



# CPT

WORLDWIDE

## CONSTRUCTION PRINTING TECHNOLOGY

# MEDIAKIT 2020/2021

### A Strong Foundation to Build Upon

**Concrete Plant International** has been providing concrete professionals with up-to-date information from around the world since 1998. Over 64.000 precast, block, pipe, and pre-stressed professionals, engineers, architects and specifiers go on a world-wide tour of the concrete industry when they read CPI.

**opus C** – Architecture & Design with Concrete, explores the endless possibilities of designing and building with concrete, was first published in 2004. In 2018 **AAC worldwide** for the Autoclaved Aerated Concrete industry was added to address the rapid expansion of this concrete building method. Since 2002 the ICCX – **International Concrete Conference & Exhibition** is held to compliment our trade journals. To date ICCXs have been held in 15 countries and 5 continents.

We look forward to continuing to serve all aspects of the concrete industry!

**CPI** WORLDWIDE

**AAC** WORLDWIDE

**opusC**  
Architektur & Design mit Beton

admedia



**ICCX**   
INTERNATIONAL  
CONCRETE  
CONFERENCE &  
EXHIBITION

From art and furniture to houses and industrial complexes to bridges and all things in between, 3D Construction Printing Technology is an exciting new technology. 3DCP needed a vehicle to deliver technical papers, information, new technology and projects to ensure best practices, acceptance and growth.

ad-media, publishing house to CPi – Concrete Plant International, AAC worldwide, opusC and organizer of ICCXs used its reputation, base and strength in the concrete industry to publish a comprehensive technical journal for the 3D Construction Printing community:

## CPT – Construction Printing Technology

Since its inception, CPT has an ongoing growth in readership to include the leaders of the industry, the pioneers, academia, architects and influencers from around the world to establish itself as a leading voice for 3DCP.

CPT keeps the industry up to date with latest developments, news and technology from around the world of 3DCP. CPT is a platform to showcase equipments, products and/or services in a well-researched, diversified and illustrated quarterly downloadable and PRINTED journal.

Therefore CPT was media partner of Digital Concrete 2020 – the 2<sup>nd</sup> RILEM International Conference on Concrete and Digital Fabrication.



CPT worldwide does not have an editorial calendar, but rather each issue has a section dedicated to every segment of the 3DCP industry. This enables you to build your marketing program around your time frame and not to our editorial calendar. You select where you would like to have your company's message to appear.

### Sections:

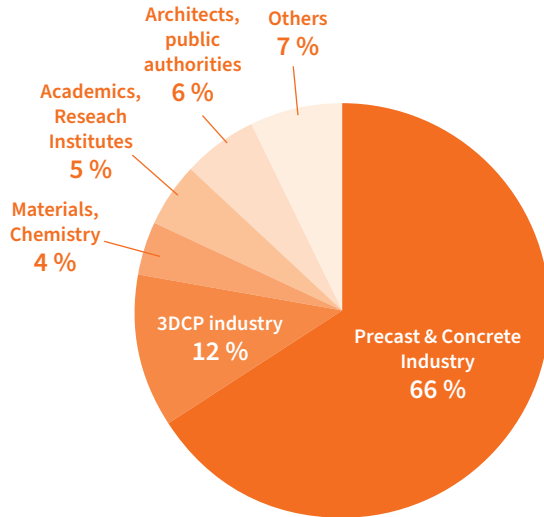
- News
- Research & Development
- Digital Planning
- Production & Application
- Projects
- Formwork Printing
- Materials
- Experiences of the Pioneers
- Events

We are looking forward to develop a comprehensive and cross-media marketing program with you - to increase your visibility, to expand your market role and to push your reputation in the 3DCP industry.

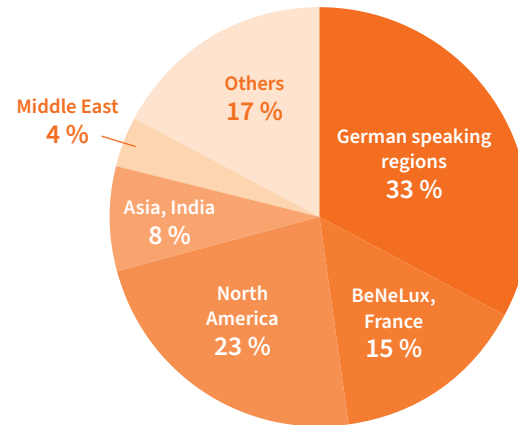


CPT worldwide with a run of 2.500 printed pieces is a unique and independent platform for the 3DCP industry. The editorial concept makes each single edition meaningful to all stakeholders in this young industry. More than 20 years of networking in the concrete industry enable ad-media to access to a decent contact and information base.

Reader allocation by business:



Geographical Reader allocation:



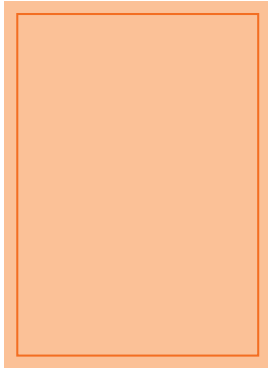
## magazine

issue	publishing date	editorial deadline	booking deadline
CPT 4.2020	16.11.2020	26.10.2020	28.10.2020
CPT 1.2021	17.02.2021	25.01.2021	27.01.2021
CPT 2.2021	17.05.2021	26.04.2021	28.04.2021
CPT 3.2021	16.08.2021	26.07.2021	28.07.2021
CPT 4.2021	15.11.2021	25.10.2021	27.10.2021

## newsletter

no.	publishing date	editorial deadline	booking deadline
CPT NL 4.2020	02.11.2020	28.10.2020	28.10.2020
CPT NL 1.2021	02.02.2021	27.01.2021	27.01.2021
CPT NL 2.2021	04.05.2021	28.04.2021	28.04.2021
CPT NL 3.2021	03.08.2021	28.07.2021	28.07.2021
CPT NL 4.2021	02.11.2021	27.10.2021	27.10.2021

### full page



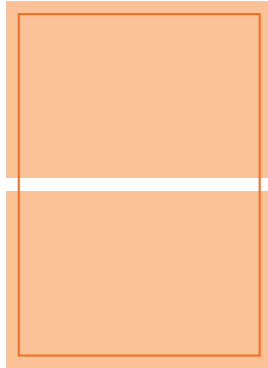
220 x 317 mm (including bleed 5 mm)  
210 x 297 mm (cropped size)

EUR 3.100

#### Cover pages

2<sup>nd</sup> Cover page: EUR 3.700  
3<sup>rd</sup> Cover page: EUR 3.300  
4<sup>th</sup> Cover page: EUR 3.800

### half page – landscape



220 x 166 mm (including bleed 5 mm)  
210 x 146 mm (cropped size)

EUR 1.800

#### Frequency discount

2 times: 5 %  
3 times: 10 %  
4 times: 20 %

### Your advertising contact

Patrick Gürtler  
patrick@cpt-worldwide.com  
T +49 2236 9623926

### Printing documents

- Hi-res PDF (pdf/x-3 or pdf/x-4 standard)
- EPS files (embedded fonts)
- Editable files on request (QuarkXPress | Adobe Creative Cloud)
- True colours on request

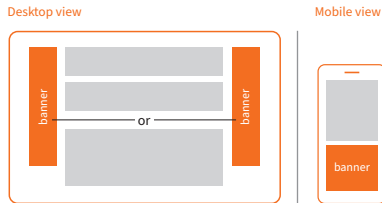
### Data transfer

production@ad-media.de

Prices for cooperations, advertorials, reprints, inserts and supplements on request. All prices are net prices.

## Website banner

### Skyscraper Large Banner



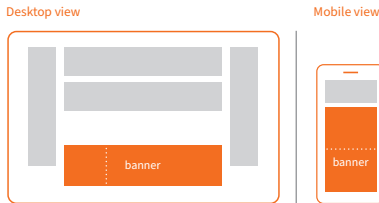
EUR 600 / month

Skyscraper large banner (200 x 600 px), data up to 100 KB (JPG, PNG or GIF); sticky to the content while scrolling rotation (max. 3 possible banners) when new website loading, responsive version in content (Please also provide: 345 x 210 px)

#### Frequency discount

2 quarters: 5 %  
 3 quarters: 10 %  
 4 quarters: 20 %

### Slider Banner



EUR 300 / month

Slider Banner (248 x 175 (Logo) & 812 x 275 px (picture), data up to 100 KB (JPG, PNG or GIF); Sliding of max. 3 banners; Responsive version is shown on top of each other. You can provide 3 lines of text (max. 50 characters (incl. spaces) each. These cover up the image content, but become responsive larger and therefore readable.

#### Frequency discount

2 quarters: 5 %  
 3 quarters: 10 %  
 4 quarters: 20 %

## Newsletter banner

Size: 530 x 75 px  
 File: jpg or png

EUR 300 / edition

#### Frequency discount

2 times: 5 %  
 3 times: 10 %  
 4 times: 20 %

#### Your advertising contact

Patrick Gürtler  
 patrick@cpt-worldwide.com  
 T +49 2236 9623926

#### Data transfer

production@ad-media.de

Your banner should be linked to your URL. CPT is unique but young and new platform. We cannot offer historic or expected click and/or duration data. All prices are net prices. Discounts for longer periods on request.



### Publishing company



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 Industriestraße 180  
 50999 Cologne | Germany  
 T +49 2236 962390 | F +49 2236 962396  
 info@ad-media.de | www.ad-media.de

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 T +49 2236 9623926
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 Christian Jahn, M.A.

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 Swift Code DEUTDEDBK0E  
 IBAN DE88370700240680008000
- **Publication frequency**  
 quarterly (4 times a year)
- **Conditions of payment**  
 Payment immediately after receipt of invoice  
 (All prices are net-rates excl. VAT)
- **Annual subscription fee**  
 www.cpt-worldwide.com/subscription
- **Terms of delivery for inserts and tip-ins**  
 The client is obliged to deliver inserts or tip-ins, carriage and duty paid' to the address given in the confirmation of order. We reserve the right to charge for any costs incurred if the terms of delivery are not adhered to. Alternatively we can also print the inserts and tip-ins locally for a fee.

## 1. Contracting parties

The following general terms and conditions (hereinafter referred to as "GTC") shall apply exclusively for all advertising and supplement purchase orders. Any conflicting terms and conditions, in particular the terms and conditions of customers, are only valid if and inasmuch as they have been approved by us.

Subscription purchase orders are concluded with ad-media GmbH (hereinafter referred to as "ad-media").

Address: ad-media GmbH Commercial Registry Cologne HRB 22639  
 Industriestraße 180 VAT ID No.: DE151602464  
 50999 Germany

Managing Directors:  
 Dr. Ing. Holger Karutz, Alexander Olbrich

Our offers are aimed exclusively at businesses. Businesses in the sense of these GTC are all natural or legal persons or partnerships with legal capacity, who are acting in pursuit of their commercial or independent professional activities on concluding the contract. No contract will be concluded with consumers.

## 2. Exclusion of responsibilities in electronic business transactions

§ 312e Section. 1 p. 1 no. 1 to 3 and sentence 2 German Civil Code shall not be applicable.

## 3. Conclusion of contract and purchase order content

Any order placed by a customer (online, by email, letter, fax or telephone) shall represent a legally binding offer to ad-media to conclude an advertising or supplement purchase contract. Upon reception of your order, you will receive written confirmation from us by which we confirm the reception of your order and the conclusion of an advertising contract. Supplement purchase orders can only be concluded when a supplement master copy has been forwarded to ad-media and after the latter's approval. ad-media reserves the right to decline advertising purchase orders – including individual requests in the course of an agreed contract – and supplement purchase orders with a particular view to their content, origin or technical form. In particular, advertisements and supplements can be refused whose content according to ad-me-

dia's due and best judgement violates laws, official regulations or public morality and whose publication is thus unacceptable for ad-media. Advertisements / supplements that are not recognisable as such due to their editorial layout will be clearly identified with the word "advertisement".

Purchase orders for advertisements and supplements where it is stated that they shall be published solely in certain editions or at specific positions in the magazine must be received by ad-media in good time so that the customer can still be informed before the advertising deadline if the contract can be carried out in this way. The customer shall be responsible for supplying the advertisement text and proper print materials plus any supplements on time. Films and other materials will only be returned to the customer if explicitly requested. ad-media will keep the materials for the length of one year after the advertisement has appeared.

## 4. Responsibility for advertisement / supplement content

The customer shall be solely responsible for the content of any materials made available. The customer affirms that the materials supplied are free from the rights of third parties and that no third person rights (e.g. personal rights, copyrights, trademark and industrial property rights, etc.) or statutory regulations (e.g. the act against unfair practices) have been infringed. ad-media shall not be obliged to check into the legal admissibility of the publication particularly in respect of the content of the materials.

The customer will release ad-media on first demand from all claims by third parties that the latter may assert against ad-media (in particular, misprision, redress, compensation) on account of the publication of advertisements / supplements. This shall also include the costs of publishing a repudiation in accordance with the current ad-media advertising rates applicable. In addition, the customer shall be liable to ad-media for damages that may occur to ad-media for publishing advertising / supplement content that infringes the law or is otherwise legally inadmissible.

## 5. Prices and cancellations

Current valid prices can be ascertained with the assistance of the price calculator to be found under the "Media-Kit" item on the website belonging to each individual publication. All prices given are net, excluding value added tax at the statutory rate. ad-media reserves the right to change the prices of the products offered at any time. The current prices on our website shall be valid at the point in time of your order.

An advertisement or supplement purchase order can be cancelled up to the advertising deadline without incurring any costs. If the cancellation occurs after the advertising deadline, then ad-media will invoice the customer for any work carried out up to that time. Cancellation shall no longer be possible after the print materials deadline. Discounts granted on account of multiple media buyings (see 'advertising price structure'), shall be adjusted in accordance with the discount scales agreed upon with the customer (increased or reduced) if the number of media buyings subsequently changes at the customer's request (e.g. due to the cancellation of advertisements).

## 6. Extra charges

The costs must be borne by the customer for preparing print-ready materials, for repairing any print materials damaged when received, as well as for any changes requested or caused by the customer to the originally agreed contract. Positioning requests will not be considered as mandatory without payment of the surcharge rates for positioning.

## 7. Conditions of payment

Unless agreed otherwise, the agreed remuneration is due for payment without deduction immediately upon receipt of the invoice. The customer is in default 10 days after receipt of the invoice. The interest on arrears will amount to 8% above the current base rate, § 288 Section 2 German Civil Code.

## 8. Warranty

ad-media GmbH warrants normal printing quality for the issue concerned within the realm of possibilities presented in terms of the quality of the print materials supplied. Should poor printing occur in his advertisement, the customer shall be entitled to claim for a replacement advertisement. Should the replacement advertisement also be defective, then the customer shall be entitled to claim a reduction in price or withdraw from the contract. Defects in the print materials supplied by the customer but not immediately recognised and first discovered during the printing process only shall not constitute any grounds for the customer to claim a reduction in payment, a replacement on account of poor printing or withdrawal from the contract. Obvious

defects must be made known to ad-media without delay after the publication of the advertisement / supplement and hidden defects without delay after their discovery. If the customer fails to give notice in good time, then the enforcement of warranty claims due to defect shall be ruled out, unless ad-media concealed the defect maliciously.

## 9. Liability

ad-media shall be liable for damages caused by wilful intent or gross negligence, loss of life bodily injury and impairment to health, and according to the provisions of the German product liability law. In the case of a negligent breach of an obligation that is essential for achieving the purpose of the contract (cardinal obligation), the liability of ad-media shall be limited in amount to the damages that are foreseeable and typical. There shall be no further liability on the part of ad-media. The above limitations of liability shall also be valid for the personal liability of employees, representatives and organs of ad-media as well as for the liability of ad-media's vicarious agents. Notwithstanding the foregoing, the customer shall be liable for errors in transmission in re-spect of advertisements, date and issue alterations, text corrections and cancellations that are made by telephone.

## 10. Governing law and court of jurisdiction

These GTC and any contractual relationship existing between the customer and ad-media shall be subject to German law excluding the UN purchasing convention. The languages in which our GTC can be downloaded on our website are available to our customers for concluding a contract. In case of dispute, the German original version of the General Terms and Conditions applies. The sole court of jurisdiction for all disputes between the parties arising from or in relation to this contract shall be Cologne, inasmuch as legally permissible.

## 11. Protected content

Our website contains copyrighted content such as brandings, templates, texts, photographs, graphics, films, illustrations, etc. that may only be utilised with the explicit approval from ad-media.