UK

lift report

International trade magazine for the technology of elevators and escalators

ADVERTISING RATES 2021

ABOUT US

Verlag für
Zielgruppeninformationen
GmbH & Co. KG

Since more than 40 years the technical journal Lift-Report is accompanying the lift industry and also covers topics such as escalators, horizontal moving walkways, service lifts and components.

As an independent journal, Lift-Report is a valuable source of information for lift industry businessmen and managers. With its well-founded articles it is of equal interest to technicians working in the industry, trade, research and specialized institutes, planning and layout departments.

A modern layout allows readers to quickly find any articles of interest, reports about events taking place in the respective sectors of industry, company reports and product information together with features on the latest statutory regulations and standards. National and international associations and institutions use Lift-Report as an information medium.

Published six times a year, Lift-Report provides topical information on trade events and allows to retrieve current data via homepage.

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RATES + FORMATS

Journal format: **210 mm x 297 mm** (DIN A4)
(wide x high) + 3 mm bleed = **216 mm x 303 mm**

Type area: **187 mm x 265 mm**
(wide x high) 3 columns, each **59 mm x 265 mm**

Page	Format mm (wide x high)	4c Euro	2c Euro*)	black/white Euro
2/1 (format bleed)	420 x 297	4500,–	3500,–	3000,–
1/1	210 x 297	2390,–	1885,–	1630,–
1/1 (format bleed)	210 x 297			
1/1 (type area)	187 x 265			
2/3 (2-column)	123 x 265	1940,–	1430,–	1175,–
2/3 (format bleed)	131 x 297			
2/3 (landscape)	187 x 177			
2/3 (format bleed)	210 x 197			
1/2 (upright)	91 x 265	1630,–	1120,–	875,–
1/2 (format bleed)	105 x 297			
1/2 (landscape)	187 x 130			
1/2 (format bleed)	210 x 150			
1/3 (single-column)	59 x 265	1375,–	875,–	620,–
1/3 (format bleed)	67 x 297			
1/3 (2-column)	123 x 130			
1/3 (format bleed)	131 x 150			
1/3 (landscape)	187 x 90			
1/3 (format bleed)	210 x 110			
1/4 (landscape)	123 x 100	1285,–	770,–	515,–
1/4 (format bleed)	131 x 120			
1/4 (3-column)	187 x 63			
1/4 (format bleed)	210 x 83			
1/4 (single-column)	59 x 200			
1/4 (format bleed)	67 x 220			
1/8 (landscape)	123 x 50	1080,–	565,–	310,–
1/8 (upright)	59 x 100			

From 1/3 page and smaller we cannot ensure a placement on the right side.
Additional fee € 50,– per advertisement and issue.

*) 2c = black/white + one colour; any further colour shall be calculated with € 300,–.

BLEED

Technical production reasons require a “bleed” (zone outside the document format, edge where the cut is made) of at least 3 mm to be provided.

The document elements (texts) of the advertisements which are positioned within the bleed must therefore feature a 3 mm safety distance to the bleed.

The layout margins toward the edges of the magazine or to the binding are 12 mm at the top edge, 8 mm at the outside edge, 20 mm at the bottom edge and 15 mm at the binding.

Example: A **half-page ad in portrait format**, bleed to three edges, has a gross format of **108 x 303 mm** and this will be trimmed to net size of **105 x 297 mm**.

SPECIAL INSERTIONS

Inside Front Cover (4c only) € 2500,– **Outside Rear Cover (4c only) € 2500,–**

Enclosure/Insert

210 x 297 mm, on left + right 3 mm, on top + bottom 5 mm bleed for cutting

No discount on inserts and loose inserts!

one sheet	**€ 2000,–**
double folded sheet	**€ 3500,–**
For each special colour	**surcharge of € 400,–**

Rate by millimetre
per advertising column (59 mm wide) **€ 3,60**

DVD Cover/Backpage **€ 4000,–**

DISCOUNT

current year

2 ads	**3%**
4 ads	**5%**
6 ads	**10%**

agency commission 15%.

MODE OF PAYMENT

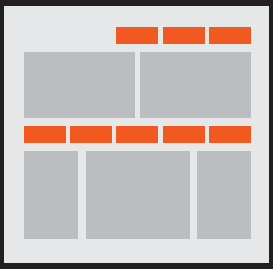
With placement of order our business terms shall be deemed accepted.
Term of payment net within 2 weeks on receipt of invoice.

SUBSCRIPTION

Lift-Report is published 6 times a year and is available from our publishing house or in bookshops. Separate editions can be purchased at a price of € 21,– in Germany and € 25,– abroad. A one-year subscription is available at a special discount price of € 78,– in Germany and € 99,– abroad (including VAT and delivery charge).

Not: The lift report is always printed in the certified Fogra 39 printing standard.

DISPLAY ADVERTISING FORMATS

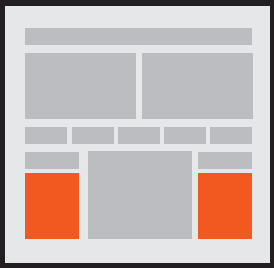


BANNER

The banner is shown on all pages

200 x 90 Pixel

Duration of placement & price:
6 months: 600 Euros
1 year: 1,000 Euros



BANNER AD

The banner is shown on all pages

267 x 367 Pixel

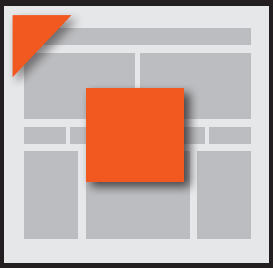
Duration of placement & price:
6 months: 1,000 Euros
1 year: 1,800 Euros

SUPERBANNER

The banner is shown on all pages

400 x 90 Pixel

Duration of placement & price:
6 months: 900 Euros
1 year: 1,500 Euros



MAXI AD

The banner appears when the website is activated and can be controlled by user action.

The site and shape are variable.

Duration of placement and price:
on request

SUPPLY OF DATA

Please let us have your banner in JPEG, PNG or GIF format not later than 7 working days prior to the first publication of the campaign.

Upon request we can prepare a concept for your campaign and can provide the appropriate graphics and layout meeting your specific demands. Please send to: goodall@vfz-verlag.de

More information you can find on our homepage: www.lift-report.de

lift-report jobs

Job advertisment on the website
All formats per month 350 Euros

Job advertisment in the magazine		
1/1 page	2.000 Euros	Format: 210 x 297 mm
1/2 page	1.400 Euros	Format: 187 x 130 mm
1/4 page	1.000 Euros	Format: 123 x 100 mm

corporate profile on the website	
1/2 year	350 Euros
1/1 year	500 Euros

Combination specials on request

EDITORIAL CURCULATION

PRINTED EDITION	**6,000**
CIRCULATION	**5,913**

For exhibitions and events edition of magazins and DVD's raised.

Subscriber	**3,834**
Complimentary copies	**2,079**
DVD with the issues of 2020	**4,500**

COUNTRIES – SUBSCRIBER

Germany	**2,635**
Europe (without Germany)	**1,887**
Asia	**1,244**
USA, Africa, Australia	**147**

SCHEDULE 2021

Issue	corresponding to the events	Deadline Editorial	Deadline Advertisement
1/2021 date of appearance: end of January/ beginning of February 2021	**Expo Elevator** Sao Paulo – Brazil **Heilbronner Aufzugstage 2021** Heilbronn – Germany **MADE Expo** Milano – Italy **Asansör Istanbul** Istanbul – Turkey	**13.11.2020**	**14.12.2020**
2/2021 date of appearance: end of March/ beginning of April 2021	**Hannover Messe** Hannover – Germany **Euro Lift** Kielce – Poland **Russian Elevator Week** Moskow – Russia	**29.01.2021**	**26.02.2021**
3/2021 date of appearance: end of May/beginning of June 2021	**Schwelmer Symposium** Sprockhövel – Germany **Elevcon** Prague – Czech Republic **E2 Forum** Frankfurt – Germany	**29.03.2021**	**30.04.2021**

The exact dates of the exhibitions you can find on the calendar of events or on our homepage.

Issue	corresponding to the events	Deadline Editorial	Deadline Advertisement
4/2021 date of appearance: end of July/beginning of August 2021	**NAEC Fall Convetion** New Jersey – USA	**28.05.2021**	**28.06.2021**
5/2021 date of appearance: end of September/ beginning of October 2021	**interlift** Augsburg – Germany **smart production solutions** Nuremberg – Germany	**19.07.2021**	**16.08.2021**
6/2021 date of appearance: end of November/ beginning of December 2021	**IEE Expo Mumbai** Mumbai – India	**30.09.2021**	**29.10.2021**

GENERAL TERMS AND CONDITIONS

1. In case of doubt, advertising orders have to be executed within one year of the conclusion of the contract.
2. The deductions indicated in the advertising rate list are only granted for the advertisements of an advertiser, which are published in a publication within one year.
3. In their offers, contracts and settlements with the advertisers the publicity agents and advertising agencies are obliged to keep to the price list of the publisher. The agency commission granted by the publisher may not, in whole or in part, be passed on to the advertisers.
4. If an order is not fulfilled for reasons for which the publisher is not responsible, without prejudice to possible further legal obligations the customer has to compensate the damage resulting from the non-performance of the contract.
5. The exclusion of competitors is not possible.
6. The insertion of advertisements in certain issues or at certain positions of the publication cannot be warranted. Section 11 shall apply correspondingly.

   No liability is assumed in the case of advertisements by phone or changes and cancellations by phone.
7. Advertisements which due to their editorial layout cannot be recognized as advertisements will be clearly identified as such by the publisher.
8. The publisher reserves the right to refuse advertisements or inserts – also individual calls in the scope of a contract – at his own discretion on account of their contents, origin or the technical form. This also refers to orders which were accepted by publisher receiving offices or publisher agencies. By the refusal of an individual call the order is not cancelled. Orders for inserts are only binding for the publisher after receipt of a sample of the insert and its acceptance.

   Any inserts that due to their format or layout give the impression to the reader to be part of the magazine or those which contain foreign advertisements will not be accepted.

   The customer will immediately be informed of a refusal of an order.
9. The advertiser is responsible for the timely supply of the copy texts or the faultless manuscripts or inserts respectively. The publisher warrants the typographically faultless reproduction of the advertisement on the basis of the average printing performance according to the relevant printing process and the paper quality used.
10. In the case of a reproduction of the advertisement which is in whole or in part illegible, incorrect or incomplete the customer is entitled to an appropriate replacement in the form of additional advertising space free of charge to the extent in which the purpose of the advertisement has been impaired. The Publisher is excluded from any claim for consequential losses or liabilities.

    If possible errors cannot immediately be recognized in the copies but only become clear during the printing process, the advertiser is not entitled to any replacement of insufficient reproduction.

    In the case of missing or incorrectly printed checking information the advertiser is not entitled to raise a claim.

    Complaints have to be filed within four weeks after receipt of invoice and voucher.
11. Galley proofs are only submitted on express request. The customer is responsible for the accuracy of the galley proofs returned. If the customer does not return on the due date the galley proofs that have been sent to him in time, the approval for printing is considered to be given.
12. If no specific size prescriptions are given, in the case of page based advertisements standardized partial page area and in the case of individual or column, the actual reproduction height is used as the basis for the price calculation.
13. The invoice is payable net immediately upon receipt. Possible deductions for early payment are granted as detailed in the price list.
14. In the event of the term of payment being exceeded or granting of additional time to pay, interest of minimum 2 % above the current discount rate of the German Federal Bank as well as the collection expenses will be invoiced without any prior reminder being required. In the event of default in payment the publisher can postpone the further execution of the current order until payment and demand payment in advance for the remaining advertisements.

    In the case of a legal action, a cessation of payment, an arrangement or a bankruptcy, any deduction is forfeit. In the event of an arrangement or a bankruptcy and any other liquidation the total amount for the advertisements ordered will become due for immediate payment without deduction and without the obligation for a later publication.
15. Upon request the publisher supplies together with the invoice an advertisement cutting. A voucher or a complete issue is supplied if this is justified by type and or size of the order. If such evidence can no longer be provided, it is replaced by a legally binding written confirmation by the publisher.
16. Sketches, drafts, proof sheets, changes of attached or transmitted data and similar preparatory work, which has been caused by the customer, will be invoiced. The same refers to data transmissions (e. g. ISDN).

    Subsequent changes caused by the customer including the machine down-time caused hereby will be invoiced to the customer. Also repetitions of galley proofs which are demanded by the customer because of minor deviations from the copy text are considered to be subsequent changes.
17. For box-number advertisements the publisher assumes no liability for the deposit and timely transmission of the offers. Telegrams, registered letters and express letters to box-number advertisements can only be transmitted by normal post. Offers which contain business recommendations or which do not directly refer to the advertisement as well as offers from agencies are excluded from transmission to the advertiser. In the interest and for the protection of the customer the publisher reserves the right to open the incoming offers for inspection purposes with the aim to exclude fraud, indecency and other abuse of the box-number service, particular if the sender address is missing. The advertiser has no right to a transmission of such letters which have been sent under the abusive use of the box-number advertising service.

    In the box-number advertising service the customer is liable for the return of the attachments to the offers.
18. In the event of a modification of the advertisement and insert prices the new conditions come into force with immediate effect also for the current orders unless another written agreement has been made.
19. Any supplies (data carriers, transmitted data) by the customer or a third party engaged by him are not subject to an obligatory inspection on the part of the publisher. This does not refer to data which are obviously illegible or which cannot be processed. In the case of data transmissions the customer is obliged to use prior to the transmission updated antiviral programs. The data backup is exclusively incumbent on the customer. The publisher is entitled to make a copy. The customer declares that no technical nor copyright copy protection exists and in this connection he releases the publisher from all liability risks.
20. In case of force majeure the publisher is discharged from any obligation to fulfil orders and pay damages. In particular no damages are paid for advertisements not published or those not published in time.
21. Place of performance and jurisdiction for both parties is Dortmund. For contract parties which are not businessmen or those who belong to the traders designated in § 4 HGB the jurisdictional clause is only valid for the case that claims are asserted by judgement note (§§ 688 ff ZPO).
22. The detailed privacy policy can be found on our website www.lift-report.de

The contract is subject to German law.

As of: October 2018