

ENCLOSURES
BOOKLETS
PULL-STRIP
COVER SPECIALS
PHOTOSTORY
BANDEROLE
LEPORELLO
ADDITION
BOOKMARK
IMPROVEMENTS
TIP-ON-CARD
AD SPECIALS

Ad Specials

A noticeable feel, reflecting surfaces of your advertisement, brochures that invite the reader to open them... Special advertising forms are becoming more and more popular product and brand presentations of companies in print products

The outstanding types ensure a much higher performance in awareness, recall and higher response values. Your message/product will be perceived more strongly! Your message will be seen and perceived more often...

Our technical specialist magazines offer not only the classic advertising forms but also diverse unusual options for communicating your brand appearance in a demanding way that draws attention.

A small selection can be found on the next pages. We will review ideas exceeding the presented AD specials for implementation capacity for you.



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We will gladly advise.

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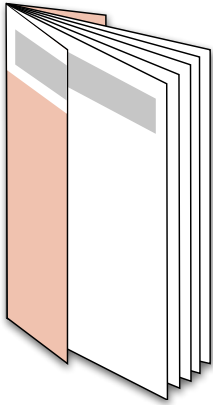
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Cover-Specials

You can't place your message any more exclusively than this. As a cover wrap, gatefold, banderole or title booklet – your brand will be in a prominent position – visible at first glance.

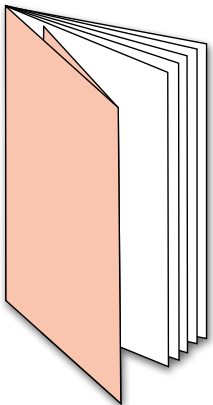


■ Cover Wrap

The title cover wrap can be put around the magazine cover and cover up to half of the cover pages. Your ad will be on the inside and outside at the front and back and share the most prominent place in the magazine - the title page (front and rear, each 10.5 cm; height limit of the ad by the magazine logo on the front).

Please note:

Delivery of ready PDFs and color accurate proofs is requested.

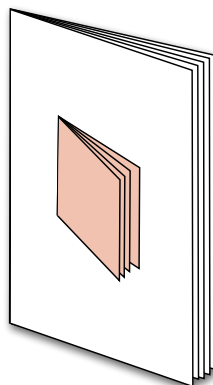


■ Cover Gatefold

Set standards with a title gatefold. This extended advertising area turns your advertisement into an XXL panorama. The title gatefold contains the bilateral flap and the 2nd US. The flap can be 1/1, 1/2 or 1/3 wide, height 297 mm – with and without perforation.

Please note:

Delivery of ready PDFs and color accurate proofs is requested.



■ Title Booklets or Title Leporellos (must be wrapped-in)

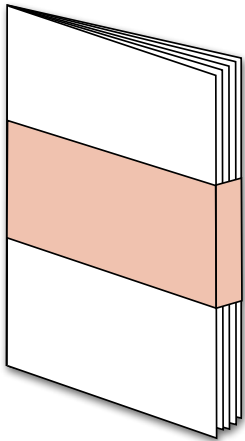
A pure surprise! There is something to discover on the title page already. Attention is ensured. The booklet or leporello with your advertising message is attached to the front page. The magazine must be packed in foil for shipping.

Please note:

The tipon is printed by the client and delivered ready to use. (Minimum size 70 mm width x 10 mm height).

When placing the order a binding example is required, which provides information on format, weight and processing ability.

Delivery quantity: print run of each journal plus allowance. (Please ask for the exact delivery quantity.)



■ Banderole

The magazine as a gift - with a clear advertising message. A banderole is present, the message is short and concise. Motivate your reader with your efficient statement. The banderole closes the magazine and must be opened by the reader. Your advertising message is perceived even before the magazine is opened.

Please note:

The banderole is locked with a glue dot on the back. The banderole will be printed by the client and delivered ready to use (can be also produced by the publishing house).

By placing the order a binding example is required, which gives information on format, weight and processing ability.

Delivery quantity: Print run of the respective magazine plus allowance.
(Please ask for the exact delivery quantity.)



■ Cover Refinement

Scented, glossy, bright, velvety... improving your advertisement will increase the reader's liking for you. Nothing will stand out more than an ad that is unique by its tangible structures or refined look.



■ Partial or full UV colour:

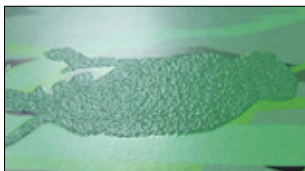
Your ad or parts of your ad motif are highlighted by gloss.

■ Structure and relief varnish:

Parts of your ad motif will be applied with a tangible structure of your choice.

■ Nightlight ink:

A motif printed in luminous ink will be visible in the dark.



■ Scented ink:

Rubbing the treated area will release the chosen scent.

■ Foil lamination highgloss/softtouch:

Laminations offer best protection and refined looks.

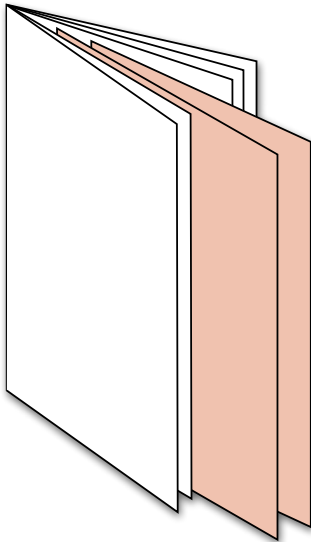


Please note:

Refinement is only possible on the front pages.
It has to be set up as an additional colour.

Supplements

Inserts always ensure high attention. Always independent – always concise – can be taken out, used later and kept. There is no limit to your creative ideas. Inserts will always reach your selected target group – specifically.



■ Loose insert (full run)

The insert with your advertising message is placed randomly within the magazine.

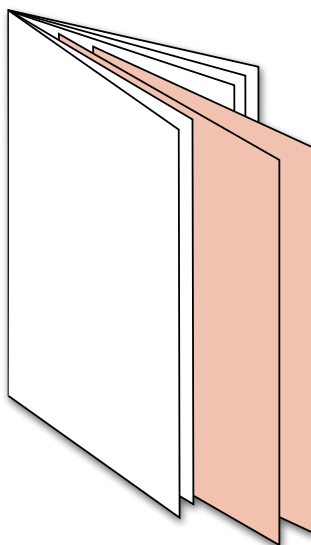
■ Please note:

Inserts must be closed on one side; otherwise a manual attachment is necessary.

Format: up to a maximum of 200 mm width and 290 mm height, minimum: 70 mm x 10 mm height.

When placing the order a binding example is required, which provides information on format, weight and processing ability.

Delivery quantity: print run of each journal plus allowance (Please ask for the exact delivery quantity).



■ Loose insert (split-run)

The loose insert with your advertising message is placed anywhere in the magazine. You defined before certain zipcode areas.

■ Please note:

Inserts must be closed on one side, otherwise a manual attachment is necessary.

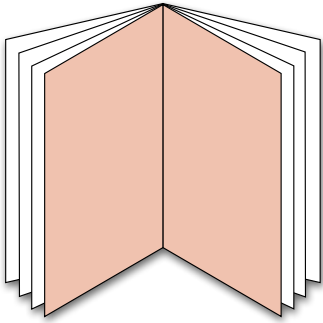
Format: up to a maximum of 200 mm width and 290 mm height, minimum: 70 mm x 10 mm height.

When placing the order, a binding example is required, which gives information on format, weight and processing ability.

Delivery quantity: Print run of the respective magazine plus allowance (Please ask for the exact delivery quantity).

Bound Inserts

Stitched-in inserts are usually connected firmly to the magazine. They are part of the magazine but still independent - in their layout, paper and feel. They can be coupons, answering cards, brochures – they strengthen your brand image with an individual and creative design.



■ Bound insert in the middle - 2 pages and more sides

Your advertising message is located respectively on the front and back. The bound inserts should be delivered ready to use.

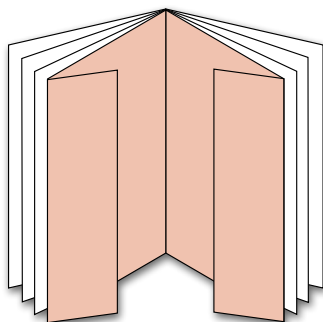
■ Please note:

Because of stapling only one bound-in insert is possible – in the middle of the magazine. Format: 420 mm x 297 mm plus 3 mm bleed on all sides.

NOTE: All text and picture elements must be placed at least 5 mm away from the trim.

By placing the order a binding example is required, which gives information on format, weight and processing ability.

Delivery quantity: Print run of the respective magazine plus allowance (Please ask for the exact delivery quantity).



■ Gatefold-bound insert in the middle (with Response Coupon e.g.)

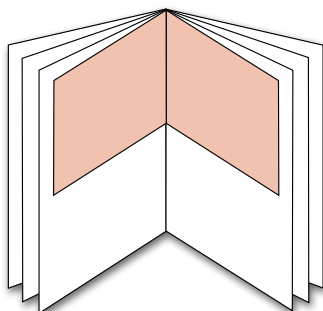
The bound insert offers a lot of space for your advertising message. It extends when opening unfold on the right and left beyond the magazine format.

■ Please note:

Only one possible in the middle of the magazine; Formats on request.

By placing the order a binding example is required, which gives information on format, weight and processing ability.

Delivery quantity: Print run of the respective magazine plus allowance (Please ask for the exact delivery quantity).



■ Half page or third page bound insert

Your advertising message is located respectively on the front and back. The bound inserts should be delivered ready to use.

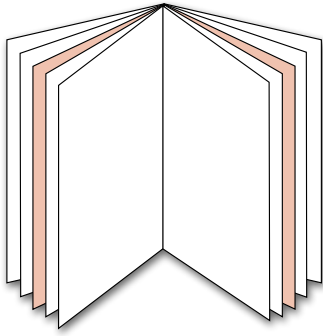
■ Please note:

By stapling the only possible placement is in the middle of this issue, in the upper or lower part of the magazine. Formats on request.

NOTE: All text and picture elements must be placed at least 5 mm away from the trim.

By placing the order a binding example is required, which gives information on format, weight and processing ability.

Delivery quantity: Print run of the respective magazine plus allowance (Please ask for the exact delivery quantity).



■ Bound through insert

The bound through insert is fixed directly behind the cover or between the printed sheets (with still a 16sided sheet).

Therefore the insert will not be seen as “one piece”, because the front half is in the front of the magazine, the second half is shown correspondingly in the back of the magazine.

You book either the whole, the front or the rear half and send us ready-to print PDF's.

■ Please note:

Only certain positions are available.

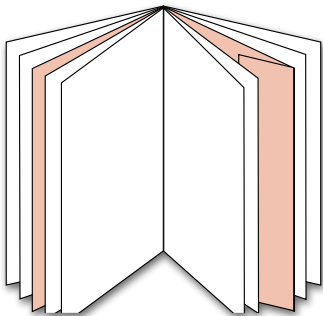
Format (if you book the whole boundthroughinsert): 420 mm x 297 mm plus 6 mm bleed on all sides, folded and trimmed.

Format (if you book the split run): 210 mm x 297 mm plus 6 mm bleed on all sides.
The delivery of the print PDFs and coloraccurate proof is required.

NOTE: All text and picture elements must be placed at least 5 mm away from the trim.

By placing the order a binding example is required, which gives information on format, weight and processing ability.

Delivery quantity: Print run of the respective magazine plus allowance
(Please ask for the exact delivery quantity).



■ Bound in inserts with a flap (Response Coupon with perforation e.g.)

The bound through insert is fixed directly behind the cover or between the printed sheets (with still a 16sided sheet).

Therefore the insert will not be seen as “one piece”, because the front half is in the front of the magazine, the second half is shown correspondingly in the back of the magazine.

You book either the whole, the front or the rear half and send us readyto print PDF's.

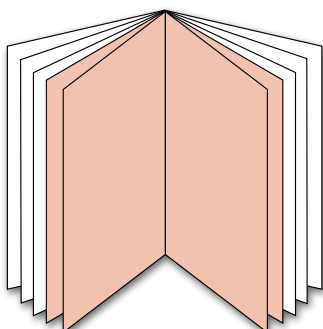
■ Please note:

Only certain positions are available.

NOTE: All text and picture elements must be placed at least 5 mm away from the trim.

By placing the order a binding example is required, which gives information on format, weight and processing ability.

Delivery quantity: Print run of the respective magazine plus allowance
(Please ask for the exact delivery quantity).

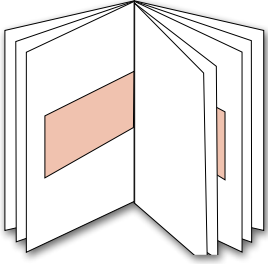


■ Printed insert

You create your message and provide us a ready to print PDF. We print your inserts together with the whole magazine.

■ Please note:

Pages concurrent in the magazine. Please enter the sequence of ad pages (eg. right/ left or left /right). Delivery of ready to print PDFs and color-template is requested.



■ Pull-Strip (pull-out insert)

A pull-strip – also called pull-out insert – can only be processed in stitched magazines. It is a strip of paper which is inserted between the stitching of a page. Therefore this style of advertisement can be removed easily. This advertising element draws high attention and is an ideal response medium.

Very interesting for:

- invitations/save the date (trade fairs, events, training, etc.)
- market and product launch
- anniversaries, and so on

The PullStrip is only possible in full run of the magazine.

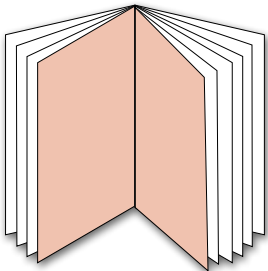
Please note:

The bound inserts should be delivered ready to use or the production is possible by the publishing house.

By placing the order, a binding example is required, which gives information on format, weight and processing ability

Delivery quantity: Print run of the respective magazine plus allowance (Please ask for the exact delivery quantity).

Please ask for the exact format specifications.



■ In-Between insert

Multi-page bound inserts are stitched between the sheets with an additional bracket.

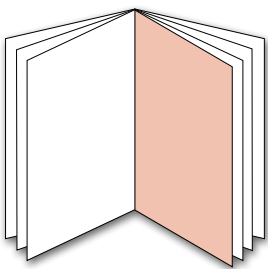
Please note:

Format: 420 mm x 297 mm plus 6 mm bleed on all sides , folded and trimmed.

NOTE: All text and picture elements must be placed at least 5 mm away from the trim.

By placing the order a binding example is required, which gives information on format, weight and processing ability.

Delivery quantity: Print run of the respective magazine plus allowance (Please ask for the exact delivery quantity).



■ 2-pages bound-inserts (glued-on)

The 2 pages bound insert is glued on in the margin of one page. It will be placed in front of a sheet or after a sheet.

Please note:

Format: 210 mm x 297mm plus 6 mm bleed on all sides.

NOTE: All text and picture elements must be placed at least 5 mm away from the trim.

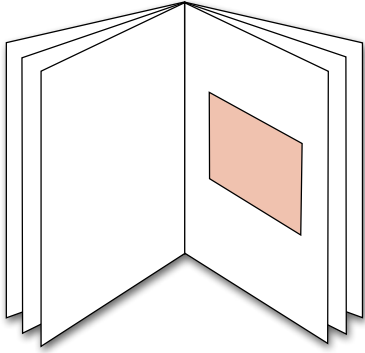
By placing the order a binding example is required, which gives information on format, weight and processing ability.

Delivery quantity: Print run of the respective magazine plus allowance (Please ask for the exact delivery quantity).

Glued-on inserts

Surprising and tangible – glued-in inserts are among the most interesting advertising media. In combination with the carrier ad, they are perceived as something very special by the recipient. There is always something new and additional to discover.

Post card, leporello, CD or Post-it – The recipient will always be surprised.



■ Glued-on inserts

- Postcard
- Booklet
- Tip on Card
- Leporello (cellophane-wrapped)
- CD
- DVD
- Post-it

Your marketing message is strongly noticed by this extraordinary special advertising form.

Tip-on elements are applied to a carrying ad (minimum size 1/2 page).

It is possible to apply the tip on a particular point of the ad or not on a special position.

CD's and DVD's can be glued in a jewel case or without this on a sticky point (special CD glue dots)

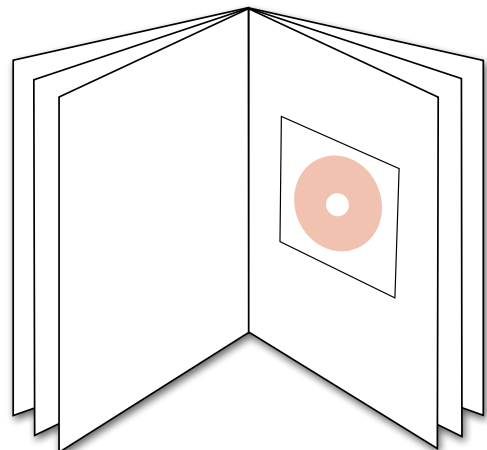
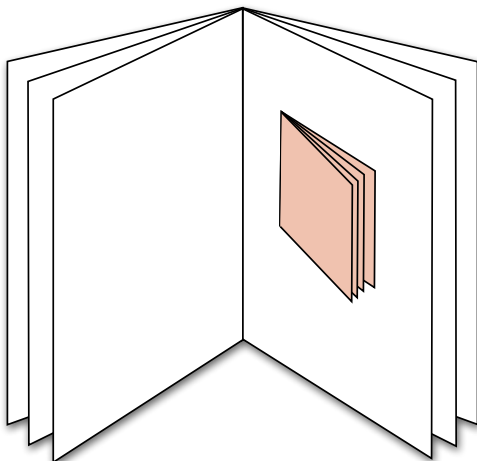
Tip-on on a particular or indefinite point on a page.

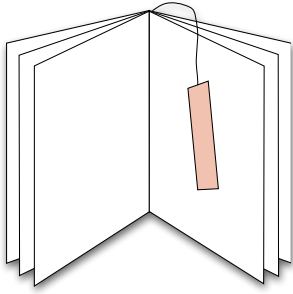
Please note:

By placing the order a binding example is required, which gives information on format, weight and processing ability.

Delivery quantity: Print run of the respective magazine plus allowance (Please ask for the exact delivery quantity).

Material delivery: Due to manual work more time in advance is necessary.





■ Bookmark bound in with fabric tape

is attached on the advertisement or on the magazine back by glue dot.

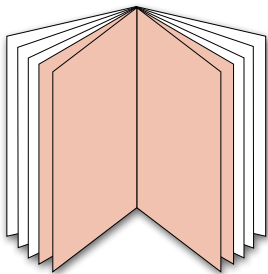
A bookmark with your advertising message is one of the most attractive possibilities of advertising. It is glued at an undetermined or a particular point in the magazine.

Please note:

The Bookmark will be printed by the client and delivered ready to use.

By placing the order a binding example is required, which gives information on format, weight and processing ability.

Delivery quantity: Print run of the respective magazine plus allowance (Please ask for the exact delivery quantity).

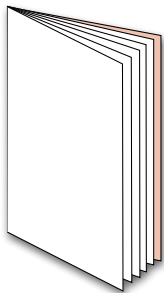


■ Clutter

Your advertising message can be found on multilateral ads, which are interlinked. Please enter the sequence of ad pages (eg. right/left or left/right).

Please note:

Delivery of ready to print PDFs and color-template is requested.



■ Package Price: Backcover

Your advertisement achieves a clear increase in value by booking of the 3rd and back cover as package.

Please note:

Delivery of ready to print PDFs and color-template is requested.



■ Photo-Story

Set your products on 2 double pages into the focus. With large sized photos and short, explaining text: so your product falls in the eye of the reader.

Send us 34 photos (300 dpi) and an editorial text we arrange your photostory sides.

Please note:

The sides the photo story are marked by „advertisement“.

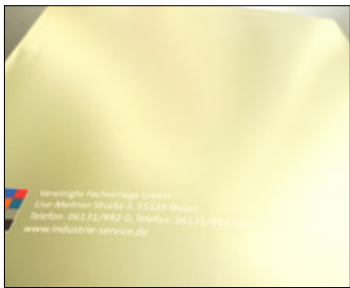




■ Special colours

Your display can be designed in one or several special colours. All colours of the Pantone and HKS colour ranges can be used in offset printing; incl.

- neon colours
- metallic shades



Please note:

For neon and metallic colours, the binding colour designation and the percentage area coverage are needed one week before the end of the submission period. It has to be set up as an additional colour.

” Among a variety of objects, those that stand out from the others are perceived first. ”

Try for a different approach of advertising - with a guaranteed effect!
We can provide the creativity.

In Germany



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DER
BETRIEBSLEITER



Der
Konstrukteur

VERFAHRENS
TECHNIK

antriebstechnik

INDUSTRIELLE
AUTOMATION

MDA Technologies

Mobile
Maschinen

AUTOMATION
TECHNOLOGIES

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f+h

GreenTec

engineering-news.net

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TECHNOLOGY
KNOWLEDGE
FOR ENGINEERS



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