

Advertising Price List No. 55

Effective November 1st, 2023

Low wastage due to

75% subscription share !



MEDIA INFORMATION

2024

Fachverlag für ■ Oberflächentechnik - Galvanotechnik
■ Produktion von Leiterplatten und Systemen

 **LEUZE
VERLAG**
seit 1902

Allgemeine Informationen

Publisher: Eugen G. Leuze Verlag GmbH & Co. KG,
Karlstraße 4, D-88348 Bad Saulgau. Founded in 1902

Tel.: +49 (0) 7581 4801-0, **Fax:** +49 (0) 7581 4801-10

Galvanotechnik is the longest running and worldwide leading magazine for surface technology.

Profile:

Substantial technical articles about the latest developments, relevant information and reports on companies, products, events, patents, etc. The authors are well-known and highly respected in their special fields.

Target Groups:

Companies and professionals in the metalworking industry involved in electroplating and the surface treatment of metals and plastics, as well as suppliers for surface technology. Readers are decision-makers on technical and organizational processes and are directly involved in business decisions. 70 % of our readers are in managerial positions.

Frequency of Publication:

monthly, 12 issues a year

Publication Dates: please see schedule & editorial calendar, page 12+13

Editorial Deadlines: please see schedule & editorial calendar, page 12+13

Advertising Deadlines: please see schedule & editorial calendar, page 12+13; for classified ads: end of month before publishing

Publisher/Editor:

Sylvia Leuze-Reichert, sylvia.leuze-reichert@leuze-verlag.de
Klaus Decker, klaus.decker@leuze-verlag.de

Personally liable partner: Leuze Verwaltungs-GmbH,
Sitz: Bad Saulgau, Amtsgericht Ulm: HRB 743601
CEOs: Sylvia Leuze-Reichert, Klaus Decker

Distribution per month (Ø Q1 + Q2 2023)

Distribution: 2.152 Copies, including 1.538 Subscribers
Website: 21.394 Visitors (IONOS Webanalytics)



Editor-in-Chief: Robert Piterek
Publisher's address, robert.piterek@leuze-verlag.de

Editorial Team:

Plasmatechnik Dr.-Ing. Richard Suchentrunk,
Am Feldl 17, D-85658 Egming, richard.suchentrunk@t-online.de

Umweltechnik Heinz Käisinger,
Publisher's address, heinz.kaesinger@leuze-verlag.de

Energietechnik Dr. rer. nat. Claudia Bäßler,
Publisher's address, claudia.baessler@leuze-verlag.de

Vor- und Nachbehandlung Dr. Wolfgang Hansal,
Publisher's address, wolfgang.hansal@elektrochemie.eu

Advertising Manager: Gerald Mikuteit,
Tel. +49 (0) 75 81/48 01 - 15, gerald.mikuteit@leuze-verlag.de

Subscription Manager: Hannelore Lenk,
hannelore.lenk@leuze-verlag.de, Tel. +49 (0) 75 81/48 01 - 11

Subscription Charges:

Print subscription:

Inside of Germany: 107.00 € per year incl. VAT and shipping. Outside of Germany: 137.00 € per year, incl. VAT and shipping.

Online subscription: Online subscription is 93.00 € per year, incl. VAT

Premium subscription (print + online):

In Germany: 156.00 € per year incl. VAT & Shipping.
Outside of Germany: 186.00 € per year, incl. VAT and shipping.

Single issue: 14,- € plus VAT and postage.

Pupils, students, trainees (with proof) receive 20% discount

Subscription of the trade journal Galvanotechnik covers a full year running until year's end. Thereafter, it is automatically renewed for another year, unless canceled with 6 weeks notice to the end of the year. A refund of paid subscription fees is excluded in any case (even if the magazine is temporarily not supplied due to special circumstances).

Journal Format	190 mm wide, 245 mm high
Type Area Format	160 mm wide, 208 mm high
Printing Process	Offset
Colours	CMYK (ISO Coated), Special colours (preferred HKS) on request
Processing	Adhesive binding
Loose Inserts (without rebate)	Format: DIN A5, 160 x 230 mm max. weight up to 10 grams € 1 470.00 weight up to 15 grams € 1 890.00 weight up to 20 grams € 2 420.00 weight over 20 grams upon request Sample for inspection is required before ordering (please send to Eugen G. Leuze Verlag KG)
Bound Inserts (without rebate)	Maximum weight of paper: 150 grams/m ² printed, untrimmed 2 pages: 190 mm wide (3 mm rounding edge in gutter, 5 mm trim on the outer edges), 245 mm high (5 mm header trim, 5 mm footer trim) 4 pages: 196 mm wide (folded), 390 mm (open) Circulation: on request Prices: 2 pages: € 1 560.00 4 pages: € 2 840.00 For advertisements exceeding the bound, please enquire. Sample for inspection is required before ordering (please send to Eugen G. Leuze Verlag KG)

Mailing Address for Inserts

Postage paid to our printing house:
Holzmann Druck GmbH & Co. KG
Gewerbestraße 2
86825 Bad Wörishofen / Germany

Deadline: 10 workdays before publishing

Ad Specials

- Additional cover page
- One or two more flaps
- Paint finish
- Cards, CDs, booklets stucked-on
- Bookmark
- Banderole

Prices on request; Consultation or sample before ordering

Data Transfer

By email to the advertising manager
(gerald.mikuteit@leuze-verlag.de, max. 20 MB).
Please send files larger than 20 MB of data by
WeTransfer (www.wetransfer.com).

Data Formats

Preferred PDF/X-3,
alternatively EPS or TIFF, inclusive fonts

For the design of your advertisement if carried out by
the publishing house we need printable images with
300 dpi resolution, min. (line images: 600 dpi), and
copy text as MS Word file.

Design of Advertisements

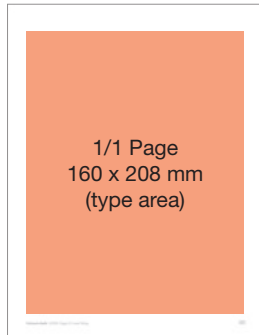
We offer support in designing your advertisements.
Please contact the advertising manager

Data Storage

The material will be stored for 5 years.
Repeated orders within this time period without
resending the data.
You will receive a proof before printing



Preis (4c): € 1820,-



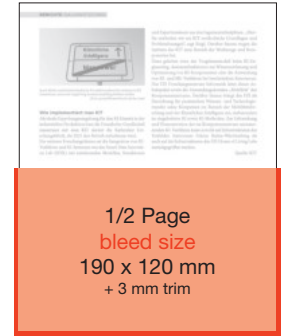
Preis (s/w): € 1420,-
(4c): € 1900,-



Preis (s/w): € 1562,-
(4c): € 2042,-



Preis (s/w): € 710,-
(4c): € 1190,-



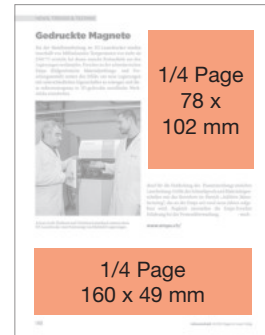
Preis (s/w): € 781,-
(4c): € 1261,-



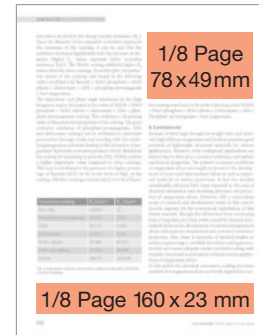
Preis (s/w): € 710,-
(4c): € 1190,-



Preis (s/w): € 781,-
(4c): € 1261,-



Preis (s/w): € 355,-
(4c): € 615,-



Preis (s/w): € 177,50
(4c): € 437,50

Dimensions for **bleed ads** plus 3 mm trim allowance on outer edges.

Please note that for bleed ads, text, logos, etc. must be at least 10 mm (left & right) or 5 mm (top & bottom) from the bleed edge.

Further formats

on request: e.g..
Doppelseiten, Freiform,
Inselanzeigen...

Cover Premium Placements

Cover	
Cover picture	1.820,00
Cover page 2 *	2.140,00
Cover page 3 *	1.920,00
Cover page 4 *	2.240,00

All prices in Euros / Ad



Classified Ads Job Offers, Buy and Sell, Representations, etc.

	Price for Colour Ads in Euros (per ad)	
	Job Offers, Buy and Sell, etc.	Job applications
1/1 page	1 540,-	-
3/4 page (160 x 155 mm)	1 275,-	-
1/2 page	1 010,-	820,-
1/4 page	525,-	430,-
1/8 page	392,50	345,-

	Price for b/w Ads (basic price) in Euros (per ad)	
	Job Offers, Buy and Sell, etc.	Job applications
1/1 page	1 060,-	-
3/4 page (160 x 155 mm)	795,-	-
1/2 page	530,-	340,-
1/4 page	265,-	170,-
1/8 page	132,50	85,-

Extra charge for placement in online job market:

€ 60.00

Box number fee: € 12.00

Online publication first possible. Online presence for 8 weeks.

Job applications appear online at **no extra charge!**

additionally we post your job advertisements on:

facebook
<https://www.facebook.com/leuzeverlag/>

Twitter
<https://twitter.com/leuzeverlag>

In this table the additional charge* for colour of € 480.00 for 1/1-, 1/2-, 1/4 A4-page Ads or € 260.00 for 1/4- oder 1/8-page Ads is included in the price.

b/w plus scale colour* + € 160.00 per colour (cyan, yellow, magenta)

b/w plus spot colour* + € 320.00 per colour (gold, silver, Pantone, HKS...)

*Extra charges are not discountable

Price List No. 55 effective November 1st, 2023 all prices in Euros; VAT (if applicable) and shipping cost will be added.

Please consider our discount plan on the following pages!

Advertisements **within the type area**

Price List No. 55 effective November 1st, 2023
All prices in Euros; VAT (if applicable) and shipping cost will be added.

Price for Colour Ads in Euros (per ad)				
	1 ad	3 ads	6 ads	12 ads
1/1 page	1.900,00	1.780,00	1.600,00	1.520,00
1/2 page	1.190,00	1.130,00	1.040,00	1000,00
1/4 page DIN A4	1.130,00	1.070,00	1000,00	960,00
1/4 page	615,00	585,00	540,00	520,00
1/8 page	437,50	422,50	400,00	390,00
Frame ad	2.540,00	2.420,00	2.240,00	2.160,00
Island ad	830,00	770,00	700,00	660,00
Freeform	850,00	790,00	720,00	680,00

In this table the additional charge* for colour of
€ 480.00 for 1/1-, 1/2-, 1/4 A4-page Ads or
€ 260.00 for 1/4- oder 1/8-page Ads
is included in the price.

Additional placement charge* is 20 % of basic b/w price

Price for b/w Ads (basic price) in Euros (per ad)				
	1 ad	3 ads	6 ads	12 ads
1/1 page	1.420,00	1.300,00	1.120,00	1040,00
1/2 page	710,00	650,00	560,00	520,00
1/4 page DIN A4	650,00	590,00	520,00	480,00
1/4 page	355,00	325,00	280,00	260,00
1/8 page	177,50	162,50	140,00	130,00
Frame ad	2.060,00	1.940,00	1.760,00	1.680,00
Island ad	570,00	510,00	440,00	400,00
Freeform	590,00	530,00	460,00	420,00

b/w plus scale colour* + € 160.00 per colour (cyan, yellow, magenta)

b/w plus spot colour* + € 320.00 per colour (gold, silver, Pantone, HKS...)

*Extra charges are not discountable

Advertisements bleed

Price List No. 55 effective November 1st, 2023
All prices in Euros; VAT (if applicable) and shipping cost will be added.

Price for Colour Ads in Euros (per ad)				
	1 ad	3 ads	6 ads	12 ads
1/1 page	2.042,00	1.910,00	1.712,00	1.624,00
1/2 page	1.261,00	1.195,00	1.096,00	1.052,00

In this table the additional charge* for colour of € 480.00 for 1/1-, 1/2-, 1/4-page ads (formatted to DIN A4), or € 260.00 for 1/4- or 1/8-page ads, resp., is included in the price. **Additional placement charge*** is 20 % of basic b/w price

Price for b/w Ads (basic price) in Euros (per ad)				
	1 ad	3 ads	6 ads	12 ads
1/1 page	1.562,00	1.430,00	1.232,00	1.144,00
1/2 page	781,00	715,00	616,00	572,00

b/w plus scale colour* + € 160.00 per colour (cyan, yellow, magenta)
b/w plus spot colour* + € 320.00 (gold, silver, Pantone, HKS...)

*Extra charges are not discountable.

Inserts and Bound-in Inserts

Brochure inserts & bound-in inserts in **Galvanotechnik** cannot be overlooked. They enjoy high acceptance and are heavily used by our readers.

Inserts-Format

DIN A 5 up to about 180 x 235 mm

Inserts	
Weight	Price
Weight up to 10 g	1590,-
Weight up to 15 g	2010,-
Weight up to 20 g	2540,-
Weight over 20 g	upon request

Bound-in	
Pages	Price
2 pages	1 560,-
4 pages	2 840,-

Bound insert: Format 2 pages
190 mm x 245 mm (WxH)
bound, with 3 mm milling edge,
outer right trim 5 mm
head trim 5 mm, and
foot trim 5 mm.

Bound insert: Format 4 pages
190 mm wide (folded)
490 mm (open), trim: see above

Bound-in-Paper

150 grams per square meter
printed, untrimmed
print run upon request

For advertisements exceeding the
bound, please enquire.

Presentation of sample is required
before ordering (ship to: Eugen G.
Leuze Verlag KG)
No discounts on inserts.

All prices given are subject to
value-added sales tax and
shipping cost.

Shipping Address for Inserts and Bound-in Inserts

Free delivery to:

HOLZMANN DRUCK GMBH & CO KG
Frau Angela Schneider
Gewerbestraße 2
D-86825 Bad Wörishofen
Tel: +49 (0) 8247 9 93-2 26
angela.schneider@holzmann-druck.de
www.holzmann-druck.de

Delivery Date

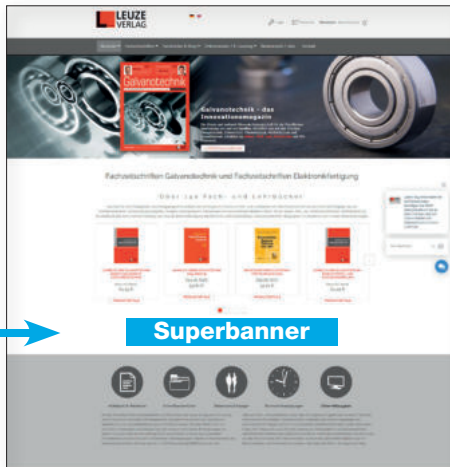
10 working days before publication

www.leuze-verlag.de – the portal for professionals

leuze-verlag.de offers specialized information of the magazines **PLUS** and **Galvanotechnik**. With news, contents of the magazines, an event calendar, job and small advertisement market our user a comprehensive overview of the market. Thus, our access figures have almost doubled in 2020 after our extensive optimization measures.

Our online book store with its extensive program of reference books also attracts a great many users.

www.leuze-verlag.de



Super-Banner 700 x 90 pixel
Position on the start page and another, useful subpage like events, etc.
Runtime 4 weeks **Price: € 920.00**

www.leuze-verlag.de



Fullsize-Banner 468 x 60 pixel
Position on the start page and another, useful subpage like events, etc.
Runtime 4 weeks **Price: € 820.00**

www.galvanotechnik.de

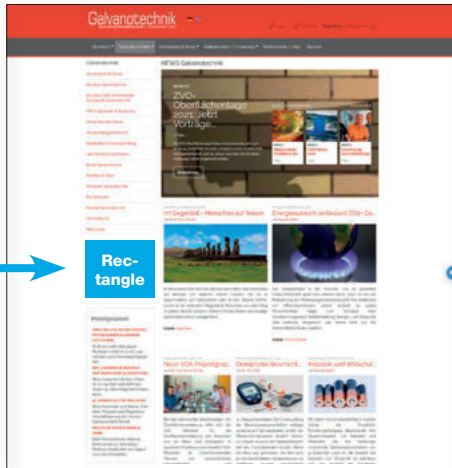


Vertical Rectangle 240 x 400 pixel
Position on the Galvanotechnik start page and another, useful subpage like events, etc.
Runtime 4 weeks **Price: € 1120.00**

Accesses of the main page and subpages

Period 1 Jan. to 30 Sep. 2023 according to 1&1 WebAnalytics
page impressions: 1.290.177 = 143.353 views per month*
visitors: 192.546 = 21.394 visitors per month*

Target groups:
Specialists and decision makers in the corresponding industries.



Rectangle 240 x 200 pixel
 Position on the Galvanotechnik start page and another, useful subpage like events, etc.
 Runtime 4 weeks **Price: € 525.00**



Content Ad 170 x 170 pixel
 Position on the Galvanotechnik homepage in the editorial environment.
 Runtime 4 weeks **Price: € 330.00**

Summary / Overview

Booking additional weeks is possible: From the 5th week on all banner ads are € 150.00 per week.

Further formats on request

Size: under 200 kB

Discount: 3 Banners 3 %
 6 Banners 5 %
 9 Banners 10 %
 12 Banners 15 %

Advertising form	Pixel (width x height)	Price / month
Superbanner	700 x 90	€ 920,-
Fullsize-Banner	468 x 60	€ 820,-
Vertical Rectangle	240 x 400	€ 1 020,-
Rectangle	240 x 200	€ 525,-
Content Ad	170 x 170	€ 330,-

For questions / booking / information

please contact Gerald Mikuteit
 Tel.: +49 7581 4801-15,
 gerald.mikuteit@leuze-verlag.de

Content-Marketing High credibility • Increased Visibility • Maximum Attention

Since June 2020, **Galvanotechnik** is accessible online to all readers. Short articles can be read free of charge. Longer ones require online or premium subscription.

Within this editorial environment we offer you the placement of your own articles.

In this case, their legally required marking as an advertisement is done by a small, unobtrusive button.

Placing your advertorial within a renowned trade journal is a very effective way of advertising online.

Your content is published embedded in the editorial environment for the duration of four weeks. Afterwards it is still present in the archive.

Please refrain from using advertising-type statements.



Content-Marketing

Text length: 8.000 characters max., picture on the cover page, plus up to three additional illustrations placed on the page of the article.

Duration: four weeks.

Price: € 1 560.00

All prices plus value added tax

Galvanotechnik for you



Student and trainee brochure

Basic topics on mathematics, electrical engineering, chemistry and materials, simply explained. This DIN A5 brochure is published four times a year (January, April, July and October) and is enclosed with Galvanotechnik, distributed in schools and used in lessons.

It is perfectly tailored to the needs of trainees. It explains specialist knowledge quickly and simply, compactly and clearly.

Your image advertisement reaches tomorrow's junior staff in schools directly and without detours. Ideal for recruiting.

GTFY offers you the following advertising opportunities:

Logo entry:

Logo with companyname and Internet address, 4 issues, 27 x 20 mm, 4-color, plus VAT per year: 98,-€

Ad in the text section:

Bleed, 4-color, plus VAT
1/2 page, 105 x 148 mm: 579,-€
1 page, 210 x 148 mm: 799,-€

Back cover

E-Learning platform

"Galvanotechnik for you.de" is a very versatile e-learning platform. It offers online courses about current topics of galvanotechnics, environmental issues and workplace security. These multifaceted training opportunities are valued by newcomers, apprentices and professionals.

The courses are equipped with interactive questions. Participants receive a certificate. Support is provided by the electroplating calculator, the online lexicon and a specialist forum. Here you can reach decision-makers and junior staff alike:

Baner form	Pixel (width x height)	Price/ Month
Superbanner	700 x 90	€ 920,-
Fullsize-Banner	468 x 60	€ 820,-
Vertical Rectangle	240 x 400	€ 1 020,-

If you have any questions, please contact the advertising manager: Gerald Mikuteit, Tel. +49 7581 4801-15, gerald.mikuteit@leuze-verlag.de

www.galvanotechnik-for-you.de

Reprints

We also offer reprints of your editorial contributions, in the original **Galvanotechnik** layout, with a personalized cover page and space for advertisements.

For an offer please contact
Gerald Mikuteit
Tel.: +49 7581 4801-15,
gerald.mikuteit@leuze-verlag.de



Size 19 x 24,5 cm

Newsletter

The newsletter is published every week on Wednesday noon in two rolling formats: NEWS & EXPERTISE

"NEWS" contains news from the companies, anniversaries, personnel announcements, latest products, special offers and much more.

"EXPERTISE" informs you about all free as well as paid articles, such as the various reports, essays, information from research and technology, all contents of the columns and much more.

Banner Advertising

Size 1100 x 140 pixel (W x H)
at the introductory price of
€ 280,- per version

Please register here
for the newsletter



Galvanotechnik NEWS
Selection from current
Galvanotechnik-Online-NEWS

**Online articles
Galvanotechnik**
Selection from current
Galvanotechnik-Online-
Essays, reports and rubrics



Readership Analysis

Die **Galvanotechnik** is being read predominantly on a paid subscription base. For more than 119 years, our magazine has been the market leading publication in its field. The high acceptance rate among its highly qualified readers ensures direct access to your selected target group.

70% of our readers are in leading executive positions and as such are initiating or participating in major procurement and investment decisions.

One paid subscription issue is shared by an average of 6.5 readers. This extends the reach of the publication significantly to a multiple of its IVW-certified print circulation.

Galvanotechnik is the leading trade publication in the field of surface finishing technology – nationally and internationally. Its scientifically and technologically well founded content offers the optimal editorial environment for your advertisement activity.

Get the most out of our excellent position in the market and stay in touch with your target group without a loss of media attention!

Readership by Industry

Plating	46 %
Suppliers	15 %
Surface Treatment	19 %
Apparatures/Machines	10 %
Environmental Technology	9 %
Consulting Services	1 %

Average Reading Time

up to 1 hour	23 %
up to 2 hours	39 %
up to 3 hours	23 %
longer	15 %

Management Position

Owner, General Manager, Managing Board	31 %
Operations Manager, Area/ Department Head	36 %
Production Specialist, QM, Developer	21 %
Product management, Marketing, Sales	12 %

Looking at Advertisements

Yes	65 %
Less often, or No	5 %
Before investment	30 %

Issues are Archived

Yes	76 %
No	24 %

www.galvanotechnik.de

Schedule and Editorial Calendar 2024

Editor-in-Chief: Robert Piterek,
robert.piterek@leuze-verlag.de

Issue		January	February	March	April	May	June
Editorial & advertising deadlines		11.12.2023 18.12.2023	12.1.2024 19.1.2024	16.2.2024 23.2.2024	15.3.2024 22.3.2024	12.4.2024 19.4.2024	17.5.2024 24.5.2024
Publication date		15.1.2024	15.2.2024	14.3.2024	15.4.2024	15.5.2024	17.6.2024
Special topics			Special Leipziger Fachseminar			Previews Ulmer Gespräch	
Themenschwerpunkte	Electroplating	Electroplating in vehicle construction	Selective coating	Light metals in electroplating	Automation and digitalisation	Functional layers	Corrosion protection
	Energy Technology Claudia Bäßler claudia.baessler@leuze-verlag.de	Batteries with high efficiency	Resilient energy system	Fuels of the future	Combined heat and power generation	Digital energy world	Process heat from renewable energies
	Thinfilm and Plasma Technologies Richard Suchentrunk Richard.Suchentrunk@t-online.de	Tribological coating systems	Atmospheric pressure plasma process	Thermal spraying processes	Layer and process analytics	Plasma pre-treatment for painting, bonding	New lasers and applications
	Medical Technology Stephan Reuter Stephan.Reuter@inp-greifswald.de	Electrochemical post-processing	Hard material processing	Automated mass finishing for AM	Industrial laser surface technology	Blasting technology for AM	Component cleaning in the AM sector
	Environmental Technology Heinz Käisinger heinz.kaesinger@leuze-verlag.de	Sustainability in coating technology 1	Sustainability in coating technology 2	Lifting platforms, forklift trucks, conveyor belts: Who is responsible in the event of accidents?	Energy efficiency saves resources and protects the environment	Emergency and accident management	Resource cycles and metal recycling from an economic perspective
Media Partnership Fair Dates			Leipziger Fachseminar 9.3. intec / Z 7.-10.3.	Hannover Messe 17.-21.4.	Control 9.-12.5.	MedtecLIVE 23.-25.5. Ulmer Gespräch 24.-25.5.	

Issue	July	August	September	October	November	December	
Editorial & advertising deadlines	14.6.2024 21.6.2024	12.7.2024 19.7.2024	9.8.2024 16.8.2024	13.9.2024 20.9.2024	11.10.2024 18.10.2024	15.11.2024 22.11.2024	
Publication date	15.7.2024	14.8.2024	9.9.2024	15.10.2024	14.11.2024	16.12.2024	
Special topics			Special ZVO Oberflächentage Preview parts2clean	Trade fair edition parts2clean			
Themenschwerpunkte	Electroplating	Alternative coating processes	Coating non-metallic substrates	Industrial parts cleaning	Decorative layers	Additive manufacturing and electroplating	Coating on and with precious metals
	Energy Technology Claudia Bäßler claudia.baessler@leuze-verlag.de	Funding programmes to increase energy efficiency	CO2 as a sustainable source of carbon	Peak load capping with battery storage systems	New challenges for surface technology due to e-mobility	Geothermal energy safe and economical	Hydrogen and fuel cell
	Thinfilm and Plasma Technologies Richard Suchentrunk Richard.Suchentrunk@t-online.de	technology	Carbon-based coatings	Maritime applications of plasma technology	Protection and restoration of cultural assets	Adhesion improvement through Plasma technology	Thermal spray processes
	Medical Technology Stephan Reuter Stephan.Reuter@inp-greifswald.de	Atomic Layer Deposition - New applications	New thin-film systems	New applications for thin film and plasma technology	Plasma technology in research and industry	Improved adhesion through plasma technology, nanolayers and composites	Coating of AM tools
	Environmental Technology Heinz Käisinger heinz.kaesinger@leuze-verlag.de	Mechanical component processing	Electro and plasma polishing	Deburring	Post-processing; Post-processing of 3D-printed metal components	Post-processing; Post-processing of 3D-printed metal components	Coating
Media Partnership Fair Dates	in the AM sector		ZVO Oberflächentage 13.-15.09. parts2clean 26.-28.9. Aluminium 27.-29.9.				

The **Surface Technology Yearbook 2021** offers a comprehensive overview of surface technology achievements. Whether practical applications, new developments, further developments, or basic research research - the yearbook reports on it.

Also included is once again a reference source directory. This has become indispensable for many companies. It is an important aid for many purchasing decisions.

Your entry should not be missing from this standard work, because the reader can see at a glance who is a potential business partner.



Terms and conditions for a listing in the Supplier Reference Directory:

Basic price: € 230.00, if applicable plus VAT, additional Logo: € 114,- This includes one entry with company name, postal address, contact details and listing in up to three technical categories. For each additional category there is a surcharge of € 62.00.

Terms and conditions for advertising in the Directory:

We will be pleased to furnish you a detailed offer for advertising in the Directory. Please contact Mr. Gerald Mikuleit, Tel.: +49 7581 4801-15, gerald.mikuleit@leuze-verlag.de

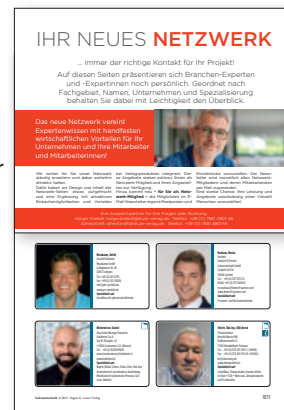
Our "The network" section combines expert knowledge with tangible economic benefits for your company.

An ideal way to present yourself personally to the industry and raise your profile.

Benefit from free shipping on all books in our online store, exclusive book lists on special offers and a 20% discount on e-learning courses on the www.gtfy.de website.

For your entry we offer you three packages "Small - Basic - Plus".

Contact: Phone +49 (0) 75 81/48 01-0, netzwerk@leuze-verlag.de



Package 1

Small

€ 540,- / Jahr

- Address
- Passport photo
- Position
- Rubric
- social media

Package 2

Basic

€ 625,- / Jahr

- All services from package 1
- Annual subscription Electroplating
- Print edition

Package 3

Plus

€ 665,- / Jahr

- All services from package 1
- Annual subscription Galvanotechnik
- Print edition
- Full online access

Podcast "Galvanotalk"

Audio advertising in the monthly Leuze podcast. Talk to us!



Advertisements	
20 sec.	700,- €
30 sec.	900,- €

Trade Fair Specials

Concurrent with major German trade fairs, such as **Hannover Messe**, **Surface Technology Germany**, **ZVO Oberflächentage**, etc., we offer a rich and multifaceted bouquet of **Galvanotechnik** trade fair specials:

- online special as a cross-media complement to the report in the print edition. This will include your company logo and a link to your website
- various advertisement packages for the print issue at special conditions,
 - ✓ two adverts full page 4-coloured, plus a banner
 - ✓ two adverts half page 4-coloured, plus a banner
- combination of company presentation or an interview with a product specialist or corporate executive, plus an advert (full page 4-coloured)
- review after the fair conclusion

For questions / booking / information

please contact Gerald Mikuteit,
Tel.: +49 75 81/48 01 - 15,
gerald.mikuteit@leuze-verlag.de



Industry Guide

For a number of years now our industry guide has served as an indispensable look-up tool, made even more valuable by its additional English-language keyword index. Thus its delivery and service offerings are accessible to foreign-language readers.

In addition to the **printed edition**, the Industry Guide is accessible also on the **Web**. The basic entry is presented during the following two years. It includes your company name, address, contact data, plus entries in up to ten categories.

A **specimen copy**, and online publication on our web page are included in the price.

Additional information, such as product names, subsidiary companies, etc. (30 characters per line), and additional categories are feasible.



Page size: 17 x 24 cm
(6.7 x 9.4 inches),
printed bw and coloured,
coated glossy paper,
with a volume of more
than 650 pages.

Package 1: Small	Difference	in Cost € 89.00
Address Contact person Company description	5 Categories	Entry in Print Entry Online Location Indic. on Map

Package 2: Basic	Difference	in Cost € 190.00
Address Contact person Company description	incl. Company Logo 10 Rubrics/ Headings	Entry in Print Entry Online Location Indic. on Map

Term 2 years

For **questions / booking / information** please contact Britta Kraft,
Tel. +49 7581 4801-18, britta.kraft@leuze-verlag.de

Additionally, we offer to specifically position your **advertisement** in the Industry Guide. Prices are identical to those in **Galvanotechnik**.

Terms of Business

1. Acceptance of advertisements in a given issue or at a specific place in any issue cannot be guaranteed.
2. Advertisers or their agents are responsible for timely submission of advertising text, artwork and associated materials prior to published issue closing date. The publishers cannot be held responsible for errors or omissions arising from late submissions.
3. The publishers will not be held responsible for advertising content or alterations to such content, where these are transmitted orally and not in writing.
4. In the case of advertisements containing errors, advertisers are entitled to a rebate or replacement insertion, only in such cases where the error significantly alters the meaning or detracts from the content of the advertisement or its purpose.
5. Discounts set out in the advertising rate card will be applicable only in the 12 month period following the first insertion.
6. Supplementary charges for advertising are calculated on the basic rate and do not qualify for discounts.
7. Where an advertisement fails to appear, owing to circumstances outside the control of the publishers, the advertiser is entitled to subsequently charge the discount in proportion to the difference between the discount granted and that corresponding to the quantity actually purchased.
8. Paper proof copies of advertisements are provided only where these have been explicitly requested. Failure by advertisers to provide corrections (in print or electronic format) by the issue closing date, absolves the publishers of any duty to make such corrections.
9. The publisher reserves the right to request pre-payment for additional advertising, during a period when multiple insertions have been agreed or outstanding invoices have to be settled.
10. The publishers reserves the right to decline publication of submitted advertising material and are not obliged to state reasons for so doing.
11. In the case of Box Number advertising, the publisher undertakes to remit responses in a timely and responsible manner and assumes no liability. Remittance of such responses to the advertiser, including Express Mail, will be carried out using normal postal services. The publisher will not be held responsible for any claims arising out of such forwarded material or correspondence. The advertiser is responsible for returning to the sender, enclosed material such as testimonials, certificates etc. The publisher retains the right to open incoming responses to Box advertising in order to monitor any misuse of the system.
12. The publisher is allowed to copy and distribute ads online on the website and offline (e.g. on CD-Rom, DVD, presentations, reprints).
13. Account settlement within 30 days of invoice date is required. Settlement within 14 days attracts a 2% discount. Invoices are issued only after an advertisement has appeared. Charges do not include a complimentary copy of the journal.
14. Any queries or complaints must be raised within 14 days of the publication of the advertisement and/or receipt of invoice.
15. Any disputes going to law will be resolved within the judiciary of Bad Saulgau.