

## Trade journals and their reach in mechanical engineering:

### The results of the „2006 mechanical engineering reach analysis“



## German mechanical engineering (1/2)

- Mechanical engineering is one of Germany's most important sectors. The biggest sectors of industry in 2006:
  - Mechanical engineering (873,000 employees)
  - Electrical engineering (785,000 employees)
  - Road vehicle construction (750,000 employees)
  - Chemical industry (418,000 employees)
- German machine production rose by about 19 % between the years 2004 and 2006. Besides the foreign demand that has been strong for many years, a sharp rise in domestic orders was recorded in 2006.
- According to the ifo Business Climate Survey, production facilities of the German mechanical engineering sector were working at 91.7% capacity in December 2006.
- In 2006, about 20,000 new jobs were created in German mechanical engineering companies.

## German mechanical engineering (2/2)

- SME decision-making structures dominate the mechanical engineering sector. Approx. 88 % of companies employ fewer than 250 people, only 2 % more than 1,000. More than two-thirds of companies even have fewer than 100 employees.
- Mechanical engineering is one of Germany's most important innovative sectors. This industrial sector obtained one-third of its turnover in 2005 from new and markedly improved products. Two-thirds of companies launched at least one product and/or process innovation in 2005. The innovation costs of the mechanical engineering sector were €9.5bn in 2005.

(Source: [www.vdma.org](http://www.vdma.org))

## The aim of the 2006 mechanical engineering reach analysis

- The 2006 mechanical engineering reach analysis ascertains the reach of trade journals with the decision-makers in Germany's mechanical engineering sector.
- Advertisers can discover to what extent the advertising media, i.e. the individual trade journals, actually reach their target groups.
- The conception, implementation and reporting of the 2006 mechanical engineering reach analysis conforms to the current framework for the ZAW's (central association of the advertising industry in Germany) advertising media analysis and is therefore comparable to the most important standard media surveys.

**The independent 2006 mechanical engineering reach analysis offers more transparency for your media planning!**

Advertisers now have evidence as to which trade journals reach the greatest number of decision-makers in the mechanical engineering sector. Targeted use can now be made of advertising budgets.

## The area surveyed by the 2006 mechanical engineering reach analysis

- The institutional population of the survey are mechanical engineering companies with an annual turnover of €2m. That amounts to 6,850 companies in Germany.
- The human resource population of the analysis are people in companies that are involved in the decision-making process regarding the procurement of machines, equipment or commercial vehicles, at least in a preparatory way, and are predominantly active in one of the following functions:
  - Board/ management/ owner
  - Production and technology
  - Research and development
  - Purchasing
  - IT
- The extrapolation basis for the reaches stated in the analysis are 35,100 professional decision-makers in mechanical engineering companies.

## What criteria were used to select the trade journals?

- The study comprises 69 trade journals relevant to mechanical engineers that also meet the following requirements:
  - The journal is listed in the Handbuch Media-Daten Fachzeitschriften (Handbook Media-Data Trade Journals) in one of these categories (Media-Data Trade Journals, Issue 2, March 2006)
    - Automation, electrical engineering, electronics, production control/production engineering, drives and drive units, hydraulics and pneumatics, industry and technology in general, mechanical engineering, flow of materials, conveying technology and logistics, materials and materials testing, measurement and control technology.
  - The journal has been checked by the IVW (official audit for the circulation control of printed publications in Germany).
  - The journal is issued at least 6 times a year.
  - The journal is available nationwide.
  - The journal is generally accessible.

69 trade journals were examined with regard to their reach in the mechanical engineering sector:



Only these trade journals achieve a relevant reach in mechanical engineering:



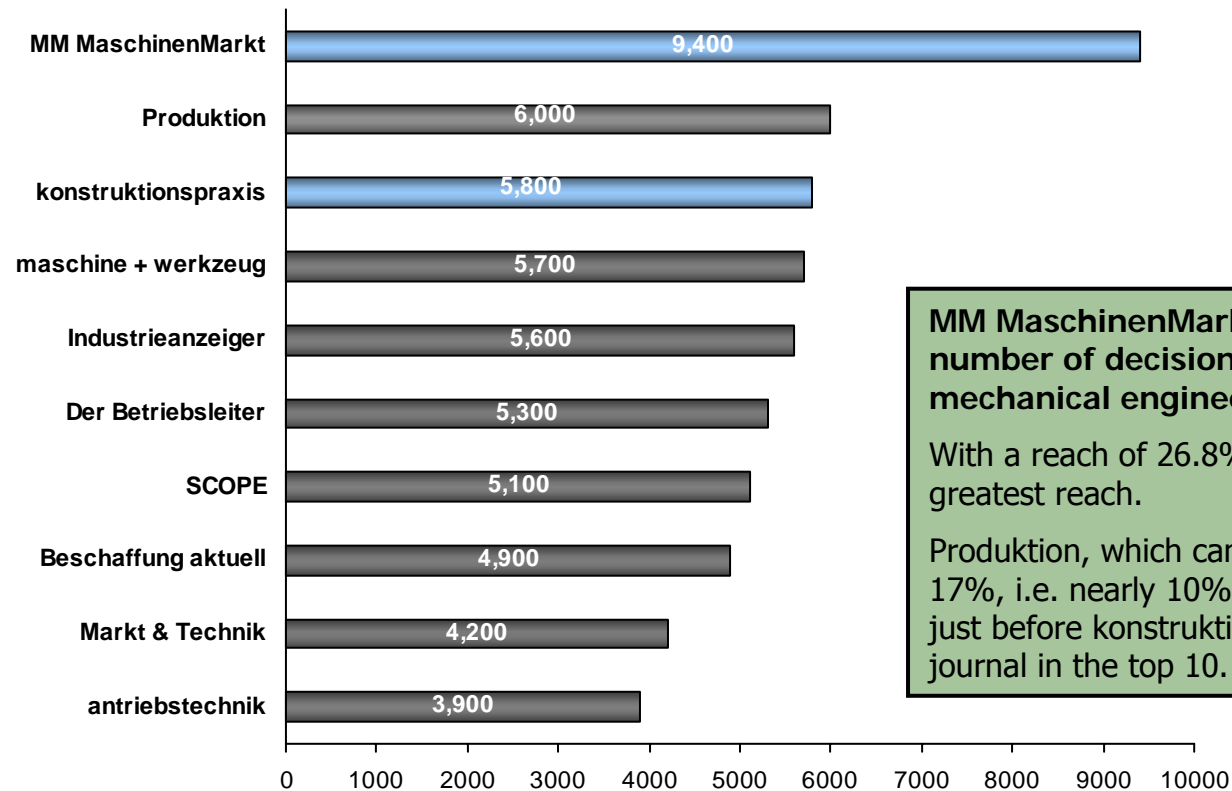
More than 50% of the trade journals examined achieve no relevant reach!!

This means that the widest readership of a majority of the journals is less than the minimum value of 80 readers, so they did not qualify for a reach analysis compliant with the ZAW.

## The following are not qualified for the ZAW-compliant "2006 mechanical engineering reach analysis":

- A&D
  - AUTOMATION
  - BETRIEB & meister
  - BETRIEBSTECHNIK & INSTANDHALTUNG
  - DESIGN & ELEKTRONIK
  - dhf Intralogistik
  - dima
  - Drives & Motion
  - E&E
  - elektror
  - elektro AUTOMATION
  - Elektronik
  - elektronik industrie
  - Elektronik Information
  - elektronik Journal
  - elektrotechnik
  - EPP
  - etz
  - IEE
  - IndustrieService
  - :K
  - ke
  - KEM
  - Logistik für Unternehmen
  - Logistik inside
  - MECHATRONIK
  - MessTec Automation
  - MSR Magazin
  - O+P
  - PLUS
  - productronic
  - Quality Engineering
  - QZ
  - special tooling
  - SPS Magazin
  - TR Technische Revue
  - VDI Nachrichten
  - Werkstatt + Betrieb
- (results of VDMA-Nachrichten and VDI-Nachrichten are not shown)

## The 10 trade journals that have the greatest reach with decision-makers in the German mechanical engineering sector



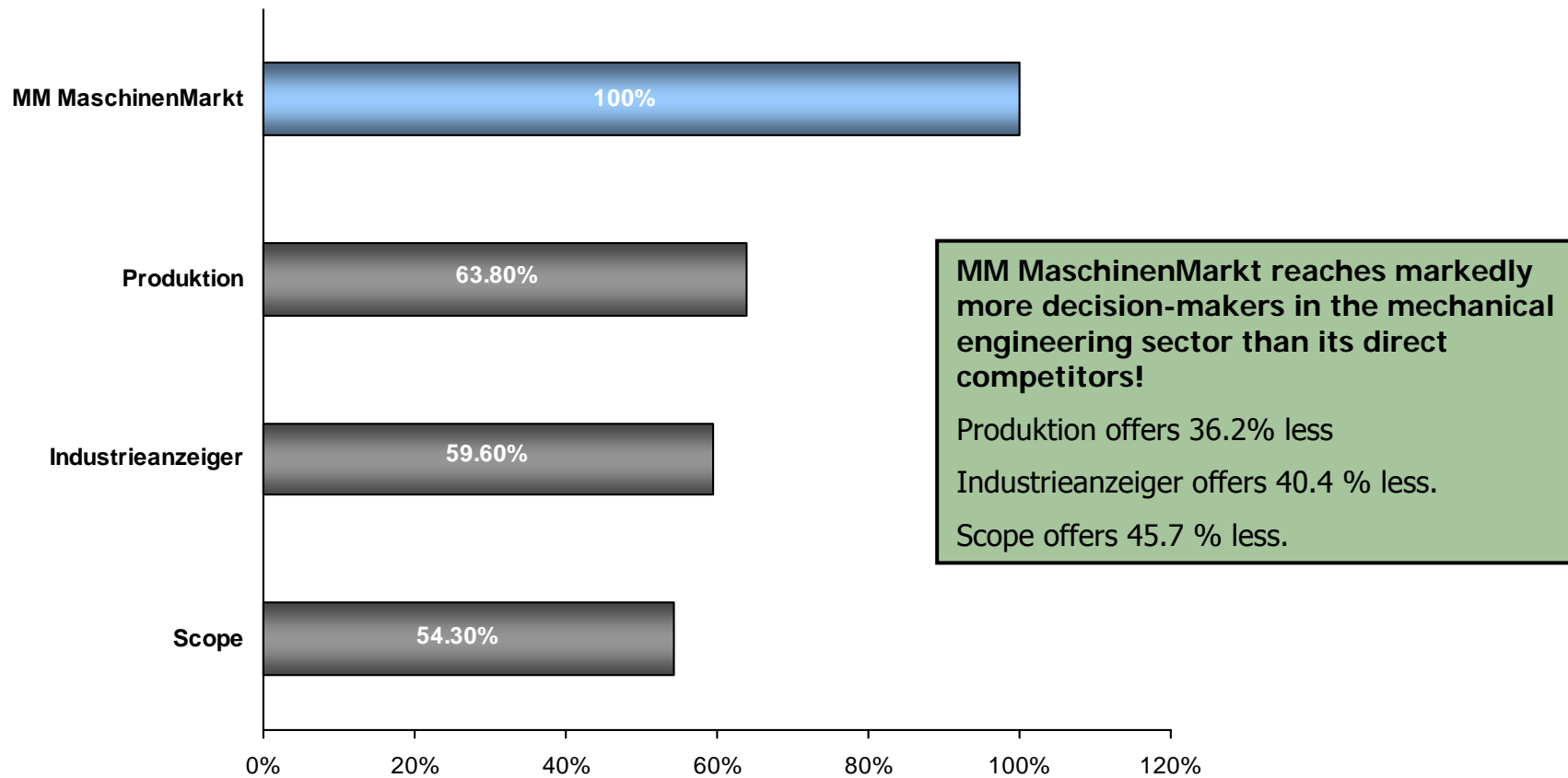
**MM MaschinenMarkt reaches the largest number of decision-makers in the German mechanical engineering sector!**

With a reach of 26.8%, MM is the journal with the greatest reach.

Produktion, which came in second, only had a reach of 17%, i.e. nearly 10% less than MM, thus coming in just before konstruktionspraxis, the only construction journal in the top 10.

Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies.

**What reach does MM MaschinenMarkt offer decision-makers in the heavily funded core target group of mechanical engineering compared to the competition? (indexed)**

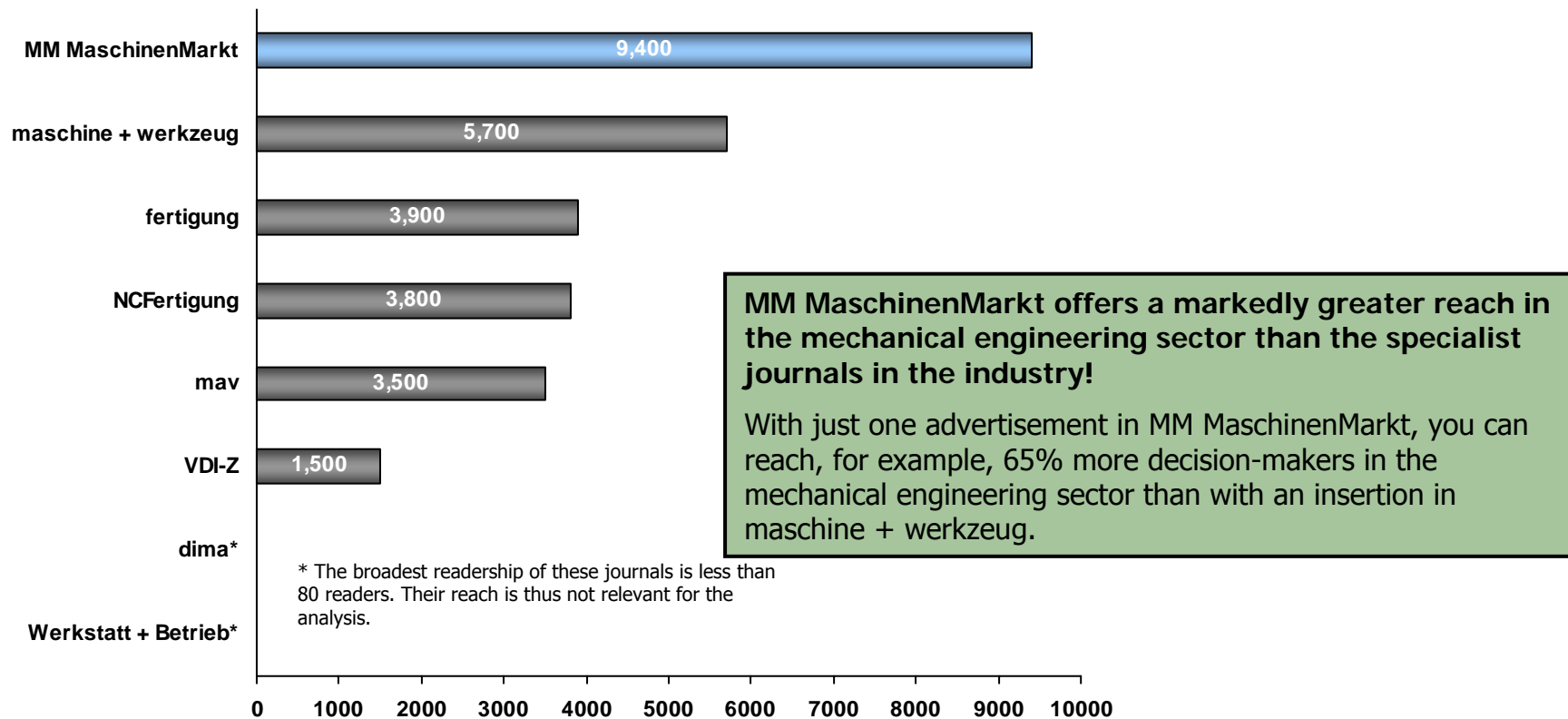


**MM MaschinenMarkt reaches markedly more decision-makers in the mechanical engineering sector than its direct competitors!**

Produktion offers 36.2% less  
 Industrieanzeiger offers 40.4 % less.  
 Scope offers 45.7 % less.

100 % = 9,400 decision-makers in the mechanical engineering sector per average issue; the basis of extrapolation is formed by 35,100 professional decision-makers in German mechanical engineering companies

## What reach does MM MaschinenMarkt offer decision-makers in the mechanical engineering sector compared to specialist journals?

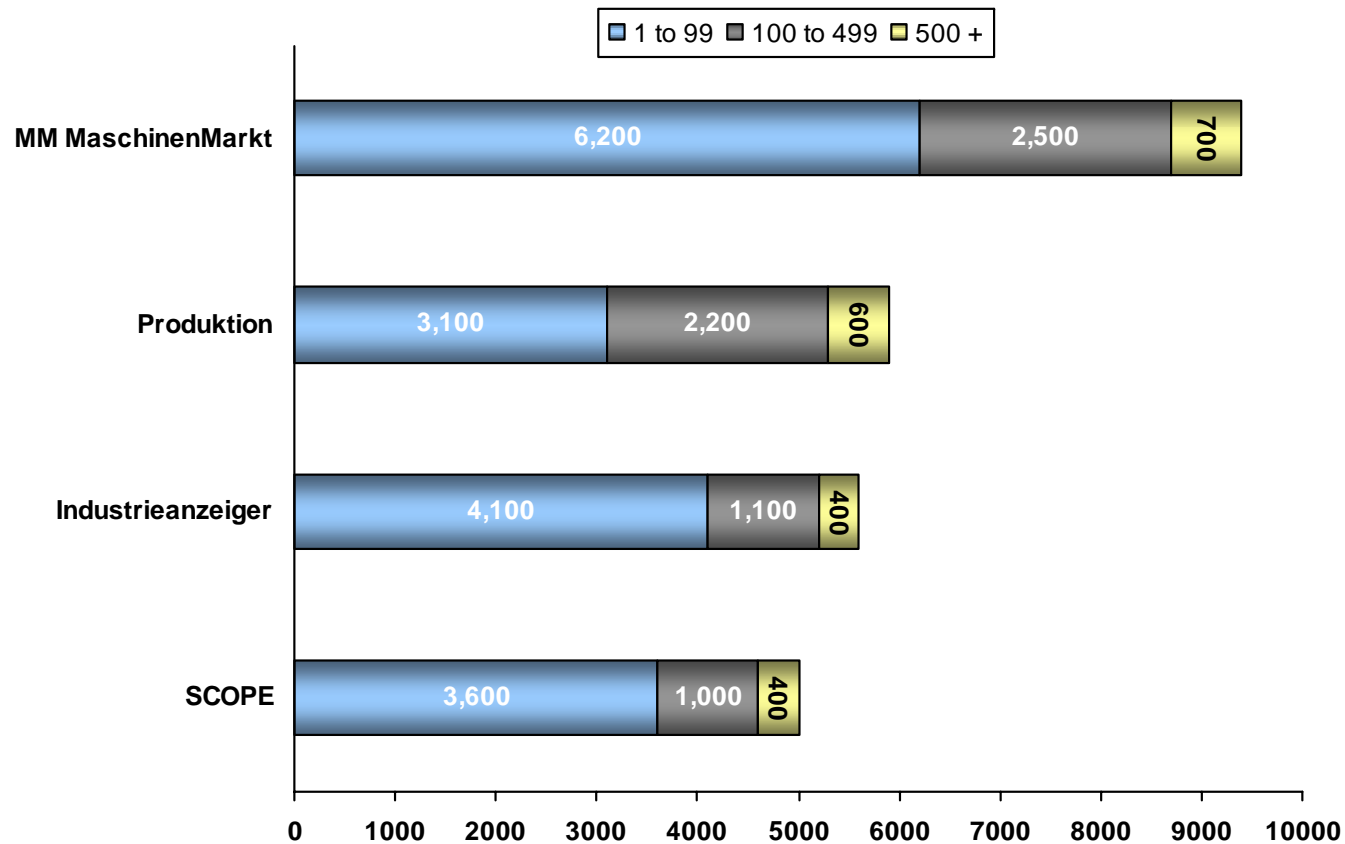


Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies.

## Trade journals and their reach in German mechanical engineering

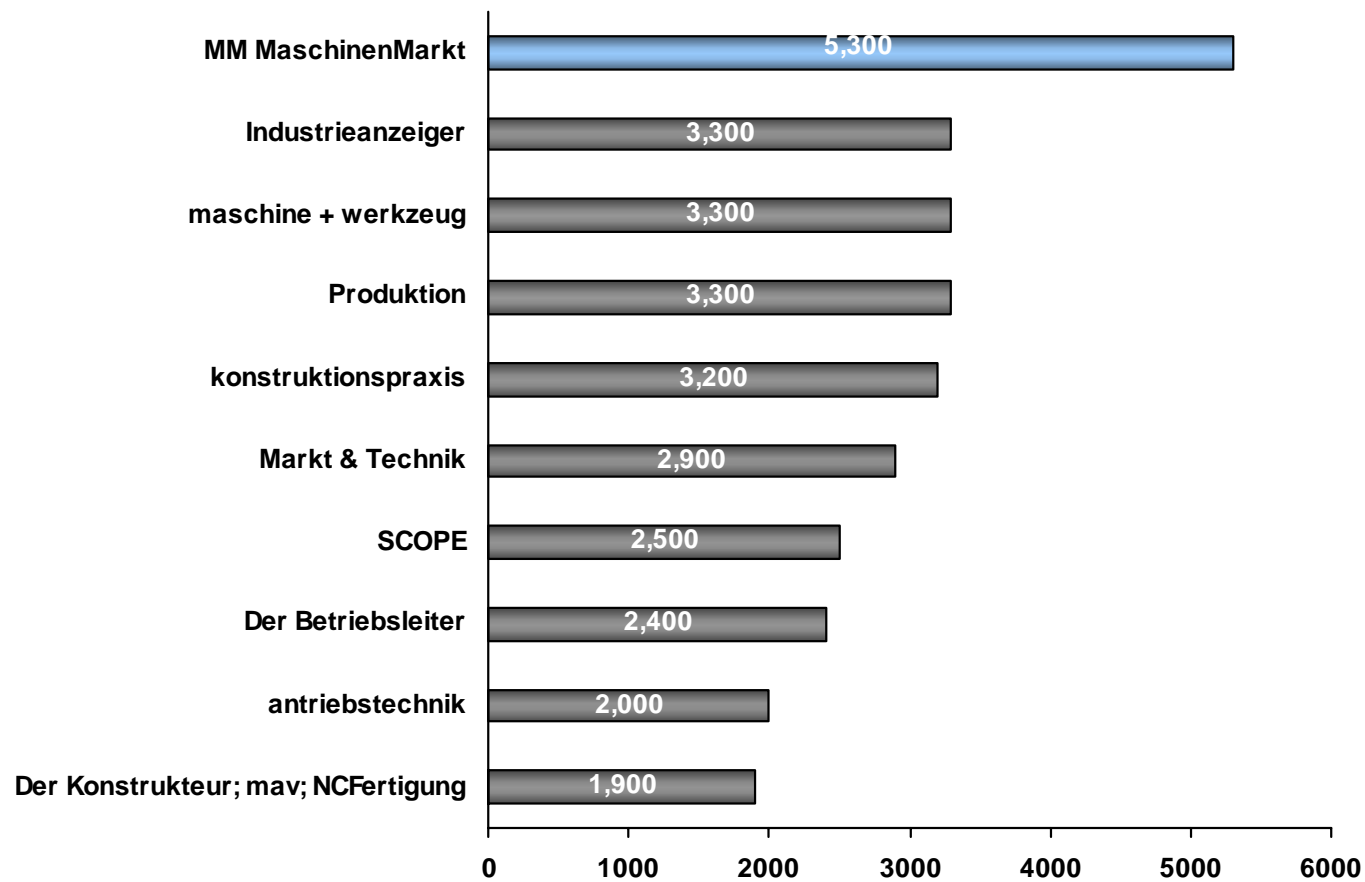
- ▶ According to company size
- ▶ According to functional areas in the company

## Trade journals and their reach with decision-makers in the German mechanical engineering sector as regards the company size: MM MaschinenMarkt compared to the competition



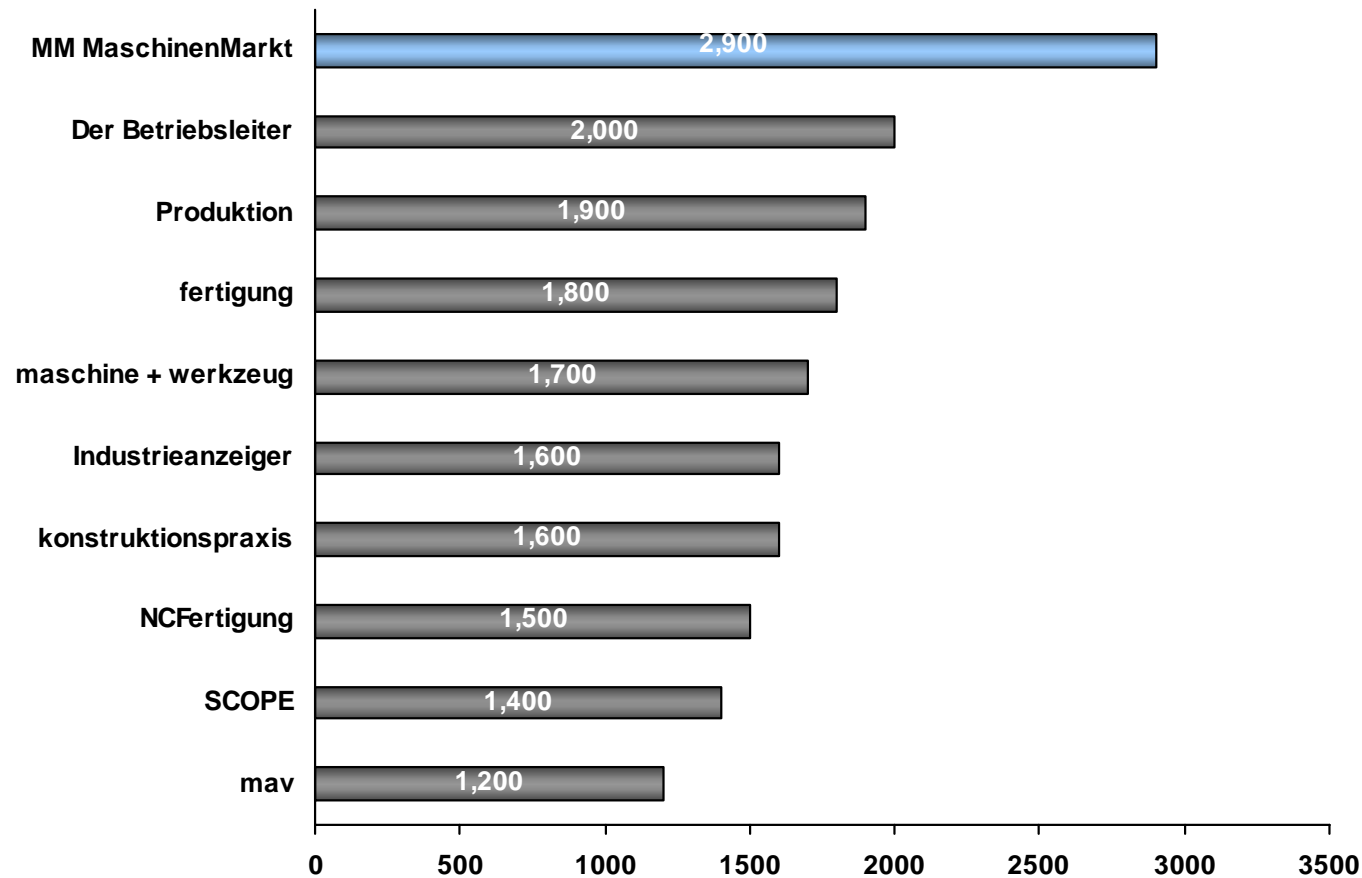
Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies.

## The 10 trade journals with the greatest reach with board of directors members, executive managers, and owners in the German mechanical engineering sector



Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 18,100 are decision-makers in the functional areas of board of directors, executive management, and management.

## The 10 trade journals with the greatest reach with decision-makers in the area of production and technology in the German mechanical engineering sector

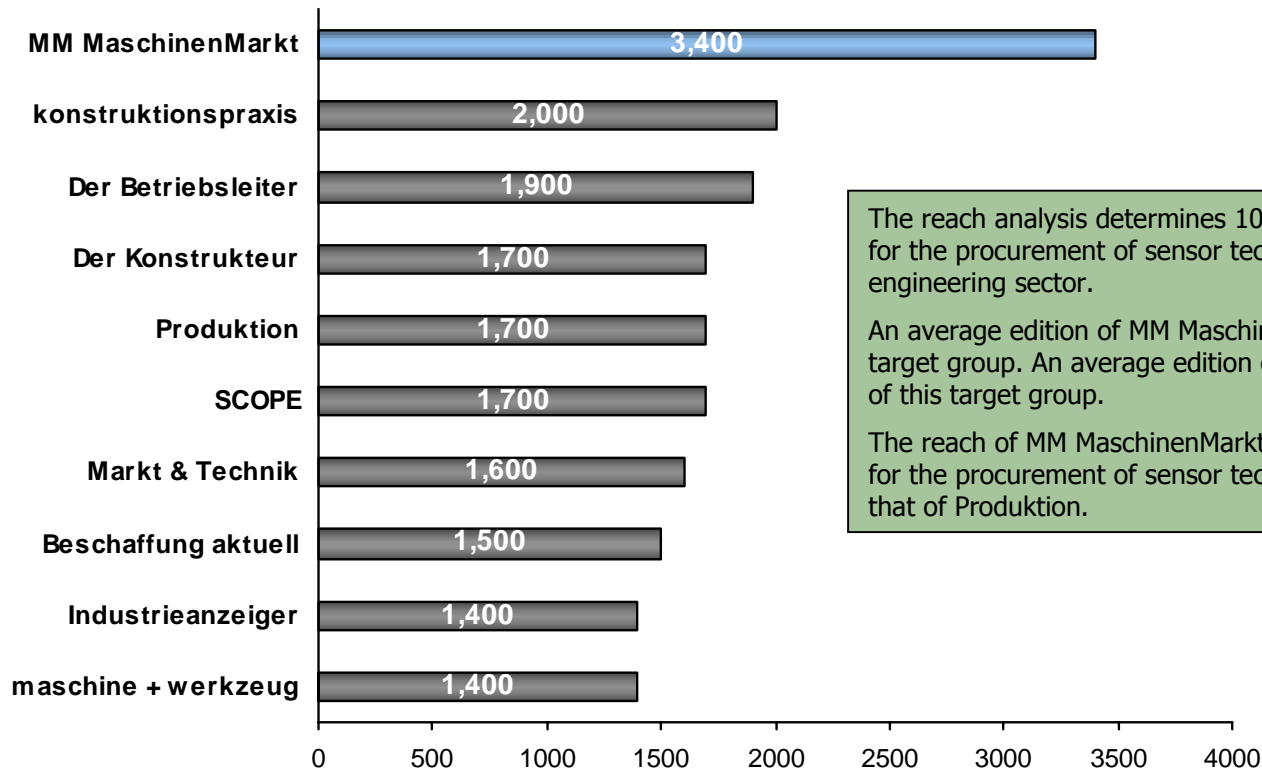


Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 9,000 are decision-makers in the functional area of production and technology.

## Trade journals and their reach in the German mechanical engineering sector

- ▶ **With decision-makers for specific investments**

## The 10 trade journals with the greatest reach with decision-makers responsible for the procurement of sensor technology in the German mechanical engineering sector



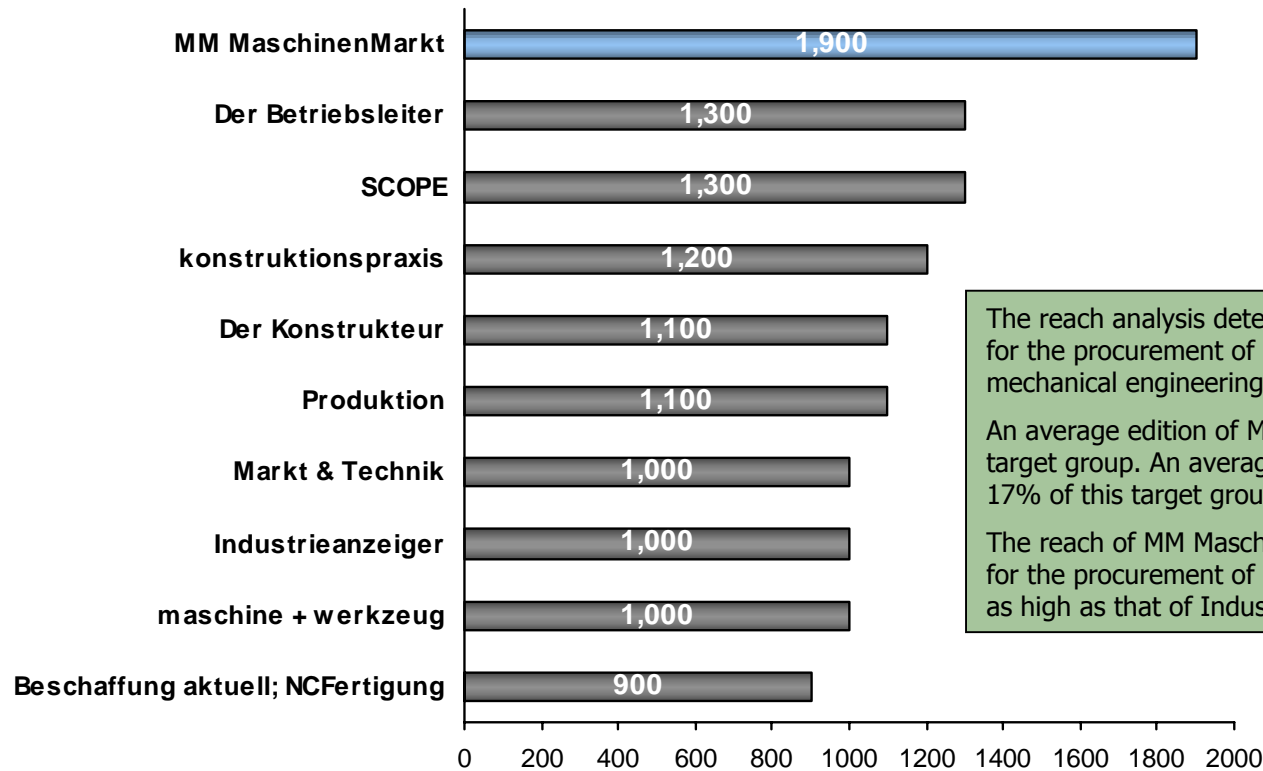
The reach analysis determines 10,400 decision-makers responsible for the procurement of sensor technology in the mechanical engineering sector.

An average edition of MM MaschinenMarkt reaches 32.5% of this target group. An average edition of Produktion only reaches 16.7% of this target group.

The reach of MM MaschinenMarkt with decision-makers responsible for the procurement of sensor technology is almost twice as high as that of Produktion.

Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 10,400 are decision-makers in the sensor technology area.

## The 10 trade journals with the greatest reach with decision-makers responsible for the procurement of industrial image processing in the German mechanical engineering sector



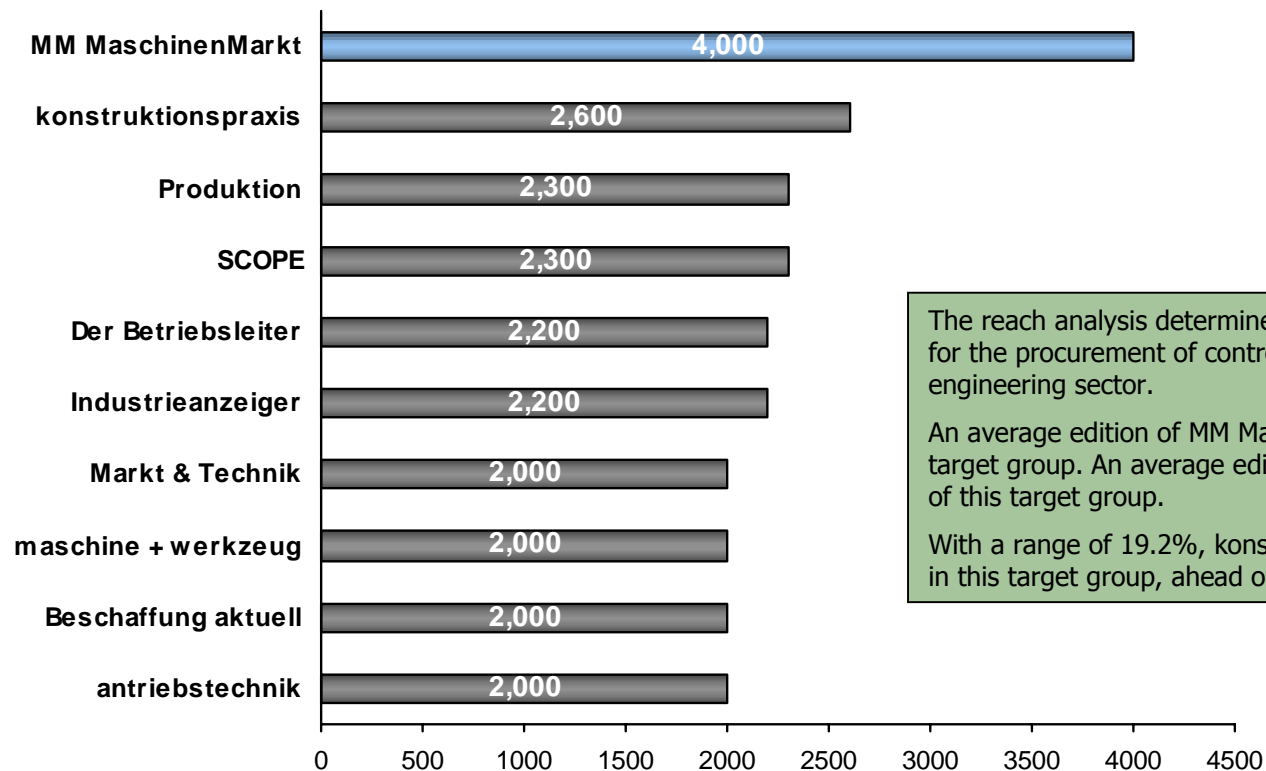
The reach analysis determines 6,100 decision-makers responsible for the procurement of industrial image processing in the mechanical engineering sector.

An average edition of MM MaschinenMarkt reaches 31.9% of this target group. An average edition of Industrieanzeiger only reaches 17% of this target group.

The reach of MM MaschinenMarkt with decision-makers responsible for the procurement of industrial image processing is almost twice as high as that of Industrieanzeiger.

Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 6,100 are decision-makers in the area of industrial image processing.

## The 10 trade journals with the greatest reach with decision-makers responsible for the procurement of control technology in the German mechanical engineering sector



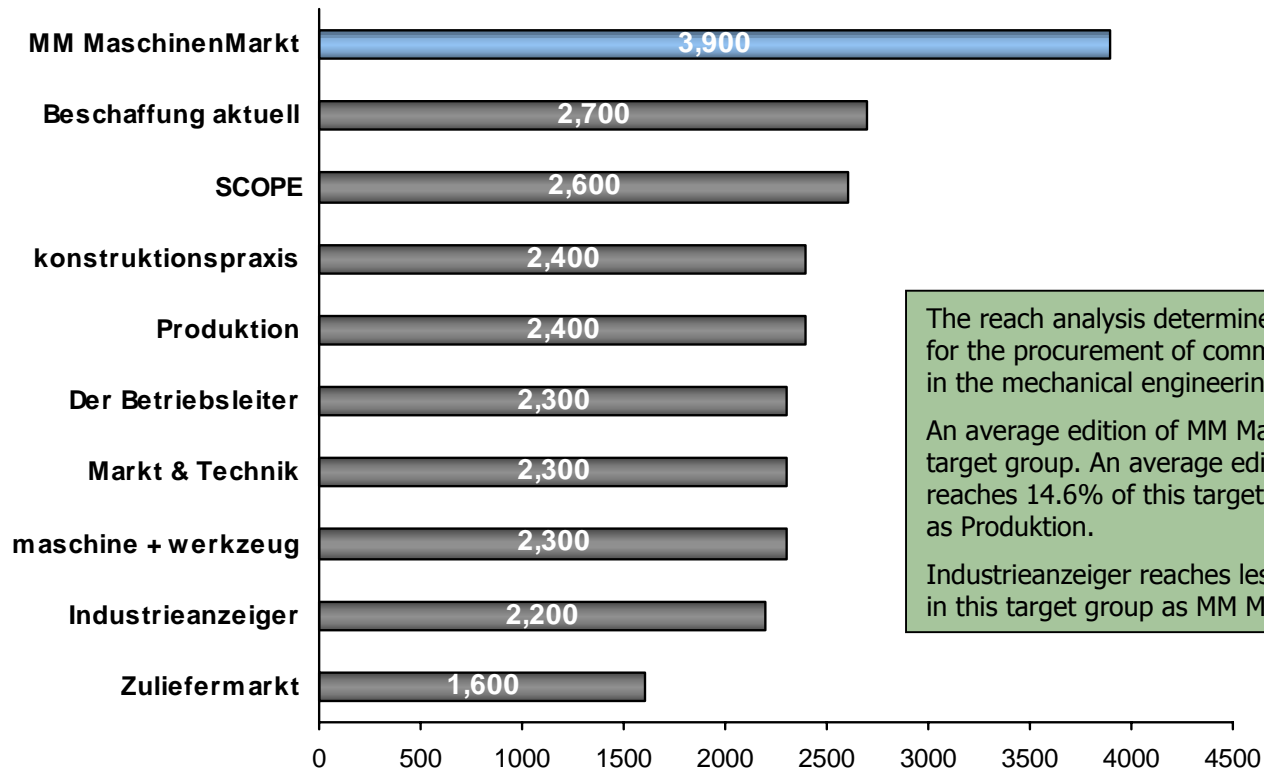
The reach analysis determines 13,600 decision-makers responsible for the procurement of control technology in the mechanical engineering sector.

An average edition of MM MaschinenMarkt reaches 29.8% of this target group. An average edition of Produktion only reaches 17.3% of this target group.

With a range of 19.2%, konstruktionspraxis occupies second place in this target group, ahead of Produktion and SCOPE.

Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 13,600 are decision-makers in the area of control technology.

### The 10 trade journals with the greatest reach with decision-makers responsible for the procurement of communication and connection technology in the German mechanical engineering sector



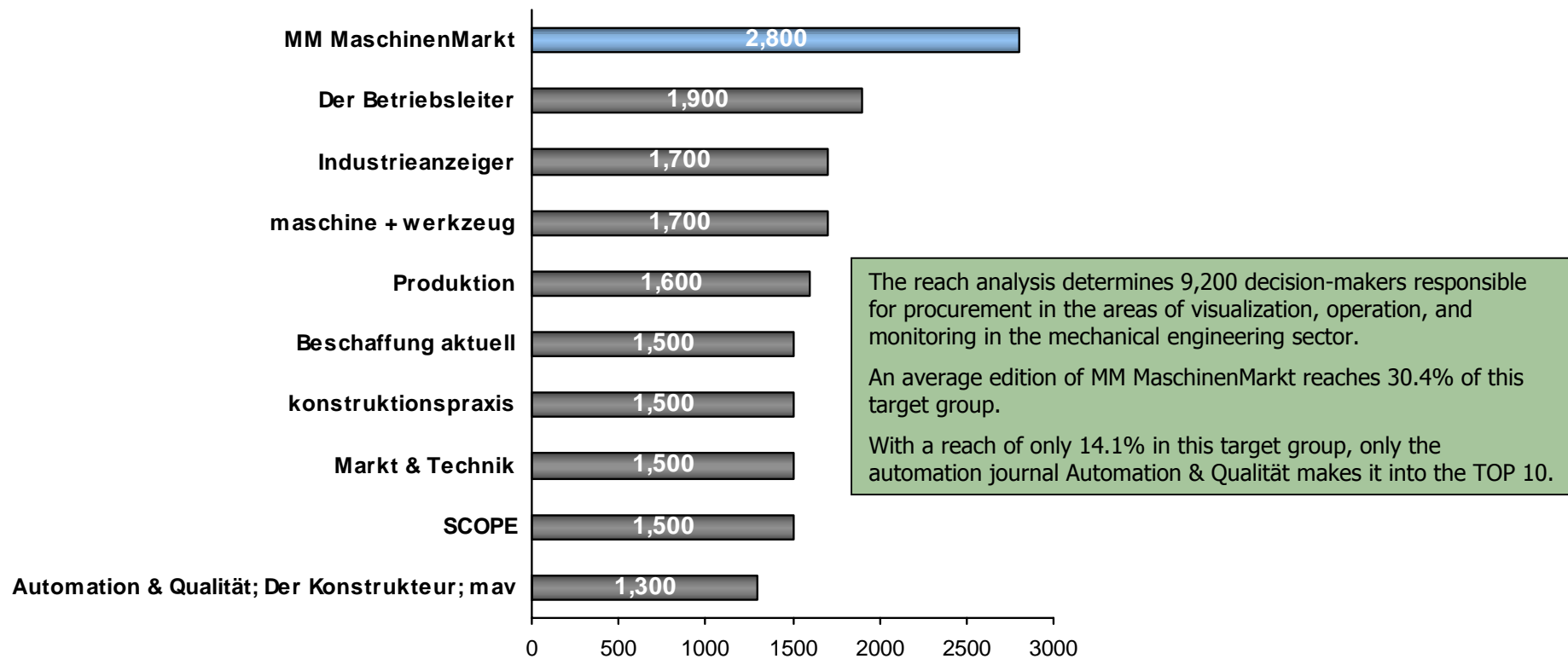
The reach analysis determines 16,500 decision-makers responsible for the procurement of communication and connection technology in the mechanical engineering sector.

An average edition of MM MaschinenMarkt reaches 23.4% of this target group. An average edition of konstruktionspraxis only reaches 14.6% of this target group, and thus has the same reach as Produktion.

Industrieanzeiger reaches less than half as many decision-makers in this target group as MM MaschinenMarkt.

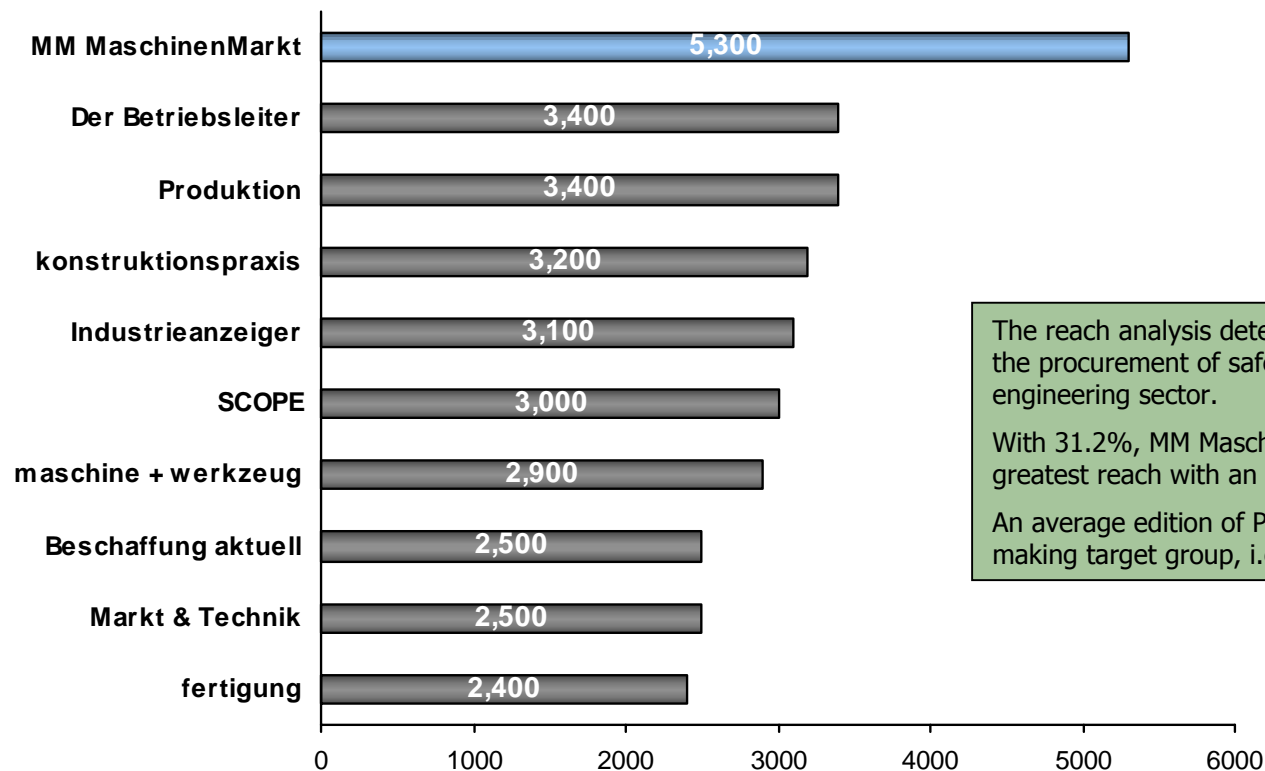
Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 16,500 are decision-makers in the communication and connection technology area.

## The 10 trade journals with the greatest reach with decision-makers responsible for procurement in the areas of visualization, operation, and monitoring in the German mechanical engineering sector



Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 9,200 are decision-makers in the areas of visualization, operation, and monitoring.

## The 10 trade journals with the greatest reach with decision-makers responsible for the procurement of safety and monitoring systems in the German mechanical engineering sector



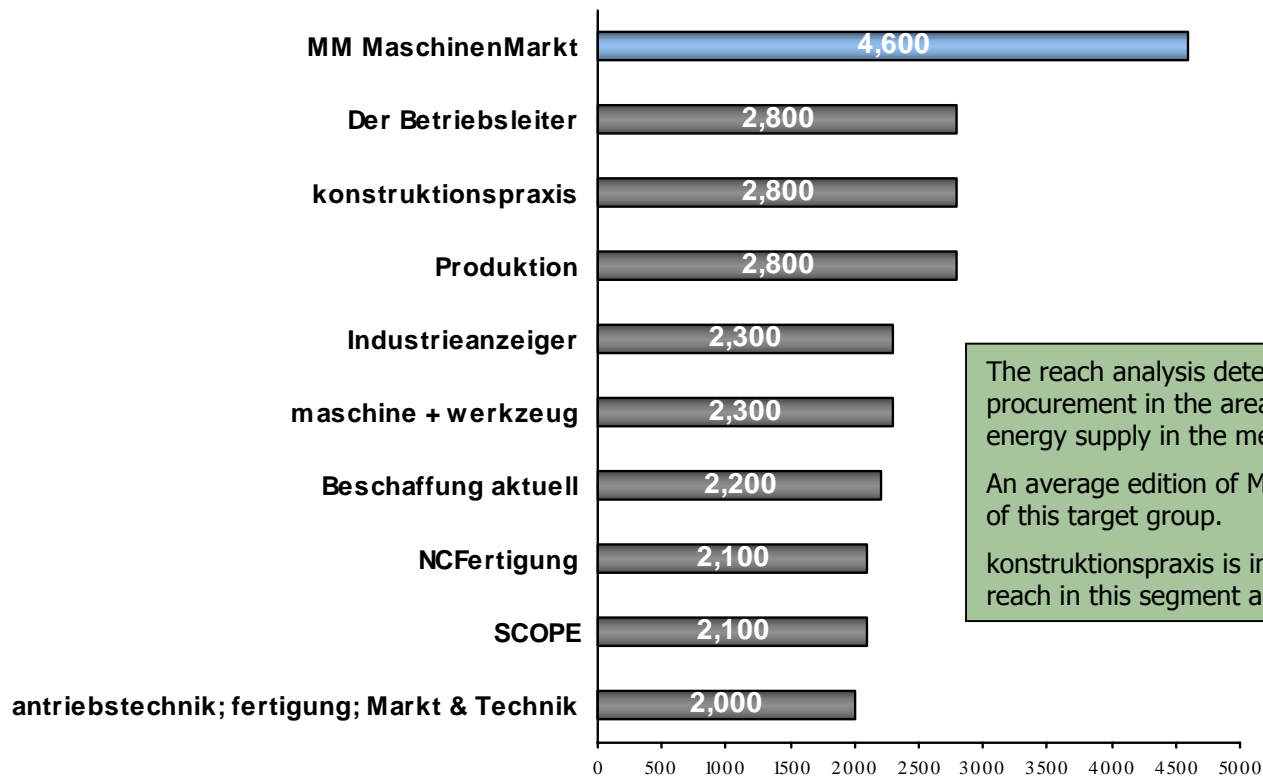
The reach analysis determines 16,900 decision-makers responsible for the procurement of safety and monitoring systems in the mechanical engineering sector.

With 31.2%, MM MaschinenMarkt is the leading journal, having the greatest reach with an average edition.

An average edition of Produktion reaches only 19.9% of this decision-making target group, i.e., about 10% less than MM.

Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 16,900 are decision-makers in the area of safety and monitoring systems.

## The 10 trade journals with the greatest reach with decision-makers responsible for procurement in the area of electrical, hydraulic and pneumatic energy supply in the German mechanical engineering sector



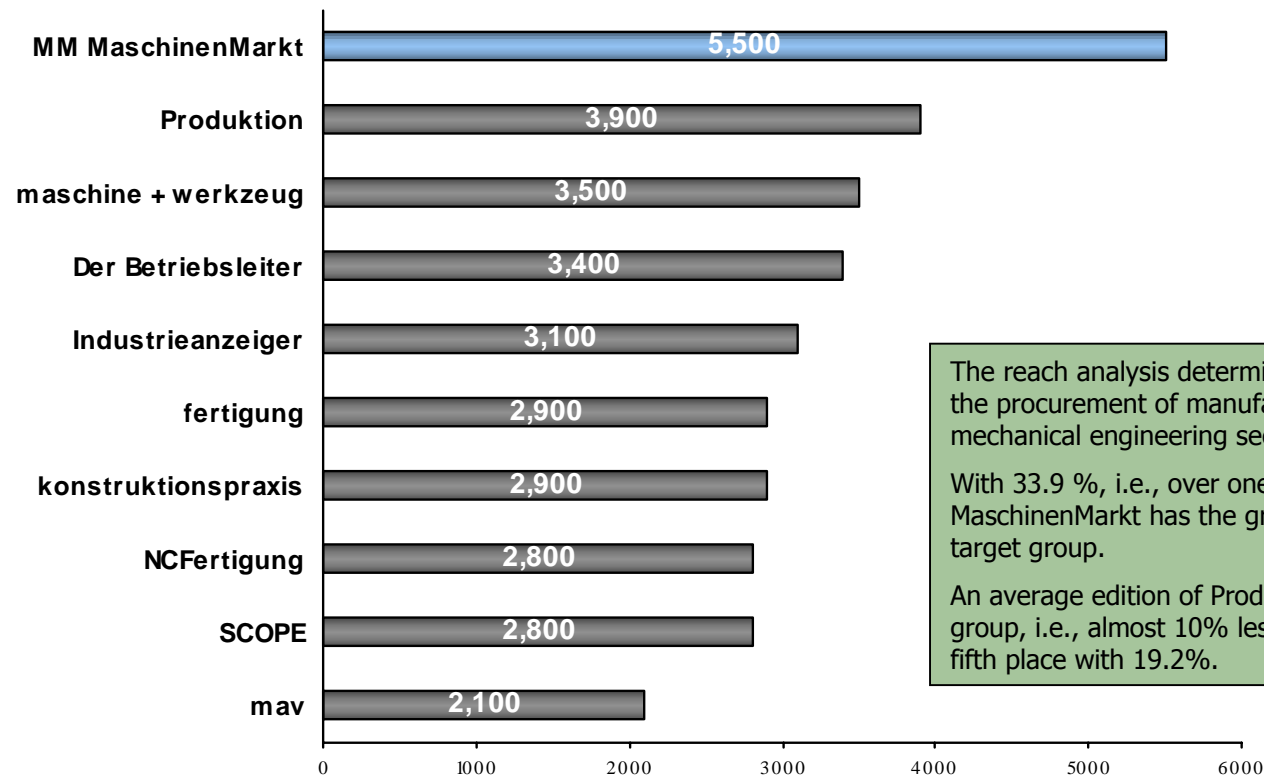
The reach analysis determines 19,900 decision-makers responsible for procurement in the areas of electrical, hydraulic and pneumatic energy supply in the mechanical engineering sector

An average edition of MM MaschinenMarkt reaches 33% (one-third) of this target group.

konstruktionspraxis is in second place with 20% and has the same reach in this segment as Produktion and Der Betriebsleiter.

Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 13,900 are decision-makers in the areas of electrical, hydraulic and pneumatic energy supply.

## The 10 trade journals with the greatest reach with decision-makers responsible for the procurement of manufacturing and machine software in the German mechanical engineering sector



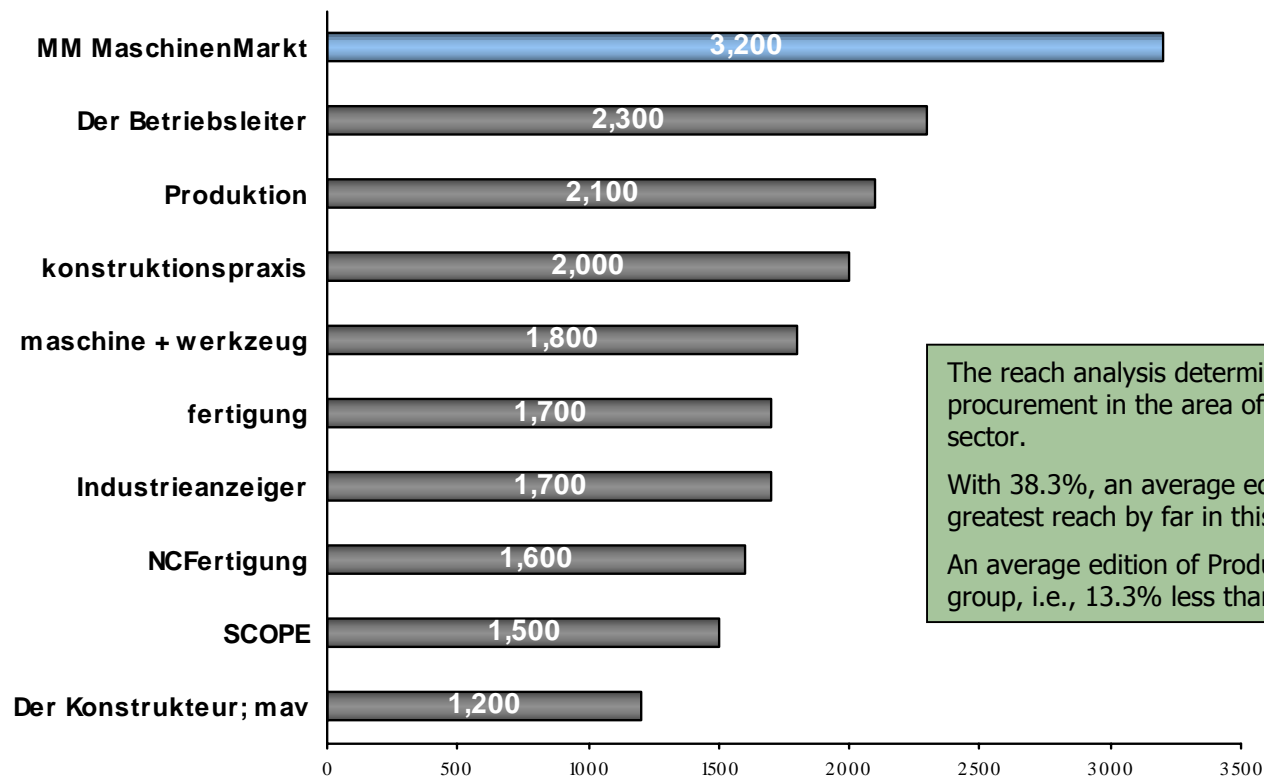
The reach analysis determines 16,200 decision-makers responsible for the procurement of manufacturing and machine software in the mechanical engineering sector.

With 33.9 %, i.e., over one-third, an average edition of MM MaschinenMarkt has the greatest reach per average edition in this target group.

An average edition of Produktion reaches only 24% of this target group, i.e., almost 10% less than MM. Industrieanzeiger is only in fifth place with 19.2%.

Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 16,900 are decision-makers in the area of manufacturing and machine software procurement.

## The 10 trade journals with the greatest reach with decision-makers responsible for procurement in the area of robotics in the German mechanical engineering sector



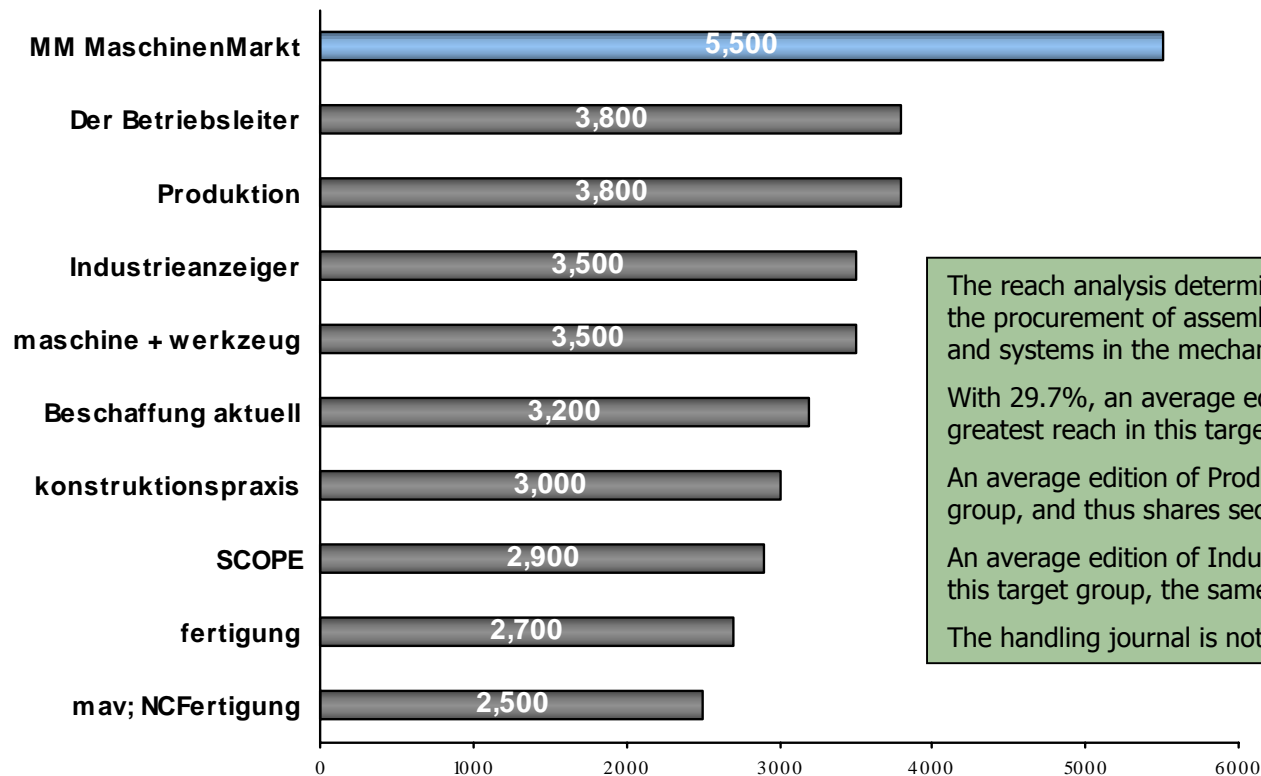
The reach analysis determines 8,400 decision-makers responsible for procurement in the area of robotics in the mechanical engineering sector.

With 38.3%, an average edition of MM MaschinenMarkt has the greatest reach by far in this target group.

An average edition of Produktion reaches only 25% of this target group, i.e., 13.3% less than MM, and is thus in third place.

Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 8,400 are decision-makers in the area of robotics.

## The 10 trade journals with the greatest reach with decision-makers responsible for the procurement of assembly and operation technology installations and systems in the German mechanical engineering sector



The reach analysis determines 18,400 decision-makers responsible for the procurement of assembly and operation technology installations and systems in the mechanical engineering sector

With 29.7%, an average edition of MM MaschinenMarkt has the greatest reach in this target group.

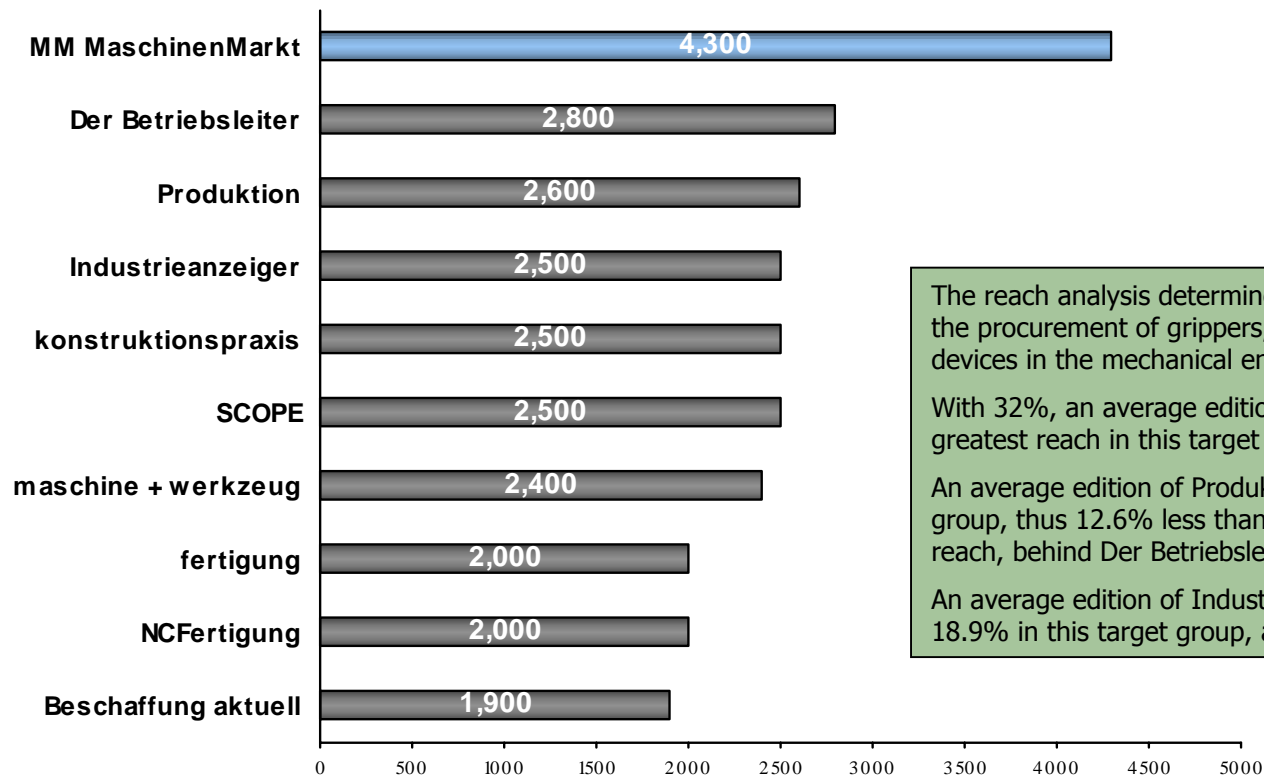
An average edition of Produktion reaches only 20.4% of this target group, and thus shares second place with Der Betriebsleiter.

An average edition of Industrieanzeiger only has a reach of 18.8% in this target group, the same reach as mav.

The handling journal is not among the TOP 10.

Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 8,400 are decision-makers regarding the procurement of assembly and operation technology installations and systems.

## The 10 trade journals with the greatest reach with decision-makers responsible for the procurement of grippers, modules, and stopping and fastening devices in the German mechanical engineering sector



The reach analysis determines 13,500 decision-makers responsible for the procurement of grippers, modules, and stopping and fastening devices in the mechanical engineering sector

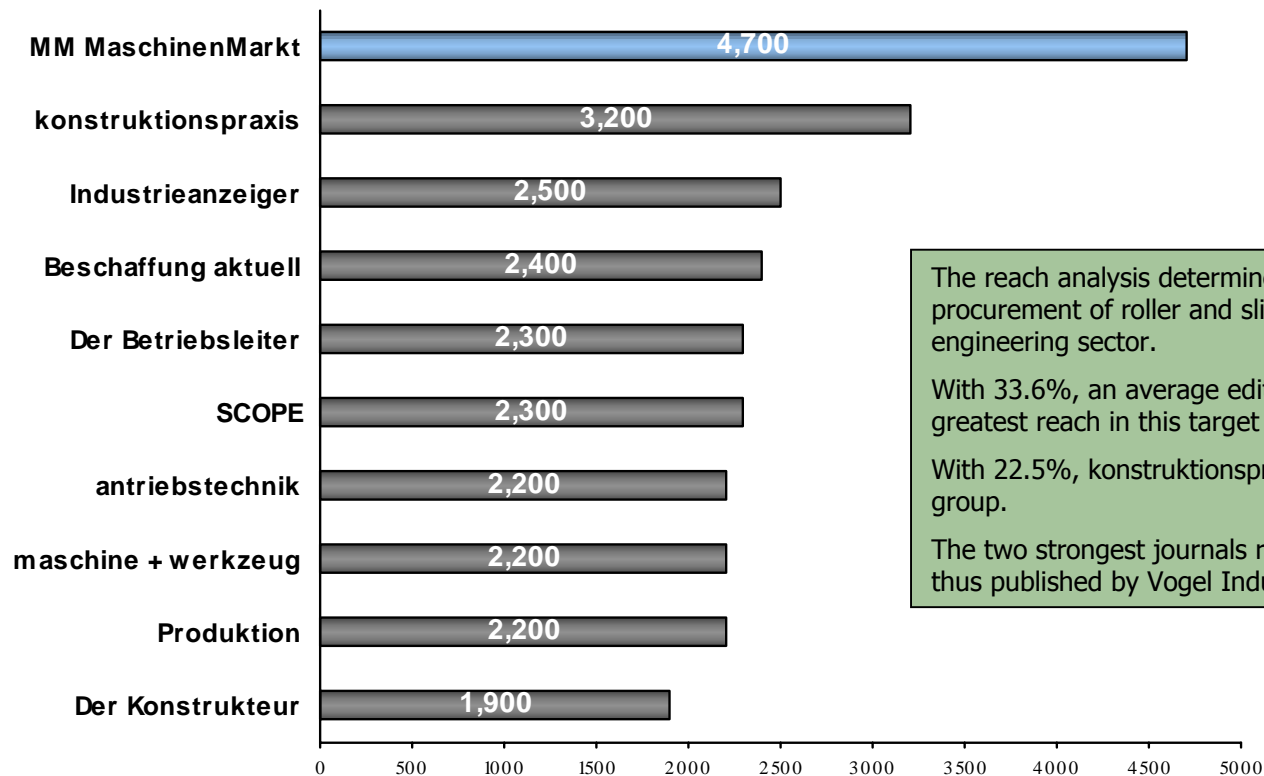
With 32%, an average edition of MM MaschinenMarkt has the greatest reach in this target group.

An average edition of Produktion reaches only 19.4% of this target group, thus 12.6% less than MM, and is in third place regarding reach, behind Der Betriebsleiter.

An average edition of Industrieanzeiger and SCOPE have a reach of 18.9% in this target group, as does konstruktionspraxis.

Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 16,900 are decision-makers regarding the procurement of grippers, modules, and stopping and fastening devices.

## The 10 trade journals with the greatest reach with decision-makers responsible for the procurement of roller and slide bearings in the German mechanical engineering sector



The reach analysis determines 14,000 decision-makers for the procurement of roller and slide bearings in the mechanical engineering sector.

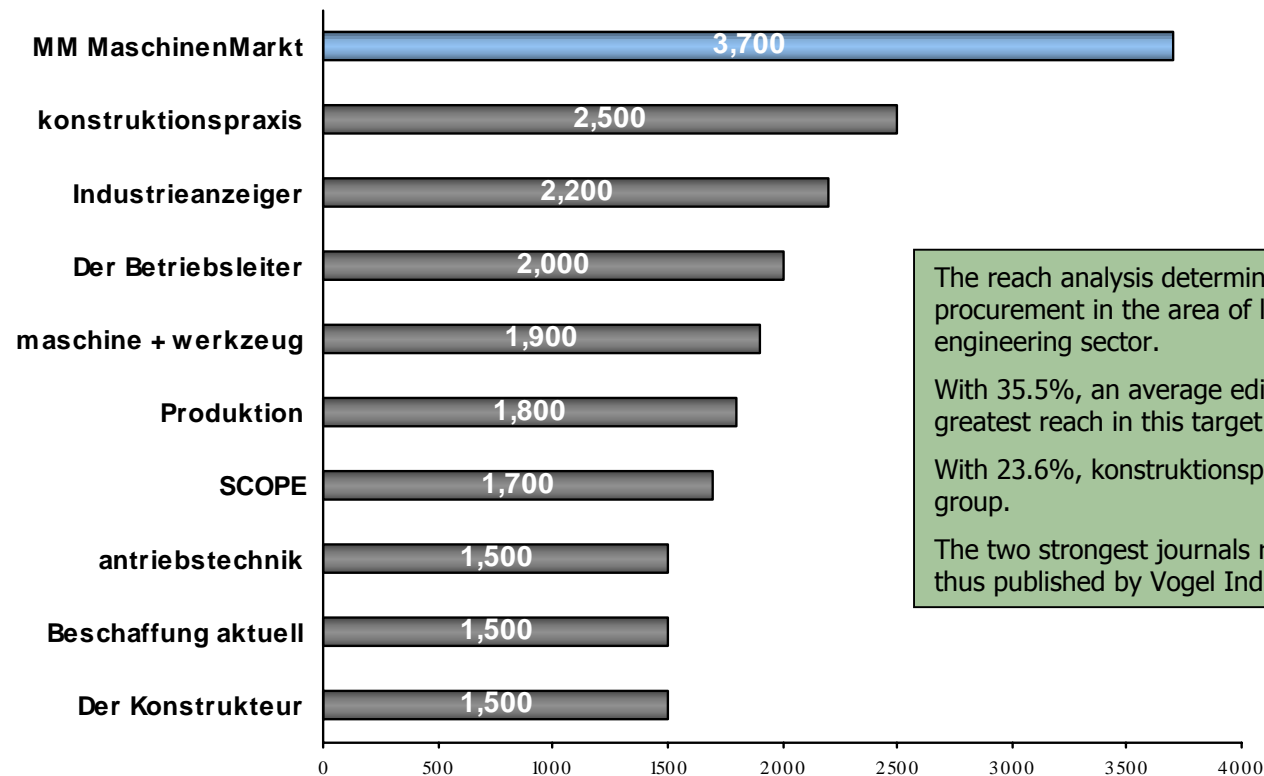
With 33.6%, an average edition of MM MaschinenMarkt has the greatest reach in this target group.

With 22.5%, konstruktionspraxis is in second place for this target group.

The two strongest journals regarding reach in this target group are thus published by Vogel Industrie Medien.

Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 14,000 are decision-makers regarding the procurement of roller and slide bearings.

## The 10 trade journals with the greatest reach with decision-makers responsible for procurement in the area of linear technology in the German mechanical engineering sector



The reach analysis determines 10,500 decision-makers for procurement in the area of linear technology in the mechanical engineering sector.

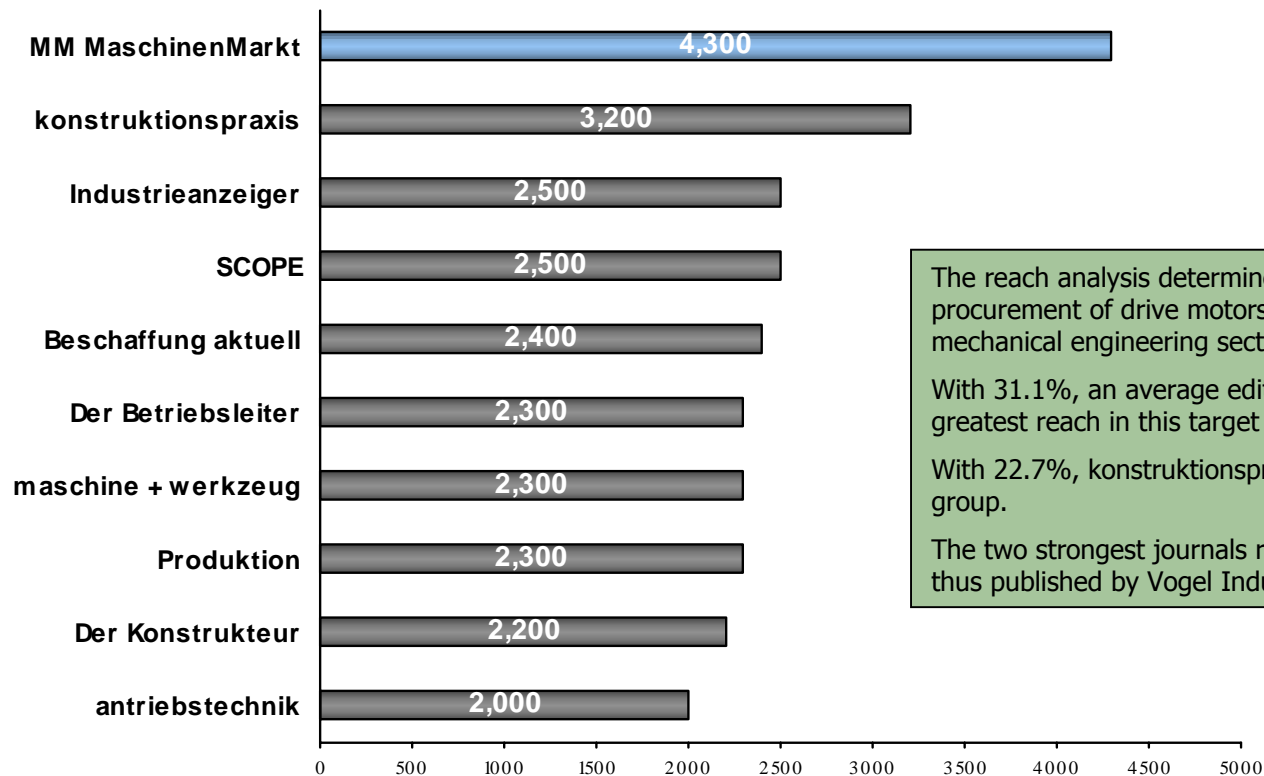
With 35.5%, an average edition of MM MaschinenMarkt has the greatest reach in this target group

With 23.6%, konstruktionspraxis is in second place for this target group.

The two strongest journals regarding reach in this target group are thus published by Vogel Industrie Medien.

Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 10,500 are decision-makers in the area of linear technology.

## The 10 trade journals with the greatest reach with decision-makers responsible for the procurement of drive motors and frequency converters in the German mechanical engineering sector



The reach analysis determines 13,900 decision-makers for the procurement of drive motors and frequency converters in the mechanical engineering sector.

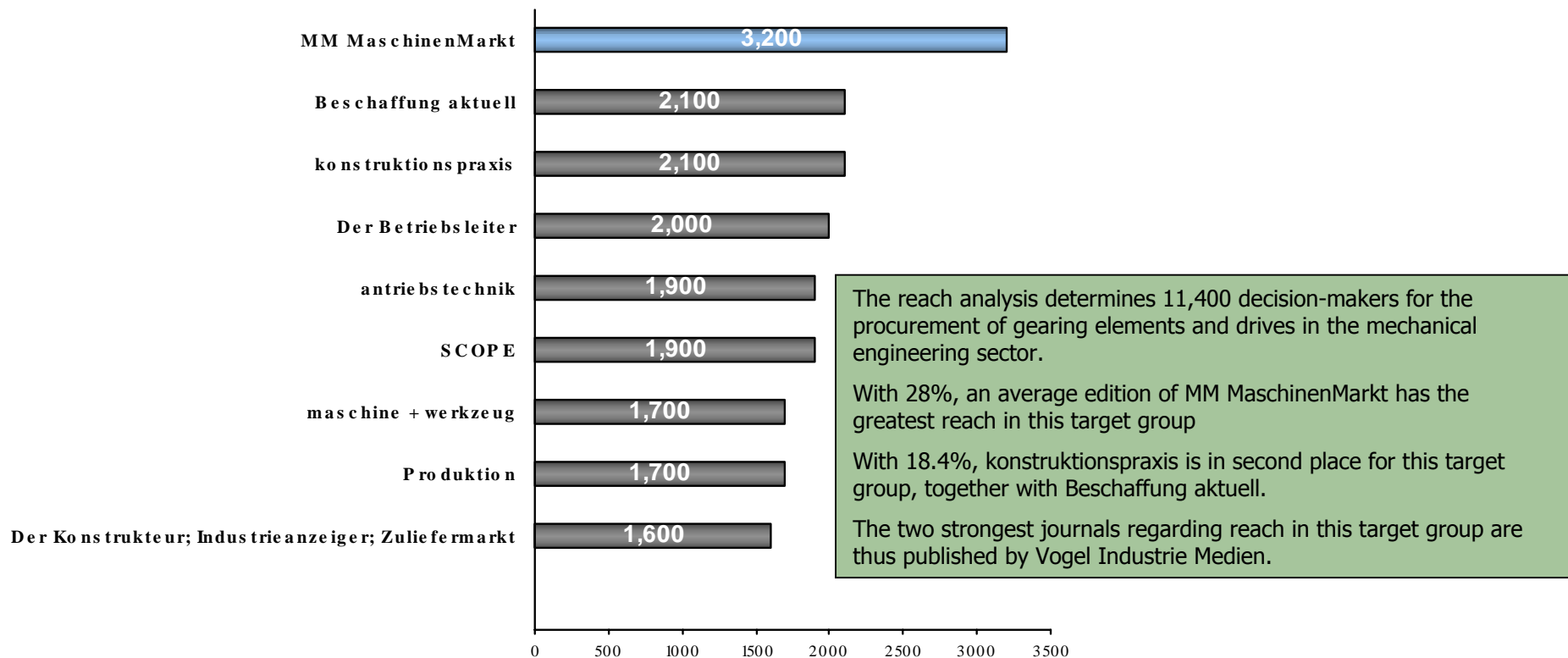
With 31.1%, an average edition of MM MaschinenMarkt has the greatest reach in this target group

With 22.7%, konstruktionspraxis is in second place for this target group.

The two strongest journals regarding reach in this target group are thus published by Vogel Industrie Medien.

Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 13,900 are decision-makers regarding the procurement of drive motors and frequency converters.

## The 10 trade journals with the greatest reach with decision-makers responsible for the procurement of gearing elements and drives in the German mechanical engineering sector



The reach analysis determines 11,400 decision-makers for the procurement of gearing elements and drives in the mechanical engineering sector.

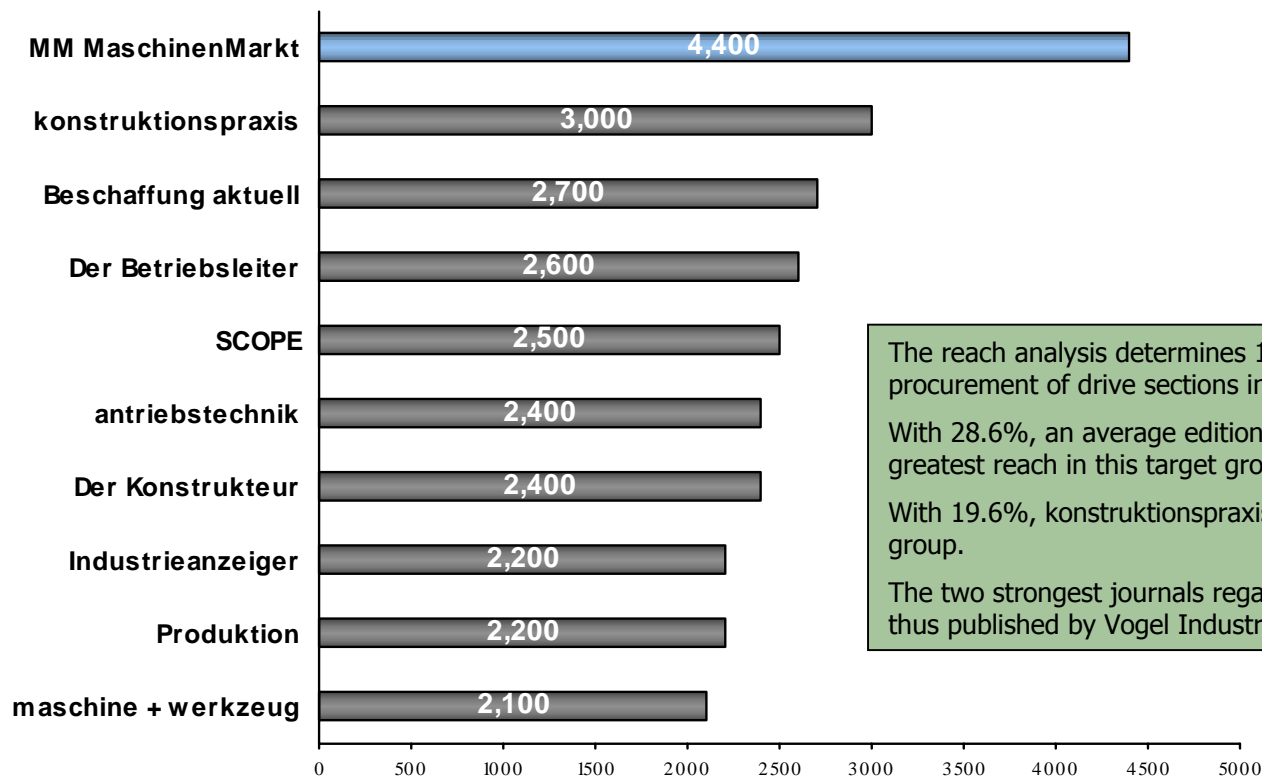
With 28%, an average edition of MM MaschinenMarkt has the greatest reach in this target group

With 18.4%, konstruktionspraxis is in second place for this target group, together with Beschaffung aktuell.

The two strongest journals regarding reach in this target group are thus published by Vogel Industrie Medien.

Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 11,400 are decision-makers regarding the procurement of gearing elements and drives.

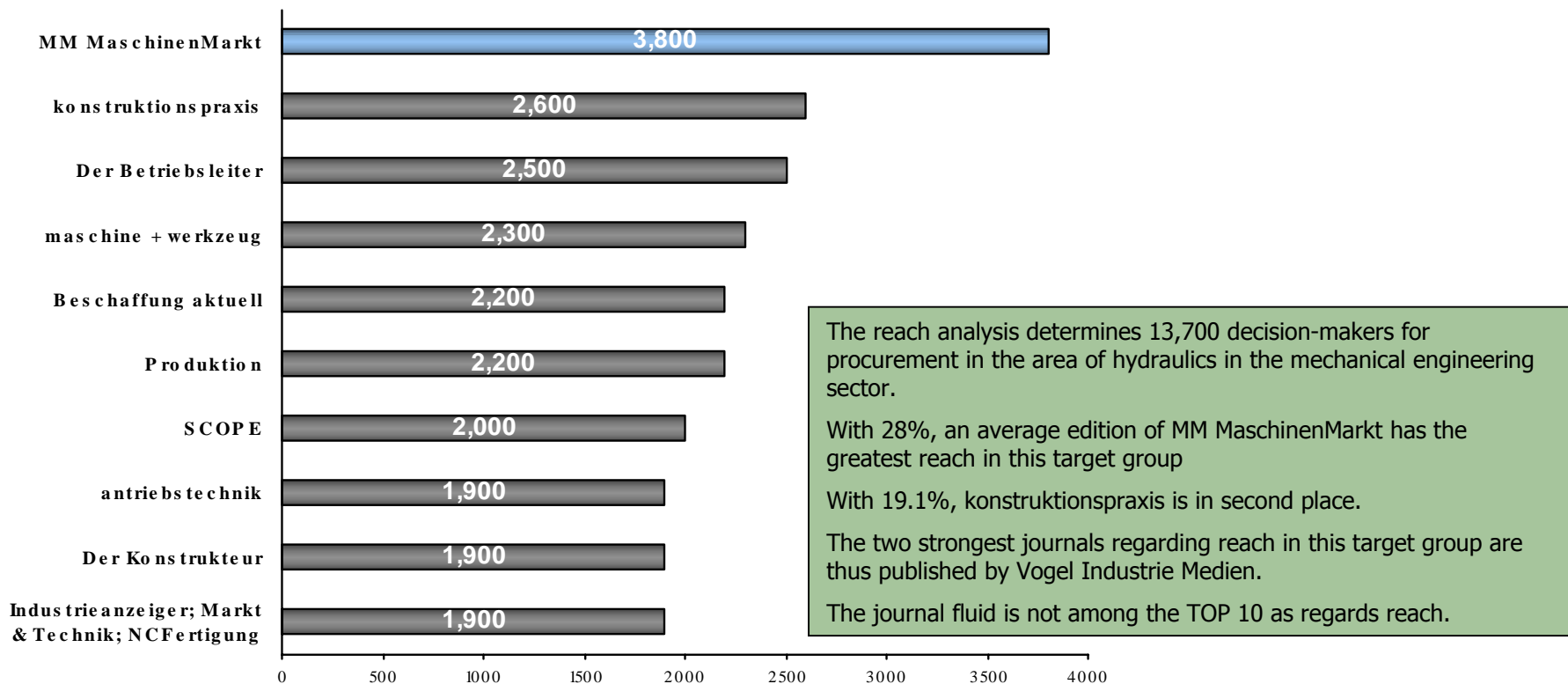
## The 10 trade journals with the greatest reach with decision-makers responsible for the procurement of drive sections in the German mechanical engineering sector



The reach analysis determines 15,200 decision-makers for the procurement of drive sections in the mechanical engineering sector. With 28.6%, an average edition of MM MaschinenMarkt has the greatest reach in this target group. With 19.6%, konstruktionspraxis is in second place for this target group. The two strongest journals regarding reach in this target group are thus published by Vogel Industrie Medien.

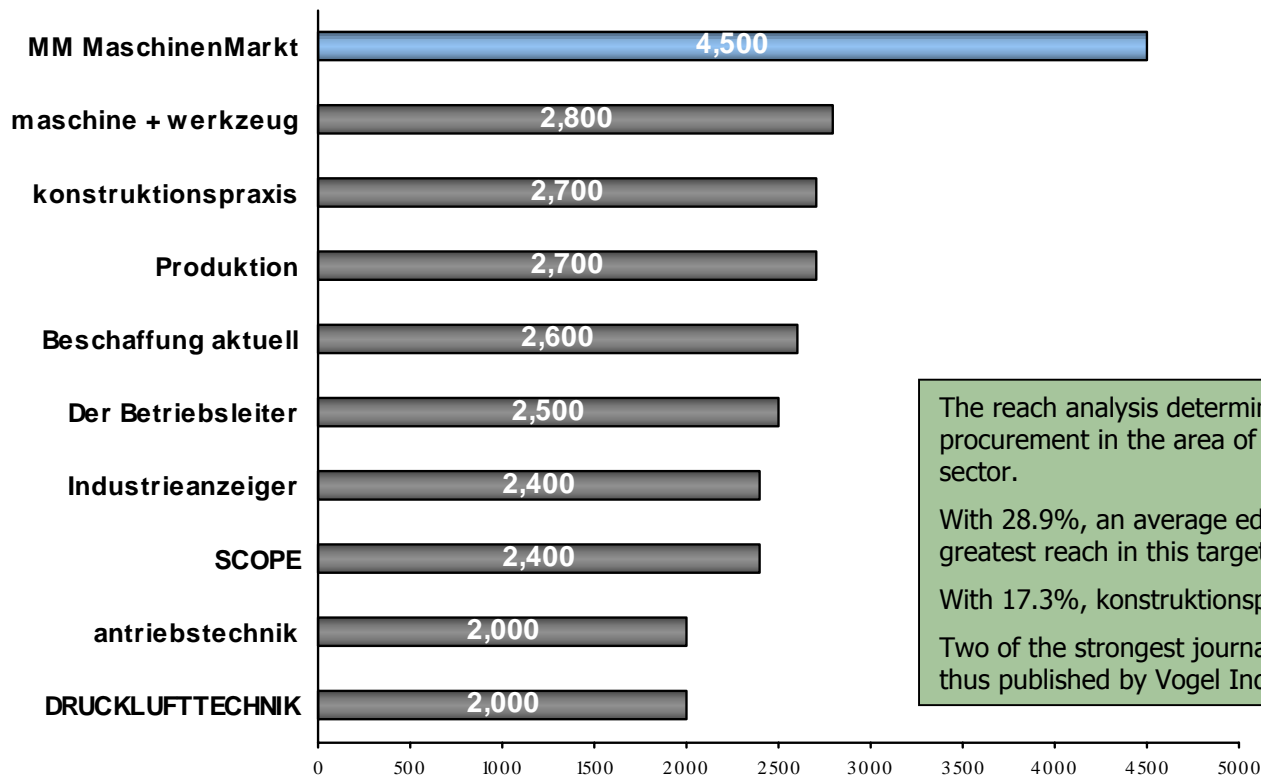
Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 15,200 are decision-makers regarding the procurement of drive sections.

## The 10 trade journals with the greatest reach with decision-makers responsible for procurement in the area of hydraulics in the German mechanical engineering sector



Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 13,700 are decision-makers for procurement in the area of hydraulics.

## The 10 trade journals with the greatest reach with decision-makers responsible for procurement in the area of pneumatics in the German mechanical engineering sector



The reach analysis determines 15,500 decision-makers for procurement in the area of pneumatics in the mechanical engineering sector.

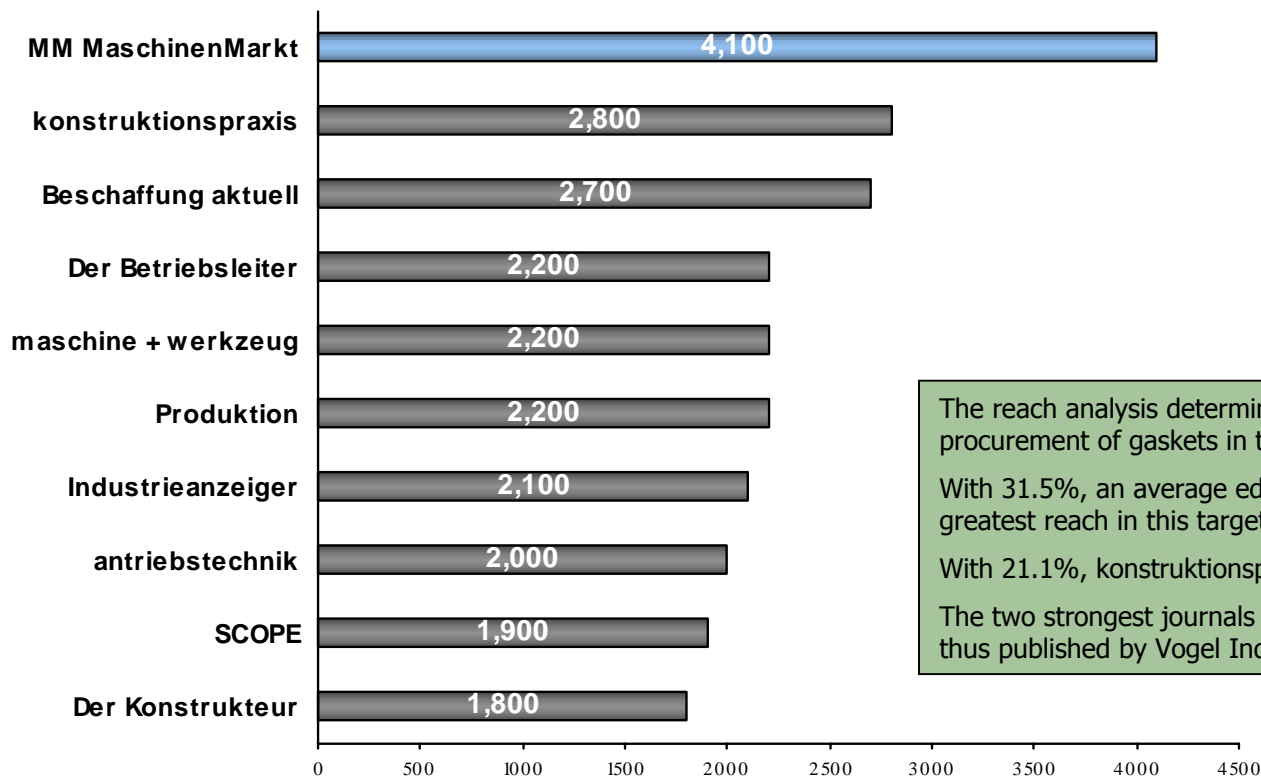
With 28.9%, an average edition of MM MaschinenMarkt has the greatest reach in this target group

With 17.3%, konstruktionspraxis is in third place.

Two of the strongest journals regarding reach in this target group are thus published by Vogel Industrie Medien.

Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 15,500 are decision-makers for procurement in the area of pneumatics.

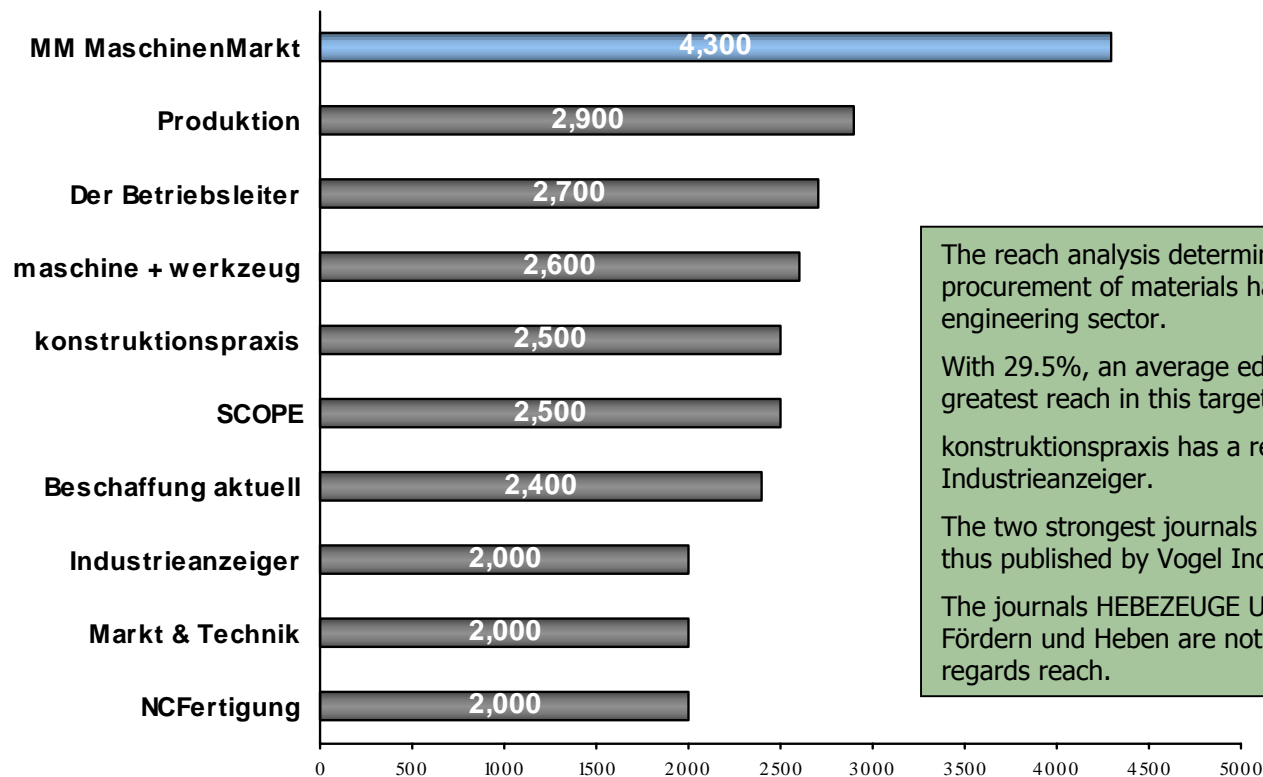
## The 10 trade journals with the greatest reach with decision-makers responsible for the procurement of gaskets in the German mechanical engineering sector



The reach analysis determines 13,100 decision-makers for the procurement of gaskets in the mechanical engineering sector. With 31.5%, an average edition of MM MaschinenMarkt has the greatest reach in this target group. With 21.1%, konstruktionspraxis is in second place. The two strongest journals regarding reach in this target group are thus published by Vogel Industrie Medien.

Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 13,100 are decision-makers for the procurement of gaskets.

## The 10 trade journals with the greatest reach with decision-makers responsible for procurement in the area of materials handling technology in the German mechanical engineering sector



The reach analysis determines 14,700 decision-makers for the procurement of materials handling technology in the mechanical engineering sector.

With 29.5%, an average edition of MM MaschinenMarkt has the greatest reach in this target group

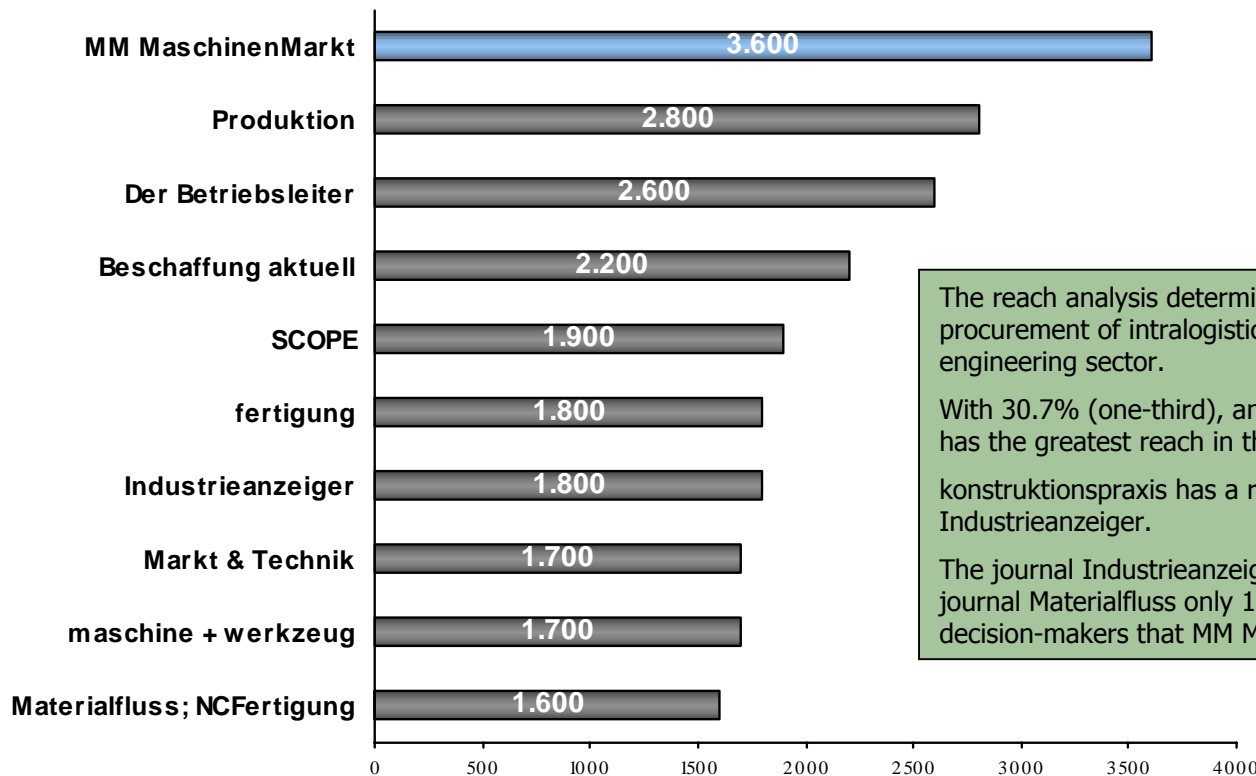
konstruktionspraxis has a reach of 17.1%, is 3% more than Industrieanzeiger.

The two strongest journals regarding reach in this target group are thus published by Vogel Industrie Medien.

The journals HEBEZEUGE UND FÖRDERMITTEL, handling or f +h Fördern und Heben are not among the TOP 10 in this target group as regards reach.

Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 14,700 are decision-makers for the procurement of materials handling technology.

## The 10 trade journals with the greatest reach with decision-makers responsible for procurement in the areas of intralogistics and flow of materials in the German mechanical engineering sector



The reach analysis determines 11,700 decision-makers for the procurement of intralogistics and flow of materials in the mechanical engineering sector.

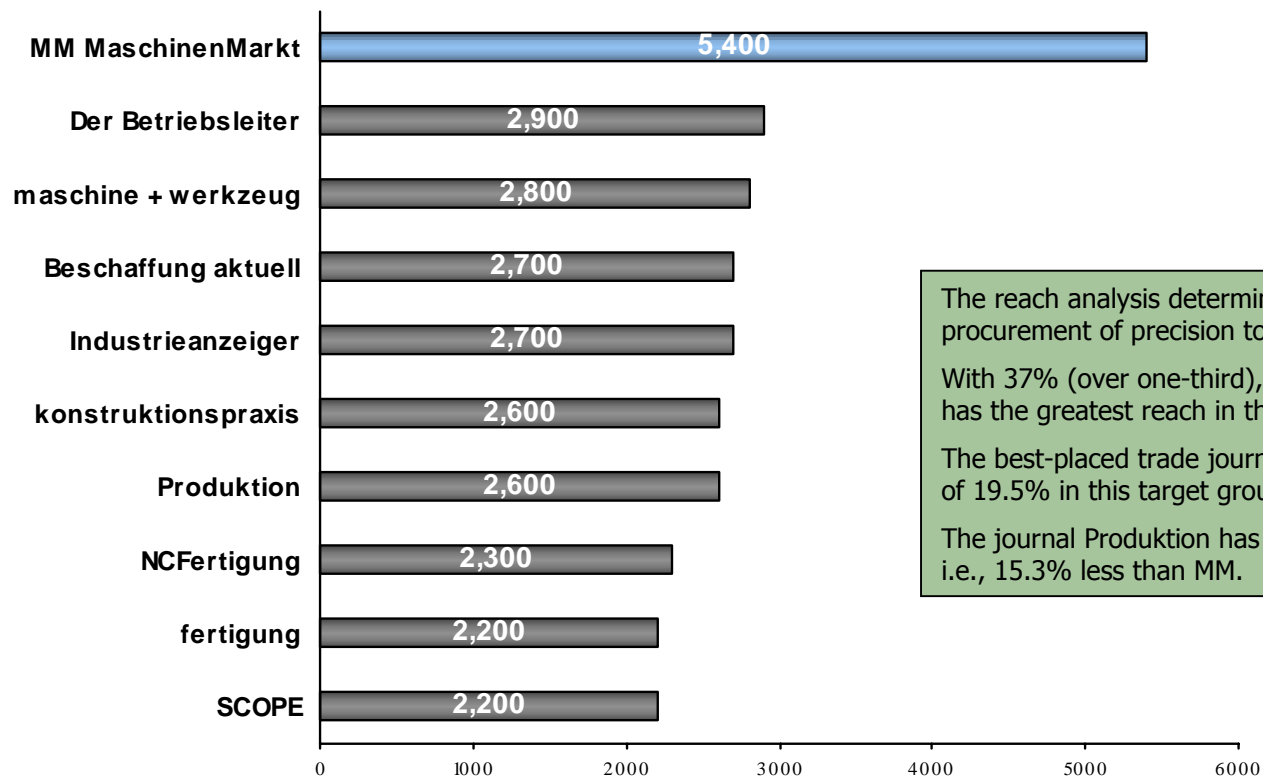
With 30.7% (one-third), an average edition of MM MaschinenMarkt has the greatest reach in this target group

konstruktionspraxis has a reach of 17.1%, is 3% more than Industrieanzeiger.

The journal Industrieanzeiger has a reach of only 15.5% and the journal Materialfluss only 13.6%, both thus barely reaching half the decision-makers that MM MaschinenMarkt does for this target group.

Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 11,700 are decision-makers for procurement in the areas of intralogistics and flow of materials.

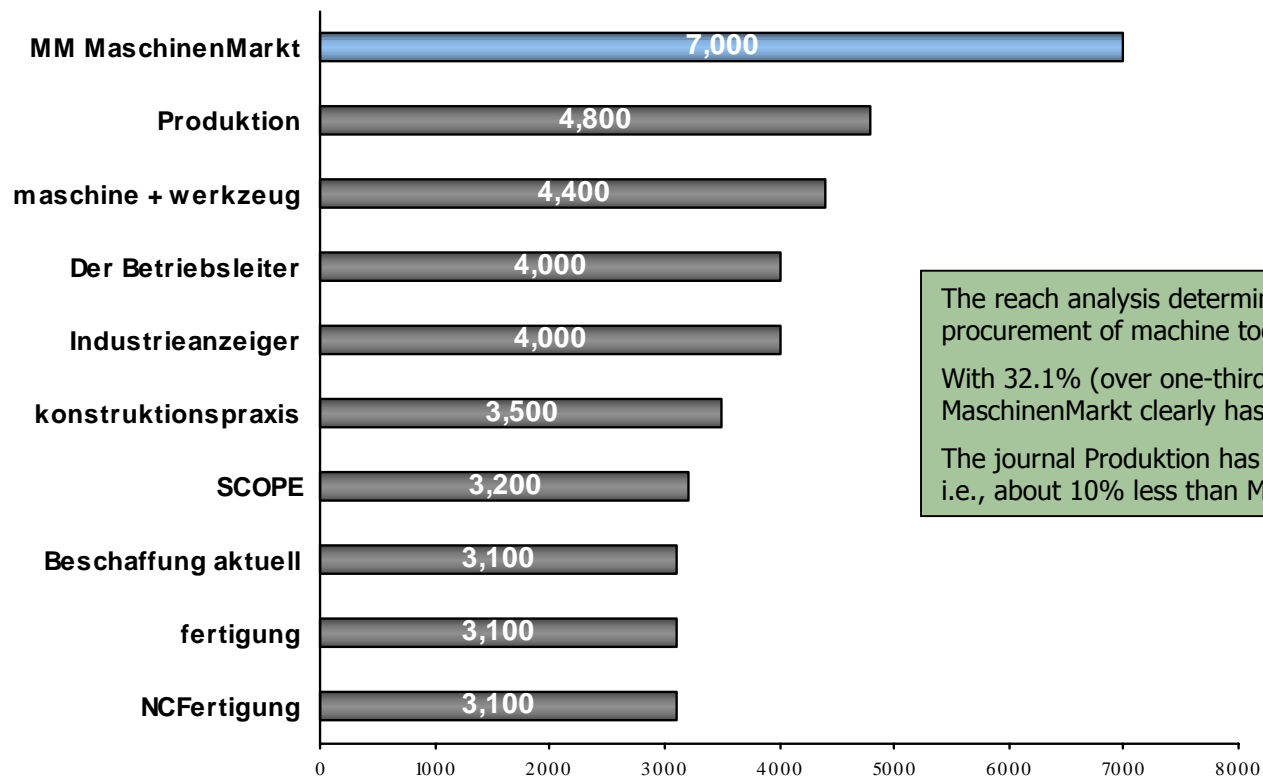
## The 10 trade journals with the greatest reach with decision-makers responsible for the procurement of precision tools in the German mechanical engineering sector



The reach analysis determines 14,500 decision-makers for the procurement of precision tools in the mechanical engineering sector. With 37% (over one-third), an average edition of MM MaschinenMarkt has the greatest reach in this target group. The best-placed trade journalmaschine + werkzeug has only a reach of 19.5% in this target group, i.e., 17.5 % less than MM. The journal Produktion has only a 21.7% reach in this target group, i.e., 15.3% less than MM.

Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 14,500 are decision-makers for the procurement of precision tools.

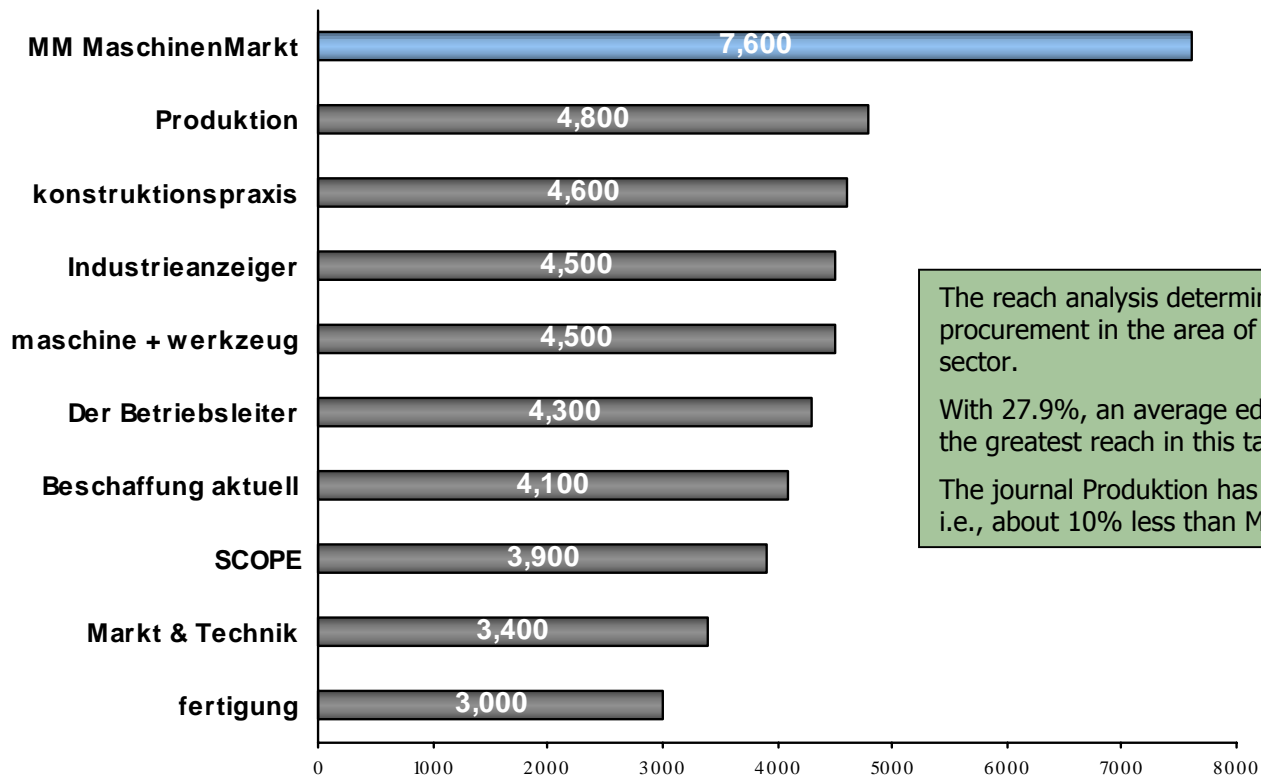
## The 10 trade journals with the greatest reach with decision-makers responsible for the procurement of machine tools in the German mechanical engineering sector



The reach analysis determines 22,000 decision-makers for the procurement of machine tools in the mechanical engineering sector. With 32.1% (over one-third), an average edition of MM MaschinenMarkt clearly has the greatest reach in this target group. The journal Produktion has only a 21.7% reach in this target group, i.e., about 10% less than MM.

Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 22,000 are decision-makers for the procurement of machine tools.

## The 10 trade journals with the greatest reach with decision-makers responsible for procurement in the area of services in the German mechanical engineering sector



The reach analysis determines 27,200 decision-makers for procurement in the area of services in the mechanical engineering sector.

With 27.9%, an average edition of MM MaschinenMarkt clearly has the greatest reach in this target group

The journal Produktion has only a 17.8% reach in this target group, i.e., about 10% less than MM.

Readers of an average edition (K1 value); the basis of extrapolation are 35,100 professional decision-makers in German mechanical engineering companies, of which 27,000 are decision-makers for procurement in the area of services.

## Trade journals and their reach

### ▶ Overlaps of the individual journals

## To what extent does the reach of MM MaschinenMarkt overlap with other trade journals?

Only 37% of decision-makers reached by MM MaschinenMarkt also uses Industrieanzeiger.

Only 32% of decision-makers reached by MaschinenMarkt also uses Produktion.

Only 25% of decision-makers reached by MM MaschinenMarkt also uses SCOPE.

### **But:**

63% of decision-makers reached by Industrieanzeiger also uses MM.

51% of decision-makers reached by Produktion also uses MM.

46% of decision-makers reached by SCOPE also uses MM.

### **Therefore:**

**MM MaschinenMarkt has the greatest exclusive reach with decision-makers in the mechanical engineering sector.**