Materials Testing is the only German-English language journal dealing with aspects of material and component testing in industrial application, in test laboratories and research. The magazine provides information on non-destructive, destructive, optical, physical and chemical test procedures, about the transferability of test results when scaling up from samples to components and from laboratory conditions to full-scale operation. It contains formative, exclusive articles by experts with international reputations. Materials Testing publishes news from research agencies, technical associations and the materials testing sector and also reports on new and further developments in the industry.

Materials Testing works closely with the Federal Institute for Material Research and Testing (Bundesanstalt für Materialforschung und -prüfung – BAM) Berlin, and technical organizations such as the DGZfP and DVM.
1 Circulation
Print run: 1,300
average number of distributed copies per issue: 1,202

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
12 issues per year
**Advertising deadline:** see editorial schedule

5 Publishing house
Carl Hanser Verlag GmbH & Co. KG
Kolbergerstr. 22
81679 Munich/Germany

Nadine Stiegler (Head of Media Sales)
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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 €)

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x height (in mm)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title page</td>
<td>146 x 190</td>
<td>€ 3,375.--</td>
</tr>
<tr>
<td>1/1 page</td>
<td>175 x 250</td>
<td>€ 3,525.--</td>
</tr>
<tr>
<td>1/2 page</td>
<td>85 x 250</td>
<td>€ 1,790.00</td>
</tr>
<tr>
<td>Junior page</td>
<td>122 x 175</td>
<td>€ 2,090.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>55 x 250</td>
<td>€ 1,405.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>85 x 122, 40 x 250</td>
<td>€ 1,195.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>85 x 58, 175 x 28</td>
<td>€ 895.00</td>
</tr>
</tbody>
</table>
8 Surcharges

Charged on the basic rates b/w

8.1 Position surcharges

2nd and 4th cover page 20%
3rd cover page and fixed placements 10%

8.2 Special size surcharge

Special sizes on request

9 Classified ads

Directory of suppliers
Per line and catchword € 7.25

10 Ad specials

On request

11 Special discounts

Frequency Discounts
Discounts on basic rates (b/w) for bookings within a 12-month period:

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

Volume discounts
Discounts on basic rates (b/w) for bookings within a 12-month period:

<table>
<thead>
<tr>
<th>Pages</th>
<th>3</th>
<th>6</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discount</td>
<td>10%</td>
<td>15%</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 € 2,795.25
4 pages € 3,990.25 paper weight up to 130 g/m²

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 1,300
Number of distributed copies* 1,202
Subscribers 342

Analysis of geographical distribution

<table>
<thead>
<tr>
<th>Regions</th>
<th>Proportion of total circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td>Germany</td>
<td>79.8</td>
</tr>
<tr>
<td>Other countries</td>
<td>20.2</td>
</tr>
</tbody>
</table>

| Number of distributed copies | 100.0 | 1,202 |

* Distribution exclusively to subscribers as well as subject-specific events and fairs
<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Trade Fairs / Conferences 2020</th>
</tr>
</thead>
</table>
| 1     | Publication date: 06.01.2020  
      | Advertisement closing date: 05.12.2019 | **Euroguss**, Nuremberg, Germany, 14.–16.01.2020 |
| 2     | Publication date: 03.02.2020  
      | Advertisement closing date: 08.01.2020 | **Fachtagung Bauwerksdiagnose**, Berlin, Germany, 03.–14.02.2020  
      |                                           | **Industrial Computed Tomography iCT Conference 2020**, Wels/Austria, 04.–07.02.2020  
      |                                           | **Bauwerksdiagnose**, Berlin, Germany, 13.–14.02.2020 |
| 3     | Publication date: 02.03.2020  
      | Advertisement closing date: 05.02.2020 | **5th Bioinspired Materials 2020**, Irsee, Germany, 16.–19.03.2020  
      |                                           | **Analytica**, Munich, Germany, 31.03.–03.04.2020 |
| 4     | Publication date: 06.04.2020  
      | Advertisement closing date: 11.03.2020 | **Hannover Messe**, Hanover, Germany, 20.–24.04.2020  
      |                                           | **Structures/NDE**, Anaheim, CA/USA, 26.–30.04.2020  
| 5     | Publication date: 04.05.2020  
      | Advertisement closing date: 08.04.2020 | **Control**, Stuttgart, Germany, 05.–08.05.2020  
      |                                           | **Werkstoffe und Additive Fertigung**, Potsdam, Germany, 13.–15.05.2020  
      |                                           | **4th FDMD 2020**, Potsdam, Germany, 26.–28.05.2020 |
| 6     | Publication date: 01.06.2020  
      | Advertisement closing date: 06.05.2020 | **WCNDT 2020/COEX**, Seoul/Korea, 08.–12.06.2020  
      |                                           | **Automotive Testing Expo**, Stuttgart, Germany, 16.–18.06.2020  
      |                                           | **Sensor+Test**, Nuremberg, Germany, 23.–25.06.2020  
      |                                           | **Laser Precision Microfabrication Symposium**, Dresden, Germany, 23.–26.06.2020  
<pre><code>  |                                           | **ICCM 2020**, Toulouse/France, 29.06.–01.07.2020 |
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<table>
<thead>
<tr>
<th>Month</th>
<th>Publication date:</th>
<th>Advertisement closing date:</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>06.07.2020</td>
<td>10.06.2020</td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>03.08.2020</td>
<td>15.07.2020</td>
<td>VHCF8 – Eighth International Conference on Very High Cycle Fatigue, Sapporo, Hokkaido/Japan, 31.08.–04.09.2020</td>
</tr>
</tbody>
</table>
Strangpressen, Neu-Ulm, Germany, 17.–18.09.2020  
Stranggießen, Neu-Ulm, Germany, 17.–18.09.2020  
MSE 2020, Darmstadt, Germany, 22.–25.09.2020 |
| October | 05.10.2020 | 16.09.2020 | HK HärtereiKongress, Cologne, Germany, 20.–22.10.2020 |
| November | 02.11.2020 | 07.10.2020 | COMPOSITES EUROPE, Stuttgart, Germany, 10.–12.11.2020  
Materialica, Munich, Germany, tbd |
| December | 07.12.2020 | 11.11.2020 |               |

Materials Testing distributed at the designated events on the publisher’s own stand or by the event organisers.