



Mediafacts 2011



Your Advertising Medium for Composites. Now in MM MaschinenMarkt.

The market significance of fiber reinforced composites has increased substantially over the past few years. According to the two leading American industry magazines, High-Performance Composites and Composites Technology, they will be the lightweight construction material of the future. This future has already begun, for example, in aeronautical engineering, with the trend to substitute aluminum. Projects based on composite materials are also advanced in vehicle construction and shipbuilding.

For a final market breakthrough, automated processes are required that enhance the cost effectiveness of composite component production. At the moment, numerous mechanical and plant engineering projects are being launched all over the world. The two US magazines by Gardner Publications report on these projects in the German magazine MM CompositesWorld published as supplement to the industrial magazine.

---> www.maschinenmarkt.de/compositesworld



Mediafacts **MM CompositesWorld**

07260

Circulation: 11.500 copies

Target groups: Large firms in mechanical engineering, vehicle/ aircraft construction and shipbuilding, large firms in the plastics and rubber processing sector. Additional distribution at trade fairs.

Format: 203 x 288 mm

Issues & dates:



Issue	Publication date	Advertising date	Printing deadline
1/2011 in MM 6	07.02.2011	17.01.2011	27.01.2011
2/2011 in MM 15	11.04.2011	21.03.2011	31.03.2011
3/2011 in MM 24	14.06.2011	20.05.2011	01.06.2011
4/2011 in MM 37 for 	12.09.2011	22.08.2011	01.09.2011
5/2011 in MM 44	31.10.2011	10.10.2011	20.10.2011
6/2011 in MM 51/52	19.12.2011	18.11.2011	08.12.2011

Advertising rates:

Format	Price b/w	Color charge for each additional color
1/1 page	2,850.-	380.-
2/3 page	2,200.-	260.-
Junior-Page	1,700.-	200.-
1/2 page	1,500.-	200.-
1/3 page	1,100.-	140.-
1/4 page	800.-	110.-

All prices in EURO exclusive value-added tax.

Preferred positions:

Front cover: 3,560.00 € + color charge

Newsletter:

News, product information and substantiated technical information.

A special newsletter will be issued for Composites Europe in Stuttgart, trade fair & forum for composites, technology and applications.

- 17,000 contacts
- Frequency: Thursdays, approx. 12:00 am
- Available formats: Fullsize, Skyscraper, Text Ad
- Discounts: 10% (> 5 mailings), 15% (> 10 mailings)*

Rates per mailing for the booked period, in €

Fullsize	Skyscraper	Text Ad
800.-	950.-	1,100.-

* Quantity discounts refer to a booking period of 1 month.

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The banner formats in our weekly newsletter

Ihr Banner im Skyscraper-Format 160 x 600 px

Ihr Banner als Text Ad 468 x 160 px

Ihr Banner im Fullsize-Format 468 x 60 px