

**UMFORMTECHNIK**  
**MASSIV**  
**+LEICHTBAU**

# MEDIAKIT 2025

Ad rates no.32, valid from 1 October 2024, as per: 01.10.2024

Menschen. Märkte. Meisenbach.





Focus on industrial solid forming and lightweight construction

### Target group:

The readers of the specialist magazine "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:

4.100 copies

### Frequency:

four times per year  
 Volume: 59. volume

### Membership/Participation:

ICFG (International Cold Forging Group)



TOPICS  
 DATES



PRINT  
 PRICES



TECHNICS



SALES



ONLINE



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# Brief Description

UMFORMTECHNIK MASSIV+LEICHTBAU is a trade journal for industrial solid formers, manufacturers, processors and converters of lightweight solutions as well as for additive manufacturers. Topic cores are cold, warm and hot forming of metallic pieces and semi-finished products, die and mold making as well as lightweight construction. The future topics of automation and digitalization will also be in focus. UMFORMTECHNIK MASSIV+LEICHTBAU is published as a print edition four times a year as well as online on daily updates at [umformtechnik.net](http://umformtechnik.net), supplemented by e-newsletters. UMFORMTECHNIK MASSIV+LEICHTBAU is the referral organ of the International Community of Production Technology (CIRP), Paris, and the International Cold Massive Converter Association (ICFG), Erlangen.

Contents:  
The technical journal UMFORMTECHNIK MASSIV+LEICHTBAU succinctly summarizes what interests technical decision - makers in the solid forming field or in lightweight construction and additive manufacturing - correct, competent, compact. Contributions from industry, business, trade associations and research & development provide information on the status and trends in forming technology. For all those who have to keep the processes running on a daily basis, we also prepare product news from the areas of logistics, lubrication, parts handling, occupational safety and software. Research articles can be deposited with us as white papers and have their own button on the website [www.umformtechnik.net/umform/](http://www.umformtechnik.net/umform/) Inhalte.



**Tilo Michal**  
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# The following topics are the subject of continuous reporting:





## Furthermore UMFORMTECHNIK reports on:



# Topics and Dates

## UMFORMTECHNIK MASSIV + LEICHTBAU

1/2025 March

Editorial deadline  
07.02.2025

Advertising deadline  
14.02.2025

Publication date  
12.03.2025

massive hot forging and massive  
cold forging  
forging, tool + die making, clinching  
fasteners

Trade fairs  
Fastener Fair Global

## FORMING TECHNOLOGY SOLID FORMING + LIGHTWEIGHT CONSTRUCTION

EXTRA Online 1

Editorial deadline  
07.02.2025

Advertising deadline  
14.02.2025

Publication online  
week 12 / 2025

massive cold and hot forging  
fasteners  
surface processing

Trade fairs  
Fastener Fair Global

Please note:  
You find the rates for this on page 16.

## UMFORMTECHNIK MASSIV + LEICHTBAU

2/2025 May

Editorial deadline  
27.03.2025

Advertising deadline  
03.04.2025

Publication date  
02.05.2025

massive cold and hot forging,  
fasteners, impact extrusion,  
axial moulding, robotics + automation, additive  
manufacturing,  
surface processing

Trade fairs  
RapidTech 3D



TOPICS  
DATES



PRINT  
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TECHNICS



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# Topics and Dates

**UMFORMTECHNIK**  
**MASSIV**  
**+LEICHTBAU**

**3/2025**  
**September**

**Editorial deadline**  
08.08.2025

**Advertising deadline**  
14.08.2025

**Publication date**  
09.09.2025

press hardening, press lines  
retrofit + upcycling, steel production  
helpers in production

**Trade fairs**  
EMO

**UMFORMTECHNIK**  
**MASSIV**  
**+LEICHTBAU**

**4/2025**  
**October**

**Editorial deadline**  
25.09.2025

**Advertising deadline**  
01.10.2025

**Publication date**  
27.10.2025

additive manufacturing  
lightweight construction, medical engineering  
measure+test

**Trade fairs**  
Formnext  
Deutscher Hüttentag

Please note:  
This issue includes the  
2026 wall calendar

**UMFORMTECHNIK**  
**MASSIV**  
**+LEICHTBAU**

**EXTRA Online 2**

**Editorial deadline**  
25.11.2025

**Advertising deadline**  
28.11.2025

**Publication online**  
week 11.12.2025

**Casting**  
**+**  
**Galvanising**

**Trade fairs**  
Euroguss 2026

Please note:  
You find the rates for this on page 16.



TOPICS  
DATES



PRINT  
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TECHNICS



SALES

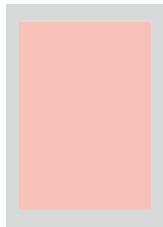


ONLINE



CONTACT

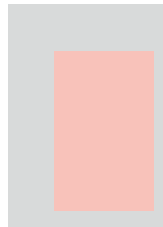
# Ad Rates and Ad Formats\*



## 1/1 page

B: 210 mm x 297 mm

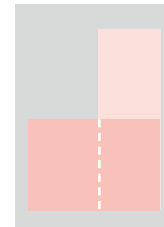
4,950.- €



## Junior Page

B: 142 mm x 201 mm

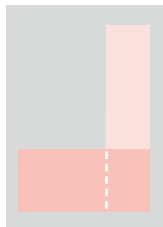
3,010.- €



## 1/2 page

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

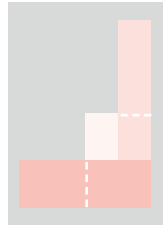
2,800.- €



## 1/3 page

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

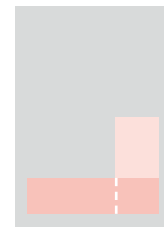
2,150.- €



## 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	5,600.- €
2nd cover page	5,450.- €
3rd cover page	5,300.- €
Back cover page	5,550.- €
Eye-catcher	3,915.- €
Lead page	2,420.- €

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.- €

15%

## Ad specials:

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

## Magazine format:

DIN A4, 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

2 Ads      5%  
4 Ads      10%  
8 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, Ad-  
vertorial Online, Special Newsletter.

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



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philipp.riegel@meisenbach.de

# LOOKING FOR AN EMPLOYEE?

## Our readers – Your future specialists!



### Print ad

1/4 page (width x height 94 x 131mm)	740.-€
1/2 page (width x height 210 x 151mm or 100 x 297mm)	1,430.-€
1/1 page (width x height 210 x 297mm)	2,700.-€

### Online ads

Newsletter + website	800.-€
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Your job advertisement will be pushed in the newsletter and also appears on the website (duration 4 weeks) with a lead text and integrated PDF.





# 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 layout.\*

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

Our correction and release details can be found on p. 9.

### 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 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

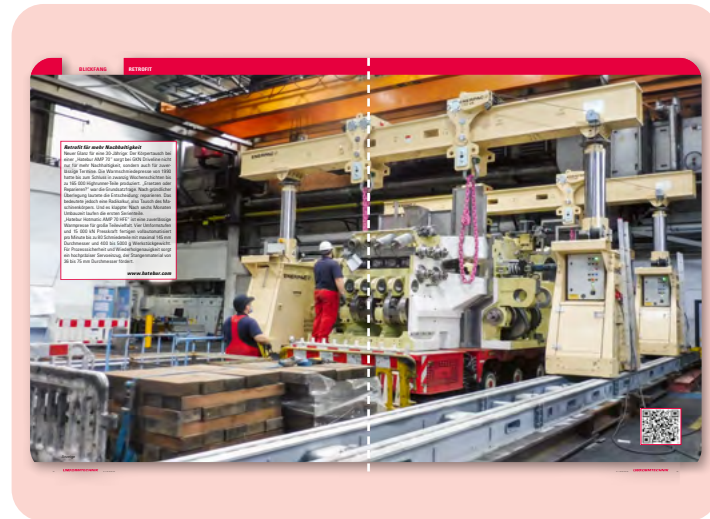
The EYE-CATCHER is our creative double-sided format 2/1. If you have a particularly expressive picture of your machine or product, it gets full attention with our eye-catcher-poster.

## Double-sided eye-catcher: 3,915,- €

We need the following data from you:

- a meaningful picture (for e.g. "machine in action"), in landscape format and in high printable quality (\*.jpg, 300 dpi, 4,961 x 3,508 pixels)
- a short descriptive text (\*.txt, \*.docx) with max. 1,000 characters (excluding spaces)
- Your desired web address (URL)

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.



For correction and release details please see page 9.

# 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 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. 9.



TOPICS  
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# UMFORMTECHNIK – Wall Calendar 2026

Enclosed in issue 04/2025 „BLECH+ROHRE+PROFILE“ and 4/2025 „UMFORMTECHNIK MASSIV+LEICHTBAU“ with a total print run of 13,000 copies



**BLECH+  
ROHRE+  
PROFILE**

**2026**  
www.umformtechnik.net

**UMFORMTECHNIK  
MASSIV  
LEICHTBAU**



50 mm x 205mm  
1.160,- €

50 mm x 205mm  
1.160,- €

	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	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	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	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	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	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	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	7. Mo
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9. Mi	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	10. Do
11. Fr	11. Fr	11. Fr	11. Fr	11. Fr	11. Fr	11. Fr	11. Fr	11. Fr	11. Fr	11. Fr	11. Fr	11. Fr
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13. So	13. So	13. So	13. So	13. So	13. So	13. So	13. So	13. So	13. So	13. So	13. So	13. So
14. Mo	14. Mo	14. Mo	14. Mo	14. Mo	14. Mo	14. Mo	14. Mo	14. Mo	14. Mo	14. Mo	14. Mo	14. Mo
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18. Fr	18. Fr	18. Fr	18. Fr	18. Fr	18. Fr	18. Fr	18. Fr	18. Fr	18. Fr	18. Fr	18. Fr	18. Fr
19. Sa	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	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	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	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	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	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	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	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	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	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	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	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	31. Do

Marpos Monitoring Solutions for SMART Forming

YOU WIN

UMFORMTECHNIK MASSIV+LEICHTBAU

BRUNÉ

50 mm x 205mm  
1.160,- €

50 mm x 205mm  
1.160,- €



TOPICS DATES



PRINT PRICES



TECHNICS



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CONTACT

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Abo-Service: Ulla Schiel +49 951 861-101 vertrieb@meisenbach.de

Media Consultant print and digital: Philipp Riegel +49 951 861-125 philipp.riegel@meisenbach.de

Meisenbach GmbH  
Geisfelder Straße 14  
D-96050 Bamberg

Meisenbach  
Meisenbach

**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 Pargol Mostofi (pargol.mostofi@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:

Pargol Mostofi, Order Management  
pargol.mostofi@meisenbach.de  
Tel.: +49 951 861-195

## Delivery address:

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



# EXTRA Online

## UMFORMTECHNIK MASSIV+LEICHTBAU and FORMING TECHNOLOGY



Twice a year special issues of UMFORMTECHNIK MASSIV+LEICHTBAU are published as EXTRA Online.

In each of these, we focus on a specific topic to keep you up to date on the industry and thus support you in your customer advice and customer retention.

We present the latest innovations, interview selected experts and provide information specifically tailored to the industry.

Readers receive **free access** via our website and newsletter, at no cost and with no registration procedure.

### EXTRA Online 2025:

**FORMING TECHNOLOGY Online Special**  
Published online from week 12 / 2025  
(Top-topic: Fasteners,  
in English language)

**UMFORMTECHNIK Online Special**  
Published online from week 02 / 2026  
(Top-topic: Casting & Galvanising,  
in German language)

### Rates + Formats\*:

1/1 p	2.475,- €
1/2 p	1.400,- €
1/3 p	1.075,- €
1/4 p	930,- €
1/6 p	715,- €
1/8 p	545,- €

### Best Placements:

Front Cover	2.800,- €
2nd cover page	2.725,- €
3rd cover page	2.650,- €
Back Cover	2.775,- €

\*For sizes and dimensions please see page 8



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# Distribution

## UMFORMTECHNIK Massiv + Leichtbau Geographical recipient analysis\*

Germany	98.25%
Abroad	1.75%
<b>Print run</b>	<b>100.00%</b>

\*Average in percent - issues July 2023 - June 2024

## Subscription prices 2025\*\*

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.- €

\*\*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	



TOPICS  
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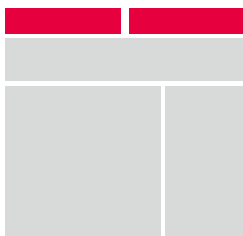


CONTACT



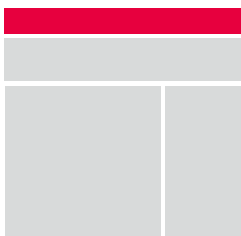
# Ad Banner on [umformtechnik.net/umform](http://umformtechnik.net/umform)

## 1 Full Banner



Size: 560 x 110 pixels  
Price\*: 875.- €  
Price\*\*: 1,340.- €

## 2 Superbanner



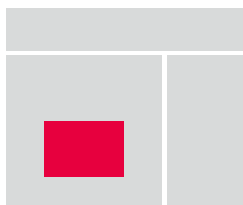
Size: 1,170 x 110 pixels  
Price\*: 1,275.- €  
Price\*\*: 1,905.- €

## 3 Hockeystick



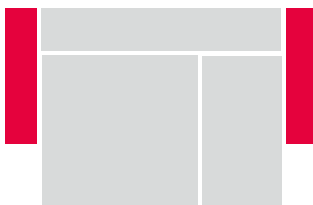
Size: 735 x 110 pixels +  
160 x 600 pixels  
Price\*: 1,275.- €  
Price\*\*: 1,905.- €

## 4 Content Ad\*\*\*



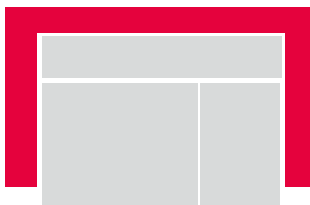
Size: 300 x 250 pixels  
Price\*: 875.- €  
Price\*\*: 1,250.- €

## 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.- €

### Coverage (print + online)

UMFORMTECHNIK Massiv + Leichtbau	4.100 copies
Website	26.220 page Impressions
Newsletter	1.200 recipients
X	403 follower
LinkedIn	186 follower

status: August 2024

### 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](http://www.umformtechnik.net/umform)
- \*\* price incl. [www.umformtechnik.net](http://www.umformtechnik.net)
- Delivery of the banner data incl. linking by e-mail indicating the customer name to [Odine Gränke \(odine.graenke@meisenbach.de\)](mailto:Odine.Graenke@meisenbach.de).

\*\*\*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

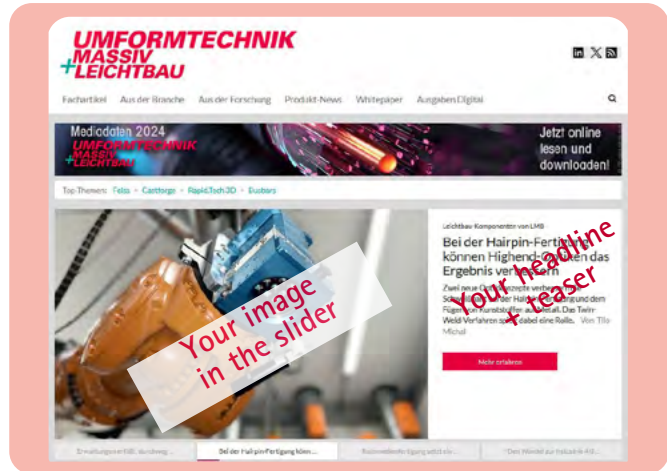
All advertorials will be published in the newsletter **UMFORMTECHNIK Massiv + Leichtbau** and prominently displayed as slider on our website [www.umformtechnik.net](http://www.umformtechnik.net) as well as on the object website of **UMFORMTECHNIK Massiv + Leichtbau**!

**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



TOPICS  
DATES



PRINT  
PRICES



TECHNICS



SALES



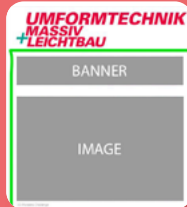
ONLINE



CONTACT

# 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 Pargol Mostofi (pargol.mostofi@meisenbach.de).

**Rates per Ad (Banner):**  
670.- €

## 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.

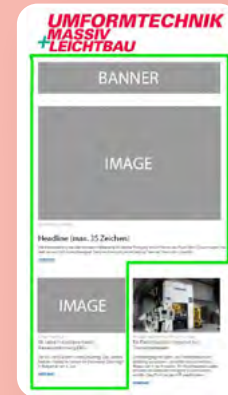
### 1-2 Advertorial(s):

- **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.- €**



Our correction and release details can be found on p. 9.



TOPICS  
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# 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: 1,200 x 1,200 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.



TOPICS  
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# 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 X accounts

18 print issues/ ePaper / digital issues per year

over 87,220 print copies with 1,100 subscribers per year



# Ad Sales & Distribution:

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## Order Management:

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content.meisenbach.de/en/AGB](https://content.meisenbach.de/en/AGB)



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