

MediaKit

2023

fertigung



m_i 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. **fertigung** 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 11/12)

Format: DIN A4

Year: 51st year of publication in 2023

Annual subscription prices:

Germany €170.00 (plus €10.20 shipping & VAT = €180.20)
Overseas €170.00 (plus €20.40 shipping & VAT = €190.40)
Single issue price € 30.00 (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, 2021 – June 30, 2022

Print run:	18,008	
Total actual circulation Print (TAC):	17,863	of which internationally: 366
e-Paper (TAC):	1,478	
Total (TAC):	19,341	
Copies sold:	1,565	of which is international: 70
– Subscriber copies:	315	of which are for members: 140
– Other sales:	1,250	
– Retail sales:	0	
Free copies:	17,776	
Remaining, archive and specimen copies:	145	

3 Geographical distribution analysis:

Economic area:	Share of total actual circulation %	Copies
Domestic	97.4	18,830
International	1.9	366
Miscellaneous*	0.7	145
Total actual circulation (TAC)**	100.0	19,341

Distribution by federal state	Share of total actual circulation %	Copies
Baden-Württemberg	23.4	4,397
Bavaria	16.1	3,038
Berlin, Brandenburg, Mecklenburg-Vorpommern	3.1	582
Bremen, Hamburg, Schleswig-Holstein	5.1	961
Hesse	6.7	1,251
Lower Saxony	6.5	1,221
North Rhine-Westphalia	23.9	4,507
Rhineland-Palatinate	4.1	778
Saarland	1.3	244
Saxony, Saxony-Anhalt	6.7	1,259
Thuringia	3.1	592
Total actual domestic circulation (TAC)**	100.0	18,830

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

** incl. e-paper. The basis of the %-breakdown is the print run.

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	6.8	1,315
25	Manufacture of fabricated metal products	34.3	6,630
25.1	Manufacture of structural metal products	6.9	1,335
25.2	Manufacture of metal tanks and containers (incl. steam boilers)	1.0	191
25.5	Forging, pressing, stamping and roll-forming and similar of metal	3.3	635
25.6	Treatment and coating of metals; machining n.e.c.	8.8	1,693
25.7	Manufacture of cutlery, tools and general hardware	8.1	1,568
25.9	Manufacture of other fabricated metal products	6.2	1,208
28	Manufacture of machinery and equipment	32.6	6,302
26, 27	Manufacture of medical, computer, electronic and optical products; electricity generation equipment; telecommunications technology	9.5	1,842
29.3	Manufacture of parts and accessories for motor vehicles, other manufacture of motor vehicles	4.1	782
	Other sectors	12.0	2,325
	Miscellaneous*	0.7	145
	Total actual circulation (TAC)**	100.0	19,341

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

** incl. e-paper. The basis of the %-breakdown is the print run.

1.2 Size of business entity

	Share of total actual circulation	
	%	Recipients
1 – 49 employees	36.7	7,092
50 – 99 employees	18.1	3,510
100 – 199 employees	16.2	3,130
200 – 499 employees	13.8	2,661
500 – 999 employees	6.4	1,240
≥1,000 employees	8.1	1,563
Other*	0.7	145
Total actual circulation (TAC)**	100.0	19,341

2.1 Job characteristics: Position in the business

	Share of total actual circulation	
	%	Recipients
Executives / directors	17.7	3,414
Branch, works, dpmt., plant and divisional management	70.5	13,630
Skilled employees	11.1	2,152
Other*	0.7	145
Total actual circulation (TAC)	100.0	19,341

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

** incl. e-paper. The basis of the %-breakdown is the print run.

Summary of collection method

- Total number of recipients in the file:** 40,112
- Method:** Recipient structure analysis through file evaluation Total collection in accordance with German Audit Bureau of Circulation (IVW) guidelines
- Basic total:** Basic total (TAC) 19,341 = 100.0 %
Not included in the survey: 145 = 0.75 %
- Random sample:** Total collection
- Survey target person:** The personal recipients at the institution who are recorded in the file
- Survey period:** vom July 1, 2021 til June 30, 2022
- Survey implementation:** Aug. 2, 2022

This survey was created and carried out and the report produced in accordance with the current version of the German Advertising Federation (ZAW) framework for analyses of advertising media.

Become a pioneer with us

We are providers of **technical information and communication solutions for German industry.**

With our 26 strong media brands (print and digital) and over 90 events per year, you can reach the top decision-makers in the production, automotive, electronics and chemical sectors with targeted precision.

Our platforms for pioneers offer all the relevant channels (digital, print, events and services) for your holistic marketing strategy. This makes us your reliable partner when it comes to reaching your target market. Every day, we work on positioning your company in the market to its best possible advantage by means of individual, creative concepts, thus making your campaign a success.



26

Media brands



90

events per year



8,500

event participants per year



70,000

newsletter subscribers



500,000

monthly active users



1.4 mio.

page impressions per month



2.4 mio.

copies distributed per year

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.

2 Printing and binding process:

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

3 Profiles:

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

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.

6 Data archiving:

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

7 Warranty:

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

8 Contact and data transfer address:

Regine Russek,
Media Administration
Telephone: +49 (0)8191 125-338
Email: 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

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>Advice</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>Production</p> <p>We print the advertising media, whether standard or special formats.</p>
 <p>Address matching</p> <p>We reconcile rented address lists against your customer base.</p>	 <p>Letter shop</p> <p>We look after the packing of the advertising material, postage optimization and postal delivery of the mailshot.</p>



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mi-connect.de

Topics	Month/ Issue	February 1/2023	April 2/2023	June 3/2023	August 4/2023	September 5/2023	November 6/2023
	Advertising deadline	Feb 2	Apr 30	May 9	Jul 14	Aug 11	Oct 10
	Publication date	Feb 28	Apr 28	Jun 6	Aug 9	Sep 8	Nov 7
Trade Fairs/ Events		GrindTec, intec, 'Z'	Control	Moulding Expo	Special Section	EMO	EMO
			Special Section werkzeuge	Special Section Automation	Moulding Expo	Special Section* DACH	
Permanent strands	Technologies						
The Sector Report	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 advance reports on the Trade Fair MEX Moulding Expo.	●	●
	Milling	●	●	●		●	●
	Drilling	●	●	●			●
	Grinding	●	●			●	●
Motors + Automotive construction	Sawing	●	●				●
	Machining centers	●	●	●		●	●
	HSC/HPC	●	●				●
Machinery + Plant engineering	Tool technology	●	●	●		●	●
	Dry machining	●	●				●
	Clamping technology	●	●	●		●	●
Microtechnology + Components	Surface engineering	●	●	●		●	●
	Additive procedures	●	●	●		●	●
	Waterjet cutting	●	●				●
Rigorously tested (The major production machi- nery check)	EDM					●	●
	Control technology	●	●	●		●	●
	Drive technology	●	●				●
	Measuring technology	●	●	●		●	●
	Quality Assurance	●	●	●		●	●
Innovations + Trends	CAD/CAM	●	●				●
	BDE/MDE/MES	●	●	●			●
	ERP/PPS	●	●	●	●	●	
	KSS/MMKS	●	●			●	
	Disposal	●	●	●	●	●	
	Cleaning	●	●	●	●	●	
	Handling	●	●	●	●	●	
	Maintenance	●	●			●	
Features		Grinding	Complete machining	Automation		Turning	Engines and vehicle manufacture
							Tools Medical technology

*GER+AUS+SW = 28. International Supplement; Product parade for EMO; Total print run 37,500 copies (see page 18).

Trade fairs/exhibitions (Germany)	
intec / GrindTec, Leipzig	Mar 7–10
Hannover Messe, Hannover	Apr 17–21
Control, Stuttgart	May 9–12
KUTENO Kunststofftechnik Nord, Rheda-Wiedenbrück	May 9–11
Moulding Expo, Stuttgart	Jun 13–16
automatica, München	Jun 27–30
EMO, Hannover	Sep 18–23
Fakuma, Friedrichshafen	Oct 17–21
formnext, Frankfurt	Nov 14–17

Trade fairs/exhibitions (abroad)	
Imtex, Bangalore/Indien	Jan 19–25
CIMT, Peking/China	Apr 10–15
MSV, Brünn/Tschechien	07.–??10.

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E-Mail: thomas.seidel@mi-connect.de

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 ²	over 170 g/m ²
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

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

Media Administration

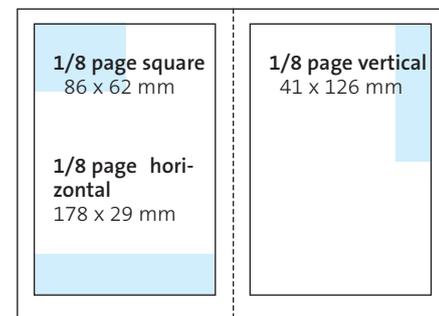
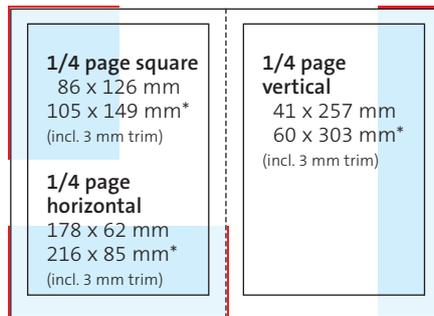
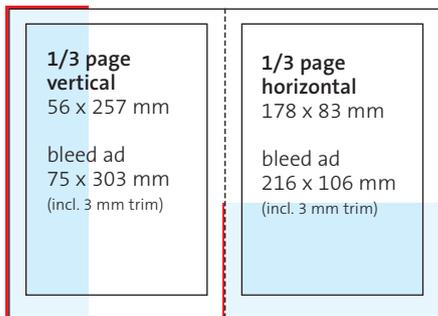
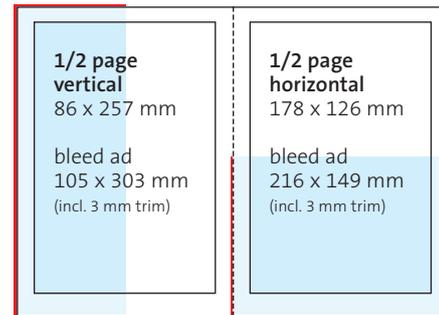
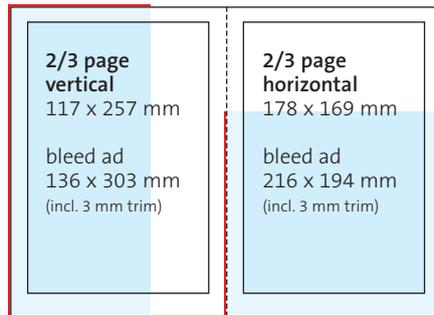
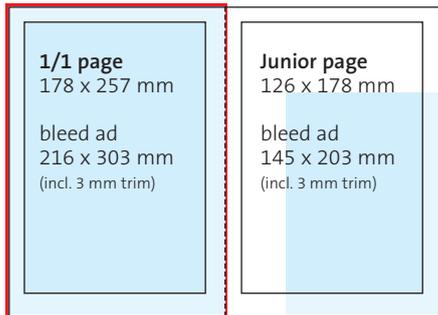
Veronika Stockmayr
Telephone:
+49 (0)8191/125-338
veronika.stockmayr@
mi-connect.de

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



*bleed ad

 Bleed formats incl. 3 mm trim margin

Cover pages

Front cover, incl. story



Secure an exclusive spot for a picture of your product or business on the front cover of fertigung in consultation with our graphic design team! You'll also get an extensive article written by our editorial team after liaising with you.

Inside front cover



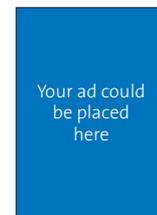
In a prominent position right next to the Editorial

Inside back cover



In a prominent position right next to the Tip of the Month

Outside back cover



Exclusive special placement



Top spot exclusively within the Editorial
Format: 1/3 page portrait/landscape



Top spot next to the Table of Contents
Format: 1/3 page portrait



Exclusive spot in the Industry Report/Journal (company news, personnel updates)
Format: 1/3 page, 1/2 page or junior page



Your one-page advertorial showcasing your new product to your target group (in consultation with the editorial team)

Top spot The banner – an extremely prominent position for you to close out the issue (various widths available)

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 12/13.

Publication date:

1 June 06, 2023

Advertising deadline:

May 09, 2023

The Best for Tool & Mold Manufacture

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
Total actual circulation (TAC)	100.0	9,790

Geographical distribution analysis:

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

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
Total actual domestic circulation (TAC)	100.0	9,558

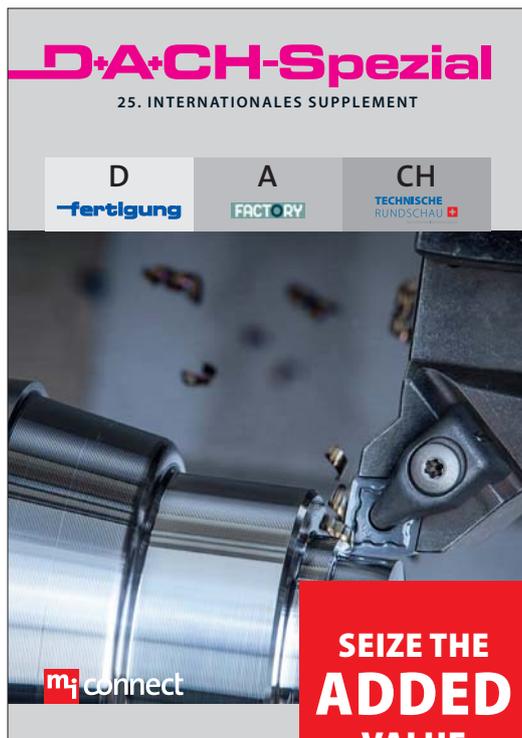
Job characteristics: Field of duties

	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
Total actual circulation (TAC)	100.0	9,790

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
	Other branches	13.4	1,313
	Miscellaneous*	0.0	350
	Total actual circulation (TAC)	100.0	9,790

* 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 26th 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 4/23, FACTORY 9/23 and Technische Rundschau 9/23.

Advertising deadline: July 14, 2023

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:** 19,341 copies, subject to IVW analysis

Pageviews 17,383
Recipients: Design engineers and developers, company management, CTOs, buyers, operations managers

<p>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</p>

<p>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</p>

Web address: 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 and the associated Facebook page offer readers even more concise and focused information on this vibrant, innovative industry.

Target audience:

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 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.

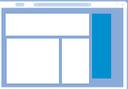
Delivery of data: 6 working days before campaign starts, by email to michaela.richter@mi-connect.de

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	€ 210.00
	Halfpage	RoS (sticky)	Desktop	300x600	€ 230.00
	Skyscraper right	RoS (sticky)	Desktop	160x600	€ 140.00
	Wallpaper	RoS	Desktop	728x90 + 160x600	€ 260.00
	Skyscraper left Premium	RoS	Desktop	160x600	€ 99.00
	Skyscraper left Basic	RoS	Desktop	160x600	€ 80.00
	Leaderboard Premium	Post, under teaser image	Desktop, tablet	728x90	€ 230.00
	Leaderboard Basic	Post, after 1st text block, or end of post	Desktop, tablet	728x90	€ 175.00
	Medium Rectangle	RoS	Desktop mobile/tablet	300x250	€ 190.00
	Baseboard ad	RoS (sticky)	Desktop	960x90	€ 105.00

- 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
Header ad	650 x 90	€555.00
Text ad	Image (620 x 349 pixels) + max. 330 characters	€450.00
Content ad	300 x 250	€450.00

Banner provision for www.fertigung.de and newsletter

Delivery of data: 6 working days before campaign starts, by email to veronika.stockmayr@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 (620 x 349 pixels)
+ 330 characters text

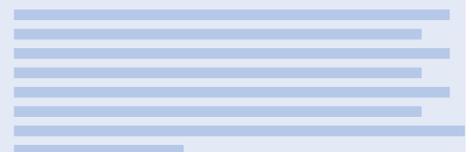
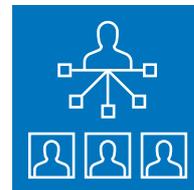
Color scheme: RGB

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: € 6,490.00

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 the text 'Whitepaper kostenlos herunterladen'.

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



Get your white paper integrated and advertised on our portal page

What's included:

- Editorial service: preliminary quality check by our content experts
- Creation of a landing page on our portal
- Weekly deliveries of download addresses within the agreed term (eight weeks)

Marketing:

- Bespoke marketing campaign using pull and push mechanisms

**CPL from EUR 150 depending on target group /
Minimum order volume EUR 5,000**

We need certain information from you so that we can provide you with your target group in line with your requirements. You can find more precise details here: <https://t1p.de/Leadgenerierung-Whitepaper>

Webinar



Get your webinar integrated and advertised on our portal page

What's included:

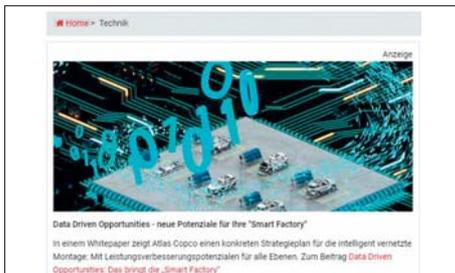
- Advice from our content experts on identifying the right topic
- Technical organization and implementation
- Moderation by our editorial team
- Creation of a landing page on our portal, including the option to sign up
- Weekly deliveries of addresses within the agreed term

Marketing:

- 1 x article teaser on the landing page or a heading page (one week)
- 2 x traffic feed via integration in editorial newsletter
- 2 x reach extension with a social media boost

EUR 14,190

Content placement



Content placement consists of a fully fledged, tagged article published on our portal page under your chosen heading.

- Review by our content experts (preliminary quality check)
- Placement of the article under your chosen heading
- Archiving on the portal page: one year after publication
- Reporting after total term (four weeks)

Marketing:

- 1 x article teaser on the landing page or a heading page (one week)
- 1 x traffic feed via integration in editorial newsletter

EUR 4,060

You can find further information on our “integrated marketing services” such as SEO, lead generation, pillar pages, or opinion leadership at <https://www.mi-connect.de/services>.

Editorial service



Do you have a topic that you'd like to place on our portal but nobody in house to do it for you?
Not a problem!

Our content experts will discuss the topic with you, prepare the content placement, and edit it in line with our internal style guide and target group criteria (editorial “look and feel”).

Price on request

Native Content Ad



Banner ads on a website are similar in form and design to our own articles on the website in terms of the combination of images and copy and are thus less noticeable as advertising.

- They can be placed in Medium Rectangle, Leaderboard Premium and Leaderboard Basic banner ad spaces.
- Leaderboard format: Image (1200 x 800 pixels), headline (approx. 45 characters), body copy (approx. 100 characters), call to action (approx. 20 characters).

The “character limits” can vary depending on the location of the ad.

- File format (image): png, jpg, gif (also animated)
- File size (image): 200 KB
- Devices: Desktops, tablets, mobiles

CMP € 190

You can find further information on our “integrated marketing services” such as SEO, lead generation, pillar pages, or opinion leadership at <https://www.mi-connect.de/services>.

Native Video Ad



In-banner video ads on a website are similar in form and design to our own articles on the website in terms of the combination of video and copy and are thus less noticeable as advertising.

- They can be placed in the Leaderboard Premium banner ad space.
- Format: Video (940 x 250 pixels); headline (approx. 55 characters), no body copy, call to action (approx. 20 characters).
- Length of video: max. 59 sec.
- File format: .mp4
Only physical videos are allowed, no links to third-party providers, etc.
- File size: max. 29 MB
- Devices: Desktops, tablets, mobiles

CMP € 190

Contact

GTCBs

Our General Terms and Conditions of Business apply. These can be viewed at www.mi-connect.de.

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