

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](http://www.vdma-verlag.com/home/impressum.html)

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Lyoner Str. 18  
60528 Frankfurt am Main  
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[www.vdma-verlag.com](http://www.vdma-verlag.com)  
[verlag@vdma.org](mailto:verlag@vdma.org)

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GS Media-Service

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## Circulation and distribution analysis

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

of which internal advertisements  
by the publishing house: 8 pages

**Number of supplements** 5 pieces

<b>Content analysis of the editorial part</b>	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

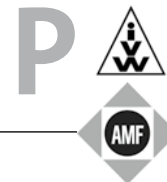


**Circulation analysis** Copies per issue,  
annual average  
(July 1, 2023 to June 30, 2024)

<b>Print run</b>	6,560
<b>Qualified circulation</b>	6,358 of which abroad: 588
<b>Paid circulation</b>	5,289 of which abroad: 588
– Subscribed copies:	5,289 distributed to members: 5,289
– Other sales:	–
– Single copy sales:	–
<b>Free copies</b>	1,069
<b>Residual, archive and sample copies</b>	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](mailto: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

Published 3 times 3%  
Published 6 times 5%

### Quantity discount rate

3 pages 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

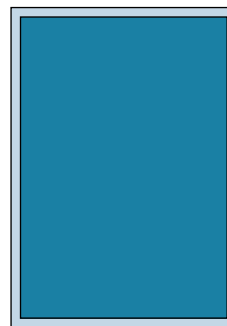
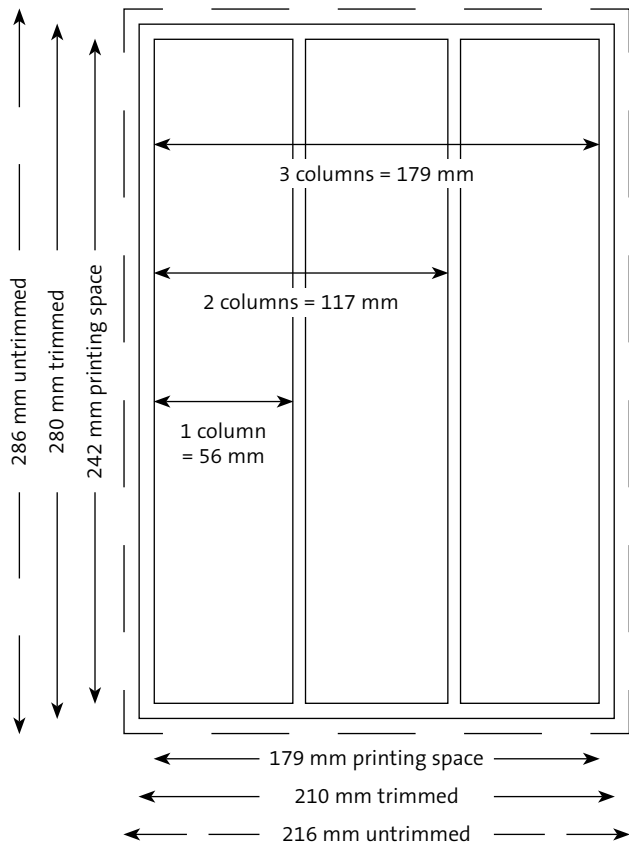
Formats: Max. 210 x 280 mm, custom formats must be coordinated with the production department of the publishing house prior to production  
Bleeds: Head, foot and side bleeds, 6 mm each  
Samples: 5 production samples are required for technical approval before production

## 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

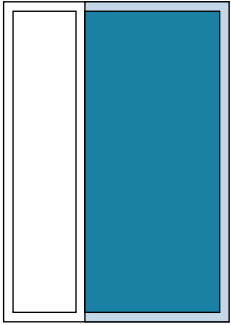
oeding print GmbH  
Erzberg 45  
38126 Braunschweig  
Phone: +49 0531 480150



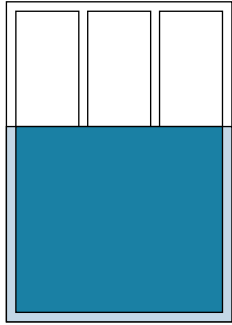
Full page:

P: 179 x 242 mm

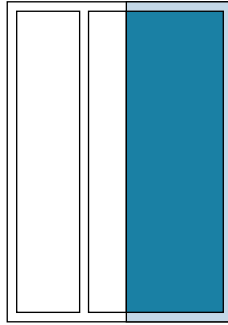
T: 210 x 280 mm



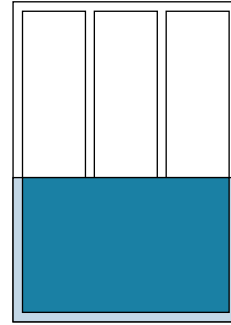
2/3 page portrait:  
P: 117 x 242 mm  
T: 129 x 280 mm



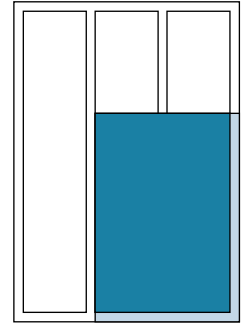
2/3 page landscape:  
P: 179 x 170 mm  
T: 210 x 188 mm



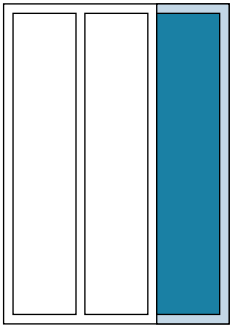
1/2 page portrait:  
P: 87 x 242 mm  
T: 99 x 280 mm



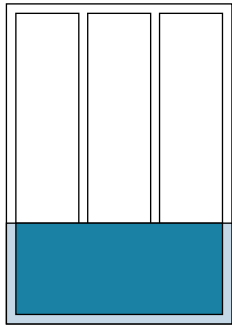
1/2 page landscape:  
P: 179 x 122 mm  
T: 210 x 140 mm



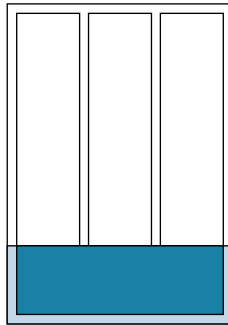
Junior page:  
P: 117 x 170 mm  
T: 129 x 188 mm



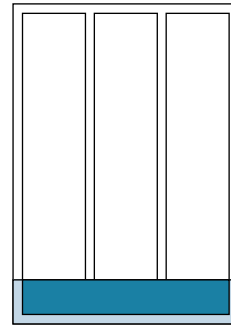
1/3 page portrait:  
P: 56 x 242 mm  
T: 68 x 280 mm



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 Closing date: 10-01-2025	<p><b>Lack of young talent: How do we attract young people?</b></p> <p>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.</p>
03/04 April	Publication date: 02-04-2025 Closing date: 07-03-2025	<p><b>Resilient companies – successful paths through crises and disruptions</b></p> <p>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.</p>
05/06 June	Publication date: 04-06-2025 Closing date: 05-05-2025	<p><b>“Packaging: The key role of mechanical engineering”</b></p> <p>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.</p>

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





Issue	Deadlines		Focus topic
07/08 August	Publication date: Closing date:	06-08-2025 11-07-2025	<p><b>De-Risking: Globalization under Stress</b></p> <p>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.</p>
09/10 October	Publication date: Closing date:	01-10-2025 05-09-2025	<p><b>Production data as the key to current trends</b></p> <p>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.</p>
11/12 December	Publication date: Closing date:	03-12-2025 07-11-2025	<p><b>„Artificial intelligence“</b></p> <p>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?</p>

**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.

