Qualität und Zuverlässigkeit

Die Zeitschrift für Qualitätsmanagement und Qualitätssicherung

18 Wie Sie per Mausklick zur passenden Weiterbildung kommen
20 Warum kleinere Lieferanten Probleme mit IATF16949 haben
45 Spezial: Individuelle Bildverarbeitung

www.qz-online.de
QZ is the premier specialist journal on the subject of Quality Management and Quality Assurance. It provides practice-based information across all branches of industry for quality experts on subjects such as quality systems and methods, applicable standards, product liability, CAQ software, measurement and testing technology and the latest trends and career opportunities.

As a subscription magazine with the most paid circulation in the competitive environment, QZ reaches an exclusive readership positioned within the middle to top management sector. Providing practically-oriented technical articles and product reports, QZ helps keep readers abreast of the latest trends and developments. With varied and interesting reports, interviews and comments, QZ provides valuable orientation in the professional environment.
## Continuous topics and columns in every issue of QZ

**Career/soft skills** career advice, qualification and personal development, know-how quizzes, labor law

**Quality management** conventional and innovative quality management tools (FMEA, Six Sigma, CIP, value stream analysis, KPI and many more), relevant quality standards, law

**Metrology & Testing** production measurement for quality assurance; non-contact optical and tactile measurement and testing techniques, industrial image processing/machine vision, destructive/non-destructive testing methods, mechanical measurement and testing equipment

### Issue 1: January

**Closing Dates:**
- Advertisement: 01.02.2020
- Publication: 07.01.2020

**Themes:**
- Career/soft skills: onboarding, time management, stress management
- Quality management: risk management, complaint handling, customer satisfaction
- Software CAQ, MES, BPM, CMS
- Metrology & Testing: dimensional metrology, coordinate metrology, optical metrology and testing, shape and surface measurement, materials testing

**Trade Fairs / Conferences 2020:**
- Nortec, Hamburg, Germany, 21.-24.01.2020

### Issue 2: February

**Closing Dates:**
- Advertisement: 08.01.2020
- Publication: 04.02.2020

**Themes:**
- Career/soft skills: generation change/company succession, team building, change management
- Quality management: process management, project management, perceived quality
- Software CAQ, MES, BPM, CMS
- Metrology & Testing: industrial image processing/machine vision, optical inspection

**Trade Fairs / Conferences 2020:**
- Maintenance, Dortmund, Germany, 12.-13.02.2020
- Embedded World, Nuremberg, Germany, 21.-25.02.2020

### Issue 3: March

**Closing Dates:**
- Advertisement: 05.02.2020
- Publication: 02.03.2020

**Themes:**
- Career/soft skills: wompower, leadership, communication techniques
- Quality management: internal/external audits and revisions, compliance, controlling
- Software MES market overview
- Metrology & Testing: dimensional metrology, coordinate metrology, optical metrology and testing, shape and surface measurement, materials testing

**Trade Fairs / Conferences 2020:**
- Metav, Dusseldorf, Germany, 10.-13.03.2020
- Quality Conference, Dusseldorf, Germany, 18.-19.03.2020
- Analytica, Munich, Germany, 31.03.-03.04.2020
- Hannover Messe, Hanover, Germany, 20.-24.04.2020

### Issue 4: April

**Closing Dates:**
- Advertisement: 04.03.2020
- Publication: 30.03.2020

**Themes:**
- Career/soft skills: teambuilding, conflict management, employee motivation and employee satisfaction
- Quality management: agility, innovation management, integrated management systems
- Software CAQ, MES, BPM, CMS, NEW: AI-based quality assurance
- Metrology & Testing: dimensional metrology, coordinate metrology, optical metrology and testing, shape and surface measurement, materials testing

**Trade Fairs / Conferences 2020:**
- Control, Stuttgart, Germany, 05.-08.05.2020
- Optotec, Frankfurt, Germany, 12.-14.05.2020
- Smart Automation Austria, Vienna/Austria, 12.-14.05.2020
- Intertool, Vienna/Austria, 12.-15.05.2020
- MedTec LIVE, Nuremberg, Germany, 21.-23.05.2020

### Issue 5: May

**Closing Dates:**
- Advertisement: 23.03.2020
- Publication: 24.04.2020

**Themes:**
- Career/soft skills: career opportunities, intercultural skills, negotiation techniques
- Quality management: digitization/Industry 4.0, information security and cyber security, data protection
- Software CAQ market overview
- Metrology & Testing: EXHIBITION ISSUE FOR CONTROL

**Trade Fairs / Conferences 2020:**
- Automatica, Munich, Germany, 16.-19.06.2020
- Sensor-Test, Nuremberg, Germany, 23.-25.06.2020

### Issue 6: June

**Closing Dates:**
- Advertisement: 29.04.2020
- Publication: 04.06.2020

**Themes:**
- Career/soft skills: corporate culture, leadership, change management
- Quality management: CIP, internal/external audits and revisions, Business Excellence
- Software CAQ, MES, BPM, CMS
- Metrology & Testing: industrial image processing/machine vision, optical inspection

**Trade Fairs / Conferences 2020:**
- Control, Stuttgart, Germany, 05.-08.05.2020
- Optotec, Frankfurt, Germany, 12.-14.05.2020
- Smart Automation Austria, Vienna/Austria, 12.-14.05.2020
- Intertool, Vienna/Austria, 12.-15.05.2020
- MedTec LIVE, Nuremberg, Germany, 21.-23.05.2020

### Issue 7: July

**Closing Dates:**
- Advertisement: 05.06.2020
- Publication: 02.07.2020

**Themes:**
- Career/soft skills: qualification, personal development, labor law
- Quality management: process management, project management, knowledge management/documentation
- Software BPM market overview
- Metrology & Testing: FOLLOW-UP REPORT ON CONTROL

**Trade Fairs / Conferences 2020:**
- AMB, Stuttgart, Germany, 15.-19.09.2020

### Issue 8: August

**Closing Dates:**
- Advertisement: 08.07.2020
- Publication: 03.08.2020

**Themes:**
- Career/soft skills: interface communication, organisation development, stress management
- Quality management: risk management, internal/external audits and revisions, controlling
- Software CAQ, MES, BPM, CMS
- Metrology & Testing: dimensional metrology, coordinate metrology, optical metrology and testing, shape and surface measurement, materials testing

**Trade Fairs / Conferences 2020:**
- Motek, Stuttgart, Germany, 05.-08.10.2020
- PM-Forum, Nuremberg, Germany, 20.-21.10.2020

### Issue 9: September

**Closing Dates:**
- Advertisement: 05.08.2020
- Publication: 01.09.2020

**Themes:**
- Career/soft skills: company succession/generation conflicts, leadership, teambuilding
- Quality management: product safety and reliability/liability, product conformity, compliance
- Software CMS market overview
- Metrology & Testing: dimensional metrology, coordinate metrology, optical metrology and testing, shape and surface measurement, materials testing

**Trade Fairs / Conferences 2020:**
- VISION, Stuttgart, Germany, 10.-12.11.2020
- QM-Kongress, Goettingen, Germany, 10.-12.11.2020
- Electronica, Munich, Germany, 10.-13.11.2020
- SPS, Nuremberg, Germany, 24.-26.11.2020

### Issue 10: October

**Closing Dates:**
- Advertisement: 07.09.2020
- Publication: 01.10.2020

**Themes:**
- Career/soft skills: feedback culture, error tolerance, communication techniques
- Quality management: knowledge management/documentation, internal/external audits and revisions, quality planning
- Software CAQ, MES, BPM, CMS
- Metrology & Testing: dimensional metrology, coordinate metrology, optical metrology and testing, shape and surface measurement, materials testing

**Trade Fairs / Conferences 2020:**
- VISION, Stuttgart, Germany, 10.-12.11.2020
- QM-Kongress, Goettingen, Germany, 10.-12.11.2020
- Electronica, Munich, Germany, 10.-13.11.2020
- SPS, Nuremberg, Germany, 24.-26.11.2020

### Issue 11: November

**Closing Dates:**
- Advertisement: 06.10.2020
- Publication: 02.11.2020

**Themes:**
- Career/soft skills: lateral entry/change of industry, qualification, career prospects
- Quality management: digitization/Industry 4.0, information security and cyber security, data protection
- Software CAQ, MES, BPM, CMS
- Metrology & Testing: EXHIBITION ISSUE FOR VISION: INDUSTRIAL IMAGE PROCESSING/MACHINE VISION, OPTICAL INSPECTION, NEW: QUALITY ASSURANCE WITH VR/AR

**Trade Fairs / Conferences 2020:**
- Nationaler Qualitätskongress Gesundheit, Berlin, Germany

### Issue 12: December

**Closing Dates:**
- Advertisement: 04.11.2020
- Publication: 01.12.2020

**Themes:**
- Career/soft skills: job change, application, negotiation techniques
- Quality management: integrated management systems, occupational safety, health management, environmental management
- Software CAQ, MES, BPM, CMS
- Metrology & Testing: dimensional metrology, coordinate metrology, optical metrology and testing, shape and surface measurement, materials testing

**Trade Fairs / Conferences 2020:**
- Nationaler Qualitätskongress Gesundheit, Berlin, Germany
1 Circulation
Print run: 15,383
average number of distributed copies per issue: 15,128
thereof subscribers: 9,167

2 Magazine format
DIN A4, 210 x 297 mm (width x height)
Type area: 175 x 250 mm (width x height)
4 columns à 40 mm width

3 Printing method
Offset / adhesive bond

4 Publication
Advertising deadline: see editorial schedule
monthly

5 Publishing house
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miriam.weihe@hanser.de
Veronika Stockmayr (Ad Management)
Tel.: +49 89 99830-274
veronika.stockmayr@hanser.de

6 Terms of payment
30 days net. 2% discounts for payments made within 8 days after date of invoice.
Place of payment: Munich.
Bank details: Postbank Munich,
Acct. no. 77 97 46 800, Bank code 700 100 80,
IBAN: DE71700100800779746800,
Swift Code: PBNKDEFF, Vat. no.: DE 129 735 021

7 Advertisement rates and formats (in €). Discounts on b/w- and colored ads

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x height (mm)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title page</td>
<td>210 x 160 + 3 mm bleed only right</td>
<td>fix € 7,700.--</td>
</tr>
<tr>
<td>2nd/3rd Cover page</td>
<td>210 x 297 + 3 mm bleed</td>
<td>€ 6,700.--</td>
</tr>
<tr>
<td>4th Cover page</td>
<td>210 x 297 + 3 mm bleed</td>
<td>€ 7,800.--</td>
</tr>
<tr>
<td>1/1</td>
<td>175 x 250</td>
<td>€ 6,550.--</td>
</tr>
<tr>
<td>Junior page</td>
<td>122 x 175</td>
<td>€ 3,900.--</td>
</tr>
<tr>
<td>1/2</td>
<td>85 x 250, 175 x 122</td>
<td>€ 3,600.--</td>
</tr>
<tr>
<td>1/3</td>
<td>55 x 250, 175 x 80</td>
<td>€ 2,800.--</td>
</tr>
<tr>
<td>1/4</td>
<td>85 x 122, 40 x 250, 175 x 58</td>
<td>€ 2,100.--</td>
</tr>
<tr>
<td>1/8</td>
<td>85 x 58, 175 x 28, 40 x 122</td>
<td>€ 1,450.--</td>
</tr>
</tbody>
</table>

8 Surcharges
Special size surcharge

9 Classified ads
Directory of suppliers
Per line and catchword € 7.60

10 Ad specials
On request

11 Special discounts
Frequency Discounts
Discounts for bookings within a 12-month period:

<table>
<thead>
<tr>
<th>Number of ads</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>5%</td>
</tr>
<tr>
<td>6</td>
<td>10%</td>
</tr>
<tr>
<td>9</td>
<td>15%</td>
</tr>
</tbody>
</table>

Volume discounts
Discounts for bookings within a 12-month period:

<table>
<thead>
<tr>
<th>Number of pages</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>10%</td>
</tr>
<tr>
<td>6</td>
<td>15%</td>
</tr>
<tr>
<td>9</td>
<td>20%</td>
</tr>
</tbody>
</table>

12 Combination discounts
With simultaneous advertising orders for several technical journals from the publisher, a combination discount will be granted.
Rates are available on request.

13 Fixed inserts
2 pages € 4,800.-- paper weight up to 130 g/m²
4 pages € 7,250.--

14 Loose inserts
On request

15 Insert stickers
On request

16 Technical details / handling
Ask for our factsheet electronically transmitted materials for printing.

All advertising transactions are governed by our terms and conditions.
Readership Analysis

Audited distribution

Circulation analysis
Average number of copies per issue (1 July 2018 – 30 June 2019)
Print run 15,383
Number of distributed copies 15,128
thereof subscribers 9,167

Analysis of geographical distribution

Regions | Proportion of total circulation | Copies |
---|---|---|
Germany | 96.7 | 14,627 |
Other countries | 3.3 | 501 |

Number of distributed copies 100.0 15,128

Position in organisation

Multiple nominations | Proportion of total circulation | Copies |
---|---|---|
Company management | 19.0 | 2,870 |
Quality management | 85.0 | 12,860 |
Production, quality assurance | 47.0 | 7,110 |
Production planning | 15.0 | 2,270 |
Development, design, construction | 19.0 | 2,870 |
IT-organisation | 10.0 | 1,510 |
Maintenance | 7.0 | 1,060 |
Technical purchasing | 11.0 | 1,660 |
Marketing/Sales | 10.0 | 1,510 |
Administration, HR management | 8.0 | 1,210 |
Controlling | 4.0 | 610 |
Miscellaneous | 9.0 | 1,360 |

Number of distributed copies 15,128

Branch of industry

Recipient groups (classified by industry/trade) | Proportion of total circulation | Copies |
---|---|---|
Manufacturing industry | 59.3 | 8,970 |
Thereof:
Chemical Industry | 4.8 | 730 |
Processing and production of rubber and plastic goods | 3.0 | 450 |
Glass trades, ceramics, processing of stones an soils | 0.6 | 90 |
Metal production and processing, mechanical engineering, automotive industry | 31.4 | 4,750 |
Electrical engineering, electronics | 10.8 | 1,630 |
Miscellaneous manufacturing industries | 8.7 | 1,320 |
Industrial services | 27.2 | 4,110 |
Thereof: Engineering firms, -consultants, software houses, -consultants, testing laboratories and -institutes

Other industrial sectors | 13.5 | 2,040 |
Rounding difference | 8 |

Number of distributed copies 100.0 15,128

Size of organisation

Recipient groups (classified by size of organisation) | Proportion of total circulation | Copies |
---|---|---|
Up to 49 employees | 17.0 | 2,570 |
50 – 99 employees | 5.0 | 760 |
100 – 199 employees | 11.0 | 1,660 |
200 – 499 employees | 14.0 | 2,120 |
500 – 999 employees | 10.0 | 1,510 |
More than 1,000 employees | 42.0 | 6,350 |
No answer | 1.0 | 150 |
Rounding difference | 8 |

Number of distributed copies 100.0 15,128
More coverage in your target group

The online portal www.qz-online.de, which deals with the topics of quality management and quality assurance, provides traditional banner advertising and individual special formats that are tailored to fit your campaign.

By using the journal QZ Qualität und Zuverlässigkeit (Quality and Reliability) and the online portal crossmedial, you increase the range of your target audience through the timely combination of both media.

In addition to the subscribers of QZ, who have exclusive access to the archive of the portal, www.qz-online.de offers 82,958 visits* and 148,511 page impressions* (page views).

An accurate measurement of success of your banner campaign is provided by our Helios IQ ad serving system, which we will provide after your campaign has expired.

* certified by IVW Online! Average 2019

Banner formats and prices (in €)

<table>
<thead>
<tr>
<th>Banner formats</th>
<th>Placement</th>
<th>Category</th>
<th>Size in pixels</th>
<th>Data volume</th>
<th>Price / 4 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle / Vertical Rectangle</td>
<td>In the content, different placements</td>
<td>Themes/Forum/News</td>
<td>300 x 250/400</td>
<td>40 KB</td>
<td>€ 1.220,–</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Homepage</td>
<td></td>
<td></td>
<td>€ 930,–</td>
</tr>
<tr>
<td></td>
<td></td>
<td>all other categories</td>
<td></td>
<td></td>
<td>€ 680,–</td>
</tr>
<tr>
<td>Full Banner</td>
<td>In the content below the navigation menu, different placements</td>
<td>Themes/Forum/News</td>
<td>468 x 60</td>
<td>40 KB</td>
<td>€ 1.430,–</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Homepage</td>
<td></td>
<td></td>
<td>€ 1.370,–</td>
</tr>
<tr>
<td></td>
<td></td>
<td>all other categories</td>
<td></td>
<td></td>
<td>€ 660,–</td>
</tr>
<tr>
<td>(Wide) Skyscraper*</td>
<td>To the exterior left and right</td>
<td>Themes/Forum/News</td>
<td>120/160 x 600</td>
<td>40 KB</td>
<td>€ 940,–</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Homepage</td>
<td></td>
<td></td>
<td>€ 740,–</td>
</tr>
<tr>
<td></td>
<td></td>
<td>all other categories</td>
<td></td>
<td></td>
<td>€ 480,–</td>
</tr>
<tr>
<td>Superbanner</td>
<td>Prominent in the header, further placements possible</td>
<td>Themes/Forum/News</td>
<td>728 x 90</td>
<td>40 KB</td>
<td>€ 1.470,–</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Homepage</td>
<td></td>
<td></td>
<td>€ 1.350,–</td>
</tr>
<tr>
<td></td>
<td></td>
<td>all other categories</td>
<td></td>
<td></td>
<td>€ 700,–</td>
</tr>
<tr>
<td>Billboard (expanding possible)</td>
<td>In the content below the navigation menu</td>
<td>Themes/Forum/News</td>
<td>960 x 250 -&gt; 400</td>
<td>80 KB</td>
<td>€ 1.510,– / € 1.560,–</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Homepage</td>
<td></td>
<td></td>
<td>€ 1.390,– / € 1.440,–</td>
</tr>
<tr>
<td></td>
<td></td>
<td>all other categories</td>
<td></td>
<td></td>
<td>€ 790,– / € 840,–</td>
</tr>
<tr>
<td>Skyline Ad</td>
<td>(Wide) skyscraper on the left and right side + billboard, frames the header</td>
<td>Homepage</td>
<td>2x 120/160 x 600 + 1.040 x 250</td>
<td>each 40 KB</td>
<td>€ 3.390,–</td>
</tr>
<tr>
<td>Sitebar Ad / Double Sitebar Ad</td>
<td>To the exterior left and right</td>
<td>Themes/Forum/News</td>
<td>2x 300 x 600</td>
<td>each 80 KB</td>
<td>€ 980,– / € 1.570,–</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Homepage</td>
<td></td>
<td></td>
<td>€ 780,– / € 1.250,–</td>
</tr>
<tr>
<td></td>
<td></td>
<td>all other categories</td>
<td></td>
<td></td>
<td>€ 520,– / € 830,–</td>
</tr>
<tr>
<td>Hockey Stick</td>
<td>Superbanner adjacent to (wide) skyscraper on the right, background colouring as wallpaper possible</td>
<td>on request</td>
<td>728 x 90 + 120/160 x 600</td>
<td>each 40 KB</td>
<td>€ 2.950,–</td>
</tr>
<tr>
<td>Welcome Ad</td>
<td>Central above start page</td>
<td>Delivery on every start page</td>
<td>640 x 480</td>
<td>80 KB</td>
<td>€ 1.720,– /14 days</td>
</tr>
<tr>
<td>Fireplace Ad</td>
<td>(Wide) skyscraper adjacent to top on the left and right, frames the page</td>
<td>on request</td>
<td>120/160 x 600 left + right and 1.040 x 90 above</td>
<td>each 40 KB</td>
<td>€ 3.390,–</td>
</tr>
<tr>
<td>Banderole Ad</td>
<td>Center above the whole width</td>
<td>on request</td>
<td>1.000 x 250</td>
<td>80 KB</td>
<td>€ 3.010,–</td>
</tr>
<tr>
<td>Sidekick Ad (expanding)</td>
<td>Right of the page</td>
<td>Themes/Forum/News</td>
<td>160 x 600/400 x 600</td>
<td>80 KB</td>
<td>€ 940,–</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Homepage</td>
<td></td>
<td></td>
<td>€ 740,–</td>
</tr>
<tr>
<td></td>
<td></td>
<td>all other categories</td>
<td></td>
<td></td>
<td>€ 480,–</td>
</tr>
<tr>
<td>Slide Channel (expanding)</td>
<td>Hockey stick with expanding (wide) skyscraper</td>
<td>Homepage</td>
<td>728 x 90 + 120/160 -&gt; 400 x 600</td>
<td>each 40 KB</td>
<td>€ 3.010,–</td>
</tr>
<tr>
<td>Photo Gallery</td>
<td>Position 4</td>
<td>on request</td>
<td>620 x 460</td>
<td>80 KB</td>
<td>€ 1.270,–</td>
</tr>
<tr>
<td></td>
<td>Position 9</td>
<td></td>
<td></td>
<td></td>
<td>€ 1.060,–</td>
</tr>
</tbody>
</table>

* Sticky feature: 25% surcharge.
Online Advertising Options  Valid from 1 October 2018

Company database »Who provides what«

**Premium entry**  
Scope: Company portrait + logo + link to home page + direct contact via e-mail. Entries under as many keywords of your choice from our system.  
Price € 560.--/year

**PremiumPLUS entry**  
Scope: Premium entry + 10 News + 10 Downloads + 1 Whitepaper  
Price € 1,500.--/year

**Employment ads**  
in »QZ careers« section  
Price € 490.--/4 weeks

**Other forms of advertising**  
Whitepapers, newsletters, entries in the events calendar. For more information:  
www.qz-online.de/mediadaten

**Specifications**  
File size for banners: max. 50 KB, 72 dpi  
File format: JPG or GIF, SWF file, incl. backup image Ad, Adserver tags  
Company logo for premium access: max. 150 pixels wide, max. 12 KB, resolution 72 dpi  
Job offer: Display text as a text file, text and image separate, PDF or HTML template

*Sticky feature: 25 % surcharge. All prices plus VAT, as required by law!

For mobile devices:  
Please provide mobile ad in 6 : 1 (300 x 50 px) and in 2 : 1 (300 x 150 px) in addition.

For animations on various banner formats, refer to:  
www.hanser-mediacenter.de
Attractive Advertisement in the newsletter of QZ

The weekly newsletter of QZ informs about the latest trends, new and important in the world of quality management.

**Publication frequency**
Weekly on Friday

**Advertising formats and Rates**

1. Picture
   - Price: € 730.--**
   - Picture (100 x 100 pixels) or Banner (560 x 100 pixels) incl. target URL for linking to your website plus teaser text (Headline + max. 300 characters text)

2. Banner + Text advert
   - Price: € 485.--**
   - Banner (560 x 100 pixels) incl. target URL for linking to your website

**Text advert**
- Headline + max. 300 characters teaser text incl. target URL for linking to your website

*Price per Shipment. All Prices plus VAT.

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