

DRAHT
WIRE

draht-magazin.de

WIRE
DRAHT

wire-magazine.de

brands of umformtechnik.net

MEDIAKIT 2023

Ad rates no.62, valid from 01 October 2022, as per: 04 July 2023

Menschen. Märkte. Meisenbach.





German magazine for the spring, wire and cable industry



English magazine for the spring, wire and cable industry

Target group:

The recipients of DRAHT and WIRE are Managing directors, manufacturing and production managers, designers, technicians and engineers as well as people who determine the manufacturing process, decide on investments and thus have an influence on the technical development of their enterprise.

Industries include: Manufacturers and suppliers of and for wire, steel bar, cables, wire ropes, wire mesh and gauze, springs and formed parts and their customers in mechanical engineering, plant production and the automotive industry, the electronics and IT sector, shipbuilding and aircraft construction.

Print run: 5,600 copies DRAHT, 4,100 copies WIRE

Qualified circulation: 5,559 copies DRAHT, 4,041 copies WIRE

Frequency: 6 times per year DRAHT, 4 times per year WIRE

Volume: 74th Volume (2023) DRAHT, 73rd Volume (2023) WIRE

Membership/Participation:

ICFG (International Cold Forging Group)
IWMA (International Wire+Machinery Association)
Netzwerkdraht e.V. (network of the German wire industry)
VDFI (German spring industry association)
VDKM (German wire and cable machinery manufacturers association)



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Brief Description:

DRAHT (German) and WIRE (English) contain first-hand reports on solutions that can already be profitably applied today in industry as well as trends and developments that will prove their financial worth in the future. The editorial content targets the wire, spring, steel bar, formed parts and cable industry. The magazines are leading in Europe.

DRAHT appears in print six times per year as well as continuously online at www.draht-magazin.de, and is complemented by our newsletters.

WIRE appears in print four times per year as well as continuously online at www.wire-magazine.de, and is complemented by our newsletters.

DRAHT and WIRE are members of the International Wire+Machinery Association (IWMA). DRAHT is also a member of the VDKM, the German wire and cable machinery manufacturers association, and the VDFI, the German spring manufacturers' association and is the reporting publication for the International Academy of Production Engineering (CIRP).

WIRE is the reporting publication for the International Cold Forging Group (ICFG).

DRAHT and WIRE deliver core information for technical decision makers. They report on the production and processing of wire, strip and wire ropes, cables, springs and formed parts.

This is rounded off by analysis reports and articles on research, business, trade fairs and markets relating to the industry. Compact, easy-to-read original articles from industry, research, science and editorial research shed light on state-of-the-art developments and trends in production technology for wire, strip, springs and cables and their related processes. The reports on associations, industry and company developments are clearly structured. Short articles on production, auxiliaries and operating materials for manufacturers and processors of wire and cable as well as the industry itself are set out in sections and are therefore easy to find. Detailed unedited research reports, or white papers, are published in German and English at www.umformtechnik.net.



Jörg Dambock
Editor-in-Chief
Tel.: +49 951 861-118
Fax: +49 951 861-149
joerg.dambock@meisenbach.de

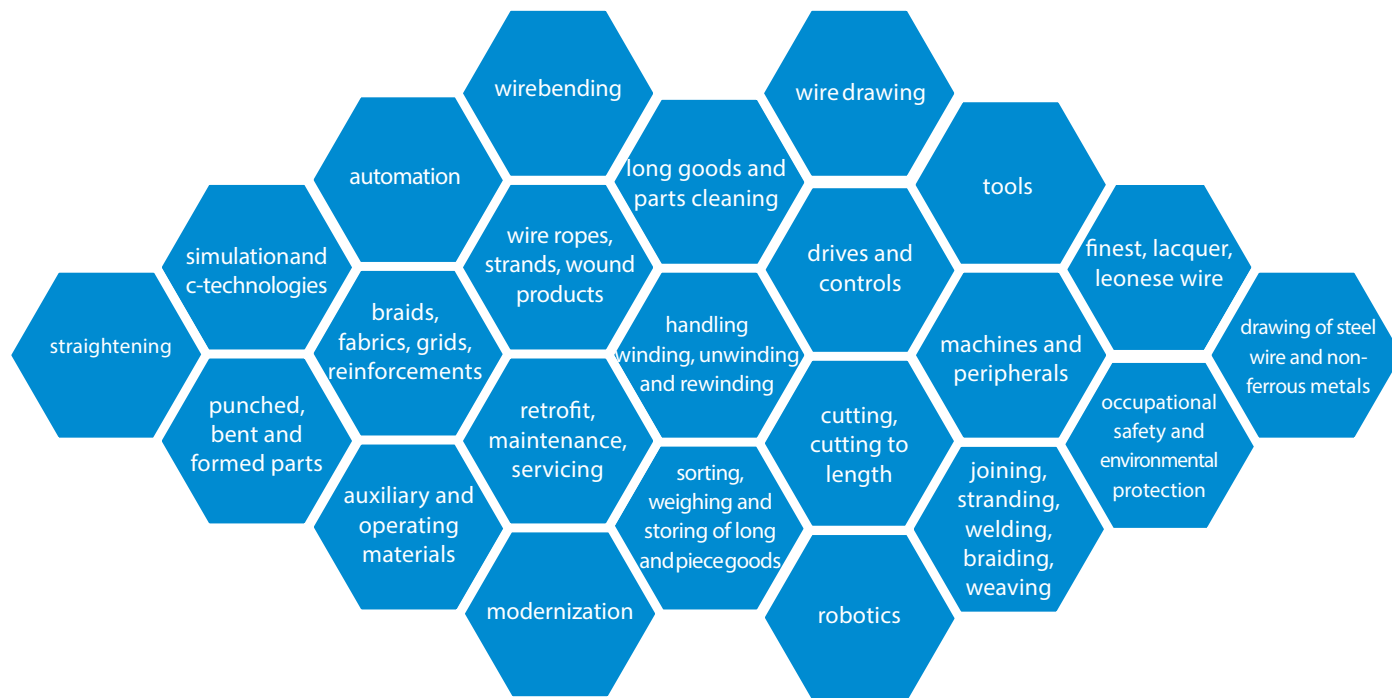


The following topics are the subject of continuous reporting





Furthermore DRAHT and WIRE report on:



Further categories are:

industry news | orders+projects, associations, people, business, trade fairs, conventions, calendar,
research, products | for manufacturers, products | from the industry, media, who|what|where





Topics and Dates DRAHT

1/2023 February
Wire | Springs | Cable

Editorial deadline
18.01.2023

Advertising deadline
25.01.2023

Publication date
16.02.2023

Focus on wire
materials, production, processing, drawing, straightening, cutting to length, handling systems, winding, unwinding and rewinding equipment, c-technologies, quality management, measuring and testing, heat and surface treatment, joining grids, fabrics, braids, welding wire, stranding, wire ropes, wire products, punched, bent and shaped part

Trade fairs
Intec+Z, Leipzig
Fastener Fair Global, Stuttgart

2/2023 April
Wire | Springs | Cable

Editorial deadline
24.03.2023

Advertising deadline
31.03.2023

Publication date
26.04.2023

Focus on springs
materials, production, spring end grinding, shot peening, tempering, hardening, quality management, measuring and testing, sorting, storage, / heat and surface treatment, c-technologies

Trade fairs
Control, Stuttgart

3/2023 June
Wire | Springs | Cable

Editorial deadline
30.05.2023

Advertising deadline
05.06.2023

Publication date
28.06.2023

Focus on cable+rope
materials, production, extrusion, stranding, auxiliaries, handling systems, winding, unwinding and rewinding equipment, spools and drums, marking, c-technologies, quality management, measuring and testing, sorting, storage / heat and surface treatment



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Topics and Dates DRAHT

4/2023 September
Wire | Springs | Cable

Editorial deadline
07.08.2023

Advertising deadline
14.08.2023

Publication date
07.09.2023

Focus on wire
materials, production, processing, drawing,
straightening, cutting to length, handling systems,
winding, unwinding and rewinding equipment,
c-technologies, quality management, measuring
and testing, heat and surface treatment, joining
grids, fabrics, braids, welding wire, stranding, wire
ropes, wire products, punched, bent and shaped
part

Trade fairs
Schweißen+Schneiden, Essen
EMO, Hanover
parts2clean, Stuttgart

5/2023 October
Wire | Springs | Cable

Editorial deadline
27.09.2023

Advertising deadline
04.10.2023

Publication date
26.10.2023

Focus on springs
materials, production, spring end grinding, shot
peening, tempering, hardening, quality manage-
ment, measuring and testing, sorting, bearing,
heat and surface treatment, c-technologies

Trade fairs
Schweisstec, Stuttgart

6/2023 December
Wire | Springs | Cable

Editorial deadline
08.11.2023

Advertising deadline
15.11.2023

Publication date
07.12.2023

Focus on cable+rope
materials, production, extrusion,
stranding, aids, handling systems, winding,
unwinding and rewinding equipment, spools and
drums, marking, c-technologies process control,
quality management, measuring and testing, fibre
optic cables

This issue includes the DRAHT wall
calendar 2024





Topics and Dates WIRE

1/2023 March
Wire | Springs | Cable

Editorial deadline
01.02.2023

Advertising deadline
08.02.2023

Publication date
02.03.2023

Focus on wire
materials, production, processing, drawing,
straightening, cutting to length, handling systems,
coiling, decoiling and recoiling equipment, c-tech-
nologies, quality management, measuring and tes-
ting, heat and surface treatment, joining, meshes,
fabrics, braids, welding wire, stranding, wire ropes,
wire products, punched, bent and formed part

Trade fairs
Fastener Fair Global, Stuttgart

2/2023 April
Wire | Springs | Cable

Editorial deadline
15.03.2023

Advertising deadline
22.03.2023

Publication date
17.04.2023

Trade fair issue for Interwire 2023
Focus on wire | springs | cable+rope
In this issue, WIRE presents trade fair highlights,
new processes, technologies and trends from the
world's leading trade fair for the wire industry.

Trade fairs
Interwire, Atlanta/USA
Spring Industry Exhibition, Guangzhou/
China wire Eurasia, Istanbul/Turkey



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Topics and Dates WIRE

3/2023 August
Wire | Springs | Cable

Editorial deadline
26.07.2023

Advertising deadline
02.08.2023

Publication date
25.08.2023

Focus on springs
materials, production, spring end grinding, shot
peening, tempering, hardening, quality manage-
ment, measuring and testing, sorting, bearing /
heat and surface treatment, c-technologies.

Trade fairs
wire Southeast Asia, Bangkok/Thailand
wire Middle East Africa, Cairo/Egypt
wire China, Shanghai/China
Cable + Wire India, New Delhi/India

4/2023 October
Wire | Springs | Cable

Editorial deadline
12.09.2023

Advertising deadline
19.09.2023

Publication date
11.10.2023

Focus on cable+rope
materials, manufacturing, extrusion, stranding,
auxiliaries, handling systems, winding, unwinding
and rewinding equipment, spools and drums,
marking, c-technologies, quality management,
measuring and testing, fiber optics

Trade fairs
Fabtech, Chicago/USA



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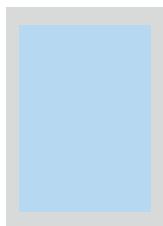
ONLINE



CONTACT



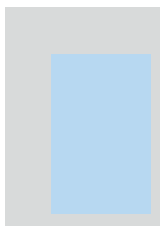
Ad Rates and Ad Formats*



1/1 page

B: 210 mm x 297 mm

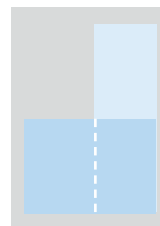
4,850.- €



Junior Page

B: 142 mm x 201 mm

2,950.- €

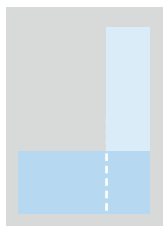


1/2 page

B: 102 mm x 297 mm

B: 210 mm x 147 mm

2,740.- €

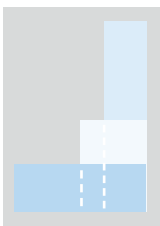


1/3 page

B: 72 mm x 297 mm

B: 210 mm x 98 mm

2,100.- €



1/4 page

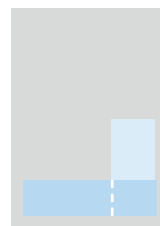
PS: 184 mm 59 mm

PS: 90 mm x 127 mm

B: 55 mm x 297 mm

B: 210 mm x 76 mm

1,820.- €

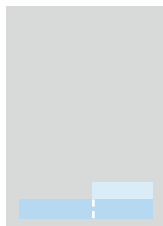


1/6 page

PS: 184 mm x 45 mm

PS: 59 mm x 127 mm

1,400.- €



1/8 page

PS: 184 mm x 27 mm

PS: 90 mm x 59 mm

1,070.- €

Best Placement:
Front cover page
2nd cover page
3rd cover page
Back cover page
Eye-catcher
Lead page

Surcharge for other compulsory placement instructions and confirmed placements +10%
Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline.

5,500.- €

5,350.- €

5,200.- €

5,450.- €

3,800.- €

2,350.- €

* Special formats on request

PS: Print Space

B: Bleed

Formats = width x height

Ad formats bleed off:

Bleed ad format plus 3 mm allowance on all sides



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Ad Rates and Ad Formats

Colours:

Colours from the Euro Colour Scale CEI 12-66 DIN 16539 included in price / special colours (no discount available) each 1,250.- €

Magazine format:

DIN A 4, 210 mm wide x 297 mm high

Discounts:

Ads within 12 months (insertion year):

Frequency discount

3 Ads	5 %
6 Ads	10 %
9 Ads	15 %
12 Ads	20 %

Correction and release details:

A release cycle is included in the excellent price for the following products:

Advertorial Print, Eye-catcher, Lead story, Advertorial Online, Special Newsletter.

Each additional cycle is charged at a flat rate of 150.- €.

Millimetre price classifieds

10 €

Ad specials:

Inserts/price per thousand

up to 25 g:

500.- €

up to 50 g:

600.- €

Maximum format available for loose inserts:

205 x 297 mm

Rates for bound inserts on request



Philipp Riegel

Media Consultant

Tel.: +49 951 861-125

Fax: +49 951 861-158

philipp.riegel@meisenbach.de



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Advertorial Print

As an increasingly popular advertising medium, the Advertorial offers you plenty of scope to communicate content. The reading flow is not interrupted, on the contrary - text and images are embedded in the editorial section both in terms of look and feel.

ADDED VALUE FROM ADVERTISING WITH ADVERTORIALS

Your advertising message will benefit from intensive exposure with an enduring impact - creating reader value that lasts! Don't just give your B2B target group advertising input but use storytelling to build long-term trust in your company. By including your logo, you will enhance the profile of your brand. In addition, the strong and trusting relationship we have with our readers will automatically transfer to your advertorial!

1 page Advertorial: 3,500.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel.

We need: 2 images | Company logo |
Main text minimum: 1,600 characters |
Maximum: 3,000 characters (incl. spaces, headings and captions).

Texts researched and produced on behalf of the editorial staff (price on request): The text is written by our editors in consultation with you and then adapted to the DRAHT/WIRE layout.*

1/2 page Advertorial: 2,000.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel.

We need: 1-2 image | Company logo |
Main text minimum: 600 characters |
Maximum: 1,500 characters (incl. spaces, headings and captions).

Texts researched and produced on behalf of the editorial staff (price on request): The text is written by our editors in consultation with you and then adapted to the DRAHT/WIRE layout.*

*Travel expenses will be charged to the customer without surcharge.

Our correction and release details can be found on p. 11.

We will also be glad to publish your advertorial online as an option.
You will find the prices for this on page 19.



Eye-catcher

The "Eye-catcher" is our creative double-sided format 2/1. If you have a particularly beautiful picture of one of your products or of your company, it gets a very special appearance with our eye-catcher.

Double-sided eye-catcher: 3,800,- €

We need the following data from you:

- a meaningful picture in landscape format and in printable quality (*.jpg, 300 dpi or 3,508 x 4,961 pixels)
- a short descriptive text (*.txt, *.docx) with max. 800 characters (including spaces)
- Your desired web address (URL)
- QR code

Images and text are embedded in the look & feel of the editorial environment.

The price includes an approval cycle. You will receive the final version for approval before going to press.

Delivery of the data by the respective editorial deadline of the booked issue.

The page is marked as an advertisement.



Our correction and release details can be found on p. 11.



Lead page

With our “Lead page”, you can skilfully showcase your image as an eye-catcher on an entire print page. The lead page opens up a new subject area or a specific focus topic in the magazine.

One-sided lead page: 2,350,- €

We need the following data from you:

- a picture, ideally based on the focus topic, in portrait format and in printable quality (*.jpg, 300 dpi or 1,748 x 2,480 pixels)
- a short descriptive text (*.txt, *.docx) with ca. 300 characters (excluding spaces)
- your desired web address (URL)
- QR code to video or machine description

Images and text are embedded in the look & feel of the editorial environment.

The price includes an approval cycle. You will receive the final version for approval before going to press. Delivery of the data by the respective editorial deadline of the booked issue.

The page is marked as an advertisement.

Our correction and release details can be found on p. 11.



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DRAHT – Wall Calendar 2024 (enclosed in issue 6/2023 with an edition of 5,600 copies)



DRAHT 2024

eine Marke des unfortertechnik.net

Menschen, Märkte, Maschinen.
Meisenbach & Partner

Meisenbach & Partner
Friedrichstraße 10
42699 Solingen
Tel.: +49 (0) 212 14 10-10
Fax: +49 (0) 212 14 10-11
www.m-p.de


Redaktion:
Jörg Bräunlich
Telefon: +49 (0) 212 14 10-10
Fax: +49 (0) 212 14 10-11
www.m-p.de


Abonnentenservice:
Christine Meisenbach
Telefon: +49 (0) 212 14 10-12
Fax: +49 (0) 212 14 10-13
www.m-p.de


Vertrieb:
Rita Schmitt
Telefon: +49 (0) 212 14 10-14
Fax: +49 (0) 212 14 10-15
www.m-p.de


druck hergestellt in der Bundesrepublik Deutschland / gedruckt auf 100% Recyclingpapier

Dezember	Januar	Februar	März	April	Mai	Juni	Juli	August	September	Oktober	November	Dezember	Januar
1. Mo	1. So	1. So	1. So	1. So	1. So	1. So	1. So	1. So	1. So	1. So	1. So	1. So	1. So
2. Di	2. Mo	2. Mo	2. Mo	2. Mo	2. Mo	2. Mo	2. Mo	2. Mo	2. Mo	2. Mo	2. Mo	2. Mo	2. Mo
3. Mi	3. Di	3. Di	3. Di	3. Di	3. Di	3. Di	3. Di	3. Di	3. Di	3. Di	3. Di	3. Di	3. Di
4. Do	4. Mi	4. Mi	4. Mi	4. Mi	4. Mi	4. Mi	4. Mi	4. Mi	4. Mi	4. Mi	4. Mi	4. Mi	4. Mi
5. Fr	5. Do	5. Do	5. Do	5. Do	5. Do	5. Do	5. Do	5. Do	5. Do	5. Do	5. Do	5. Do	5. Do
6. Sa	6. Fr	6. Fr	6. Fr	6. Fr	6. Fr	6. Fr	6. Fr	6. Fr	6. Fr	6. Fr	6. Fr	6. Fr	6. Fr
7. So	7. Sa	7. Sa	7. Sa	7. Sa	7. Sa	7. Sa	7. Sa	7. Sa	7. Sa	7. Sa	7. Sa	7. Sa	7. Sa
8. Mo	8. So	8. So	8. So	8. So	8. So	8. So	8. So	8. So	8. So	8. So	8. So	8. So	8. So
9. Di	9. Mo	9. Mo	9. Mo	9. Mo	9. Mo	9. Mo	9. Mo	9. Mo	9. Mo	9. Mo	9. Mo	9. Mo	9. Mo
10. Mi	10. Di	10. Di	10. Di	10. Di	10. Di	10. Di	10. Di	10. Di	10. Di	10. Di	10. Di	10. Di	10. Di
11. Do	11. Mi	11. Mi	11. Mi	11. Mi	11. Mi	11. Mi	11. Mi	11. Mi	11. Mi	11. Mi	11. Mi	11. Mi	11. Mi
12. Fr	12. Do	12. Do	12. Do	12. Do	12. Do	12. Do	12. Do	12. Do	12. Do	12. Do	12. Do	12. Do	12. Do
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15. Mo	15. So	15. So	15. So	15. So	15. So	15. So	15. So	15. So	15. So	15. So	15. So	15. So	15. So
16. Di	16. Mo	16. Mo	16. Mo	16. Mo	16. Mo	16. Mo	16. Mo	16. Mo	16. Mo	16. Mo	16. Mo	16. Mo	16. Mo
17. Mi	17. Di	17. Di	17. Di	17. Di	17. Di	17. Di	17. Di	17. Di	17. Di	17. Di	17. Di	17. Di	17. Di
18. Do	18. Mi	18. Mi	18. Mi	18. Mi	18. Mi	18. Mi	18. Mi	18. Mi	18. Mi	18. Mi	18. Mi	18. Mi	18. Mi
19. Fr	19. Do	19. Do	19. Do	19. Do	19. Do	19. Do	19. Do	19. Do	19. Do	19. Do	19. Do	19. Do	19. Do
20. Sa	20. Fr	20. Fr	20. Fr	20. Fr	20. Fr	20. Fr	20. Fr	20. Fr	20. Fr	20. Fr	20. Fr	20. Fr	20. Fr
21. So	21. Sa	21. Sa	21. Sa	21. Sa	21. Sa	21. Sa	21. Sa	21. Sa	21. Sa	21. Sa	21. Sa	21. Sa	21. Sa
22. Mo	22. So	22. So	22. So	22. So	22. So	22. So	22. So	22. So	22. So	22. So	22. So	22. So	22. So
23. Di	23. Mo	23. Mo	23. Mo	23. Mo	23. Mo	23. Mo	23. Mo	23. Mo	23. Mo	23. Mo	23. Mo	23. Mo	23. Mo
24. Mi	24. Di	24. Di	24. Di	24. Di	24. Di	24. Di	24. Di	24. Di	24. Di	24. Di	24. Di	24. Di	24. Di
25. Do	25. Mi	25. Mi	25. Mi	25. Mi	25. Mi	25. Mi	25. Mi	25. Mi	25. Mi	25. Mi	25. Mi	25. Mi	25. Mi
26. Fr	26. Do	26. Do	26. Do	26. Do	26. Do	26. Do	26. Do	26. Do	26. Do	26. Do	26. Do	26. Do	26. Do
27. Sa	27. Fr	27. Fr	27. Fr	27. Fr	27. Fr	27. Fr	27. Fr	27. Fr	27. Fr	27. Fr	27. Fr	27. Fr	27. Fr
28. So	28. Sa	28. Sa	28. Sa	28. Sa	28. Sa	28. Sa	28. Sa	28. Sa	28. Sa	28. Sa	28. Sa	28. Sa	28. Sa
29. Mo	29. So	29. So	29. So	29. So	29. So	29. So	29. So	29. So	29. So	29. So	29. So	29. So	29. So
30. Di	30. Mo	30. Mo	30. Mo	30. Mo	30. Mo	30. Mo	30. Mo	30. Mo	30. Mo	30. Mo	30. Mo	30. Mo	30. Mo
31. Mi	31. Di	31. Di	31. Di	31. Di	31. Di	31. Di	31. Di	31. Di	31. Di	31. Di	31. Di	31. Di	31. Di











Placements and number of banners are variable

220 mm x 60 mm
1,725.- €

110 mm x 60 mm
975.- €

110 mm x 60 mm
975.- €

110 mm x 60 mm
975.- €

110 mm x 60 mm
975.- €

Specifications

Magazine format: 210 mm wide x 297 mm high

Print space: 184 mm wide x 260 mm high

Printing and binding methods: 4c offset printing (80 lpc-screen, PSOcoated_v3.icc) on double-sided multi-coated paper. Wire stitching or adhesive binding. For colour ads genuine proofs are necessary.

Data creation and delivery: Please send us your ads ready for publishing in one of the programs and formats mentioned above, if possible as PDF/X-4 data (Output Intent: PSOcoated_v3.icc) with 3 mm bleed. We are happy to provide you with InDesign PDF job options and color profiles for PDF creation. Binding proofs are desirable for colour advertisements.

Should it be necessary to edit other files or adapt the layout, we have to charge you our cost price of 115.- €/hour.

Your data can be processed by us with the following programs:

- Adobe Acrobat Pro DC
- Adobe InDesign (Version CC)
- Adobe Illustrator (Version CC)
- Adobe Photoshop (Version CC)

Image data in original sizes requires a resolution of 300 dpi (min. 600 dpi for line drawings). Indexed, LAB and RGB image data are converted by an in-house generated separation curve into the CMYK mode (the colour space is modified). This can lead to colour deviations, for which we cannot assume any liability.

Colours: Bio-Printing inks (CMYK), special colours available on request.

Proof: When making the proof please consider that our printer works with standard PSO-ISO 12647-2 values both in the preparatory and in the printing stages. If you are unable to provide us with a binding colour proof or can only supply a digital colour printout, please note that your file will be printed in compliance with the PSOcoated_v3.icc. If you are interested, please contact Oline Gränke (odine.graenke@meisenbach.de, Tel.: +49 951 861-195) who will also tell you the costs.

Data storage: Data will be archived. Unchanged rerun is generally possible. A data guarantee is, however, not assumed.

Guarantee: By sending incomplete or differing data (texts, colours or images) we do not assume any liabilities for the correct print. Faulty exposure caused by incomplete or flawed files, incorrect settings or incomplete information will be invoiced to the customer. This also applies to additional composition and reproduction work as well as the creation of flawed proofs.

Contact:
Oline Gränke, Order Management
odine.graenke@meisenbach.de
Tel.: +49 951 861-195

Delivery address:
Schleunungdruck GmbH
Inserts: for attention of Thomas Gesell
Eltertstraße 27
97828 Marktheidenfeld/Germany
Tel.: +49 9391 6005-9133

Distribution

Subscription prices 2023*

Print	DRAHT WIRE	
Issues per year	6	4
Domestic incl. postage and 7% VAT	120.- €	64.- €
Abroad Europe	130.- €	72.- €
Abroad world	160.- €	90.- €

Digital	DRAHT WIRE	
Digital	110,- €	54,- €
Premium (Print + Digital) domestic	135,- €	79,- €
Premium (Print + Digital) europe	145,- €	87,- €
Premium (Print + Digital) world	175,- €	105,- €

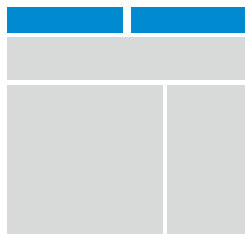
*Prices valid from 01.01.2023. All prices incl. delivery charges.
 Terms of payment: After invoicing by bank transfer, credit card or PayPal.
 European Union (EU): If you provide us with your tax identification number, it will be tax-free, otherwise we will have to add 7% VAT for magazines.
 Other foreign countries: VAT-free

Geographical distribution analysis DRAHT and WIRE

Germany, Austria, Switzerland	6.878
Europe	5.194
Asia	1.905
South America	699
North America	798
Africa	125
Oceania	91
	15.690

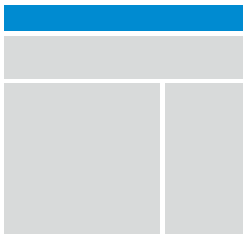
Ad Banner on umformtechnik.net/draht and umformtechnik.net/wire

1 Full Banner



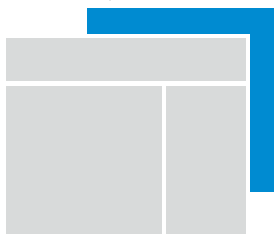
size: 560 x 110 pixels
price*: 850.– €
price**: 1,300.– €

2 Superbanner



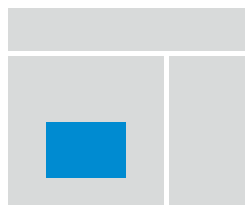
size: 1,170 x 110 pixels
price*: 1,250.– €
price**: 1,850.– €

3 Hockeystick



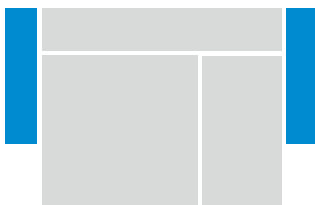
size: 735 x 110 pixels +
160 x 600 pixels
price*: 1,250.– €
price**: 1,850.– €

4 Content Ad



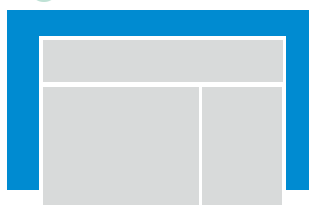
size: 300 x 250 pixels
price*: 850.– €
price**: 1,250.– €

5 Skyscraper



size: 160 x 600 pixels
price*: 1,250.– €
price**: 1,850.– €

6 Webskin



size: (2x) 160 x 600 pixels +
1,200 x 110 pixels
price*: 1,800.– €
price**: 3,000.– €

Reichweite (Print + Online)

DRAHT	5.600 copies
WIRE	4.100 copies
Website DRAHT	41.788 Page impressions
Website WIRE	24.103 Page impressions
Newsletter DRAHT	2.548 recipients
Newsletter WIRE	3.748 recipients
Twitter	398 follower
LinkedIn	343 follower
umformtechnik.net	33.439 impressions

status: May 2022

Discounts:

- Combination discounts are available for simultaneous ad bookings in print and online.
- Individual cross-media offers are available on request.
- * price for www.draht-magazin.de or www.wire-magazine.de
- ** price for www.draht-magazin.de and www.wire-magazine.de
- duration: 4 weeks
- Delivery of the banner data incl. linking by e-mail indicating the customer name to Odine Gränke (odine.graenke@meisenbach.de).
- Formats valid from 1 April 2023.

Advertorial Online

Our readers should definitely know about your product innovations, your company news or your trade fair?

Then place your message in our editorial environment by booking an advertorial. We will place your information as an article on our website and integrate it into the most fitting category.



All advertorial guidelines can be found on page 20.

All advertorials will be published in the newsletter DRAHT or in the newsletter WIRE and prominently displayed as slider on our website www.umformtechnik.net as well as on one of the object websites (DRAHT or WIRE)!

Price: 895.- €

Bookable in combination with print adverts – we will be happy to make you an individual offer.

Optional: Increase your reach with our social media package!

Take advantage of our reach on the social networks. If requested, we will publish the advertorial on Twitter und LinkedIn.  

Surcharge: 200.- €



Our correction and release details can be found on p. 11.



Ad Opportunities Newsletter

Banner



General information: The DRAHT- and the WIRE-New-
sletter inform on all important news of the metal
working industry. They are sent in HTML-format.

Data formats: JPG, 700 x 120 pixels, max. size 100K
Data delivery: Advertising banners should be delivered
ready for publication at least 6 working days before the
publication date. Delivery by email, quoting the customer's
name, to Odine.Graenke@odine.graenke@meisenbach.de.

Rates per Ad (Banner):
650.- € (DRAHT)
650.- € (WIRE)

Special Newsletter

Our special newsletter is an exclusive newsletter. You as
a customer can deliver up to two advertorials and a ban-
ner, which will be integrated into the special newsletter.
We will publish the advertorials on our website and link
to them from the newsletter.

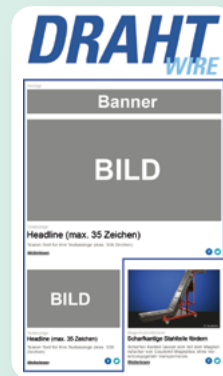
For data protection reasons, we cannot send out a lay-
out that you have designed to our newsletter recipients.
Instead, your content will be presented in the look &
feel of an editorial newsletter. Our team adds one or two
editorial articles to the newsletter, which also contribu-
tes to the authentic appearance of the format.

1-2 Advertorial(s):

- Headline: max. 35 characters, teaser text:
max. 350 characters
 - 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi
 - Main text: max. 2,000 characters
- Banner: 700 x 120 pixels, max. 100K

Price: 2,100.- € (DRAHT)

Price: 2,100.- € (WIRE)



Our correction and release details can be found on p. 11.

Cross-Media Opportunities

umformtechnik.NET



5 Websites with more than 2,8 Mio. impressions per year

125,000 contacts per year via our newsletter mailing list

1 App for four magazines

3 LinkedIn profiles

2 Twitter accounts

18 print issues/ ePaper / digital issues per year


over 87.220 print copies with 1.100 subscribers per year


Contact Persons


Ad Sales & Distribution:

Media Consultant:


Philipp Riegel


 +49 951 861-125


 +49 951 861-158

 philipp.riegel@meisenbach.de

Melek Aksoy


 +49 951 861-145


 +49 951 861-149


 melek.aksoy@meisenbach.de

Order Management:

Odine Gränke


 +49 951 861-195


 +49 951 861-158


 odine.graenke@meisenbach.de

Distribution:

Ulla Schiel

 +49 951 861-101


 +49 951 861-149


 vertrieb@meisenbach.de

Editorial staff:

Editor-in-Chief:

Jörg Dambock


 +49 951 861-118


 +49 951 861-149

 joerg.dambock@meisenbach.de

Head of online editorial office:

Daniel Keienburg


 +49 951 861-176


 +49 951 861-149

 daniel.keienburg@meisenbach.de

Editorial Department:


Sibylle Michel


 +49 951 861-117

 +49 951 861-149

 sibylle.michel@meisenbach.de

Antje Schmidtpeter

 +49 951 861-107

 +49 951 861-149

 antje.schmidtpeter@meisenbach.de

Publishing house:


Meisenbach GmbH


Geisfelder Straße 14

96050 Bamberg/Germany

P.O. Box: 20 69

96011 Bamberg/Germany

 +49 951 861-0

 +49 951 861-158

 info@meisenbach.de

www.meisenbach.de

Managing Director: Ulrich Stetter

Head of editorial office: Sabine Stenzel

Head of online editorial office: Daniel Keienburg

Bank details:

Sparkasse Mainfranken, Würzburg/Germany

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