

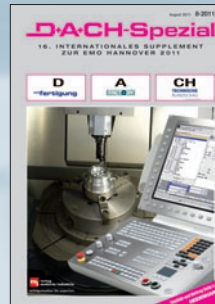


MEDIA

Information

Print + Online

Title Portrait/Circulation Analysis	2/3/4
Advertising Rates	5
Formats	6
Special Advertising	7
Editorial Calendar	8/9
Online publications	10/11
General Terms and Conditions	12
Contacts	13



mi verlag
moderne industrie

successful media for experts

Media Group **SV** Süddeutscher Verlag

verlag moderne industrie GmbH, Justus-von-Liebig-Str. 1, D-86899 Landsberg, Phone +49/81 91/1 25-0, Fax +49/81 91/1 25-4 83

Characteristics:

fertigung is the professional magazine for Production Management in the metal working industry, from production planning and parts manufacture to quality assurance. The focus of reporting is on the development and use of tools, machine tools and production systems as well as their material- and data flow systems. At the forefront of reporting is the increasing need to address questions of organisation and management. Practise based reports, background research, interviews and the introduction of new products show the trends in production technology and make **fertigung** a valuable aid to decision making.

Frequency of publication: nine times a year, incl. 3 special issues (see Editorial Calendar)

Year: volume 40

Web address (URL): www.fertigung.de

Publisher: verlag moderne industrie GmbH

Publishing house: verlag moderne industrie GmbH
 Postal address: D-86895 Landsberg
 Address: Justus-von-Liebig-Str. 1, D-86899 Landsberg
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Sales:

Phone: +49 (0) 61 23/92 38-257

Purchase price:

Annual subscription	Europe	€ 123.90
	Overseas	€ 142.00
Cover price		€ 15.–



Circulation control:

Circulation analysis:

Copies per edition
 at annual average
 (1 July 2010 – 30 June 2011)

Print run: 16,326

Copies actually circulated at annual average:

16,058	of these abroad:	158
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Sold copies:

1,636	of these abroad:	52
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– Subscribed copies: 359


– Other sales: 1,273


– Single copy sales: 4


Free copies: 14,422

Remainder, archive and specimen copies: 268

Distribution by target groups

No. of classification WZ 2008	Business and industry 	Share of total circulation	
		%	copies
24	Metal production and metal working industry	4.5	723
25	Production of metal products	38.9	6,246
28	Machine building industry	40.1	6,439
26, 27	Measuring techniques, control engineering and optics, production of equipment for electricity generation and distribution, telecommunication and information technology	7.2	1,156
29.3	Construction of road vehicles and road vehicle components (ship, rail, aircraft- and spacecraft-building)	4.5	723
	Other trades	1.3	209
	Others*	3.5	562
	Distributed circulation	100.0	16,058

Size of business unit 	Share of total circulation	
	%	copies
1 – 49 employees	23.7	3,806
50 – 99 employees	19.4	3,115
100 – 199 employees	20.3	3,260
200 – 499 employees	18.7	3,003
500 – 999 employees	8.1	1,301
1,000 and more employees	6.3	1,011
Others*	3.5	562
Distributed circulation	100.0	16,058

Position 	Share of total circulation	
	%	copies
Corporate executives	13.2	2,120
Factory-, plant- and production planning management	74.8	12,011
skilled staff	8.5	1,365
Others*	3.5	562
Distributed circulation	100.0	16,058

* Non-analysed copies such as trade fairs and conference copies

-
- 1 Circulation:**
 Print run: 16,326 copies
 Copies actually circulated at annual average: 16,058 copies
-
- 2 Magazine format:** DIN A4, 210 mm width, 297 mm height
Type area: 178 mm width, 257 mm height
 4 columns, width 41 mm each
-
- 3 Printing method:** Rotary offset
Binding method: Adhesive binding
Documents to be printed: Delivery of data in PDF format, at least version 1.3 (PDF/X-1a), generated with Acrobat Distiller as of version 4.0 and with screen modulated proof. Image data with high resolution (at least 300 dpi), resolution for 60 screen (60 l/cm), colour model must be CMYK (no RGB or LAB elements).
 Bitmaps (barcode scans) should have at least 800 dpi resolution. The format must have original dimensions plus trim allowance und bleed marks.
 For further information on PDF format presettings, see www.pdf-club.de or contact our technical hotline on **+49-8191-125-338**.
-
- 4 Deadlines:** see editorial calendar
Publication frequency: nine times a year, incl. 3 special issues
Publication data: see editorial calendar
Copy deadline: see editorial calendar
-
- 5 Publishing house:** verlag moderne industrie GmbH
Address: Justus-von-Liebig-Str. 1
 D-86899 Landsberg
 D-86895 Landsberg
Postal address: www.fertigung.de
Internet:
Advertising Department: Helmut Schempp
Phone: +49 / 81 91 / 1 25-4 49
Fax: +49 / 81 91 / 1 25-4 83
E-Mail: helmut.schempp@mi-verlag.de
-
- 6 Terms of payment:** net within 30 days after date of invoice,
 2 % discount in case of payment prior to due date,
 3 % discount in case of payment by direct debit
-
- Bank details:** Sparkasse Landsberg
 bank code number 700 520 60
 account number 37754
 Postbank Munich
 bank code number 700 100 80
 account number 786 13-801
-

7 Advertising space dimensions and rates (full coloured):

Formats	width x height in mm	price in €
1/1 page	178 x 257	5,760.–
2/3 page	116 x 257 / 178 x 169	4,010.–
1/2 page	86 x 257 / 178 x 126	3,400.–
1/3 page	56 x 257 / 178 x 83	2,440.–
1/4 page	86 x 126 / 178 x 62 / 41 x 257	1,710.–
1/8 page	41 x 126 / 86 x 62 / 178 x 29	1,200.–

7.1 Other formats:

Calculation per mm (column 41 mm)	
above 300 mm	€ 5.52
up to 300 mm	€ 6.90

Cover positions (full coloured):

Inside front cover	€ 6,340
Back cover	€ 6,340

8 Surcharges and positioning:

8.1 Colour surcharges:

Each additional on full page	€ 410
Each additional on smaller formats	€ 360

9 Section advertisements:

Job offers:	20 % discount on regular rate (see paragraph 7)
Job applications:	50 % discount on regular rate (see paragraph 7)

10 Special advertisements:

Special printings and PDF on request

11 Discounts (in case of purchase within one year)

Frequency discount rate		Quantity discount rate	
above 3 ads	3 %	above 3 pages	10 %
above 6 ads	5 %	above 6 pages	15 %
above 12 ads	10 %	above 12 pages	20 %

12 Combinations:

Advertisement combinations with verlag moderne industrie magazines are possible any time. Combination discount on request.

13 Bound-in inserts:

Total number of pages	paper weight	up to 170 g/m ²	above 170 g/m ²
2 pages		5,320.–	5,580.–
4 pages		8,660.–	9,420.–

Other formats on request.

Delivery: Specimens upon order placement. Circulation up to 24 days prior to publication.

Untrimmed format: 216 mm width, 306 mm height.

Multi-page bound-in inserts folded to format above.

14 Inserts:

(not discountable and only for total circulation)

up to 25 g of weight € 4,200.–

each further 25 g of weight € 2,100.–

(rates incl. postage price)

max. paper format: 20 x 29 cm

Delivery: Specimens upon order placement.

Circulation up to 10 days prior to publication

15 Stick-on advertising media:

In connection with advertisement or bound-in insert € 1,050

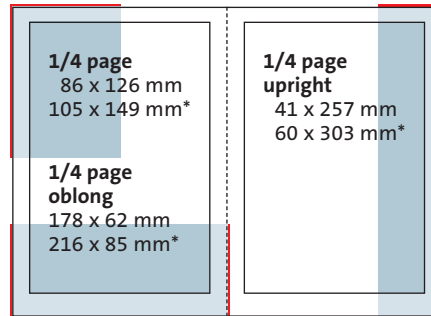
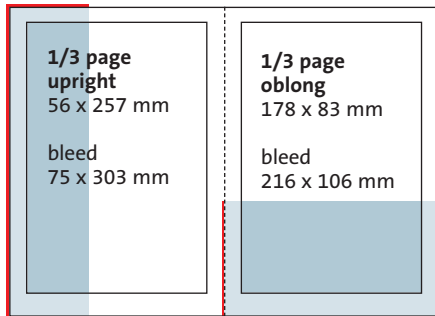
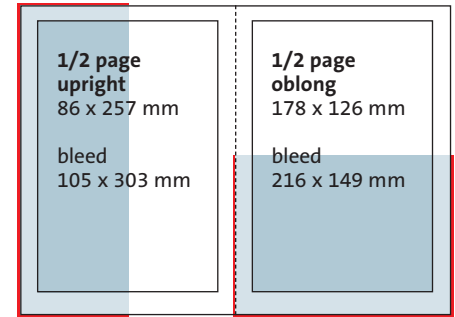
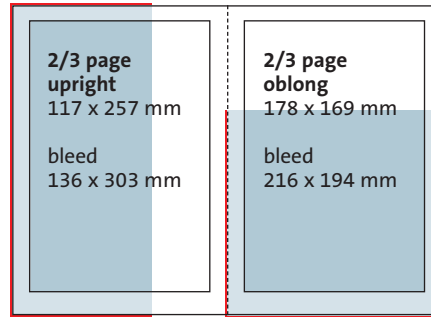
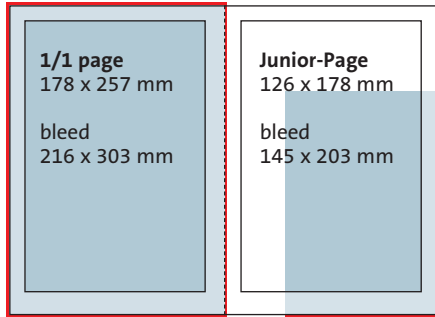
Plus stick-on costs

– for machine processing € 770

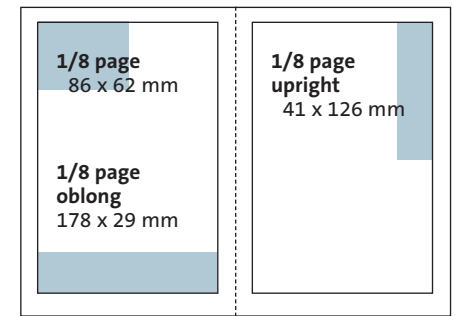
– for manual processing € 1,700

16 Delivery address:

pva, Druck und Medien-Dienstleistungen GmbH, Herrn Hans Beitler,
Industriestraße 15, 76829 Landau/Pfalz
(mit Vermerk: für fertigung, Heft-Nr. ...)



*bleed



verlag moderne industrie GmbH, Justus-von-Liebig-Str. 1, D-86899 Landsberg, Phone +49/81 91/1 25-0, Fax +49/81 91/1 25-4 83

Address rental

Optimize your direct mailing campaigns! verlag moderne industrie offers you access to an up-to-date address database of more than 400,000 contacts. You can screen recipients by sector, function, position, company size or geographical location to obtain exactly the target group you require. We will be glad to give you a quote for your advertising campaign.

If no other arrangement is made relating to multiple use, all addresses supplied are for single use only.

Online advertising on the specialized verlag moderne industrie and Hühthig portals

For more detailed information, please refer to the special "Online Advertising" sheet, pages 10 and 11.

Printed excerpts

Gain double the benefit from your article in our newspapers and magazines. Printed excerpts are an ideal supplement to your advertising – written in objective and compelling journalistic style. Send a reprint of your article to customers, distribute it at trade fairs or through your field staff.

Süddeutscher Verlag Veranstaltungen GmbH

Süddeutscher Verlag Veranstaltungen GmbH (SVV) brings four strong brands offering top-class conferences and events together under one roof: management information center, managerakademie, SZ Business Golf Cup and SZ-Events. More than 100 conferences, events and sports fixtures benefit from the proximity to and cooperation with the media of Süddeutscher Verlag, including a large number of professional information resources and, of course, *Süddeutsche Zeitung* itself. Furthermore, SVV plans and organizes a diverse range of events as a service to its customers. For more information please visit our website at www.sv-veranstaltungen.de.

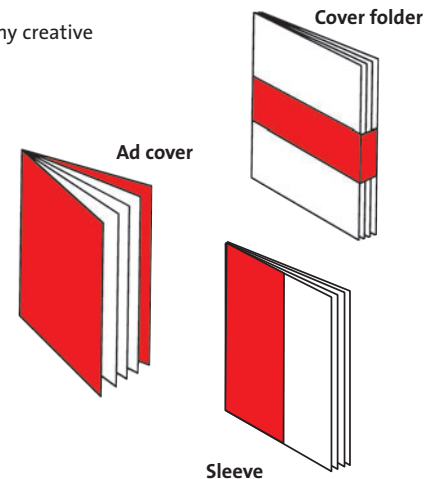
Further information on all of our ad specials is available from your sales team.

Special advertising types

Discover and use one of the many creative ad specials for your product.

Our ad specials are:

- Ad cover
- Advertisement series
- Closed advertisement
- Cover folder
- Full supplement
- Gatefolder
- Gatefolder supplement
- Half-page supplement
- Layered supplement
- Partial supplement
- Postcard supplement
- Poster supplement
- Single-page supplement
- Sleeve
- Special colors
- Stick-in supplement



Ad cover: This 4-page sheet is wrapped around the normal magazine cover. Only possible in conjunction with staple binding.

Cover folder: The magazine is placed in a folder that envelops half the cover (if staple bound), or a simple flap is attached to the cover (if adhesive bound).

Sleeve: A sleeve is a printed strip of paper which is wrapped around the magazine/newspaper and sealed at the back.

Our online offer

- 1 Website (URL):** www.fertigung.de
- 2 Profile in brief:** Internet offer of B2B communication for decision-makers and users in metal working and processing. Daily news, product and company database, market overviews, background reports, job market and a topic-based weekly newsletter.
- 3 Target group:** Decision-makers and users in metal working and processing.

Banners and newsletter ads:

Type of ad	Position	Placement	Format in pixels (width x height)	Price/week
On website:				
	Left or right	All sections	156 x 60	
Leader board or superbanner	Top	All sections	728 x 60 bis 90	150.0
Wallpaper	Top	All sections	Skyscraper + leader board	290.0

Special advertising:

Type of ad	Duration	Output	Placement	Price
Partnerlink	1 week	Direct link to your website	Under cNewseor cProductse	200.0

Access (per month): Page Impressions (adjusted, without search engines) 11,320
Monthly average 01-06/2011

Data delivery: At least 1 week prior to placement by email to helmut.schempp@mi-verlag.de

Banners: (animated) GIF format, JPG, flash, HTML, DHTML banners in the sizes listed below, image and graphic files (incl. banners) always as RGB (color scheme). Maximum file size: 20 KB.

Videos: delivered as flash or Windows Media Video (MMV), depending on data size, by email, CD-ROM/DVD or download link. Maximum video length 5 minutes. Longer lengths as agreed.

For further information on data delivery and technical specifications, see online media section at <http://www.fertigung.de>

 Discount on the regular rate applies for placement within 12 months and for different positions, for the same position only for different campaigns.

Cross-media packages:

Low-cost packages geared precisely towards your individual marketing objectives consisting of print and online advertising. Cross-media packages can consist of a mixture of print ads, partner links, microsites, banners and newsletter advertising. We will also be glad to create individualized combinations. Please contact your media consultant.

External AdServer use: OpenAdstream by RealMedia

Contact: Helmut Schempp Phone +49 (0) 8191/125-449
 E-mail: helmut.schempp@mi-verlag.de

General Terms and Conditions for Advertisements, Supplements, Digital and Online Advertising

§ 1 Validity, Exclusion

1. For the acceptance and publication of all advertising orders and follow-up orders these General Terms and Conditions are exclusively applicable as well as the publisher's price list currently valid at the time the contract is concluded, whose regulations form an essential element of the contract itself. The validity of any General Terms and Conditions of the contracting party, to the extent that they do not correspond to these General Terms and Conditions, is excluded.

2. These General Terms and Conditions apply equally to supplements. These are only accepted by the publisher after submission of a sample and after checking by the publisher.

§ 2 Offer, Conclusion of Contract

1. Orders for advertising material may be made in person, by telephone, in writing, by fax, by email or by Internet. The publisher is not liable for communication errors.

2. A contract is not concluded until the publisher issues his confirmation of the order in writing. The price list valid at the time of the conclusion of the contract applies.

3. It is at the publisher's dutiful discretion to decline orders as well as individual releases of advertisements that occur as part of an overall conclusion of contract. This particularly applies if the contents of these violates laws or official stipulations or was considered objectionable by the German Press or Advertising Council in a complaints procedure, or the publication of these is deemed unacceptable to the publisher due to its content, its origin, or its technical form or due to their format or presentation, would lead the reader to believe that they constitute editorial content or if they contain advertisements from third parties. The publishing company will immediately state its refusal as soon as it has gained knowledge of the respective contents.

§ 3 Prices, Conditions of Payment, Discounts

1. The price of the publication of advertising material is based on the price list valid at the time the order is awarded. The publisher may apply prices which differ from those in the price list for advertising material, supplements, special publications and collections for which the publisher has provided editorial content, plus advertising material sold after copy deadlines. Price changes in respect of orders already awarded can be applied to companies if the publisher has notified them thereof at least one month before publication of the advertising material. If the publishing company increases its prices, the customer shall have the right to withdraw from the contract. The right of withdrawal must be exercised in the form of a letter within 14 days of receipt of the notification of the price increases.

2. The discounts defined in the price list are only granted to the customer and for the advertising material appearing over the course of one year ("advertisement year"). Repeated discounts are only valid within an advertisement year. If not agreed otherwise, the term commences with the placement of the first advertising material.

3. If an order is extended, the customer is entitled to a retroactive discount provided that the basic order was valid for a discount in the first place. This entitlement loses its validity if it is not used by no later than one month after expiry of the advertisement year. If an order does not reach the predicted order volume, the surplus discount that has been granted shall be subsequently invoiced to the customer.

4. Providing nothing to the contrary has been agreed, invoices for orders shall be settled after receipt of the invoice within the period shown on the price list. Dunning and default expenses in the event of payment default are charged to the contracting party. In the event of payment default, the publisher can defer delivery on a current contract until payment and require advance payment. In case of reasonable doubt concerning the contracting party's ability to pay, the publisher is entitled to deviate from an originally agreed due date of payment and make the publication of further advertising material within the term of a total contract dependent on the advance payment of the relevant fee and the settlement of outstanding invoices. Erroneous invoices can be corrected by the publisher within six months of issue.

5. All prices exclude VAT of the amount statutory on the day the invoice is issued.

6. In the case of orders from abroad which are not subject to VAT, the invoice is issued without VAT. The publisher is entitled to charge VAT retroactively should tax authorities confirm that VAT is in fact due.

7. In the event of a decrease in circulation, a conclusion of a contract for several advertising materials entitles the customer to a discount, if, as an overall average of the advertisement year which commences with the first placement, circulation falls short of the average circulation quoted in the price list or in some other way or – if no circulation is named – the average circulation sold (if sales figures are not available, then the average actually published circulation) in the previous calendar year. A decrease in circulation only constitutes a deficit which entitles the customer to a discount if a promised circulation was fallen short of by at least 20%. Any other entitlement to price reductions on contracts is excluded if the publisher has notified the customer of the reduction in circulation in such good time that the customer was able to withdraw from the contract before publication of the advertising material. Warranty entitlements of customers who are business persons lapse 12 months after publication of the advertising material.

§ 4 Contract Implementation

1. Orders must be implemented within one year of conclusion of contract, commencing with the first placement of the advertising material.

2. The customer shall in good time supply the publisher with all the content, information, data, files and other materials ("copy") that are necessary for the advertising material and these shall be complete, free of errors and viruses and shall conform to the contractual agreements. If copy is transmitted digitally to the publisher (e.g. by CD-ROM or e-mail), it must be exclusively in locked files, i.e. in files which the publisher cannot alter the content of. The publisher shall have no liability for the faulty publication of advertising material which has been sent in open files (e.g. in files saved in Corel Draw, QuarkXPress or Freehand). Files which belong together must be sent or saved in a common register (folder). If the customer is sending print copy digitally for colour advertisements, the customer shall at the same time supply a colour proof and a proof or measurement protocol. Otherwise, the customer shall have no entitlement to compensation in respect of any colour variations which may occur. The customer shall give a warranty that all files supplied shall be free of computer viruses.

The publisher may delete files with computer viruses without thus creating entitlement to claims by the customer. The publisher reserves the right additionally to make claims for compensation if computer viruses cause further damage to the publisher's equipment. In the event of clearly unsuitable or damaged copy being submitted, the publisher shall immediately demand a replacement. The publisher guarantees that the usual printing quality will be provided for the issue in question, as far as is possible with the copy submitted. Copy will only be sent back to the customer if specifically requested, otherwise it becomes the property of the publisher. The obligation to keep all documents sent expires three months after expiry of the order.

3. Costs for the production of ordered masters, films or drawings are to be borne by the customer, as are costs for significant changes to originally agreed versions requested by the customer or for which the customer is responsible.

4. Proofs are only supplied if explicitly requested. The customer bears the responsibility for the accuracy of the returned proof. If the proof is not returned in time to the publisher, the customer is deemed to have accepted the advertising material.

5. If requested to do so, the publisher will supply an advertising material advice with the invoice. If such an advice can no longer be obtained, the publisher will instead send a confirmation that the advertising material has been published and disseminated.

6. The design and labelling of text-style advertising material must be agreed on with the publisher in good time prior to publication. Text-style

advertisements must be distinguishable from magazine texts in their basic typography. The publisher is entitled to label advertising materials accordingly if they are not recognizable as such.

7. Letters sent to box number advertisements are kept for up to four weeks after publication of the advertisement and sent to the customer by regular mail (even if the letters have been sent by express mail or registered mail). However, the publisher does not accept any responsibility for the safekeeping and timely forwarding of the offers.

8. The advertising deadlines and publication dates stated in the price list are non-binding for the publisher. The publisher is entitled to adjust them at short notice to suit the production run.

9. Orders can only be cancelled in good time, no later than the advertising deadline and in writing, by fax or by email. If the advertisement has already been sent to press, the customer must pay for the advertisement. Otherwise the publisher may demand the reimbursement of any costs incurred up until the cancellation in accordance with statutory regulations.

10. The customer is responsible for the content and the legal permissibility of the advertising material. He or she indemnifies the publisher from any claims of third parties due to the publication of the advertising material, including reasonable costs for legal defence. The publisher is not obliged to check whether or not advertising material affects the rights of third parties. If the publisher becomes obliged by a court ruling to print a correction or revision due to the released advertising material, the customer must bear the costs of publication in accordance with the valid price list.

11. Advertising agencies are obliged, in their offers, contracts and invoices to those running the advertisements, to adhere to the price list of the publisher. The intermediary's commission granted by the publisher is calculated based on the net charge to the customer, i.e. after subtraction of discount, bonuses and discounts due to defects. The intermediary's commission is only paid to advertising agencies under contract to third parties and is only paid to advertising agencies recognized by the publisher provided that the order is placed directly by the advertising agency, the advertising agency is responsible for the procurement of the finished and ready-for-press printing copies and has registered its business as an advertising agency. The publisher is entitled to refuse orders from advertising agencies if there are doubts as to the professionalism of the agency's work or creditworthiness. Orders by advertising agencies shall be made in their name and invoiced to them. To the extent that advertising agencies place orders, the contract is therefore drawn up with the advertising agency in case of doubt. If an advertiser is to be the contracting party, this must be agreed separately and with the name of the advertiser explicitly stated. The publishing company is entitled to require the advertising agency to produce proof of its mandate.

§ 5 Warranty for Defects

1. We accept no liability for publishing advertising material in certain issues or editions or in certain positions.

2. If the customer fails to fulfil the recommendations of the publisher regarding the creation and provision of copy, he shall have no claims in respect of faulty publication. This shall also apply if he fails to observe the other provisions of these Terms and Conditions of Business or the price list.

3. Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. The customer must issue a complaint about non-obvious defects not later than one year after publication of the relevant printed material. If the advertising material has been reproduced with defects – despite prompt delivery of perfect copy and complaint in good time – the customer may demand a substitute placement appearance of the material without defects (subsequent fulfillment), but only to the extent that the purpose of the advertising material was adversely affected. The entitlement to subsequent fulfillment is ruled out if the publisher would incur disproportionate costs as a result. If the publishing company is set a reasonable period and allows it to expire, if it refuses subsequent fulfillment, if the customer cannot reasonably be expected to accept subsequent fulfillment or if it is unsuccessful, the customer shall have the right to withdraw from the contract or to assert a price reduction to the extent that the purpose of the advertising material has been adversely affected. No withdrawal is allowable for negligible defects. Warranty claims from business people shall lapse 12 months after publication of the advertising material.

4. If defects in the copy are not immediately apparent but become apparent during processing, the customer shall bear the additional costs or losses incurred as a result during production. If defects in the copy are not recognised the customer shall have no claims in respect of inadequate publication. The same shall apply to errors in repeated placements of advertising material if the customer fails to draw attention to them in good time before publication of the next placement.

5. The publisher accepts no responsibility for the accuracy of the quantities or qualities of the material that the customer claims to have supplied (bound-in inserts, supplements etc.)

§ 6 Liability

1. The publisher shall not be liable in respect of claims for damages by the customer against the publisher irrespective of the legal grounds, in particular because of delay, violation of contractual obligations, violation of the industrial property rights of third parties and unlawful acts, unless the publishing company, its representatives and vicarious agents have acted wilfully or with gross negligence or have violated a contractual obligation through simple negligence which is material for the fulfilment of the contractual purpose or if the claims for damages derive from a quality warranty. If the publisher is liable given the grounds, the claim for damages is limited to the foreseeable losses. This liability exclusion shall not apply in an instance of wilful action or if the event causing the loss was caused through gross negligence by the publishing company, its representatives and vicarious agents.

All claims for damages against the publisher expire 12 months after the time at which the customer became aware or should have become aware of the reasons for the claims, apart from claims arising from illegal or injurious actions. If the claims for damages derive from the Product Liability Act, the foregoing liability exclusions shall not apply. The same applies to injury to life, body or health. Where the publisher is not liable, this shall also apply to his salaried and non-salaried employees, staff, representatives and vicarious agents.

2. In the event of force majeure and industrial action through no fault of the publisher, the publisher is freed from the obligation to carry out the order, no claims for damages arise from this.

§ 7 Grant of Rights

The customer shall warrant that he holds all the rights necessary for the placement, publication and dissemination of the advertising material. The customer shall grant to the publisher the necessary copyright, usage and performance protection rights and other rights allowing the use of the advertising material for its intended purpose in the relevant advertising media, in particular the rights necessary for reduplication, dissemination, transmission, despatch, processing, presentation in the public domain, storage in a database, retrieval from a database and provision for download in such form of time, space and content as are necessary for the execution of the contract. The rights cited above shall be granted unrestricted in all cases as to location and shall create the entitlement to publish the material in all the known technical methods and in all known forms of advertising media.

§ 8 Storage of Customer Data

Within the scope of business relations, the publisher stores customer data with the help of electronic data processing in accordance with the statutory stipulations of the German Data Protection Law. The publisher shall be entitled to forward gross advertising sales and comparable relevant data of the customer at product level for publication to companies whose business is the collection and evaluation of such information. This data will be collated there and communicated to the market in an anonymised format.

§ 9 Place of Performance and Jurisdiction

The Law of the Federal Republic of Germany applies – excluding the UN Convention on Contracts for the International Sale of Goods and excluding conflict of laws. The place of performance is the place where the publisher is registered. The place of jurisdiction for lawsuits against businessmen, legal persons under public law or public law special assets is the place where the publisher is registered.

Status: July 2011



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