

MEDIA KIT 2012

8. VOLUME

Magazine for Mobile Drive Systems, Components and Energy Management



POWER



WORLD



POWERWORLD is a magazine that deals with all of today's drive engineering issues such as the following in a clearly laid out and user friendly format:

- On-road and off-road vehicles
- Farm and forestry machinery
- Ships and boats
- Trucks and utility vehicles
- Mass transit vehicles
- Specialized vehicles
- Vehicles without drive trains

Powerworld's target audience is as follows:

- Design engineers
- Project managers
- Developers
- Operations engineers
- Operations managers
- Factory foremen and service technicians
- OEMs

POWERWORLD bundles the realms of drive technology, energy, fluid technology, pneumatics, design engineering, operating material procurement, maintenance, and retrofitting into a modern, well designed and professional magazine.

POWERWORLD, which is Germany's first magazine that specializes in drive engineering, has been successfully on the market for several years and devotes a great deal of attention to the ever more highly charged subject of energy management.

*POWERWORLD is published six times yearly, plus our special reference publication titled **POWER-BASICS**, which provides readers with information regarding key drive engineering components.*

*POWERWORLD approaches drive engineering as an integrated system design and application domain where vehicles and machines are increasingly blurring the distinctions between engines, gearing, hydraulic systems, and control elements. **POWERWORLD** does justice to this evolution by adopting a holistic view of drive-train concepts, and provides comprehensive reporting on methods, systems, and developments that aim to optimize efficiency. Each issue of **POWERWORLD** contains a market overview regarding key component groups, which means that the magazine has long term significance for its readers.*

Each issue is structured into the categories:



Thermal drive engineering

Diesel gas and hybrid engines; waste gas treatment technologies and regulations; particle filters; engine components; acoustic insulation; materials

Hydraulic drive engineering



Pumps, engines, valve blocks, cylinders, connecting elements, measuring ports, control systems



Electrical and electronic drive engineering

Engines, sensors, software, control systems, plug-in connectors, manifolds, bus components

Mechanical drive engineering



Drives, axles, clutches, universal joint shafts, gears, power transmission components



Drive engineering components

Hoses, operating elements, terminals, connection systems, maintenance, tyres, wheels, rims

IMPRINT

Publishing Company

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www.techtex-verlag.com

Published

6 times per year / plus Special Editions

Volume

8. Volume 2012



POWERWORLD

Edition:

7,500 copies

(IVW IV/2010 to II/2011)

Published Edition:

7,425 copies (IVW IV-2010*)

7,425 copies (IVW I-2011*)

7,425 copies (IVW II-2011)

*plus former report periods

POWERBASICS

Editon:

5,000 copies

Published Edition:

4,800 copies

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Payment within ten days after invoice receipt:

2 % discount. Payment within twenty days after invoice receipt without discount.

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IBAN: DE8055 0613 0300 0005 34 65

VAT: DE 239 327 294

Subscription (1 year)

6 issues + special issues

Within Germany: 120.00 EUR

Within rest of Europe: 180.00 EUR*

Single Copies POWERWORLD

Within Germany: 25.00 EUR**

Within rest of Europe: 35.00 EUR*

Single Copies POWERBASICS

Within Germany: 40.00 EUR**

Within rest of Europe: 45.00 EUR*

Notice of Cancellation

8 weeks before end of subscription year

* (plus shipping*) Prices followed by EU-tax

** (plus shipping, incl. tax)



POWERWORLD | POWERBASICS

Format	Type Area Width X Height (mm)	Ingate* Width X Height (mm)	bw	2c	3c	4c
U4	184 x 245	216 x 303	2,663,-	2,920,-	3,198,-	3,512,-
U2	184 x 245	216 x 303	2,539,-	2,786,-	3,054,-	3,353,-
1/1	184 x 245	216 x 303	2,420,-	2,658,-	2,915,-	3,193,-
2/3	120 x 245 184 x 163	140 x 303 216 x 194	1,854,-	2,034,-	2,231,-	2,446,-
1/2	184 x 123	216 x 155	1,540,-	1,689,-	1,854,-	2,034,-
Juniorpage	120 x 163	140 x 194	1,478,-	1,622,-	1,777,-	1,952,-
1/3	184 x 82 57 x 245	216 x 113 77 x 303	1,221,-	1,339,-	1,468,-	1,612,-
1/4	184 x 61 120 x 82	216 x 92 140 x 113	968,-	1,066,-	1,169,-	1,282,-
1/8	184 x 31	216 x 62	541,-	592,-	649,-	716,-
Coverstory (frontcover & two editorial pages – only 4c)						3,945,-

* The ingate formats quoted above already contain a 3 mm trim allowance.

Further Advertisement Formats upon Request

- All prices for complete designed advertisements.
- All colours in CMYK.
- Four and more ads/year (different motives and sizes) 10 % discount (including POWERBASICS).
- Advertisements in the ingate ask exactly on format with all around 3 mm of trimming addition.
- Advertisements in type area only on format.

Stickers, Postcards and other forms of media engagement

Upon request. Please send sample copy to our sales department.

Advertorials

On request.

Advertising in the Internet

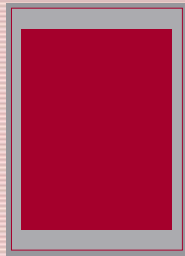
Here apply separate prices.
Web-media kit on inquiry.

Ad Inserts

Loose sheets 204 x 292 mm up to 25 gr. within Europe 350,00 EUR/1,000 copies plus shipping costs (no discounts).

Prices for heavier inserts upon request. Please send sample copy to our sales department.

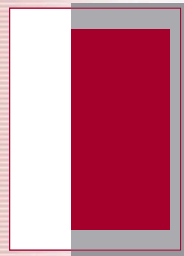
ADVERTISEMENT FORMAT AND SPACE



Format 1/1

216 x 303

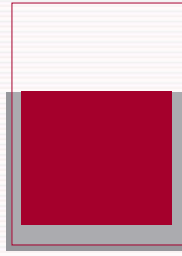
184 x 245



Format 2/3

140 x 303

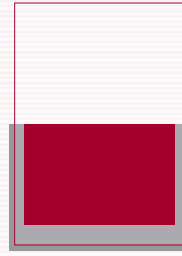
120 x 245



Format 2/3

216 x 194

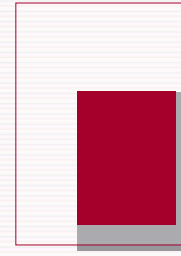
184 x 163



Format 1/2 cross

216 x 155

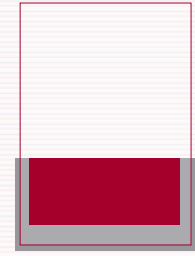
184 x 123



Juniorpage

140 x 194

120 x 163

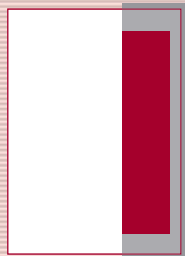


Format 1/3 cross

216 x 113

184 x 82

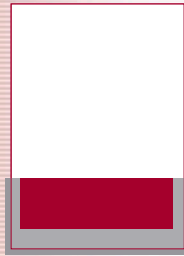
■ Ingate*
■ Type-area



Format 1/3 high

77 x 303

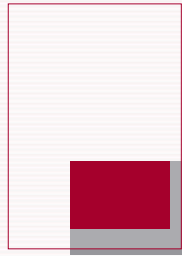
57 x 245



Format 1/4

216 x 92

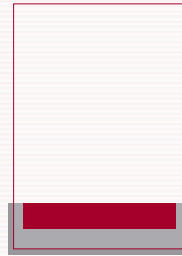
184 x 61



Format 1/4

140 x 113

120 x 82



Format 1/8

216 x 62

184 x 31

■ Ingate*
■ Type-area



Coverstory

(frontcover + two editorial pages)

*All formats in the ingate contain a 3 mm of trimming addition rinksrum.

Further Advertisement Formats upon Request



HMI INDUSTRIE AUTOMATION

HMI MOBILITEC

HMI RESEARCH & TECHNOLOGY

PCIM EUROPE

AMI

SENSOR+TEST

REIFEN

SMM

AUTOMECHANIK

IAA

INNOTRANS

MOTEK

COMPOSITES EUROPE

VALVE WORLD EXPO

ECARTEC

SPS/IPC/DRIVES

Ausgabe

01

02

03/04

05/06

THERMAL DRIVE ENGINEERING	Survey industrial engines: Concepts to Reach the Emission Limits, Exhaust Emission Aftertreatment	Engines up to 55 kW, Chocks, Cylinders, Gas Engines	Engines from 56 up to 130 kW, Turbo Chargers, Downsizing, Exhaust Emission Aftertreatment	Engines above 130 kW
HYDRAULIC DRIVE ENGINEERING	Conception of Hydraulic Systems: Pumps, Engines, Valves, , Valve Blocks etc.	Hydraulic Cylinders, Working Hydraulic Systems	Hydraulic Armatures, Hydraulic Hoses, Partial Flow Filter	Steering Systems, Hydraulic Drives, Measurement Systems for Hydraulic Parameters
MECHANICAL DRIVE ENGINEERING	Gear Transmission Technics, Drive Chain Concepts	Friction Bearings, Ball Bearings	Axels, Chassis, Breakes, Breaking Systems	Gelenkwellen, Kupplungen, Lösbare Verbindungen
ELECTRICAL/ ELECTRONIC DRIVE ENGINEERING	ISOBUS, CANbus, Controller, Control Systems, Safety	Batteries, Chargers, Accumulators, Hybrid Technology	Driver Assistance Systems, GPS, Steering Systems, Direct Drives	Connectors, Cable Conduit, Cable Protection, Operating Elements, Option Terminals, Software, Electric Engines
DRIVE COMPONENTS	Lubricants, Central Lubrication Systems, Purification of Hydraulic Oils	Shock and Vibration Absorbtion	Vehicle Devices, Displays, Cameras, Cooling & Heating	Tyres, Wheels, Rims, Light Weight Construction, Materials
SPECIAL TOPICS	Special HMI	Sensor Technology, Measurement and Testing Technology	Lightning, Lightning Systems	Special Marine Technology

Fair Topics	HMI		IAA-Nutzfahrzeuge	
Fairs	<p>Hannover Messe (HMI) Industrial Automation Hannover: 23. to 27. April 2012</p> <p>HMI, MobiliTec Hannover: 23. to 27. April 2012</p> <p>HMI, Research&Technology Hannover: 23. bis 27. April 2012</p>	<p>PCIM Europe Nuremburg: 08. to 10. May 2012</p> <p>SENSOR+TEST Nuremburg: 22. to 24. May 2012</p> <p>AMI Lipsia: 02. to 10. June 2012</p> <p>REIFEN Essen: 05. to 08. June 2012</p>	<p>SMM Hamburg: 04. to 07. September 2012</p> <p>Automechanika Frankfurt/Main: 11. to 16. September 2012</p> <p>Innotrans Berlin: 18. to 21. September 2012</p> <p>IAA-Nutzfahrzeuge Hannover: 20. to 27. September 2012</p>	<p>MOTEK Stuttgart: 08. to 11. October 2012</p> <p>COMPOSITES EUROPE Dusseldorf: 09. to 11. October 2012</p> <p>eCarTec Munich: 23. to October 2012</p> <p>Valve World Expo Dusseldorf: 27. to 29. November 2012</p> <p>SPS/IPC/DRIVES Nuremburg: 27. to 29. November 2012</p>
Editorial Deadline	17. February 2012	18. May 2012	10. August 2012	19. November 2012
Advertising Deadline	05. March 2012	04. June 2012	20. August 2012	27. November 2012
Date of Publication	26. March 2012	25. June 2012	13. September 2012	17. December 2012

Ausgabe

01

HMI INDUSTRIE AUTOMATION

HMI MOBILITEC

HMI RESEARCH & TECHNOLOGY

02

PCIM EUROPE

AMI

SENSOR+TEST

REIFEN

03/04

SMM

AUTOMECHANIKA

IAA

INNOTRANS

05/06

MOTEK

COMPOSITES EUROPE

VALVE WORLD EXPO

ECARTEC

SPS/IPC/DRIVES

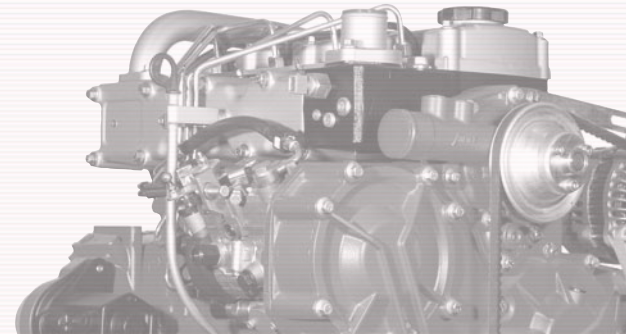
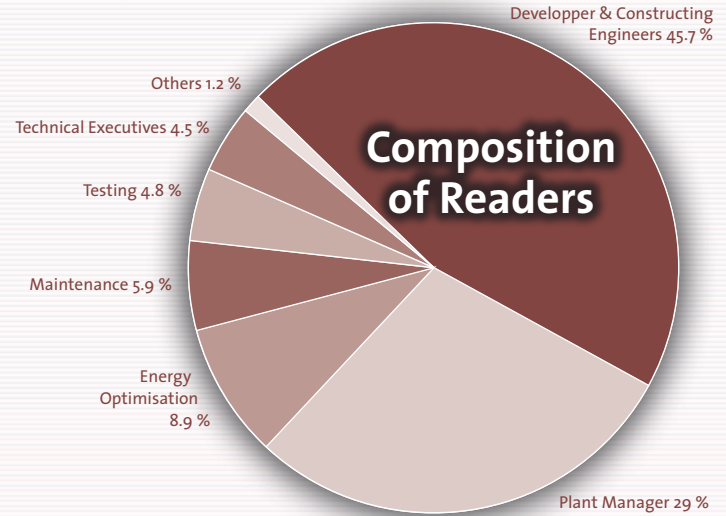
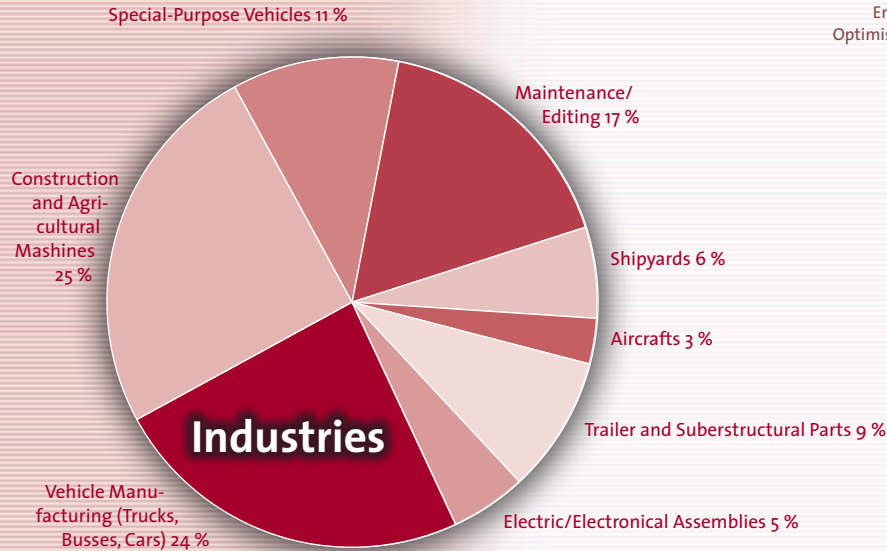
Change of topics due to current due to current causes reserved. Actual list of topics announced in: www.techtex-verlag.com/POWERWORLD

POWER

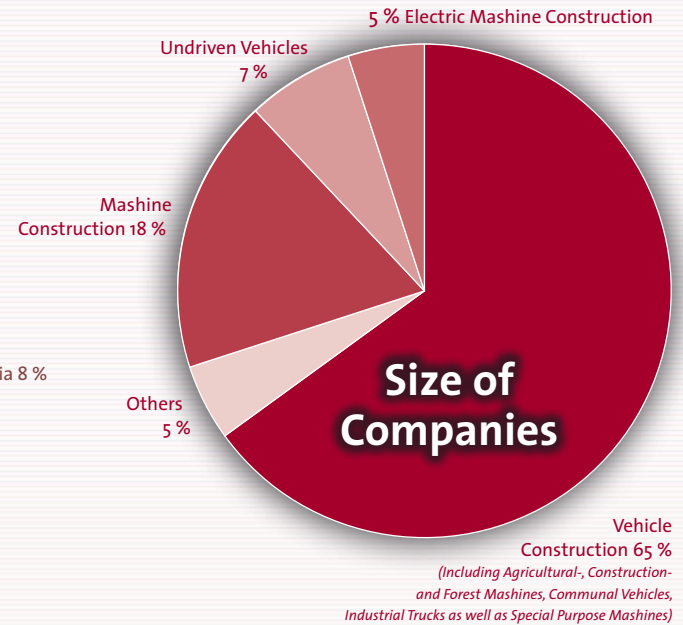
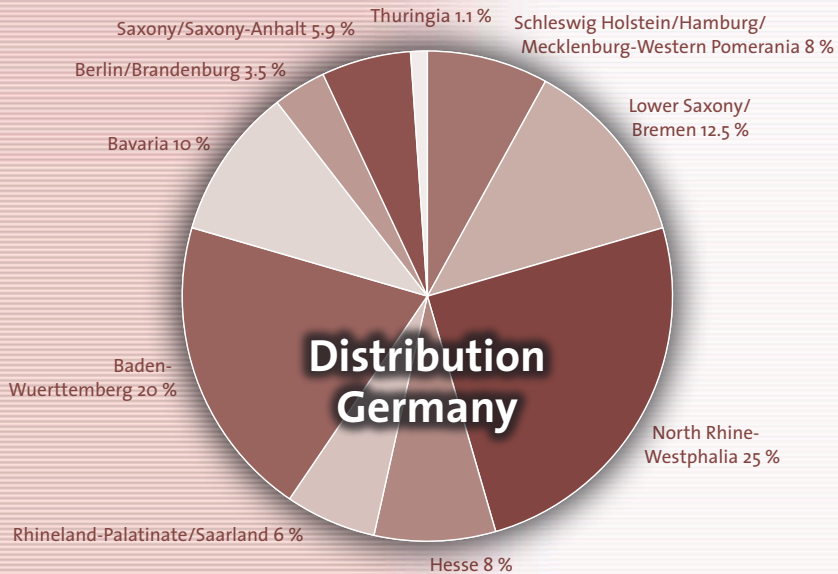


WORLD

POWERWORLD READERS



DISTRIBUTION STRUCTURE



POWER



WORLD

PRINTING DOCUMENTS

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Fax: +49 (0) 62 61-80 83-10
www.laub.de

Mail

a.cherdron@laub.de (max. 10 MB)

ISDN

Leonardo: +49 (0) 62 61-80 03-3 19

FTP

ftp://ftp.laub.de
User name: laub-ftp | Code name: ftp

Data Processing Medium

Floppy-Disc, CD, DVD

Interchange Formats

- PDF (According to PDF/X-1a Standard)
- TIFF or JPG (low compression/high quality)

Without adjustment signs, document information, alpha channels and OPI-functions. Scriptures and images at all times embedded.

Picture resolution

- Halftone pictures min. 300 dpi
- Line drawings min. 600 dpi
- No picture compressions like LZW etc.

Colours

CMYK (ISOcoated, www.eci.org) or grey scales (tone value increase 15 %). Please send a print-out with valid data for reference. Spot colours will be unconsidered.

Side-Cut

Advertisings within side-cut exactly in trimmed size plus all around 3 mm bleed difference.

For the correctness of printed advertisements liability is excluded in case that they do not fit these specifications.

Magazin Format

DIN A4, Width 210 x Height 297 mm.

Bleed of Page

Width 216 x Height 303 mm.

Print Area

Width 184 x Height 245 mm.

Composition, Print and Binding

Computer-to-Plate, sheet offset printing, wire binding.

Print Ready Files

Delivery of digital print ready files together with proof by client. By request we create or digitalise advertisements by original costs. Information upon request.

Data Delivery

Please give magazin title, issue No. and customer/motive description. For delivery by (ISDN/FTP), please set up a folder.

STANDARD TERMS AND CONDITIONS

1. An "advertisement order" within the meaning of these Standard Terms shall mean a contract regarding publication of one or more advertisements placed by an advertiser or any other party in a printed publication for purposes of dissemination.
2. In case of any uncertainty, advertisements shall be called off within 12 months of the date upon which the contract becomes effective. If the contract entitles the customer to place individual advertisements, the contract must be performed in its entirety within one year of publication of the first advertisement, insofar as such advertisement was called off and run within the time limit stipulated in the first sentence of the present clause.
3. Where a valid contract has been concluded, the customer shall be entitled to call off additional advertisements exceeding the contractually stipulated quantity, either within the time limit agreed or that stipulated by clause 2 hereunder.
4. If an advertisement order cannot be fulfilled owing to circumstances beyond the publisher's control, the customer shall pay the publisher the difference between the discount granted and the amount due for the volume of advertisements actually provided, without prejudice to any further legal obligations. Such payment shall be excluded insofar as the publisher's default is the result of force majeure originating in the publisher's sphere of risk.
5. Advertising orders and third-party inserts for particular issues or particular positions in a given issue must be received by the publisher sufficiently early to allow the publisher, if need be, to notify the customer prior to the issue closing date that an order cannot be performed in the manner requested. Classified advertisements shall be printed under the relevant rubric without conclusion of a specific agreement therefor.
6. The publisher shall prominently position the word "advertisement" in any advertisement whose design makes it unrecognizable as such.
7. The publisher shall be entitled to refuse any advertising order, contractually stipulated insert, or insert for which an order has been placed insofar as the content, provenance or technical form of such advertisement is in violation of statutory or official regulations or insofar as the publisher cannot reasonably be expected to run the advertisement. Insert orders shall only be legally binding for the publisher insofar as a copy of the insert has been submitted to and approved by the publisher. Inserts whose format or appearance creates the impression in the reader that they constitute editorial content of a newspaper or magazine, or which contain third party advertisements, shall be refused. If an order is refused, the customer shall be notified without delay.
8. It shall fall to the customer to deliver advertising copy to the publisher in a timely manner, as well as error-free printed documents or inserts. Where printed documents are clearly unsuitable or damaged, the publisher shall request replacement copies without delay. The publisher warrants that the printing quality it supplies will be that which is customary for the selected publication insofar as technically possible for the printed documents concerned.
9. Where the published advertisement is illegible in whole or in part, or is erroneous or incomplete, the customer shall be entitled either to a price reduction or to a replacement advertisement that is devoid of anomalies or errors, but only insofar as the advertisement, as originally printed, would have failed to fulfill its intended purpose. Where the publisher fails to take remedial action within a reasonable period set for this purpose, or where the replacement advertisement is flawed, the customer shall be entitled to reduce the price or terminate the contract. Compensatory claims for consequential losses, infringement of pre-contractual rights and unlawful action shall be excluded for all orders, including telephone orders. Claims resulting from the publisher's inability or failure to perform the contract shall be limited to compensation for foreseeable damage and to monies paid for the advertisement or insert concerned. The foregoing shall not apply to damage caused intentionally or to gross negligence on the part of the publisher or the legal representatives or agents thereof. The foregoing shall be without prejudice to the publisher's liability for lack of promised attributes. Additionally, the publisher shall not be liable for any gross negligence of its agents in connection with commercial transactions. In all other cases the liability of commercial agents shall be limited to foreseeable damage that shall not exceed the charge for the advertisement concerned. Claims (to the exclusion of claims regarding concealed defects) shall be lodged within four weeks following receipt of the invoice and proof of publication.
10. Proofs shall be provided only if expressly requested by the customer. It shall fall to the customer to ensure that the proofs returned to the publisher are devoid of anomalies, errors or defects. The publisher shall integrate all corrections of which it has been notified within the period set on submission of the corrected proof to the publisher.
11. Where no special instructions are provided in regard to the font size to be used for the advertisement, the price of the advertisement shall be based on the font size that is customarily used for the type of advertisement concerned.
12. Insofar as pro forma payment has not been effected, the invoice shall be issued within eight days following publication of the advertisement, and shall be accompanied by a copy of the printed advertisement. The invoice shall be paid within the period stipulated in the list of advertising rates. The payment period shall commence on receipt of the invoice and shall apply insofar as no pro forma payment or other time limit for payment has been stipulated in a separate agreement. Any discount for early payment shall be granted in accordance with the list of advertising rates.
13. Interest and collection costs shall be charged upon default or deferment of payment. Insofar as the customer defaults on payment, the publisher shall be entitled to (1) refrain from performing the relevant contract until such time as payment for any past due amount has been effected; and (2) require pro forma payment for any remaining advertisements. Where justifiable concerns arise in regard to the customer's solvency, the publisher shall be entitled to make the publication of any further advertisement (including any advertisement stipulated in a current contract) conditional on pro forma payment of the amount that will be due and on payment of any outstanding amount due, regardless of any previously agreed terms of payment.
14. Upon request, the publisher shall furnish proof of publication with the invoice. Depending on the nature and scope of the advertising order, such proof shall be supplied in the form of excerpts from the advertisement, whole pages or complete volumes of the publication concerned. Insofar as such evidence is no longer obtainable, the publisher shall instead issue a legally binding certificate attesting to the fact that the advertisement has been published and disseminated.
15. The customer shall assume any cost incurred for the creation of any printed document ordered by him, as well as for any major change made in originally agreed designs that is requested by the customer or that is attributable to any other action on the part of the customer.
16. Insofar as a contract is concluded for two or more advertisements, the customer shall be entitled to a price reduction insofar as the average circulation during the twelve month period starting from the date of publication of the first advertisement is lower than the average circulation (in the case of professional journals, the average number of copies actually distributed) stated in the list of advertising rates or elsewhere; or – where the circulation target has not been specified – if said average is lower than the average circulation during the previous calendar year. In addition, price reduction and rebate claims shall be excluded insofar as the publisher notifies the customer of the decline in circulation in sufficient time to enable the customer to terminate the contract prior to publication of the advertisement.
17. The publisher shall store and forward responses to box-number advertisements with due diligence. Responses to box-number advertisements that arrive via registered letter or express mail shall be forwarded solely via normal first-class surface mail. Responses to box-number advertisements shall be stored for a period of four weeks. Any such letters that are not retrieved within this period shall be destroyed. The publisher shall return all valuable documents without incurring or being under any obligation to do so. In order to protect the customer's interests and act in the customer's interests, the publisher shall be entitled to open all offers received so as to ensure that the publisher's box service is not being used for any improper purpose. The publisher shall be under no obligation to forward promotional material or agency offers of any kind whatsoever.
18. Original documents shall only be returned to the customer insofar as the customer expressly requests that this be done. The obligation to store documents shall be extinguished three months after the contract expires.
19. The place of performance shall be the publisher's head office. The place of jurisdiction for any litigation concerning any business transaction with merchants, businesspersons, legal persons under public law, or special funds under public law shall be the place of jurisdiction for the publisher's head office. Insofar as the publisher's claims cannot be fulfilled through the issuance of dunning letters, the place of jurisdiction for disputes with any private customer shall be determined by said customer's place of residence. Where any customer's address or usual place of residence is unknown at the time any litigation is initiated, or if such customer's address or usual place of residence does not fall within the jurisdiction of the place of performance hereof, the place of jurisdiction shall be that of the publisher's head office.

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