

### 1 Print / Circulation control:



### 2 Print / Circulation analysis:

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

## Distributed circulation: 34,594 copies

Print run	27,000		
Distributed circulation	26,571	thereof abroad*	50
Paid editions	102	thereof abroad*	9
Subscribed copies	102	thereof member copies	0
Retail sale	0		
Other sales	0		
Free copies	26,469		
Rest, archive and specimen copies	429		

\* including to-door shipment abroad

### E-Paper\*

Distributed circulation	8,023		
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\* Publisher information: average September 2017

### 3 Print / Geographical breakdown:

Economic area	%	Copies
National	99.9	26,533
Abroad	0.1	38
Rounding difference	0	0
Distributed circulation Print	100.0	26,571
<b>Distributed circulation*</b>		<b>34,594</b>

\* incl. E-Paper

### 3.1 Print / Breakdown to the federal states:

Federal state	%	Copies
Schleswig-Holstein, Hamburg	3.5	927
Lower Saxony, Bremen	7.5	1,991
North Rhine-Westphalia	21.0	5,570
Hesse	8.0	2,135
Rhineland-Palatinate	4.3	1,134
Saarland	0.9	248
Baden-Wuerttemberg	24.5	6,520
Bavaria	17.3	4,610
Berlin	1.7	445
Brandenburg	0.8	211
Mecklenburg-Vorpommern	0.3	81
Saxony-Anhalt	1.1	301
Saxony	3.4	907
Thuringia	2.3	611
Abroad	0.1	38
Other**	3.2	843
Rounding difference	0.1	-1
Distributed circulation Print	100.0	26,571
<b>Distributed circulation*</b>		<b>34,594</b>

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

### Print / Summary of the data collecting method

- Method:** Receiver structure analysis by file analysis  
- total data collection
- Survey population:** Domestic 26,533 = 100.0 %  
Not included in the study 371 = 1.4 %
- Random sample:** Total collection
- Target persons of the survey:** The person 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 detailed survey methodology can be found at [www.en.vereinigte-fachverlage.info](http://www.en.vereinigte-fachverlage.info)

1.1 Print / Branches/economic sectors:

Department / Group / Class	Recipient groups		
Economic sector 2008	(According to Classification of Economic Activities)	%	Copies
05, 06, 35-38, 41-43	Mining, energy supply	0.1	34
08, 19, 20, 21, 22, 23	Chem, Industry oil supply, pharma, plastic, rubber, stone, glass, ceramics	14.3	3,802
28	Mechanical engineering	35.3	9,376
24, 25, 29, 30	Vehicle construction	4.2	1,129
10-18, 26-27, 31, 32, 58, 62	MSR-technology	37.0	9,818
45-47	Commerce	0.9	243
71, 72, 85	Engineering, science, education	4.3	1,154
	Further qualifying branches	0.7	185
	Other **	3.2	843
	Rounding difference	0.0	-13
	Distributed circulation Print	100.0	26,571
	<b>Distributed circulation*</b>		<b>34,594</b>

\* incl. E-Paper

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

# “INDUSTRIELLE AUTOMATION“ is IVW-EDA certified!

Every recipient is qualified and checked according to 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	20.1	5,351
50 - 99	13.7	3,650
100 - 199	15.5	4,127
200 - 499	18.8	4,998
500 - 999	9.5	2,535
1,000 and more	14.7	3,901
Unknown number of employees	4.4	1,167
Other **	3.2	843
Rounding difference	0.1	-1
Distributed circulation Print	100.0	26,571
<b>Distributed circulation*</b>		<b>34,594</b>

\* incl. E-Paper

\*\* 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
Company performance	19.3	5,139
Entwicklung, Konstruktion	41.3	10,974
Electrical engineering/MSR	2.6	682
Production and manufacturing	22.4	5,313
Not personalized specialist department	1.8	488
Purchase, sales	9.4	3,142
Other**	3.2	843
Rounding difference	0.0	-10
Distributed circulation Print	100.0	26,571
<b>Distributed circulation*</b>		<b>34,594</b>

2.1 Position characteristics in the company

2.2 Socio-demographic Vocational Age

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

Print / 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) 26,571 = 100.0 %  
The survey does not cover 371 = 1.4 %
- 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.ereinigte-fachverlage.info](http://www.en.ereinigte-fachverlage.info)