

DRAHT
WIRE

draht-magazin.de

WIRE
DRAHT

wire-magazine.de

brands of umformtechnik.net

MEDIAKIT 2024

Ad rates no. 63, valid from 01 October 2023, as per: 1 July 2024

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: 5,531 copies DRAHT, 4,035 copies WIRE

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

Volume: 75th Volume DRAHT, 74th Volume WIRE

Membership:

- 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:

Focus on the world of wire: The trade magazine DRAHT and the independent English-language WIRE cover the complete process chain of the wire industry. That is why decision-makers and experts from wire production and processing, spring manufacturing and cable production read both industry magazines. With the printed editions and the and the various digital media channels, DRAHT and WIRE are the right communication environment for you and help you to place your message. This makes DRAHT and WIRE are the ideal access to your target group. DRAHT and WIRE provide managers in the wire processing industry with essential information and decision-making aids for business and operational practice. Interviews and reports on successful solutions in planning, production, and quality assurance, complemented by relevant results from research and development, as well as product presentations, form the basis.

For more than 70 years, DRAHT and WIRE have

gone with the spring, wire and cable industry and have been leaders in this sector. The close contact to the industry is also reflected in the active participation in national and international associations, societies, and research associations. DRAHT and WIRE are just as worth reading for the businessman as for the technician. As the mouthpiece of the industry, we provide specialist information for all market participants. Analyses, research, economic, market and trade fair reports directly affecting the industry are also included. Further research contributions are published as white papers. Thanks to the joint strategic orientation of DRAHT and WIRE, you can reach your international markets with the English WIRE and the DACH market with DRAHT. Both trade magazines effectively bring your message to the target group that is a potential buyer of your products and services.



Jörg Dambock
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joerg.dambock@meisenbach.de



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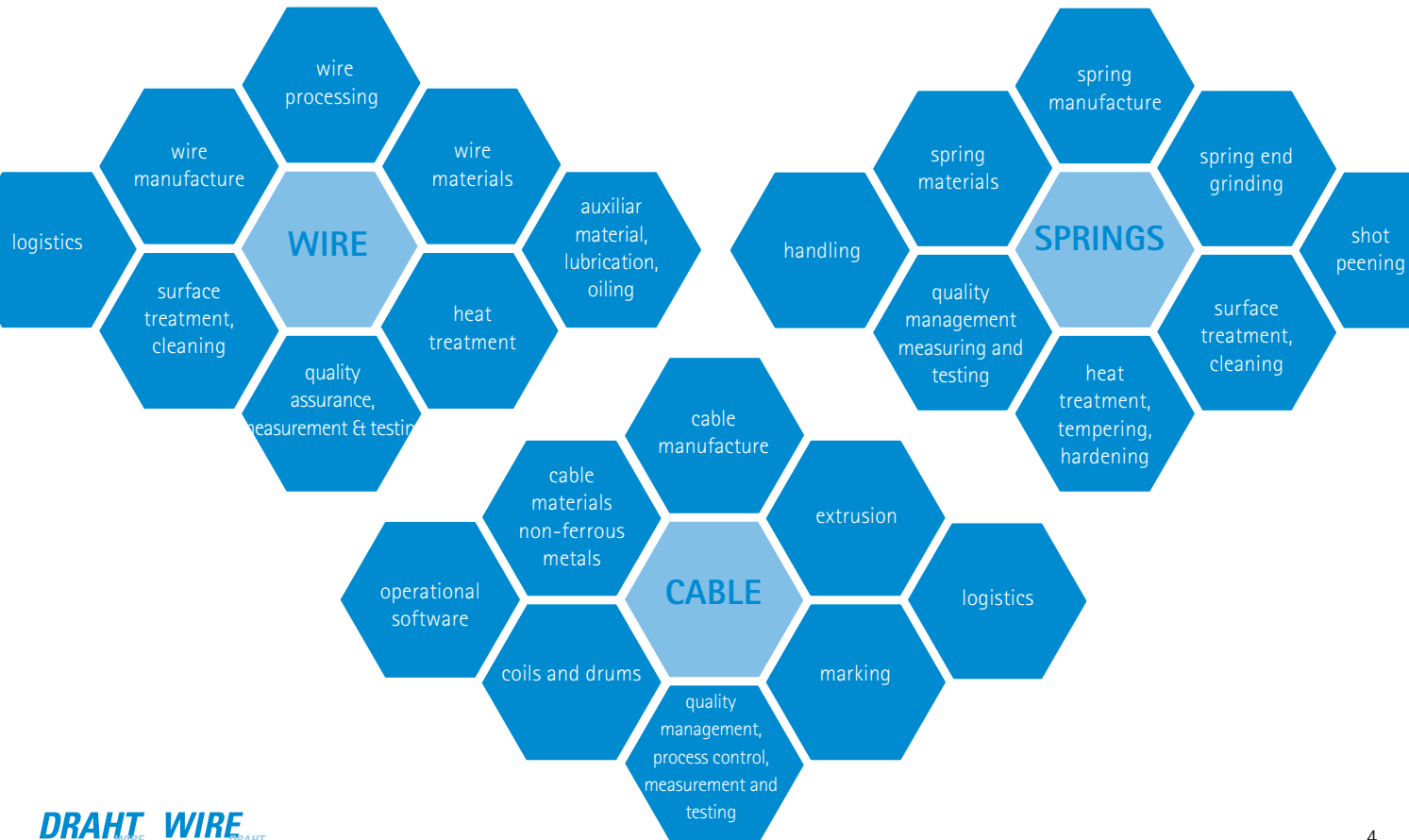
ONLINE



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The following topics are the subject of continuous reporting



TOPICS DATES



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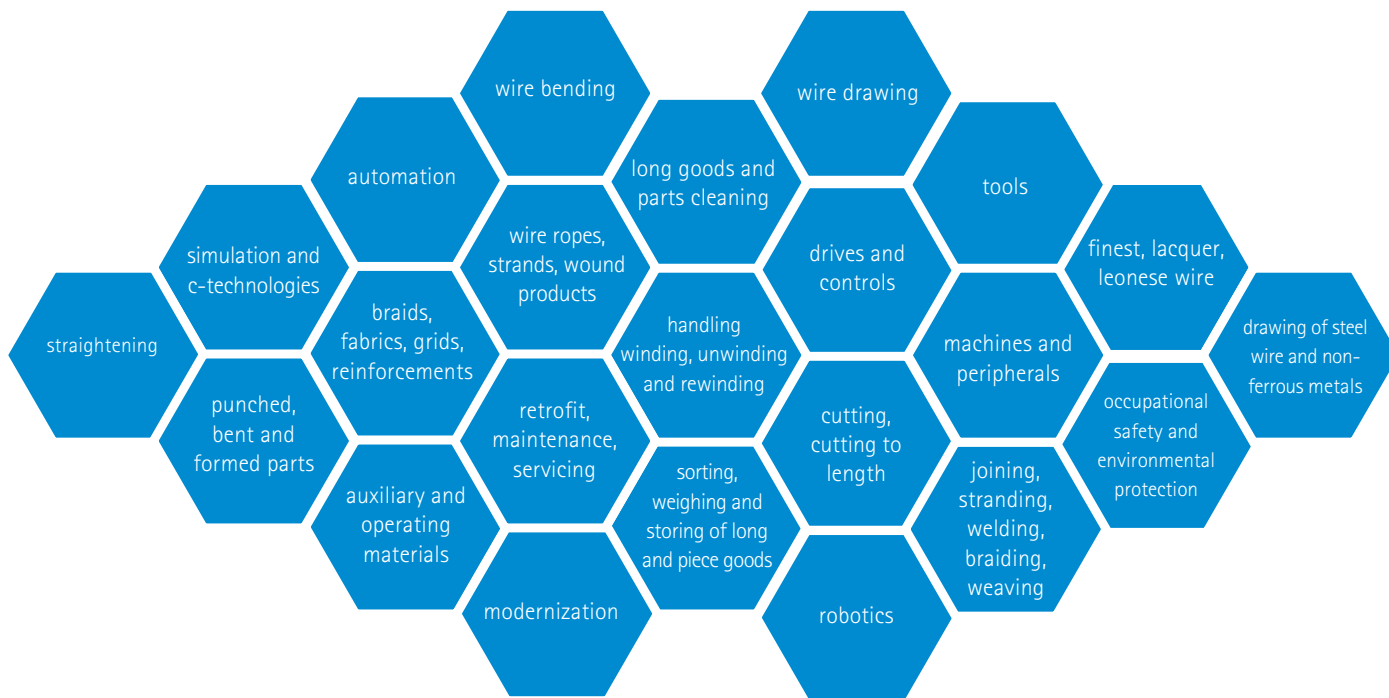
ONLINE



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Furthermore DRAHT and WIRE report on:



Further categories are:

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





Topics and Dates DRAHT

1/2024 March
Wire | Springs | Cable

Editorial deadline
31.01.2024

Advertising deadline
07.02.2024

Publication date
01.03.2024

Pre-Trade fair issue for wire 2024
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

2/2024 April
Wire | Springs | Cable

Editorial deadline
01.03.2024

Advertising deadline
08.03.2024

Publication date
05.04.2024

Trade fair issue for wire 2024

Focus on wire | springs | cable+ropes
In this issue, DRAHT presents trade fair highlights, new processes, technologies and trends from the world's leading trade fair of the wire industry.

Trade fairs

wire 2024, Dusseldorf
Automatica, Munich
Surface, Stuttgart

3/2024 June
Wire | Springs | Cable

Editorial deadline
10.05.2024

Advertising deadline
17.05.2024

Publication date
13.06.2024

Focus on springs | cable+ropes
materials, production, spring end grinding, shot peening, tempering, hardening, quality management, measuring and testing, sorting, storage / heat and surface treatment, c-technologies; extrusion, stranding, auxiliaries, handling systems, winding, unwinding and rewinding equipment, spools and drums, marking



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Topics and Dates DRAHT

4/2024 August
Wire | Springs | Cable

Editorial deadline
22.07.2024

Advertising deadline
29.07.2024

Publication date
22.08.2024

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
parts2clean, Stuttgart

5/2024 October
Wire | Springs | Cable

Editorial deadline
18.09.2024

Advertising deadline
25.09.2024

Publication date
22.10.2024

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

Trade fairs
SPS, Nuremberg

6/2024 December
Wire | Springs | Cable

Editorial deadline
06.11.2024

Advertising deadline
13.11.2024

Publication date
06.12.2024

Focus on cable+ropes
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 2025



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Topics and Dates WIRE

1/2024 February Wire | Springs | Cable

Editorial deadline
19.01.2024

Advertising deadline
26.01.2024

Publication date
21.02.2024

Pre-Trade fair issue for wire 2024 Focus on wire

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

Trade fairs
wire Mexico, Monterrey/Mexico

2/2024 March Wire | Springs | Cable

Editorial deadline
22.02.2024

Advertising deadline
29.02.2024

Publication date
25.03.2024

Trade fair issue for wire 2024

Focus on wire | springs | cable+ropes

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
wire 2024, Dusseldorf



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Topics and Dates WIRE

3/2024 September
Wire | Springs | Cable

Editorial deadline
07.08.2024

Advertising deadline
14.08.2024

Publication date
11.09.2024

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

Trade fairs
wire China, Shanghai/China
Casmí Spring World, Rosemont, IL/USA
MSV, Brno/Czech Republic

4/2024 November
Wire | Springs | Cable

Editorial deadline
03.10.2024

Advertising deadline
10.10.2024

Publication date
05.11.2024

Focus on cable+ropes
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
wire India, Mumbai/India



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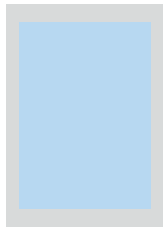


ONLINE



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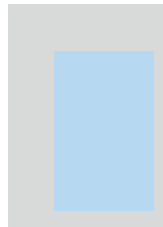
Ad Rates and Ad Formats*



1/1 page

B: 210 mm x 297 mm

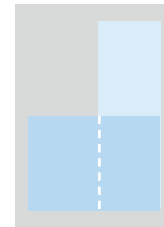
4,950.- €



Junior Page

B: 142 mm x 201 mm

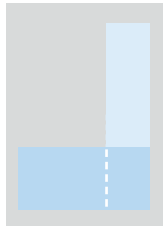
3,010.- €



1/2 page

B: 102 mm x 297 mm
B: 210 mm x 147 mm

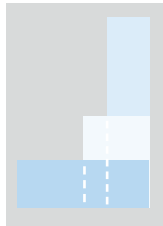
2,800.- €



1/3 page

B: 72 mm x 297 mm
B: 210 mm x 98 mm

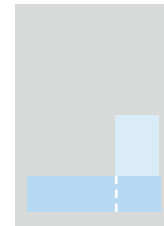
2,150.- €



1/4 page

PS: 184 mm x 59 mm
PS: 90 mm x 127 mm
B: 55 mm x 297 mm
B: 210 mm x 76 mm

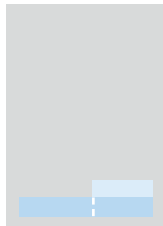
1,860.- €



1/6 page

PS: 184 mm x 45 mm
PS: 59 mm x 127 mm

1,430.- €



1/8 page

PS: 184 mm x 27 mm
PS: 90 mm x 59 mm

1,090.- €

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

Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline.

- 5,600.- €**
- 5,450.- €**
- 5,300.- €**
- 5,550.- €**
- 3,915.- €**
- 2,420.- €**

+10%

* 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.- €

20 %

Ad specials:

Inserts/price per thousand
up to 25 g: 510.- €
up to 50 g: 615.- €

Magazine format:

DIN A 4, 210 mm wide x 297 mm high

Maximum format available for loose inserts:
205 x 297 mm

Discounts:

Ads within 12 months (insertion year):

Frequency discount

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

Rates for bound inserts on request

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.- €



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philipp.riegel@meisenbach.de



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Media Consultant

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daniel.moser@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: 3,570.- €

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.*

* Travel expenses will be charged to the customer without surcharge.
Our correction and release details can be found on p. 11.

1/2 page Advertorial: 2,040.- €

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.*

**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 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: 3,915,- €

We need the following data from you:

- a meaningful picture in landscape format and in printable quality (*.jpg, 300 dpi or 4,961 x 3,508 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.



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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: 2,420,- €

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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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, PS0coated_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: PS0coated_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 PS0-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 PS0coated_v3.icc.

If you are interested, please contact Oline Gränke 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, Media coordination
odine.graenke@meisenbach.de
Tel.: +49 951 861-195

Delivery address:

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



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Distribution

Subscription prices 2024*

	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 WIRE	DRAHT
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 adress potential DRAHT and WIRE

Germany, Austria, Switzerland	6.902
Europe	5.204
Asia	1.899
South America	691
North America	806
Africa	135
Oceania	94
	15.731

Range (print + online)

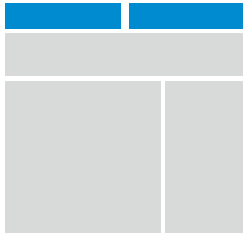
DRAHT	5,600 copies
WIRE	4,100 copies
Website DRAHT*	25,966 impressions
Website WIRE*	19,001 impressions
Newsletter DRAHT	2,500 recipients
Newsletter WIRE	3,700 recipients
X	404 follower
LinkedIn	426 follower
umformtechnik.net*	149,780 impressions

status: July 2023

* Ø 2023

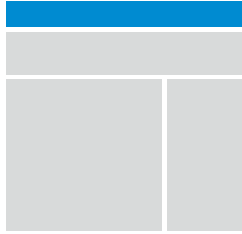
Ad Banner on umformtechnik.net/draht and umformtechnik.net/wire

1 Full Banner



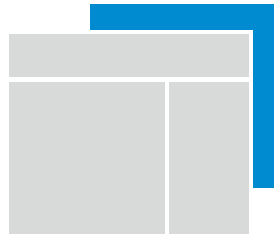
size: 560 x 110 pixels
 price*: 875.- €
 price**: 1,340.- €

2 Superbanner



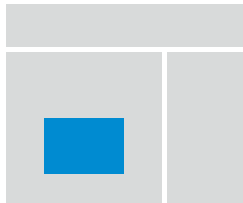
size: 1,170 x 110 pixels
 price*: 1,275.- €
 price**: 1,905.- €

3 Hockeystick



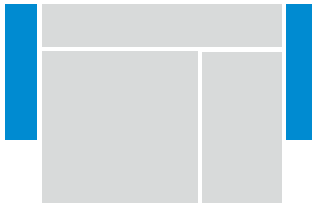
size: 735 x 110 pixels +
 160 x 600 pixels
 price*: 1,275.- €
 price**: 1,905.- €

4 Content Ad***



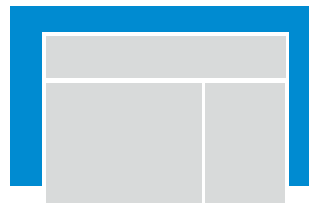
size: 300 x 250 pixels
 price*: 875.- €
 price**: 1.275.- €

5 Skyscraper



size: 160 x 600 pixels
 price*: 1.275.- €
 price**: 1,905.- €

6 Webskin



size: (2x) 160 x 600 pixels +
 1,200 x 110 pixels
 price*: 1,855.- €
 price**: 3,090.- €

Range online Ø 2023

Website DRAHT	25,966 impressions
Website WIRE	19,001 impressions
umformtechnik.net	149,780 impressions

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.

***This banner is also visible in the mobile version and always remains in the field of view of the reader.

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.

Advertorial guidelines:

- **Headline:** max. 35 characters, **teaser text:** max. 350 characters, **Main text:** max. 2,000 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi

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: 920.- €

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

Optional: Book our social media package! Take advantage of our reach on the social networks. If requested, we will publish the advertorial on X and LinkedIn.

Surcharge: 200.- €



In the slider on our home page, your advertorial is always visible for 10 seconds.



Click here or take a picture – here you get to the Advertorial Online example



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Ad Opportunities Newsletter

Banner



General information: The DRAHT- and the WIRE-Newsletter 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 Gränke (odine.graenke@meisenbach.de).

Rates per Ad (Banner):

670.- € (DRAHT)
670.- € (WIRE)

Special Newsletter

Our special newsletter is an exclusive newsletter. You as a customer can deliver up to two advertorials and a banner, 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 layout 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 contributes to the authentic appearance of the format.

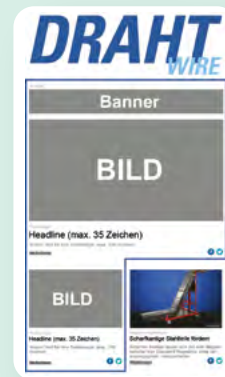
1-2 Advertorial(s):

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

Banner: 700 x 120 pixels, max. 100K

Price: 2,150.- € (DRAHT)

Price: 2,150.- € (WIRE)



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





LinkedIn-Package

Via LinkedIn we have built up an extensive company network from which you can also benefit: Use our **LinkedIn package** to present your products and innovations or to publish an image campaign.

Package prices:

5 posts (per calendar year): 950.- €

10 posts (per calendar year): 1,760.- €

Larger quantity on request

- We need one photo per post, preferably in square format
- Minimum dimensions: 1200 x 1200 pixels
- Text up to approx. 3,000 characters
- Reach more people with the right hashtags! Since hashtags significantly influence the reach on LinkedIn you can integrate up to 18 hashtags in addition to your text.



Join now

Join with Google

Sign in

<https://www.linkedin.com/showcase/wire-draht-magazin>



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Cross-Media Opportunities



umformtechnik.NET



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2 X accounts

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