

MM Zulieferer

MASCHINENMARKT

Einzelverkaufspreis: 25,- Euro

www.zulieferer.de

2012



Produkte & Dienstleistungen für die Branchen

- Maschinen- und Anlagenbau
- Metallbearbeitung
- Fahrzeugbau
- Elektrotechnik
- Feinmechanik
- weitere Branchen

Verteiler:

- Einkauf
- Konstruktion
- Fertigung

Print & Online
Firmensuche im Internet
www.zulieferer.de

Facts for your successful advertising

- **Purchase guide for the supplying industry**
Products and services for the manufacturing sector
- **www.zulieferer.de**
Successful with 45,000 page impressions per month
- **30,000 copies**
To addresses of the market leader MM MaschinenMarkt
- **Response and cost control**
counting page impressions, links, e-mails
- **Well structured search system**
Keyword index, list of advertisers and color-coded guide system

Readers

- Machinery, plant construction, steel work
- Metal production and metalworking
- Automotive, electrical engineering
- Precision mechanics, optics, hardware
- Technical consulting and planning
- Textiles, food and beverages

MM Zulieferer
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MM Zulieferer media facts

Media packages



Benefits media package 3 Advertisements

Early-bird bonus

Special position

Banner advertising

Deadlines

Circulation

Sections

Contact

	Media package 1	Media package 2	Media package 3
Terms (€)	1 entry 279.– 2 entries à 266.– 3 entries à 253.–	1 entry 485.– 2nd entry 266.– 3rd entry 253.–	see below
Product keywords number – each more € 20.–	10	20	30
Basic entry designed, 2-color	■	■	■
Online-entry 1× Company and 3× product presentation	■	■	■
Top-Listing Placement at the head	■	■	■
Access statistics of your Online-entry on request	■	■	■
Link to your homepage		■	■
E-Mail for fast contacts		■	■
Basic entry in MM MaschinenMarkt 01/2012			■
Advertisement designed = high impact			■

Format (width × height)	1/1 page 190 × 270 mm	1/2 page 94 × 270 mm 190 × 134 mm	1/3 page 94 × 270 mm 190 × 88 mm	1/4 page 94 × 134 mm 190 × 66 mm
b/w	2,784.00	1,392.00	928.00	696.00
2 color	3,276.00	1,638.00	1,092.00	819.00
4 color	3,989.00	1,995.00	1,329.00	997.00

Other formats, loose inserts and bind-ins on request. Prices are quoted net excl. VAT at the statutory rate. Translation at cost price.

Your online entry is active as soon as your order is placed.

4-color according to Euro scale. Inside front cover and inside back cover: 4,500.– / back cover: 5,000.–

On www.zulieferer.de with hyperlink to your homepage. CPTR (price per 1,000 ad impressions, with banner rotation)

Fullsize-Banner (468 × 60 pixel) 105.– CPTR

Halfsize-Banner (234 × 60 pixel) 55.– CPTR

Skyscraper (120 × 600 pixel) 155.– CPTR

Date of publication: 25.11.2011 / Ad copy date: 28.10.2011

30.000 copies, 210 × 297 mm (w × h), type area: 190 × 270 mm (w × h)

- 1 Drives and gear units
- 2 Sheet-metal and wire products, springs
- 3 Standard, precision and shaped parts, fasteners
- 4 Electrical and electronic components
- 5 Conveying and linear motion system elements
- 6 Enclosures, cabinets, welded constructions, subassemblies, mechanical fasteners
- 7 Welded parts and foundry products
- 8 Semi-finished goods, metal sections, pipes and tubes, input materials
- 9 Valves, filters, measurement and control instrumentation for hydraulics, pneumatics, process engineering
- 10 Plastics, rubber parts, engineering ceramics
- 11 Pressed, drawn, stamped and metal-spun parts
- 12 Tool and mold making, machine components, jigs and power tools
- 13 Contract work, miscellaneous component supplies and services

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