

1 Print / Circulation control:



2 Print / Circulation analysis:

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

Distributed circulation: 8,493 copies

Print run	7,000		
Distributed circulation	6,597	thereof abroad*	157
Paid edition	140	thereof abroad*	17
Subscribed copies	140	thereof member copies	0
Retail sale	0		
Other sales	0		
Free copies	6,457		
Rest, archive and specimen copies	404		

* including to door shipment abroad

E-Paper*

Distributed circulation	1,896		
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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 6,451 = 100.0 %
not included in the study 158 = 2.4 %

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.en.vereinigte-fachverlage.info

3 Print / Geographical analysis:

Economic Area	in %	Copies
National	97.8	6,451
Abroad	2.2	146
Rounding difference	0	0
Distributed circulation	100.0	6,597

3.1 Print / Breakdown to the federal states:

Federal state	%	Copies
Schleswig-Holstein, Hamburg	3.1	202
Lower Saxony, Bremen	8.9	587
North Rhine-Westphalia	19.0	1,252
Hesse	8.3	546
Rhineland-Palatinate	5.0	333
Saarland	1.1	73
Baden-Wurtemberg	23.5	1,553
Bavaria	16.5	1,087
Berlin	1.2	81
Brandenburg	0.9	57
Mecklenburg-Vorpommern	0.5	35
Saxony-Anhalt	1.0	69
Saxony	2.9	192
Thuringia	1.8	117
Abroad	2.2	146
Other**	4.1	270
Rounding difference	0.0	-3
Distributed circulation	100.0	6,597

** 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		
Economic sector	(according to classification of economic activities)	%	Copies
10, 16-18, 20-25, 28.3	Agricultural and forestry machinery. manufacture of agriculture equipment	15.7	1,033
28.92, 41-43, 91-99	Mining. construction	15.2	1,004
26-27, 28.1, 28.25	Other mechanical engineering. measurement-. control- and navigation technology	11.9	785
28.2	Lifting / conveyors (conveyor technology)	25.4	1,674
29-29.3, 30, 30.2	Manufacture of motor vehicles. parts. motors etc..	24.8	1,638
71-85	Construction. engineering firms. research institutions	1.9	128
	Further qualifying branches	1.3	84
	Other**	4.1	270
	Rounding difference	-0.3	-19
	Distributed circulation	100	6,597

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

“Mobile Maschinen“ 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:

Beschäftigte	%	Exemplare
1 - 49	21.3	1,404
50 - 99	10.6	702
100 - 199	12.0	793
200 - 499	14.5	957
500 - 999	9.8	646
1,000 and more	20.8	1,371
Unknown number of employees	6.9	454
Other**	4.1	270
Rounding difference	0.0	0
Distributed circulation	100.0	6,597

** 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
Management	32.6	2,150
Design, research and development	46.4	3,063
Technical sales, technical procurement	10.1	664
other qualified tasks	7.0	460
Other**	4.1	270
Rounding difference	-0.2	-10
Distributed circulation	100.0	6,597

2.1 Position characteristics in the company

2.2 Socio-demographic Vocational education Age

Not collected 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) 6,597 = 100.0 %
In der Untersuchung nicht erfasst 158 = 2.4 %
- 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.vereinigte-fachverlage.info