

Umwelt Magazin

Magazine for Decision Makers in Engineering
and Management

Media Information 2017



Brief Description

“UmweltMagazin” is aimed at industry, service and public sectors. The journal gives guidance on enhancing profitability by taking a holistic view of all company processes as well as taking legislation into account. By giving market overviews, featuring products and describing processes and systems, “UmweltMagazin” provides important information and suggests options for decision-makers.

Target Group

High level specialists and leading managers in industry, the service sector and local authorities. Specialists and managers involved with environmental issues as well as those responsible for environmental preservation across the whole spectrum of commercial activity.

Advertisers

Manufacturers, suppliers and service providers in the fields of waste recycling and disposal, sewage treatment, site decontamination, water and energy supply, maintenance of air purity and noise abatement, pumps and compressors as well as measurement and control systems.

Publishing Societies

Official journal of the VDI-Society Energy and Environment (VDI-GEU)

Association of Plant Environmental Protection Officers (VBU)

Association for Sustainability and Environmental Management (VNU)

Year of Publication

47th year 2017

Circulation (IVW audited)

Press run: 12,013 copies

Distributed circulation: 11,682 copies

Subscribed circulation: 8,413 copies

Advertising Prices

1/1 page b/w	€ 4,584.00
1/1 page 4c	€ 5,784.00
1/2 page b/w	€ 2,292.00
1/2 page 4c	€ 3,132.00
1/4 page b/w	€ 1,146.00
1/4 page 4c	€ 1,776.00
Surcharge for bleed adverts:	€ 100.00

Page Size

Trim size: width 210 mm, height 297 mm

Trim allowance: 3 mm all trimmed sizes

Type area: width 185 mm, height 270 mm

Publication Frequency

8 issues in 2017

Closing and Publication Dates

Issue	Closing Date (reservations)	Publication Date
1/2	13 January	2 February
3	1 March	21 March
4/5	2 May	22 May
6	23 May	14 June
7/8	17 July	4 August
9	18 August	7 September
10/11	30 October	20 November
12	27 November	15 December

Closing Date (materials):

2 working days after closing date of reservation.

Printing Material

Electronic data (plus colour proof by mail): preferably eps-files or high-end pdf-files; also possible: QuarkXPress, InDesign, PageMaker, Freehand, Illustrator, CorelDraw, Photoshop

Discounts for Publication within 1 Year

by frequency		by volume	
3 advertisements	3 %	3 pages	5 %
6 advertisements	5 %	6 pages	10 %
9 advertisements	10 %	9 pages	15 %
12 advertisements	15 %	12 pages	20 %

Terms of Payment

14 days from the date of the invoice.

For payment in advance or by credit transfer: 2% discount.

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