

Size of publication DIN A 4, 210 width x 297 depth
Type area: 185 mm width x 270 mm depth,

Advertisement sizes and basic rates

Format	width x depth in mm	
1/1 page	185 x 270	€ 3.740,00
2/3 page	122 x 270 or 185 x 180	€ 2.495,00
1/2 page	90 x 270 or 185 x 133	€ 1.870,00
1/3 page	59 x 270 or 185 x 90	€ 1.250,00
1/4 page	90 x 133 or 185 x 65	€ 935,00
1/8 page	90 x 65 or 43 x 133	€ 470,00
1/16 page	90 x 31 or 43 x 65	€ 235,00
price per millimeter (43 mm width)		€ 3,50

Discounts for insertions within one year

Series discount		size based	
3 advertisements	5%	2 pages	5%
6 advertisements	10%	4 pages	10%
12 advertisements	15%	8 pages	15%
24 advertisements	20%	12 pages	20%

Combination discounts with dhf, dima or HOB on request.
No discounts for colour surcharges, loose and bound-in inserts.

Colour surcharges

Per standard colour (cyan, magenta, yellow)	€ 410,00
4-c according to European scale	€ 1.230,00

We reserve the right to make colour alignments.

Loose inserts

Only total circulation of 16.000 copies	
Price up to weight 25 g	€ 3.776,00

Format up to maximum 205 mm width and 294 mm depth.

Bound-in inserts

two-page version	€ 3.740,00
two-page version with flap	€ 5.145,00
four-page version	€ 6.545,00
six-page version	on request
eight-page version	on request

DIN A4 format, untrimmed 216 mm wide, 305 mm high.
Only total circulation, 16.500 including oversheets.

Tip-on-cards 1) postcards 2) CD ROM 3) trade samples

1) Affixing costs	€ 1.120,00
2) Affixing costs	€ 2.640,00
3) Affixing costs	on request

The tip ons are based on booking 1/1 or 2/1 pages.

Size minimum 90 x 140 mm, maximum 125 x 235 mm

Dispatch address (Bound-in inserts, loose inserts, tip-on cards)
on request

Printing process Offset print
Digitalized data will be needed. Please contact us for further information.

Print run	16.000
Circulation audit:	IVW (copies per edition, annual average)
Volume and year:	Vol. 41, 2012
Frequency:	6/year

Annual subscription rates abroad € 75,00 (postage incl.)

Finish Adhesive binding

Analysis of geographic distribution % Copies

Germany	98,3	15.568
Other countries	1,7	264

Actually distributed copies 100,0 15.832

Media Information 2012



Printrun:
16.000 copies



Characteristics

[me] – magazine for mechatronics & engineering reports on technological and economical success by mechatronics. The new magazine also describes problems which can come up in mechanical and electronic engineering.

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Deadline for advertisement Day of publication	Specials	Systems in comparison	Trade Fairs
<p>1 February</p> <p>DA: 15.02.2012 DP: 29.02.2012</p>	<p>special: cooperation of man and technology</p> <p>focus on: Automatisierungstreff</p> <p>highlight: safety engineering</p>	<p>Engineeringsolutions: from a customer's point of view</p> <p>industry emphasis packaging technology</p>	<p>METAV, Düsseldorf 28.02.-03.03.2012 Medtec, Stuttgart 13.-15.03.2012 new energy Husum 15.-18.03.2012 Automatisierungstreff Böblingen 20.-22.03.2012</p>
<p>2 April</p> <p>DA: 19.03.2012 DP: 04.04.2012</p>	<p>special: linear systems + mechatronics</p> <p>focus on: Hanover Fair</p> <p>highlight: Green Tec + energy efficiency bearing + condition monitoring</p>	<p>E-Mobility: Who can do what?</p> <p>industry emphasis work machines, drives, controls, sensors</p>	<p>Hannover Messe, Hanover 23.-27.04.2012 PCIM, Nuremberg 08.-10.05.2012 Control, Stuttgart 08.-11.05.2012 Sensor+Test, Nuremberg 18.-20.05.2012</p>
<p>3 May</p> <p>DA: 30.04.2012 DP: 15.05.2012</p>	<p>special: robotics meets mechatronics</p> <p>focus on: Automatica</p> <p>highlight: energy saving engines sun + mechatronics</p>	<p>Piezo, Nano, Micro: small and fine drives</p> <p>industry emphasis robotics</p>	<p>Automatica, Munich 22.-25.05.2012 Mechatronic, Karlsruhe 12.-13.06.2012 Intersolar, Munich 13.-15.06.2012</p>
<p>4 September</p> <p>DA: 13.09.2012 DP: 27.09.2012</p>	<p>special: intelligent stores and mechatronic modules</p> <p>focus on: Motek</p> <p>highlight: innovation + mechatronics</p>	<p>Who can do: Systems Engineering?</p> <p>industry emphasis wind energy</p>	<p>Husum WindEnergy 18.-22.09.2012 AMB, Stuttgart 18.-22.09.2012 FachPack, Nuremberg 25.-27.09.2012 Motek, Stuttgart 08.-11.10.2012</p>
<p>5 October</p> <p>DA: 08.10.2012 DP: 22.10.2012</p>	<p>special: linear + torque drives</p> <p>focus on: innovation + mechatronics</p> <p>highlight: Ethernet/IP in machine construction</p>	<p>industry emphasis electronics</p>	<p>Fakuma, Friedrichshafen 16.-20.10.2012 FMB, Bad Salzflun 07.-09.11.2012 Electronica, Munich 13.-16.11.2012 Medica, Düsseldorf 14.-17.11.2012</p>
<p>6 November</p> <p>DA: 02.11.2012 DP: 19.11.2012</p>	<p>special: engineering tools + control technology</p> <p>focus on: SPS/IPC/DRIVES</p> <p>highlight: industrial personal computers</p>	<p>Standard or special? Who achieves what?</p> <p>industry emphasis medical engineering</p>	<p>SPS/IPC/DRIVES, Nuremberg 27.-29.11.2012</p>