

# 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



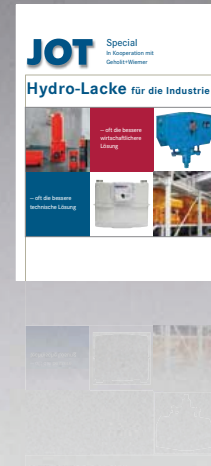
Books



Corporate Publishing



Events



# JOT live

# JOT

## Trade journal

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- 1 Title:** JOT Journal für Oberflächentechnik
- 2 Brief description:** JOT's feature topics provide user-friendly and practical information on all facets of surface technologies: wet coating, powder coating, pre-treatment / cleaning, paint removal, coil coating, electroplating, thin coating, enamelling, blasting, sanding, environmental engineering, coatings / chemicals, measuring, testing, and materials handling.
- 3 Target group:** Decision-makers from all sectors of the industry involving surface engineering, including the automotive industry, mechanical engineering, metal products manufacture, and precision engineering/optics
- 4 Frequency:** 18 times a year (incl. specials)
- 5 Magazine size:** 210 mm x 279 mm
- 6 Year of publication:** 52nd volume 2012
- 7 Subscription price:** Yearly subscription  
Germany/foreign countries € 161 (plus p&p)  
Single issue € 16 (plus p&p)
- 8 Official journal of:** EGL Europäische Gesellschaft für Lackiertechnik e. V.
- 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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**13 Editor:**

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**14 Scope analysis 2010 = 17 issues incl. Special issues**

|                    |             |   |        |
|--------------------|-------------|---|--------|
| Total volume       | 1,564 pages | = | 100.0% |
| Editorial part     | 903 pages   | = | 57.7%  |
| Advertisement part | 661 pages   | = | 42.3%  |
| Supplements        | 10 items    |   |        |

**15 Content analysis of the editorial part**

|                                   |           |   |        |
|-----------------------------------|-----------|---|--------|
|                                   | 903 pages | = | 100.0% |
| Preparing, cleaning               | 188 pages | = | 20.8%  |
| Blasting                          | 28 pages  | = | 3.1%   |
| Wet coating                       | 173 pages | = | 19.2%  |
| Powder coating                    | 128 pages | = | 14.2%  |
| Coatings                          | 43 pages  | = | 4.8%   |
| Paint removal                     | 18 pages  | = | 2.0%   |
| Electroplating                    | 27 pages  | = | 3.0%   |
| Thin coatings                     | 17 pages  | = | 1.9%   |
| Measuring, testing, controlling   | 38 pages  | = | 4.2%   |
| Materials handling                | 16 pages  | = | 1.8%   |
| Accessories*                      | 19 pages  | = | 2.1%   |
| Others                            | 57 pages  | = | 6.3%   |
| Names - trends - deadlines/market | 108 pages | = | 12.0%  |
| Product information               | 43 pages  | = | 4.8%   |

\*) Accessories includes topics such as pumps, compressors, nozzles, valves, jointing and covering components, hooks, stands filters and pneumatic systems.



This programme provides an overview of the topics planned for 2012. Basic knowledge is communicated and processes, systems and equipment are presented and compared with each other through finished specialist topics, market overviews and supplementary special topics. Product information in each issue and trade-fair reports provide an additional overview of the entire range of surface technology.

Key editorial topics
Topic in the issue
Topic not in the issue

| Issue, Month, (AD)*, (CD)*, (PD)*                                    | Exhibitions, events, conferences  | Liquid coating, coating systems, application technology | Powder coating | Coatings | Electroplating | Thin films | Cleaning and pre-treatment | Blasting | Paint removal | Other topics        |
|--|---|---|----------------|----------|----------------|------------|----------------------------|----------|---------------|---------------------|
| <b>1 January</b><br>AD 01.12.2011<br>CD 08.12.2011<br>PD 30.12.2011  | <b>Euroguss</b> , Nuremberg, Germany (17-19.01.)  |   |                |          |                |            |                            |          |               | Conveying systems   |
| <b>2 February</b><br>AD 09.01.2012<br>CD 16.01.2012<br>PD 03.02.2012 | <b>METAV</b> , Düsseldorf, Germany (28.02.-03.03.)  |   |                |          |                |            |                            |          |               | Accessoires**       |
| <b>3 March</b><br>AD 02.02.2012<br>CD 09.02.2012<br>PD 29.02.2012    | <b>JOTlive EPS-Pulvertagung</b> , Munich, GER (01-02.03.)<br><b>Fachtagung Industrielle Reinigung</b> , Munich, GER (01-02.03.)<br><b>Medtec</b> , Stuttgart, GER (13-15.03.) |   |                |          |                |            |                            |          |               | Measuring + testing |
| <b>4 April</b><br>AD 05.03.2012<br>CD 12.03.2012<br>PD 30.03.2012    | <b>PaintExpo</b> , Karlsruhe, Germany (17-20.04.)<br><b>Hannover Messe</b> , Hanover, Germany (23-27.04.)   |   |                |          |                |            |                            |          |               | Conveying systems   |
| <b>5 May</b><br>AD 02.04.2012<br>CD 10.04.2012<br>PD 30.04.2012      |   | Painting robots   |                |          |                |            |                            |          |               | Software            |
| <b>6 June</b><br>AD 02.05.2012<br>CD 09.05.2012<br>PD 31.05.2012     | <b>O&amp;S</b> , Stuttgart, Germany (12-14.06.)<br><b>ACHEMA</b> , Frankfurt/Main, Germany (18-22.06.)  |   |                |          |                |            |                            |          |               | Measuring + testing |

| Issue, Month, (AD)*, (CD)*, (PD)*                                     | Exhibitions, events, conferences   | Liquid coating, coating systems, application technology | Powder coating       | Coatings | Electroplating | Thin films | Cleaning and pre-treatment          | Blasting | Paint removal | Other topics                |
|---|--|---|----------------------|----------|----------------|------------|-------------------------------------|----------|---------------|-----------------------------|
| <b>7 July</b><br>AD 04.06.2012<br>CD 11.06.2012<br>PD 29.06.2012      |  | Corrosion protection                                    | Corrosion protection |          |                |            |                                     |          |               | Pumps, filters              |
| <b>8 August</b><br>AD 04.07.2012<br>CD 11.07.2012<br>PD 31.07.2012    |  |   |                      |          |                |            |                                     |          |               | Coil Coating                |
| <b>9 September</b><br>AD 06.08.2012<br>CD 13.08.2012<br>PD 31.08.2012 | <b>ZVO Oberflächentage</b> , Darmstadt, Germany (26-28.09.)<br><b>IAA Nutzfahrzeuge</b> , Hanover, Germany (20-27.09.)   |   |                      |          |                |            |                                     |          |               | Measuring + testing         |
| <b>10 October</b><br>AD 03.09.2012<br>CD 10.09.2012<br>PD 28.09.2012  | <b>Aluminium</b> , Düsseldorf, GER (09-11.10.)<br><b>Materialica</b> , Munich, GER (23-25.10.)<br><b>parts2clean</b> , Stuttgart, GER (23-25.10.)<br><b>Euroblech</b> , Hanover, GER (23-27.10.) |   |                      |          |                |            | <b>Parts2Clean-trade-fair issue</b> |          |               | Accessoires**               |
| <b>11 November</b><br>AD 02.10.2012<br>CD 10.10.2012<br>PD 30.10.2012 | <b>Fachtagung JOTlive Industrie-Lackierung</b> , Stuttgart, Germany (13-14.11.)  |   |                      |          |                |            |                                     |          |               | Conveying systems, Software |
| <b>12 December</b><br>AD 05.11.2012<br>CD 12.11.2012<br>PD 30.11.2012 |  |   |                      |          |                |            |                                     |          |               | Measuring + testing         |
| <b>13 MÜ 2012</b><br>AD 01.02.2012<br>CD 09.02.2012<br>PD 28.02.2012  |  |   |                      |          |                |            |                                     |          |               |                             |

Topic preview also on the Internet: [www.best-ad-media.de](http://www.best-ad-media.de) and [www.jot-oberflaeche.de](http://www.jot-oberflaeche.de)

\*\* Accessories refers to the topics of pumps, compressors, nozzles, valve and covering elements, hooks, racks, filters, air supply and more.

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

This overview of the topics planned for 2012 should help you in your advance planning; the editorial department reserves the right to make changes. For more and up-to-date information, please call +49 (0)611 / 78 78 – 250



## 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>6,692</b>    | <b>7,302</b> | <b>7,912</b> | <b>8,522</b> |           |
| <b>1/1 page</b>   | 175 x 240                                 | 210 x 279                                      | <b>3,345</b>    | <b>3,955</b> | <b>4,565</b> | <b>5,175</b> |           |
| <b>2/3 page</b>   | <b>upright</b>                            | 115 x 240                                      | <b>2,231</b>    | <b>2,778</b> | <b>3,325</b> | <b>3,872</b> |           |
|                   | <b>horizontal</b>                         | 175 x 156                                      |                 |              |              |              | 210 x 177 |
| <b>Juniorpage</b> | 115 x 178                                 | 131 x 198                                      | <b>1,884</b>    | <b>2,194</b> | <b>2,504</b> | <b>2,814</b> |           |
| <b>1/2 page</b>   | <b>upright</b>                            | 85 x 240                                       | <b>1,727</b>    | <b>2,037</b> | <b>2,347</b> | <b>2,657</b> |           |
|                   | <b>horizontal</b>                         | 175 x 117                                      |                 |              |              |              | 210 x 137 |
| <b>1/3 page</b>   | <b>upright</b>                            | 55 x 240                                       | <b>1,149</b>    | <b>1,459</b> | <b>1,769</b> | <b>2,079</b> |           |
|                   | <b>horizontal</b>                         | 175 x 76                                       |                 |              |              |              | 210 x 86  |
| <b>1/4 page</b>   | <b>upright</b>                            | 40 x 240                                       | <b>850</b>      | <b>1,050</b> | <b>1,250</b> | <b>1,450</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>430</b>      | <b>540</b>   | <b>650</b>   | <b>760</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>224</b>      | <b>334</b>   | <b>444</b>   | <b>554</b>   |           |
|                   | <b>block</b>                              | 85 x 25  |                 |              |              |              | –         |

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

**Actual distributed circulation: 9,643 copies**



## 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%  | 3 pages      | 5%  |
| For 6 ads      | 5%  | 6 pages      | 10% |
| For 9 ads      | 10% | 9 pages      | 15% |
| For 12 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, 14 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  | € 3,986 |
| 4-page  | € 6,087 |
| 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             | € 275      |
| Up to 30 g per thousand             | € 285      |
| 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 | € 210      |
| Number of postcards   | on request |
| Larger and heavier formats (also applies for product samples)                               | on request |

## 6 Contact:

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**Silke Travnitschek** (Media Sales)  
phone +49 (0)611 / 78 78 – 338  
silke.travnitschek@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                                      |                 |              |              |              |
| <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                                       |                 |              |              |              |
|                         | <b>block</b>                              | 115 x 117                                      |                 |              |              |              |
| <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                                       |                 |              |              |              |
|                         | <b>block</b>                              | 85 x 117                                       |                 |              |              |              |
| <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:

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[silke.travnitschek@best-ad-media.de](mailto:silke.travnitschek@best-ad-media.de)



- 1 Journal format:** 210 mm wide x 279 mm long
- Print space:** 175 mm wide x 240 mm long
- 2 Printing and binding methods:** Offset, adhesive binding
- 3 File transfer:**

**FTP:**  
Access information on request

**E-Mail:**  
petra.steffen-munsberg@best-ad-media.de  
Maximum file size: 10 MB!  
Please use Winzip (.zip) to compress your file.  
The name of the zip file should start with the journal name, followed by the issue and customer name.
- 4 File formats:** Please submit the print-ready PDF X3 files in the size of the ad format.  
Ads running into the bleed must be positioned with a 3 mm bleed on the page(s) in question.
- 5 Colours:** Special colours must be defined using their HKS or Pantone specifications.  
The maximum colour coating should not exceed 300%.  
Offset profile = Iso Coated V2 300
- 6 Proofs:** Since we use Process Standard Offset (PSO) printing, we don't need proofs.
- 7 File archiving:** Since files are archived for 1 year, repeat printings of the unchanged files are possible as a rule. However, we do not offer a guarantee as to file availability.
- 8 Liability:** The commissioning party assumes responsibility for the timely submission of the advertising text and suitable, error-free printing materials and/or inserts. Should clearly unsuitable or damaged materials be submitted, the publisher will demand their immediate replacement. Should no suitable materials be submitted, the publisher will print the advertisement in the quality the submitted materials allow.
- 9 Contact:** Petra Steffen-Munsberg, Advertising & Layout  
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(JOT Market Overview)  
Extensive directory of suppliers and service providers. Over 1,400 systematically organised entries.

PD 28.02.2012



(Industrial Parts Cleaning)  
The special issue offers extensive information on the fundamentals, current findings and new developments in this area.

PD 29.06.2012



(Corrosion Protection)  
Innovative solutions for cost-effective and environmentally-friendly corrosion protection.

PD 30.10.2012



This special issue is published three times per year and offers information on new and important developments in surface technology.

PD 23.03.2012

PD 24.07.2012

PD 23.11.2012

**JOT**  
**live** [www.jotlive.de](http://www.jotlive.de)

**EPS 2012 - Der Pulvertreff Fachtagung Elektrostatisches Pulverbeschichten**

Munich, Germany (01-02.03.2012)

**Industrie-Lackierung 2012 Fachtagung industrielles Nasslackieren**

Stuttgart, Germany (13-14.11.2012)

**Combine and profit!**

We will be pleased to advise you personally and create an individual offer. phone +49 (0)611 / 78 78 – 250



### 1 Circulation monitoring:



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

|                                       |        |                   |     |
|---------------------------------------|--------|-------------------|-----|
| Print run:                            | 10,200 |                   |     |
| Actual distributed circulation (ADC): | 9,643  | of which, abroad: | 769 |
| Copies sold:                          | 1,929  | of which, abroad: | 377 |
| Subscription copies:                  | 1,829  | Member copies:    | -   |
| Individual sales:                     | 5      |                   |     |
| Other sales:                          | 95     |                   |     |
| Voucher copies:                       | 7,714  |                   |     |
| Reminder, archive and record copies:  | 557    |                   |     |

### 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                              | 92.0                             | 8,874  |
| Foreign countries                    | 8.0                              | 769    |
| Actual distributed circulation (ADC) | 100.0                            | 9,643  |

# Comprehensive solutions tailored to your individual goals.

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**BEST AD  
MEDIA**

## PRINT

Magazines  
Books  
Specials

## DIGITAL

Portals  
Newsletters  
Content Integration

## FAIRS/ CONGRESSES

Exhibition area  
Sponsoring

## CORPORATE PUBLISHING

Customer publications  
Employee communication  
Business reports



## 1.1 Branches

| Target groups   | Maximum readership reach |                    |
|---|--------------------------|--------------------|
|   | %                        | Projection (circa) |
| Chemical industry   | 8.9                      | 870                |
| Manufacture of rubber and synthetic products  | 3.9                      | 380                |
| Metal production and processing (incl. steel and light metal construction / surface refinement, mechanics, metal goods) | 26.8                     | 2,630              |
| Manufacture of metal products   | 3.7                      | 360                |
| Mechanical engineering  | 20.4                     | 2,000              |
| Electrical engineering  | 3.7                      | 360                |
| Precision engineering, optics   | 0.1                      | 10                 |
| Vehicle construction  | 10.1                     | 990                |
| Furniture, music, sports and toys   | 1.6                      | 160                |
| Architect's or engineer's offices   | 1.2                      | 120                |
| Research and education / training   | 0.2                      | 20                 |
| Services and consulting   | 6.5                      | 640                |
| Plant construction  | 5.8                      | 570                |
| Sale and manufacture of lacquers and paints   | 2.2                      | 220                |
| (Wage) Painting   | 4.8                      | 470                |
| Rounding error  |                          | -2                 |
|   | <b>100.0</b>             | <b>9,802</b>       |

## 1.2 Size of the business unit

| Target groups            | Maximum readership reach |                    |
|--------------------------|--------------------------|--------------------|
|                          | %                        | Projection (circa) |
| 1 to 2 employees         | 1.9                      | 190                |
| 3 to 4 employees         | 3.1                      | 300                |
| 5 to 9 employees         | 6.6                      | 650                |
| 10 to 19 employees       | 3.9                      | 380                |
| 20 to 49 employees       | 9.7                      | 950                |
| 50 to 99 employees       | 10.5                     | 1,030              |
| 100 to 199 employees     | 15.1                     | 1,480              |
| 200 to 499 employees     | 20.9                     | 2,050              |
| 500 to 999 employees     | 14.9                     | 1,460              |
| 1.000 to 1.999 employees | 6.8                      | 670                |
| 2.000 or more employees  | 5.6                      | 550                |
| No response              | 1                        | 100                |
| Rounding error           |                          | -8                 |
|                          | <b>100.0</b>             | <b>9,802</b>       |



## 2.2 Sociodemographics

### 2.2.1 Education and training

| Target groups   | Maximum readership reach |                    |
|---|--------------------------|--------------------|
|   | %                        | Projection (circa) |
| Apprenticeship (net)  | 76.9                     | 7,540              |
| Technical apprenticeship  | 38.0                     | 3,730              |
| Trade / craft apprenticeship  | 28.0                     | 2,750              |
| Business / managerial apprenticeship  | 5.4                      | 530                |
| Other apprenticeship  | 4.4                      | 430                |
| Vocational school   | 34.1                     | 3,340              |
| (Vocational) university of applied sciences (net)   | 44.8                     | 4,390              |
| Degree – university of applied sciences   | 21.2                     | 2,080              |
| Technical / natural sciences degree – traditional university / university of applied sciences | 17.7                     | 1,740              |
| Business degree – traditional university / university of applied sciences                     | 6.6                      | 650                |
| University degree (other)   | 1.5                      | 150                |
| Other   | 0.0                      | 0                  |
| No response   | 3.4                      | 110                |

Multiple answers possible (100% = 9,802 readers)

### 2.2.2 Age

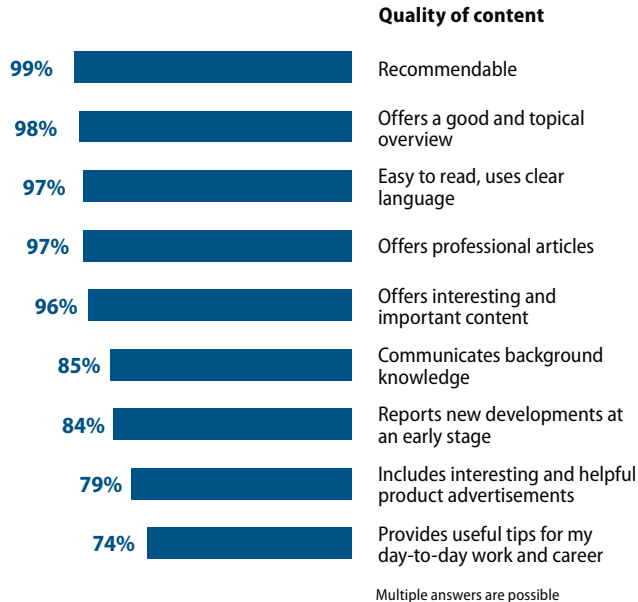
| Target groups     | Maximum readership reach |                    |
|-------------------|--------------------------|--------------------|
|                   | %                        | Projection (circa) |
| Up to 19 years    | 1.0                      | 100                |
| 20 to 29 years    | 5.5                      | 540                |
| 30 to 39 years    | 11.9                     | 1,170              |
| 40 to 49 years    | 44.4                     | 4,350              |
| 50 to 59 years    | 28.5                     | 2,790              |
| 60 to 64 years    | 6.5                      | 640                |
| 65 years or older | 0.8                      | 80                 |
| No response       | 1                        | 140                |
| Rounding error    |                          | -8                 |
|                   | <b>100.0</b>             | <b>9,802</b>       |

### Overview of empirical methods – JOT

1. Methodology: Readership analysis through telephone interviews – randomly selected
2. Statistical population: Actual distributed circulation: 9,802 = 100%  
Not reflected in the analysis: 172 = 1.9%
3. Random sample: 250 net interviews, 70.4% response rate, randomly selected
4. Target group: Primary readers
5. Timeframe: 2 May to 1 June, 2011
6. Research conducted by: TNS Emnid Medien- und Sozialforschung GmbH, Bielefeld

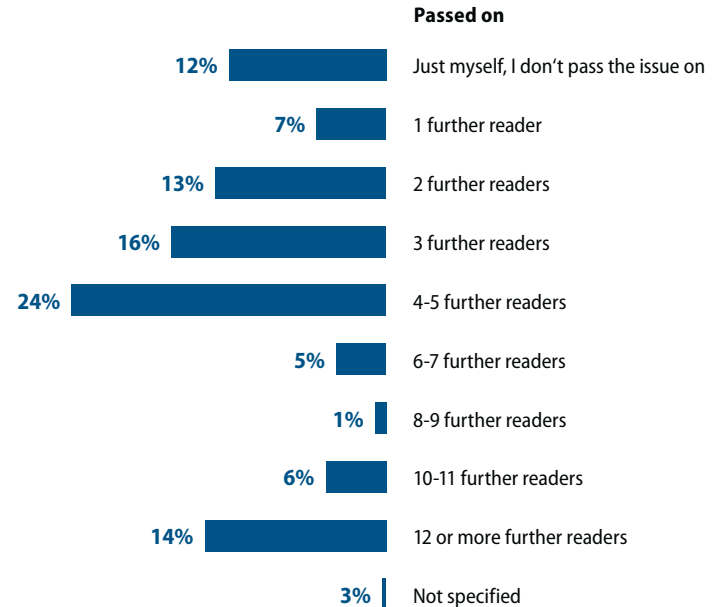
For a detailed description of the methods utilised, please visit [www.best-ad-media.de/lsa](http://www.best-ad-media.de/lsa).

### Its outstanding editorial quality creates an attractive advertising environment.



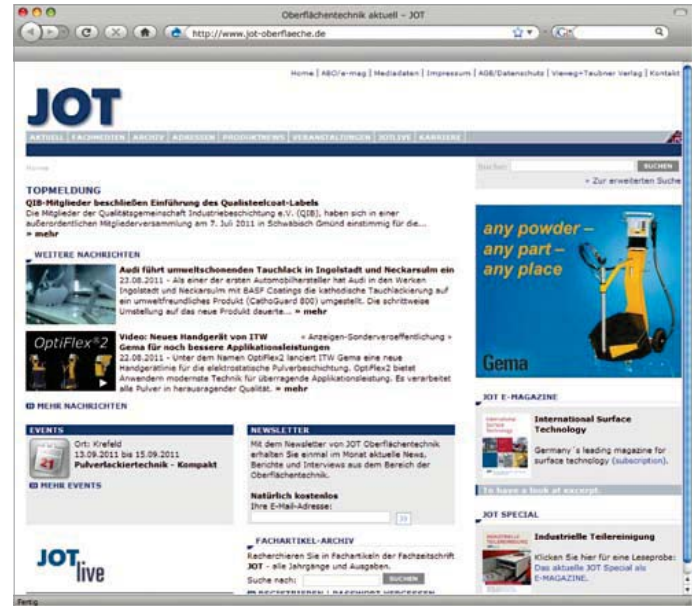
- JOT readers are decision makers and advisors.  
**92%** of JOT readers are actively involved in investment decisions.

### The estimated average of 6 readers per issue increases our reach and ensures additional advertising exposure.



- Ads in JOT activate our readers.  
**82%** of our readers reported acquiring further information on providers or products because of ads they found in JOT.

- 1 **Web address (URL):** www.jot-oberflaeche.de
  - 2 **Brief description:** jot-oberflaeche.de provides current, practice-based and user-oriented coverage on all subjects relating to surface technology, such as: coating systems, electroplating, cleaning, pretreatment, abrasive blasting, sanding, measuring and testing technologies, etc.
  - 3 **Target group:** Decision-makers from all sectors of the industry involving surface engineering, including the automotive industry, mechanical engineering, metal products manufacture, and precision engineering/optics
  - 4 **Publishing company:** Springer Vieweg  
Springer Fachmedien Wiesbaden GmbH
- Contact editor:** Jochen Kecht (Editor-in-Chief)  
Aschauer Str. 30, 81549 Munich, Germany  
phone +49 (0)89 / 20 30 43 – 23 05  
jochen.kecht@springer.com
- Contact advertising:** **Petra Neumann** (Sales Management)  
phone +49 (0)611 / 78 78 – 250  
petra.neumann@best-ad-media.de
- Silke Travnitschek** (Media Sales)  
phone +49 (0)611 / 78 78 – 338  
silke.travnitschek@best-ad-media.de
- Carolyn Habermann** (Sales Management Online)  
phone +49 (0)611 / 78 78 – 211  
carolin.habermann@best-ad-media.de
- 5 **Usage data:** Page 16



## 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)**

You can find our specifications for online advertising on page 17.

- 1 **Access control:** –
- 2 **Usage data:**
  - Visits:  
6,300 per month (Ø July 2010 – June 2011)
  - Page Impressions:  
16,100 per month (Ø July 2010 – June 2011)
  - For the latest usage data, visit:  
[www.best-ad-media.de/details-jot-oberflaeche-online](http://www.best-ad-media.de/details-jot-oberflaeche-online)

## Results of the 2011 jot-oberflaeche.de User Survey

### jot-oberflaeche.de offers an attractive advertising environment.

Portal characteristics (very good/good)



### Ads on jot-oberflaeche.de activate users.

- ▶ **90%** of our users reported acquiring further information at a provider's homepage because of information on products or providers they saw on jot-oberflaeche.de.

### Our users are predominantly male.

- ▶ **88%** male, **12%** female

### jot-oberflaeche.de users are well educated.

- ▶ **71%** have degrees from a traditional university or university of applied sciences; some even have their doctorates.

### jot-oberflaeche.de successfully reaches decision-makers.

- ▶ **95%** of our users either make investment decisions directly or fulfil an advisory function in investment planning at their companies.
- ▶ **64%** hold leadership positions at their companies.

Source: 2011 Online User Survey, n=167, conducted by Best Ad Media + eResult

### 1 Data formats:

Flash, GIF, HTML, JPEG  
Redirects possible

If Flash files are submitted, an alternative GIF version should always also be sent as a fallback image.

Size: max. 45 kB per advertisement. The maximum allowable file size is based on the file size of the respective file(s).

Best Ad Media reserves the right to reject files that would be especially straining for CPUs; a utilisation level of 40% may not be exceeded (for standard PCs).

Sound can be included in advertisements, provided the following conditions are met:

- At the start of the advertisement, the sound must be turned off. Only a specific action on the part of the user (click) should activate the sound.
- There should be a clearly visible button to turn off the sound.
- When the ad (e.g. its layer) is closed, the sound must automatically end.

Information on Flash, expandable advertisements, HTML, and the use of redirects:  
[www.best-ad-media.de/data-delivery](http://www.best-ad-media.de/data-delivery)

### 2 Delivery address:

[banner@best-ad-media.de](mailto:banner@best-ad-media.de)

### 3 Delivery deadline:

Up to 2 business days prior to activation

Target link:

Please be sure to include the target link for each ad.

### 4 Newsletter advertisements:

If newsletter-format ads are submitted, please note that animations cannot be displayed.

### 5 Contact:

Nicole Brzank  
Advertising & Layout  
phone +49 (0)611 / 78 78 – 616  
[banner@best-ad-media.de](mailto:banner@best-ad-media.de)

- 1 Name:** Newsletter JOT,  
newsletter@jot-oberflaeche.de
- 2 Brief description:** This newsletter contains up-to-date, practical and user-oriented coverage of a broad range of topics related to surface engineering, such as: paint finishing systems, electroplating, cleaning, pretreatment, abrasive blasting, grinding, and measuring and testing technologies.
- 3 Target group:** Decision-makers from all sectors of the industry involving surface engineering, including the automotive industry, mechanical engineering, metal products manufacture, and precision engineering/optics
- 4 Frequency:** fortnightly, every Wednesday
- 5 Publishing company:** Springer Vieweg  
Springer Fachmedien Wiesbaden GmbH
- Contact editor:** Jochen Kecht (Editor-in-Chief)  
Aschauer Str. 30, 81549 Munich, Germany  
phone +49 (0)89 / 20 30 43 – 23 05  
jochen.kecht@springer.com
- Contact advertising:** **Petra Neumann** (Sales Management)  
phone +49 (0)611 / 78 78 – 250  
petra.neumann@best-ad-media.de  
**Silke Travnitschek** (Media Sales)  
phone +49 (0)611 / 78 78 – 338  
silke.travnitschek@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-jot-oberflaeche-online](http://www.best-ad-media.de/details-jot-oberflaeche-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

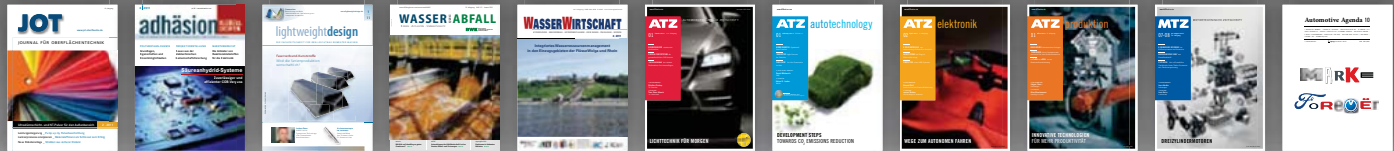
- 2 Discounts:** Conditions agreed for print media will not be applied for online media, on request
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**Banking information:** Springer Fachmedien Wiesbaden GmbH  
 Deutsche Bank Berlin  
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 Swift/BIC: DEUTDE33  
 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)**

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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[www.lightweight-design.de](http://www.lightweight-design.de)  
[www.umwelt.springer-vieweg.de](http://www.umwelt.springer-vieweg.de)  
[www.ATZonline.de](http://www.ATZonline.de)

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