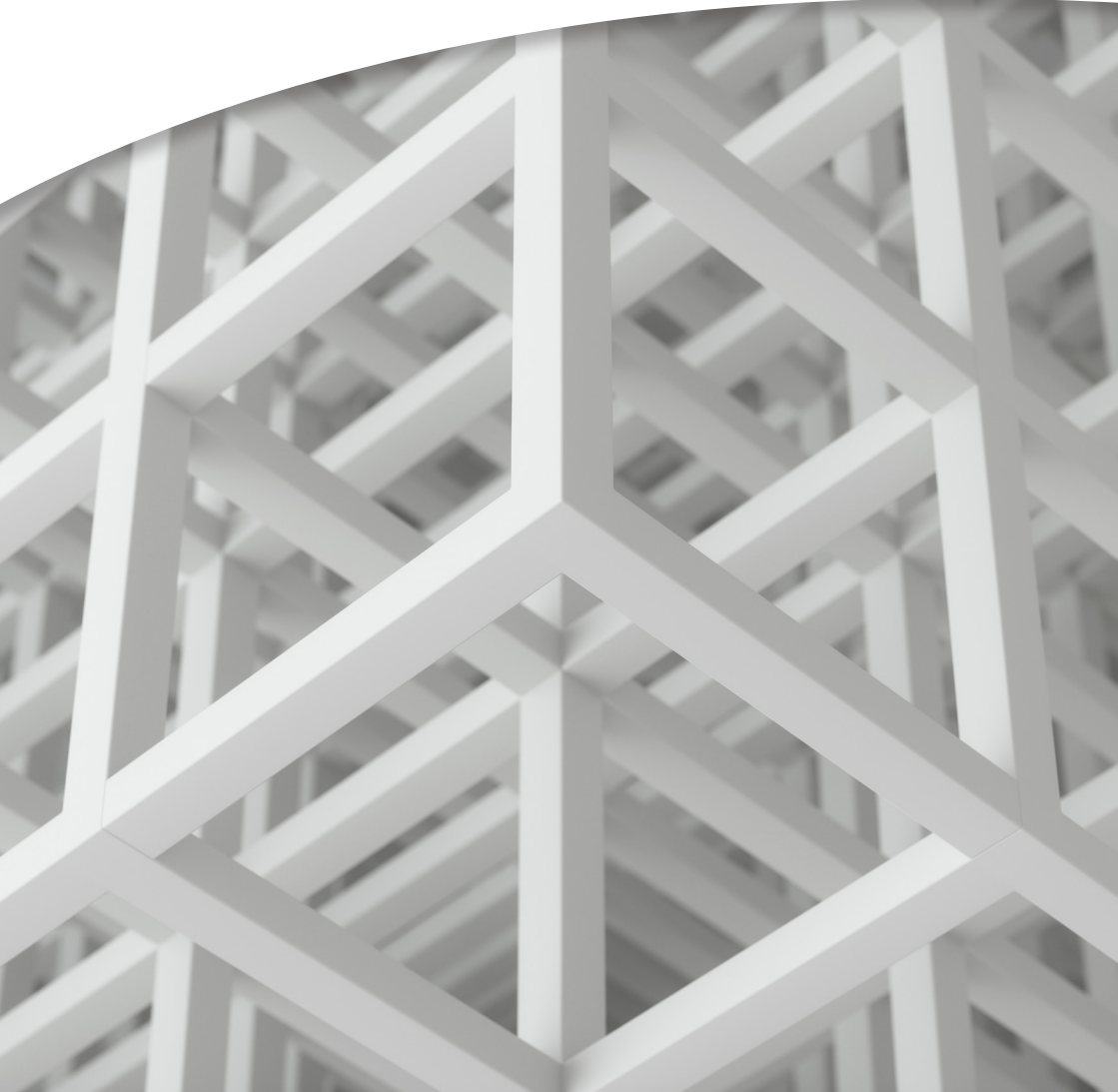


liftreport

International trade magazine for the technology
of elevators and escalators

magazin



Advertising Rates 2022

EN

About us

Since almost 50 years the technical journal liftreport is accompanying the lift industry and also covers topics such as escalators, horizontal moving walkways, service lifts and components.

As an independent journal, liftreport 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, liftreport provides topical information on trade events and allows to retrieve current data via homepage.



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Editorial circulation

printed Edition	6.000
Circulation	5.913
For exhibitions and events edition of magazines and DVD's raised.	
Subscriber	3.834
Complimentary copies	2.079
DVD with the issues of 2021	4.500
Countries - Subscriber	
Germany	2.635
Europe (without Germany)	1.887
Asia	1.244
USA, Africa, Australia	147

Rates and formats

Journal format: 210 mm x 297 mm (DIN A4)
+ 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	black/white Euro
2/1 (format bleed)	420 x 297	4.500,-	3.000,-
1/1	210 x 297	2.390,-	1.630,-
1/1 (format bleed)	210 x 297		
1/1 (type area)	187 x 265		
2/3 (2 columns)	123 x 265	1.940,-	1.175,-
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	1.630,-	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	1.375,-	620,-
1/3 (format bleed)	67 x 297		
1/3 (2 columns)	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	1.285,-	515,-
1/4 (format bleed)	131 x 120		
1/4 (3 columns)	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	1.080,-	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.

Miscellaneous

Data supply

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 paper edge. 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**, bled 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) € 2500,- **Outside Rear Cover (4c)** € 2500,-

Enclosure/Insert

Prices for delivered prints. Printing possible on request.

No discount on inserts and loose inserts.

one sheet € 2000,-
double folded sheet € 3500,-

Rate by millimetre

per advertising column (59 mm wide) € 3,60

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 € 72,90 in Germany and € 99,- abroad (including delivery charge).

All issues of the year on DVD

DVD prices:

Germany € 35,00 Outside Germany € 40,00

Customers who have a paid subscription receive the DVD free of charge!

Place your logo on the DVD cover and you will always be present by displaying the DVD at all relevant trade fairs and events!

Price: € 262,50 Format: **125 mm wide x 125 mm high (+ 3 mm Bleed on each side)**

All prices are exclusive of VAT. No VAT will be charged to foreign countries.

Schedule 2022

Issue	corresponding to the events	Deadline Editorial	Deadline Advertisement
1/2022 date of appearance: beginning of February 2022	Asansör Istanbul Istanbul – Turkey March 10th – 13th 2022	12.11.2022	10.12.2022
2/2022 date of appearance: beginning of April 2022	interlift Augsburg, Germany April 26th – 29th 2022 World Elevator & Escalator EXPO2022 National Exhibition and Convention Center (Shanghai) May 10th – 13th 2022 ELEVCON Grandior Hotel, Prague, Czech Republic May 31st – June 2nd 2022	28.01.2022	25.02.2022
3/2022 date of appearance: beginning of June 2022	Schwelmer Symposium Sprockhövel – Germany June 14th – 15th 2022	29.03.2022	29.04.2022

Issue	corresponding to the events	Deadline Editorial	Deadline Advertisement
4/2022 date of appearance: beginning of August 2022	E2 Forum Frankfurt, Germany September 21st – 22nd 2022 Euro Lift Kielce, Polen October 5th – 6th 2022	25.05.2022	27.06.2022
5/2022 date of appearance: beginning of October 2022	Lift Expo Italia MICO – Milan Congresses October 19th – 22nd 2022	25.07.2022	26.08.2022
6/2022 date of appearance: beginning of December 2022	BAU 2023 Munich – Germany January 9th – 14th 2023	30.09.2022	28.10.2022

As at: 23rd May 2022

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

www.lift-report-magazin.de

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 fulfill 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.