

Media information 2025



VDMA MAGAZINE



Title profile

Brief description

The VDMA MAGAZINE is the information source of the German mechanical and plant engineering industry. Its readers include shareholders, directors and the extended management of companies in this sector. Since 2023, there has been an English edition (400 copies), which is distributed to the English-speaking readership.

Memberships

German Audit Bureau of Circulation (IVW e. V.)

Journal

Official journal of the German Mechanical Engineering Industry Association (Verband Deutscher Maschinen- und Anlagenbau e. V., VDMA), Frankfurt am Main

Publisher

VDMA, Frankfurt am Main

Volume

104th volume, 2025

Frequency of publication

Six times per year

Schedule

See appendix

Subscription price

Exclusively for VDMA members

Cover image

Shutterstock

General terms and conditions

www.vdma-verlag.com/home/impressum.html

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Scope analysis	2023 = 6 issues
Magazine format	210 x 280 mm
Total scope	332 pages = 100%
Editorial part	286 pages = 86%
Advertisements	46 pages = 14%

of which internal advertisements by the publishing house:	8 pages
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Number of supplements	5 pieces
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Content analysis of the editorial part	2023 = 286 pages
Association information	60 pages = 21%
Focus topics	74 pages = 26%
Markets	48 pages = 17%
Management	49 pages = 17%
Research, innovation	55 pages = 19%

Circulation control



Circulation analysis	Copies per issue, annual average (July 1, 2023 to June 30, 2024)	
Print run	6,560	
Qualified circulation	6,358	of which abroad: 588
Paid circulation	5,289	of which abroad: 588
– Subscribed copies:	5,289	distributed to members: 5,289
– Other sales:	–	
– Single copy sales:	–	
Free copies	1,069	
Residual, archive and sample copies	202	

Geographical distribution analysis

Economic area	Share of qualified circulation	
	%	Copies
Germany	90,8	6,358
Abroad	9,2	588
Qualified circulation	100	6,358



Circulation (third quarter 2024)

Print run: 6,275 copies
Qualified circulation: 6,189 copies

Magazine format 210 mm wide, 280 mm high
Printing space: 179 mm wide, 242 mm high

Printing and binding method, print documents

Offset printing, perfect binding, print-ready PDF file plus bleed and crop/registration marks.

Deadlines See “Topics and deadlines”

Publishing house VDMA Services GmbH
Address: Lyoner Str. 18, 60528 Frankfurt am Main
Postal address: Postfach 710864, 60498 Frankfurt am Main
Advertising dept.: Phone: +49 69 6603-1552/ or 1595
Email: verlag@vdma.org

Payment conditions

Payment is due (net only) within 14 days of receipt of invoice (no cash discount deductions permitted)

Bank details: Deutsche Bank AG
IBAN DE08 5007 0010 0094 3563 00,
BIC DEUTDEFF

Advertisement formats and prices in €

Please send the print PDF in german and english language.
The applicable VAT rate is to be added to all prices:

Format	Columns	W x H (mm)	Base price four-color
Full page	3	179 x 242	€6,030
2/3 portrait	2	117 x 242	€4,540
2/3 landscape	3	179 x 170	€4,540
1/2 portrait	1.5	87 x 242	€4,120
1/2 landscape	3	179 x 122	€3,700
Junior page		117 x 170	€4,270
1/3 portrait	1	56 x 242	€2,860
1/3 landscape	3	179 x 81	€2,860
1/4 landscape	3	179 x 60	€2,460
1/8 landscape	3	179 x 29	€1,780
Second cover page		210 x 280	€6,560
Third cover page		210 x 280	€6,230
Fourth cover page		210 x 280	€6,850

Job advertisements and advertorials are not permitted.
Cover pages only as fixed bookings without a right of withdrawal.

Surcharges

for trimming and placing no longer apply

Classified advertisements

Not possible

Special advertising forms

Fold-out cover, four-color €9,900

Discounts (if purchased within one insertion year)

Frequency discount rate		Quantity discount rate	
Published 3 times	3%	3 pages	5%
Published 6 times	5%	6 pages	10%

Bound inserts

2 pages	€6,200
4 pages	€7,300
(discount based on full-page advertisement)	
Required delivery quantity	6,700 copies

Formats: Max. 210 x 280 mm, custom formats must be coordinated with the production department of the publishing house prior to production
Bleeds: Head, foot and side bleeds, 6 mm each
Samples: 5 production samples are required for technical approval before production

Supplements (loose)

Up to 25 g	€6,200
Up to 50 g	€7,300
(discount based on full-page advertisement)	
Required delivery quantity	6,700 copies

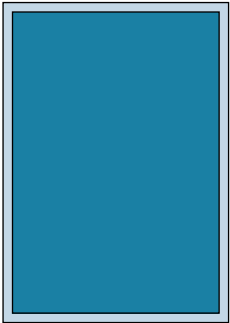
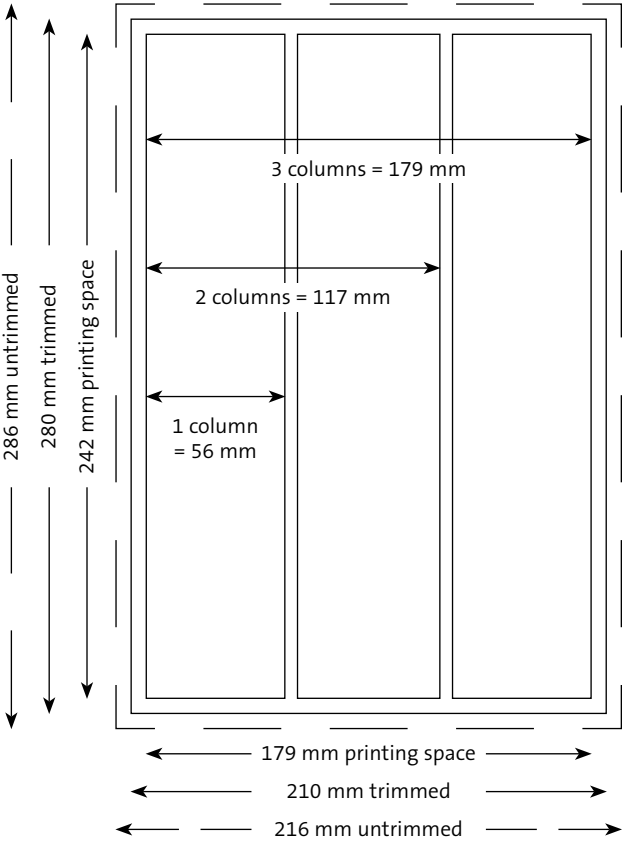
Formats: Max. 210 x 280 mm, custom formats must be coordinated with the production department of the publishing house prior to production
Bleeds: Head, foot and side bleeds, 6 mm each
Samples: 5 production samples are required for technical approval before production

Glued-on advertising media

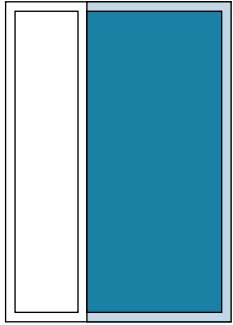
Supplement price as specified above, plus costs for technical processing (gluing costs)	
Postcards	€2,400
Product samples on request (after sending in a sample)	
Required delivery quantity	6,700 copies

Delivery address for supplements

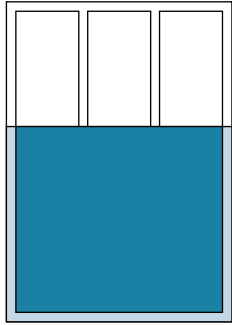
oeding print GmbH
Erzberg 45
38126 Braunschweig
Phone: +49 0531 480150



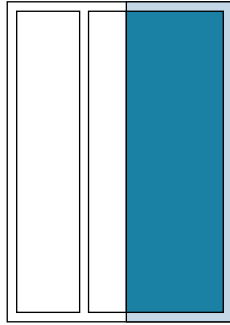
Full page:
P: 179 x 242 mm
T: 210 x 280 mm



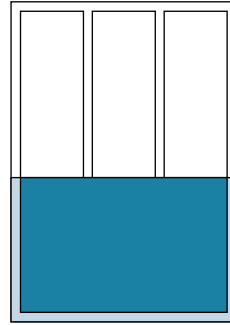
2/3 page portrait:
P: 117 x 242 mm
T: 129 x 280 mm



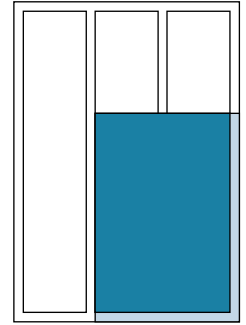
2/3 page landscape:
P: 179 x 170 mm
T: 210 x 188 mm



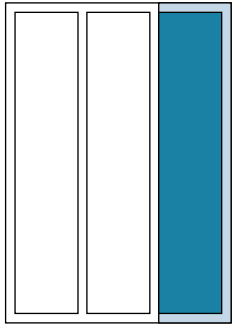
1/2 page portrait:
P: 87 x 242 mm
T: 99 x 280 mm



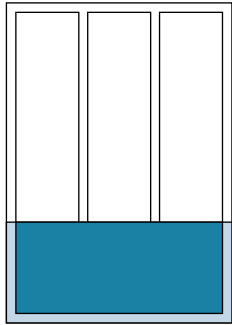
1/2 page landscape:
P: 179 x 122 mm
T: 210 x 140 mm



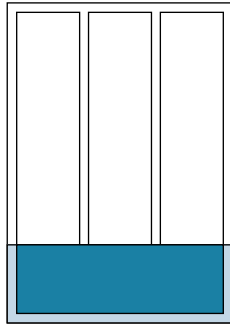
Junior page:
P: 117 x 170 mm
T: 129 x 188 mm



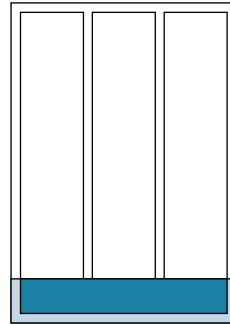
1/3 page portrait:
P: 56 x 242 mm
T: 68 x 280 mm



1/3 page landscape:
P: 179 x 81 mm
T: 210 x 99 mm



1/4 page landscape:
P: 179 x 60 mm
T: 210 x 77 mm



1/8 page landscape:
P: 179 x 29 mm
T: 210 x 47 mm



Issue	Deadlines		Focus topic
01/02 February	Publication date:	05-02-2025	Lack of young talent: How do we attract young people? The shortage of skilled workers has been one of the top three topics in all VDMA member surveys for years. At the same time, the competition for the increasingly scarce young talent is becoming more and more difficult. What can (family) companies do to develop an attractive image as a good address for young people? We provide inspiration for online and offline measures as well as good practical examples.
	Closing date:	10-01-2025	
03/04 April	Publication date:	02-04-2025	Resilient companies – successful paths through crises and disruptions Sometimes companies experience nasty surprises. But with foresight, you can recognize risks and prepare for them, making processes and infrastructure more robust. When a crisis occurs, it is important to be able to react agilely and flexibly. The ability to learn and thus to act in the long term leads to resilience.
	Closing date:	07-03-2025	
05/06 June	Publication date:	18-06-2025	“Packaging: The key role of mechanical engineering” Packaging is essential for supplying the world's growing population with safe food and medicines. The mechanical engineering sector develops sustainable packaging solutions and technologies that reduce material consumption, improve recyclability and increase energy efficiency.
	Closing date:	16-05-2025	

Please send your print documents in german and english language by the closing date.



Issue	Deadlines		Focus topic
07/08 August	Publication date:	20-08-2025	De-Risking: Globalization under Stress De-risking is the watchword of the day: geopolitical and geoeconomic turbulence has forced the machinery and equipment industry to reconsider its global success strategy. Exports, supply chains, and production are being reimagined. Alongside the giants of the US and China, European companies must tap into alternative markets.
	Closing date:	25-07-2025	
09/10 October	Publication date:	15-10-2025	Production data as the key to current trends Production data is becoming more and more important: simple, secure and, above all, semantic data accessibility is a competitive advantage that should not be underestimated. Since the EU Data Act, this has even been demanded. Interoperability solutions, such as OPC UA Companion Specifications, support the fulfilment of these requirements.
	Closing date:	19-09-2025	
11/12 December	Publication date:	17-12-2025	„Artificial intelligence“ Artificial intelligence can speed up processes, improve products and enable mechanical and plant engineering companies to realize new business models. What can a successful implementation look like and which technical and organizational aspects play a decisive role?
	Closing date:	21-11-2025	

Please send your print documents in german and english language by the closing date.



In order to accept and process digital advertisements / print documents without any issues, the following conditions must be met:

Order form

Alongside the corresponding file designation, we need an order and print-outs (contract proofs for color advertisements) with the necessary information for every data carrier or file transfer. The closing date for submissions and the deadline for print documents specified in the media information also apply for advertisements submitted in digital form (see “Topics and deadlines” in AMF document).

Data transfer in PDF format

The data must always be provided as a print-ready PDF with bleed, crop and registration marks. Please observe the safe area of texts and objects to the edge. This should be at least 4 mm. To ensure an optimum production process, we require a PDF of version 1.3 or higher. PDF/X data can also be processed. We cannot guarantee the correct reproduction of older versions.

The following profile must be used: PSO uncoated v3

Images: 300 dpi

B/W bitmaps: 1,200 dpi

All components must be saved in CMYK mode.

Any special colors must be converted beforehand. All fonts used must be embedded. A print or proof of the advertisement is essential for further inspection.

Fonts

All used fonts and font styles must be included in the submitted PDF.

Color advertisements / samples / proofs

A binding print-out is required for every page that is to be exposed.

A contract proof is essential for printing advertisements. Print-outs from color photocopiers are not contract proofs!

Prices

The inspection of the submitted files for completeness is free of charge. Incorrect exposures due to incomplete or defective files, wrong settings or incomplete information will be charged. The same applies for additional typesetting or lithographic work and for creating missing proofs.

Hourly rate for desktop publishing work:

Detected file errors will be processed if possible when desired by the customer and after discussing the effort required for this. Such interventions are billed at €90 per hour.

Other services

All prepress work, upon request.

Guarantee

Only what is in the submitted PDF can be exposed. The publishing house accepts no liability for deviations in texts, images and, in particular, colors. There is no guarantee for advertisements printed without a contract proof.

We assume that the files submitted and transferred to us are copies and accept no liability for their safekeeping.

