

Media Information 2012

Advertising rate card no. 05

Valid from 01.10.2011

lightweightdesign

Print + Online



We're there for you!

Your contact partners in the advertising marketing department:



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Journals



Online solutions



Books



Corporate Publishing



Trade journal

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- 1 Title:** lightweight design
- 2 Brief description:** The magazine lightweight design is aimed at promoting the use of lightweight materials and structures for the purpose of reducing weight and saving energy. It reports on the implementation of lightweight design principles in the development and manufacturing of new products along the entire value creation chain, from materials technology and design techniques to simulation and optimisation processes, to manufacturing, quality assurance and recycling.
- 3 Target group:** Decision-makers in all sectors of the industry that involve moving masses (e.g. transport and aviation, shipbuilding, mechanical engineering and plant manufacturing)
- 4 Frequency:** 6 times a year
- 5 Magazine size:** 210 mm x 279 mm
- 6 Year of publication:** 5th volume 2012
- 7 Subscription price:** Yearly subscription
Germany/foreign countries € 105 (plus p&p)
Single issue € 21 (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/
Head of Key Account Management)
Britta Dolch (Head of Sales Management)
Petra Neumann (Sales Management)
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Silke Travnitschek (Media Sales)
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silke.travnitschek@best-ad-media.de
- 13 Editor:** Wolfgang Siebenpfeiffer (Editor-in-Chief)
Ulrich Knorra (Editor)
phone +49 (0)611 / 78 78 – 314 · fax – 462
ulrich.knorra@springer.com

14 Scope analysis 2010 = 6 issues:

Total volume	412 pages	=	100.0%
Editorial part	353 pages	=	85.7%
Advertisement part	59 pages	=	14.3%
Supplements	4 items		
15 Content analysis of the editorial part:	353 pages	=	100.0%

Engineering & design	84 pages	=	23.8%
Management	7 pages	=	2.0%
Interview	20 pages	=	5.7%
Products	55 pages	=	15.6%
Current	37 pages	=	10.5%
Manufacturing & process technology	67 pages	=	19.0%
Materials	61 pages	=	17.3%
Others	22 pages	=	6.2%

Issue, Month, (AD)*, (CD)*, (PD)*	Fairs, Events, Congresses	Main Subjects	Materials	Connecting Technology	Application Fields
1 Jan. / Feb. AD 03.02.2012 CD 10.02.2012 PD 07.03.2012	boot , Düsseldorf, GER (21-29.01.) 4. EUCOMAS , Hamburg, GER (07.-08.02.) Textil Innovativ , Fürth/Bay, Germany (09.02.) METAV , Düsseldorf, Germany (28.2.-03.03.) Material Innovativ , Rosenheim, Germany (14.03.)	Material selection and joining process	Composites, plastics, light metals, steel, multimaterial, material characterisation	Welding, laser welding, brazing, riveting, screwing, adhesive bonding, clinching	Aviation
2 March / April AD 15.03.2012 CD 22.03.2012 PD 18.04.2012	Innomateria , Colgne, Germany (22-23.5.) Kunststoffe i. Automobilbau (VDI) , Mannheim, Germany (21-22.03.) Hannover Messe Industrie , Hanover, Germany (23-27.04.) careers4engineers automotive , Stuttgart, Germany (28.04.) JEC , Paris, France (27.-29.03.)	New composite materials			Automotive engineering
3 May / June AD 08.05.2012 CD 15.05.2012 PD 13.06.2012	16. Dresdner Leichtbausymposium , Dresden, Germany (14-15.06.) Lima , Chemnitz, Germany (08-10.05.) mtex , Chemnitz, Germany (08-10.05.) ACHEMA , Frankfurt/Main, Germany (18-22.06.) 6. CFK-Valley Convention , Stade, GER Automatica , Frankfurt/Main, GER (22-25.05.) 3. Zulieferer-Messe „Maschinenbau“ Südwestfalen, Siegen, GER (26-27.06.)	Calculation and design / Material testing			Rail vehicles
4 July / Aug. AD 19.07.2012 CD 26.07.2012 PD 22.08.2012	Bikeexpo , Munich, Germany(16-19.08.) 14. BAIKA Jahreskongress „Zulieferer Innovativ“ , Ingolstadt, Germany (04.07.)	Innovative production of composites			Sports articles / Bicycles
5 Sept. / Oct. AD 31.08.2012 CD 07.09.2012 PD 04.10.2012	SMM , Hamburg, Germany (04-07.09.) ILA , Berlin, Germany (11-16.09.) AMB , Stuttgart, Germany (18-19.09.) WindEnergy , Husum, Germany (18-22.09.) IAA Nutzfahrzeuge , Hanover, Germany (20-27.09.) Composites Europe/Aluminium , Düsseldorf, Germany (09-11.10.) careers4engineers automotive , Chemnitz, Germany (10.11.) Materialica Leichtbaukongress , Munich, Germany IZB Wolfsburg, Germany Euroblech , Hanover, Germany (23-27.10.) careers4engineers automotive , Darmstadt, Germany (30.11.)	Multimaterial solutions for automotive engineering			Wind power
6 Nov. / Dec. AD 09.11.2012 CD 16.11.2012 PD 12.12.2012	Hybridica , Munich, Germany (13-16.11.) airtec , Frankfurt/Main, Germany Euromold , Frankfurt/Main, Germany (29-02.12.)	Lightweight design with metals			Boatbuilding

****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 – 250 and – 338

Comprehensive solutions tailored to your individual goals.

Contact:

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PRINT

Magazines
Books
Specials

DIGITAL

Portals
Newsletters
Content Integration

FAIRS/ CONGRESSES

Exhibition area
Sponsoring

CORPORATE PUBLISHING

Customer publications
Employee communication
Business reports



**BEST AD
MEDIA**

1 Advertisement formats and prices (Prices in Euro)

Format	Type area formats width x height in mm	Format for bleed ads width x height in mm**	Basic price b/w	2 colours*	3 colours*	4 colours*	
2/1 page	388 x 240	420 x 279	6,389	7,169	7,949	8,729	
1/1 page	175 x 240	210 x 279	3,194	3,974	4,754	5,534	
2/3 page	upright	115 x 240	2,117	2,897	3,677	4,457	
	horizontal	175 x 156					210 x 177
Juniorpage	115 x 178	131 x 198	1,768	2,188	2,608	3,028	
1/2 page	upright	85 x 240	1,598	2,018	2,438	2,858	
	horizontal	175 x 117					210 x 137
1/3 page	upright	55 x 240	1,062	1,482	1,902	2,322	
	horizontal	175 x 76					210 x 86
1/4 page	upright	40 x 240	788	998	1,208	1,418	
	horizontal	175 x 56					210 x 63
	block	85 x 117					101 x 137
1/8 page	upright	55 x 86	323	433	543	653	
	horizontal	175 x 25					–
	block	85 x 56					–
1/16 page	horizontal	175 x 10	200	310	420	530	
	block	85 x 25					–

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

Actual distributed circulation: 8,370 copies

2 Additional fees:

Placement:	2nd, 3rd and 4th cover pages 4c	€ 510
	Binding placement requests	€ 510
Colour:	Fee for special colours: fee for each additional colour, price	on request
Format:	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 2 ads	5%	2 pages	5%
For 4 ads	10%	4 pages	10%
For 6 ads	15%	6 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, 6 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:

Loose / Fixed Inserts:	
2-page	€ 4,082
4-page	€ 6,234
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	€ 280
Up to 30 g per thousand	€ 290
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:

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

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

Advertisement formats and prices (Prices in Euro)

Format	Type area formats width x height in mm	Format for bleed ads width x height in mm**	Basic price b/w	2 colours*	3 colours*	4 colours*	
1/1 page	175 x 240	210 x 279	3,194	3,974	4,754	5,534	
2/3 page upright	115 x 240	131 x 279	2,117	2,897	3,677	4,457	
1/2 page upright	85 x 240	101 x 279	1,598	2,018	2,438	2,858	
	horizontal	175 x 117					210 x 137
1/3 page upright	55 x 240	63 x 279	1,062	1,482	1,902	2,322	
	horizontal	175 x 76					210 x 86
	block	115 x 117					131 x 137
1/4 page upright	40 x 240	46 x 279	788	998	1,208	1,418	
	horizontal	175 x 56					210 x 63
	block	85 x 117					101 x 137
1/8 page upright	55 x 86	–	323	433	543	653	
	block	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

Extra charges

for colours: per special colour on request

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

Contact:

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



- 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:
susanne.bretschneider@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:** Susanne Bretschneider, Advertising & Layout
phone +49 (0)611 / 78 78 – 153
fax +49 (0)611 / 78 78 – 443
susanne.bretschneider@best-ad-media.de



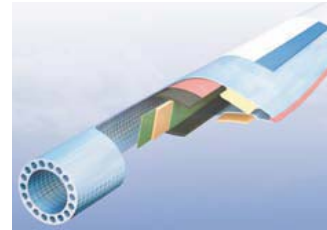
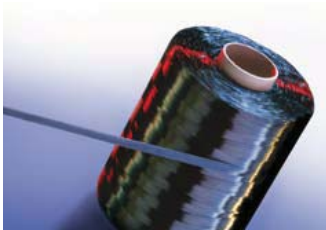
- 1 **Circulation monitoring:** –
- 2 **Circulation analysis:** average number of copies per issue in one year (July 1 2010 – June 30 2011)

Print run:	8,667		
Actual distributed circulation (ADC):	8,370	of which, abroad:	302
Copies sold:	833	of which, abroad:	46
Subscription copies:	833	Member copies:	–
Individual sales:	–		
Other sales:	–		
Voucher copies:	7,537		
Reminder, archive and record copies:	297		

**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	96.4	8,068
Foreign countries	3.6	302
Actual distributed circulation (ADC)	100.0	8,370



Target readership groups

31 %	Management
14 %	Decision-makers from R&D
14 %	Product design and construction
10 %	Production planners
10 %	Technical buyers
8 %	Production engineers
6 %	Quality management
5 %	Distribution / marketing / support
2 %	Further training

Recipient Sectors and Sector Distribution

30 %	Automotive industry (cars and commercial vehicles) and its suppliers
30 %	Mechanical and plant engineering (including wind power plants)
10 %	Rail vehicle engineering
10 %	Shipbuilding
10 %	Sports equipment industry
5 %	Aviation and aerospace industry
5 %	Other

- 1 Web address (URL):** www.lightweight-design.de
- 2 Brief description:** lightweight-design.de deals with products and developments from the areas materials, construction, manufacturing and process engineering, as well as quality assurance relating to lightweight design and its application in the following sectors: automotive, mechanical engineering, sea / rail, aviation and aerospace, and wind power.
- 3 Target group:** Decision-makers in all sectors of the industry that involve moving masses (e.g. transport and aviation, shipbuilding, mechanical engineering and plant manufacturing)
- 4 Publishing company:** Springer Vieweg
Springer Fachmedien Wiesbaden GmbH
Contact editor: Wolfgang Siebenpfeiffer (Editor-in-Chief)
phone +49 (0)611 / 78 78 – 349
wolfgang.siebenpfeiffer@springer.com
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Carolin Habermann (Sales Management Online)
phone +49 (0)611 / 78 78 – 211
carolin.habermann@best-ad-media.de
- 5 Usage data:** Page 12



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 + 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

- 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

You can find our specifications for online advertising on page 13.



- 1 **Access control:** –
- 2 **Usage data:** Visits:
4,000 per month (Ø July 2010 – June 2011)
Page Impressions:
12,100 per month (Ø July 2010 – June 2011)
For the latest usage data, visit: [www.best-ad-media.de/
details-lightweight-design-online](http://www.best-ad-media.de/details-lightweight-design-online)

Results of the 2011 lightweight-design.de User Survey

lightweight-design.de offers an attractive advertising environment.

Portal characteristics (very good/good)



Ads on jot-oberflaeche.de activate users.

- ▶ **97%** of our users reported acquiring further information at a provider's homepage because of information on products or providers they saw on lightweight-design.de.

Our users are predominantly male.

- ▶ **92%** male, **8%** female

lightweight-design.de users are well educated.

- ▶ **89%** have degrees from a traditional university or university of applied sciences; some even have their doctorates.

lightweight-design.de successfully reaches decision-makers.

- ▶ **91%** of our users either make investment decisions directly or fulfil an advisory function in investment planning at their companies.
- ▶ **56%** hold leadership positions at their companies.

Source: 2011 Online User Survey, n=182, 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

2 Delivery address:

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.

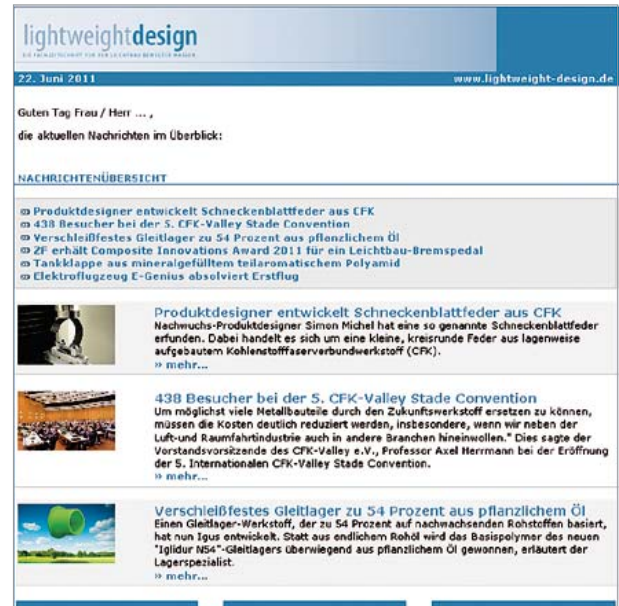
4 Newsletter advertisements:

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

- 1 Name:** Newsletter lightweight design, newsletter@lightweightdesign.de
 - 2 Brief description:** lightweightdesign.de summarises news on materials construction, manufacturing and process engineering, as well as on quality assurance in applied lightweight construction.
 - 3 Target group:** Decision-makers in all sectors of the industry that involve moving masses (e.g. transport and aviation, shipbuilding, mechanical engineering and plant manufacturing)
 - 4 Frequency:** weekly, every Wednesday
 - 5 Publishing company:** Springer Vieweg
Springer Fachmedien Wiesbaden GmbH
- Contact editor:** Wolfgang Siebenpfeiffer (Editor-in-Chief)
phone +49 (0)611 / 78 78 – 349
wolfgang.siebenpfeiffer@springer.com
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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-lightweight-design-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

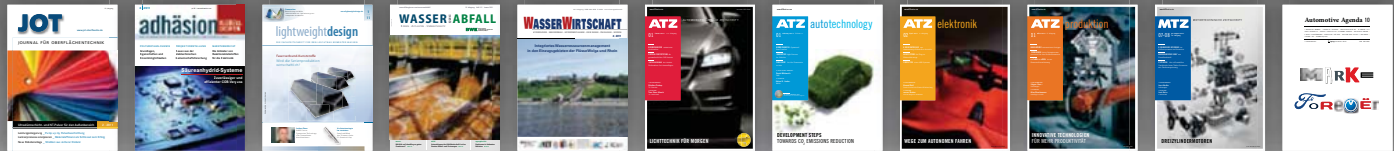
*) not animated files; **) incl. spaces

- 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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IBAN: DE09 1007 0000 0069 7003 00

You can find our general terms and conditions at www.best-ad-media.de/gtc

You can find our specifications for online advertising at www.best-ad-media.de/data-delivery

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



www.jot-oberflaeche.de
www.adhaesion.com
www.lightweight-design.de
www.umwelt.springer-vieweg.de
www.ATZonline.de

Springer Vieweg