


1 Brief description:

avr – Nonwovens & Technical Textiles – is a well-recognised international and bilingual (German/English) trade journal for the nonwovens and technical textiles industry. With six issues per year, the magazine addresses decision-makers in procurement, managers responsible for the production and application of nonwovens and technical textiles, suppliers, fiber producers, converters and manufacturers of relevant machinery. Thanks to its wide range of topics, the magazine is a valuable source of information for research institutes and universities. The in-depth reporting is based on the research of our editorial team and our close connections to the industry all over the world. Articles and topics are organised in the categories "News, Views & Markets, Raw & Auxiliary Materials, Fibers & Filaments, Nonwovens & Technical Textiles, Technology & Machinery, Research & Development, Events & Dates. In particular, avr covers various fields of applications of technical textiles and nonwovens and their influence on producers. In addition, special trend topics are in the magazine's focus.

2 Frequency of publication: 6 issues p.a. plus special editions

3 Volume: 47th year

4 URL: www.avronline.de

5 Member of: –

6 Organ: –

7 Publisher: Angelika Hörschelmann, Eckhart Thomas, Sabine Walsler

8 Publishing company: P. Keppler Verlag GmbH & Co. KG

Postal address: D-63009 Offenbach am Main, Postfach 100953

Road address: Kaiserstraße 39, D-63065 Offenbach am Main

Telephone number: +49/(0)69/15 04 33 - 0

Telefax: +49/(0)69/15 04 33 - 323

Internet: www.avronline.de

9 Editorial staff: Petra Gottwald (Editor-in-chief)

Susanne Haase (Consultant to the Editor-in-chief and chief reporter)

Editorial board: Dr.-Ing. Peter Böttcher, nonwoven-service@t-online.de

Helena Engqvist, engqvist@bluewin.ch

Prof. Dr.-Ing., MBA Holger Erth, h.erth@t-online.de

Dipl.-Ing. (FH) Anja Schumann, anja.schumann.textil@web.de

10 Advertising sales:

Olaf Schneider (Advertising Manager)

Tel.: +49/(0)69/150 433 - 200

o.schneider@kepplermediengruppe.de

Tammy Rößler (Advertising sales)

Stefanie Wahbi (Suppliers directory/
Classified ads)

11 Readership service:

Tel. +49/(0)6123/9238-247

Fax +49/(0)6123/9238-244

E-Mail: vertrieb@kepplermediengruppe.de

13 ISSN number:

0170-4060

14 Analysis of the contents 2017 = 6 issues:

Magazine size:		DIN A4
Total pages published:	844	pages = 100.0 %
Editorial pages:	339	pages = 70.0 %
Advertising pages:	145	pages = 30.0 %
Of which: Situations wanted/ vacant + classified ads	4.25	pages = 3.0 %
Bound inserts	25	pages = 17.0 %
own ads	5	pages = 3.0 %
Loose inserts:	4	insert

15 Analysis of editorial content 2017:

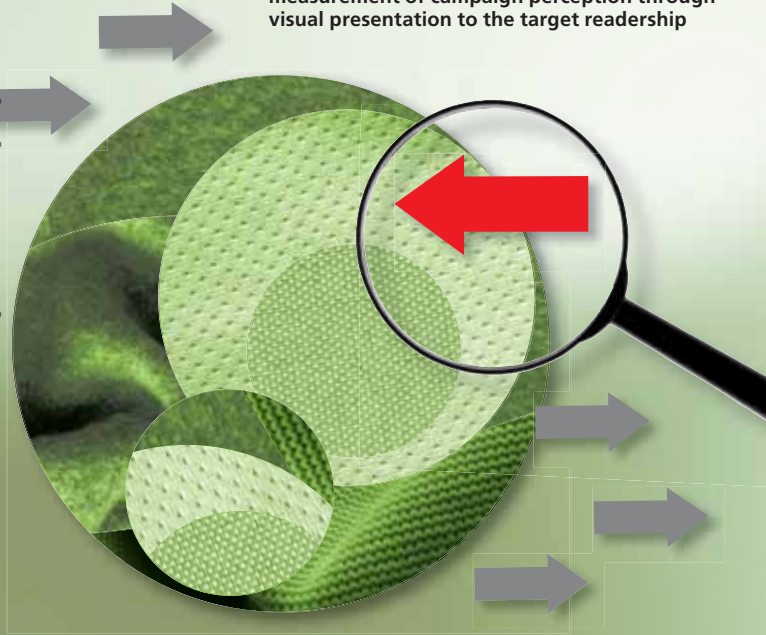
News, Views & Markets	20	pages = 6 %
Raw & Auxiliary Materials	11	pages = 3 %
Fibers & Filaments	21	pages = 6 %
Nonwovens & Technical Textiles	68	pages = 20 %
Technology & Machinery	46	pages = 14 %
Research & Development	27	pages = 8 %
Events & Dates	18	pages = 5 %
Total	339	pages = 100 %

Results from the avr copy test – Issue 6/2017

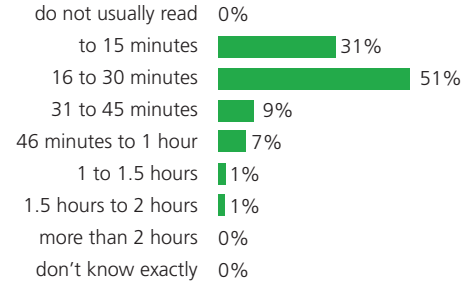
(Conducting institute: teleResearch, Ludwigshafen)

The objective of the avr ad copy test was the measurement of campaign perception through visual presentation to the target readership

Source: fotolia.com / KOKKALA VIEW / 290712 / Kwangmoo / elenamas / Foto-Ruhrgebiet/ g1e88

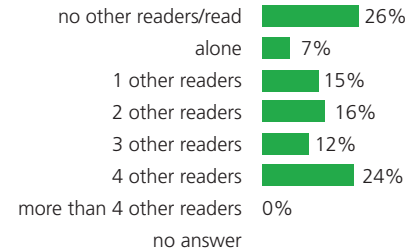


Reading duration



avr is read on average for 26 minutes

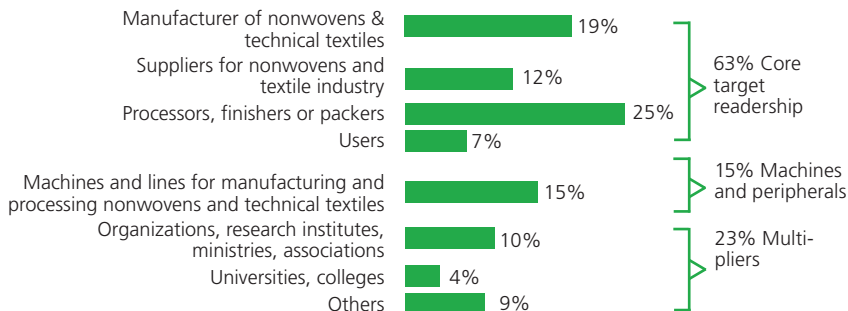
Readership (answer, multiple readers without main reader)



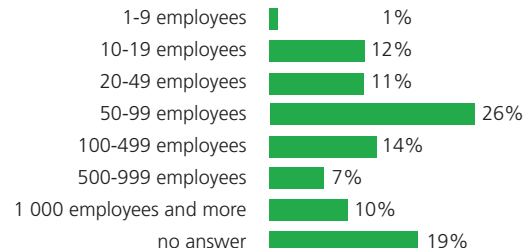
avr has on average 4.4 readers, 3.4 other readers and 1 main reader



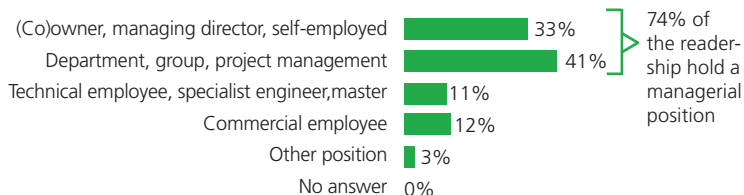
Target readership – Industry



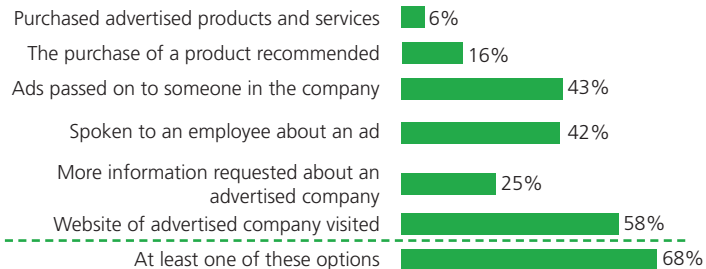
The target readership – company size



Target readership – Position in the company



Reaction to ads in avr





1 Controlled circulation:

2 Circulation analysis:

Average copies per issue and year (July 1, 2017 to June 30, 2018)

Print run:	4500	
Total circulation:	4465	of which outside Germany: 1 245
Sold copies:	235	of which outside Germany: 58
– subscriptions:	230	of which outside Germany: 57
– single copies:	–	
– other sales:	5	of which outside Germany: 1
Free copies:	4 230	of which outside Germany: 1 187

3 Geographical distribution incl. avr E-paper*:

Geographical area	Proportion of circulation	
	%	copies
Germany	43.5	4 993
Other countries	56.5	6 486
Total circulation	100	11 479

Target groups of avr

- Manufacturer of nonwovens & technical textiles
- Raw material producers
- Users of nonwovens & technical textiles
- Converters
- Suppliers
- Organisations/Research institutes/Ministries/Associations
- Machinery manufacturers
- Universities/Colleges
- Others

*Source: Mailingpoint III/2018, not controlled by IVW