

UMFORMTECHNIK
MASSIV
+LEICHTBAU

MEDIAKIT 2026

Ad rates no. 33, valid from 1 October 2025, as per 05 May 2026

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:

4,210 copies

Widespread circulation:

4,154 copies

Frequency:

four times per year

Volume: 60th volume

Membership/Participation:

ICFG (International Cold Forging Group)



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About

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 are also in focus.

UMFORMTECHNIK MASSIV+LEICHTBAU is published as a print edition four times a year as well as online on daily updates at www.umformtechnik.net, supplemented by e-newsletters and e-Specials.

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.

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 on www.umformtechnik.net/umform/Inhalte.



Tilo Michal

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The following topics are subject of continuous reporting:



TOPICS
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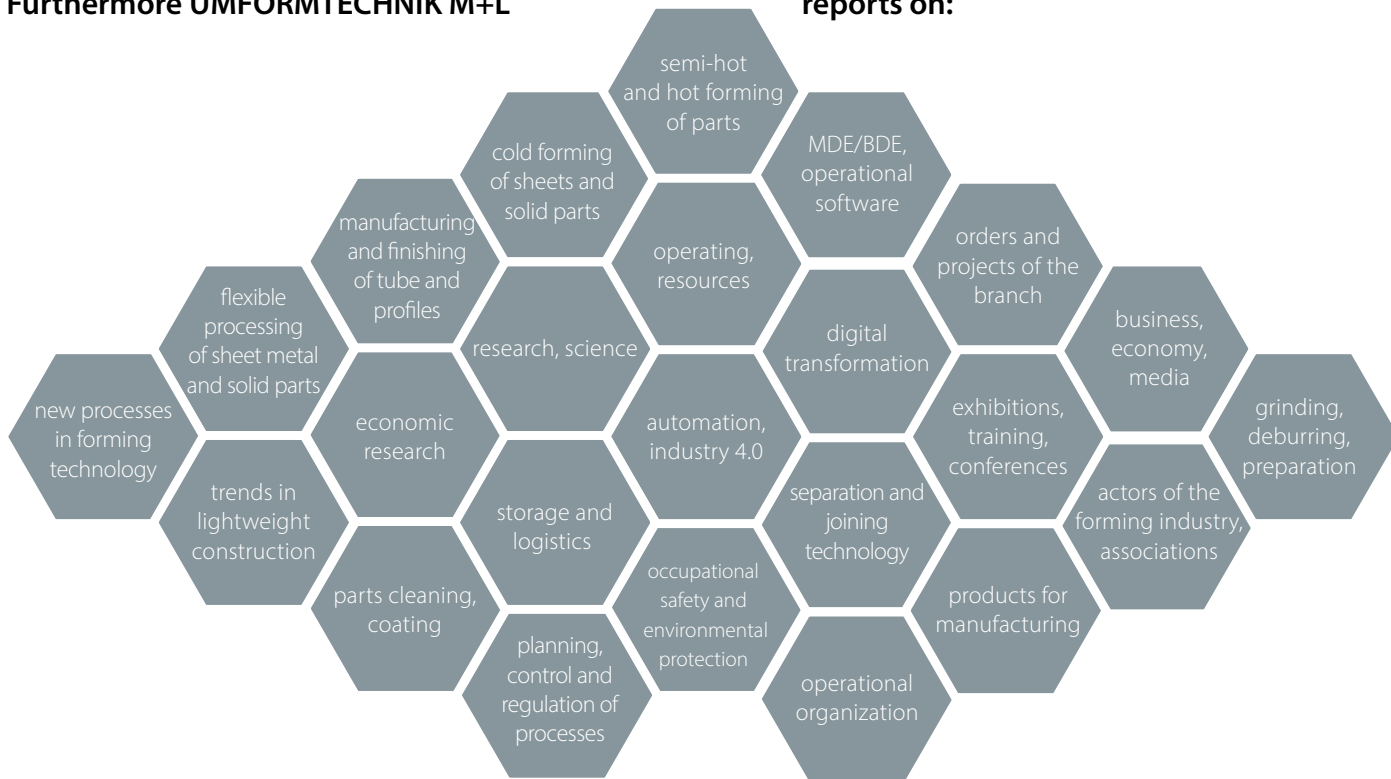


CONTACT



Furthermore UMFORMTECHNIK M+L

reports on:



Topics and Dates 2026

UMFORMTECHNIK MASSIV + LEICHTBAU

1/2026

Editorial deadline
26.02.2026

Advertising deadline
03.03.2026

Publication date
26.03.2026

**Casting, forging,
solid forming,
fasteners
Measuring and testing**

Trade fairs
WIRE
Düsseldorf

FORMING TECHNOLOGY SOLID FORMING + LIGHTWEIGHT CONSTRUCTION

EXTRA Online 1

Editorial deadline
23.03.2026

Advertising deadline
25.03.2026

Publication online
week 15 / 08.04.26

**Solid Forming
Fasteners**

Trade fairs
WIRE
Düsseldorf

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

UMFORMTECHNIK MASSIV + LEICHTBAU

2/2026

Editorial deadline
25.03.2026

Advertising deadline
01.04.2026

Publication date
29.04.2026

**Additive manufacturing, 3D printing
Surface treatment, hot forming,
casting**

Trade fairs
Rapid.Tech 3D Erfurt
Castforge Stuttgart



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**UMFORMTECHNIK
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+LEICHTBAU**

3/2026

Editorial deadline
03.08.2026

Advertising deadline
05.08.2026

Publication date
03.09.2026

Lightweight construction
Titanium & aluminium, defence, cold and hot solid forming

Trade fairs
ALUMINIUM Düsseldorf
AMB Stuttgart

**UMFORMTECHNIK
MASSIV
+LEICHTBAU**

4/2026

Editorial deadline
09.10.2026

Advertising deadline
16.10.2026

Publication date
11.11.2026

**Additive manufacturing, automation,
robotics,
measurement and testing**

Trade fairs
Formnext Frankfurt
SPS Nuremberg

Please note:
This issue includes the
2027 wall calendar

**UMFORMTECHNIK
MASSIV
+LEICHTBAU**

EXTRA Online 2

Editorial deadline
14.09.2026

Advertising deadline
18.09.2026

Publication online
week 40 / 01.10.26

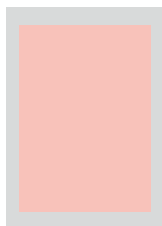
Lightweight construction

Trade fairs
ALUMINIUM Düsseldorf

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



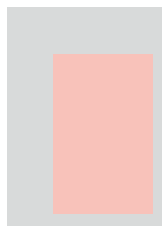
Ad Rates and Ad Formats*



1/1 page

B: 210 mm x 297 mm

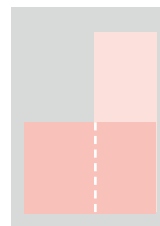
5,040.- €



junior page

B: 142 mm x 201 mm

3,065.- €

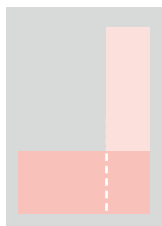


1/2 page

B: 102 mm x 297 mm

B: 210 mm x 147 mm

2,850.- €

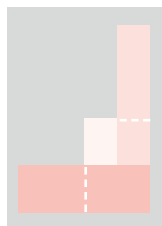


1/3 page

B: 72 mm x 297 mm

B: 210 mm x 98 mm

2,190.- €



1/4 page

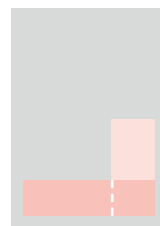
PS: 184 mm 59 mm

PS: 90 mm x 127 mm

B: 55 mm x 297 mm

B: 210 mm x 76 mm

1,895.- €

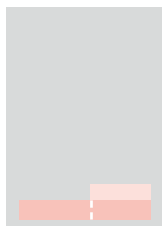


1/6 page

PS: 184 mm x 45 mm

PS: 59 mm x 127 mm

1,455.- €



1/8 page

PS: 184 mm x 27 mm

PS: 90 mm x 59 mm

1,110.- €

Best Placement:

Front cover page

5,700.- €

2nd cover page

5,550.- €

3rd cover page

5,390.- €

Back cover page

5,650.- €

Eye-catcher

3,985.- €

Lead page

2,465.- €

Surcharge for other compulsory placement instructions and confirmed placements **+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

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



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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 1,295.- €**

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.- €.

Ad specials:

Inserts/price per thousand
up to 25g:
up to 50g:

520.- €

625.- €

**Maximum format available for loose
inserts: 205 x 297 mm**

Rates for bound inserts on request



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philipp.riegel@meisenbach.de



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LOOKING FOR AN EMPLOYEE?

Our readers - Your future specialists!



Print ad

¼ page (width x height 94 × 131 mm)	760.-€
½ page (width x height 210 × 151 mm or 100 × 297 mm)	1,470.-€
1/1 page (width x height 210 × 297 mm)	2,780.-€

Online ads

Newsletter + website	830.-€
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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.

Combined
discount
Print | Online
10 %



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: 3,635.- €

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.

Please see page 9 for correction and release details.

1/2 page Advertorial: 2,076.- €

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

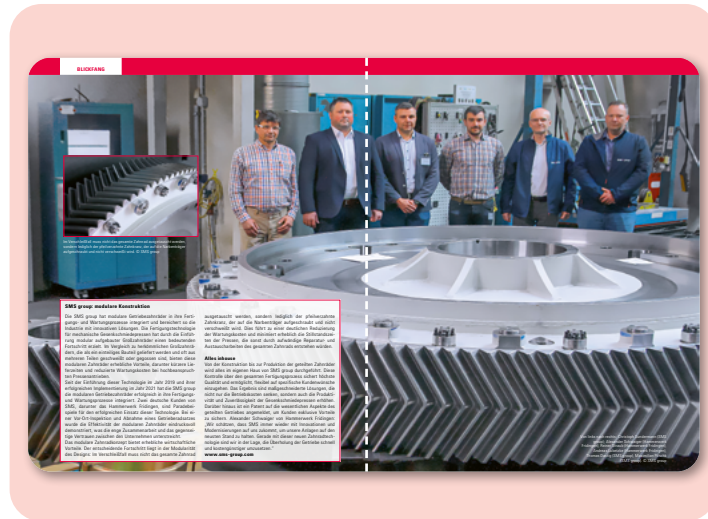
The EYE-CATCHER is our creative double-sided format 2/1. If you have a particularly expressive picture of your machine or product, it gets full attention with our eye-catcher-poster.

Double-sided eye-catcher: 3,985,- €

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: 2,465,- €

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.

For correction and release details please see page 9.



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UMFORMTECHNIK – Wall Calendar 2027

Enclosed in issue 04/2026 „BLECH+ROHRE+PROFILE“ and 4/2026 „UMFORMTECHNIK MASSIV+LEICHTBAU“ with a total print run of 13,000 copies



**BLECH+
ROHRE+
PROFILE**

2027
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
8. Di	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	9. Mi
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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
12. Sa	12. Sa	12. Sa	12. Sa	12. Sa	12. Sa	12. Sa	12. Sa	12. Sa	12. Sa	12. Sa	12. Sa	12. Sa
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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16. Mi	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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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
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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
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50 mm x 205mm
1.160,- €

50 mm x 205mm
1.160,- €

Chefredaktion: Tilo Michal 449 951 861-160 tilo.michal@meisenbach.de
Redaktion: Anja Schimidtpeter 449 951 861-107 umformtechnik@meisenbach.de
Abo-Service: Ulla Schiel 449 951 861-101 vertrieb@meisenbach.de

Media Consultant print and digital: Philipp Riegel 449 951 861-125 philipp.riegel@meisenbach.de

Meisenbach GmbH
Geisfelder Straße 14
D-96050 Bamberg

Meisenbach
Meisenbach

**UMFORMTECHNIK
MASSIV
LEICHTBAU**

TOPICS DATES

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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 Anna Ugica (anna.ugrica@meisenbach.de, Tel.: +49 951 861-100), who will also let you know about 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:

Anna Ugica, Order Management
anna.ugrica@meisenbach.de
Tel.: +49 951 861-100

Delivery address:

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





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.

Rates + Formats*:

1/1 p	2.520,- €
1/2 p	1.425,- €
1/3 p	1.095,- €
1/4 p	950,- €
1/6 p	730,- €
1/8 p	555,- €

Best Placements:

Front Cover	2.850,- €
2nd cover page	2.775,- €
3rd cover page	2.700,- €
Back Cover	2.825,- €

*For sizes and dimensions please see page 8



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Distribution

Subscription prices 2026**

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

Circulation analysis:

	** thereof abroad
Actual circulation:	4,154 (**61)
Paid circulation:	138 (**24)
Subscribed copies:	90 (**15)
Other sales:	48 (**9)
Free copies:	4,016 (**37)
Print run:	4,210

Geographical distribution

Germany	98.53 %
Abroad	1.47 %
Print run	100 %

Coverage (print + online)

UMFORMTECHNIK Massiv + Leichtbau	4.210 copies
Website	34.041 page Impressions
Newsletter	1.100 recipients
umformtechnik.net	292.467 page Impressions
Linkedin	357 follower

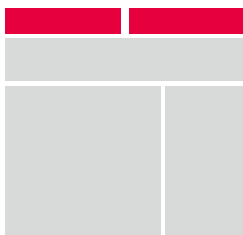
Status: May 2026





Ad Banner on umformtechnik.net/umform

1 Full Banner

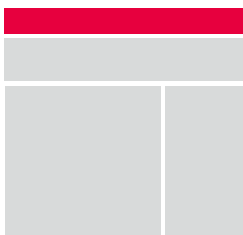


Size: 560 x 110 pixels

Price*: **890,- €**

Price**: **1,370,- €**

2 Superbanner



Size: 1,170 x 110 pixels

Price*: **1,300,- €**

Price**: **1,960,- €**

3 Hockeystick



Size: 735 x 110 pixels +
160 x 600 pixels

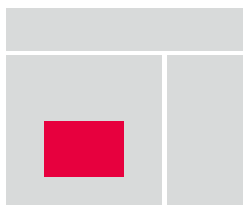
Price*: **1,500,- €**

Price**: **2,100,- €**

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 Anna Ugrica (anna.ugrica@meisenbach.de).

4 Content Ad***



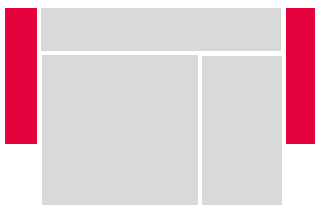
Size: 300 x 250 pixels

Price*: **890,- €**

Price**: **1,280,- €**

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

5 Skyscraper

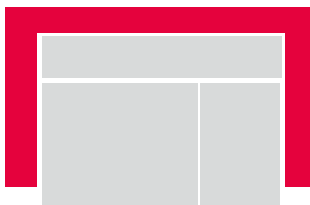


Size: 160 x 600 pixels

Price*: **1,150,- €**

Price**: **1,810,- €**

6 Webskin



Size: (2x) 160 x 600 pixels +
1,200 x 110 pixels

Price*: **1,900,- €**

Price**: **3,150,- €**



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:

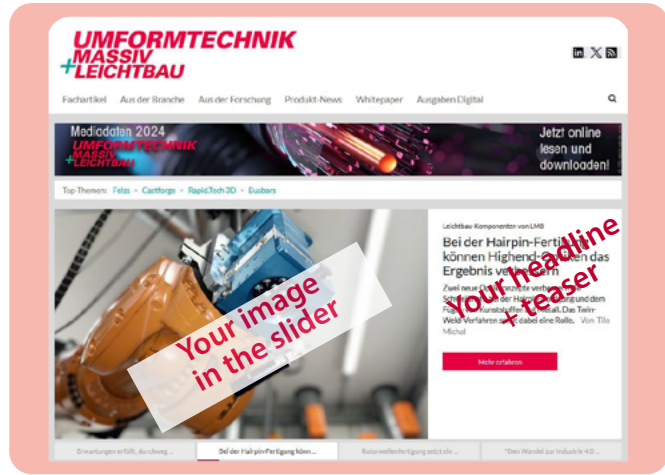
- Headline: max. 35 characters, teaser text: max. 350 characters, Main text: max. 2,000 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi

To attract more attention, your advertorial will be prominently displayed in the slider on our website.

To increase the reach of your message, we will also integrate the advertorial into our newsletter and publish it on our Linked-In channel.

Price: 1500.- €

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



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):
680.- €



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: 2,190.- €



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



TOPICS DATES



PRINT PRICES



TECHNICS



SALES



ONLINE



CONTACT



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):	965.- €
10 posts (per calendar year):	1,790.- €
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.



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

3 LinkedIn profiles

18 print issues/ ePaper / digital issues per year

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



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<https://content.meisenbach.de/en/AGB>



TOPICS
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PRINT
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TECHNICS



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