

- 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 Fachmedien Wiesbaden GmbH Vieweg+Teubner Verlag  
**Contact editor:** Johannes Winterhagen (Editor-in-Chief)  
phone +49 (0)611 / 78 78 – 342  
johannes.winterhagen@viewegteubner.de  
**Contact advertising:** **Petra Neumann** (Sales Management)  
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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
- 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](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 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](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.

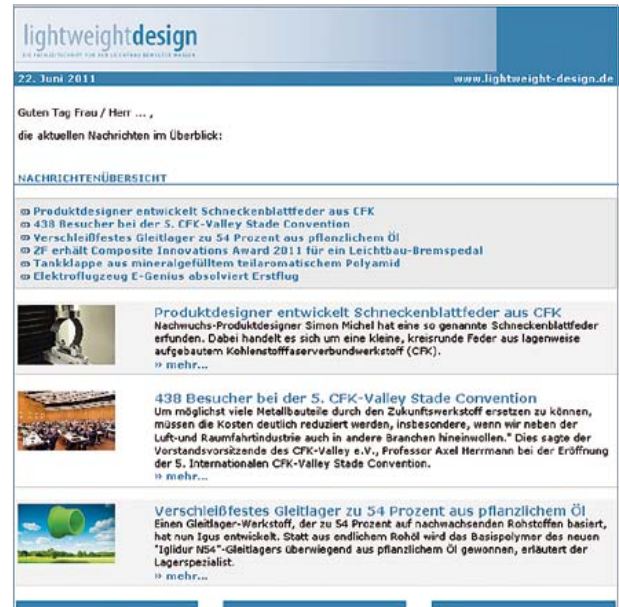
### 4 Newsletter advertisements:

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 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:** fortnightly, every Wednesday
  - 5 Publishing company:** Springer Fachmedien Wiesbaden GmbH Vieweg+Teubner Verlag
- Contact editor:** Johannes Winterhagen (Editor-in-Chief)  
phone +49 (0)611 / 78 78 – 342  
johannes.winterhagen@viewegteubner.de
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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](http://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

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- 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 at [www.best-ad-media.de/data-delivery](http://www.best-ad-media.de/data-delivery)