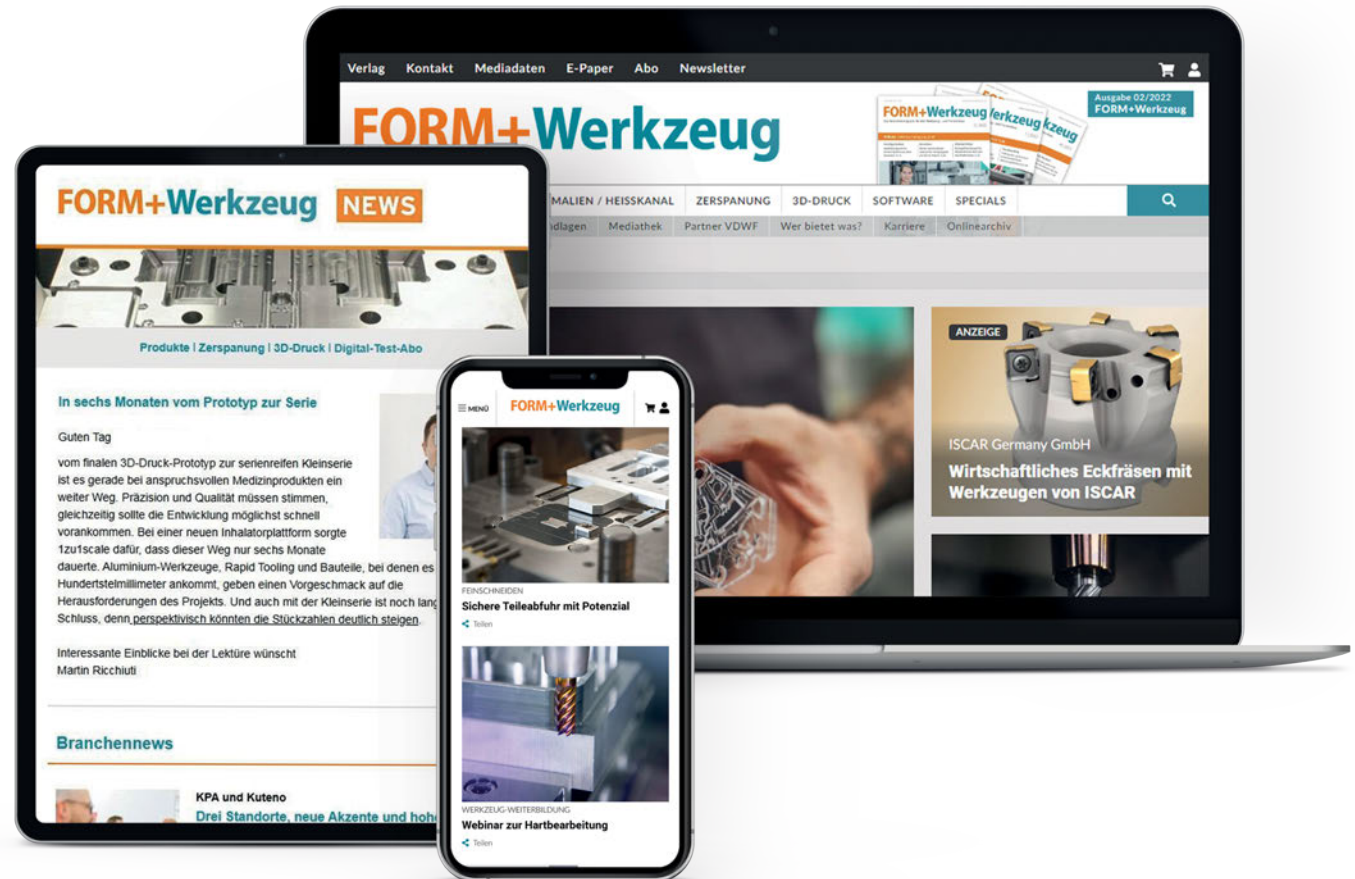


Mediakit 2027

Print & Digital



www.form-werkzeug.de

HANSER

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Title

FORM+Werkzeug

Short characteristics

FORM+Werkzeug is the industry magazine for tool and die making. Tools play a key role in production, as they ultimately determine the cycle time in which production takes place.

FORM+Werkzeug provides suggestions and ideas on manufacturing technologies, the associated IT systems and corporate management. Prepared in the form of technical articles, interviews and background reports.

Informative, insightful, different: We are not only interested in the machining center, but also in the person behind it. We inform about Industry 4.0 – and want to know how automation concepts can be integrated into the existing machinery. In addition to presenting standard parts and hot-runner solutions, we want to know what tool design is necessary for this. We look for examples of which technology is best suited for which application.

Target group

Decision-makers in die and mould making companies and managers in companies with integrated die and mould making sections.

Frequency

4 times a year

Magazine format

DIN A4

Publication year

36th year 2027

Subscription price

Combi annual subscription € 119.--
(Price incl. VAT and plus shipping costs)

Publishing House

Carl Hanser Verlag GmbH & Co. KG
Postal address: P.O. Box 860420, 81631 Munich
Home address: Vilshofener Str. 10, 81679 Munich
Phone: +49 89 99830-0 · Fax: +49 89 984809
www.hanser.de · info@hanser.de

Media

Hüller & Roloff Medienservice
Winnender Straße 54
71334 Waiblingen
Tel.: +49 7151 9222-0
Fax: +49 7151 9222-60
info@hueller-roloff.de
Your contact persons: Peter Hüller, Lutz Roloff

Editorial office

Dipl.-Ing. Helmut Damm, MBA (Editor-in-chief)
Tel.: +49 89 99830-661
helmut.damm@hanser.de

Martin Ricchiuti, martin.ricchiuti@hanser.de



Increased reach

Your ad will be digitally extended in the E-Paper edition!



Circulation

Print run	5,502
E-Paper spread	3,066
Actual circulation	8,568
of which sold	895
of which abroad	183
+ E-Paper (multi access)	14,997
Total circulation	23,565

Volume analysis 2025

Overall	208 pages = 100%
Editorial section	170 pages = 82%
Advertisement section	38 pages = 18%
of which Publisher's ads	12 pages = 6%
Inserts	1

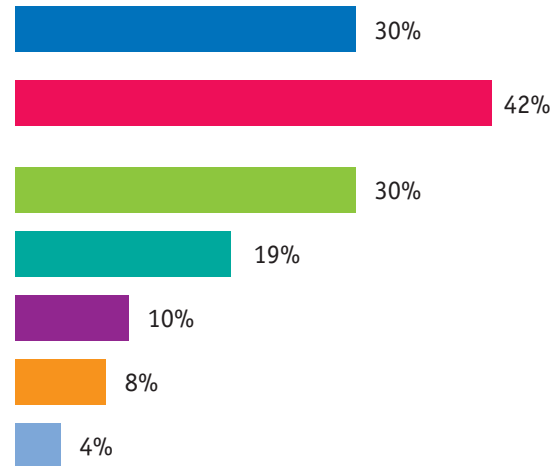
Magazine content analysis of Editorial section 2025

Overall	170 pages = 100%
Specialist articles	124 pages= 73%
Branch/Association	14 pages = 8%
Fair reports	19 pages = 11%
Product introductions	3 pages = 2%
Editorial, content, index, imprint	10 pages = 6%



Branches of industry / Target markets*

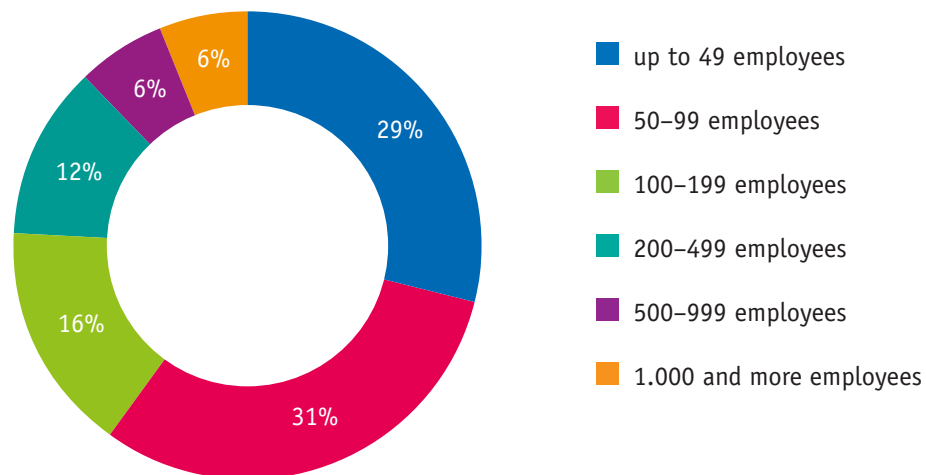
- Independent die and mould making companies
- Metal production and machining incl. production of high pressure die cast mould construction, incl. manufacture of forged, stamped, extracted and punched parts
- Production of plastic goods with integrated injection moulding
- Mechanical engineering
- Manufacture of automobiles and automobile components
- Precision engineering, optics
- Electrical / electronic engineering, incl. manufacture of domestic appliances



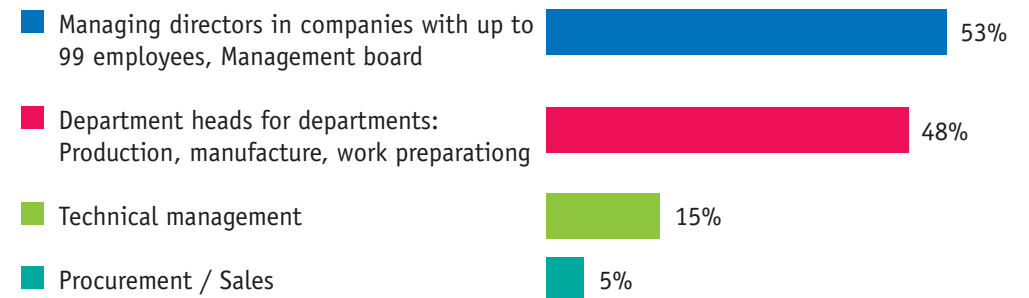
Summary of the survey methodology:

1. Method: Dissemination analysis through file evaluation
2. Population: DCP 8,568 = 100 %
3. Sample: full census
4. The target of the investigation: deleted
5. Period of the study: August 2026
6. Execution of the study: Publisher

FORM+Werkzeug is read in companies of all sizes*



All relevant departments read FORM+Werkzeug*



*Annual average of print editions (01.07.25 to 30.06.26); survey method: file evaluation

Issue	Closing dates	Topics	Fairs/Exhibitions/Events
1 April	ED: 09.03.2027 BC: 01.04.2027 PD: 28.04.2027	Die and mould design; machine tools; precision tools; grinding; fine machining/finishing; clamping technology; automation; software; CAD/CAM/simulation; measurement technology; quality assurance Focus: Standard components and hot runner technology	Moulding Expo , Stuttgart/Germany, 11.-12.05.27 Control , Stuttgart/Germany, 11.-14.05.27 Kuteno , Bad Salzungen/Germany, 01.-03.06.27
2 May	ED: 02.04.2027 BC: 23.04.2027 PD: 25.05.2027	Standard components and hot runner technology; machine tools; precision tools; tool management; cooling lubricants; digital manufacturing; sustainability; injection moulding Focus: Additive manufacturing	
3 August	ED: 09.07.2027 BC: 30.07.2027 PD: 26.08.2027	Machine tools; precision tools; 5-axis machining; grinding; fine machining/finishing; eroding; measurement technology; CAD/CAM/simulation; standard components and hot runner technology Focus: Machining Special section: Swiss Quality Production	EMO , Milan/Italy, 04.-09.10.27
4 September	ED: 13.08.2027 BC: 03.09.2027 PD: 30.09.2027	Standard components and hot runner technology; die and mould design; machine tools; precision tools; clamping technology; eroding; additive manufacturing; CAD/CAM/simulation; sustainability Focus: Injection moulding, stamping and forming mould making	Fakuma , Friedrichshafen/Germany, 11.-15.10.27 formnext , Frankfurt a.M./Germany, 26.-29.10.27 Blechexpo , Stuttgart/Germany, 26.-29.10.27

Subject to change.

Format	Width × Height (mm)	Price
Title page	210 × 160 + 3 mm trim only right	Fixed price € 6,950.--
Indoor title	210 × 160 + 3 mm trim	€ 5,575.--
2nd/4th Cover page	210 × 297 + 3 mm trim	€ 6,735.--
3rd Cover page	210 × 297 + 3 mm trim	€ 6,435.--
1/1 page	175 × 250	€ 6,630.--
Junior page	122 × 175	€ 4,045.--
1/2 page	85 × 250 175 × 122	€ 3,780.--
1/3 page	55 × 250 175 × 80	€ 2,870.--
1/4 page	85 × 122 40 × 250 175 × 58	€ 1,985.--
1/8 page	85 × 58 175 × 28 40 × 122	€ 1,245.--

Placement markup

Bindig placement 10%

Color markup

Euroscale
Special colors on request

Impact special formats

on request

Discounts

Discount for repetitions within 12 months
(insertion year)

Quantity scale

2-ads	3-ads	4-ads
5%	10%	15%

Repetition scale

2 pages	3 pages	4 pages
5%	10%	15%

Occasional ads

Job vacancies and casual ads
1/1 page, 4c € 3,155.--
1/2 page, 4c € 1,720.--
mm-price 4c (per column, 40 mm wide): € 5.00

NEW:

Multimedia enrichment

Multimedia enrichment for print ad

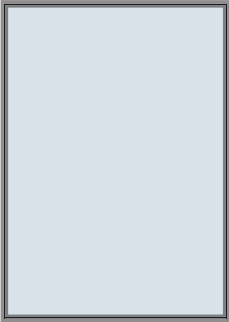
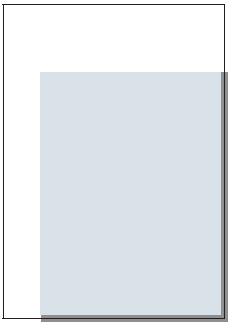
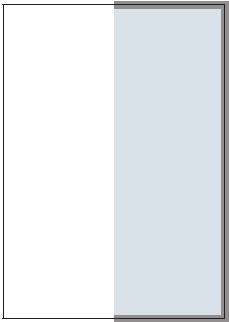
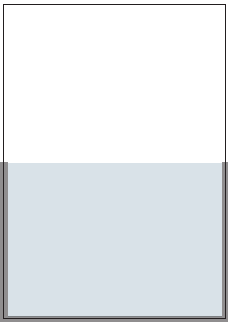
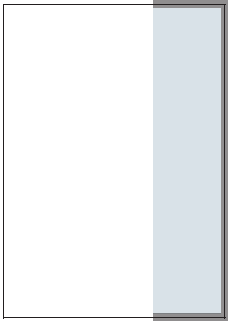
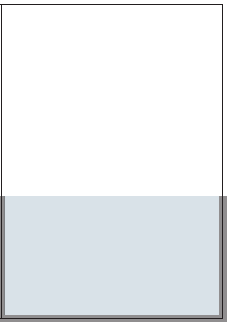
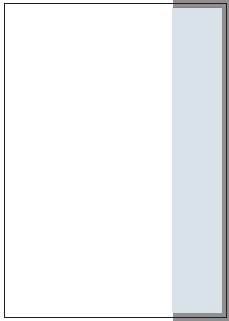
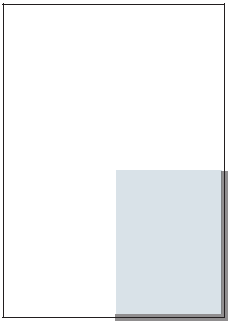
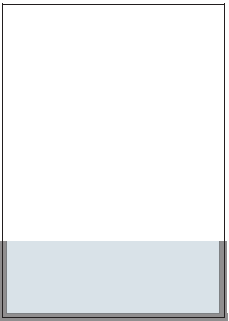
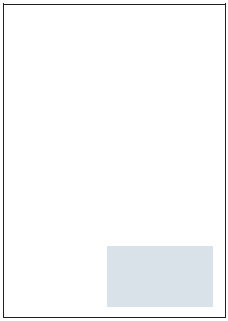
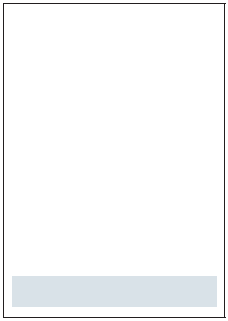
Within the e-paper, your ad is enriched by a video, podcast,
or picture gallery for 24 months. € 400.--

All advertisement orders will be processed in accordance with the General Terms and
conditions of our publishing house which are available at www.hanser.de



More reach:
Your ad appears
in print and
E-Paper

Display formats

	1/1 page	Junior page	1/2 page, upright	1/2 page, cross	1/3 page, upright	1/3 page, cross
						
Typesetting mirror format:	175 × 250	122 × 175	85 × 250	175 × 122	55 × 250	175 × 80
Trim format:*	210 × 297	137 × 197	101 × 297	210 × 145	70 × 297	210 × 105
	1/4 page, upright	1/4 page, 2-column	1/4 page, cross	1/8 page, 2-column	1/8 page, cross	
						
Typesetting mirror format	40 × 250	85 × 122	175 × 58	85 × 58	175 × 28	
Trim format:*	55 × 297	101 × 145	210 × 85			

***All trim formats are per edge plus 3 mm trim allowance on every side.**
Minimum size für trim size ads: 1/4 page.
All data in mm (width × height)

Sponsored content – your story in our magazine

Would you like to describe your products in detail and present their benefits and advantages in a practical way?
Sponsored content is the ideal form of advertising for this!

You determine the content, scope, and timing of publication. We ensure high-quality and appealing design in accordance with press law.

1/1 page
Price

Max. 5,400 characters + one image
€ 6,630.--

1/2 page
Price

Max. 2,300 characters + one image
€ 3,780.--

1/3 page
Price

Max. 1,600 characters + one image
€ 2,870.--

1/4 page
Price

Max. 850 characters + one image
€ 1,985.--

Option:
multimedia-enrichment

In the e-paper, your story will be published including video, podacst, or picture gallery for 24 months.

Price

€ 400.--

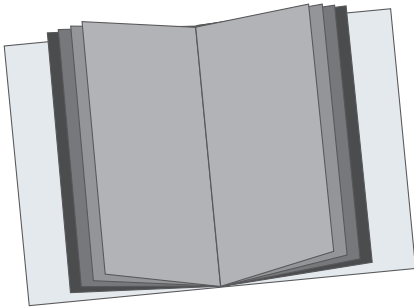
New option for more reach:

Publication of your advertorial as an online article on our specialist portal.
Price on request.

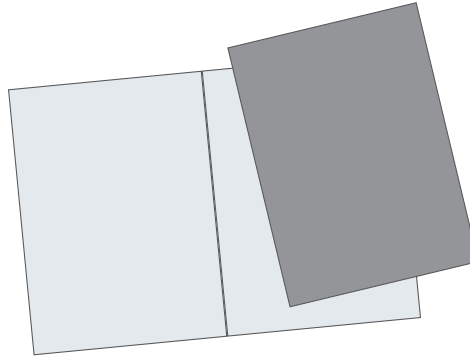
Sample 1/1

Sample 1/2

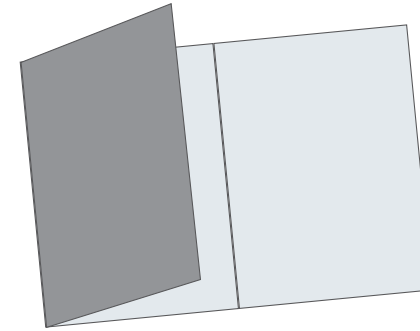
Special advertising formats



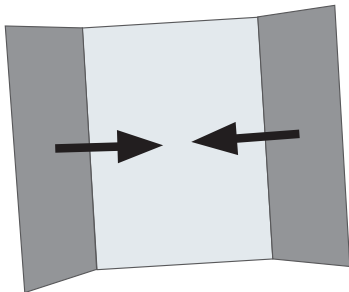
Bound-in



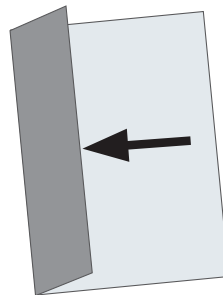
Loose insert



Gate-Folder



Dutch door



Cover flap

For more information and special advertising formats, see: hanser-mediacenter.de/fachzeitschriften/anzeigenformate-print

Bound inserts

2-page € 5,545.--
4-page € 9,225.--

Prices are valid up to a paper weight of 130 g/sqm. Above 130 g/sqm on request.

Formats (uncut, width × height)

1 sheet (= 2 pages) 217 × 305 mm,
2 sheets (= 4 pages) 434 × 305 mm,
Head trim 3 mm, milling edge 4 mm,
3 mm trim allowance each on the right and below.

Partial-format bound inserts and bound inserts of 8 pages or more on request.

Discounts

Discount for purchase within 12 months of at least:

2 inserts	3 inserts	4 inserts
5%	10%	15%

Discounting in combination with advertisements takes place according to the quantity scale (1 sheet = 1 page).

Design note

According to the Postal Newspaper Regulations, bound inserts must have an 'advertisement-like' design and correspond to the magazine format on at least 3 sides.

Inserts

Price per thousand up to 25 g € 307,--
Price for inserts over 25 g on request

Inserts are not discountable.
Partial assignment by postal code, Nielsen and industries possible.
Minimum circulation 5,000 copies.

Maximum format: 195 × 290 mm (width × height)

Deliver oversized folded. Multi-page inserts with formats larger than DIN A5 (148 × 210 mm) must have the fold on the long side. When placing your order, please send five samples to the publisher, Ad Management FORM+Werkzeug.

NEW: Your insert will now also appear in the e-paper!
Please send us your insert as a PDF;
requirements: single-page PDFs without crop marks, color space RGB, web-optimized.

Delivery address

Free to our printing house:
L.N. Schaffrath GmbH & Co. KG DruckMedien
Marktweg 42-50, 47608 Geldern
including the accompanying delivery bill (part of the OC)

Contact

Petra Dregger(Ad Management)
Phone: +49 89 99830-113
petra.dregger@hanser.de

Please note the order confirmation. Send us only the number of copies stated therein. Advertising material sent in excess will be annihilated.

Schweizer Präzisions-Fertigungstechnik 2027

With the special publication **Schweizer Präzisions-Fertigungstechnik**, we offer Swiss technology companies a unique, tried-and-tested platform to make a lasting and prominent name for themselves with their expertise in the important export market of Germany.

Format	Price
1/1 page	€ 9,990.--
Junior page	€ 5,820.--
1/2 page	€ 5,020.--
1/3 page	€ 4,200.--
1/4 page	€ 2,800.--
1/8 page	€ 1,650.--

Inserts
2-page: € 6,900.--
4-page: € 11,535.--

Language german
Print run 17,250 copies
Magazine format 210 x 297 mm
Type area 175 x 250 mm
Booking closing date 01.07.2027
Publication date 28.07.2027

*Distribution via the Hanser magazines WB Werkstatt + Betrieb and FORM+Werkzeug.



All rates are subject to Value Added Tax



Magazine format

DIN A4; 210 × 297 mm (width × height)

Type area

175 × 250 mm (width × height)
2 columns à 85 mm width or
3 columns à 55 mm width or
4 columns à 40 mm width

Printing- and binding methods

Offsetprint, saddle stitching

Data format

File format: Highend PDF/X4
with embedded fonts, images etc.
For ads with bleed, please allow 3 mm bleed on each side.

Colors

Printing according to ISO 12647--2 PSO; ISOcoated_V2;
Fogra39L Special colors (e.g. HKS, Pantone) possible by
arrangement. Please note the printing allowances specified
from ISO 12647--2 for image printing paper.

Data archiving

All print documents are stored for a maximum of 3 months
after order processing.

Warranty

The service providers working for us can only process what is
stored in the files supplied. If incomplete, incorrect or
deviating data is supplied, we accept no liability for the
print result, e.g. colors, illustrations, texts, fonts.

Terms of payment

General payment term 30 days after invoice date net;
for occasional ads 8 days after invoice date net.
2% discount for payment within 8 days after invoice date.
Place of payment: Munich

Bank details

Postbank Munich, Acct. no 77 97 46 800
Bank code 700 100 80
IBAN: DE71 7001 0080 0779 7468 00
Swift Code: PBNKDEFF, Vat. no.: DE 129 735 021

Contact

Petra Dregger
Ad Management
Tel.: +49 89 99830-113
petra.dregger@hanser.de

Data transfer

media@hanser.de

Including designation of customer and object designation
as well as issue no./year



Web address

www.form-werkzeug.de

Brief profile

The portal form-werkzeug.de offers decision-making aids for specialists and managers in the tool, mold and model making industry. form-werkzeug.de provides up-to-the-minute information on industry news, new products and important dates and events. In addition to comprehensive information in the context of important industry trade fairs, you will find all practice-relevant topics and trends clearly structured and quickly accessible. At form-tool.de, you will also find basics on all important processes in metal-cutting production and mold making.

Contents of form-werkzeug.de:

- Archive with full text search: sophisticated and up-to-date technical information from the industry magazine FORM+Werkzeug and the HANSER technical book program
- News and Events
- Database of companies and products ›Who offers what?‹
- Job market for experts and managers in the sector
- Basics on all common machining processes and mold making disciplines

Target group

Decision-makers in die and mould making companies and managers in companies with integrated die and mould making sections.

KPI

Please ask for current key performance indicators for website and newsletters. Contact data will be found on the last page of the mediakit.





Banner format	Placement (max. 2 rotations possible)	Size in pixels (w × h)	Price per month
Medium Rectangle	In the content, position 6, 8 or 10	300 × 250	€ 875.--
Vertical Rectangle	In the content, position 6, 8 or 10	300 × 400	€ 875.--
Full Banner	In the content, position 5, 7 or 9	468 × 60	€ 825.--
Leaderboard	Exterior, position 1 or in the content, position 2 or 16	728 × 90	€ 925.--
Billboard (expanding possible)	In the content, position 2	970 × 250 970 × 250 -> 400	€ 1,355.-- (+ € 75.-- for expanding)
Wide Skyscraper*	Exterior, position 3a, 3b, 4a or 4b	160 × 600	€ 825.--
Sidekick Ad*	expanding Wide Skyscraper	160 -> 400 × 600	€ 1,245.--
(Double) Sitebar	Exterior, position 3a, 3b, 4a or 4b	(2x) 300 × 600	€ 985.--/€ 1,565.--
Hockey Stick	Exterior, positions 1 and 4a, background colouring as wallpaper possible	728 × 90 + 160 × 600	€ 1,355.--
Slide Channel	Hockey Stick with expanding (wide) Skyscraper	728 × 90 + 160 -> 400 × 600	€ 1,670.--
Fireplace Ad	Exterior, positions 1, 3a and 4a	160 × 600 left + right and 1,040 × 90 above	€ 1,565.--
Skyline Ad	Exterior, positions 3a and 4a as well as in the content, position 2	2 × 160 × 600 + 970 × 250	€ 3,435.--
Welcome Ad	Central above start page (layer)	640 × 480	€ 1,355.--/ 14 days
Banderole Ad	Central across the whole width (layer)	1,000 × 250	€ 1,690.-- / 14 days



For mobile devices: Please provide mobile ad
300 × 50 px (6:1) or 300 × 150 px (2:1) in addition.



Note: A processing fee of 50.-- Euro applies for the delivery of
physical HTML5 advertising media (hosting on our ad webserver).

*Also bookable with sticky function (Skyscraper moves along the edge of the screen when the website is scrolled and always remains in the visible area) with 25% surcharge.



Banner positions on Homepage

Position 1 Leaderboard

Position 2 Billboard (also expanding) Leaderboard

Position 3a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

Position 3b Wide Skyscraper

Position 4a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

Position 4b Wide Skyscraper
(also with sticky function)

Position 16 Leaderboard

Native Ad Teaser 1
B&R Industrie-Elektronik GmbH
Wettbewerbsvorteile mit der adaptiven Maschine sichern

Native Ad Teaser 2
Maag Pump Systems AG
Lochplatten für höchste Qualitätsansprüche

Native Ad Teaser 3
bdtronic GmbH
Die optimale Fügetechnik für verschiedene Materialien

Position 5 Fullbanner

Position 6 Medium Rectangle
Vertical Rectangle

Banner positions on article page

Position 1 Leaderboard

Position 2 Billboard (also expanding) Leaderboard

Position 3a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

Position 3b Wide Skyscraper

Position 4a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

Position 4b Wide Skyscraper
(also with sticky function)

Position 6 Medium Rectangle
Vertical Rectangle

Article Title: Der Werkstoff für Hochleistungsanwendungen im Werkzeugbau

Text: Technische Keramiken können sowohl im Stanzwerkzeugbau als auch im Spritzgießwerkzeugbau eine sinnvolle Werkstoffalternative sein.

Author: Fachartikel 10. März 2021

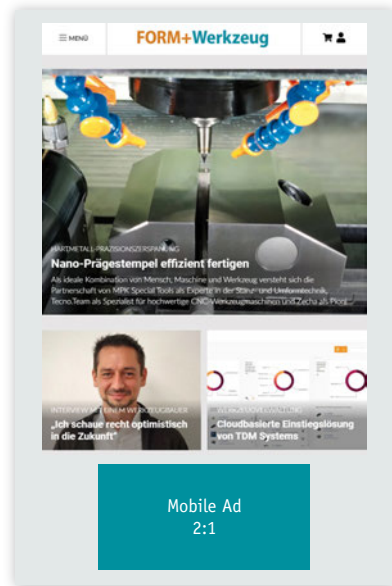
Image: Close-up of a precision-machined metal part.

Text: Bei Anforderungen an hohe Druck- und Verschleißfestigkeit sowie geringe Wärmeleitfähigkeit können die klassischen im Werkzeugbau bekannten Materialien wie Werkzeugstahl, HSS und Hartmetall an ihre Grenzen stoßen. Um unsere Kunden auch bei Hochleistungsanwendungen im Werkzeugbau unterstützen zu können, bieten wir Lösungen aus technischer Keramik an, erklärt Volker Nonnenmann, Geschäftsführer des baden-württembergischen Familienunternehmens Nonnenmann GmbH.

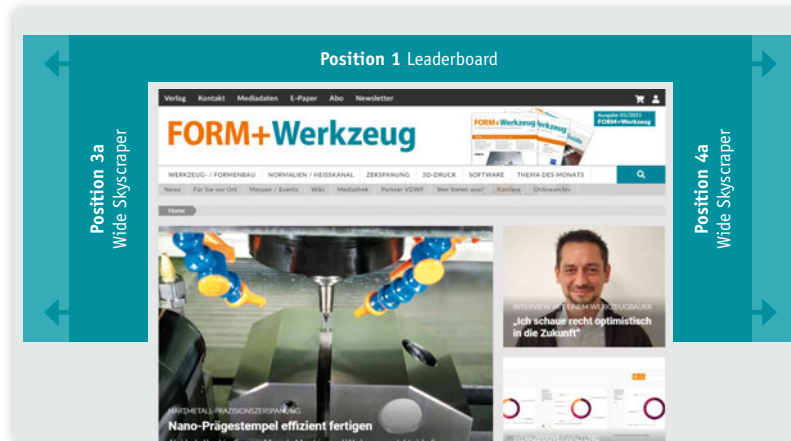
Text: Technische Keramik ist keinesfalls vergleichbar mit dem aus Haushalt und Küche bekannten Werkstoff. Im Gegensatz zu diesem sehr spröden Material handelt es sich bei technischer Keramik um verschleißarme, schmelzstabile und hitzebeständige.



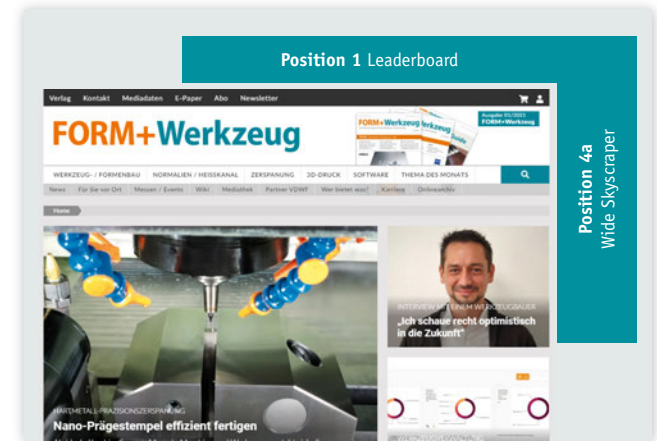
Mobile Ad



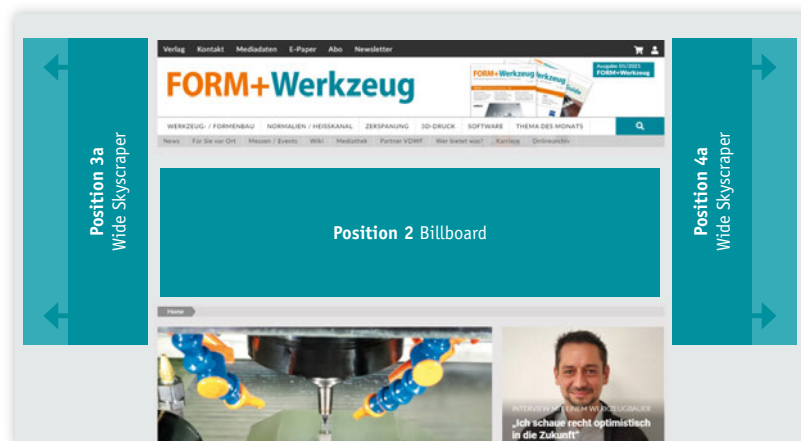
Fireplace Ad



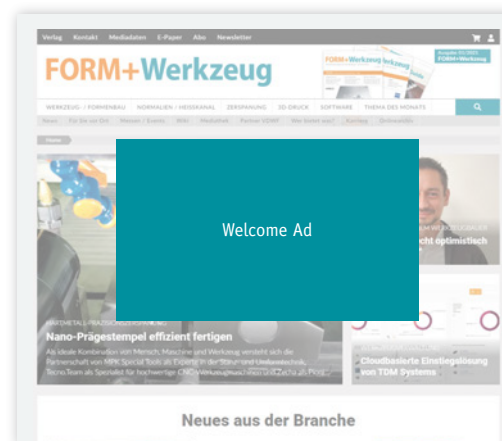
Hockey Stick



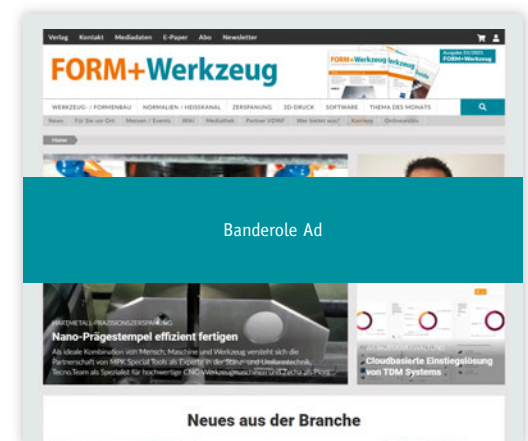
Skyline Ad



Welcome Ad



Banderole Ad





Retargeting

Explanation in the video: www.hanser-mediacenter.de/fachportale/retargeting

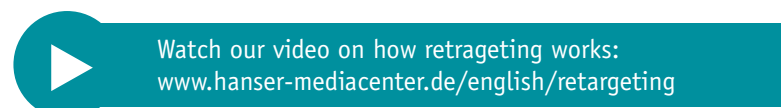
With retargeting, readers of form-werkzeug.de are addressed with targeted banners on their further path through the web. Your banners are thus delivered on our experts portal and in our extensive network of around **10,000 partner sites**.

Users who have already shown interest in products and services on form-werkzeug.de are addressed. As a result, you achieve a high reach with retargeting and increase your chance of conversion.

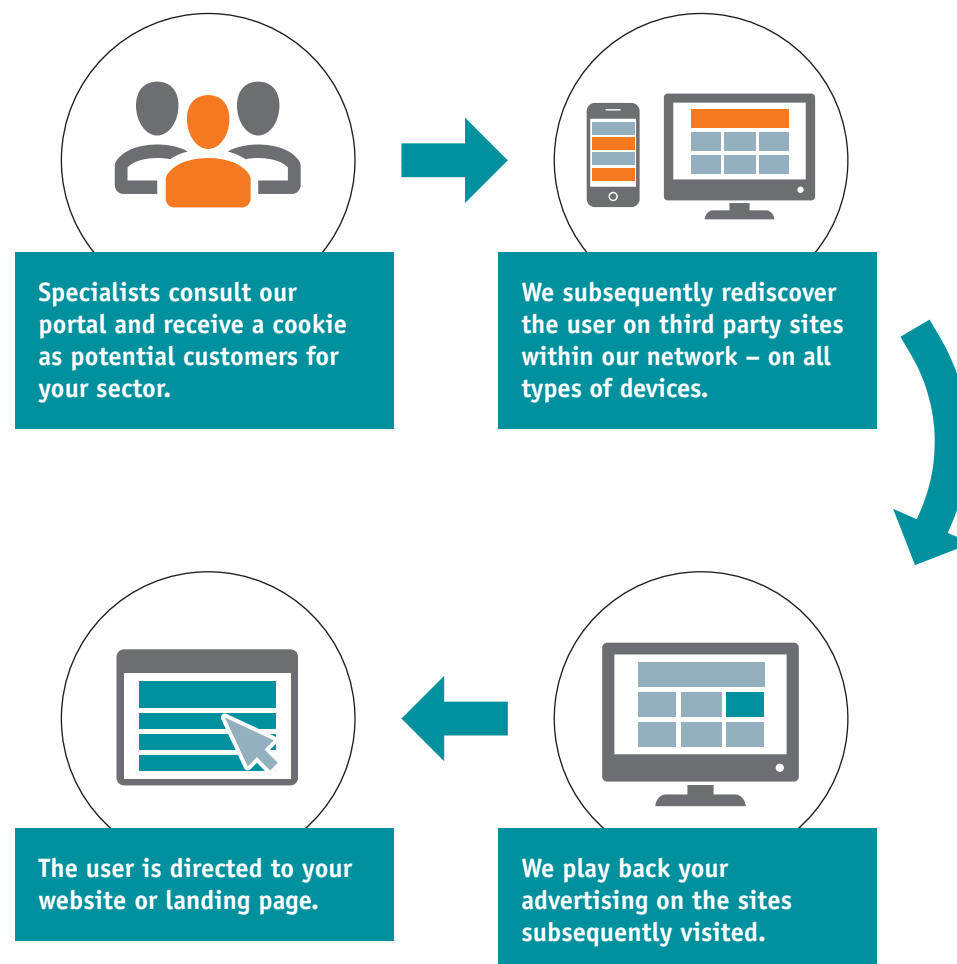
Since many users surf on mobile devices, we use mobile ads in addition to desktop formats for retargeting. Your campaign will be delivered on all common devices.

Which package is right for you?

Package 1	50.000 Ad Impressions	€ 2,640.--*
Package 2	100.000 Ad Impressions	€ 4,750.--*
Package 3	250.000 Ad Impressions	€ 7,920.--*



It works like this

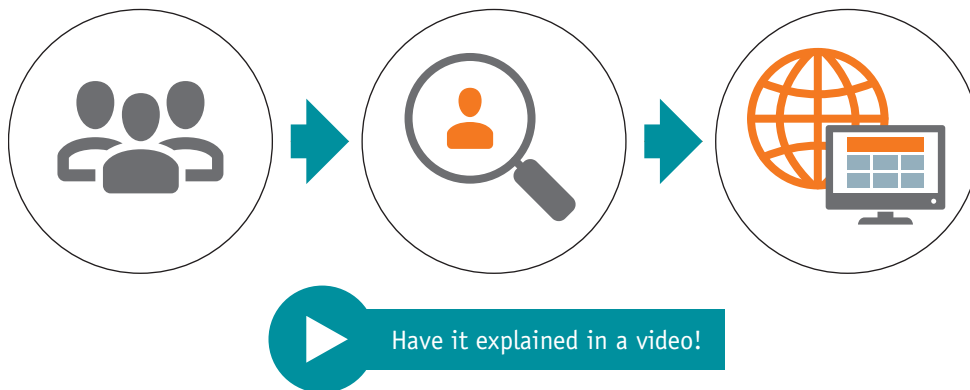


*In addition to your booked online advertising on our website and VAT.



Account Based Marketing

National and international banner campaigns exclusively for your desired customers



Reach your target customers within our international advertising network. Your display ads will only be delivered to the employees of the companies you specify, which **reduces scattering loss to a minimum**.

Thanks to different banner formats, global delivery takes place on all devices, from smartphones and tablets to desktops. The reach or number of achievable ad impressions depends primarily on the number of your target customers. You will get a forecast as to what performance you can expect.

At the end of the campaign, you will receive a report with the exact ad impressions, clicks and click-through rate achieved for each of your target customer. So, you know which companies should be contacted directly by your sales department, or who your marketing department should first provide with further information.

Price / CPM € 73.--

Minimum order 50,000 Ad Impressions

All rates are subject to Value Added Tax

Trade Fair Targeting

Targeted visitor promotion at and during your key trade shows



Your banners are delivered to the visitors of a trade fair as soon as they visit a website of our **far-reaching advertising network**. The visitors are identified by geodata and the trade fair WLAN. The targeting zone includes the trade show site as well as a certain radius in which there are conference buildings, train stations, and hotels used by the trade show visitors.

During the trade fair, we primarily deliver your ads on the mobile devices of the **trade fair visitors within the geo targeting zone** and thus advertise your trade fair stand. The reach or number of achievable ad impressions primarily depends on the size of the trade fair, and the expected number of visitors respectively. You will get a forecast as to what performance you can expect.

On your demand, your trade fair advertising can also run before the exhibition period on our website and/or in our international advertising network.

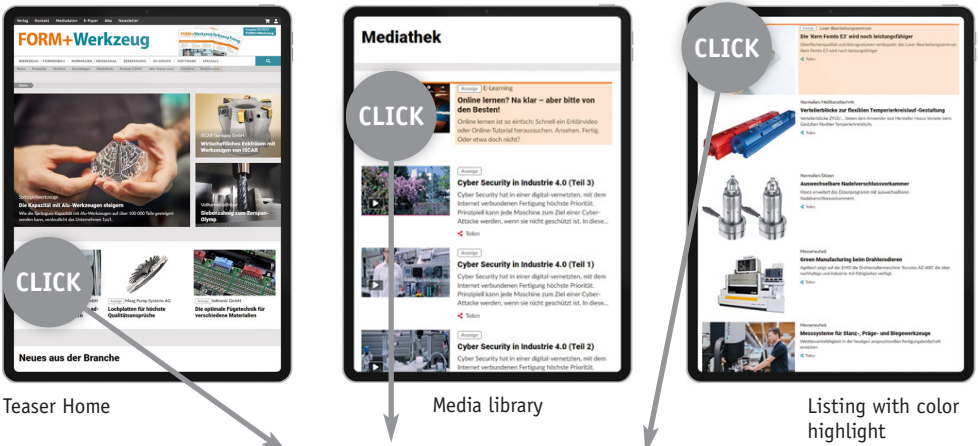
Price / CPM € 73.--

Minimum order 50,000 Ad Impressions



Content Marketing

Offers	Native Ad	Product Highlight	Video Article
300 Readers guaranteed	•	•	•
Teaser on homepage	•	•	•
Color highlighting		•	•
Media library			•
Price	€ 1,355.--	€ 1,455.--	€ 1,670.--



Optional push features



Newsletter & display ads accompanying to all formats: € 1035.--

Saving compared to price list: € 585.--



All rates are subject to Value Added Tax



Native Ad – your stage

300 Readers guaranteed – 1 month on home page

Publish a product article on our website consisting of:

- Image
- Title
- Teaser text
- Copy text
- Link (URL) for further information

Technical specifications on: <https://www.hanser-mediacycenter.de/english/guidelines>

Further features

- Total runtime 1 year
- SEO: keywording based on our topic classification system
- Display in thematic channels
- Display as reading suggestion under similar articles
- Link to company entry in our comprehensive Business Directory

Runtime

- News article on website » 12 months
- Teaser on homepage » 1 month

Price

€ 1,355.--

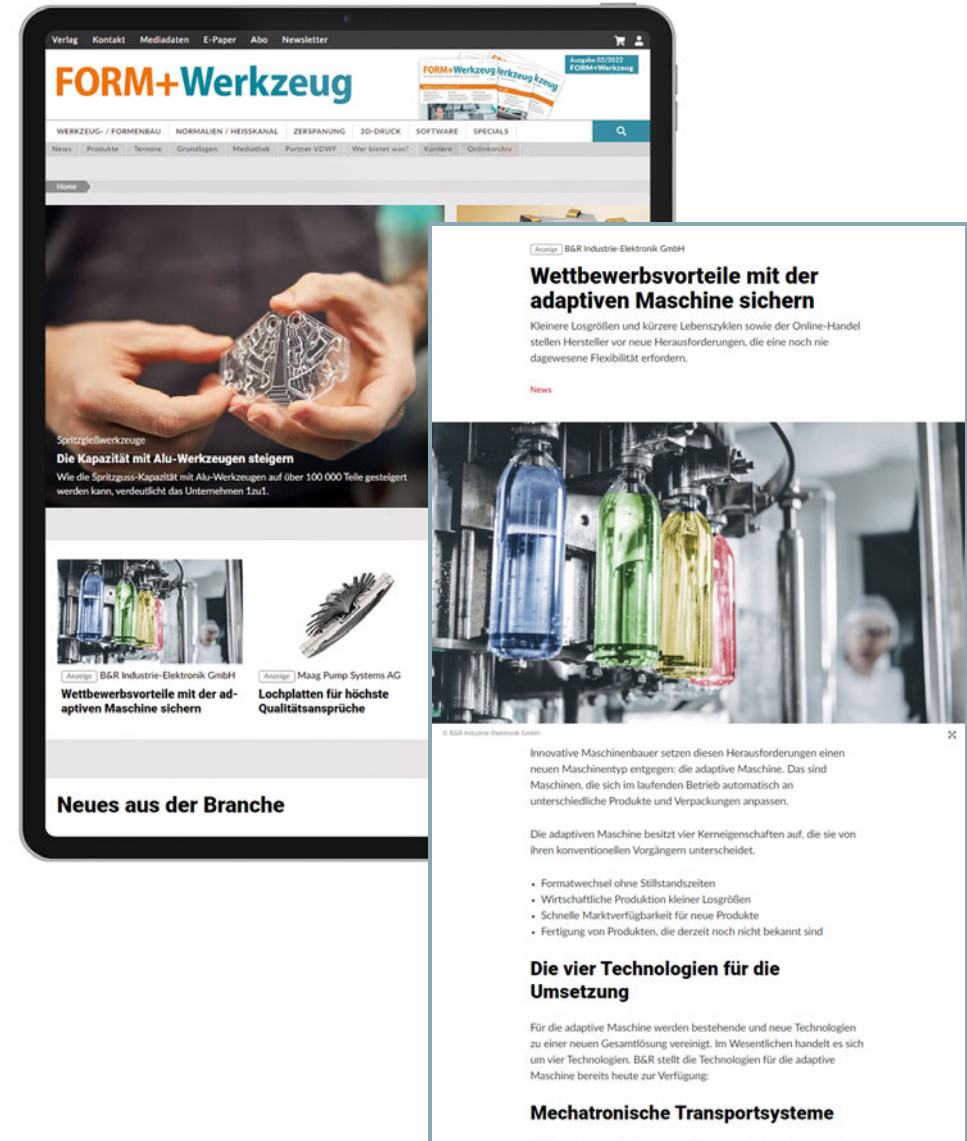
Push features optional

- News article on website » 12 months
- Display ad » 1 month

Price for push package Advantage 25 %

€ 2,390.--

All rates are subject to Value Added Tax





Product Highlight – colorful accent

300 Readers guaranteed – 1 month on home page

Publish a product article on our website consisting of:

- Image
- Title
- Teaser text
- Copy text
- Link (URL) for further information

Technical specifications on: <https://www.hanser-mediacentr.de/english/guidelines>

Further features

- Total runtime 1 year with colored highlighting
- SEO: keywording based on our topic classification system
- Display in thematic channels
- Display as reading suggestion under similar articles
- Link to company entry in our comprehensive Business Directory

Price

€ 1,455.--

Push features optional

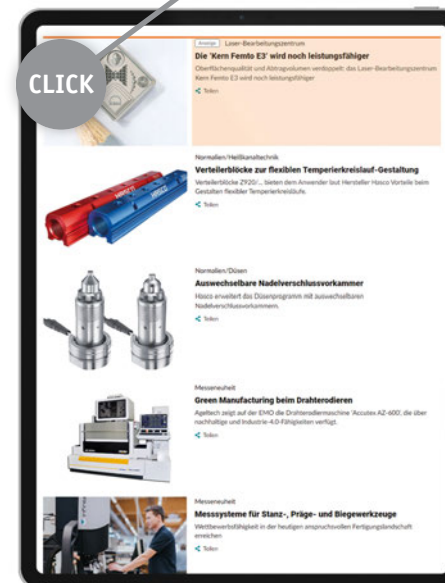
- Newsletter ad » 1 x
- Display ad » 1 month

Price for push package Advantage 25 %

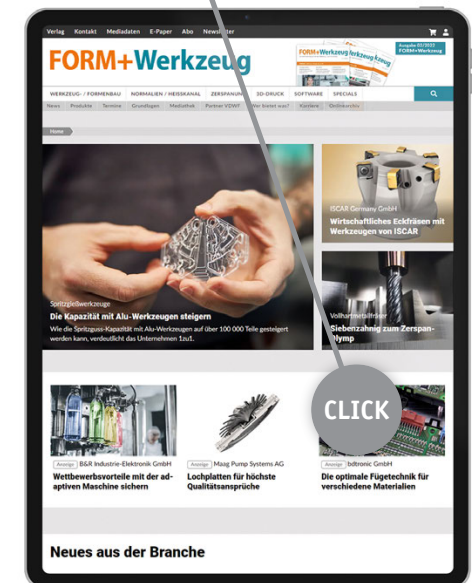
€ 2.490.--



Article



Listing with color highlight



Teaser Home

All rates are subject to Value Added Tax



Video Article – your turn to shine

300 Readers guaranteed – 1 month on home page

Publish a video article on our website consisting of:

- Image
- Title
- Teaser text
- Copy text
- Link (URL) for further information

Technical specifications on: <https://www.hanser-mediacentr.de/english/guidelines>

Further features

- Total runtime 1 year with colored highlighting
- Listing in media library
- SEO: keywording based on our topic classification system
- Display in thematic channels
- Display as reading suggestion under similar articles
- Link to company entry in our comprehensive Business Directory

Price

€ 1,670.--

Push features optional

- Newsletter ad » 1 x
- Display ad » 4 weeks

Price for push package Advantage 25 %

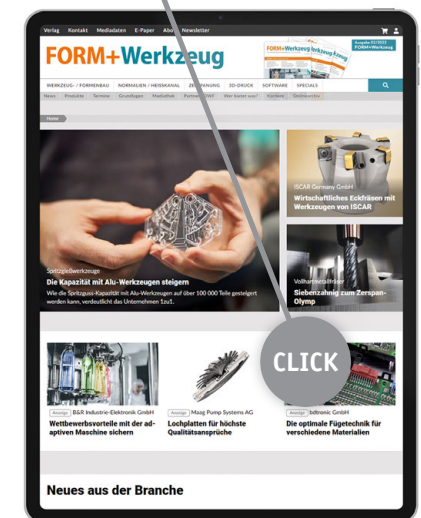
€ 2,705.--



Article



Listing with color highlight



Teaser Home



Whitepaper - gain leads

incl. LinkedIn and newsletter

Offer valuable knowledge and attract potential customers. Users are willing to pay for useful information with their contact data. The user registers for the PDF download, and we send you the data.

Convince prospects by solving problems. Answer the questions that are on the reader's mind. This is how you convey competence and build trust.

Whitepaper

Suitable documents are for e. g.

- Use cases
- Process description
- Research or study results
- Product description which shows the customers' benefits rather than product features

Performance

- Promotion of your whitepaper by newsletter and post on LinkedIn
- SEO: keywording based on our topic classification system
- Display in thematic channels
- Display as reading suggestion under similar articles
- Link to company entry in our comprehensive Business Directory

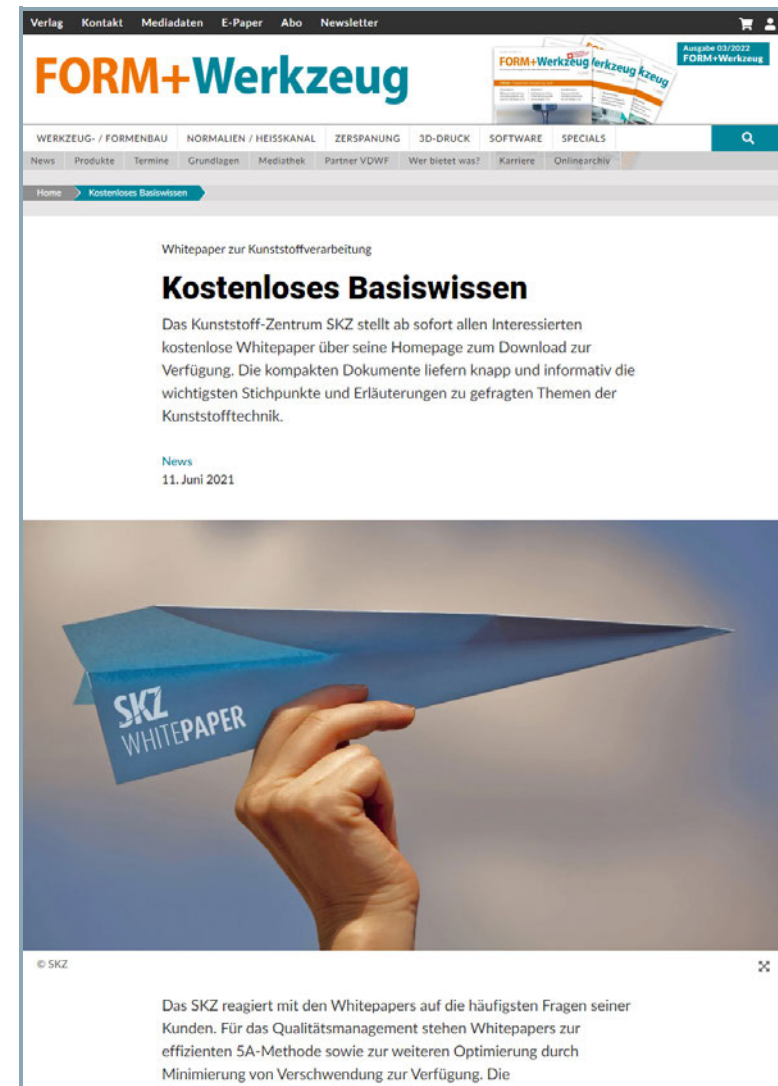
Runtime

- Whitepaper » 6 months
- Push-Newsletter-Ad for Whitepaper » 2 x
- Post on LinkedIn » 1 x

Price

€ 1,425.--

All rates are subject to Value Added Tax





Presence in our company data base!

Premium company entry »Who offers what?«

Company presentation	Detailed company profile with logo, photos, video
From the article to premium entry and back	All editorial print and online articles about your company – from technical articles and news to product announcements and events – are linked to your premium entry. In this way, users find your company via the content or vice versa.
Logo	Your company logo will be displayed by rotation in all editorial articles and link to your premium company entry.
Direct contact	Company address, website and e-mail address as well as, if desired, additional personal contact data for departments and/or employees make it easier for the user to contact the company.
Runtime	12 months (It renews for 1 year at a time unless cancelled 4 weeks prior to expiration).
Invoicing	annually in advance
Price	€ 565.-- / year



Attractive promotion in the FORM+Werkzeug newsletter

The weekly **FORM+Werkzeug newsletter** provides information on current trends, news and important facts from the world of the die and mould making industry.

Place your ad in the **FORM+Werkzeug newsletter** and reach your target group without wastage.

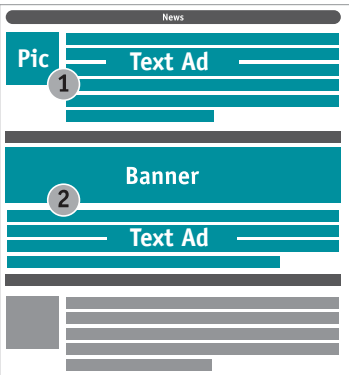
Publication frequency

Weekly, wednesdays

Ad formats and prices

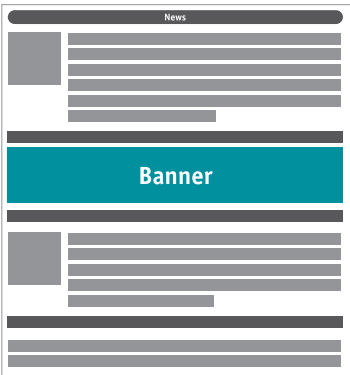
- 1 Image
- 2 Banner + Text Ad € 720.--

Image (150 × 150 pixels) or banner (560 × 100 pixels) incl. link to your website or another URL plus text (headline + max. 300 characters text)



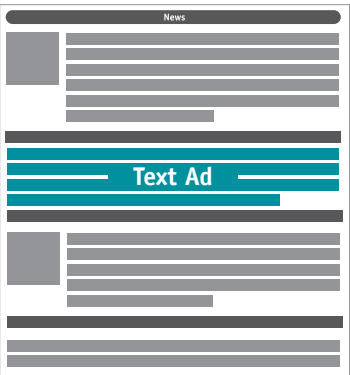
Banner € 560.--

Banner (560 × 100 pixels) inkl. link to your website or another URL



Text Ad € 560.--

Headline + max. 300 characters text incl. link to your website or another URL



Usage data and recipient numbers are constantly evolving, so request up-to-date figures from Ad Management. Contact on the last page.

All rates are subject to Value Added Tax

Standalone-Newsletter – the exclusive advertising

The standalone newsletter is a content-driven special newsletter with the look and feel of the **FORM+Werkzeug newsletter**, filled exclusively with your content. Inform your target group about your products and services in an exposed way.

Content	Comprises 9 individually combinable elements
Services	Compilation of your Standalone newsletter and dispatch to the FORM+Werkzeug newsletter recipients. Incl. linking to your homepage
Suitable content	header image, product news, video teaser, whitepaper, company news, catalog teaser, company profile, event
Lead time	Your Standalone newsletter must be bindingly booked and confirmed by the publisher at least one week in advance of the publication date. Implementation will normally take 5 workdays.
Dispatch date	As per agreement
Price	€ 2,830.--

Usage data and recipient numbers are constantly evolving, so request up-to-date figures from Ad Management. Contact on the last page.

All rates are subject to Value Added Tax

Nachhaltigkeit | High-Performance-K Kühlschmierstoff | Industrie

Sollte dieser Newsletter nicht korrekt angezeigt werden, klicken Sie bitte [hier](#)

FORM+Werkzeug NEWS

Sonderpublikation / Anzeige
Die Inhalte dieses Newsletters werden von Unternehmen Ihrer Branche bereitgestellt.



ROWE: Eco-Produktpalette bekommt vielversprechenden Nachwuchs

Bei der Entwicklung von nachhaltigeren Alternativen ist ROWE erneut ein Vorstoß gelungen! Mit dem **HIGHTEC SUNLUB CUT 22 ECO** erweitert das Wormser Familienunternehmen sein umfangreiches Sortiment mit einem vielseitigen und auf erneuerbaren Grundölen basierenden High-Performance-Kühlschmierstoff. Das Produkt überzeugt mit beeindruckenden Leistungswerten und erfüllt die enorm hohen Anforderungen jeglicher Zerspanungsprozesse bei der Arbeit mit Dreh-, Fräs-, und Schleifmaschinen.

Produktinfo



Was macht das Produkt so besonders?

Nachhaltigkeit und maximale Performance! **HIGHTEC SUNLUB CUT 22 ECO** basiert zu 100 % auf erneuerbaren Grundölen und trägt das EU Ecolabel. Es ist nicht nur langlebig, biologisch abbaubar und geruchsneutral, sondern steht in Sachen Qualität den herkömmlichen, mineralölbasierten Produkten in nichts nach.

[zum Produkt](#)



Delivery address

Please send the creatives for your campaign to:
media@hanser.de

Time of delivery

according order confirmation

Meta information

We require the following information with delivery:

- Site used
- Customer name
- Period of ad campaign
- Ad format
- Contact person for queries
- Click-URL

File formats

JPG, PNG, GIF oder HTML5

Note: A processing fee of € 50.-- will be charged for the delivery of physical HTML5 advertising media (hosting on our ad server).

Data volume

150 KB max. per creative, for Mobile Ads 80 KB
Example Hockey Stick: Leaderboard 150 KB +
Wide Skyscraper 150 KB = total 300 KB

For technical specifications, please refer to:
www.hanser-mediacycenter.de/english/guidelines

Reporting

At the end of the campaign, you will be sent a detailed statistical evaluation that will provide you with exact insights into the success of your marketing activities.

Terms of payment

General payment term 30 days after invoice date net;
for occasional ads 8 days after invoice date net.
2% discount for payment within 8 days after invoice date.
Place of payment: Munich

Bank details

Postbank Munich, Acct. no 77 97 46 800
Bank code 700 100 80
IBAN: DE71 7001 0080 0779 7468 00
Swift Code: PBNKDEFF, Vat. no.: DE 129 735 021

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