MEDIAKIT 2020
Ad rates no. 27, valid from 1 October 2019, as per: 18 September 2019
Target group:
The recipients of UMFORMtechnik are managing directors, manufacturing and production managers and engineers as well as people who determine the manufacturing process, decide on investments and thus have an influence on the technical development of their enterprise. Industries include: Automotive industry and its suppliers, the iron, sheet metal, metal goods and electronics industries as well as mechanical engineering, apparatus and plant engineering and construction, automotive manufacturing, shipbuilding, aircraft construction, as well as R+D.

Print run:
5,200 copies with thematic focus on massive forming and lightweight construction (red cover)

7,800 copies focused on sheet metal, tubes and profiles (green cover)

Frequency:
eight times per year
Volume: 54. Volume 2020

Membership/Participation:
ICFG (International Cold Forging Group)
IVW (German Audit Bureau of Circulation)
Brief Description

UMFORMtechnik is a trade journal for manufacturers, processors of sheet metal, tubes and profiles and for industrial solid formers.

Topics are
- technology and applications for the production of strips, sheets, tubes and profiles, as well as complete production, supplementary processes, resources, processes and information technology, and
- hot, semi-hot and cold forging of metallic pieces, semi-finished products, lightweight forming.

In addition, the industry is directly affected by analyses, research, economic, trade fair and market reports.

The most important contributions are summarised in English. UMFORMtechnik appears in print eight times per year as well as continuously online at www.umformtechnik.net, and is complemented by our email newsletter. Four print issues contain features on massive forming and lightweight parts (red issues), with the other four focusing on sheet metal working (green issues). Original contributions from the field of research and science are additionally published on www.umformtechnik.net/whitepaper.

UMFORMtechnik is the official organ of the International Academy for Production Engineering (CIRP) and the International Cold Forging Group (ICFG).

Content:
UMFORMtechnik delivers streamlined information for technical decision makers. Compact, easy-to-read original articles from industry, science and editorial research shed light on state-of-the-art developments, trends and future perspectives for metal forming, lightweight construction, sheet metal working and their related processes. The reports on associations, industry and company developments are clearly structured. Short articles on products for massive forming and for manufacturers and processors of strip, sheet metal, tube and profiles as well as the industry itself are set out in sections and are therefore easy to find. Detailed research reports, or white papers, are made available online on the publisher’s website: www.umformtechnik.net.

Wolfgang Fili, Dipl.-Ing.
Tel.: +49 221 8999196
Fax: +49 951 861-149
meisenbach@fili.net
The following topics are the subject of continuous reporting:

**Sheet Metal, Tubes and Profiles**
- Retrofit, maintenance
- CAD/CAM, simulation, FEM
- New materials, development, research
- Handling, manipulating parts, robotics
- Heat and surface treatment
- Tool, jig and mould making
- Laser, water jet, plasma, flame cutting
- Cutting, punching, nibbling, notching
- Edging, bending, rolling, deep drawing, profiling, straightening
- Quality management, measuring and testing extension

**Massive Forming Technology**
- Dies and special tools, jigmaking
- Sheet metal, massive forming
- Wobbling, driving
- Cold rolling, impact extrusion, rotary swaging
- Thermal, shape and adiabatic cutting
- Extrusion, thixoforging
- Sorting, marking
- Retrofit, modernisation, expansion
- CAD/CAM, FEM, simulation, automation
- Quality management, measurement and testing
- Handling, part manipulation, robotics

**Additional Topics**
- Retrofit, maintenance
- Resources and equipment
- Sheet metal, tubes and profiles
- New materials, development, research
- CAD/CAM, simulation, FEM
- Handling, manipulating parts, robotics
- Heat and surface treatment
Furthermore UMFORMtechnik report on:

- New processes in forming technology
- Trends in lightweight construction
- Economic research
- Manufacturing and finishing of tube and profiles
- Flexible processing of sheet metal and solid parts
- Research, science
- Cold forming of sheets and solid parts
- Semi-hot and hot forming of parts
- Automation, industry 4.0
- Separation and joining technology
- Digital transformation
- Orders and projects of the branch
- Exhibitions, training, conferences
- Actors of the forming industry, associations
- Business, economy, media
- Grinding, deburring, preparation
- Parts cleaning, coating
- Storage and logistics
- Planning, control and regulation of processes
- Operational organization
- Operating, resources
- MDE/BDE, operational software
- Products for manufacturing
- Occupational safety and environmental protection
- Exhibitions, training, conferences
- Actors of the forming industry, associations
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- Actors of the forming industry, associations
- Business, economy, media
- Grinding, deburring, preparation
# Topics and Dates Blech Rohre Profile

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<th>1/2020</th>
<th>March</th>
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<td>14.2.2020</td>
</tr>
<tr>
<td>Publication date</td>
<td>9.3.2020</td>
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</table>
| Trade fairs | Tube, Düsseldorf, 30.3. – 2.4.2020  
Grindtec, Augsburg, 18.3. – 21.3.2020 |
| Fairs | Fair Tube (preview), manufacture and processing of tubes and profiles |

<table>
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<tr>
<th>3/2020</th>
<th>May</th>
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<td>16.4.2020</td>
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<tr>
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<td>18.5.2020</td>
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| Trade fairs | Control, Stuttgart, 5.5. – 8.5.2020  
Intertool, Vienna, 12.5. – 15.5.2020  
ITM, Poznan/Poland, 2.6. – 5.6.2020  
Surface, Stuttgart, 16.6. – 18.6.2020  
Lasys, Stuttgart, 16.6. – 18.6.2020  
Stanztec, Pforzheim, 23.6. – 25.6.2020 |
| Fairs | Lasys and Stanztec (preview), separation and joining of sheet metal, processing and treatment with laser, plasma and water jet |

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<th>5/2020</th>
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<td>Advertising deadline</td>
<td>18.8.2020</td>
</tr>
<tr>
<td>Publication date</td>
<td>9.9.2020</td>
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| Trade fairs | IMT/MSV, Brno/Czech Republic 5.10. – 9.10.2020  
Euroblech, Hannover, 27.10. – 30.10.2020 |
| Fairs | Fair Euroblech (preview), flexible sheet metal processing, materials and tool construction |

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<th>October</th>
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<tr>
<td>Advertising deadline</td>
<td>16.9.2020</td>
</tr>
<tr>
<td>Publication date</td>
<td>13.10.2020</td>
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| Trade fairs | Euroblech, Hannover, 27.10. – 30.10.2020  
Parts 2 Clean, Stuttgart, 7.10. – 30.10.2020 |
| Fairs | Euroblech (main faire magazine) |
Topics and Dates Massiv + Leichtbau

2/2020
March
Editorial deadline
13.2.2020
Advertising deadline
20.2.2020
Publication date
16.3.2020

Trade fairs
wire, Düsseldorf, 30.3. – 2.4.2020
Hannover industrial fair
20.4. – 24.4.2020

Fair wire (preview),
connecting elements, trends in cold forging

Trade fairs

4/2020
June
Editorial deadline
7.5.2020
Advertising deadline
14.5.2020
Publication date
9.6.2020

Trends in the supply of forged parts

Trade fairs
Castforge, Stuttgart, 16.6. – 18.6.2020

6/2020
September
Editorial deadline
28.8.2020
Advertising deadline
4.9.2020
Publication date
28.9.2020

Trends in hot forging, parts cleaning,
lightweight construction,
materials and quality assurance

Trade fairs
IMT/MSV, Brno/Czech Republic,
5.10. – 9.10.2020
Aluminium, Düsseldorf,
06.10. – 8.10.2020
Parts 2 Clean, Stuttgart,
27.10. – 30.10.2020

8/2020
November
Editorial deadline
23.10.2020
Advertising deadline
30.10.2020
Publication date
23.11.2020

Tool and die making, simulation and quality assurance

Trade fairs
Formnext, Frankfurt, 10.11. – 13.11.2020
Intec, Leipzig, 2.3. – 5.3.2021
Ad Rates and Ad Formats*

1/1 page
PS: 184 mm x 260 mm
B: 210 mm x 297 mm
4,060.- €

Junior Page
PS: 184 mm x 184 mm
B: 142 mm x 201 mm
2,380.- €

1/3 page
PS: 184 mm x 81 mm
PS: 59 mm x 260 mm
B: 72 mm x 297 mm
B: 210 mm x 98 mm
1,700.- €

1/4 page
PS: 184 mm x 59 mm
PS: 90 mm x 127 mm
B: 55 mm x 297 mm
B: 210 mm x 76 mm
1,380.- €

1/6 page
PS: 184 mm x 45 mm
PS: 59 mm x 127 mm
1,110.- €

1/8 page
PS: 184 mm x 27 mm
PS: 90 mm x 59 mm
930.- €

* Special formats on request
PS: Print Space
B: Bleed
Formats = width x height

Ad formats bleed off:
Bleed ad format plus 3 mm allowance on all sides

1/2 page
PS: 184 mm x 127 mm
PS: 90 mm x 260 mm
B: 102 mm x 297 mm
B: 210 mm x 147 mm
2,170.- €

Best Placement:
- Front cover page 4,810.- €
- 2nd cover page 4,700.- €
- 3rd cover page 4,540.- €
- Back cover page 4,760.- €

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.
Ad Rates and Ad Formats

**Colours:**
Colours from the Euro Colour Scale CEI 12-66 / DIN 16539 for special colours  
(No discount available)  each 1,060.- €

**Magazine format:**
DIN A4, 210 mm wide x 297 mm high

**Discounts:**
Ads within 12 months (insertion year):
Frequency discount
- 2 Ads 5%
- 4 Ads 10%
- 8 Ads 15%

<table>
<thead>
<tr>
<th>Millimetre price classifieds</th>
<th>8.40 €</th>
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<tbody>
<tr>
<td><strong>Ad specials:</strong></td>
<td></td>
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<tr>
<td>Inserts</td>
<td></td>
</tr>
<tr>
<td>up to 25g:</td>
<td>390.- € o/oo</td>
</tr>
<tr>
<td>up to 50g:</td>
<td>480.- € o/oo</td>
</tr>
</tbody>
</table>

Maximum format available for loose inserts:
210 x 297 mm

Rates for bound inserts on request

Christian Matthe  
Advertising Sale  
Tel.: +49 951 861-129  
Fax: +49 951 861-149  
c.matthe@meisenbach.de
Advertorial Print

As an increasingly popular advertising medium, the Advertorial offers you plenty of scope to communicate content. The reading flow is not interrupted, on the contrary - text and images are embedded in the editorial section both in terms of look and feel.

ADDED VALUE FROM ADVERTISING WITH ADVERTORIAILS:

Your advertising message will benefit from intensive exposure with an enduring impact - creating reader value that lasts! Don’t just give your B2B target group advertising input but use storytelling to build long-term trust in your company. By including your logo, you will enhance the profile of your brand. In addition, the strong and trusting relationship we have with our readers will automatically transfer to your advertorial!

1 page Advertorial: 2,740.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel. We need: 2 images | Company logo | Main text minimum: 1,600 characters | Maximum: 3,000 characters (incl. spaces, headings and captions): The price includes one proofing cycle.*

Texts researched and produced on behalf of the editorial staff (price on request):
The text is written by our editors in consultation with you and then adapted to the UMFORMtechnik-layout. The price includes one proofing cycle. **

1/2 page Advertorial: 1,600.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel. We need: 1-2 image | Company logo | Main text minimum: 600 characters | Maximum: 1,500 characters (incl. spaces, headings and captions). The price includes one proofing cycle.*

Texts researched and produced on behalf of the editorial staff (price on request):
The text is written by our editors in consultation with you and then adapted to the UMFORMtechnik-layout. The price includes one proofing cycle. **

* Every additional proofing cycle will incur a charge of 100.- €.
** Travel expenses will be charged to the customer without surcharge.
UMFORMtechnik – Wall Calendar 2021
enclosed in issue 07/2020 and 8/2020 with an edition of 13,000 copies
Specifications

**Magazine format:** 210 mm wide x 297 mm high

**Print space:** 184 mm wide x 260 mm high

**Printing and binding methods:** 4c offset printing (80 lpc-screen) on coated paper (chlorine free). Wire stitching or adhesive binding.

**Data creation and delivery:** Please send us your ads ready for publishing in one of the programs and formats mentioned above, if possible as PDF/X-4 data (Output Intent: PSOcoated_v3.icc) with 3 mm bleed. We are happy to provide you with InDesign PDF job options and color profiles for PDF creation. Binding proofs are desirable for colour advertisements.

Should it be necessary to edit other files or adapt the layout, we have to charge you our cost price of 72.- €/hour.

Your data can be processed by us with the following programs:
- Adobe Acrobat Version XI
- Adobe InDesign (Version CC 2015)
- Adobe Illustrator (Version CC 2015)
- Adobe Photoshop (Version CC 2015)
- Microsoft Office (Version 2013 for MAC and PC)

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 values both in the preparatory and in the printing stages. If you are unable to provide us with a binding colour proof or can only supply a digital colour printout, please note that your file will be printed in compliance with the PSOcoated_v3.icc. If you are interested, please contact Monika Schmidt (m.schmidt@meisenbach.de, Tel.: +49 951 861-100), 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:**
Monika Schmidt, Order Management
m.schmidt@meisenbach.de
Tel.: +49 951 861-100

**Delivery address:**
Schleunungdruck GmbH
Inserts: for attention of Thomas Gesell
Elterstraße 27
97828 Marktheidenfeld
Germany
Tel.: +49 9391 6005-33
## Distribution

### Subscription prices 2020*

<table>
<thead>
<tr>
<th>Issues per year</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic incl. postage and 7% VAT</td>
<td>€168.00</td>
</tr>
<tr>
<td>Abroad Europe</td>
<td>€180.00</td>
</tr>
<tr>
<td>Abroad world</td>
<td>€212.00</td>
</tr>
</tbody>
</table>

*All prices incl. delivery charges

**Terms of payment**: After invoicing by bank transfer or credit card.

**European Union (EU)**: If you provide us with your tax identification number, it will be tax-free, otherwise we will have to add 7% VAT for magazines.

**Other foreign countries**: VAT-free

### UMFORMtechnik (sheet metal, tubes, profiles)

**Geographical recipient analysis**

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Germany</th>
<th>93.02%</th>
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<tbody>
<tr>
<td>Abroad</td>
<td>6.98%</td>
<td></td>
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<tr>
<td>Print run</td>
<td>100.00%</td>
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</tr>
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</table>

*Average in percent - issues July 2018 – June 2019

### UMFORMtechnik (massive forming technology)

**Geographical recipient analysis**

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Germany</th>
<th>98.75%</th>
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<tbody>
<tr>
<td>Abroad</td>
<td>1.25%</td>
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<tr>
<td>Print run</td>
<td>100.00%</td>
<td></td>
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</tbody>
</table>

*Average in percent - issues July 2018 – June 2019

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### UMFORMtechnik (sheet metal, tubes, profiles)

**Classified potential of recipients**

<table>
<thead>
<tr>
<th>Distribution</th>
<th>WZ 2008</th>
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<tbody>
<tr>
<td>Trade</td>
<td>24</td>
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<tr>
<td>Metal production and processing</td>
<td>24</td>
</tr>
<tr>
<td>Manufacture of metal products</td>
<td>25</td>
</tr>
<tr>
<td>Production of office machinery, electronic and optical products</td>
<td>26</td>
</tr>
<tr>
<td>Production of electronic equipment</td>
<td>27</td>
</tr>
<tr>
<td>Mechanical engineering</td>
<td>28</td>
</tr>
<tr>
<td>Manufacture of vehicles and automotive parts</td>
<td>29</td>
</tr>
<tr>
<td>Other vehicles construction</td>
<td>30</td>
</tr>
<tr>
<td>Repair and installation of machinery and equipment</td>
<td>33</td>
</tr>
<tr>
<td>Others</td>
<td>45,46</td>
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### UMFORMtechnik (massive forming technology)

**Classified potential of recipients**

<table>
<thead>
<tr>
<th>Distribution</th>
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</thead>
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<td>Trade</td>
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<tr>
<td>Production of electronic equipment</td>
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<tr>
<td>Mechanical engineering</td>
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<tr>
<td>Manufacture of vehicles and automotive parts</td>
<td>29</td>
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<tr>
<td>Other vehicles construction</td>
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<tr>
<td>Repair and installation of machinery and equipment</td>
<td>33</td>
</tr>
<tr>
<td>Others</td>
<td>45,46</td>
</tr>
</tbody>
</table>

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*All prices incl. delivery charges
Cross-Media Opportunities

coverage (print + online)

<p>| | |</p>
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<tr>
<td>massive forming technology</td>
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<tr>
<td>UMFORMtechnik</td>
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<td>sheet metal tubes profiles</td>
<td>copies</td>
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<tr>
<td>Website</td>
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<tr>
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<td>page impressions</td>
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<tr>
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<td>Newsletter UMFORMtechnik</td>
<td>ca. 4,000</td>
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<td>recipients</td>
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<td>Twitter</td>
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<td>umformtechnik.net</td>
<td>12,480</td>
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status: July 2019
Ad Banner on umformtechnik-magazin.de or blechrohreprofile.de

1. **Full Banner**
   - Size: 468 x 60 pixels
   - Price*: 405.– €
   - Price**: 640.– €

2. **Superbanner**
   - Size: 728 x 90 pixels
   - Price*: 645.– €
   - Price**: 800.– €

3. **Hockeystick**
   - Size: 728 x 90 pixels + 120 x 600 pixels
   - Price*: 725.– €
   - Price**: 855.– €

4. **Content Ad**
   - Size: 300 x 250 pixels
   - Price*: 405.– €

5. **(Wide) Skyscraper**
   - Size: 120 x 600 pixels
   - Price*: 645.– €
   - Price**: 800.– €

**Discounts:**
Combination discounts are available for simultaneous ad bookings in print and online.

Individual cross-media offers are available on request.

* price for www.umformtechnik-magazin.de
  www.blechrohreprofile.de

** price for www.umformtechnik.net
duration: 4 weeks

Delivery of the banner data incl. linking by e-mail indicating the customer name to Monika Schmidt (m.schmidt@meisenbach.de).
Advertorial

Your advertorial will be integrated in the UMFORMtechnik website as an article, positioned in a thematically assigned section and in the News section.

- Headline – teaser and text ad: max. 35 characters
- Lead paragraph – teaser and text ad: max. 350 characters
- Basic text: max. 1,200 characters
- Image – teaser: 1 image
- Minimum width: 1,000 pixels (16:10)
- Resolution: 72 dpi
- Images – text ad: min. 1 and max. 2 images
- Minimum width: 1,000 pixels
- Resolution: 72 dpi
- Caption per image: max. 70 Characters
- Video – optional: integration of a YouTube video

Rate: 695.– €

(Bookable in combination with Print.)
Ad Opportunities Newsletter

General information: The UMFORMtechnik-Newsletter informs late-breaking on all important news of the metal working industry. It is sent in HTML-format.

Data formats: JPG, 700 x 120 pixels, max. size 100K
Data delivery: Advertising banners should be delivered ready for publication at least 6 working days before the publication date. Delivery by email, quoting the customer’s name, to Monika Schmidt (m.schmidt@meisenbach.de).

Rates per Ad (Banner):
- 395.- € (UMFORMtechnik massive forming technology)
- 495.- € (UMFORMtechnik sheet metal tubes profiles)

Increase the scope of your website advertorial with a teaser in our Newsletter. You can place your content within our editorial Newsletter.

- Headline: max. 35 characters
- Teaser-Text: max. 350 characters
- Image: 1 Image
- Min. width: 1,000 pixels (16:10)
- Resolution: 72 dpi

Rates:
- 795.- € (UMFORMtechnik massive forming technology)
- 895.- € (UMFORMtechnik sheet metal tubes profiles)

Increase the scope of your website advertorial with teasers in our Special newsletter. You can position your content within an exclusive Special Newsletter. Our editorial team will add an editorial contribution. Your message will have the look and feel of an editorial Newsletter. For data protection reasons, we cannot send our Newsletter recipients a layout that you have chosen yourself.

Possible content:
- 1-2 text ads
- Headline: max. 35 characters, Teaser-Text: max. 350 characters
- 1-2 images, Minimum width: 1,000 pixels (16:10), 72 dpi
- Banner 700 x 120 pixels, max. 100 K

Rates:
- 1,200.- € (UMFORMtechnik massive forming technology)
- 2,450.- € (UMFORMtechnik sheet metal tubes profiles)
- 3,355.- € (umformtechnik.net)

General information: The UMFORMtechnik-Newsletter informs late-breaking on all important news of the metal working industry. It is sent in HTML-format.

Data formats: JPG, 700 x 120 pixels, max. size 100K
Data delivery: Advertising banners should be delivered ready for publication at least 6 working days before the publication date. Delivery by email, quoting the customer’s name, to Monika Schmidt (m.schmidt@meisenbach.de).
Social Media

Would you like to increase the scope of your advertorial with a teaser in our social media network? You can place your content within our editorial coverage. Your message will have the look and feel of an editorial post on UMFORMtechnik's social media channel (Twitter).

Increase the scope of your advertorial with a teaser on our Twitter-channel.

- Tweet-Text: max. 280 characters (incl. hashtags, mentions and target-URL as a bit link)
- Images - text ad: 1 image
- Minimum width: 440 x 220 pixels
- Resolution: 72 dpi

Rate: 180.- €

A strong combination

The metal-technical magazines from Meisenbach Verlag Bamberg for your comprehensive advertisement

The metal-technical trade magazines published by Meisenbach Verlag offer you a good opportunity to address the decision-makers in your customer segments in a cost-effective and targeted manner. Take advantage of the broadest spread of combined advertising in several titles.

Your advantage: coverage with combination discount!

Cross-industry advertising

Suppliers of cross-technology products such as automation technology, control technology, regulation technology and drive technology, quality assurance systems, software solutions, heat and surface treatment plants etc. can use combined advertising in the four specialist titles for the non-cutting forming of up to 16,520 (distributed circulation) possible receiver contacts** per advertising campaign.

Benefit from our package savings prices! We will be happy to submit our offer to you.

** if the four titles are occupied
General Terms and Conditions

1. In the following General Terms, an advertisement order refers to the contract on the publication of one or several advertisements of an advertiser or others in a printed paper for the purposes of circulation.
2. Advertisement orders, unless expressly placed for a longer period, must be carried out within one year beginning with the signing of the contract. Only written agreements or written confirmations from the publishers are valid.
3. If the advertiser augments his advertisement order or adds another order to it in such a way as to in-cure the number of advertisements, appearing within the one- or two-year period, the probably higher discount will also be granted for already printed advertisements.
4. If an order is unfulfilled through no fault of the publishers, the advertiser must return to the publisher the difference between the granted discount and that corresponding to the actual execution of the order, irrespective of any eventual legal duties. The repayment ceases, if the unfulfillment is based on the force majeure in the risk area of the publishers.
5. Advertisements, which owing to their presentation cannot be recognised as such, will be marked with the word *Advertisement* by the publishers.
6. The publishers have the right to refuse advertisement orders - including single terms within a contract - and insert orders, by reason of their contents, origin or their technical form, according to the uniform and technically justifiable principles of the publishers, when their content infringes laws or official regulations or when their publication is unfavourable for the publishers.
7. The advertiser is responsible for the content and the legitimacy of text and pictures submitted for the advertisement. Furthermore, it is the duty of the advertiser to exempt the publisher from claims of a third party, even when it should be inhibited, which might arise against the publishers as a result of the execution of the order.
8. The advertiser is responsible for submitting the advertisement text and the un objectionable printing material or inserts on time. The publisher demands immediate replacement of obviously unsuitable or damaged printing material. The publisher guarantees the usual printing quality for the text submitted, insofar as the possibilities of the printing material allow.
9. In the case of the completely or partly illegible, incorrect, or incomplete printing of the advertisement, the advertiser is entitled to a price reduction or to a replacement advertisement, however, only in as far as the purpose of the original advertisement was impaired. If the publishers allow the reasonable period for this to expire or if the replacement advertisement is again objectionable, the advertiser has the right to a price reduction or a cancellation of the order. Liability caused by unfulfillment, negligence on singing the contract an unlawful acts are out of the question also with advertising orders placed by telephone. Extent of liability caused by inability to carry out the order or delay are limited to replacement of the foreseeable damages and the indemnification of the relevant advertisement or insert costs. This is not the case for malicious and gross negligence of the publishers, their legal representatives and intermediate assistants. The publishers' extent of liability for damages due to failure to provide warranted quality remains unaffected. In commercial business transactions, the publisher is not liable for the gross negligence of intermediate assistants; in remaining cases, the extent of liability for gross negligence towards tradesmen is limited to the foreseeable damages up to the corresponding costs. Complaints - except for not obvious faults - must be forwarded within four weeks after receipt of invoice and voucher.
10. The advertiser himself is responsible for typographical errors if the publisher sends him a proof and if he failed to correct the mistake or to return the proof in time.
11. For payment of the advertisement invoice within 8 days after date of invoice a 2% discount is granted, payment after 30 days is net. In case of delay or postponement of payment, the advertiser is charged with default interest amounting to 3% above the rate of discount of the Deutsche Bundesbank and with the collection costs. The publisher may also discontinue the execution of the order until the advertisements already published have been paid for, and may demand advance payment for the remaining advertisements.
12. Where the print-run has been reduced, it is possible to claim a partial reduction in price where several adverts have been booked in advance and where the average distributed print-run quoted either on the rate card or elsewhere is higher than the overall average print-run for the year, starting with the appearance of the first advert. A reduction in the print-run is deemed unjustifiable where it has been reduced by 20% or more for a print-run of up to 50000 copies. The percentage total of the price reduction is calculated in direct relation to the fall in the overall print-run.
13. Advertisement rates do not include costs for graphic work, or for the preparation of photos or digital data. If such work is necessary for the execution of an advertising order it will be charged extra. Also, considerable changes in original order can be brought to the account of the advertiser.
14. At the advertiser's request, the publisher will give evidence of the circulation of the magazine for which advertisements have been placed.
15. In box number advertisements the publisher employs the care of a prudent businessman for the custody and punctual transmission of the offer. Registered letters and express letters concerning box number advertisements will be forwarded by normal post only.
16. Enclosures accompanying offers and applications forwarded to the advertiser in reply to a box number advertisement remain the property of the sender and must be returned to him.
17. Printing material, which the advertiser does not expressly demand to be returned to him, is kept by the publisher for two years, however, the publisher cannot be held responsible for any damage or loss caused by force majeure.
18. Place of payment and place of jurisdiction, in as far as the law does not forcibly prescribe otherwise, is Bamberg.
19. The advertising mediators and agencies are obliged to respect the rate card of the publishers, in their offers, contracts and accounts with advertisers. The agency commission granted by the publishers may be forwarded neither in part nor in full, neither directly nor indirectly to the advertiser.
20. Should one of the preceding stipulations be without legal force, the validity of those remaining is not affected.

Terms online: content.meisenbach.de/AGB