

# MediaKit

2022

**fertigung**



**m<sub>i</sub> connect**

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**Title:** fertigung

## Brief description:

The magazine's reporting revolves around one central focus: What machines, tools and processes can help the modern metalworking industry to increase its productivity in order to remain competitive in future? A decisive factor in this work is a comprehensive view of the manufacturing process – from machine technology to process organization and industrial engineering. Practice-oriented reports with fact boxes, product reports, background articles and machine comparisons

examine current trends and developments and evaluate their practicability. **ferti-gung** is thus an indispensable aid to support resource investment decisions in the metalworking industry.

**Target audience:** Metalworking industry; from the production manager to the “man at the machine”.

**Publication frequency:** 6x per year, incl. 1x DACH (see Planned topics on pages 20/21)

**Format:** DIN A4

**Year:** 50th year of publication in 2022

## Annual subscription prices:

Germany €133.75 (plus €12.84 shipping & VAT = €146.59)  
 Overseas €133.75 (plus €25.68 shipping & VAT = €159.43)  
 Single issue price € 23.45 (incl. VAT, excl. shipping)

**Company:** verlag moderne industrie GmbH  
 Postal address: D-86895 Landsberg  
 Street address: Justus-von-Liebig-Str. 1, D-86899 Landsberg  
 Telephone: +49 (0)8191 125-0  
 Fax: +49 (0)8191 125-483  
 Internet: www.fertigung.de

**Publisher:** verlag moderne industrie GmbH

**Sales team:** Thomas Seidel  
 Telephone: +49 (0)8191 125-412  
 Email: thomas.seidel@mi-connect.de

1 Print run monitoring:		
2 Print run analysis:	Copies per issue as an annual average July 1, 2020 – June 30, 2021	
<b>Print run:</b>	15,384	
<b>Total actual circulation (TAC):</b>	15,226	of which is international: 255
<b>Copies sold:</b>	1,520	of which is international: 31
– Subscriber copies:	273	of which are for members: 72
– Right of access in paid content subscription**:	387	
– Other sales:	1,247	
– Retail sales:	0	
<b>Free copies:</b>	13,706	
<b>Remaining, archive and specimen copies:</b>	158	

\* Copies not analyzed, e.g. trade fair and congress copies, etc.

\*\* Company data

### 3 Geographical distribution analysis:

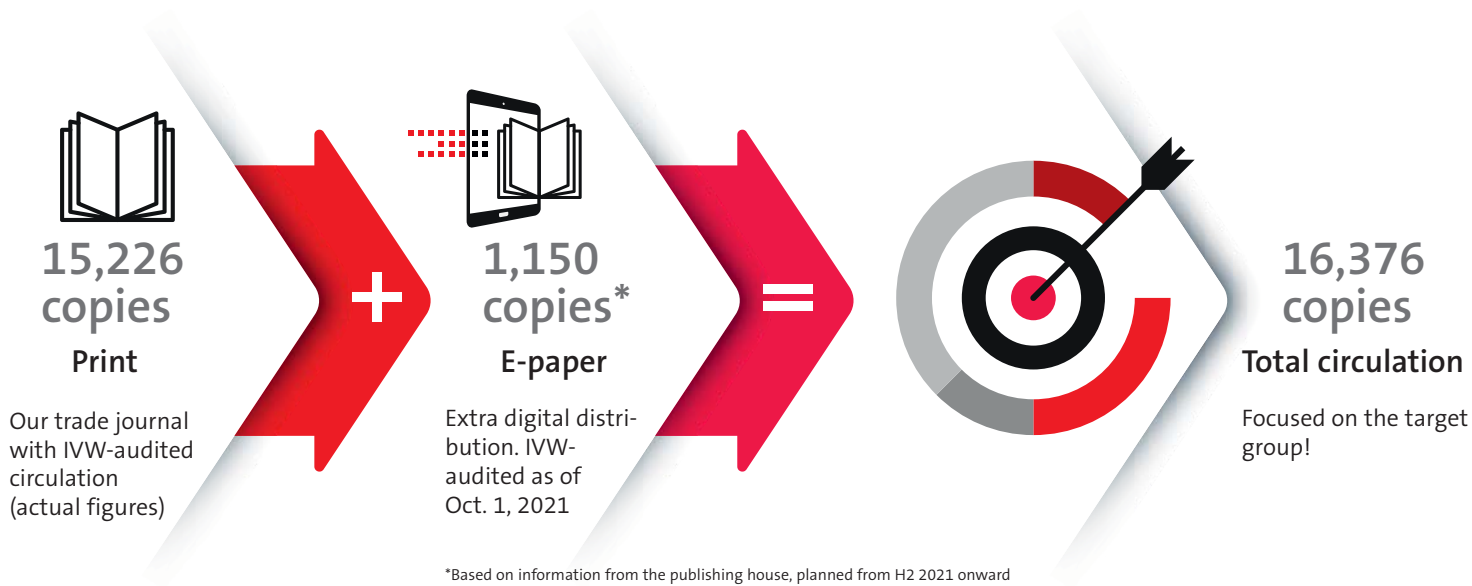
Economic area:	Share of total actual circulation	
	%	Copies
<b>Domestic</b>	98.3	14,971
<b>International</b>	1.7	255
<b>Miscellaneous*</b>	0.0	0
<b>Total actual circulation (TAC)</b>	<b>100.0</b>	<b>15,226</b>

Distribution by federal state	Share of total actual circulation	
	%	Copies
Baden-Württemberg	23.6	3,532
Bavaria	16.7	2,506
Berlin, Brandenburg, Mecklenburg-Vorpommern	3.1	465
Bremen, Hamburg, Schleswig-Holstein	3.4	507
Hesse	6.8	1,013
Lower Saxony	6.5	977
North Rhine-Westphalia	24.5	3,665
Rhineland-Palatinate	4.2	633
Saarland	1.5	229
Saxony, Saxony-Anhalt	6.6	982
Thuringia	3.1	462
<b>Total actual domestic circulation (TAC)</b>	<b>100.0</b>	<b>14,971</b>

For a detailed description of the data collection method, see page 7

## Our coverage to secure your successful communication

Industry experts get their information in various different ways, now more so than ever. Reach your target group – via both analog and digital channels.



### 1.1 Sectors/branches

WZ 2008 codes	Recipient groups (acc. to Classification of Economic Activities 2008)	Share of total actual circulation	
		%	Recipients
24	Manufacture of basic metals	5.3	814
25	Manufacture of fabricated metal products	31.9	4,863
25.1	Manufacture of structural metal products	6.3	966
25.2	Manufacture of metal tanks and containers (incl. steam boilers)	1.0	151
25.5	Forging, pressing, stamping and roll-forming and similar of metal	3.1	472
25.6	Treatment and coating of metals; machining n.e.c.	7.7	1,176
25.7	Manufacture of cutlery, tools and general hardware	7.3	1,115
25.9	Manufacture of other fabricated metal products	6.5	983
28	Manufacture of machinery and equipment	38.0	5,783
26, 27	Manufacture of medical, computer, electronic and optical products; electricity generation equipment; telecommunications technology	10.5	1,595
29.3	Manufacture of parts and accessories for motor vehicles, other manufacture of motor vehicles	3.4	514
	Other sectors	10.9	1,657
	Miscellaneous*	0.0	0
	<b>Total actual circulation (TAC)</b>	<b>100.0</b>	<b>15,226</b>

## 1.2 Size of business entity

	Share of total actual circulation	
	%	Recipients
1 – 49 employees	35.2	5,355
50 – 99 employees	18.6	2,830
100 – 199 employees	16.5	2,506
200 – 499 employees	14.1	2,155
500 – 999 employees	7.1	1,088
≥1,000 employees	8.5	1,292
Other*	0.0	0
<b>Total actual circulation (TAC)</b>	<b>100.0</b>	<b>15,226</b>

## 2.1 Job characteristics: Position in the business

	Share of total actual circulation	
	%	Recipients
Executives / directors	15.9	2,425
Branch, works, dpmt., plant and divisional management	72.9	11,093
Skilled employees	11.2	1,708
Other*	0.0	0
<b>Total actual circulation (TAC)</b>	<b>100.0</b>	<b>15,226</b>

\* Copies not analyzed, e.g. trade fair and congress copies, etc.

### Distribution and recipient structure analysis (AMF Scheme 2 and 3-E)

#### Totals examined through file evaluation per IVW guidelines

#### Description of data collection method for the distribution and recipient structure analysis (AMF Scheme 2, No. 3 and AMF Scheme 3-E, Nos. 1.1 to 2.1)

##### 1. Analysis method:

Recipient structure analysis through file evaluation – totals collection per IVW guidelines

##### 2. Description of recipients at the time of data collection:

###### 2.1 Nature of the file:

The recipients file contains the addresses of all recipients. Due to the postal information in the file, the contents can be sorted by zipcode or into domestic and international recipients. The file also contains the sector, company size classification and job characteristics.

**2.2 Total number of recipients in the file:** 32,864

**2.3 Total number of alternating recipients:** 31,290  
(change after every third issue)

###### 2.4 Structure of recipients of an average issue by distribution type:

– Issues sold	1,520
of which: Subscriber copies	273
Right of access in paid content subscription*	387
Retail sales	0
Other sales	1,147
– Free copies	13,706
of which: Permanent free copies	54
Alternating free copies	13,494
Advertising copies	158
Total actual circulation (TAC)	15,226
– of which is domestic:	14,971
– of which is international:	255

\* Company data

### 3. Description of the analysis:

#### 3.1 Basic total (examined share):

Basic total (TAC) 15,226 = 100%

of which is not included in the analysis:

– Advertising copies 158 = 1.04%

Proportion of total actual circulation (TAC) included in the analysis 15,068 = 98.96%

**3.2 Date of file evaluation:** August 2, 2021

#### 3.3 Description of data pool:

To allocate the criteria of sector, business size and job characteristic to recipients, we continuously update the data in our address and customer system and constantly make small adjustments to keep up to date with the latest market trends.

#### 3.4 Analysis target person:

The personal recipients at institutions entered in the file.

**3.5 Definition of the reader:** n/a

**3.6 Analysis period:** July 1, 2020 June 30, 2021

**3.7 Analysis conducted by:** mi connect

This analysis was designed and carried out and the report produced in accordance with the current version of the ZAW framework for analyses of advertising media.

**1 Magazine format:** 210 mm width, 297 mm height

**Print space:** 178 mm width, 257 mm height  
4 columns @ 41 mm width

For bleed ads, important aspects (text, logos, etc.) must be placed with at least 5 mm clearance to the trim and the spread.

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**2 Printing and binding process:**

Cover in sheet offset, content in web offset (ISO 12647-2)  
Adhesive binding / saddle stitching

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**3 Profiles:**

Content: PSO LWC Improved (ECI)  
Cover: ISO Coated v2 300%  
Download profiles for free:  
<http://www.eci.org/de/downloads>

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**4 Data formats:** Deliver data as PDF/X-1a (2001 or 2003), images at least 300 dpi resolution, line scans (e.g. texts, graphics) at least 800 dpi.  
Attachment in original format plus 3 mm trim and crop marks.

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**6 Data archiving:**

Data is archived; identical re-runs of content are therefore usually possible. However, no guarantee is provided for this data.

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**7 Warranty:**

We assume no liability for the printing results in the event that the customer supplies incomplete or divergent data (text, colors, images).

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**8 Contact and data transfer address:**

Regine Russek,  
Media Administration  
Telephone: +49 (0)8191 125-338  
Email: [regine.russek@mi-connect.de](mailto:regine.russek@mi-connect.de)



**Expanding your existing customer base**

**Promoting customer loyalty**

**Generating new customers**

**Boosting response rate**

**Enhancing sales performance and tapping new sales potentials**

Mailshots are the ideal advertising medium, offering extensive, flexible design options and thereby ensuring a high degree of attention, especially if they are integrated into a cross-media advertising campaign. Benefit from our direct contacts in German industry, and address over 500,000 decision-makers in a targeted and personalized manner.

- **Addresses are very up-to-date** thanks to regular distribution of periodicals
- **Exclusive contacts** extending up to specialist departments thanks to continuous address qualification by telephone
- **Personalized addressing** of managing directors, decision-makers and specialists
- **Flexible address utilization** with single use, multiple use or yearly use
- **Billing according to net input quantity** by matching against your database

**ADDRESS CONTROL GESCHÜTZT**  
www.acsueppmayer.de

## All-round service with guaranteed delivery

- **The right type of address list renting:** The right addressees for your communication
- **More target group:** We research additional target group potential for you
- **Full service from the professionals:** We produce and ship millions of print products annually
- **Delivery guarantee:** On request, undeliverable returns will be credited to you for a follow-up order

## Target group without dispersion losses

Based on the following criteria, the desired target group can be filtered without dispersion losses and selected in any combination:

- Readers of one or more trade journal titles
- Industry and secondary industry according to WZ08
- Decision-makers by position/function within the company
- Company size, region (postal code, state), national and international

## High-quality, individual, surprising

- More attention is paid to a personal cover letter, which remains present for longer
- Printed material awakens emotions thanks to its touch-based experience and striking appearance
- Diverse design possibilities for printed advertising media generate attention
- The focused approach is ideal for integration into cross-media advertising campaigns (e.g. via personalised websites)
- Printed material works, and is the perfect advertising medium for winning new customers

## NOW test it for free!

We determine your desired target group's potential free of charge and without obligation.

Get in touch with us:

Address list renting	Single use (price per use)	Double use (price per use)	Triple use (price per use)	Annual rent (lump-sum)
Database lump sum	€ 180.00			
Company address + 1 contact person	from € 0.24	from € 0.22	from € 0.19	from € 0.95
Minimum order value	€ 590.00 (including database and selection fee)			
Minimum purchase	70% of delivered addresses (for address matching)			

All rental prices per use, annual rent flat rate and depending on quantity  
Price quotations plus VAT. The conditions according to the offer/order confirmation apply.

## Optional full service – we take care of EVERYTHING!

<p><b>Advice</b></p> <p>We advise you on the selection of target groups, determine your desired target group's potential free of charge, and prepare an offer for full-range services.</p>	<p><b>Production</b></p> <p>We print the advertising media, whether standard or special formats.</p>
<p><b>Address matching</b></p> <p>We reconcile rented address lists against your customer base.</p>	<p><b>Letter shop</b></p> <p>We look after the packing of the advertising material, postage optimization and postal delivery of the mailshot.</p>



Alexander Zöller  
+49 81 91/125-345  
Adressvermietung@mi-connect.de

Topics	Month/ Issue	March 1/2022	May 2/2022	July 3/2022	August 4/2022	September 5/2022	November 6/2022		
	Advertising deadline	03.02.	07.04.	08.06.	18.07.	10.08.	11.10.		
	Publication date	01.03.	06.05.	05.07.	12.08.	06.09.	08.11.		
<b>Trade Fairs / Events</b>		Metav, GrindTec	Grinding Hub	Special Section <b>werkzeug&amp;formenbau</b>	Special Section <b>werkzeuge</b>	AMB Special Section* <b>DACH</b>	AMB Special Section <b>werkzeug&amp;formenbau</b> K 2022 EuroBLECH	Special Section <b>werkzeug&amp;formenbau</b> formnext	
<b>Permanent strands</b>	<b>Technologies</b>								
<b>The Sector Report</b>	Turning	●	●	In the special section Tool and Mold Manufacture, we report on the areas of computer aided technology, product development, machining and additive production methods, EDM, clamping technology, laser processing, waterjet cutting, control and drive technology, measurement technology and quality assurance as well as production planning and components such as materials, standard components, hot runner technology or cooling lubricants. Permanent strands include Injection Molding and Casting, Pressing and Forming, Engineering and Services. This issue is completed by <b>advance reports on the Trade Fair MEX Molding Expo.</b>	●	●	●	In the special section "The BEST for Tool and Mold Manufacture", we report on the most important products for the sector this year from the areas of computer aided technology, product development, machining and additive production methods, EDM, clamping technology, laser processing, waterjet cutting, control and drive technology, measurement technology and quality assurance as well as production planning and components such as materials, standard components, hot runner technology or cooling lubricants, injection molding and casting as well as pressing and forming.	
	Milling	●	●		●	●	●		
	Drilling	●	●		●	●	●		
Grinding	●	●	●		●	●			
<b>Motors + Automotive construction</b>	Sawing	●	●		●	●	●		
	Machining centers	●	●		●	●	●		
	HSC/HPC	●	●		●	●	●		
<b>Machinery + Plant engineering</b>	Tool technology	●	●		●	●	●		
	Dry machining	●	●		●	●	●		
<b>Microtechnology + Components</b>	Clamping technology	●	●		●	●	●		
	Surface engineering	●	●		●	●	●		
	Additive procedures	●	●		●	●	●		
<b>Rigorously tested (The major production machinery check)</b>	Waterjet cutting	●	●		●	●	●		
	EDM	●	●		●	●	●		
	Control technology	●	●		●	●	●		
	Drive technology	●	●		●	●	●		
	Measuring technology	●	●		●	●	●		
<b>Innovations + Trends</b>	Quality Assurance	●	●		●	●	●		
	CAD/CAM	●	●		●	●	●		
	BDE/MDE/MES	●	●		●	●	●		
	ERP/PPS	●	●	●	●	●			
	KSS/MMKS	●	●	●	●	●			
	Disposal	●	●	●	●	●			
	Cleaning	●	●	●	●	●			
<b>Features</b>	Handling	●	●	●	●	●	●		
	Maintenance	●	●	●	●	●	●		
		Complete machining	Clamping technology	MEX Moulding Expo	Tools	Turning	Engines and vehicle manufacture	Fakuma	Medical engineering Tools

\*GER+AUS+SW = 27. International Supplement; Product parade for AMB; Total print run 37,500 copies (see page 14).

Trade fairs/exhibitions (Germany)	
Nortec, Hamburg	Jan. 1–28
Metav, Düsseldorf	Mar. 8–11
GrindTec, Augsburg	Mar. 15–18
Hannover Messe, Hanover	Apr. 25–29
Control, Stuttgart	May 3–6
GrindingHub, Stuttgart	May 17–20
automatica, Munich	Jun. 21–24
AMB, Stuttgart	Sep. 13–17
Motek, Stuttgart	Oct. 4–7
part2clean, Stuttgart	Oct. 11–13
K 2022, Düsseldorf	Oct. 19–26
EuroBlech, Hanover	Oct. 25–28
formnext, Frankfurt	Nov. 15–18

Trade fairs/exhibitions (abroad)	
Imtex, Bangalore, India	Jan. 20–26
MACH, Birmingham, UK	Apr. 4–8
Metalloobrabotka, Moscow, Russia	May 23–27
Biemh, Bilbao, Spain	May 30–Jun. 3
IMTS, Chicago, US	Sep. 12–17
IMT/MSV, Brno, Czech Republic	Oct. 3–7
BI-MU, Milan, Italy	Oct. 12–15
Jimtof, Tokyo, Japan	Nov. 8–13

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## Advert formats and prices (see also page 15 "Information sheet formats")

All ad prices are stated in EUR, inclusive of color surcharges and exclusive of statutory value-added tax.

Advert sizes	Print space formats (W x H in mm)	Bleed formats (W x H in mm)	Prices incl. color surcharge
1/1 page	178 x 257	216 x 303	5,980.00
2/3 page vertical	117 x 257	136 x 303	4,398.00
2/3 page horizontal	178 x 169	216 x 194	4,398.00
Junior page	126 x 178	145 x 203	3,685.00
1/2 page vertical	86 x 257	105 x 303	3,685.00
1/2 page horizontal	178 x 126	216 x 149	3,685.00
1/3 page vertical	56 x 257	75 x 303	2,665.00
1/3 page horizontal	178 x 83	216 x 106	2,665.00
1/4 page vertical	41 x 257	60 x 303	1,895.00
1/4 page horizontal	178 x 62	216 x 85	1,895.00
1/4 page square	86 x 126	105 x 149	1,895.00
1/8 page vertical	41 x 126	60 x 149	1,370.00
1/8 page horizontal	178 x 29	216 x 52	1,370.00
1/8 page square	86 x 62	105 x 85	1,370.00

## Preferential position surcharge:

Inside front cover	€6,500.00
Outside back cover	€6,500.00
Page 5 (content): 1/3 page vertical	€3,200.00

## Discounts (when purchased within one year)

Frequency scale		Volume scale	
from 3 ads	3%	from 3 pages	10%
from 6 ads	5%	from 6 pages	15%
from 12 ads	10%	from 12 pages	20%

## Classified ads:

Job advertisements: 20% discount on the regular price (see Point 1, esp. 1.1)  
Job requests: 50% discount on the regular price (see Point 1, esp. 1.1)

## Special forms of advertising: Off-prints and PDFs on request

### Bound inserts:

Size	Paper weight	up to 170 g/m <sup>2</sup>	over 170 g/m <sup>2</sup>
2 pages		5,570.00	5,850.00
4 pages		8,960.00	9,860.00

More formats available on request.

Provision: Sample before order placement. Must be provided at least 14 days prior to publication.

Format untrimmed 216 mm width, 303 mm height.

Head trim 3 mm. Multi-page pull-outs folded to format stated above.

## Cancellation charges:

35% of the ad price if four weeks before publication date or later

**Supplements:** (not eligible for discounts and only for total print run)

up to 25g weight €4,420.00

per additional 25g weight €2,210.00

(Prices inclusive of postage)

max. paper format 20 x 29 cm

Provision: Sample before order placement. Must be provided at least 10 days prior to publication.

**Affixed advertising materials:**

In conjunction with an ad or bound insert. €1,840.00

Exclusive of adhesive costs

– for machine processing € 770.00

– for manual processing € 1,700.00

**Postal address for supplements and bound inserts:**

pva, Druck und Medien-Dienstleistungen GmbH, Herr Hans Beitler,  
Industriestrasse 15, D-76829 Landau/Pfalz (with note: "for fertigung" & issue no.)

**Special forms of advertising:** Discover and deploy our range of creative special forms of advertising for your product.



**Sleeve around fertigung**

Format 460 x 100 mm, incl. printing and adhesive costs €8,600.00



**Gatefolder**

Fold-out full-page advert on the inside front cover. Ad area: approx. 3 DIN A4 pages €18,200.00



**Sleeve page**

Sleeve around the magazine with 1/2 page on front cover and full page on outside back cover  
Ad area: approx. 1.5 DIN A4 pages €10,700.00

**The other special forms of advertising we offer are:**

- Ad cover
- Double-gate fold pull-out
- Advert series
- Sleeve
- Bound insert
- Gatefolder
- Closed advert
- Half-page bound pull-out
- Bound poster pull-out
- Bound postcard pull-out
- Single-page pull-out
- Special colors
- Staged pull-out
- Partial insert
- Sleeve page
- Full insert

**Off-prints**

Double the benefit you gain from your posts in our magazines and newspapers. Off-prints are the perfect complement to your advertising measures. They offer journalistic objectivity and are convincing! You could send reprints of your post to customers, hand them out at trade fairs or use them as materials for your field sales work!

**Contact:**

**Account Manager**

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**Media Administration**

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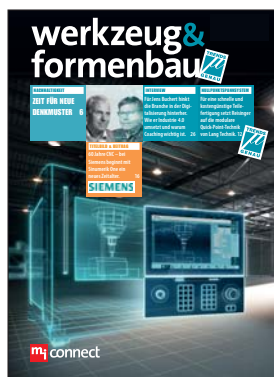
**Payment terms:**

within 14 days net of invoice date,  
2% discount for pre-payment  
3% discount for payment via direct debit

**Bank details:**

HVB  
Sort code: 70020270, Account no.: 15764474  
IBAN: DE76 7002 0270 0015 7644 74  
SWIFT (BIC): HYVEDEMMXXX

## Special section werkzeug&formenbau



Werkzeug&formenbau is the opinion-forming magazine for decision-makers and movers in the tool, mold, die and jig manufacture sector. Through its holistic coverage of the technological and organizational process chain in the form of background articles, reports on trends, use cases and product reviews, werkzeug&formenbau offers readers the basis for financially optimizing processes.

Please find advertising forms and prices on pages 10/11.

### Geographical distribution analysis:

Economic area	Share of total actual circulation	
	%	Copies
Domestic	97.6	9,558
International	2.4	232
Other*	0.0	0
<b>Total actual circulation (TAC)</b>	<b>100.0</b>	<b>9,790</b>

Distribution by federal state	Share of total actual circulation	
	%	Copies
Baden-Württemberg	23.8	2,269
Bavaria	17.8	1,696
Berlin, Brandenburg, Mecklenburg-Vorpommern	2.7	253
Bremen, Hamburg, Schleswig-Holstein	3.3	317
Hesse	7.9	759
Lower Saxony	6.1	587
North Rhine-Westphalia	22.9	2,183
Rhineland-Palatinate	4.4	425
Saarland	1.5	148
Saxony, Saxony-Anhalt	6.2	592
Thuringia	3.4	329
<b>Total actual domestic circulation (TAC)</b>	<b>100.0</b>	<b>9,558</b>

### Publication date:

- 1 May 06, 2022
- 2 September 06, 2022
- 3 November 08, 2022

### Advertising deadline:

- April 07, 2022 The Best for Tool & Mold Manufacture
- August 10, 2022 for K / EuroBLECH
- October 11, 2022 The Best for Tool & Mold Manufacture for formnext

### Size of business entity

	Share of total actual circulation	
	%	Recipients
1 – 99 employees	53.6	5,248
100 – 199 employees	16.0	1,567
200 – 499 employees	14.1	1,379
500 – 999 employees	7.2	706
1,000 employees and above	9.1	890
Miscellaneous*	0.0	0
<b>Total actual circulation (TAC)</b>	<b>100.0</b>	<b>9,790</b>

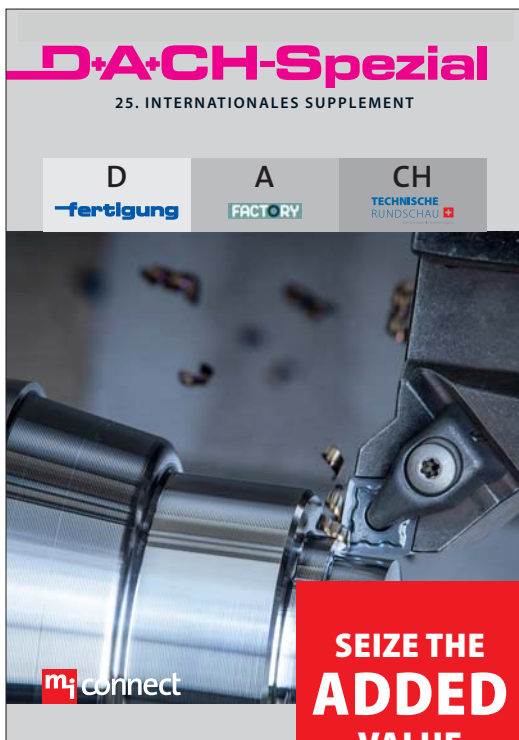
### Job characteristics: Field of duties

	Share of total actual circulation	
	%	Recipients
Company management, CTOs	36.6	3,585
Toolmaking management, incl. independent toolmakers and mold makers	43.9	4,297
Development/design	19.5	1,908
Miscellaneous*	0.0	0
<b>Total actual circulation (TAC)</b>	<b>100.0</b>	<b>9,790</b>

### Branchen/Wirtschaftszweige

WZ 2008 code	Empfängergruppen (lt. Klassifikation der Wirtschaftszweige 2008)	Share of total actual circulation	
		%	Recipients
24.4, 24.5	Manufacture and processing of metals, metal casting	7.6	740
25, 25.5	Manufacture of fabricated metal products, forging, pressing, stamping and roll-forming of metal	30.4	2,974
28	Manufacture of machinery and equipment	28.2	2,757
26, 27, 32.5	Medical, measurement, control and navigation technologies, optical instruments, electrical technology, electronics	14.9	1,463
29, 30	Manufacture of motor vehicles, motor vehicle components and other transport equipment (ship, rail vehicle, aircraft and spacecraft construction)	5.5	543
	<b>Other branches</b>	<b>13.4</b>	<b>1,313</b>
	<b>Miscellaneous*</b>	<b>0.0</b>	<b>350</b>
	<b>Total actual circulation (TAC)</b>	<b>100.0</b>	<b>9,790</b>

\* Copies not analyzed, e.g. trade fair and congress copies, etc.



## D+A+CH: 27th international supplement

1 ad – 3 countries – 1 price

Published for the 26<sup>th</sup> time on the occasion of the EMO trade fair, this supplement is a trans-Alpine collaboration between fertigung (D), FACTORY (A) and Technische Rundschau (CH).

Total print run: 37,500 copies

To mark AMB 2022, it will appear in fertigung 4/22, FACTORY 9/22 and Technische Rundschau 9/22.

Advertising deadline: July 18, 2022

Format	Width x height in mm	Prices in €
1/1 page	178 x 257	7,740.00
1/2 page / Junior page	86 x 257 / 178 x 126 / 126 x 178	4,560.00
1/3 page	56 x 257 / 178 x 83	3,600.00
1/4 page	86 x 126 / 178 x 62 / 41 x 257	2,720.00
Bound insert	upon request	

## Cross-media special in fluid – more impressions, more contacts, more trust



- 1) A prospect needs to hear a message at least 7 times for it to stay in their mind. However, moving from knowing a message to reacting to it is a significant step – and requires more contacts! So many, in fact, that your target group feels comfortable enough opting for your company over others when they come to make a decision.
- 2) Ensuring a strong, enduring presence creates a sense of familiarity with the brand. This is the power of advertising: It creates awareness and a feeling of comfort. Take major brands like McDonalds, Coca Cola or Siemens for example – everyone knows them, just about everyone uses them, so people assume they must be good at what they do. This is why you should flood every possible channel with your message – including print, online and newsletters.

**We offer an affordable option to allow you to achieve this, too.**

- Print publication:** 6 issues of fertigung  
**Online publication:** 10 days before print publication  
**Circulation of print media:** 15,226 copies, subject to IVW analysis

**Pageviews** 24,000 impressions, 17,000 visits  
 (www.ivw.de, March 2021)  
**Recipients:** Design engineers and developers, company management, CTOs, buyers, operations managers

**Example 1:**  
 fertigung magazine  
 1/2 page ad  
 in editorial section  
 +  
 fertigung portal  
 Content ad, 4 weeks  
 +  
 fertigung newsletter  
 Content ad, sent 4 times  
**€6,900.00**

**Example 2:**  
 fertigung magazine  
 1/3 page ad  
 in editorial section  
 +  
 fertigung portal  
 Content ad, 2 weeks  
 +  
 fertigung newsletter  
 Content ad, sent twice  
**€4,300.00**

**Web address:** [www.fertigung.de](http://www.fertigung.de)

**Brief description:**

Through our B2B portal, we offer our users comprehensive insight into the world of the metalworking industry. The focus is on what machines, tools and processes could help the modern metalworking industry to increase its productivity? A decisive factor in this work is taking a holistic view of the manufacturing process. Structured into distinct, logical categories, the magazine features user reports, trend reports and exclusive interviews as well as comprehensive, interactive infographics and market overviews. The website [www.fertigung.de](http://www.fertigung.de) and the associated Facebook page offer readers even more concise and focused information on this vibrant, innovative industry.

**Target audience:**

[www.fertigung.de](http://www.fertigung.de) is the practice-oriented website for the production level of the metalworking industry – from production managers to specialist machine operators. This makes [www.fertigung.de](http://www.fertigung.de) an indispensable aid to support resource investment decisions in the metalworking industry, from hand-held tools to major machinery.

**Advertising material supplied via DCM (Google Campaign Manager):**  
Please supply URL of creative agency relaying material here.

**Delivery of data:** 6 working days before campaign starts, by email to [michaela.richter@mi-connect.de](mailto:michaela.richter@mi-connect.de)

**Note for supply of mobile advertising materials:**










With every booking, please supply a Medium Rectangle 300x250.

**Usage data:** Page Impressions per month: 24.000  
User per month: 17.000  
(Google Analytics, Juni 2021)

**Cancellation charges:**

35% of the ad price if four weeks before publication date or later

Book the whole program with us – please talk to us about a deal.

	Advertising material	Placement	Device	Format (in pixels)	Price / CPM
	Billboard	RoS under Header	Desktop, tablet	940x250	€ 190.00
	Halfpage	RoS (sticky)	Desktop	300x600	€ 210.00
	Skyscraper right	RoS (sticky)	Desktop	160x600	€ 130.00
	Wallpaper	RoS	Desktop	728x90 + 160x600	€ 240.00
	Skyscraper left Premium	RoS	Desktop	160x600	€ 90.00
	Skyscraper left Basic	RoS	Desktop	160x600	€ 75.00
	Leaderboard Premium	Post, under teaser image	Desktop, tablet	728x90	€ 210.00
	Leaderboard Basic	Post, after 1st text block, or end of post	Desktop, tablet	728x90	€ 160.00
	Medium Rectangle	RoS	Desktop mobile/tablet	300x250	€ 175.00
	Baseboard ad	RoS (sticky)	Desktop	960x90	€ 95.00



- Newsletter:** fertigung newsletter
- Brief description:** Every Tuesday, we compile the most important new products and developments in the metal-working industry together with relevant news and the latest online content and share it with our subscribers.
- Target audience:** Decision-makers and users from the metalworking industry
- Publication frequency:** Every Tuesday

### Prices and technical information

Ad form	Format (in pixels)	Price per newsletter
Maxi format	650 x 90	€505.00
Text ad	Image + max. 400 characters	€410.00
Content ad	300 x 250	€410.00

### Banner provision for www.fertigung.de and newsletter

**Delivery of data:** 6 working days before campaign starts, by email to michaela.richter@mi-connect.de

Details required: Customer name, campaign name, booking period, display website, ad format, contact details in case of queries, landing page (click URL)

For Flash ads for the website, we also need: Details of the Flash version, information about ActionScript, GIF or JPG as a fallback in the booked ad format, sniffer code (if available).

**Formats:**  
Newsletter: Static image format (GIF or JPG)  
Text ads: Image (approx. 145 pixels width) + 400 characters text

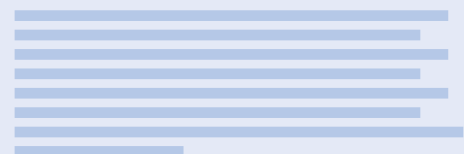
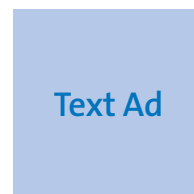
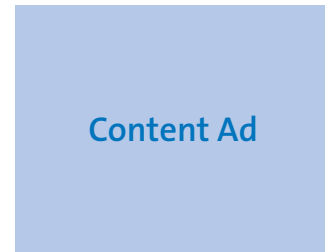
**Color scheme:** RGB

**Maximum file size:** 40 KB

**Reporting:** We can provide ad impression and ad clicks analysis upon request.

**Contact:** Thomas Seidel  
thomas.seidel@mi-connect.de  
+49 (0)8191/125-412

**Cancellation charges:** 35% of list price



All newsletters are **mobile optimized** for use on a smartphone or tablet.

## Standalone Newsletter!

As well as our regular newsletters, you can also opt for a standalone newsletter to get your message out to our audience.

Design a newsletter containing exclusively your content. This guarantees that you can address potential customers in your specific target groups and create distraction-free advertising. The newsletter is then sent in our site's name to around 15,000 subscribers, made of up 100% your content.

- Option 1 – based on our building-block template
- Option 2 – based on your customer HTML

Prices include newsletter creation and one round of amendments

Price: € 5,900.00

## New: Engage Plus

Send a second standalone newsletter with extra information to the people who opened your first one and thus secure maximum interest within your target group.

Price on request



The screenshot shows a newsletter header with the 'fertigung' logo on the left and the 'mi connect' logo on the right. The main content area features a large image of a car's engine and the headline 'DEN AUTOMOBILBAU NEU ERFINDEN'. Below the headline is a sub-headline and a short paragraph. At the bottom, there is a red button with white text.

**fertigung** **mi connect**

## DEN AUTOMOBILBAU NEU ERFINDEN

Erfahren Sie mehr über die aktuellen Herausforderungen der Automobilindustrie sowie die neuesten Trends und Technologien.

### Kostenloses Whitepaper: Den Automobilbau neu erfinden

Gesellschaftlicher, politischer und ökologischer Druck zwingen die Automobilindustrie zu einer Neuausrichtung. Elektrifizierung, kundenindividuelle Massenproduktion, Robotertechnik, Automatisierung und additive Fertigung verändern Fahrzeuge und damit auch die Fertigungsprozesse, die zu ihrer Produktion nötig sind.

In diesem Whitepaper erfahren Sie mehr über die aktuellen Herausforderungen, mit denen die Automobilindustrie heute konfrontiert ist. Außerdem erklären wir, wie moderne Technologien wie hybride Fertigung, Simulation und Automatisierung dabei helfen können, die nächste Fahrzeuggeneration schneller auf die Straße zu bringen.

[Whitepaper kostenlos herunterladen](#)

## Whitepaper



Integration and promotion of your white paper on our portal page

### Elements:

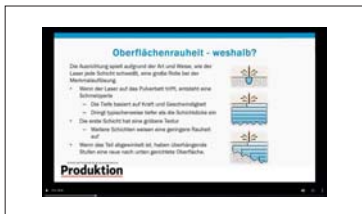
- Editorial service: Preliminary quality check by our content experts
- Creation of a landing page on our portal
- One-off delivery of download addresses at the end of the full term (12 weeks)
- Archiving on portal page: one year after publication

### Marketing:

- Social media integration
- Integration in editorial newsletter

€9,900

## Webinar



Integration and promotion of your webinar on our portal page

### Elements:

- Advice for the client from our content experts on selecting topics
- Technical organization and implementation
- Moderated by our editorial team
- Creation of a landing page on our portal, including sign-up option
- One-off delivery of download addresses after the webinar
- Archiving on portal page: one year after publication

### Marketing:

- Social media integration
- Integration in editorial newsletter

€12,900

## Content Placement



The placed content is identified accordingly and published as a fully fledged article in your chosen section of our portal page.

- Advice from our content experts preliminary quality check)
- Article placed in your chosen section
- Archiving on portal page: one year after publication
- Monitoring and reporting at the end of the full term (four weeks)

### Marketing:

- integration in editorial newsletter

€3,690

## Editorial service



Got a topic that you'd like to place on our portal but nobody in house to do it for you? No problem!

Our content experts will discuss the subject matter with you, prepare the content placement, and edit it in line with our internal style guide and target group criteria ("look and feel" editing).

Price on request

## Audience Targeting

Reach B2B users in the Google display network.

### Your benefit:

- Enhanced brand awareness through repeated targeting at different touchpoints
- Ad shown on all devices
- Low scatter loss as only users interested in a particular subject are targeted
- Large potential for generating new customers
- Performance boost – we will optimize the campaign and increase the frequency in the most successful channel
- Maximum control over your advertising spend thanks to precise evaluation of reach

For the best possible coverage, please provide us with a set of banners in the following formats: skyscraper, leaderboard, billboard, content ad.

**Minimum order:** 50,000 ad impressions

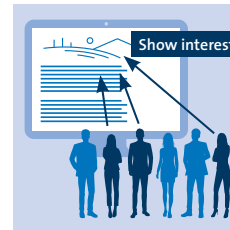
**Price:** 65.– EUR (CPT)

We will be happy to check whether the reach your desire is achievable.

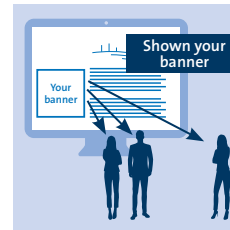
### This is how it works:



Users delve into their areas of interest on the specialist portal.



If users show interest in a particular subject area, they are flagged.



These specific users will now be shown your banners on the thematic channel booked, on their Facebook timelines and on the partner sites of the Google display network. This way you can reach your target market with great precision.

# Contact

## GTCBs

Our General Terms and Conditions of Business apply. These can be viewed at [www.mi-connect.de](http://www.mi-connect.de).

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