

BLECH+
ROHRE+
PROFILE

UMFORMTECHNIK
MASSIV
+LEICHTBAU

MEDIAKIT 2022

Ad rates no.29, valid from 1 October 2021, as per: 08 February 2022

Menschen. Märkte. Meisenbach.





Focus on
sheet metal,
tubes and profiles

Focus on
industrial solid forming and
lightweight construction



Target group:

The readers of the specialist magazines "BLECH ROHRE PROFILE" and "UMFORMTECHNIK Massiv + Leichtbau" are managing directors, manufacturing and production managers and engineers as well as professionals who define the manufacturing process, decide on investments and thus influence the technical development of their enterprise. Relevant sectors include the automotive industry and its suppliers, the iron, sheet metal, metal goods and electrical engineering industries, mechanical engineering, apparatus and plant engineering and construction, automotive manufacturing, shipbuilding, aircraft construction, as well as R+D.

Print run:

BLECH ROHRE PROFILE 6.200 copies
UMFORMTECHNIK Massiv + Leichtbau
4.000 copies

Frequency:

BLECH ROHRE PROFILE four times per year
UMFORMTECHNIK Massiv + Leichtbau
four times per year
Volume: 56. volume 2022

Membership/Participation:

ICFG (International Cold Forging Group)

Brief Description

"BLECH ROHRE PROFILE" is a specialist magazine for manufacturers and processors of sheet metal, tubes and profiles. Key topics include technologies and applications relating to the production of strip, sheet metal, tubes and profiles, their processing as well as alternative or complementary processes, resources, automation, digitalisation, and IT. The editorial coverage includes industry analysis as well as reports on research, business, trade fairs, and markets. The specialist magazine "BLECH ROHRE PROFILE" appears in print four times per year and continuously online on www.umformtechnik.net. These formats are complemented with our email newsletters.

"UMFORMTECHNIK Massiv + Leichtbau" is a specialist magazine for industrial solid formers as well as manufacturers and processors of solutions in lightweight construction. Key topics include the hot, semi-hot and cold forging of metal pieces and semi-finished products as well as lightweight forming. The magazine is rounded off with industry analysis as well as reports on research, business, trade fairs, and markets.

The specialist magazine "UMFORMTECHNIK Massiv + Leichtbau" appears in print four times per year and continuously online on www.umformtechnik.net. These formats are complemented with email newsletters.

UMFORMTECHNIK is the official organ of the International Academy for Production Engineering (CIRP) and the International Cold Forging Group (ICFG).

Content

The specialist magazines "Blech Rohre Profile" and "UMFORMTECHNIK Massiv + Leichtbau" cover the topics that interest technical decision makers. Contributions from industry, business, specialist associations as well as Research & Development shed light on the state of the art and trends in metal working and related processes. The information provided is always concise and succinct. Short reports on associations, industry developments and much more are clearly structured and easy to find. Product reports for industrial solid formers and lightweight construction specialists as well as

manufacturers and processors of sheet metal, tubes and profiles are clearly categorised for quick and easy access. Detailed research articles are featured as white papers on www.umformtechnik.net.



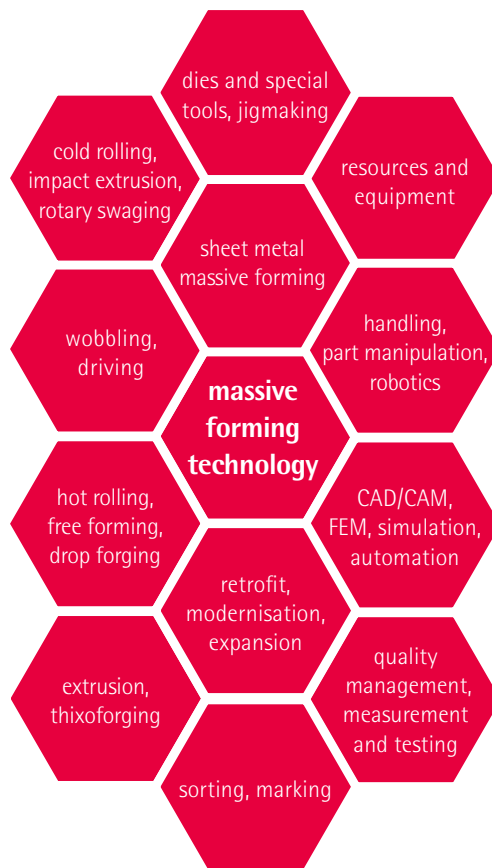
Dr.-Ing. Michael Hobohm

Tel.: +49 951 861-160

Fax: +49 951 861-149

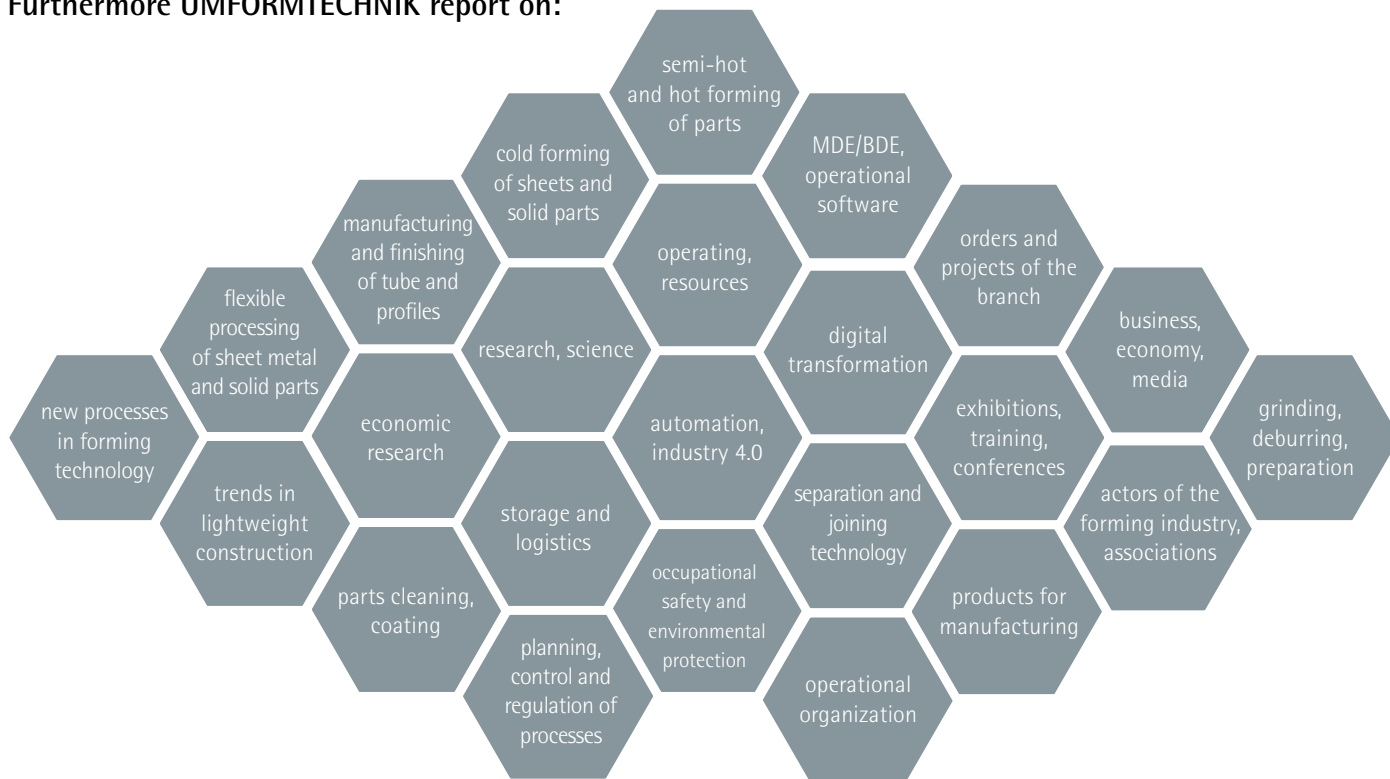
E-Mail: michael.hobohm@meisenbach.de

The following topics are the subject of continuous reporting





Furthermore UMFORMTECHNIK report on:



Topics and Dates BLECH ROHRE PROFILE

1/2022
March

Editorial deadline
25.02.2022

Advertising deadline
03.03.2022

Publication date
28.03.2022

Forming
Pre-Trade fair edition Tube

Trade fairs
Lamiera, Milano/Italy, 18. – 21.05.2022

2/2022
May

Editorial deadline
14.04.2022

Advertising deadline
21.04.2022

Publication date
16.05.2022

Cutting and joining
Surface technology
Trade fair edition Tube

Trade fairs
Tube, Duesseldorf, 20. – 24.06.2022
Lasys, Stuttgart, 21. – 23.06.2022
Surface, Stuttgart, 21. – 23.06.2022

3/2022
September

Editorial deadline
04.08.2022

Advertising deadline
10.08.2022

Publication date
05.09.2022

Welding and cutting
Automation and handling

Trade fairs
Ble.CH, Bern/Switzerland, 20. – 22.09.2022

4/2022
October

Editorial deadline
13.09.2022

Advertising deadline
19.09.2022

Publication date
17.10.2022

Trade fair edition Euroblech
Digitalisation and C-Technology

Trade fairs
Euroblech, Hanover, 25. – 28.10.2022



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



TERMS



CONTACT

Topics and Dates UMFORMTECHNIK Massiv + Leichtbau

1/2022
March

Editorial deadline
11.02.2022

Advertising deadline
17.02.2022

Publication date
14.03.2022

Cold massive forming
Automation and handling

2/2022
June

Editorial deadline
05.05.2022

Advertising deadline
11.05.2022

Publication date
07.06.2022

Hot forming
Tool and die making

Trade fairs

wire, Duesseldorf, 20. – 24.06.2022
Castforge, Stuttgart, 21. – 23.06.2022
Lasys, Stuttgart, 21. – 23.06.2022
Surface, Stuttgart, 21. – 23.06.2022

3/2022
September

Editorial deadline
19.08.2022

Advertising deadline
26.08.2022

Publication date
20.09.2022

Lightweight construction
Surface technology

Trade fairs

Aluminium, Duesseldorf, 27. – 29.09.2022
IMT/MSV, Brno/Czech Republic,
03. – 07.10.2022
Part2clean, Stuttgart, 11. – 13.10.2022

4/2022
November

Editorial deadline
30.09.2022

Advertising deadline
07.10.2022

Publication date
02.11.2022

Additive manufacturing
Cold massive forming

Trade fairs

Formnext, Frankfurt on the Main,
15. – 18.11.2022
Fastener Fair, Milano/Italy,
30.11. – 01.12.2022



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE

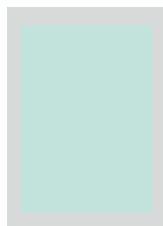


TERMS



CONTACT

Ad Rates and Ad Formats*



1/1 page

PS: 184 mm x 260 mm
B: 210 mm x 297 mm

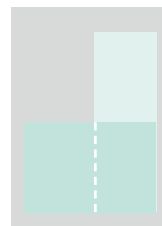
4,215.- €



Junior Page

PS: 130 mm x 184 mm
B: 142 mm x 201 mm

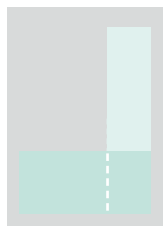
2,590.- €



1/2 page

PS: 184 mm x 127 mm
PS: 90 mm x 260 mm
B: 102 mm x 297 mm
B: 210 mm x 147 mm

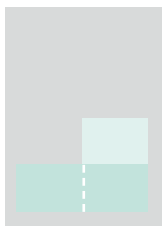
2,380.- €



1/3 page

PS: 184 mm x 81 mm
PS: 59 mm x 260 mm
B: 72 mm x 297 mm
B: 210 mm x 98 mm

1,825.- €



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

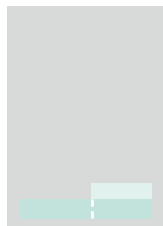
1,580.- €



1/6 page

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

1,220.- €



1/8 page

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

930.- €

Best Placement:

Front cover page	4,810.- €
2nd cover page	4,700.- €
3rd cover page	4,540.- €
Back cover page	4,760.- €
Eye-catcher	2,950.- €
Lead page	2,050.- €

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.

* 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

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 1,060.- €**

Magazine format:

DIN A4, 210 mm wide x 297 mm high

Discounts:

Ads within 12 months (insertion year):

Frequency discount

2 Ads	5%
4 Ads	10%
8 Ads	15%

Millimetre price classifieds

8.40 €

Ad specials:

Inserts

up to 25g:

405.- €

up to 50g:

510.- €

Maximum format available for loose inserts:
205 x 297 mm

Rates for bound inserts on request



Christian Matthe

Media Consultant

Tel.: +49 951 861-129

Fax: +49 951 861-149

E-Mail: christian.matthe@meisenbach.de

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: 2,830.- €

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): The price includes one proofing cycle.*

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 layout. The price includes one proofing cycle. **

1/2 page Advertorial: 1,730.- €

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). The price includes one proofing cycle.*

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 layout. The price includes one proofing cycle. **

* Every additional proofing cycle will incur a charge of 100.- €.

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

We will also be glad to publish your advertorial online as an option. You will find the prices for this on page 16.



UMFORMTECHNIK – Wall Calendar 2023

enclosed in issue 04/2022 „BLECH ROHRE PROFILE“ and 4/2022 „UMFORMTECHNIK Massiv + Leichtbau“ with a total print run of 13,000 copies



UMFORMtechnik

Blech Rohre Profile
Massiv + Leichtbau

2022

www.umformtechnik.net

München,
Mittel
Weitenbach, A

Verlagsleitung:
Ulrichsmeier, C
Friedrich, S
Friedrich, S
Friedrich, S

Redaktion:
Wolfgang, H
Friedrich, S
Friedrich, S
Friedrich, S

Anzeigenverkauf:
Christoph, S
Friedrich, S
Friedrich, S
Friedrich, S

Alle Service
Lina, S

50 mm x 205 mm
950.- €

50 mm x 205 mm
950.- €

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

50 mm x 205 mm
950.- €

50 mm x 205 mm
950.- €



TOPICS
DATES

€
PRINT
PRICES



TECHNIQS



SALES



ONLINE



TERMS



CONTACT

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) on coated paper (chlorine free). Wire stitching or adhesive binding.

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 72.- €/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 PS0coated_v3.icc.

If you are interested, please contact Monika Schmidt (monika.schmidt@meisenbach.de, Tel.: +49 951 861-100), 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:

Monika Schmidt, Order Management
monika.schmidt@meisenbach.de
Tel.: +49 951 861-100

Delivery address:

Schleunungsdruck GmbH
Inserts: for attention of Thomas Gesell
Eltertstraße 27
97828 Marktheidenfeld
Germany
Tel.: +49 9391 6005-33



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



TERMS



CONTACT

Distribution

BLECH ROHRE PROFILE

Geographical recipient analysis*

Germany	92.79%
Abroad	7.21%
Print run	100.00%

*Average in percent - issues July 2020 – June 2021

Subscription prices 2022**

Issues per year	4
Domestic incl. postage and 7 % VAT	94.- €
Abroad Europe	100.- €
Abroad world	120.- €

Digital	84.- €
Premium (Print + Digital) domestic	109.- €
Premium (Print + Digital) europe	115.- €
Premium (Print + Digital) world	135.- €

UMFORMTECHNIK Massiv + Leichtbau

Geographical recipient analysis*

Germany	98.36%
Abroad	1.64%
Print run	100.00%

*Average in percent - issues July 2020 – June 2021

Subscription prices 2022**

Issues per year	4
Domestic incl. postage and 7 % VAT	94.- €
Abroad Europe	100.- €
Abroad world	120.- €

Digital	84.- €
Premium (Print + Digital) domestic	109.- €
Premium (Print + Digital) europe	115.- €
Premium (Print + Digital) world	135.- €

**All prices incl. delivery charges

Terms of payment: After invoicing by bank transfer, credit card or with 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

BLECH ROHRE PROFILE and UMFORMTECHNIK

Massiv + Leichtbau

Classified potential of recipients:

Distribution Germany, Austria, Switzerland

Trade	WZ 2008
Metal production and processing	24
Manufacture of metal products	25
Production of office machinery, electronic and optical products	26
Production of electronic equipment	27
Mechanical engineering	28
Manufacture of vehicles and automotive parts	29
Other vehicles construction	30
Repair and installation of machinery and equipment	33
Trade	45,46
Others	



Cross-Media Opportunities

coverage (print + online)

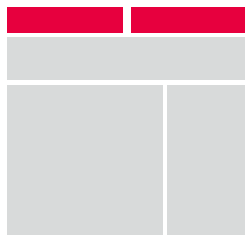
UMFORMTECHNIK Massiv + Leichtbau	4,000 copies
BLECH ROHRE PROFILE	6,200 copies
Website UMFORMTECHNIK Massiv + Leichtbau	9,523 page impressions
Website BLECH ROHRE PROFILE	9,851 page impressions
Newsletter UMFORMTECHNIK Massiv + Leichtbau	ca. 1,400 recipients
Newsletter BLECH ROHRE PROFILE	ca. 3,400 recipients
Twitter	400 follower
umformtechnik.net	42,745 impressions

status: June 2021



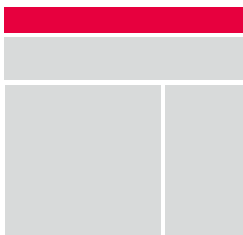
Ad Banner on umformtechnik-magazin.de or blechrohreprofile.de

1 Full Banner



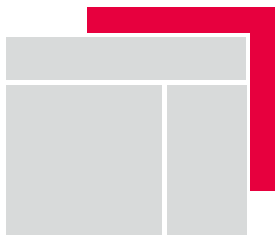
Size: 468 x 60 pixels
Price*: 715.- €
Price**: 1045.- €

2 Superbanner



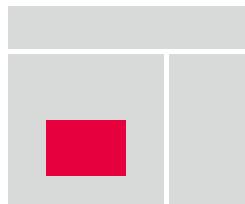
Size: 950 x 90 pixels
Price*: 1,045.- €
Price**: 1,595.- €

3 Hockeystick



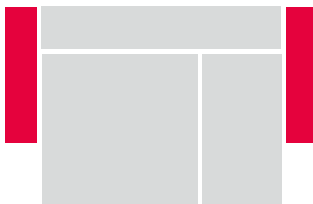
Size: 728 x 90 pixels +
120 x 600 pixels
Price*: 1,045.- €
Price**: 1,595.- €

4 Content Ad



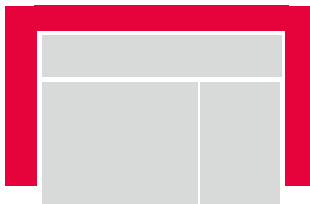
Size: 300 x 250 pixels
Price*: 715.- €
Price**: 1.045.- €

5 (Wide) Skyscraper



Size: (160) 120 x 600 pixels
Price*: 1.045.- €
Price**: 1,595.- €

6 Webskin



Size: (2x) 120 x 600 pixels+
980 x 90 pixels
Price*: 1.250.- €
Price**: 1.875.- €

Discounts:

Combination discounts are available for simultaneous ad bookings in print and online.

Individual cross-media offers are available on request.

* price for www.umformtechnik-magazin.de
or www.blechrohreprofile.de

** price incl. www.umformtechnik.net

Delivery of the banner data incl. linking by e-mail indicating the customer name to
Monika Schmidt (monika.schmidt@meisenbach.de).

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 advertorials will be published in our newsletter and displayed as sliders on our website!

Price: 795.- €

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. 

Surcharge: 150.- €



You can also find our guidelines and examples under:

<https://umformtechnik.net/umform/Inhalte/Mediadaten/Richtlinien/Ihr-Advertorial>

Ad Opportunities Newsletter

Banner



General information: The UMFORMtechnik-Newsletter informs on all important news of the metal working industry. It is 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 Monika Schmidt (m.schmidt@meisenbach.de).

Rates per Ad (Banner):

575.- € (UMFORMTECHNIK Massiv + Leichtbau)

575.- € (BLECH ROHRE PROFILE)

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.



Advertorial:

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

Banner:

- 700 x 120 pixels, max. 100K

Price: 1,750.- € (UMFORMTECHNIK Massiv + Leichtbau)

Price: 1,750.- € (BLECH ROHRE PROFILE)



TOPICS
DATES



PRINT
PRICES



TECHNIQS



SALES



ONLINE



TERMS



CONTACT

A strong combination

Take advantage of our well-established metal technical magazines for non-cutting forming.
Advertise comprehensively with the greatest reach by means of a combined advertisement in several titles.

Your advantage: more coverage with combination discount!



www.draht-magazin.de



www.wire-magazine.de



www.umformtechnik-magazin.de



www.blechrohreprofile.de

Cross-industry advertising

Suppliers of cross-technology products such as automation technology, control technology, regulation technology and drive technology, quality assurance systems, software solutions, heat and surface treatment plants benefit from combined advertising in the four specialist titles published by Meisenbach Verlag.

Ask for our package savings prices and an offer tailored to your needs!

Contact us: Christian Matthe, +49 951 861-129, christian.matthe@meisenbach.de



General Terms and Conditions

1. In the following General Terms, «advertisement order» refers to the contract on the publication of one or several advertisements of an advertiser or others in a printed paper for the purposes of circulation.
2. Advertisement orders, unless expressly placed for a longer period, must be carried out within one year beginning with the signing of the contract. Only written agreements or written confirmations from the publishers are valid.
3. If the advertiser augments his advertisement order or adds another order to it in such a way as to increase the number of advertisements, appearing within the one- or two-year period, the probably higher discount will also be granted for already printed advertisements.
4. If an order is unfulfilled through no fault of the publishers, the advertiser must return to the publisher the difference between the granted discount and that corresponding to the actual execution of the order, irrespective of any eventual legal duties. The repayment ceases, if the unfulfilment is based on the force majeure in the risk area of the publishers.
5. Advertisements, which owing to their presentation cannot be recognised as such, will be marked with the word «Advertisement» by the publishers.
6. The publishers have the right to refuse advertisement orders - including single terms within a contract - and insert orders, by reason of their contents, origin or their technical form, according to the uniform and technically justifiable principles of the publishers, when their content infringes laws or official regulations or when their publication is unfavourable for the publisher.
In addition, bound or loose insert orders are only binding after a sample of the bound or loose insert has been submitted and met the approval of the publishers. Inserts, whose form or presentation give the reader the impression that they are part of the newspaper or magazine or which contain foreign advertisements, cannot be accepted. The advertiser will be informed immediately if his order is refused.
7. The advertiser himself is responsible for the content and the legitimacy of text and pictures submitted for the advertisement. Furthermore, it is the duty of the advertiser to exempt the publisher from claims of a third party, even when it should be inhibited, which might arise against the publishers as a result of the execution of the order.
8. The advertiser is responsible for submitting the advertisement text and the unobjectionable printing material or inserts on time. The publisher demand immediate replacement of obviously unsuitable or damaged printing material. The publisher guarantee the usual printing quality for the text submitted, in as far as the possibilities of the printing material allow.
9. In the case of the completely or partly illegible, incorrect, or incomplete printing of the advertisement, the advertiser is entitled to a price reduction or to a replacement advertisement, however, only in as far as the purpose of the original advertisement was impaired. If the publishers allow the reasonable period for this to expire or if the replacement advertisement is again objectionable, the advertiser has the right to a price reduction or a cancellation of the order. Liability caused by unfulfilment, negligence on signing the contract an unlawful acts are out of the question also with advertising orders placed by telephone. Extent of liability caused by inability to carry out the order or delay are limited to replacement of the foreseeable damages and the indemnification of the relevant advertisement or insert costs. This is not the case for malice and gross negligence of the publishers, their legal representatives and intermediate assistants. The publishers' extent of liability for damages due to failure to provide warranted quality remains unaffected. In commercial business transactions, the publisher are not liable for the gross negligence of intermediate assistants; in remaining cases, the extent of liability for gross negligence towards

tradesmen is limited to the foreseeable damages up to the corresponding costs. Complaints - except for not obvious faults - must be forwarded within four weeks after receipt of invoice and voucher.

10. The advertiser himself is responsible for typographical errors if the publisher sends him a proof and if he failed to correct the mistake or to return the proof in time.
11. For payment of the advertisement invoice within 8 days after date of invoice a 2% discount is granted, payment after 30 days is net. In case of delay or postponement of payment, the advertiser is charged with default interest amounting to 3% above the rate of discount of the Deutsche Bundesbank and with the collection costs. The publisher may also discontinue the execution of the order until the advertisements already published have been paid for, and may demand advance payment for the remaining advertisements.
In the case of justifiable doubts in the advertiser's ability to pay, the publisher are entitled to make the publication of further advertisements dependant on the advance payment of the amount and on the settlement of outstanding invoices, even within the duration of an advertising contract and regardless of an originally agreed upon term of payment.
12. Where the print-run has been reduced, it is possible to claim a partial reduction in price where several adverts have been booked in advance and where the average distributed print-run quoted either on the rate card or elsewhere is higher than the overall average print-run for the year, starting with the appearance of the first advert. A reduction in the print-run is deemed unjustifiable where it has been reduced by 20% or more for a print-run of up to 50000 copies. The percentage total of the price reduction is calculated in direct relation to the fall in the overall print-run.
13. Advertisement rates do not include costs for graphic work, or for the preparation of photos or digital data. If such work is necessary for the execution of an advertising order it will be charged extra. Also, considerable changes in original order can be brought to the account of the advertiser.
14. At the advertiser's request, the publisher will give evidence of the circulation of the magazine for which advertisements have been placed.
15. In box number advertisements the publisher employs the care of a prudent businessman for the custody and punctual transmission of the offer. Registered letters and express letters concerning box number advertisements will be forwarded by normal post only.
16. Enclosures accompanying offers and applications forwarded to the advertiser in reply to a box number advertisement remain the property of the sender and must be returned to him.
17. Printing material, which the advertiser does not expressly demand to be returned to him, is kept by the publisher for two years, however, the publisher cannot be held responsible for any damage or loss caused by force majeure.
18. Place of payment and place of jurisdiction, in as far as the law does not forcibly prescribe otherwise, is Bamberg.
Even if the residence or usual domicile of the advertiser is unknown at the time of the endorsement of a claim, or if the advertiser moves out of the area covered by the law, after the conclusion of the contract, Bamberg remains the place of jurisdiction.
19. The advertising mediators and agencies are obliged to respect the rate card of the publishers, in their offers, contracts and accounts with advertisers. The agency commission granted by the publishers may be forwarded neither in part nor in full, neither directly nor indirectly to the advertiser.
20. Should one of the preceding stipulations be without legal force, the validity of those remaining is not affected.
21. Advertising orders can be cancelled up to the closing date for advertisements. Cancellation must be made in writing or in text form (by mail, fax or e-mail). If the advertisement has already been printed, the customer must pay for the advertisement. Otherwise, the publisher may demand reimbursement of the costs incurred up to the cancellation in accordance with the statutory provisions.



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Sparkasse Mainfranken, Würzburg

IBAN: DE50 7905 0000 0047 9552 65

Kto-Nr.: 47955265

BLZ: 790 500 00

BIC: BYLADEM1SWU

Terms of payment:

3% discount on payment before publication,

2% discount on payment within 8 days from

date of invoice, net 30 days from invoice.

Place of fulfilment and court of jurisdiction

is Bamberg. (Unless otherwise determined by law)



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