

inspect international

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17
YEARS

The No. 1
for Machine Vision and
Optical Measuring Technology



WILEY

DESCRIPTION

inspect is the leading European specialist journal for machine vision and optical measuring technology in industrial applications. Six times a year 20,000 copies of the German language issue are distributed to all sectors of industry.

Now for the first time **inspect international** will be published as a regular English issue. With a circulation of 10,000 printed copies **inspect international** addresses engineers, experts and specialists all over Europe who make decisions on the use and purchase of components, products and technologies.

In the three regular sections **Vision, Automation and Control**, **inspect international** will provide competent, detailed and up-to-the-minute information about components, technologies, turnkey systems and applications, as well as material testing and measurement systems.

Under the heading **Non Manufacturing** **inspect international** will present application examples and technological developments that cannot be categorized under industrial production, but which are of great relevance to the market. The special section **inspect 4.0** will deal with the integration of machine vision as well as measuring and testing procedures into the Industrial Internet of Things.

Reports on markets, trends, exhibition previews and follow-ups, as well as interviews with leading personalities from the industry will supplement the specialist topics, application reports and product information.

inspect international will also be distributed as an ePaper and can be downloaded from our English **inspect** portal (www.inspect-online.com/en).

inspect international

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 Advert deadline: 25.08.2017
 Editorial deadline: 07.08.2017
 Circulation:



Industries	%	Copies
Electronics, Precision Engineering, Optics	27,7	2772
Mechanical Engineering	16,6	1657
Pharmaceuticals	16,5	1651
Chemicals, Plastics	12,0	1198
Food, Beverage	6,9	689
Automotive	6,3	627
R & D, Universities	4,9	487
Metal, Glass, Ceramics, other Materials	4,2	423
Others	5,0	495
	100,0	10000

Position	%	Copies
Corporate Management	42,9	4285
Business Unit-, Department-, Project Management	34,7	3466
Specialists	20,1	2010
Branch-, Plant Management	2,4	239
	100,0	10000

Country/Region	%	Copies
Germany	30,92	3092
United Kingdom	14,72	1472
Benelux	8,02	802
Austria	7,81	781
Italy	6,59	659
Switzerland	6,34	634
France	5,93	593
Scandinavia	4,39	439
Central Europe	4,18	418
Spain	3,76	376
East Europe	3,63	363
Eastern Mediterranean	2,62	262
Others	1,09	109
	100,0	10000

Activity	%	Copies
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Development, Engineering	7,9	791
Production, Manufacturing	6,0	601
Procurement, Logistics	5,5	550
Quality Assurance	4,1	409
IT, Computing	0,6	62
	100,0	10000

PRICES & FORMATS

ADVERTS	FORMAT (MM)		PRICE € (B/W)	PRICE € 4C
	width	length		
2/1 Pages	400	260	6,050	7,530
1/1 Page	185	260	3,045	4,525
1/2 Page portrait	90	260	1,540	2,280
1/2 Page landscape	185	128	1,540	2,280
Juniorpage	137	190	1,685	2,425
1/3 Page portrait	58	260	1,025	1,765
1/3 Page landscape	185	85	1,025	1,765
1/4 Page classic	90	128	765	1,505
1/4 Page portrait	43	260	765	1,505
1/4 Page landscape	185	63	765	1,505
1/8 Page classic	90	63	385	1,138
1/8 Page landscape	185	30	385	1,138

PREFERRED POSITIONS				
Title page + Story ¹	213	303		5,385
Inside front/back page ¹	185	260		4,905
Back page ¹	185	260		5,135
1st page right-hand text ¹	185	260		4,900
Titel Corner	73 x 51 x 51			1,850
Postcards ²				95

- 1 Cancellation only possible up to 8 weeks before advertising deadline. Title page: the picture must be coordinated with publisher in advance and Wiley-VCH has exclusive rights of it for 6 months.
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- 3 No discount given
- 4 Surcharge for advertisements smaller than ½ page A4 = 50%
- 5 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

JOB ADVERTISEMENTS

25 % discount on regular advertisement prices

ADDITIONAL COSTS ³	PRICE €
Bleed	380
Per colour Euroscale	500
Special Colour	615
4-colour supplement ⁴	1,480

FORMATS

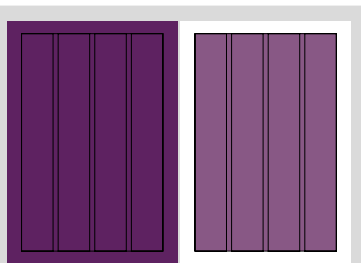
1/1

Pages
Type Area/
Bleed Size

Type Area:
185 x 260 mm

Bleed Size:
210 x 297 mm
+ 3 mm Overlap
on all sides

Final Size:
216 x 303 mm



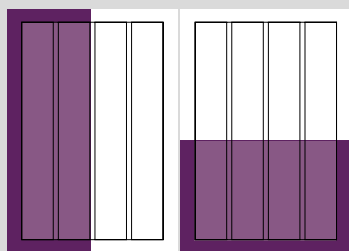
1/2

Pages
Type Area/
Bleed Size

Type Area:
portrait: 90 x 260 mm
landscape: 185 x 128 mm

Bleed Size:
portrait: 102 x 297 mm
landscape: 210 x 147 mm

+ 3 mm Overlap



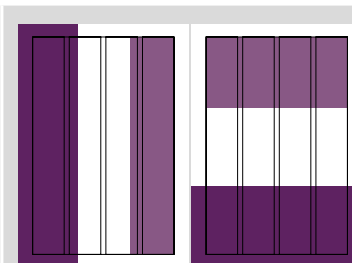
1/3

Pages
Type Area/
Bleed Size

Type Area:
portrait: 58 x 260 mm
landscape: 185 x 85 mm

Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm

+ 3 mm Overlap



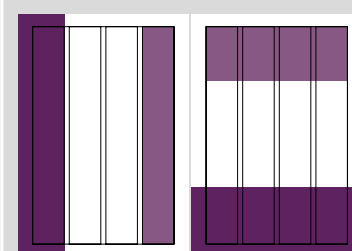
1/4

Pages
Type Area/
Bleed Size

Type Area:
portrait: 43 x 260 mm
landscape: 185 x 63 mm

Bleed Size:
portrait: 54 x 297 mm
landscape: 210 x 82 mm

+ 3 mm Overlap



1/4

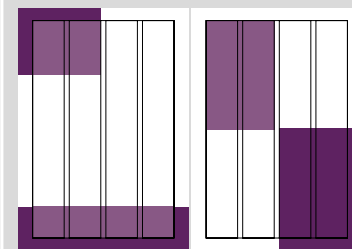
Pages
Type Area/
Bleed Size

Type Area:
classic: 90 x 128 mm

Bleed Size:
classic: 102 x 147 mm
+ 3 mm Overlap

Type Area:
classic: 90 x 63 mm
landscape: 185 x 30 mm

Bleed Size:
classic: 102 x 82 mm
landscape: 210 x 49 mm
+ 3 mm Overlap



1/8

Pages
Type Area/
Bleed Size

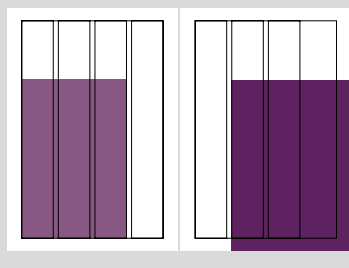
Junior-
page

Type Area/
Bleed Size

Type Area:
137 x 190 mm

Bleed Size:
147 x 209 mm

+ 3 mm Overlap



TECHNICAL SPECIFICATIONS

Magazine format

210 x 297 mm (width x height), A4 size
 185 x 260 mm (width x height), print space
 Number of columns: 3, column width 58 mm or
 Number of columns: 4, column width 43 mm

Print methods

Sheet offset

Colours

Euro scale

Screen ruling

70 ruling

Loose inserts

Minimum insert size: 105 x 148 mm (w x h)
 Maximum insert size: 200 x 287 mm (w x h),
 the back fold must be on the long side (287 mm)
 Minimum weight for single-sheets inserts: 150 g/m²

Delivery of loose inserts

Delivery quantity: 20,200 copies

Delivery of bound-in inserts

Delivery quantity: 20,500 copies

The delivery address for bound-in inserts and any supplements will be given to you with the order confirmation.

Data format

We accept the following data formats: PDF, EPS, TIFF, JPG.

Please observe the following points:

1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats (colour/greyscale), we require a resolution of at least 250 dpi. Bitmap files (line) should have a resolution of at least 1200 dpi.

4. For the creation of PDF files with Acrobat Distiller, we have provided you with a Joboptions file which can be downloaded at www.gitverlag.com/en/global/order_management/data_transfer/.
5. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.
6. Do not send pre-separated or DCS files.

To avoid errors, please observe the following:

Send all text to be used and associated files together. Attach a hard copy/print-out to the layout checconverted. This means inevitable changes in data and considerable additional work, which we have to add to your invoice. In some cases, conversion is not possible. All tasks necessary to create "print-ready" files will be charged to you according to time spent.

Transmission options

- **by e-mail** to claudia.vogel@wiley.com
- **by FTP** at [ftp.gitverlag.com/incoming](ftp://ftp.gitverlag.com/incoming)
- **by CD Rom** to

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