

UMFORMTECHNIK
+ MASSIV
LEICHTBAU

MEDIAKIT 2023

Ad rates no. 30, valid from 1 October 2022, as per: 03 July 2023

Menschen. Märkte. Meisenbach.





Focus on
industrial solid forming and
lightweight construction

Target group:

The readers of the specialist magazine "UMFORMTECHNIK Massiv + Leichtbau" is 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:

4.000 copies

Frequency:

four times per year

Volume: 57. volume 2023

Membership/Participation:

ICFG (International Cold Forging Group)



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT

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.



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The following topics are the subject of continuous reporting:





Furthermore UMFORMTECHNIK report on:





Topics and Dates UMFORMTECHNIK Massiv + Leichtbau

1/2023

March

Editorial deadline
10.02.2023

Advertising deadline
16.02.2023

Publication date
13.03.2023

Cold massive forming
Automation and handling

Trade fairs
Fastener Fair, Stuttgart

2/2023

June

Editorial deadline
05.05.2023

Advertising deadline
11.05.2023

Publication date
05.06.2023

Hot forming
Tool and die making

Trade fairs
Rapid.Tech 3D, Erfurt
Control, Stuttgart
Mouldung Expo, Stuttgart
Surface Technology, Stuttgart

3/2023

September

Editorial deadline
15.08.2023

Advertising deadline
21.08.2023

Publication date
13.09.2023

Lightweight construction
Surface technology

Trade fairs
EMO, Hannover
parts2clean, Stuttgart

4/2023

November

Editorial deadline
11.10.2023

Advertising deadline
17.10.2023

Publication date
09.11.2023

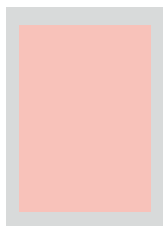
Additive manufacturing
Cold massive forming

Trade fairs
Formnext, Frankfurt am Main
Euroguss, Nürnberg





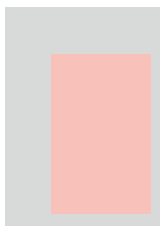
Ad Rates and Ad Formats*



1/1 page

B: 210 mm x 297 mm

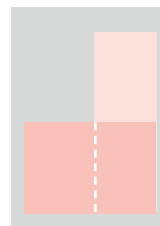
4,850.- €



Junior Page

B: 142 mm x 201 mm

2,950.- €

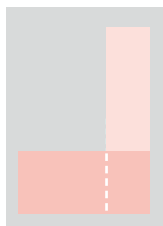


1/2 page

B: 102 mm x 297 mm

B: 210 mm x 147 mm

2,740.- €

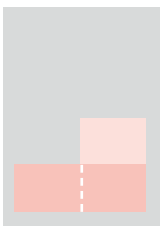


1/3 page

B: 72 mm x 297 mm

B: 210 mm x 98 mm

2,100.- €



1/4 page

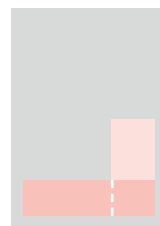
PS: 184 mm 59 mm

PS: 90 mm x 127 mm

B: 55 mm x 297 mm

B: 210 mm x 76 mm

1,820.- €

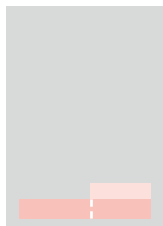


1/6 page

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

5,500.- €

2nd cover page

5,350.- €

3rd cover page

5,200.- €

Back cover page

5,450.- €

Eye-catcher

3,800.- €

Lead page

2,350.- €

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 1,250.- €

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%

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 25g:	500.- €
up to 50g:	600.- €

Maximum format available for loose inserts: 205 x 297 mm

Rates for bound inserts on request



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philipp.riegel@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: 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 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 layout.*

* Travel expenses will be charged to the customer without surcharge.
Our correction and release details can be found on p. 8.

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



Eye-catcher

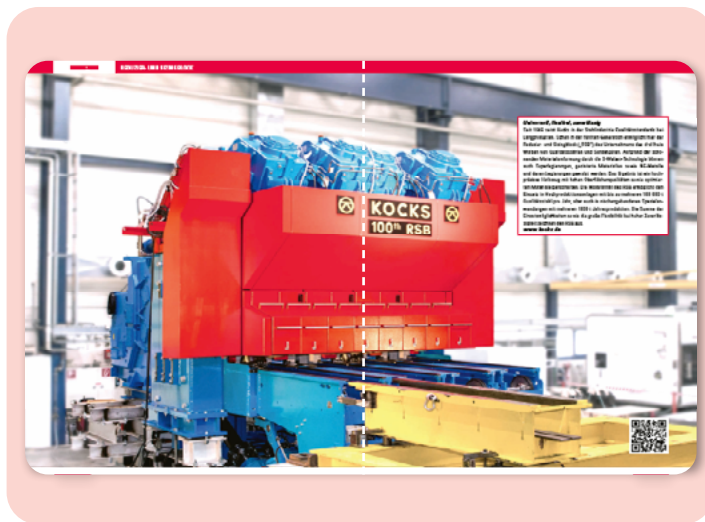
The EYE-CATCHER is our creative double-sided format 2/1. If you have a particularly beautiful picture of one of your products or of your company, it gets a very special appearance with our eye-catcher.

Double-sided eye-catcher: 3,800,- €

We need the following data from you:

- a meaningful picture with machines in action, in landscape format and in printable quality (*jpg, 300 dpi or 3,508x4,961 pixels)
- a short descriptive text (*.txt, *.docx) with max. 1,000 characters (excluding spaces)
- Your desired web address (URL)
- QR code

Images and text are embedded in the look & feel of the editorial environment. 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. 8.



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 with machines in action, in portrait format and in printable quality (*jpg, 250 dpi or 1,748x2,480 pixels)
- a short descriptive text (*.txt, *.docx) with max. 300 characters (excluding spaces)
- your desired web address (URL)
- the placement of a QR code is also possible

Images and text are embedded in the look & feel of the editorial environment. 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. 8.



UMFORMTECHNIK – Wall Calendar 2024

Enclosed in issue 04/2023 „BLECH ROHRE PROFILE“ and 4/2023 „UMFORMTECHNIK Massiv + Leichtbau“ with a total print run of 13,000 copies



**BLECH+
ROHRE
+PROFILE**

2024

www.umformtechnik.net

**UMFORMTECHNIK
+MASSIV
+LEICHTBAU**



50 mm x 205 mm
1,125.-€



50 mm x 205 mm
1,125.-€

Januar	Februar	März	April	Mai	Juni	Juli	August	September	Oktober	November	Dezember
1. So. 1. Jan.	1. Di. 1. Feb.	1. Di. 1. März	1. Di. 1. April	1. So. 1. Mai	1. So. 1. Juni	1. Di. 1. Juli	1. Mo. 31. Aug.	1. So. 1. Sept.	1. So. 1. Okt.	1. Di. 1. Nov.	1. Di. 1. Dez.
2. Mo. 2. Jan.	2. Mi. 2. Feb.	2. Mi. 2. März	2. Mi. 2. April	2. Mo. 18. Mai	2. Di. 2. Juni	2. Di. 2. Juli	2. Di. 2. Aug.	2. Di. 2. Sept.	2. Mo. 2. Okt.	2. Mi. 2. Nov.	2. Mi. 2. Dez.
3. Di. 3. Jan.	3. Do. 3. Feb.	3. Do. 3. März	3. Do. 3. April	3. Di. 3. Mai	3. Di. 3. Juni	3. Di. 3. Juli	3. Mi. 3. Aug.	3. Mi. 3. Sept.	3. Di. 3. Okt.	3. Do. 3. Nov.	3. Do. 3. Dez.
4. Mi. 4. Jan.	4. Fr. 4. Feb.	4. Fr. 4. März	4. Fr. 4. April	4. Mi. 14. Mai	4. Mi. 4. Juni	4. Mi. 27. Juli	4. Do. 4. Aug.	4. Do. 4. Sept.	4. Mi. 4. Okt.	4. Fr. 4. Nov.	4. Fr. 4. Dez.
5. Do. 5. Jan.	5. Sa. 5. Feb.	5. Sa. 5. März	5. Sa. 5. April	5. Do. 5. Mai	5. Do. 5. Juni	5. Do. 5. Juli	5. Fr. 5. Aug.	5. Fr. 5. Sept.	5. Do. 5. Okt.	5. Sa. 5. Nov.	5. Sa. 5. Dez.
6. Fr. 6. Jan.	6. So. 6. Feb.	6. So. 6. März	6. So. 6. April	6. Fr. 6. Mai	6. Fr. 6. Juni	6. Fr. 6. Juli	6. Sa. 6. Aug.	6. Sa. 6. Sept.	6. Fr. 6. Okt.	6. So. 6. Nov.	6. So. 6. Dez.
7. Sa. 7. Jan.	7. Mo. 7. Feb.	7. Mo. 7. März	7. Mo. 7. April	7. Sa. 7. Mai	7. Sa. 7. Juni	7. Sa. 7. Juli	7. So. 7. Aug.	7. So. 7. Sept.	7. Sa. 7. Okt.	7. Mo. 7. Nov.	7. Mo. 7. Dez.
8. So. 8. Jan.	8. Di. 8. Feb.	8. Di. 8. März	8. Di. 8. April	8. So. 8. Mai	8. So. 8. Juni	8. So. 8. Juli	8. Mo. 31. Aug.	8. Mo. 8. Sept.	8. Mo. 8. Okt.	8. Di. 8. Nov.	8. Di. 8. Dez.
9. Mo. 9. Jan.	9. Mi. 9. Feb.	9. Mi. 9. März	9. Mi. 9. April	9. Mo. 19. Mai	9. Mo. 9. Juni	9. Mo. 9. Juli	9. Di. 9. Aug.	9. Di. 9. Sept.	9. Di. 9. Okt.	9. Mi. 9. Nov.	9. Mi. 9. Dez.
10. Di. 10. Jan.	10. Do. 10. Feb.	10. Do. 10. März	10. Do. 10. April	10. Di. 10. Mai	10. Di. 10. Juni	10. Di. 10. Juli	10. Mi. 10. Aug.	10. Mi. 10. Sept.	10. Mi. 10. Okt.	10. Do. 10. Nov.	10. Do. 10. Dez.
11. Mi. 11. Jan.	11. Fr. 11. Feb.	11. Fr. 11. März	11. Fr. 11. April	11. Mi. 15. Mai	11. Mi. 11. Juni	11. Mi. 20. Juli	11. Do. 11. Aug.	11. Do. 11. Sept.	11. Do. 11. Okt.	11. Fr. 11. Nov.	11. Fr. 11. Dez.
12. Do. 12. Jan.	12. Sa. 12. Feb.	12. Sa. 12. März	12. Sa. 12. April	12. Do. 12. Mai	12. Do. 12. Juni	12. Do. 12. Juli	12. Fr. 12. Aug.	12. Fr. 12. Sept.	12. Fr. 12. Okt.	12. Sa. 12. Nov.	12. Sa. 12. Dez.
13. Fr. 13. Jan.	13. So. 13. Feb.	13. So. 13. März	13. So. 13. April	13. Fr. 13. Mai	13. Fr. 13. Juni	13. Fr. 13. Juli	13. Sa. 13. Aug.	13. Sa. 13. Sept.	13. Sa. 13. Okt.	13. So. 13. Nov.	13. So. 13. Dez.
14. Sa. 14. Jan.	14. Mo. 14. Feb.	14. Mo. 14. März	14. Mo. 14. April	14. Sa. 14. Mai	14. Sa. 14. Juni	14. Sa. 14. Juli	14. So. 14. Aug.	14. So. 14. Sept.	14. So. 14. Okt.	14. Mo. 14. Nov.	14. Mo. 14. Dez.
15. So. 15. Jan.	15. Di. 15. Feb.	15. Di. 15. März	15. Di. 15. April	15. So. 15. Mai	15. So. 15. Juni	15. So. 15. Juli	15. Mo. 15. Aug.	15. Mo. 15. Sept.	15. Mo. 15. Okt.	15. Di. 15. Nov.	15. Di. 15. Dez.
16. Mo. 16. Jan.	16. Mi. 16. Feb.	16. Mi. 16. März	16. Mi. 16. April	16. Mo. 16. Mai	16. Mo. 16. Juni	16. Mo. 16. Juli	16. Di. 16. Aug.	16. Di. 16. Sept.	16. Di. 16. Okt.	16. Mi. 16. Nov.	16. Mi. 16. Dez.
17. Di. 17. Jan.	17. Do. 17. Feb.	17. Do. 17. März	17. Do. 17. April	17. Di. 17. Mai	17. Di. 17. Juni	17. Di. 17. Juli	17. Mi. 17. Aug.	17. Mi. 17. Sept.	17. Mi. 17. Okt.	17. Do. 17. Nov.	17. Do. 17. Dez.
18. Mi. 18. Jan.	18. Fr. 18. Feb.	18. Fr. 18. März	18. Fr. 18. April	18. Mi. 18. Mai	18. Mi. 18. Juni	18. Mi. 20. Juli	18. Do. 18. Aug.	18. Do. 18. Sept.	18. Do. 18. Okt.	18. Fr. 18. Nov.	18. Fr. 18. Dez.
19. Do. 19. Jan.	19. Sa. 19. Feb.	19. Sa. 19. März	19. Sa. 19. April	19. Do. 19. Mai	19. Do. 19. Juni	19. Do. 19. Juli	19. Fr. 19. Aug.	19. Fr. 19. Sept.	19. Fr. 19. Okt.	19. Sa. 19. Nov.	19. Sa. 19. Dez.
20. Fr. 20. Jan.	20. So. 20. Feb.	20. So. 20. März	20. So. 20. April	20. Fr. 20. Mai	20. Fr. 20. Juni	20. Fr. 20. Juli	20. Sa. 20. Aug.	20. Sa. 20. Sept.	20. Sa. 20. Okt.	20. So. 20. Nov.	20. So. 20. Dez.
21. Sa. 21. Jan.	21. Mo. 21. Feb.	21. Mo. 21. März	21. Mo. 21. April	21. Sa. 21. Mai	21. Sa. 21. Juni	21. Sa. 21. Juli	21. So. 21. Aug.	21. So. 21. Sept.	21. So. 21. Okt.	21. Mo. 21. Nov.	21. Mo. 21. Dez.
22. So. 22. Jan.	22. Di. 22. Feb.	22. Di. 22. März	22. Di. 22. April	22. So. 22. Mai	22. So. 22. Juni	22. So. 22. Juli	22. Mo. 22. Aug.	22. Mo. 22. Sept.	22. Mo. 22. Okt.	22. Di. 22. Nov.	22. Di. 22. Dez.
23. Mo. 23. Jan.	23. Do. 23. Feb.	23. Do. 23. März	23. Do. 23. April	23. Mo. 23. Mai	23. Mo. 23. Juni	23. Mo. 23. Juli	23. Di. 23. Aug.	23. Di. 23. Sept.	23. Di. 23. Okt.	23. Mi. 23. Nov.	23. Mi. 23. Dez.
24. Di. 24. Jan.	24. Fr. 24. Feb.	24. Fr. 24. März	24. Fr. 24. April	24. Di. 24. Mai	24. Di. 24. Juni	24. Di. 24. Juli	24. Mi. 24. Aug.	24. Mi. 24. Sept.	24. Mi. 24. Okt.	24. Do. 24. Nov.	24. Do. 24. Dez.
25. Mi. 25. Jan.	25. Sa. 25. Feb.	25. Sa. 25. März	25. Sa. 25. April	25. Mi. 25. Mai	25. Mi. 25. Juni	25. Mi. 25. Juli	25. Do. 25. Aug.	25. Do. 25. Sept.	25. Do. 25. Okt.	25. Fr. 25. Nov.	25. Fr. 25. Dez.
26. Do. 26. Jan.	26. So. 26. Feb.	26. So. 26. März	26. So. 26. April	26. Do. 26. Mai	26. Do. 26. Juni	26. Do. 26. Juli	26. Fr. 26. Aug.	26. Fr. 26. Sept.	26. Fr. 26. Okt.	26. Sa. 26. Nov.	26. Sa. 26. Dez.
27. Fr. 27. Jan.	27. Mo. 27. Feb.	27. Mo. 27. März	27. Mo. 27. April	27. Fr. 27. Mai	27. Fr. 27. Juni	27. Fr. 27. Juli	27. Sa. 27. Aug.	27. Sa. 27. Sept.	27. Sa. 27. Okt.	27. So. 27. Nov.	27. So. 27. Dez.
28. Sa. 28. Jan.	28. Di. 28. Feb.	28. Di. 28. März	28. Di. 28. April	28. Sa. 28. Mai	28. Sa. 28. Juni	28. Sa. 28. Juli	28. So. 28. Aug.	28. So. 28. Sept.	28. So. 28. Okt.	28. Mo. 28. Nov.	28. Mo. 28. Dez.
29. So. 29. Jan.	29. Do. 29. Feb.	29. Do. 29. März	29. Do. 29. April	29. So. 29. Mai	29. So. 29. Juni	29. So. 29. Juli	29. Mo. 29. Aug.	29. Mo. 29. Sept.	29. Mo. 29. Okt.	29. Di. 29. Nov.	29. Di. 29. Dez.
30. Mo. 30. Jan.	30. Fr. 30. Feb.	30. Fr. 30. März	30. Fr. 30. April	30. Mo. 30. Mai	30. Mo. 30. Juni	30. Mo. 30. Juli	30. Di. 30. Aug.	30. Di. 30. Sept.	30. Di. 30. Okt.	30. Mi. 30. Nov.	30. Mi. 30. Dez.
31. Di. 31. Jan.	31. So. 31. Feb.	31. So. 31. März	31. So. 31. April	31. Di. 31. Mai	31. Di. 31. Juni	31. Di. 31. Juli	31. Mi. 31. Aug.	31. Mi. 31. Sept.	31. Mi. 31. Okt.	31. Do. 31. Nov.	31. Do. 31. Dez.

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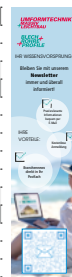
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Geiselöder Straße 14
D-96050 Bamberg

Meisenbach
Meisenbach

50 mm x 205 mm
1,125.-€

50 mm x 205 mm
1,125.-€



TOPICS
DATES



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CONTACT

**UMFORMTECHNIK
+MASSIV
+LEICHTBAU**

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 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

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Inserts: for attention of Thomas Gesell
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97828 Marktheidenfeld
Germany
Tel.: +49 9391 6005-9133



TOPICS
DATES



PRINT
PRICES



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CONTACT

Distribution

UMFORMTECHNIK Massiv + Leichtbau Geographical recipient analysis*

Germany	98.45%
Abroad	1.55%
Print run	100.00%

*Average in percent - issues July 2021 – June 2022

Subscription prices 2023**

Issues per year	4
Domestic incl. postage and 7 % VAT	100.- €
Abroad Europe	110.- €
Abroad world	130.- €

Digital	90.- €
Premium (Print + Digital) domestic	115.- €
Premium (Print + Digital) europe	125.- €
Premium (Print + Digital) world	145.- €

**Prices valid from 01.01.2023. 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

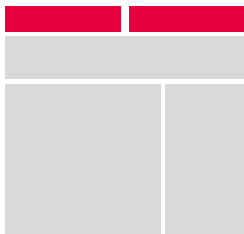
UMFORMTECHNIK Massiv + Leichtbau Classified potential of recipients: Distribution Germany, Austria, Switzerland

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	



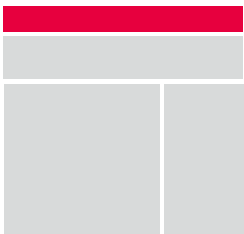
Ad Banner on umformtechnik.net/umform

1 Full Banner



Size: 560 x 110 pixels
Price*: 850.- €
Price**: 1,300.- €

2 Superbanner



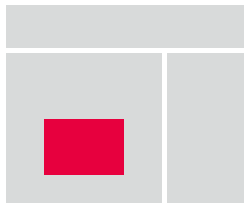
Size: 1,170 x 110 pixels
Price*: 1,250.- €
Price**: 1,850.- €

3 Hockeystick



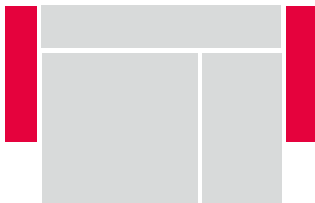
Size: 735 x 110 pixels +
160 x 600 pixels
Price*: 1,250.- €
Price**: 1,850.- €

4 Content Ad



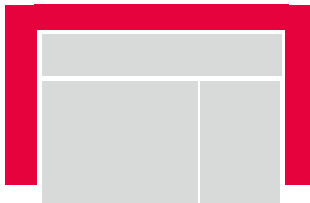
Size: 300 x 250 pixels
Price*: 850.- €
Price**: 1.250.- €

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,- €

Coverage (print + online)

UMFORMTECHNIK Massiv + Leichtbau	4.000 copies
Website	37.400 page Impressions
Newsletter	1.246 recipients
Twitter	415 Follower
Linkedin	66 Follower

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.net/umform
- ** 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).
- 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 17.

All advertorials will be published in the newsletter UMFORM-TECHNIK Massiv + Leichtbau and prominently displayed as slider on our website www.umformtechnik.net as well as on the object website of UMFORMTECHNIK Massiv + Leichtbau!

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 and LinkedIn.  

Surcharge: 200.- €



Our correction and release details can be found on p. 8.



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):
650.- €

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.

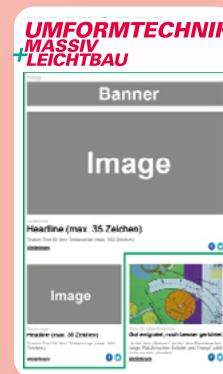
1-2 Advertorial(s):

- Headline: max. 35 characters, teaser text: max. 350 characters
- 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.- €



Our correction and release details can be found on p. 8.



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



CONTACT

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



TOPICS
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