

# Media Information 2012

Advertising rate card no. 49  
Valid from 01.10.2011



# We're there for you!

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## **Best Ad Media**

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Journals



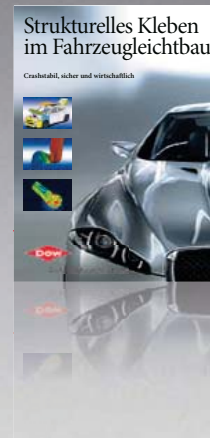
Online solutions



Books



Corporate Publishing



## Trade journal

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## Newsletter

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- 1 Title:** adhäsion KLEBEN&DICHTEN
- 2 Brief description:** adhäsion KLEBEN&DICHTEN is the only German-language trade journal for adhesives and sealing technologies. It addresses manufacturers and users of adhesives and sealants and creates cross-sector synergies. It provides practical information on subjects relating to raw materials, adhesives and sealants, equipment and plant engineering, applications, and research and development. The magazine reveals market trends and includes reports on product developments, as well as information on major trade fairs and other events.
- 3 Target group:** Decision-makers and specialists engaged in innovative joining and bonding technologies from sectors including: Automotive, Aviation, Wood and Furniture, Paper and Packaging, Construction, Electronics, Machinery and Appliances, and Textiles
- 4 Frequency:** 10 times a year
- 5 Magazine size:** 210 mm x 279 mm
- 6 Jahrgang:** 56th volume 2012
- 7 Subscription price:** Yearly subscription  
Germany/foreign countries € 237 (plus p&p)  
Single issue € 28 (plus p&p)
- 8 Official journal of:** –
- 9 Membership:** –
- 10 Publishing company:** Springer Vieweg  
Springer Fachmedien Wiesbaden GmbH  
Abraham-Lincoln-Str. 46, 65189 Wiesbaden, Germany  
phone +49 (0)611 / 78 78 – 0  
www.springerfachmedien-wiesbaden.de
- 11 Publisher:** –

- 12 Advertising:** Tanja Pfisterer (Assistant Head of Global Advertising/  
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phone +49 (0)611 / 78 78 – 196  
peter.schmidtman@best-ad-media.de
- 13 Editor:** Dipl.-Ing. Marlene Doobe (Editor-in-Chief)  
phone +49 (0)611 / 78 78 – 283 · fax – 495  
marlene.doobe@springer.com

**14 Scope analysis 2010 = 10 issues:**

|                    |           |   |        |
|--------------------|-----------|---|--------|
| Total volume       | 740 pages | = | 100.0% |
| Editorial part     | 553 pages | = | 74.7%  |
| Advertisement part | 187 pages | = | 25.3%  |
| Supplements        | 2 items   |   |        |

**15 Content analysis of the editorial part:**

|                                      |           |   |       |
|--------------------------------------|-----------|---|-------|
| Adhesives and sealing compounds      | 67 pages  | = | 12.1% |
| Resources                            | 8 pages   | = | 1.4%  |
| Device and plant technology          | 54 pages  | = | 9.8%  |
| Applications                         | 95 pages  | = | 17.2% |
| Research and development             | 65 pages  | = | 11.8% |
| Company and economic news TMU        | 111 pages | = | 20.1% |
| Information on conferences and fairs | 21 pages  | = | 3.8%  |
| Title, content, impressum            | 35 pages  | = | 6.3%  |
| Product information                  | 50 pages  | = | 9.0%  |
| Market surveys                       | 47 pages  | = | 8.5%  |

| Issue, Month, (AD)*, (CD)*, (PD)*   | Fairs, Events, Congresses  | Raw Materials  | Adhesives and Sealants       | Plant and Equipment  | Applications                | Market Surveys                     | Topic of the Month  |
|---|--|--|------------------------------|----------------------|-----------------------------|------------------------------------|---|
| <b>1/2 Jan. / Feb.</b><br>AD 20.01.2012<br>CD 27.01.2012<br>PD 15.02.2012 | <b>12. Kolloquium Gemeinsame Forschung in der Klebtechnik</b> , Frankfurt/Main, Germany (28-29.02.)  |  | Polyurethane adhesives       | Adhesive application |                             | Construction adhesives             | Adhesive bonding and sealing in the construction industry |
| <b>3 March</b><br>AD 21.02.2012<br>CD 28.02.2012<br>PD 16.03.2012         | <b>Kunststoffe im Automobilbau (VDI)</b> , Mannheim, Germany (21-22.03.)<br><b>JEC</b> , Paris, France (27-29.03.)<br><b>Kooperationsforum Kleben (Bayern Innovativ)</b> , Nuremberg, Germany (24.05.) | Raw materials for the production of reactive adhesives   | Radiation-curing adhesives   |                      |                             | Reaction adhesives for electronics | Adhesive bonding in electronics                           |
| <b>4 April</b><br>AD 19.03.2012<br>CD 26.03.2012<br>PD 16.04.2012         | <b>Hannover Messe Industrie, Themenpark Kleben</b> , Hanover, Germany (23-27.04.)  | Raw materials for the production of waterborne adhesives | Bio-based systems            |                      |                             | Wood adhesives                     | Theme Park Adhesive Bonding at the Hanover Fair           |
| <b>5 May</b><br>AD 18.04.2012<br>CD 25.04.2012<br>PD 16.05.2012           | <b>drupa</b> , Düsseldorf, Germany (03-16.05.)<br><b>Automatica</b> , Munich, Germany (20-25.05.)  |  |                              | Quality assurance    |                             | 1-component dispensing systems     | Application of robots                                     |
| <b>6 June</b><br>AD 21.05.2012<br>CD 29.05.2012<br>PD 15.06.2012          | <b>Bremer Klebtage</b> , Bremen, Germany (19-20.06.)<br><b>mtex</b> , Frankfurt/Main, Germany (08-10.05.)<br><b>Achema</b> , Frankfurt/Main, Germany (18-22.06.)                                       |  | 2-component adhesive systems |                      | Mixing and metering systems | 2-component dispensing systems     | Simulation and calculation                                |



Subject in the issue! Article will be announced in the Subject Preview.



Janus print (German/English)

| Issue, Month, (AD)*, (CD)*, (PD)*                                       | Fairs, Events, Congresses  | Raw Materials   | Adhesives and Sealants       | Plant and Equipment              | Applications              | Market Surveys                      | Topic of the Month  |
|---|--|---|------------------------------|----------------------------------|---------------------------|-------------------------------------|---|
| <b>7/8 July/Aug.</b><br>AD 23.07.2012<br>CD 30.07.2012<br>PD 16.08.2012 | <b>Zulieferer Innovativ</b> , Ingolstadt, Germany  | Raw materials for the production of sealants          | Silicones                    | Sealant application              |                           | Sealants                            | Adhesive bonding in automotive engineering                          |
| <b>9 September</b><br>AD 21.08.2012<br>CD 28.08.2012<br>PD 14.09.2012   | <b>SMM</b> , Hamburg, Germany (04-07.09.)<br><b>Automechanika</b> , Frankfurt/Main, Germany (11-16.09.)<br><b>WAC2012 – World Adhesive &amp; Sealant EURADH 2012</b> , Friedrichshafen, Germany (16-20.09.)<br><b>Conference/FEICA</b> , Paris, France (18-21.09.)<br><b>WindEnergy</b> , Husum, Germany (18-22.09.)<br><b>IAA Nutzfahrzeuge</b> , Hanover, Germany (20-27.09.)<br><b>Fachpack</b> , Nuremberg, Germany (25-27.09.)<br><b>Eurocoat</b> | Raw materials for the production of adhesive tapes    | Pressure sensitive adhesives |                                  |                           | Packaging adhesives                 | Application of adhesive technology in the field of renewable energy |
| <b>10 October</b><br>AD 19.09.2012<br>CD 26.09.2012<br>PD 15.10.2012    | <b>Composites Europe/Aluminium</b> , Düsseldorf, Germany (09-11.10.)<br><b>Schweissen (JoinEx)</b> , Vienna, Austria (09-12.10.)<br><b>Materialica</b> , Munich, Germany<br><b>Bondexpo</b> , Stuttgart, Germany (08-11.10.)<br><b>parts2clean</b> , Stuttgart, Germany (23-25.10.)<br><b>Glasstec/Solarpec</b> , Düsseldorf, Germany (23-26.10.)<br><b>EUROBLECH</b> , Hanover, Germany (23-27.10.)   |   | UV-curing adhesives          | Cleaning and pretreatment        | Adhesive bonding of glass | Surface preparation                 | Preview Bondexpo  |
| <b>11 November</b><br>AD 19.10.2012<br>CD 26.10.2012<br>PD 15.11.2012   | <b>Hybridica</b> , Munich, Germany (13-16.11.)<br><b>Compamed</b> , Düsseldorf, Germany (14-16.11.)<br><b>Euromold</b> , Frankfurt/Main, Germany (27-30.11.)<br><b>Bremer Klebtage</b> , Bremen, Germany (28-29.11.)   | Raw materials for the production of hotmelt adhesives |                              | Non-destructive testing          |                           | Measuring and testing               | Quality assurance   |
| <b>12 December</b><br>AD 20.11.2012<br>CD 27.11.2012<br>PD 14.12.2012   |  |   |                              | Cleaning before adhesive bonding | Multi-material design     | Additives for adhesive formulations | Reliable adhesive bonding   |


Subject preview also available online: [www.best-ad-media.de](http://www.best-ad-media.de) and [www.adhaesion.com](http://www.adhaesion.com)


Regular columns: practice-relevant issues from research and development

\*AD = Advertising deadline | CD = Copy deadline | PD = Publication date

This overview of the subjects scheduled for 2012 is intended for your planning. We reserve the right to make changes if necessary.

For further information, please call +49 (0)611 / 78 78 – 296

 Janus print (German/English)

 Subject in the issue! Article will be announced in the Subject Preview.

**1 Advertisement formats and prices (Prices in Euro)**

| Format            | Type area formats<br>width x height in mm | Format for bleed ads<br>width x height in mm** | Basic price b/w | 2 colours*   | 3 colours*   | 4 colours*   |
|-------------------|---|--|-----------------|--------------|--------------|--------------|
| <b>2/1 page</b>   | 388 x 240                                 | 420 x 279                                      | <b>4,932</b>    | <b>6,036</b> | <b>7,140</b> | <b>8,244</b> |
| <b>1/1 page</b>   | 175 x 240                                 | 210 x 279                                      | <b>2,517</b>    | <b>3,127</b> | <b>3,737</b> | <b>4,347</b> |
| <b>2/3 page</b>   | <b>upright</b>                            | 115 x 240                                      | <b>1,670</b>    | <b>2,280</b> | <b>2,890</b> | <b>3,500</b> |
|                   | <b>horizontal</b>                         | 175 x 156                                      |                 |              |              |              |
| <b>Juniorpage</b> | 115 x 178                                 | 131 x 198                                      | <b>1,411</b>    | <b>1,721</b> | <b>2,031</b> | <b>2,341</b> |
| <b>1/2 page</b>   | <b>upright</b>                            | 85 x 240                                       | <b>1,244</b>    | <b>1,554</b> | <b>1,864</b> | <b>2,174</b> |
|                   | <b>horizontal</b>                         | 175 x 117                                      |                 |              |              |              |
| <b>1/3 page</b>   | <b>upright</b>                            | 55 x 240                                       | <b>832</b>      | <b>1,142</b> | <b>1,452</b> | <b>1,762</b> |
|                   | <b>horizontal</b>                         | 175 x 76                                       |                 |              |              |              |
| <b>1/4 page</b>   | <b>upright</b>                            | 40 x 240                                       | <b>626</b>      | <b>836</b>   | <b>1,046</b> | <b>1,256</b> |
|                   | <b>horizontal</b>                         | 175 x 56                                       |                 |              |              |              |
|                   | <b>block</b>                              | 85 x 117                                       |                 |              |              |              |
| <b>1/8 page</b>   | <b>upright</b>                            | 55 x 86  | <b>315</b>      | <b>425</b>   | <b>535</b>   | <b>645</b>   |
|                   | <b>horizontal</b>                         | 175 x 25                                       |                 |              |              |              |
|                   | <b>block</b>                              | 85 x 56  |                 |              |              |              |
| <b>1/16 page</b>  | <b>horizontal</b>                         | 175 x 10                                       | <b>158</b>      | <b>228</b>   | <b>298</b>   | <b>368</b>   |
|                   | <b>block</b>                              | 85 x 25  |                 |              |              |              |

\* ISO scale \*\* plus 3 mm bleed difference on all sides  
Further formats on request.

**Actual distributed circulation: 3,539 copies**

**You can find our technical informations and specifications for digital copy at  
[www.best-ad-media.de/data-delivery](http://www.best-ad-media.de/data-delivery)**

Journal format: 210 mm wide x 279 mm long  
Print space: 175 mm wide x 240 mm long  
Printing and binding methods: Offset, adhesive binding  
Contact: Monika Dannenberger (Advertising & Layout)  
phone +49 (0)611 / 78 78 – 148 | fax – 443



**2 Additional fees:**

|                   |  |                      |
|-------------------|--|----------------------|
| <b>Placement:</b> | 2nd, 3rd and 4th cover pages 4c                                | € 510                |
|                   | Binding placement requests                                     | € 510                |
| <b>Colour:</b>    | Fee for special colours: fee for each additional colour, price | on request           |
| <b>Format:</b>    | Ads over the binding:  | 10% of the b/w price |
|                   | Island position ads:   | 60% of the b/w price |
|                   | Satellite position ads:  | 10% of the b/w price |
|                   | Ads running into the bleed:                                    | 20% of the b/w price |

**3 Discounts:**

applicable for orders placed within the advertising year

|                |     |              |     |
|----------------|-----|--------------|-----|
| Quantity Scale |     | Length Scale |     |
| For 3 ads      | 3%  | 2 pages      | 5%  |
| For 5 ads      | 5%  | 5 pages      | 10% |
| For 7 ads      | 10% | 9 pages      | 15% |
| For 10 ads     | 15% | 12 pages     | 20% |

**Only one discount scale may be applied.**  
Discounts apply to all additional fees: colour, placement and bleed fees. Discounts do not apply to special costs or additional technical costs.

**4 Columns:**

|   |        |
|---|--------|
| Job Advertisements / Business Connections   | Page 6 |
| Source and supply index:  |        |
| Only orders for all issues of a year, 10 issues incl. special issues (no discounts available) |        |
| per line and publication  | € 6,70 |
| Logo, 4 colours (max. size 20 mm), per issue  | € 30   |
| additional logo, per issue  | € 15   |

**5 Special advertising forms:**

|   |         |
|---|---------|
| <b>Loose / Fixed Inserts:</b>                     |         |
| 2-page  | € 3,150 |
| 4-page  | € 5,220 |
| These prices apply for paper weights up to 170 g. |         |
| Delivered untrimmed, trimming on request.         |         |
| Discounts are based on the Length Scale:          |         |
| (1 sheet = 1/1 page)                              |         |

**Enclosures:** (no discounts available)

|                                     |            |
|-------------------------------------|------------|
| Loose, maximum size 203 mm x 272 mm |            |
| Up to 25 g per thousand             | € 270      |
| Up to 30 g per thousand             | € 280      |
| Number of enclosures                | on request |
| Prices for heavier enclosures       | on request |

**Fixed enclosures:** (no discounts available)

|   |            |
|---|------------|
| Per thousand up to 25 g, incl. gluing costs, applicable only with purchase of a 1/1 page ad | € 200      |
| Number of postcards   | on request |
| Larger and heavier formats (also applies for product samples)                               | on request |

**6 Contact:**

**Britta Dolch** (Head of Sales Management)  
phone +49 (0)611 / 78 78 – 323  
britta.dolch@best-ad-media.de

**Peter Schmidtman** (Media Sales)  
phone +49 (0)611 / 78 78 – 196  
peter.schmidtman@best-ad-media.de

**7 Payment conditions:**

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  
Bank Nr. (BLZ): 100 700 00 | Account Nr.: 069700300  
Swift/BIC: DEUTDEBB  
IBAN: DE09 1007 0000 0069 7003 00

**You can find our general terms and conditions at**  
[www.best-ad-media.de/gtc](http://www.best-ad-media.de/gtc)

## Advertisement formats and prices (Prices in Euro)

| Format                  | Type area formats<br>width x height in mm | Format for bleed ads<br>width x height in mm** | Basic price b/w | 2 colours*   | 3 colours*   | 4 colours*   |           |
|-------------------------|---|--|-----------------|--------------|--------------|--------------|-----------|
| <b>1/1 page</b>         | 175 x 240                                 | 210 x 279                                      | <b>2,770</b>    | <b>3,320</b> | <b>3,880</b> | <b>4,430</b> |           |
| <b>2/3 page upright</b> | 115 x 240                                 | 131 x 279                                      | <b>1,960</b>    | <b>2,352</b> | <b>2,744</b> | <b>3,136</b> |           |
| <b>1/2 page</b>         | <b>upright</b>                            | 85 x 240                                       | <b>1,390</b>    | <b>1,670</b> | <b>1,950</b> | <b>2,220</b> |           |
|                         | <b>horizontal</b>                         | 175 x 117                                      |                 |              |              |              | 210 x 137 |
| <b>1/3 page</b>         | <b>upright</b>                            | 55 x 240                                       | <b>990</b>      | <b>1,190</b> | <b>1,390</b> | <b>1,580</b> |           |
|                         | <b>horizontal</b>                         | 175 x 76                                       |                 |              |              |              | 210 x 86  |
|                         | <b>block</b>                              | 115 x 117                                      |                 |              |              |              | 131 x 137 |
| <b>1/4 page</b>         | <b>upright</b>                            | 40 x 240                                       | <b>765</b>      | <b>918</b>   | <b>1,071</b> | <b>1,224</b> |           |
|                         | <b>horizontal</b>                         | 175 x 56                                       |                 |              |              |              | 210 x 63  |
|                         | <b>block</b>                              | 85 x 117                                       |                 |              |              |              | 101 x 137 |
| <b>1/8 page</b>         | <b>upright</b>                            | 55 x 86  | <b>455</b>      | <b>546</b>   | <b>637</b>   | <b>728</b>   |           |
|                         | <b>block</b>                              | 85 x 56  |                 |              |              |              | –         |

### Classified ads available on request.

\* ISO scale \*\* plus 3 mm bleed difference on all sides

Applicable for Germany only – the current V.A.T. rate has to be added to all prices. You'll find our general terms and conditions at [www.best-ad-media.de/gtc](http://www.best-ad-media.de/gtc)

### Extra charges

**for colours:** per special colour on request

**Rate for box numbers:** Euro 12 (Germany)  
Euro 16 (foreign countries)

### Contact:

**Peter Schmidtman** (Media Sales)  
phone +49 (0)611 / 78 78 – 196  
[peter.schmidtman@best-ad-media.de](mailto:peter.schmidtman@best-ad-media.de)



Janus print (German / English)

The bilingual edition will be issued to decision-makers from all industries throughout Europe. The publication is directed towards manufacturers and users of adhesives and sealants.

It will be published in March, June, September and December 2012



(Handbook of Adhesive Technology)

The publication of this handbook alternates between a German and English version every year in cooperation with Klebstoffe e.V., a German commercial association and offers an overall view of adhesive and sealant providers, manufacturers and companies from the equipment, research and service industries.

It will be published in German in August 2012

## Combine and profit!

We will be pleased to advise you personally and create an individual offer. phone +49 (0)611 / 78 78 – 196



- 1 **Circulation monitoring:** –
- 2 **Circulation analysis:** average number of copies per issue in one year (July 1 2010 – June 30 2011)

|                                       |       |                   |     |
|---------------------------------------|-------|-------------------|-----|
| Print run:                            | 3,779 |                   |     |
| Actual distributed circulation (ADC): | 3,539 | of which, abroad: | 265 |
| Copies sold:                          | 1,109 | of which, abroad: | 28  |
| Subscription copies:                  | 1,109 | Member copies:    | –   |
| Individual sales:                     | –     |                   |     |
| Other sales:                          | –     |                   |     |
| Voucher copies:                       | 2,430 |                   |     |
| Reminder, archive and record copies:  | 240   |                   |     |

**3.1 Coverage in Germany structured according to postcode areas:  
Current coverage upon request**

**3 Geographical distribution analysis:**

| Economic area                        | Percentage of actual circulation |        |
|--------------------------------------|----------------------------------|--------|
|                                      | %                                | copies |
| Germany                              | 92.5                             | 3,274  |
| Foreign countries                    | 7.5                              | 265    |
| Actual distributed circulation (ADC) | 100.0                            | 3,539  |

## 19 Business Sectors / Subject Areas / Professional Groups

| Classification No. | Readership Groups  | Percentage |
|--------------------|--|------------|
| 24                 | Chemical industry  | 24         |
| 34, 35             | Manufacture of motor vehicles / parts, other vehicles (shipbuilding, rail vehicles, air and space) | 18         |
| 31, 32             | Electrical engineering, electronics  | 14         |
| 33                 | Medicine / MSR technology, optics  | 4          |
| 22, 21, 22         | Wood, paper, printing and publishing industries  | 10         |
| 29                 | Mechanical engineering   | 12         |
| 45                 | Construction industry  | 8          |
| 17, 19             | Textile industry, leather industry   | 4          |
| 36                 | Furniture/jewellery/sport/toys   | 3          |
| 74                 | Services for companies   | 2          |
|                    | Other  | 1          |
| <b>Total</b>       |  | <b>100</b> |

## 20 Size of Business Unit

|                        | Percentage |
|------------------------|------------|
| 1 bis 19 employees     | 30         |
| 20 bis 99 employees    | 23         |
| 100 bis 499 employees  | 22         |
| 500 and more employees | 20         |
| No specified           | 5          |
| <b>Total</b>           | <b>100</b> |

Publisher's own survey

**adhäsion KLEBEN&DICHTEN offers a lucrative target group.**

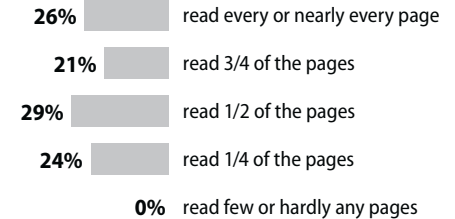
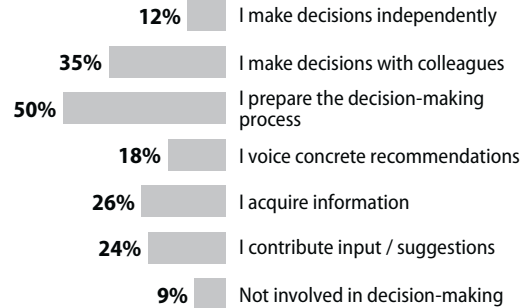
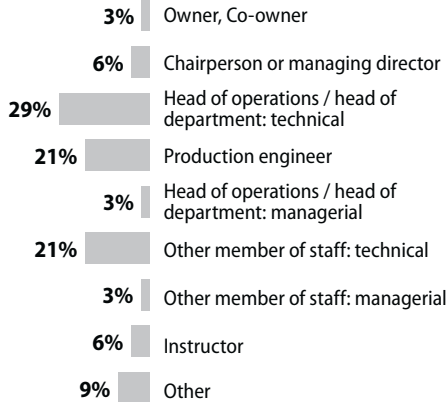
**adhäsion KLEBEN&DICHTEN leads your customers directly to you.**

**adhäsion KLEBEN&DICHTEN meets its readers' expectations.**

**Position in the company**

**Decision-making responsibility**

**Page traffic**



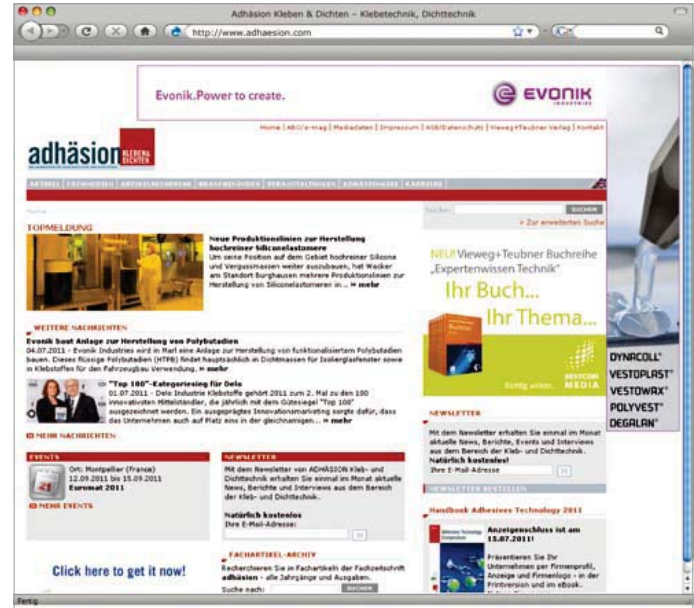
- **88%** of adhäsion KLEBEN&DICHTEN readers are decision-makers, consultants or advisers.

- **93%** contact a company because of an advertisement in adhäsion KLEBEN&DICHTEN, making it a crucial decision-making aid for this market

- A **63% page contact score** guarantees the success of your ad.



- 1 Web address (URL):** www.adhaesion.com
- 2 Brief description:** adhaesion.com offers articles on innovative bonding and joining technologies, cross-sector bonding technology news, and current information on the application-based bonding technology research from the “Research in bonding technology” database.
- 3 Target group:** Decision-makers and specialists engaged in innovative joining and bonding technologies from sectors including: Automotive, Aviation, Wood and Furniture, Paper and Packaging, Construction, Electronics, Machinery and Appliances, and Textiles.
- 4 Publishing company:** Springer Vieweg  
Springer Fachmedien Wiesbaden GmbH  
**Contact editor:** Dipl.-Ing. Marlene Doobe (Editor-in-Chief)  
phone +49 (0)611 / 78 78 – 283  
marlene.doobe@springer.com  
**Contact advertising:** **Britta Dolch** (Head of Sales Management)  
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carolin.habermann@best-ad-media.de
- 5 Usage data:** Page 13



**1 Advertisement formats and prices** (Prices in Euro)

| Web                                       | Pixel Format                | CPM        | kB           |
|---|-----------------------------|------------|--------------|
| Superbanner (Big Size)                    | 728 x 90                    | 75         | max. 45      |
| Skyscraper                                | 120 x 600                   | 75         | max. 45      |
| Wide Skyscraper                           | 160 x 600 or 200 x 600      | 75         | max. 45      |
| Medium Rectangle Site Rotation            | 300 x 250                   | 75         | max. 45      |
| Medium Rectangle Fixed 1st Position       | 300 x 250                   | 85         | max. 45      |
| Expandable Rectangle Small                | from 300 x 250 to 630 x 250 | 100        | max. 45      |
| Expandable Rectangle Large                | from 300 x 250 to 630 x 350 | 125        | max. 45      |
| Video Rectangle (Polite Streaming)        | 300 x 250                   | 75         | max. 45      |
| Wallpaper (Superbanner + Skyscraper)      | 728 x 90 +<br>120 x 600     | 150        | each max. 45 |
| Layer Ad + Rectangle Reminder (Tandem Ad) | on request                  | 150        | max. 45      |
| Half Page                                 | 300 x 600                   | 150        | max. 45      |
| Expandable Half Page                      | from 300 x 600 to 630 x 600 | on request | max. 45      |
| Text and Logo (GIF)                       | 300 x 115                   | 55         | max. 45      |

For details on special ad formats, please visit [www.best-ad-media.de/special-ads](http://www.best-ad-media.de/special-ads)

- 2 Discounts:** On request (conditions agreed on for print media do not apply for online media)
- 3 Payment conditions:** 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  
Bank Nr. (BLZ): 100 700 00 | Account Nr.: 069700300  
Swift/BIC: DEUTDEBB  
IBAN: DE09 1007 0000 0069 7003 00

You can find our general terms and conditions at [www.best-ad-media.de/gtc](http://www.best-ad-media.de/gtc)

- 1 **Access control:** –
- 2 **Usage data:** Visits:  
3,700 per month (Ø July 2010 – June 2011)  
Page Impressions:  
10,400 per month (Ø July 2010 – June 2011)  
For the latest usage data, visit:  
[www.best-ad-media.de/details-adhaesion-online](http://www.best-ad-media.de/details-adhaesion-online)

## Results of the 2011 adhaesion.com User Survey

### adhaesion.com offers an attractive advertising environment.

Portal characteristics (very good/good)



### Ads on adhaesion.com activate users.

- ▶ **94%** of our users reported acquiring further information at a provider's homepage because of information on products or providers they saw on adhaesion.com.

### Our users are predominantly male.

- ▶ **84%** male, **16%** female

### adhaesion.com users are well educated.

- ▶ **80%** have degrees from a traditional university or university of applied sciences; some even have their doctorates.

### adhaesion.com successfully reaches decision-makers.

- ▶ **96%** of our users either make investment decisions directly or fulfil an advisory function in investment planning at their companies.
- ▶ **51%** hold leadership positions at their companies.

Source: 2011 Online User Survey, n=137, conducted by Best Ad Media + eResult

- 1 Name:** Newsletter adhäsion KLEBEN&DICHTEN, newsletter@adhaesion.com
- 2 Brief description:** adhesion provides readers with summaries of news on adhesive technologies and from the industry. It also informs readers about upcoming fairs and events in the adhesives sector.
- 3 Target group:** Decision-makers and specialists engaged in innovative joining and bonding technologies from sectors including: Automotive, Aviation, Wood and Furniture, Paper and Packaging, Construction, Electronics, Machinery and Appliances, and Textiles.
- 4 Frequency:** fortnightly, every Wednesday
- 5 Publishing company:** Springer Vieweg  
Springer Fachmedien Wiesbaden GmbH  
**Contact editor:** Dipl.-Ing. Marlene Doobe (Editor-in-Chief)  
phone +49 (0)611 / 78 78 – 283  
marlene.doobe@springer.com  
**Contact advertising:** **Britta Dolch** (Head of Sales Management)  
phone +49 (0)611 / 78 78 – 323  
britta.dolch@best-ad-media.de  
**Peter Schmidtmann** (Media Sales)  
phone +49 (0)611 / 78 78 – 196  
peter.schmidtmann@best-ad-media.de  
**Carolin Habermann** (Sales Management Online)  
phone +49 (0)611 / 78 78 – 211  
carolin.habermann@best-ad-media.de
- 6 Usage data:** Current number of recipients on request and at [www.best-ad-media.de/details-adhaesion-online](http://www.best-ad-media.de/details-adhaesion-online)



### 1 Advertisement formats and prices (Prices in Euro)

| Newsletter                                       | Pixel Format                           | Fixed Price | kB      |
|--|--|-------------|---------|
| Advertorial/Textad + Logo/Picture (GIF or JPEG)* | Pic 140 x 100, Text 300 characters **) | 350         | max. 45 |
| Advertorial/Textad + Logo/Picture (GIF or JPEG)* | Pic 140 x 100, Text 650 characters **) | 450         | max. 45 |
| Fullsize Banner (GIF or JPEG)*                   | 468 x 60                               | 450         | max. 45 |
| Rectangle (GIF or JPEG)*                         | 300 x 250                              | 450         | max. 45 |

\*) not animated files; \*\*) incl. spaces

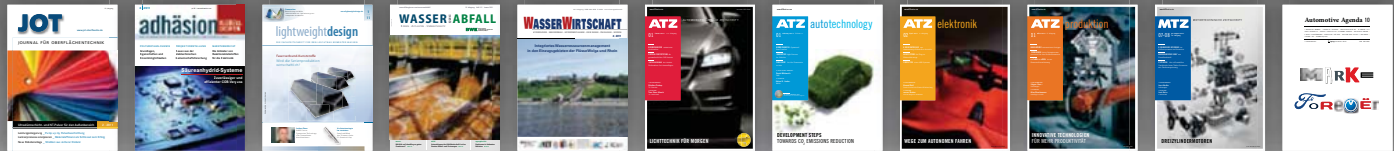
- 2 Discounts:** Conditions agreed for print media will not be applied for online media, on request
- 3 Payment conditions:** 2% discount for payment prior to publication; 15% agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany; additional VAT applies to all prices listed; payment due: upon receipt of invoice.

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You can find our specifications for online advertising at [www.best-ad-media.de/data-delivery](http://www.best-ad-media.de/data-delivery)

# A world of information from the automotive, materials and energy fields



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