DRAHT
WIRE
draht-magazin.de

WIRE
DRAHT
wire-magazine.de

brands of umformtechnik.net

MEDIA KIT 2027

The print and digital platform for the spring, wire, and cable industry
Ad rates no. 66, valid from 1. Nov. 2026, as per 18. Nov. 2026

Menschen. Märkte. Meisenbach.

Brief description

Focus on the world of wire: the trade magazine DRAHT and the independent Englishlanguage WIRE cover the complete process chain of the wire industry. That is why decision-makers and experts from wire production and processing, spring manufacturing and cable production read both industry magazines.

With the printed editions and the and the various digital media channels, DRAHT and WIRE are the right communication environment for you and help you to place your message. This makes DRAHT and WIRE the ideal access to your target group.

DRAHT and WIRE provide managers in the wire processing industry with essential information and decision-making aids for business and operational practice. Interviews and reports on successful solutions in planning, production, and quality assurance, complemented by relevant results from research and development, as well as product presentations form the basis.

For more than 75 years, DRAHT and WIRE have gone with the spring, wire and cable industry and have been leaders in this sector. The close contact to the industry is also reflected in the active participation in national and international associations, societies, and research associations.

DRAHT and WIRE are just as worth reading for the businessman as for the technician. As the mouthpiece of the industry, we provide specialist information for all market participants. Analyses, research, economic, market and trade fair reports directly affecting the industry are also included. Further research contributions are published as white papers.

Thanks to the joint strategic orientation of DRAHT and WIRE, you can reach your international markets with the english WIRE and the german speaking markets with DRAHT. Both trade magazines effectively bring your message to potential buyers of your products and services.



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360° communication
Our range



Print	
DRAHT	5,700 copies
WIRE	4,200 copies

Website (365 days per year)	
draht-magazin.de	39,530 page impressions (Sept. 2026)
wire-magazine.de	57,794 page impressions (Sept. 2026)
umformtechnik.net	354,629 page impressions (Sept. 2026)

Newsletter	
DRAHT-Newsletter	1,934 recipients (September 2026)
WIRE newsletter	2,953 recipients (September 2026)
Ø Opening rate	24%

Social media	
LinkedIn	1,214 follower (October 2026)

Who drives the industry – our readers

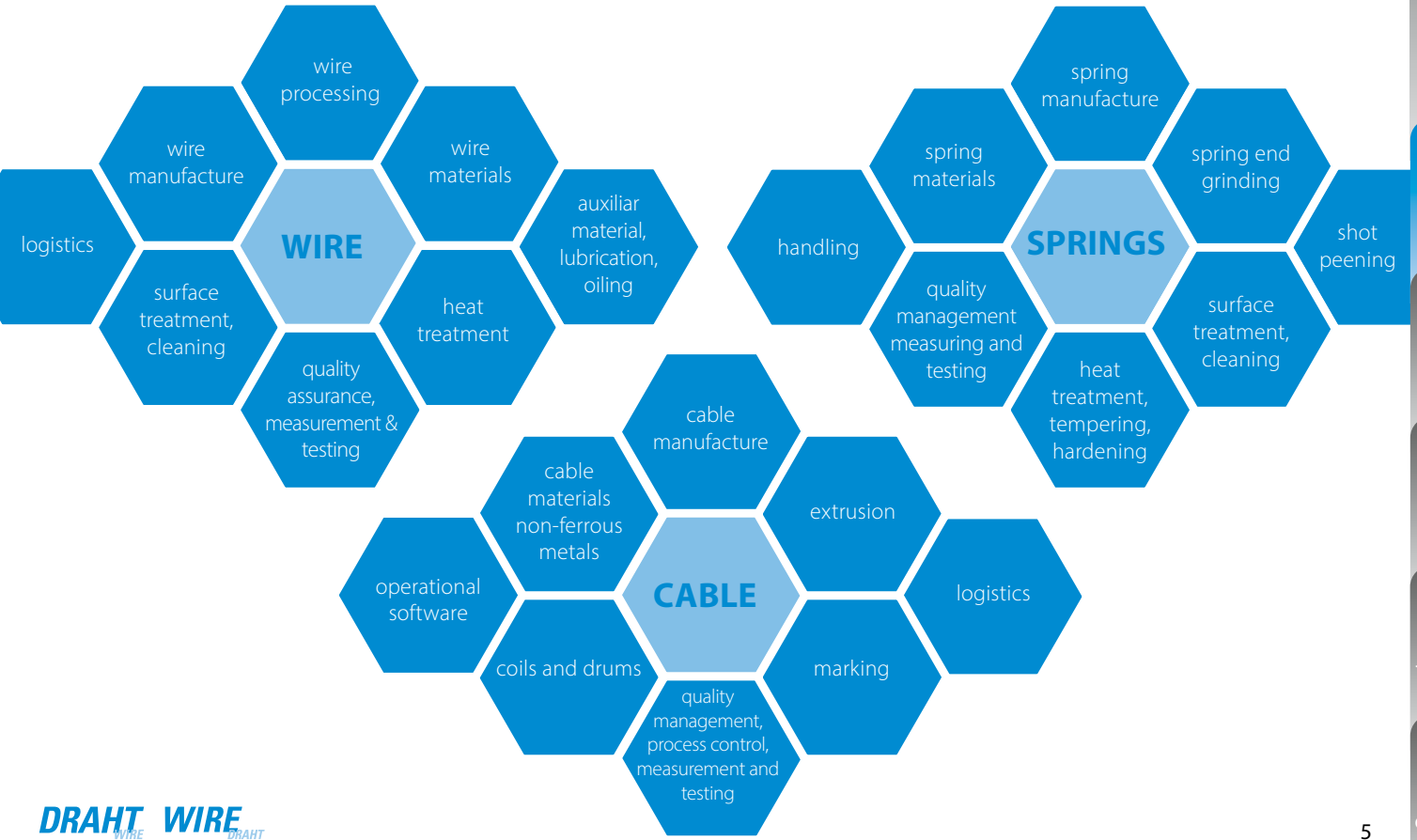
DRAHT and WIRE reach the people who set the pace in manufacturing and engineering: decision-makers, planners, developers and engineers. They define processes, assess innovations and make the investment decisions that move their company's technical development forward.

Our industries
Our readers work along the entire value chain: Manufacturers and suppliers of and for wire, steel bar, cables, wire ropes, wire mesh and fabrics, springs and formed parts, and end users in mechanical and plant engineering, vehicle manufacturing, the electrical and IT sectors, and shipbuilding and aircraft construction.

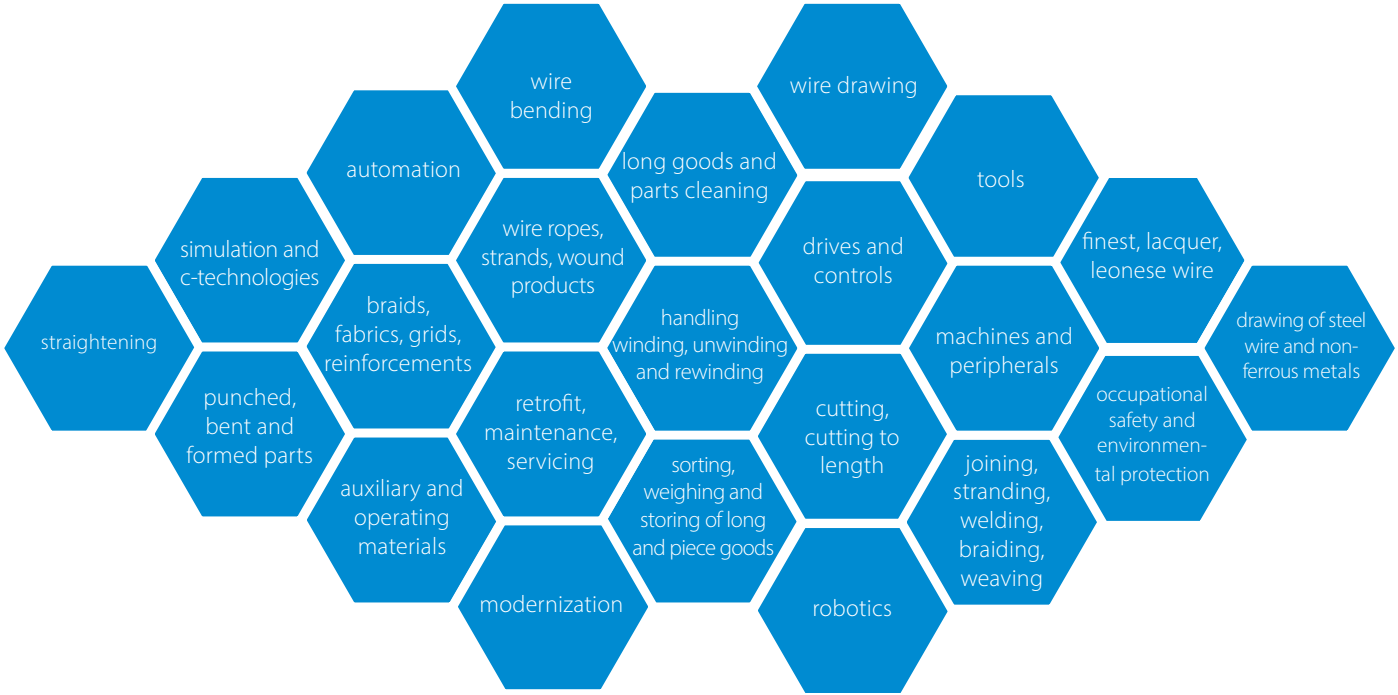
Your target audience, in your language. Speak to the people who make the decisions. We would be happy to advise you on the right campaign for your needs.



The following topics are the subject of continuous reporting



Furthermore DRAHT and WIRE report on



Further categories are:
Industry news | Orders and projects, associations, people, business, trade fairs, dates
Research | Products for manufacturing | Products from manufacturing | Media

Topics and dates in DRAHT and WIRE, Q1 2027

Medium	Format	Focus	Trade fairs/ Conferences	Editorial deadline	Advertising deadline	Publication date
WIRE	*Special-Newsletter*	***wire Mexiko*** Wire | Springs | Cable	wire Mexico, Monterrey/Mexico	09.02.2027	11.02.2027	16.02.2027
WIRE	**Print edition 1/2027**	Wire	wire Mexico, Monterrey/Mexico	14.01.2027	21.01.2027	17.02.2027
DRAHT	*Special-Newsletter*	Suppliers	Intec + Z, Leipzig	15.02.2027	17.02.2027	23.02.2027
DRAHT	*Special-Newsletter*	***Coiltech*** Winding and coiling	Coiltech, Augsburg	01.03.2027	03.03.2027	09.03.2027
DRAHT	**Print edition 1/2027**	Wire | Cable	Coiltech, Augsburg Fastener Fair Global, Stuttgart	04.02.2027	11.02.2027	10.03.2027
WIRE	*Special-Newsletter*	***wire Eurasia*** Wire | Springs | Cable	wire Eurasia, Istanbul/Türkiye	15.03.2027	17.03.2027	23.03.2027
DRAHT	*Special-Newsletter*	***Fastener Fair Global*** Wire | Cable	Fastener Fair Global, Stuttgart	22.03.2027	24.03.2027	30.03.2027

Topics and dates in DRAHT and WIRE, Q2 2027

Medium	Format	Focus	Trade fairs/ Conferences	Editorial deadline	Advertising deadline	Publication date
WIRE	**Print edition 2/2027**	Wire | Springs | Cable	wire Eurasia, Istanbul Fastener Fair Global, Stuttgart	24.02.2027	03.03.2027	01.04.2027
DRAHT	*Special-Newsletter*	***USE*** Joining, Welding	USE, Düsseldorf	05.04.2027	07.04.2027	13.04.2027
DRAHT	**Print edition 2/2027**	Wire	USE, Düsseldorf Control, Stuttgart	09.03.2027	16.03.2027	14.04.2027
WIRE	*Special-Newsletter*	***Interwire*** Wire | Springs | Cable	Interwire, Atlanta, GA/USA	19.04.2027	21.04.2027	26.04.2027
WIRE	**Print edition 3/2027**	Wire | Springs | Cable	Interwire, Atlanta, GA/USA	25.03.2027	31.03.2027	28.04.2027
DRAHT	*Special-Newsletter*	***Control*** Quality management, measuring, testing	Control, Stuttgart Sensor+Test, Nuremberg	26.04.2027	28.04.2027	03.05.2027
DRAHT	*Special-Newsletter*	Springs manufacture	VDFI-General Meeting 2027, Bad Neuenahr	22.05.2027	26.05.2027	01.06.2027
DRAHT	*Special-Newsletter*	***Thermprocess*** Heat treatment	Thermprocess, Düsseldorf	07.06.2027	09.06.2027	15.06.2027

Topics and dates in DRAHT and WIRE, Q3 2027

Medium	Format	Focus	Trade fairs/ Conferences	Editorial deadline	Advertising deadline	Publication date
WIRE	*Special-Newsletter*	***wire Middle East Africa*** Wire | Springs | Cable	wire Middle East Africa, Cairo/Egypt	23.08.2027	25.08.2027	30.08.2027
WIRE	**Print edition 4/2027**	Wire	wire Middle East Africa, Cairo/Egypt	29.07.2027	05.08.2027	01.09.2027
DRAHT	*Special-Newsletter*	Middle and East Europe	MSV, Brno/ Czech Republic	30.08.2027	01.09.2027	06.09.2027
WIRE	*Special-Newsletter*	***wire Southeast Asia*** Wire | Springs | Cable	wire Southeast Asia, Bangkok/Thailand	31.08.2027	02.09.2027	07.09.2027
DRAHT	**Print edition 3/2027**	Springs	Int. Congress Spring Industry, Rome/Italy	12.08.2027	19.08.2027	15.09.2027
WIRE	*Special-Newsletter*	Springs manufacture	Int. Congress Spring Industry, Rome/Italy	13.09.2027	15.09.2027	20.09.2027

Topics and dates in DRAHT and WIRE, Q4 2027

Medium	Format	Focus	Trade fairs/ Conferences	Editorial deadline	Advertising deadline	Publication date
WIRE	*Special-Newsletter*	***wire Southeast Asia*** Wire | Springs | Cable	Wire Brasil, Sao Paulo, Brazil	11.10.2027	13.10.2027	18.10.2027
WIRE	**Print edition 5/2027**	Springs	MTS West, CA/USA Wire Brasil, Sao Paulo	23.09.2027	30.09.2027	27.10.2027
WIRE	*Special-Newsletter*	***MTS West*** Wire | Springs | Cable	MTS West, Long Beach, CA/USA	02.11.2027	04.11.2027	08.11.2027
DRAHT	*Special-Newsletter*	Automation	SPS 2027, Nuremberg	02.11.2027	04.11.2027	08.11.2027
DRAHT	**Print edition 4/2027**	Cable	SPS 2027, Nuremberg	06.10.2027	13.10.2027	10.11.2027
DRAHT	*Special-Newsletter*	***SPS 2027*** Wire | Springs | Cable	SPS 2027, Nuremberg	09.11.2027	11.11.2027	15.11.2027
WIRE	*Special-Newsletter*	***Cable & Wire Fair*** Wire | Springs | Cable	Cable & Wire Fair, New Delhi/India	22.11.2027	24.11.2027	29.11.2027
WIRE	**Print edition 6/2027**	Cable	Cable & Wire Fair, New Delhi/India	28.10.2027	04.11.2027	01.12.2027

NEW Print + Online-Advertorial (4-in-1-bundle) 5,450.– €

Price per 1/1 page.
Other formats available on request

Your content. In print, in newsletters, online, and on LinkedIn

WHAT YOU GET

- Advertorial in the print edition of DRAHT and/or WIRE
- Advertorial in a weekly newsletter
- Advertorial on draht-magazin.de and/or wire-magazine.de (Featured in the slider)
- Post on LinkedIn with a link to the online advertorial

RANGE

- DRAHT: 5,700 print copies and/or WIRE: 4,200 print copies
- Average number of newsletter subscribers: 2,000 (DRAHT)/2,950 (WIRE) with an average open rate of 24 per cent
- Average of 58,000 page impressions per month on the website
- Average of 1,200 LinkedIn followers

WHAT WE NEED FROM YOU (For digital and print)

- Headline (max. 35 characters)
- Teaser text (max. 350 characters)
- Main text: 1,600–3,000 characters (including spaces, headline and captions).
- 1–2 images (minimum width 1,000 pixels, 16:10 aspect ratio, 300dpi) + captions

For the integrated LinkedIn push, we also require:

- Text: max. 1,000 characters (5–6 sentences)
- 3–5 hashtags
- Details of the people/companies to be tagged

PERFECT FOR

- Building strong SEO backlinks
- Content marketing & storytelling
- Showcase projects and case studies
- Company announcements
- New products & technologies

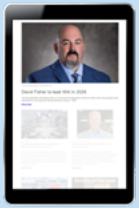
in the print magazine



on the website



in the newsletter



on LinkedIn



Ad rates and ad formats*

1/1 page

B: 210mm x 297mm

5,230.– €

Junior page

B: 142mm x 201mm

3,100.– €

1/2 page

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

2,900.– €

1/3 page

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

2,300.– €

1/4 page

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

1,950.– €

1/6 page

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

1,500.– €

1/8 page

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

1,150.– €

Best Placement:

Front cover page	**5,995.– €**
2nd cover page	**5,760.– €**
3rd cover page	**5,595.– €**
Back cover page	**5,865.– €**
Eye-catcher	**4,145.– €**
Lead page	**2,550.– €**

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 3mm 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 **1,315.– €**

Magazine format:
DIN A 4, 210mm wide x 297mm high

Discounts:
Ads within 12 months (insertion year):
Frequency discount

3 Ads	5%
6 Ads	10%
9 Ads	15%
12 Ads	20%

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:	**575.– €**
up to 50g:	**675.– €**

Maximum format available for loose inserts: 205 x 297 mm

Rates for bound inserts on request



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Eye-catcher

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

Double-sided eye-catcher: 4,145.– €

We need the following data from you:

- a meaningful picture in landscape format and in printable quality (*jpg, 300dpi or 4,961 x 3,508 pixels)
- a short descriptive text (*.txt, *.docx) with max. 800 characters (including spaces)
- your desired web address (URL)
- QR code

Images and text are embedded in the look+feel of the editorial environment.
The price includes an approval cycle. You will receive the final version for approval before going to press.
Delivery of the data by the respective editorial deadline of the booked issue.
The page is marked as an “Advertisement”.



Our correction and release details can be found on page 13.

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: 2,550.– €

We need the following data from you:
• a picture, ideally based on the focus topic, in portrait format and in printable quality (*jpg, 300dpi or 1,748 x 2,480 pixels)
• a short descriptive text (*.txt, *.docx) with ca. 300 characters (excluding spaces)
• your desired web address (URL)
• QR code to video or machine description

Images and text are embedded in the look+feel of the editorial environment.
The price includes an approval cycle. You will receive the final version for approval before going to press. Delivery of the data by the respective editorial deadline of the booked issue.
The page is marked as an "Advertisement".



Our correction and release details can be found on page 13.

Looking for an employee?
Our readers – your future specialists!



Print ads	
¼ page (width x height 94mm × 131mm)	800.– €
½ page (width x height 210mm × 151mm or 100mm × 297mm)	1,550.– €
1/1 page (width x height 210mm × 297mm)	2,880.– €

Online ads	
Newsletter + website	830.– €

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

Combined discount Print | Online 10%

DRAHT wall calendar 2028 (enclosed in issue 4/2027 with an edition of 5,700 copies)



Placement and number of banners are variable

220mm x 60mm 1,800.– €	110mm x 60mm 1,100.– €	110mm x 60mm 1,100.– €	110mm x 60mm 1,100.– €	110mm x 60mm 1,100.– €

Ad banner on draht-magazin.de and wire-magazine.de

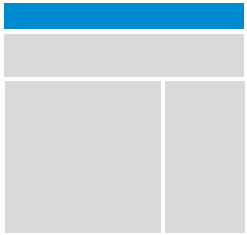
umformtechnik.net/draht und umformtechnik.net/wire

1 Full Banner



size: 560 x 110 pixel
price*: **925.– €**
price**: **1,400.– €**

2 Superbanner



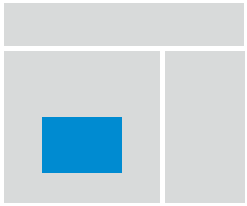
size: 1,170 x 110 pixel
price*: **1,350.– €**
price**: **2,100.– €**

3 Hockeystick



size: 735 x 110 pixel +
160 x 600 pixel
price*: **1,560.– €**
price**: **2,800.– €**

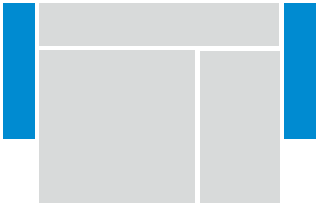
4 Content Ad***



size: 300 x 250 pixel
price*: **925.– €**
price**: **1,300.– €**

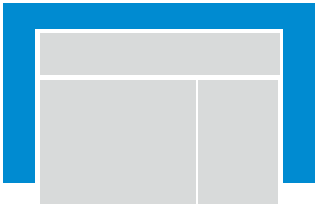
***) This banner is also visible in the mobile version and always remains in the field of view of the reader.

5 Skyscraper



size: 160 x 600 pixel
price*: **1,195.– €**
price**: **2,000.– €**

6 Webskin



size: (2x) 160 x 600 pixel +
1,200 x 110 pixel
price: **1,960.– €**

Range Online	
website DRAHT	39,530 page impressions
website WIRE	57,794 page impressions
umformtechnik.net	354,629 page impressions

Discounts:

– Individual cross-media offers are available on request.
– *) Price for www.draht-magazin.de or www.wire-magazine.de
– **) Price for www.draht-magazin.de and www.wire-magazine.de

– Duration: 4 weeks
– Delivery of the banner data incl. linking by e-mail indicating the customer name to Anna Ugrica (anna.ugrica@meisenbach.de).

Online-Advertorial (3-in-1-bundle) 1,500.– €

Your content. Our reach.

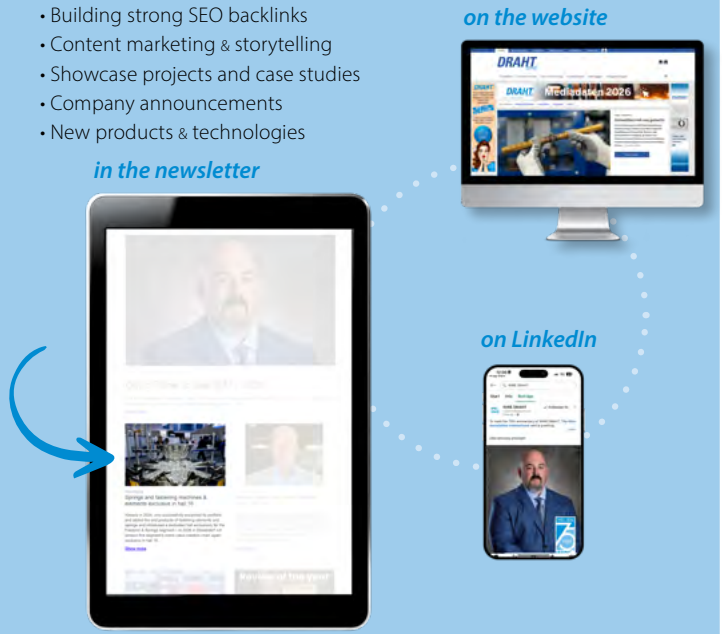
WHAT YOU GET
- Advertorial in a weekly newsletter
- Advertorial on draht-magazin.de and/or wire-magazine.de
- Post on LinkedIn with a link to the online advertorial (featured in the slider)

RANGE
- Average number of newsletter subscribers: 2,000 (DRAHT)/ 2,950 (WIRE) with an average open rate of 24%
- Average of 58,000 page impressions per month on the website
- Average of 1,200 LinkedIn followers

WHAT WE NEED FROM YOU
- Headline (max. 35 characters)
- Teaser text (max. 350 characters)
- Main text (max. 2,000 characters)
- 1–2 images (minimum width 1,000 pixels, aspect ratio 16:10, 72dpi) + captions

For the integrated LinkedIn push, we also require:
- Text: max. 1,000 characters (5–6 sentences)
- 3–5 hashtags
- Details of the people/companies to be tagged

PERFECT FOR
- Building strong SEO backlinks
- Content marketing & storytelling
- Showcase projects and case studies
- Company announcements
- New products & technologies



Online-Advertorial (3-in-1-bundle-*Premium*) 2,000.– €

Even greater visibility. For your content.

Secure the exclusive premium placement for your advertorial and have your article featured at the start of the newsletter!

WHAT YOU GET IN ADDITION TO THE 3-IN-1 BUNDLE

- You'll be featured in first place in the newsletter: ahead of everyone else
- Optimal visibility, even in the preview
- Strong visual presence thanks to a large-format image

Sign up for our newsletter!

on the website



in the newsletter



on LinkedIn



LinkedIn-bundle

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

Bundle prices:

5 Posts (per calendar year):	**1,000.– €**
10 Posts (per calendar year):	**1,850.– €**

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 5 hashtags in addition to your text.



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https://www.linkedin.com/showcase/wire-draht-magazine

NEW Our newsletters

Perfect access to decision-makers in their working day

Weekly newsletter

A regular editorial newsletter featuring industry news and
the corresponding advertising opportunities, such as banner placements
or advertorials.
Your media options for your chosen calendar week:

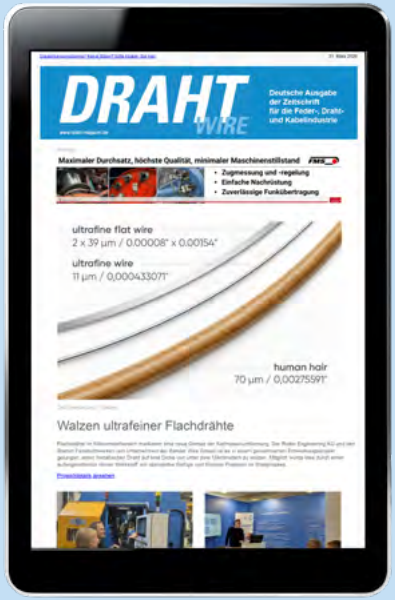
- **Newsletter banner:**
  Price: **715.– €**

  File format:
  JPG, 600 x 150 pixels, max. size 100 K;

  Submission of files: finished advertising banner:
  6 days before the publication date
  to Anna Ugrica (anna.ugrica@meisenbach.de).

- **Advertorial:**
  Regarding the "3-in-1-bundle" (p. 19): **1,500.– €**
  Regarding the "3-in-1 *Premium* bundle" (p. 20): **2,000.– €**

- **On top:**
  Also published on LinkedIn and our website;
  see pages 19/20



All prices exclude VAT.

NEW Our newsletters

Perfect access to decision-makers in their working day

Special newsletter

Topic- or event-based newsletters
for example, trade fairs, spring manufacturing, heat treatment or joining.

Here, several clients or brands can be featured within a relevant thematic area. Your media options in the special newsletter of your choice (see page 12):

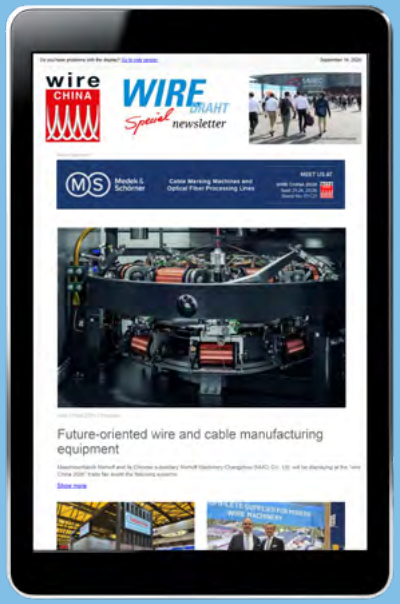
- **Newsletter banner:**
  Price: **715.– €**

  File format:
  JPG, 600 x 150 pixels, max. size 100 K;

  Submission of files: finished advertising banner:
  6 days before the publication date
  to Anna Ugrica (anna.ugrica@meisenbach.de).

- **Advertorial:**
  Regarding the „3-in-1-bundle“ (S. 19): **1,500.– €**
  Regarding the „3-in-1-bundle *Premium*“ (S. 20): **2,000.– €**

- **On top:**
  Also published on LinkedIn and our website;
  see pages 19/20



All prices exclude VAT.

NEW Our newsletters

Perfect access to decision-makers in their working day

Exclusive newsletter

An exclusive customer newsletter as a sales product for a single client.
It includes two advertorials and one banner.
No other competitor advertising appears in this newsletter.

Your media options in your preferred calendar week:

All-inclusive

price: 2,500.– €

- ***2 advertorials***
- ***1 newsletter banner***
- ***Plus: 2 editorial articles, coordinated with the newsletter's central theme***



All prices exclude VAT.

Specifications

Magazine format:
210mm wide x 297mm high

Print space:
184mm wide x 260mm 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 In-Design 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 will have to charge you 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 PSO-coated_v3.icc.
If you are interested, please contact Anna Ugrica 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:
Anna Ugrica, Mediakoordination
anna.ugrica@meisenbach.de
Tel.: +49 951 861-100

Delivery adress:
Schleunungdruck GmbH
Inserts for attention of Marlene Trapp
Eltertstrasse 27
97828 Marktheidenfeld/Germany
Tel.: +49 9391 6005-9132

Contact persons

Ad sales + Distribution

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