

Media information 2024

Advertising rate card No. 61
valid from 10/01/2023



We're there for you!

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Journals



Online-solutions



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Corporate Solutions



Handbook



Also available as eMagazine



Print + digital



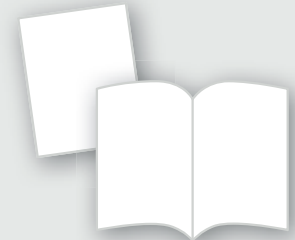
Reprints - Your editorial content prepared for you as a reprint

Would you like to display your editorial publication as a reprint at trade fairs, send it as a brochure to your customers or use it as a PDF for internal communication? We will be happy to create your individual reprint from your technical article together with the advertisements you have placed, with your own title page and with supplementary editorial content.

If you wish, you can receive your reprint as a printed copy or digitally as a PDF.

Give us a call, and we'll be happy to advise you:

Maximilian Fuchs | Verkaufsleitung | tel + 49 (0) 611 / 78 78 - 146 | maximilian.fuchs@springernature.com





Trade journal

Titel portrait	1
Schedule and topics	2
Advertising rate card no. 61	4
Job advertisements business connections	7
Formats and technical information	8
Special form of advertising: Cover page	9
Special forms of advertising: Corporate content formats	10
International issue: adhesion ADHESIVES+SEALANTS	11
Handbook adhesive technology	12
Circulation and distribution analysis	13
Range overview Print + Digital	14
Readership profile	15
Reader survey	16

Website

Portrait	17
Prices advertising formats	18
Usage data	19
Formats and technical information	20

Digital specials forms of advertising

Webinar Podcast Stand-Alone-Mailing "Branchenmonitor"	21
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Newsletter

Portrait	22
Prices advertising formats	24



- 1 Title:** adhäsion KLEBEN+DICHTEN
- 2 Brief description:** adhäsion KLEBEN+DICHTEN is the only German-language trade journal for adhesives and sealing technologies. It addresses manufacturers and users of adhesives and sealants and creates cross-sector synergies. It provides practical information on subjects relating to raw materials, adhesives and sealants, equipment and plant engineering, applications, and research and development. The magazine reveals market trends and includes reports on product developments, as well as information on major trade fairs and other events.
- 3 Target group:** Decision-makers and specialists engaged in innovative joining and bonding technologies from sectors including: automotive, aviation, wood and furniture, paper and packaging, construction, electronics, machinery and appliances, and textiles
- 4 Frequency:** 10 times a year
- 5 Magazine size:** 210 mm × 279 mm
- 6 Volume:** 68th volume 2024
- 7 Subscription price:** Yearly subscription
Germany € 437 (incl. V.A.T. + p&p)
Foreign countries € 411.21 (excl. V.A.T. + p&p)
Single issue € 51.27 (incl. V.A.T. + p&p)
- 8 Official journal of:** –
- 9 Cooperation partners:** IVK, MKVS, FEICA

10 Publishing company: Springer Vieweg
Springer Fachmedien Wiesbaden GmbH
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www.springerfachmedien-wiesbaden.de

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13 Editor: **Vanessa Sendrowski** (responsible editor)
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14 Scope analysis 2022 = 10 German-language issues + 4 English-language issues

Total volume	772 pages	=	100.0%
Editorial part	535 pages	=	69.3%
Advertisement part	237 pages	=	30.7%
Supplements	–		

15 Content analysis of the editorial part: on request



This overview of the subjects scheduled for 2024 is intended for your planning. We reserve the right to make changes if necessary.
For further information, please call + 49 (0) 611 / 78 78 – 146 (Maximilian Fuchs).

Issue, month, (AD,CD, PD) ¹	Fairs, events, congresses	Locations	Dates	Main topics	Market overviews	Raw materials	Adhesives and sealants	Equipment and systems	Processes and methods
1/2 Jan./Feb. AD 2024/01/18 CD 2024/01/25 PD 2024/02/15	in-adhesives 24. Kolloquium: Gemeinsame Forschung i. d. Klebtechnik (DECHEMA)	München Cologne	02/06 - 07 02/27 - 28	Adhesive bonding technology as an innovative joining technology	Raw materials for adhesive formulation	Sealing raw materials	Adhesives		Process and quality control
3 March AD 2024/02/19 CD 2024/02/23 PD 2024/03/15	JEC World PaintExpo	Paris / FR Karlsruhe	03/05 - 07 04/09 - 12	Adhesive bonding technology for the energy transition	Additives for adhesive formulation	Additives and auxiliaries		Metering and mixing technology	
adhesion ADHESIVES+SEALANTS² – issue 1							AD: 02/19 CD: 02/23 PD: 03/15		
4 April AD 2024/03/15 CD 2024/03/21 PD 2024/04/15	Hannover Messe Control Techtextil	Hanover Stuttgart Frankfurt/Main	04/22 - 26 04/23 - 26 04/23 - 26	Sustainable bonding technology	1K dosing systems	Adhesive raw materials	Bio-based adhesives		
5 May AD 2024/04/12 CD 2024/04/18 PD 2024/05/14	CWIEME Adhesion & Bonding Expo ACHEMA SMTconnect	Berlin Osaka/JP Frankfurt/Main Nuremberg	14. - 16.05. 15. - 17.05. 10. - 14.06. 11. - 13.06.	Bonding in the automotive industry	2K dosing systems		Adhesive tapes	Metering and mixing technology	
adhesion ADHESIVES+SEALANTS² – issue 2							AS: 04/12 DU: 04/18 ET: 05/14		
6 June AD 2024/05/08 CD 2024/05/15 PD 2024/06/10	MedtecLive Battery Show Europe Adhesives & Bonding Expo Klebtechnisches Kolloquium Bremer Klebtage Intern. Dresdner Leichtbausymposium PIAE Int. Fachkongress zu Kunststoffen im Automobilbau	Stuttgart Stuttgart Novi Michigan, USA Übach-Palenberg Bremen Dresden Mannheim	06/18 - 20 06/18 - 20 06/25 - 27 June June June June	Adhesive bonding technology for electromobility	Sealants	Fillers	Thermal conductive adhesives		Removing



Issue, month, (AD, CD, PD) ¹	Fairs, events, congresses	Locations	Dates	Main topics	Market overviews	Raw materials	Adhesives and sealants	Equipment and systems	Processes and methods
7/8 July/Aug. AD 2024/07/16 CD 2024/07/22 PD 2024/08/12	FEICA Fachpack	Noordwijkerhout, NL Nuremberg	09/11 - 13 09/24 - 26	Adhesives in the packaging industry	Market overview 1: Packaging adhesives Market overview 2: Wood adhesives		Packaging adhesives	Metering and mixing technology	
Handbuch Klebtechnik AD 2024/08/01 CD 2024/08/07 PD 2024/08/30	The up-to-date compendium in cooperation with the Industrieverband Klebstoffe e. V. (Adhesives Industry Association) The directory provides a comprehensive overview of suppliers of adhesive raw materials and adhesives, as well as companies from the equipment, research and service sectors - supplemented by the latest statutory regulations, European standards and test methods, and statistical overviews. For more information, see page 12.								
9 September AD 2024/08/08 CD 2024/08/15 PD 2024/09/06	Bondexpo/Motek FAKUMA eMove 360 49. Münchener Klebstoff- und Veredelungs-Symposium 2024	Stuttgart Friedrichshafen Munich Munich	10/08 - 11 10/14 - 19 October 10/28 - 30	Designing bonding processes: From pretreatment to curing	Surface pretreatment	Polymers, binders and solvents		Equipment for surface cleaning and pretreatment	Additive manufacturing
adhesion ADHESIVES+SEALANTS² – issue 3							AD: 08/08 CD: 08/15 PD: 09/06		
10 October AD 2024/09/19 CD 2024/09/25 PD 2024/10/18	Formnext	Frankfurt/Main	11/19 - 22	Bonding in electronics manufacturing	Reactive adhesives for electronics		Thermal conductive pastes and adhesives		Sealing
11 November AD 2024/10/15 CD 2024/10/21 PD 2024/11/15	Medica/Compamed	Düsseldorf	November	Bonding in medical technology	Measuring and testing			Dosing and mixing technology	Process and quality control
adhesion ADHESIVES+SEALANTS² – issue 4							AD: 10/15 CD: 10/21 PD: 11/15		
12 December AD 2024/11/20 CD 2024/11/26 PD 2024/12/17	Bau	Munich	13. - 18.01.25	Adhesives and sealants in construction	Building adhesives		Adhesives and sealants in construction	Manual application systems	Sealing

¹ AD = Advertising deadline | CD = Printing material deadline | PD = Publication date

² In addition, the English-language „adhesion ADHESIVES+SEALANTS“ is published 4 times a year with the most important topics from the German issues. „adhesion ADHESIVES+SEALANTS“ reaches cross-industry manufacturers and users of adhesives and sealants in Europe, the USA and Asia.

³ The directory provides a comprehensive overview of suppliers of adhesive raw materials and adhesives manufacturers as well as companies from the equipment, research and service sectors – supplemented by the latest legal regulations, European standards and test methods, and statistical overviews. **Topic preview also on the Internet:** www.springerfachmedien-wiesbaden.de and www.adhaesion.com

1 Advertisement formats and prices (Total fee including linking inside the German eMagazine)

Formats	Type area formats width × height in mm	Format for bleed ads width × height in mm**	Basic price in Euro	2-colours* in Euro	3-colours* in Euro	4-colours* in Euro
2/1 page	388 × 240	420 × 279	5,676	6,889	8,101	9,312
1/1 page	175 × 240	210 × 279	3,025	3,695	4,365	5,035
2/3 page upright horizontal	115 × 240 175 × 156	131 × 279 210 × 177	2,124	2,766	3,436	4,104
Juniorpage	115 × 178	131 × 198	1,811	2,151	2,493	2,833
1/2 page upright horizontal	85 × 240 175 × 117	101 × 279 210 × 137	1,629	1,969	2,309	2,648
1/3 page upright horizontal	55 × 240 175 × 76	63 × 279 210 × 86	1,176	1,516	1,856	2,197
1/4 page upright horizontal block	40 × 240 175 × 56 85 × 117	46 × 279 210 × 63 101 × 137	949	1,180	1,411	1,641

* ISO-Skala | ** plus 3 mm bleed difference on all sides | Further formats on request | Prices excl. VAT

2 Surcharge for additional advertising in German and English eMagazines (only in combination with printed advertisement)

Type of advertising	file format	Price in Euro
Audio- or video integration	mp4 or YouTube video	788
Picture gallery	.jpg, .jpeg, .png, .bmp	525



+ Linking of your advertisement in the eMagazine

1 Advertisement formats and prices (Standard price list printed German issue without linking)

Formats	Type area formats width × height in mm	Format for bleed ads width × height in mm**	Basic price in Euro	2-colours* in Euro	3-colours* in Euro	4-colours* in Euro
2/1 page	388 × 240	420 × 279	5,414	6,627	7,838	9,050
1/1 page	175 × 240	210 × 279	2,763	3,432	4,102	4,772
2/3 page upright horizontal	115 × 240 175 × 156	131 × 279 210 × 177	1,862	2,503	3,173	3,842
Juniorpage	115 × 178	131 × 198	1,549	1,889	2,230	2,570
1/2 page upright horizontal	85 × 240 175 × 117	101 × 279 210 × 137	1,366	1,706	2,046	2,386
1/3 page upright horizontal	55 × 240 175 × 76	63 × 279 210 × 86	914	1,254	1,594	1,934
1/4 page upright horizontal block	40 × 240 175 × 56 85 × 117	46 × 279 210 × 63 101 × 137	687	918	1,149	1,379
1/8 page upright horizontal block	55 × 86 175 × 25 85 × 56	–	345	466	588	708

* ISO-Skala | ** plus 3 mm bleed difference on all sides | Further formats on request | Prices excl. VAT

2 Surcharge for additional advertising eMagazine
(only in combination with printed advertisement)

Type of advertising	file format	Price in Euro
Audio- or video integration	mp4 or YouTube video	788
Picture gallery	.jpg, .jpeg, .png, .bmp	525
Linked advertisement entries (e.g. logo, website)	Link	263
PDF download	Link	263

You can find our technical information and specifications for digital copy at:
www.springerfachmedien-wiesbaden.de/media-sales/datenanlieferung

2 Additional fees:

Placement:	2nd, 3rd and 4th cover pages 4c	€ 549
	Binding placement requests	€ 549
	Special route surcharge	€ 525

Colour:	Fee for special colours: fee for each additional colour, price	on request
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Formats:	Ads over the binding:	10% of the b/w price
	Island position ads:	60% of the b/w price
	Satellite position ads:	10% of the b/w price

3 Discounts:

applicable for orders placed within the advertising year

Quantity Scale	Length Scale	
for 3 ads	3% 3 pages	5%
for 6 ads	5% 6 pages	10%
for 9 ads	10% 9 pages	15%
for 12 ads	15% 12 pages	20%

Only one discount scale may be applied. Discounts apply to all additional fees: colour, placement and bleed fees. Discounts do not apply to special costs or additional technical costs.

4 Columns:

Job advertisements / business connections Page 6

5 Special advertising forms:

Loose / fixed Inserts: (no discounts available)

2-page	€ 3,473
4-page	€ 5,755

These prices apply for paper weights up to 170 g. Delivered untrimmed, trimming on request.

Enclosures: (no discounts available)

Loose, maximum size 203 mm × 272 mm	€ 375
Up to 25 g per thousand	€ 386
Up to 30 g per thousand	on request
Number of enclosures	on request
Prices for heavier enclosures	on request

Fixed enclosures: (no discounts available)

Per thousand up to 25 g, incl. gluing costs, applicable only with purchase of a 1/1 page ad	€ 221
Number of postcards	on request
Larger and heavier formats (also applies for product samples)	on request

6 Contact:

Maximilian Fuchs (Sales Management)
phone + 49 (0) 611 / 78 78 – 146
maximilian.fuchs@springernature.com
Thomas Heusler (Media Sales)
phone + 49 (0) 611 / 78 78 – 312
thomas.heusler@springernature.com

7 Payment conditions:

Payment within 10 days with 2% discount, net within 30 days after invoice date. 15% agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.

Banking information:

Springer Fachmedien Wiesbaden GmbH
Deutsche Bank Berlin
BLZ: 100 700 00 | Account: 069700300
Swift/BIC: DEUTDEBB
IBAN: DE09 1007 0000 0069 7003 00



Advertisement formats and prices

Formats	Type area formats width × height in mm	Format for bleed ads width × height in mm**	Basic price in Euro	2-colours* in Euro	3-colours* in Euro	4-colours* in Euro
1/1 page	175 × 240	210 × 279	2,981	3,573	4,176	4,768
2/3 page upright horizontal	115 × 240 175 × 156	131 × 279 210 × 177	2,109	2,532	2,954	3,375
1/2 page upright horizontal	85 × 240 175 × 117	101 × 279 210 × 137	1,496	1,798	2,099	2,390
1/3 page upright horizontal	55 × 240 175 × 76	63 × 279 210 × 86	1,066	1,281	1,496	1,701
1/4 page upright horizontal block	40 × 240 175 × 56 85 × 117	46 × 279 210 × 63 101 × 137	823	988	1,153	1,318
1/8 page upright horizontal block	55 × 86 175 × 25 85 × 56	–	489	588	686	783

* ISO-Skala | ** plus 3 mm bleed difference on all sides | Further formats on request | Prices excl. VAT

Classified ads available on request.

Extra charges for colours: per special colour on request

Contact: **Maximilian Fuchs** (Sales Management)
phone +49 (0) 611 / 78 78 – 146
maximilian.fuchs@springernature.com



- 1 Journal format:** 210 mm wide × 279 mm long
Print space: 175 mm wide × 240 mm long
- 2 Printing and binding methods:** Offset, adhesive binding
- 3 File transfer:** via E-Mail to:
admanagement@springernature.com
Maximum file size: 10 MB!
- 4 File formats:** Please send printable PDF X3 files. Please use PDF version 1.3 for your document (no transparencies, please). Please add 3 mm at the edges in bleed advertisements. A double-page should be one pdf file.
It is recommended to create double-page spreads without doubling the gutter. All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.
- 5 Colours:** Ensure that all figures and colors are separated into its CMYK components. Please define black as pure black without any tone in the three color channels. Dark gray text should have a maximum tonal value of 84.9%; otherwise please use 100% black. Please also convert any spot colors into the corresponding CMYK definitions. Color application should not exceed 300 percent. We recommend profile ISOcoated_v2_300. Images should ideally have a resolution of 300 dpi, and must have a minimum resolution of 200 dpi.

- 6 Support to:** Creating PDF X3, Distiller-Joboptions, Pitstop Settings etc. available via E-Mail: anzeigen@le-tex.de
- 7 Proofs:** Since we use Process Standard Offset (PSO) printing, we don't need proofs.
- 8 File archiving:** Since files are archived for 1 year, repeat printings of the unchanged files are possible as a rule. However, we do not offer a guarantee as to file availability.
- 9 Liability:** The commissioning party assumes responsibility for the timely submission of the advertising text and suitable, error-free printing materials and/or inserts. Should clearly unsuitable or damaged materials be submitted, the publisher will demand their immediate replacement. Should no suitable materials be submitted, the publisher will print the advertisement in the quality the submitted materials allow.
- 10 Contact:** **Ad Management**
admanagement@springernature.com



example

Your company in the focus of the target group!

With the occupancy of the title*, you are guaranteed the undivided attention of your target group:

EXCLUSIVE AND IMMEDIATELY VISIBLE

The special advertising form title can be booked as follows:

Title flap	€ 5,500
Cover picture**	€ 9,950

* Bookable 1x per issue

** The cover picture is provided with your logo.

You will receive a 1/1 page in the magazine included (normal price € 4,768).

Price plus VAT. You can find our terms and conditions at www.springerfachmedien-wiesbaden.de/media-sales/agb.

We will be happy to inform you about the details:

Maximilian Fuchs (Sales Management)
phone + 49 (0) 611 / 78 78 – 146
maximilian.fuchs@springernature.com

Show your industry expertise and use these attractive forms of advertising, to put your company in the focus of your target group!

We individually design packages for you according to your wishes and needs.

Best Practice „In the company“

Scope:
1-2 pages

Components:
Box with key facts
Company logo
Integrated interview box
with 3 questions

Company profile „In view“

Scope:
2 pages

Components:
Portrait about the company
Highlighting of news: e.g. new
products, new corporate strategy,
new company structure etc.

Interview „In conversation“

Scope:
1-2 pages

Components:
3-6 questions
Photo of the person interviewed
Company portrait with logo

Roundtable „In discourse“

Scope:
4 pages

Components:
Expert discussion on a s
pecific subject
Publication (4 page follow-up
report) in the magazine

Note: All corporate content formats are marked as a special advertisement publication.

We will be happy to inform you about the various offers:

Maximilian Fuchs (Sales Management)
phone +49 (0) 611 / 78 78 – 146
maximilian.fuchs@springernature.com

The special English-language issue **adhesion ADHESIVES+SEALANTS** is published 4 times a year as an autonomous journal for international markets.



The magazine reaches international manufacturers and users of adhesives and sealants and provides information across all industries. Readers receive up-to-date, diverse and practical information, including information on the most important trade fairs and events.

The circulation of **5,000 copies** will be sent directly to selected international industry experts. For international trade fair displays, see page 2+3. Prices and formats see page 4.

adhesion	1.2024	02.2024	03.2024	04.2024
Advertising deadline	2024/02/19	2024/04/12	2024/08/08	2024/10/15
Copy deadline	2024/02/23	2024/04/18	2024/08/15	2024/10/21
Publication date	2024/03/15	2024/05/14	2024/09/06	2024/11/15

5,000 copies distributed by industry:

- 19 % Automotive engineering
- 15 % Chemical industry
- 14 % Electrical engineering / Electronics
- 12 % Manufacture of rubber and adhesives
- 9 % Mechanical engineering
- 8 % Furniture sector
- 7 % Steel / light metal construction
- 6 % Construction
- 5 % Paper and packaging
- 3 % Medicine / I&C technology, optics
- 2 % Research and development

distributed by country:

- 15 % Germany
- 15 % Great Britain
- 13 % Eastern Europe
- 12 % USA / Canada
- 11 % Benelux
- 10 % France
- 6 % Italy
- 5 % Spain / Portugal
- 5 % Scandinavia
- 5 % China / India / Taiwan
- 4 % Austria / Switzerland

10% **SPECIAL DISCOUNT**
when booking an additional
advertisement in adhäsion
KLEBEN+DICHTEN

Individual consulting:
Maximilian Fuchs (Sales Management)
maximilian.fuchs@springernature.com



The current compendium in cooperation with the Industrieverband Klebstoffe e. V.

Published once a year, alternately in German and English, in cooperation with the German Adhesives Association, it offers a valuable overview of

- Adhesives providers,
- Adhesives manufacturers and
- Companies from the equipment, research and service sectors.

The target group consists of manufacturers and users of adhesives and sealants in Germany and Europe.

Print circulation 5,000 copies + online distribution via Springer Professional and IVK.

Published in August 2024 in German language

Advertising form	Prices in € IVK-members	Prices in € Non-members
1/1 page company profile s/w	0	1,465
Logo for company profile print & online incl. links	310	368
1/1 page ad 4c	1,885	2,048
2/1 page company profile s/w + ad 4c	2,195	3,350

valid for Germany: additional VAT applies to all prices listed.

Individual consulting:

Maximilian Fuchs (Sales Management)
maximilian.fuchs@springernature.com

Handbook Adhesives Technology 2024	Dates
Advertising deadline	2024/08/01
Printing material deadline	2024/08/07
Publication date	2024/08/30

Formate	Formate (in mm, b x h)
book format	148 x 210
1/1 page ad (Type area)	130 x 190
1/1 page ad bleed (+ 3mm bleed)	148 x 210



1 Circulation monitoring: –

2 Circulation analysis: average number of copies per issue in one year
(July 1st 2022 to June 30th 2023)

Print run:	3,000		
Actual distributed circulation (ADC):	2,382	of which, abroad:	134
Copies sold:	544	of which, abroad:	85
Subscription copies:	544	of which, member copies:	–
Individual sales:	–		
Other sales:	–		
Voucher copies:	1,838		
Reminder, archive and record copies:	618		

3 Geographical distribution analysis:

Economic area	Percentage of actual circulation	
	%	copies
Germany	94.4	2,248
Foreign countries	5,6	134
Actual distributed circulation (ADC)	100.0	2.382

3.1 Coverage in Germany structured according to postcode areas:

current coverage on request

4 Digital distribution:

All printed issues of adhäsion are also published in electronic form, as well as in the digital library springerprofessional.de, which is used by an average of 230,000 unique visitors per month.

(source: AGOF daily digital facts 2023-03)

5 Article downloads:

In the space of 12 months (July 2022 to June 2023) 1,691 adhäsion-articles were downloaded from www.springerprofessional.de (PDF downloads in the subscriber-only area, not including previews and HTML views). PDF downloads include advertisements.

Comprehensive B2B reach

Springer's wide range of communication channels enables you to reach specialists and managers in the industrial adhesives and sealing technology sector in a timely, reliable and sustainable manner. industrial bonding and sealing technology.

With the ideal combination of print, e-magazine, and online, we fulfill the most diverse information needs and reading habits. We pick up the reader where he is at the moment and are thus in direct contact with your target group – and far beyond.

PRINT

Print run	3,000 copies
ADC	2,382 copies
Subscription copies (incl. eMagazine + archive) (ø Juli 2021 - Juni 2022)	544 copies

NEWSLETTER

Kleb- u. Dichttechnik:	2.703 subscribers
Maschinenbau + Werkstoffe: (July 2023)	7.878 subscribers

EMAGAZINE

adhäsion	1,512 Pls
adhesion (ø/month in 2022)	227 Pls

SPRINGER LINK

Downloads (full-text articles in 2022):	
adhäsion	26,466
adhesion (January - December 2022)	13,585

SPRINGER PROFESSIONAL

Unique User (Quelle: AGOF daily digital facts 2023-03)	230,000
Article downloads adhäsion (July 2022 - June 2023)	1,691

DIGITAL MULTI-USER LICENSES

digital multi-user licenses IP-activations for companies:	
adhäsion (August 2023)	15,130 user

Our media – your advertising success!

Business sectors | subject areas | professional groups

Classification No.	Readership groups	Share in %
24	Chemical industry	24
34, 35	Manufacture of motor vehicles/parts, other transport equipment (shipbuilding, railways, aerospace)	18
31, 32	Electrical engineering, electronics	14
33	Medicine/MSR technology, optics	4
22, 21, 22	Wood industry, paper industry and publishing and printing industry	10
29	Mechanical engineering	12
45	Construction	8
17, 19	Textiles, leather	4
36	Furniture, jewelry, sports, toys	3
74	Business services	2
	Other	1
	Total	100

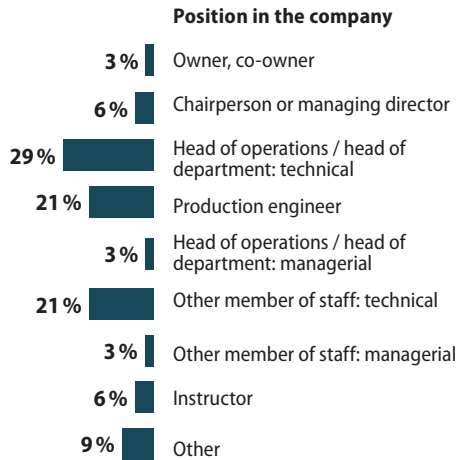
In-house survey

Business entity size

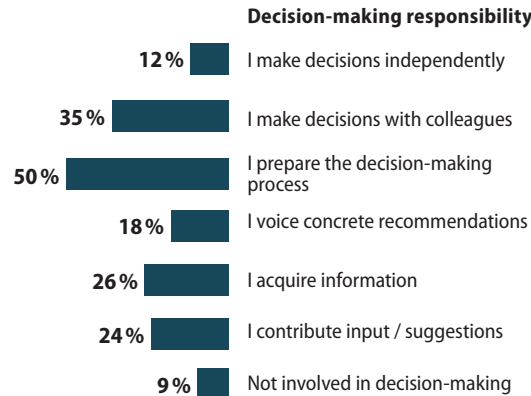
Mitarbeiter	Share in %
1 to 19 employees	30
20 to 99 employees	23
100 to 499 employees	22
500 and more employees	20
Not specified	5
Total	100

In-house survey

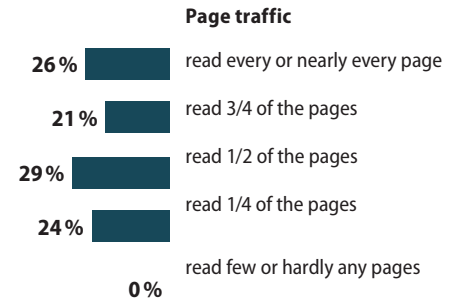
adhäsion KLEBEN+DICHTEN offers a lucrative target group.



adhäsion KLEBEN+DICHTEN leads your customers directly to you.



adhäsion KLEBEN+DICHTEN meets its readers' expectations.



- **88%** of adhäsion KLEBEN+DICHTEN readers are decision-makers, consultants or advisers.

- **93%** contact a company because of an advertisement in adhäsion KLEBEN+DICHTEN, making it a crucial decision-making aid for this market.

- **63%** page contact score guarantees the success of your ad.

- 1 Web address (URL):** adhaesion.com
- 2 Brief description:** Within the Springer Professional[®] portal, adhaesion.com offers contributions on innovative joining technologies, cross-industry news on bonding technology as well as current information on application-related bonding technology research.
- 3 Target group:** Decision-makers and specialists engaged in innovative joining and bonding technologies from sectors including: automotive, aviation, wood and furniture, paper and packaging, construction, electronics, machinery and appliances, and textiles.
- 4 Publishing company:** Springer Fachmedien Wiesbaden GmbH
Contact editor: **Vanessa Sendrowski** (responsible editor)
 phone + 49 (0) 611 / 78 78 – 031
 vanessa.sendrowski@springernature.com
Contact advertising: **Maximilian Fuchs** (Sales Managment)
 phone + 49 (0) 611 / 78 78 – 146
 maximilian.fuchs@springernature.com
Thomas Heusler (Media Sales)
 phone + 49 (0) 611 / 78 78 – 312
 thomas.heusler@springernature.com
- For agencies:** Business Advertising GmbH
 phone + 49 (0) 211 / 17 93 47 – 0
 werbung@businessad.de
- 5 Usage data:** Current usage data on request.



*adhaesion.com is an integral component of the information service springerprofessional.de. Banners will be displayed on regular rotation within the subject area Mechanical Engineering + Materials. Further information about the channels on springerprofessional.de on page 15 and on request.



- 1 Web address (URL):** springerprofessional.de/maschinenbau-werkstoffe
- 2 Brief description:** Excellent specialist editors select and compress current topics in the fields of automation, surface technology, manufacturing + assembly technology, design + development, materials technology, lightweight construction, bonding and sealing technology as well as the major topic industry 4.0 for the target group.
- 3 Target group:** Decision-makers and engineers in the fields of mechanical engineering, plant construction, construction, production/ materials technology.
- 4 Publishing company:** Springer Fachmedien Wiesbaden GmbH
Contact editor: **Thomas Siebel**
 phone +49 (0) 611 / 78 78 – 261
 thomas.siebel@springernature.com
Contact advertising: **Maximilian Fuchs** (Sales Management)
 phone +49 (0) 611 / 78 78 – 146
 maximilian.fuchs@springernature.com
Thomas Heusler (Media Sales)
 phone +49 (0) 611 / 78 78 – 312
 thomas.heusler@springernature.com
For agencies: Business Advertising GmbH
 phone +49 (0) 211 / 17 93 47 – 0
 werbung@businessad.de
- 5 Usage data:** Current usage data on request.

springerprofessional.de
Channel: Maschinenbau + Werkstoffe



1 Advertisement formats and prices (Prices in Euro)

Web	pixel formats (w × h)	CPM	kB
Fullsize Banner	468 × 60	110	max. 120
Superbanner (Bigsize)	728 × 90	110	max. 120
Sky Scraper	120 × 600	121	max. 120
Wide Sky Scraper	160 or 200 × 600	121	max. 120
Medium Rectangle	300 × 250	110	max. 120
Wallpaper (Superbanner + Sky Scraper)*	728 × 90 + 120 × 600	198	each max. 120
Billboard	770 800 870 or 970 × 250	198	max. 120
Half page	300 × 600	198	max. 120

* Background colouring on request.

Details on special ad formats on request.

- 2 Discounts:** Conditions agreed on for print media do not apply for online media.
- 3 Payment conditions:** Payment within 10 days with 2% discount, net within 30 days after invoice date. 15 % agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.

Banking information: Springer Fachmedien Wiesbaden GmbH
Deutsche Bank Berlin
BLZ: 100 700 00 | Account: 069700300
Swift/BIC: DEUTDE33

You can find our general terms and conditions at
www.springerfachmedien-wiesbaden.de/en/media-sales/gtc

Information on special forms of advertising such as whitepapers, advertorials, special topic newsletters, microsites, premium partnerships and much more is available on request.

1 Data formats:

GIF, HTML, JPEG

Redirects possible

Size: max. 120 kB per advertisement. The maximum allowable file size is based on the file size of the respective file(s).

The publisher reserves the right to reject files that are particularly CPU-intensive. The CPU load of HTML 5 should not exceed 25% on a currently configured standard computer. If the CPU load slows down the scrolling of a website or starts to jerk, which can limit the usability of the website. Reducing the CPU load by reducing the number of animated objects as well as the motion of animated objects can help.

Sound can be included in advertisements, provided the following conditions are met:

- At the start of the advertisement, the sound must be turned off. Only a specific action on the part of the user (click) should activate the sound.
- There should be a clearly visible button to turn off the sound.
- When the ad (e.g. its layer) is closed, the sound must automatically end.

Information on Flash, expandable advertisements, HTML – especially HTML 5, and the use of redirects: www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery

2 Delivery address:

banner-wiesbaden@springernature.com

3 Delivery deadline:

Up to 5 business days before placement. Target link: Please be sure to include the target link for each ad.

4 Newsletter advertisements:

If newsletter-format ads are submitted, please note that the advertising media must not contain any animations. These are not supported by all e-mail programs, so we do not accept animated newsletter

banners.

5 Contact:

Ad Management
banner-wiesbaden@springernature.com

Show your industry expertise and use these attractive forms of advertising, to put your company in the focus of your target group!

We individually design packages for you according to your wishes and needs.

Webinar

Bring your products/services closer to your (potential) customers interactively and audiovisually.



Opportunities and benefits:

- Convey content live and interactively
- accompanied or controlled by a competent journalist
- virtual, direct exchange with your target group
- lead generation

Podcast

Present your topic as a podcast. We provide you with the platform with the expertise of our specialist editorial and take over the production for you.



Opportunities and benefits:

- Ideal medium for information with little time investment and technical hurdles
- Brand reinforcement: good presenters transport your brand in an image-enhancing way
- As a „personal companion“ podcasts have a high level of recognition

Branchenmonitor

Our stand-alone newsletter „Branchenmonitor“ is sent to the subscribers to our editorial newsletter sent out. We take care of the visual design we take care of the visual design, you „only“ provide the content.



Opportunities and benefits:

- Stand-alone newsletter to subscribers of our Springer Professional newsletters
- Visual design in the look & feel of our Springer Professional Newsletters
- You supply the content, we take care of the design

We individually design packages for you according to your wishes and needs.

Maximilian Fuchs (Sales Management)
phone + 49 (0) 611 / 78 78 – 146 | maximilian.fuchs@springernature.com



- 1 Name:** Newsletter Kleb- und Dichttechnik of Springer Professional
- 2 Brief description:** The newsletter provides readers with summaries of news on adhesive technologies and from the industry. It also informs readers about upcoming fairs and events in the adhesives sector.
- 3 Target group:** Decision-makers and specialists engaged in innovative joining and bonding technologies from sectors including: automotive, aviation, wood and furniture, paper and packaging, construction, electronics, machinery and appliances, and textiles.
- 4 Frequency:** weekly, every wednesday
- 5 Publishing company:** Springer Fachmedien Wiesbaden GmbH
Contact editor: **Vanessa Sendrowski** (responsible editor)
 phone +49 (0) 611 / 78 78 – 031
 vanessa.sendrowski@springernature.com
Contact advertising: **Maximilian Fuchs** (Sales Managment)
 phone +49 (0) 611 / 78 78 – 146
 maximilian.fuchs@springernature.com
Thomas Heusler (Media Sales)
 phone +49 (0) 611 / 78 78 – 312
 thomas.heusler@springernature.com
- 6 Usage data:** 2,703 subscribers
(July 2023)





- 1 Name:** Newsletter Maschinenbau + Werkstoffe
- 2 Brief description:** The newsletter provides readers with relevant topics from the fields of automation, surface technology, manufacturing + assembly technology, design + development, materials technology, lightweight construction, bonding and sealing technology and industry 4.0.
- 3 Target group:** Decision-makers and engineers in the fields of mechanical engineering, plant construction, construction, production/materials technology.
- 4 Frequency:** fortnightly (1st and 3rd thursday)
- 5 Publishing company:** Springer Fachmedien Wiesbaden GmbH
Contact editor: Thomas Siebel
tel + 49 (0) 611 / 78 78 – 261
thomas.siebel@springernature.com
- Contact advertising:** **Maximilian Fuchs** (Sales Management)
phone + 49 (0) 611 / 78 78 – 146
maximilian.fuchs@springernature.com
Thomas Heusler (Media Sales)
phone + 49 (0) 611 / 78 78 – 312
thomas.heusler@springernature.com
- 6 Usage data:** 7,878 subscribers
(July 2023)



1 Advertisement formats and prices (prices in Euro)

Newsletter Kleb- und Dichttechnik	Pixel format (w × h)	fixed price	kB
Text ad small + logo/picture (gif or jpeg) ¹	pic 140 × 100, text 300 characters ²	550	max. 45
Text ad large + logo/picture (gif or jpeg) ¹	pic 140 × 100, text 650 characters ²	660	max. 45
Fullsize banner (gif or jpeg) ¹	468 × 60	660	max. 45
Rectangle (gif or jpeg) ¹	300 × 250	660	max. 45
Premium Banner (gif or jpeg) ¹	600 × 315	880	max. 45

Newsletter Maschinenbau + Werkstoffe	Pixel format (w × h)	fixed price	kB
Text ad small + logo/picture (gif or jpeg) ¹	pic 140 × 100, text 300 characters ²	715	max. 45
Text ad large + logo/picture (gif or jpeg) ¹	pic 140 × 100, text 650 characters ²	880	max. 45
Fullsize banner (gif or jpeg) ¹	468 × 60	880	max. 45
Rectangle (gif or jpeg) ¹	300 × 250	880	max. 45
Premium Banner (gif or jpeg) ¹	600 × 315	1,100	max. 45

2 Discounts:

Conditions agreed for print media will not be applied for online media.

3 Payment conditions:

Payment within 10 days with 2% discount, net within 30 days after invoice date. 15% agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.

Banking information:

Springer Fachmedien Wiesbaden GmbH
Deutsche Bank Berlin, BLZ: 100 700 00 | Account: 069700300 | Swift/
BIC: DEUTDEBB | IBAN: DE09 1007 0000 0069 7003 00

You can find our specifications for online advertising at
www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery

You can find our general terms and conditions at
www.springerfachmedien-wiesbaden.de/en/media-sales/gtc

A world of information from the materials + environment field



www.springerprofessional.de
www.adhaesion.com