

1 Print / Circulation control:



2 Print / Circulation analysis:

Copies per issue on average
(1. July 2016 to 30. June 2017)

Distributed circulation: 25,458 copies

Print run	23,000		
Distributed circulation	22,481	thereof abroad*	177
Paid edition	162	thereof abroad*	22
Subscribed copies	159	thereof member copies	0
Retail sale	0		
Other sales	3		
Free copies	22,319		
Rest, archive and specimen copies	520		

* including to door shipment abroad

E-Paper*

Distributed circulation	2,977		
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* Publisher information: average September 2017

Summary of the data collecting method

1. Method:	Receiver structure analysis by file analysis - total data collection	
2. Survey population:	Domestic Not included in the study	22,344 = 100.0 % 180 = 0.8 %
3. Random sample:	Total collection	
4. Target persons of the survey:	The personal recipients collected in the file in institutions	
5. Time period of the survey:	01. July 2016 to 30. June 2017	
6. Survey performance:	Vereinigte Fachverlage GmbH The detailed survey methodology can be found at www.vereingte-fachverlage.info	

3 Print / Geographical breakdown:

Economic area	%	Copies
National	99.4	22,344
Abroad	0.6	137
Rounding difference	0	0
Distributed circulation	100.0	22,481

3.1 Print / Breakdown to the federal states:

Federal state	%	Copies
Schleswig-Holstein, Hamburg	3.1	701
Lower Saxony, Bremen	6.6	1,481
North Rhine-Westphalia	21.8	4,908
Hesse	7.4	1,654
Rhineland-Palatinate	3.3	749
Saarland	1.0	229
Baden-Wurtemberg	27.4	6,155
Bavaria	18.5	4,148
Berlin	1.4	321
Brandenburg	0.6	124
Mecklenburg-Vorpommern	0.3	67
Saxony-Anhalt	0.9	206
Saxony	3.2	712
Thuringia	2.1	463
Abroad	0.6	137
Other**	1.9	427
Rounding difference	-0.1	-1
Distributed circulation	100	22,481

** Circulation not analyzed; e.g. trade fair and congress copies, book trade copies, etc.

1.1 Print / Branches and economic sectors:

Department / Group / Class	Recipient groups	%	Copies
Economic sector 2008	(According to Classification of Economic Activities)		
24, 25, 28-30, 33	Mechanical Engineering	56.5	12,708
26, 27, 32.5	Electrical technology/Electronics, Medicine	26.4	5,924
71	Engineering companies	4.1	928
31-32.4, 32.91-32.99, 35-70.22, 73-97 A	Energy supply, technical consulting, service provider	4.5	1,006
72	Research and Development	2.9	650
20-23	Chemical industry and petroleum processing, plastic ware and glass industry	3.2	720
05-19.2	Processing trade (proccession of mineral products, packaging, food, goods)	0.4	88
	Other**	2.2	488
	Rounding difference	-0.2	-31
	Distributed circulation	100.00	22,481

**Circulation not analyzed; e.g. Trade fair and congress copies, book trade copies, etc.

“Der Konstrukteur“ is IVW-EDA certified!

Every recipient is qualified and checked according
the IVW-EDA requirements.

“We guarantee in this way that your advertisement
reaches the right target group.”



1.2 Print / Business unit size:

Employees	%	Copies
1 - 49	19.0	4,278
50 - 99	12.0	2,708
100 - 199	14.5	3,260
200 - 499	20.0	4,494
500 - 999	11.0	2,470
1,000 and more	18.2	4,100
Unknown number of employees	3.3	746
Other **	1.9	427
Rounding difference	0.1	-2
Distributed circulation	100.00	22,481

** Circulation not analyzed: e.g. trade fair and congress copies,
book trade copies, etc.

2.1 Print / Job characteristics of responsibility areas:

Job characteristics	%	Copies
Development / research / design	70.4	15,816
Management. technical management	13.5	3,032
Production sector (manufacturing, quality control. maintenance. automation)	9.6	2,167
Purchasing. materials management and other qualified task areas	4.6	1,042
Other**	1.9	427
Rounding difference	0.0	-3
Distributed circulation	100	22,481

2.1 Position characteristics
in the company

2.2 Socio-demographic
Vocational education Age

} Not applicable because the
use-value of this journal is
independent of this

Summary of the data collecting method

- Method:** Receiver structure analysis by file analysis - total collection according to IVW-EDA guidelines
- Survey population:** Survey population (distributed circulation) 22,481 = 100.0 %
The survey does not cover 180 = 0.8 %
- Random sample:** Total collection
- Target persons of the survey:** The personal recipients collected in the file in institutions
- Time period of the survey:** 01. July 2016 to 30. June 2017
- Survey performance:** Vereinigte Fachverlage GmbH

The details survey methodology can be found at www.en.vereinigte-fachverlage.info