann Druck GmbH, Georg-Westermann-Allee 66, Tor 1 / Stefan Klotz, 38104 Braunschweig

Delivery times: Monday to Friday, 7:00 a.m. to 2:00 p.m.

Euro pallet dimensions: 80 x 120 x max. height 110 cm (including pallet)

For EPP, EPP EUROPE, mav, medizin&technik

Delivery address / Free delivery:

Westermann Druck GmbH, Georg-Westermann-Allee 66, Tor 1 / Stéphane Lutz, 38104 Braunschweig

Delivery times: Monday to Friday, 7:00 a.m. to 2:00 p.m.

Euro pallet dimensions: 80 x 120 x max. height 110 cm (including pallet)

For dei, Sicherheitsbeauftragter, Sicherheitsingenieur

Delivery address / Free delivery:

Nuntius Marketing Logistik GmbH & Co. KG, Kornwestheimer Straße 228, 70825 Korntal-Münchingen

Delivery times: Monday to Friday, 8:00 a.m. to 4:30 p.m.

Euro pallet dimensions: 80 x 120 x max. height 110 cm (including pallet)

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 recognizable as advertising, cannot be confused with the editorial section, and may only contain content and offers from one advertiser.

The placement of tip-ons depends on technical possibilities. Tip-ons made of materials other than paper can only be accepted after the publisher has checked the possibilities for processing and shipping. Before an order is accepted and confirmed, a binding sample, or at least a blind sample with size and weight specifications, must be submitted.

Please note the information on delivering your inserts on page 10.

Tip-ons

Rates and delivery quantities

Trade magazine	Distributed circulation	Delivery quantity
Automationspraxis	8.000	8.300
Beschaffung aktuell	12.000	12.300
cav – Prozesstechnik für die Chemieindustrie	12.000	12.300
dei – Prozesstechnik für die Lebensmittelindustrie	4.500	4.717
EPP Elektronik Produktion & Prüftechnik	6.000	6.150
Industrieanzeiger (Postkarte / Post-it)	24.000	24.300
K E M Konstruktion Automation	11.000	11.300
mav Innovation in der spanenden Fertigung	12.000	12.300
medizin&technik	5.000	5.125
QUALITY ENGINEERING	14.000	14.300
Sicherheitsbeauftragter	4.895	3.118
Sicherheitsingenieur	2.648	2.837
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	on request	on request
Automated gluing		55.00	not possible	on request
Manual gluing		on request	on request	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!

Delivery must be accompanied by a delivery note containing the following information:
For Konradin - “Trade magazine name,” issue (no.), circulation

For Automationspraxis, Industrieanzeiger, K|E|M Konstruktion |Automation, QUALITY ENGINEERING

Delivery address / Free delivery:

Vogel Druck und Medienservice GmbH, Goods Receiving, Leibnizstraße 5, 97204 Höchberg

Delivery times: Monday to Friday, 8:00 a.m. to 4:00 p.m.

Euro pallet dimensions: 80 x 120 cm (max. height 110 cm)

For Beschaffung aktuell, cav

Delivery address / Free delivery:

Westermann Druck GmbH, Georg-Westermann-Allee 66, Tor 1 / Stefan Klotz, 38104 Braunschweig

Delivery times: Monday to Friday, 7:00 a.m. to 2:00 p.m.

Euro pallet dimensions: 80 x 120 x max. height 110 cm (including pallet)

For EPP, EPP EUROPE, mav, medizin&technik

Delivery address / Free delivery:

Westermann Druck GmbH, Georg-Westermann-Allee 66, Tor 1 / Stéphane Lutz, 38104 Braunschweig

Delivery times: Monday to Friday, 7:00 a.m. to 2:00 p.m.

Euro pallet dimensions: 80 x 120 x max. height 110 cm (including pallet)

For dei, Sicherheitsbeauftragter, Sicherheitsingenieur

Delivery address / Free delivery:

Nuntius Marketing Logistik GmbH & Co. KG, Kornwestheimer Straße 228, 70825 Korntal-Münchingen

Delivery times: Monday to Friday, 8:00 a.m. to 4:30 p.m.

Euro pallet dimensions: 80 x 120 x max. height 110 cm (including pallet)

Bound inserts

Benefits and areas of application

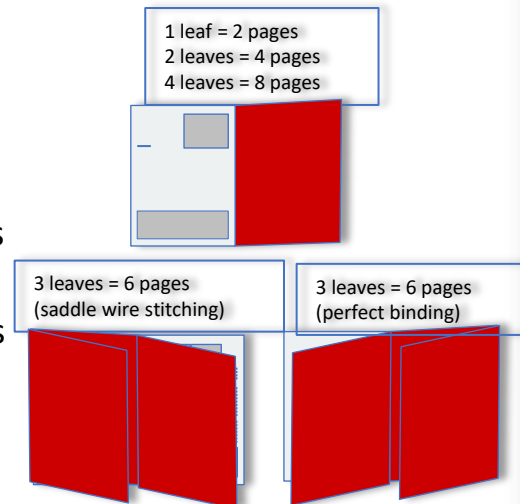
Benefits and areas of application of your bound insert

- 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 recognizable as advertising, cannot be confused with the editorial section, and may only contain content and offers from one advertiser.

The placement of bound-in inserts depends on technical possibilities. Bound-in inserts printed on materials other than paper can only be accepted by the postal service with the prior consent of the publisher.

Before an order is accepted and confirmed, a binding sample, or at least a mock-up with size and weight specifications, must be submitted.

Please note the information on delivering your inserts on page 13.

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	8.000	5.380,-	9.530,-	8.300
Beschaffung aktuell	12.000	8.300,-	12.810,-	12.300
cav – Prozesstechnik für die Chemieindustrie	12.000	8.550,-	14.330,-	12.300
dei – Prozesstechnik für die Lebensmittelindustrie	4.500	6.250,-	10.460,-	4.717
EPP Elektronik Produktion & Prüftechnik	6.000	6.950,-	11.420,-	6.150
Industrieanzeiger	24.000	10.400,-	16.550,-	24.300
K E M Konstruktion Automation	11.000	8.630,-	15.480,-	11.300
mav Innovation in der spanenden Fertigung	12.000	6.150,-	10.760,-	12.300
medizin&technik	5.000	5.950,-	10.650,-	5.125
QUALITY ENGINEERING	14.000	7.790,-	11.790,-	14.300
Sicherheitsbeauftragter *	4.895	5,740,-* (2 leaves/4 pages)	9.580,-* (4 leaves/8 pages)	5.118
Sicherheitsingenieur *	2.648	3,740,-* (2 leaves/4 pages)	7,400,-* (4 leaves/8 pages)	2.837

Prices in € plus VAT, valid from 01.10.2025.

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

* 2 leaves due to saddle wire stitching

Delivery must be accompanied by a delivery note containing the following information:
For Konradin - “Trade magazine name,” issue (no.), circulation

For Automationspraxis, Industrieanzeiger, K|E|M Konstruktion |Automation, QUALITY ENGINEERING

Delivery address / Free delivery:

Vogel Druck und Medienservice GmbH, Goods Receiving, Leibnizstraße 5, 97204 Höchberg

Delivery times: Monday to Friday, 8:00 a.m. to 4:00 p.m.

Euro pallet dimensions: 80 x 120 cm (max. height 110 cm)

For Beschaffung aktuell, cav

Delivery address / Free delivery:

Westermann Druck GmbH, Georg-Westermann-Allee 66, Tor 1 / Stefan Klotz, 38104 Braunschweig

Delivery times: Monday to Friday, 7:00 a.m. to 2:00 p.m.

Euro pallet dimensions: 80 x 120 x max. height 110 cm (including pallet)

For EPP, EPP EUROPE, mav, medizin&technik

Delivery address / Free delivery:

Westermann Druck GmbH, Georg-Westermann-Allee 66, Tor 1 / Stéphane Lutz, 38104 Braunschweig

Delivery times: Monday to Friday, 7:00 a.m. to 2:00 p.m.

Euro pallet dimensions: 80 x 120 x max. height 110 cm (including pallet)

For dei, Sicherheitsbeauftragter, Sicherheitsingenieur

Delivery address / Free delivery:

Offizin Scheufele Druck und Medien GmbH & Co. KG, Tränkestraße 17, 70597 Stuttgart

Delivery times: Monday to Friday, 8:00 a.m. to 4:00 p.m.

Euro pallet dimensions: 80 x 120 x max. height 110 cm (including pallet)

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 01.10.2025
Automationspraxis	8.000	16,200.00
Beschaffung aktuell	12.000	21,000.00
cav – Prozesstechnik für die Chemieindustrie	12.000	21,010.00
dei – Prozesstechnik für die Lebensmittelindustrie	4.500	15,380.00
EPP Elektronik Produktion & Prüftechnik	6.000	14,920.00
Industrieanzeiger	24.000	24,300.00
K E M Konstruktion Automation	11.000	21,090.00
mav Innovation in der spanenden Fertigung	12.000	17,900.00
medizin&technik	5.000	14,700.00
QUALITY ENGINEERING	14.000	19,000.00
Sicherheitsbeauftragter	4.895	on request
Sicherheitsingenieur	2.648	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 01.10.2025
Automationspraxis	8.000	12,800.00
Beschaffung aktuell	12.000	20,000.00
cav – Prozesstechnik für die Chemieindustrie	12.000	18,760.00
dei – Prozesstechnik für die Lebensmittelindustrie	4.500	13,150.00
EPP Elektronik Produktion & Prüftechnik	6.000	23,060.00
Industrieanzeiger	24.000	24,000.00
K E M Konstruktion Automation	11.000	21,010.00
mav Innovation in der spanenden Fertigung	12.000	16,400.00
medizin&technik	5.000	15,500.00
QUALITY ENGINEERING	14.000	17,000.00
Sicherheitsbeauftragter	4.895	on request
Sicherheitsingenieur	2.648	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 01.10.2025
Automationspraxis	8,000	10,500.00
Beschaffung aktuell	12,000	11,500.00
cav – Prozesstechnik für die Chemieindustrie	12,000	10,945.00
dei – Prozesstechnik für die Lebensmittelindustrie	4,500	8,510.00
EPP Elektronik Produktion & Prüftechnik	6,000	11,900.00
Industrieanzeiger	24,000	13,850.00
K E M Konstruktion Automation	11,000	12,200.00
mav Innovation in der spanenden Fertigung	12,000	10,500.00
medizin&technik	5,000	7,380.00
QUALITY ENGINEERING	14,000	9,850.00
Sicherheitsbeauftragter	4,895	5,950.00
Sicherheitsingenieur	2,648	3,840.00

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!



Florian Gollinger

Sales Director

Phone +49 711 7594-535

Mobil +49 151 67 95 97 75

E-Mail florian.gollinger@konradin.de



Joachim Linckh

Sales Director

Phone +49 711 7594-565

Mobil +49 173 353 92 11

E-Mail joachim.linckh@konradin.de

Our international representations

Great Britain

Jens Smith

Jens Smith Partnership
The Court Long Sutton Hook,
Hampshire RG 29 1TA

Phone +44 1256 862589

E-Mail jsp@trademedia.info

USA, Canada

Detlef Fox

D.A. Fox Advertising Sales, Inc
5 Penn Plaza, 19th Floor,
New York, NY 10001

Phone +1 212 8963881

E-Mail detleffox@comcast.net



Konradin-Verlag Robert Kohlhammer GmbH

Ernst-Mey-Straße 8,
70771 Leinfelden-Echterdingen