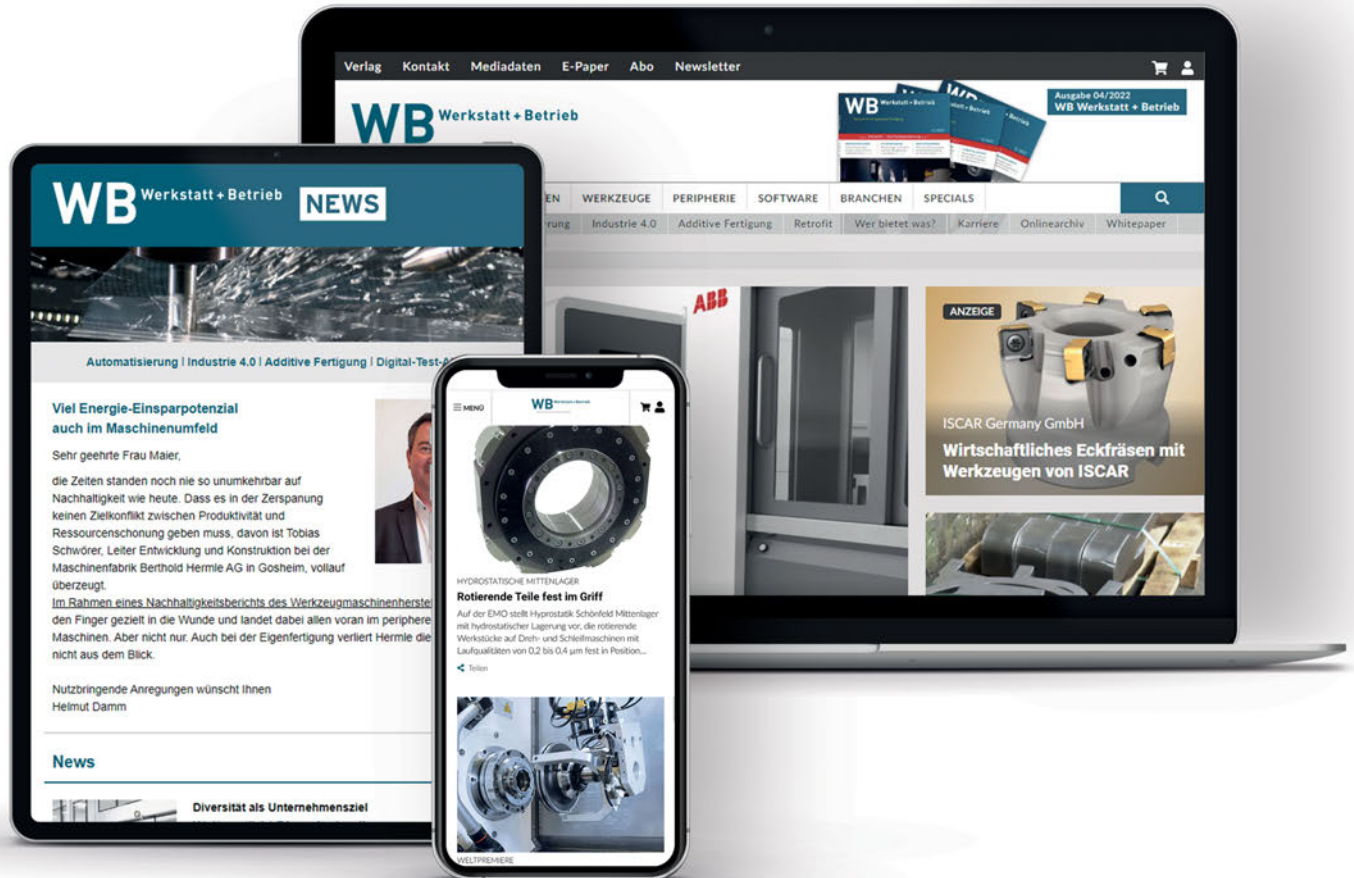


# Mediakit 2026

Print & Digital



www.werkstatt-betrieb.de

HANSER

<a href="#">3</a>	<a href="#">Title profile</a>	<a href="#">21</a>	<a href="#">Content Marketing</a>
<a href="#">4</a>	<a href="#">Circulation and Dissemination</a>	<a href="#">22</a>	<a href="#">Native Ad</a>
<a href="#">5</a>	<a href="#">Recipients analysis</a>	<a href="#">23</a>	<a href="#">Product Highlight</a>
<a href="#">7</a>	<a href="#">Editorial schedule 2025</a>	<a href="#">24</a>	<a href="#">Video Article</a>
<a href="#">8</a>	<a href="#">Price list</a>	<a href="#">25</a>	<a href="#">Premium company entry</a>
<a href="#">9</a>	<a href="#">Display formats</a>	<a href="#">26</a>	<a href="#">Whitepaper</a>
<a href="#">10</a>	<a href="#">Advertorial</a>	<a href="#">27</a>	<a href="#">WB Werkstatt + Betrieb News</a>
<a href="#">11</a>	<a href="#">Bound inserts and loose inserts</a>	<a href="#">28</a>	<a href="#">Standalone-Newsletter</a>
<a href="#">12</a>	<a href="#">Special advertising formats</a>	<a href="#">29</a>	<a href="#">Specifications</a>
<a href="#">13</a>	<a href="#">Swiss Quality Production</a>		
<a href="#">14</a>	<a href="#">Specifications</a>	<a href="#">31</a>	<a href="#">Your sales contacts</a>
<a href="#">30</a>	<a href="#">Marketing with articles</a>	<a href="#">32</a>	<a href="#">Your contact persons at the publishing house</a>
<a href="#">15</a>	<a href="#">Website profile</a>		
<a href="#">16</a>	<a href="#">Display rates</a>		
<a href="#">17</a>	<a href="#">Display formats and positions</a>		
<a href="#">19</a>	<a href="#">Retargeting</a>		
<a href="#">20</a>	<a href="#">Account Based Marketing / Trade Fair Targeting</a>		

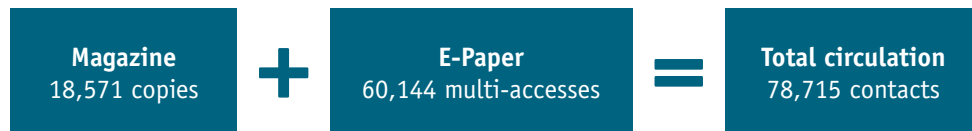


<b>Title</b>	<b>WB Werkstatt + Betrieb</b>	<b>Subscription price</b>	Combi annual subscription € 184.-- (Price incl. VAT and plus shipping costs)
<b>Short characteristics</b>	<p><b>WB Werkstatt + Betrieb</b> has for more than 150 years been recognised by specialists and managers in the German speaking machining industry as the leading quality specialist media. This is guaranteed by outstanding practical relevancy of the information, ensured by a technically astute editorial board and production engineers experienced in their industry.</p> <p>Via trade journal, e-paper, online portal and newsletter exclusive and well-founded specialist information for the design of profitable machining processes reaches readers and subscribers without scatter loss.</p> <p>The focus is on CNC machines, tools, automation and the periphery, also on all the methods and processes towards continuous improvement. Technical competency is augmented by Industry 4.0 trend topics, digitalization and smart factory, ensuring ongoing professional updates of technical and management know-how.</p>	<b>Publishing House</b>	<p>Carl Hanser Verlag GmbH &amp; Co. KG          Postal address: Postfach 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</p>
<b>Target group</b>	<b>WB Werkstatt + Betrieb</b> is aimed at production managers and manufacturing managers as well as all other specialists and executives involved in investment decisions in the field of metal-cutting manufacturing.	<b>Media</b>	<p>Hüller &amp; 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</p> <p>Susanne Maier (Media Assistance)          Tel.: +49 89 99830-649          susanne.maier@hanser.de</p>
<b>Frequency</b>	7 times a year	<b>Editorial office</b>	<p>Dipl.-Ing. Helmut Damm, MBA (Editor-in-chief)          Tel.: +49 89 99830-661          helmut.damm@hanser.de</p> <p>Frank Pfeiffer, frank.pfeiffer@hanser.de          Martin Ricchiuti, martin.ricchiuti@hanser.de          Stefanie Kraus, stefanie.kraus@hanser.de</p>
<b>Magazine format</b>	DIN A4		
<b>Publication year</b>	159th year 2026		



## Increased reach

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



## Circulation

Print run	14,155
E-Paper spread	4,416
<b>Actual circulation</b>	<b>18,571</b>
of which sold	1.043
of which abroad	367
<b>+ E-Paper (multi access)</b>	<b>60,144</b>
<b>Total circulation</b>	<b>78,715</b>

## Volume analysis 2024

Overall	580 pages = 100%
Editorial section	463 pages = 80%
Advertisement section	117 pages = 20%
of which: Publisher's ads	22 pages = 4%

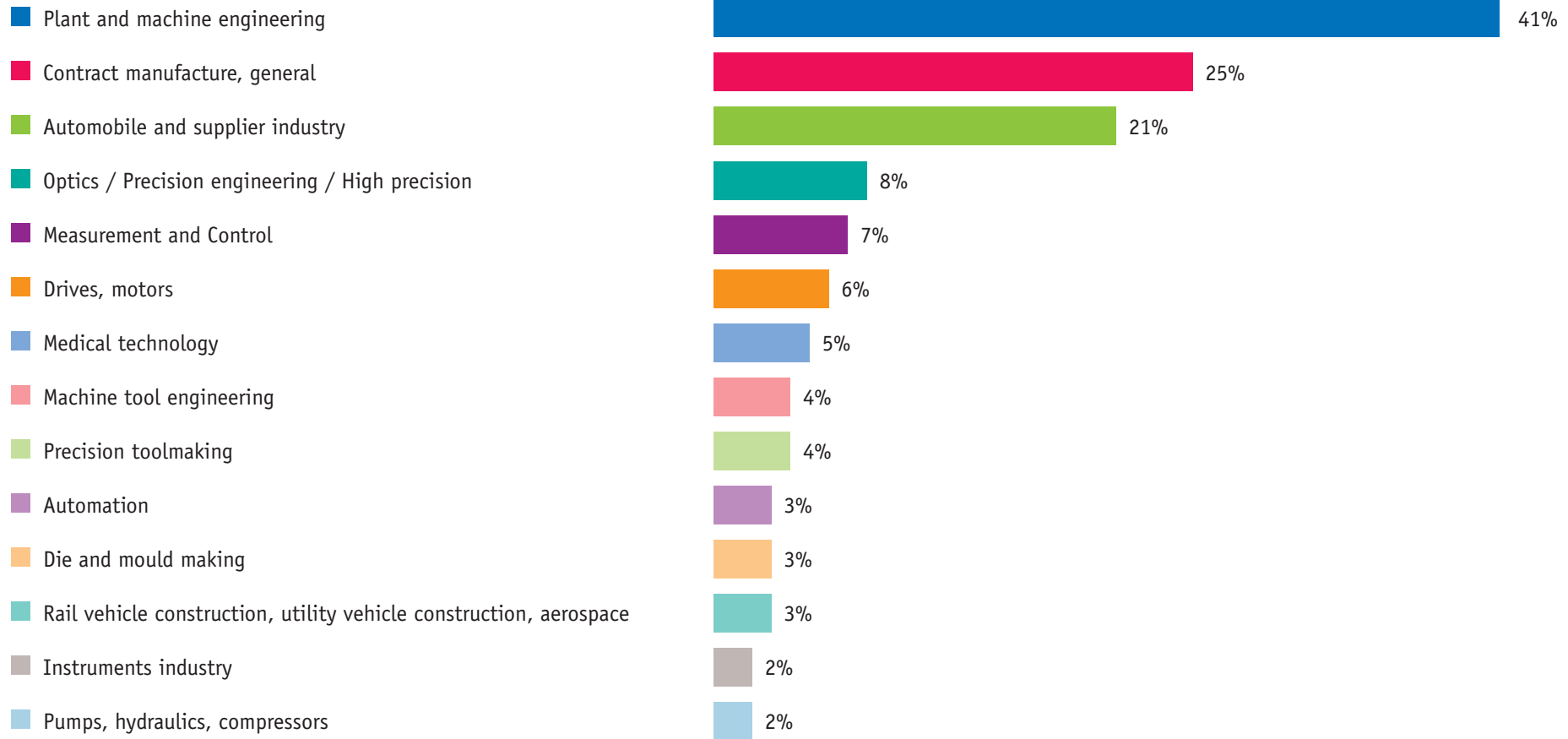
## Content analysis of the editorial section 2024

Overall	463 pages = 100%
Specialist articles	315 pages = 68%
Short articles	28 pages = 6%
Fair reports	42 pages = 9%
Product introductions	9 pages = 2%
Economic news	28 pages = 6%
Editorial, content, special separator, index, preview	41 pages = 9%





## Industry / Target markets

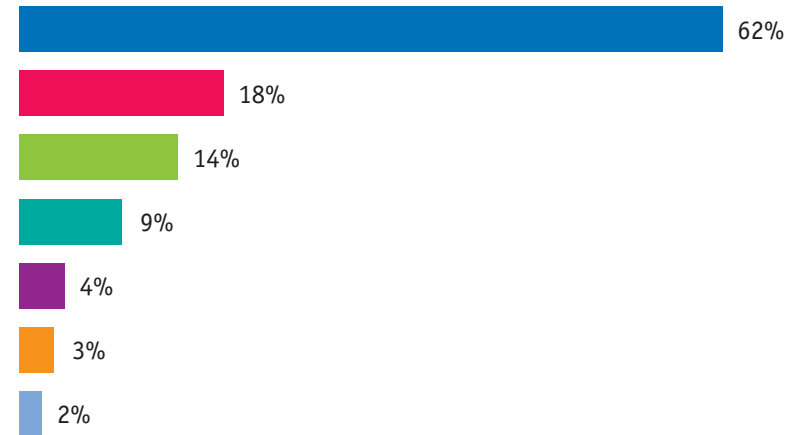


\* Annual average of print editions (01.07.24 to 30.06.25);  
survey method: file evaluation

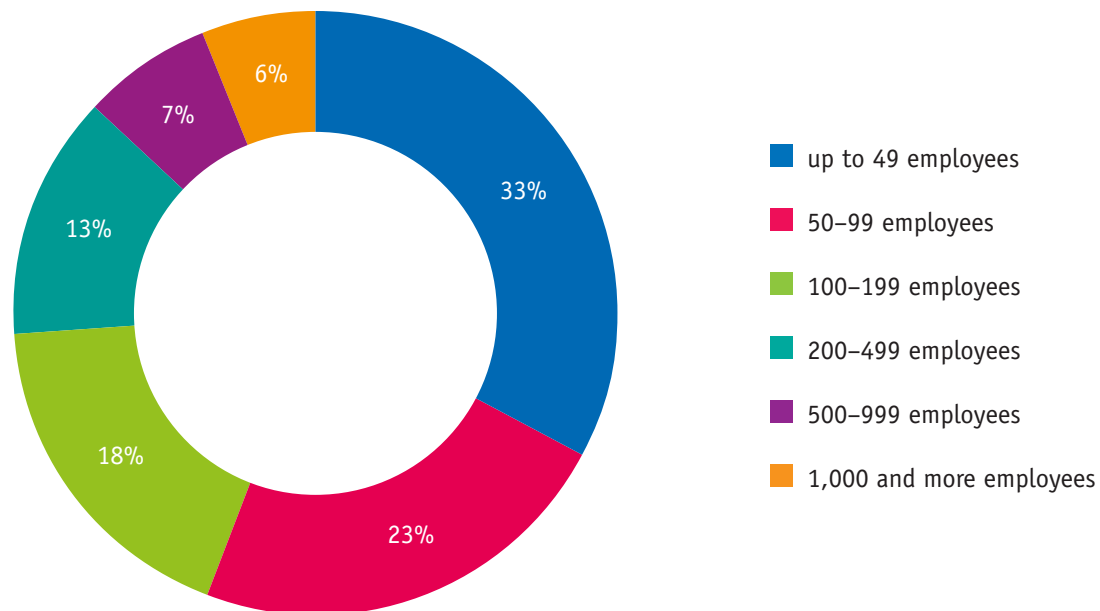


## All relevant departments read WB Werkstatt + Betrieb\*

- Manufacturing, production, work preparation and production planning
- CEOs / Proprietors
- Technical directors
- Operations manager
- Construction, product development
- Marketing / Sales
- Purchase



## WB Werkstatt + Betrieb is read in companies of all sizes\*\*



### Summary of the survey methodology:

1. Method: Dissemination analysis through file evaluation
2. Population: DCP 18,571 = 100 %
3. Sample: full census
4. The target of the investigation: deleted
5. Period of the study: August 2025
6. Execution of the study: Publisher

\* Annual average of print editions (01.07.24 to 30.06.25);  
survey method: file evaluation



## WB Werkstatt + Betrieb reflects the value added chain in machining

**Fixed topics:**

- **Machine tools and precision tools:** for sawing, drilling, deep drilling, reaming/fine boring, threading, turning, milling, grinding, gear cutting, laser machining, combined machining
- **Production engineering:** complete machining/process integration, 3-axis to 5-axis machining, heavy duty machining, hard machining, micro machining, additive/hybrid manufacturing (3D-print)
- **Measurement technology:** production measurement technology, process monitoring; SPC/closed loop; quality assurance, displacement and angle measurement systems, tool presetting
- **Automation:** control technology, handling/robotics, palletizing systems, machine tool linking, flexible manufacturing systems (FMS), machine safety, tool monitoring, intra logistics

- **Drive technology:** motor and gear spindles, axle drives, torque and linear drives, direct drives, built-in drives
- **Clamping technology:** for workpieces and tools
- **Technical Equipment:** cooling lubricants, fluid and chip management, parts cleaning, extractions
- **Information systems:** industry 4.0, digitization, smart factory, IoT, data networking, CAD/CAM, MES, MDE, BDE, ERP, simulation
- **Services:** tool management, remote services, retrofitting/modernization, tool coatings, maintenance/MRO, machine components
- **Trade news:** economic reports, trade fairs/events, energy and resource management; sustainability

**Results from applied research and production-related developments**

Issue	Closing Dates	Topics	Fairs/Exhibitions/Events
<b>1</b> February	ED: 07.01.2026 BC: 30.01.2026 PD: 26.02.2026	Main focus: Complete machining; multi-spindle machining; smart factory; automation; tool management; controls; CAM; quality assurance, measurement technology; sawing; additive manufacturing <b>Industry focus: General mechanical engineering</b> <b>Special: Turning – turn-milling</b>	<b>Mecspe, Bologna, 04.–06.03.26</b>
<b>2</b> April	ED: 09.03.2026 BC: 27.03.2026 PD: 27.04.2026	Main focus: Heavy duty machining; hard machining; finishing; precision tool manufacturing; smart factory; automation; precision tools: clamping, presetting, monitoring <b>Industry focus: Contract manufacturing, job shops</b> <b>Special: Grinding – Gear cutting</b>	<b>GrindingHub, Stuttgart, 05.–08.05.26</b> <b>Medtec live, Stuttgart, 05.–07.05.26</b> <b>Rapid.Tech 3D, Erfurt, 05.–07.05.26</b>
<b>3</b> June	ED: 09.04.2026 BC: 30.04.2026 PD: 02.06.2026	Main focus: Large parts machining; Lightweight materials; complete machining; smart factory; automation; simulation; CAM; workpiece clamping; machine components; technical equipment <b>Industry focus: Aerospace</b> <b>Special: Drilling – reaming – thread cutting</b>	<b>Make-to-order Days, Stuttgart, 09.–10.06.26</b>
<b>4</b> July	ED: 08.06.2026 BC: 01.07.2026 PD: 28.07.2026	Main focus: Complete machining; process integration; controls; smart factory; automation; tool management; precision tools: substrates, geometries, coatings; sawing <b>Industry focus: Contract manufacturing, job shops</b> <b>Special: Smart factory</b> <b>Special section: Swiss Quality Production</b>	<b>AMB prefair edition</b>
<b>5</b> September	ED: 20.07.2026 BC: 11.08.2026 PD: 07.09.2026	Main focus: Trends in machine tools, precision tools, software and equipment; automation; smart factory; machine components; parts cleaning; lubricants; technical equipment; tool management; microcutting; <b>Industry focus: All application sectors</b> <b>Special: Sustainability</b>	<b>AMB, Stuttgart, 15.–19.09.26</b> <b>parts2clean, Stuttgart, tbd</b> <b>Mirconora, Besançon, 29.09.–02.10.26</b> <b>AMB fair edition</b>
<b>6</b> October	ED: 11.09.2026 BC: 02.10.2026 PD: 29.10.2026	Main focus: eMobility; Serial/mass production; automation; FMS; additive manufacturing; complete machining; deburring; precision tools: clamping, presetting, monitoring <b>Industry focus: Automotive and suppliers industry</b> <b>Special: Milling – mill-turning</b>	<b>formnext, Frankfurt am Main, 17.–20.11.26</b>
<b>7</b> November	ED: 12.10.2026 BC: 02.11.2026 PD: 27.11.2026	Main focus: Titan and stainless steel; heavy duty machining; finishing; CAM; smart factory; automation; controls; simulation; retrofitting; precision tools: substrates, geometries, coatings <b>Industry focus: Medical Industry</b> <b>Special: Sustainability</b>	<b>AMB report edition</b>



**Direct contact:**  
One click in the  
E-Paper takes the  
reader directly  
to you

Format	Width x Height (mm)	Price
Title page	210 × 160 + 3 mm trim only right	Fixed price € 8,900.--
Indoor title	195 × 160 + 3 mm trim	€ 6,315.--
2nd/4th Cover page	210 × 297 + 3 mm trim	€ 8,320.--
3rd Cover page	210 × 297 + 3 mm trim	€ 8,110.--
1 page	175 × 250	€ 8,005.--
Junior page	122 × 175	€ 4,620.--
1/2 page	85 × 250 175 × 122	€ 4,465.--
1/3 page	55 × 250 175 × 80	€ 3,105.--
1/4 page	85 × 122 40 × 250 175 × 58	€ 2,410.--
1/8 page	85 × 58 175 × 28 40 × 122	€ 1,395.--

**Placement markup**

Binding 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	4 ads	6 ads
5%	10%	15%

**Repetition scale**

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

**Occasional ads**

Job vacancies and casual ads  
1 page, 4c € 3,825.--  
1/2 page, 4c € 2,165.--  
mm-price 4c (per column, 40 mm wide): € 6,15

**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](http://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**  
Prize Max. 5,400 characters + one image  
€ 8,005,-
- 1/2 page**  
Prize Max. 2,300 characters + one image  
€ 4,465,-
- 1/3 page**  
Prize Max. 1,600 characters + one image  
€ 3,105,-
- 1/4 page**  
Prize Max. 850 characters + one image  
€ 2,410,-

**Option: multimedia-enrichment**  
Prize In the e-paper, your story will be published including video, podacst, or picture gallery for 24 months.  
€ 420,-

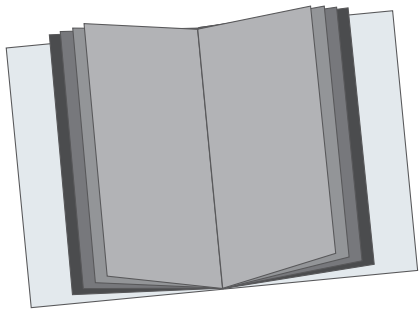
**New option for more reach:**  
Publication of your advertorial as an online article on our specialist portal.  
Price on request.

## Sample 1/1

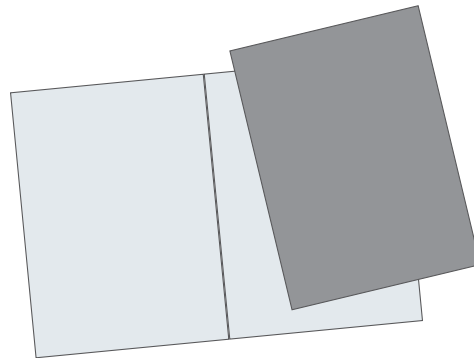
## Sample 1/2

All rates are subject to Value Added Tax

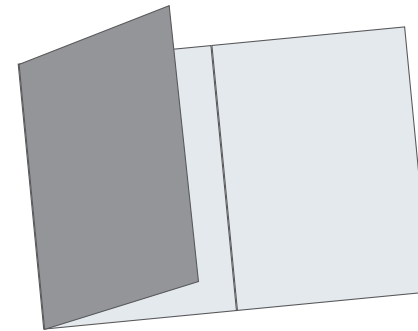
## Special advertising formats



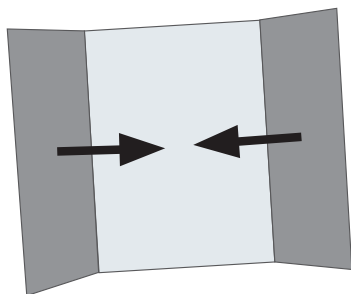
**Bound-in**



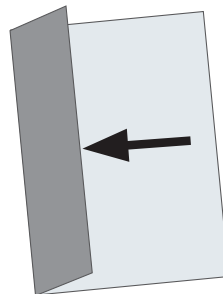
**Loose insert**



**Gate-Folder**



**Dutch door**



**Cover flap**

For more information and special advertising formats, see: [hanser-mediacenter.de/fachzeitschriften/anzeigenformate-print](https://www.hanser-mediacenter.de/fachzeitschriften/anzeigenformate-print)



**Bound inserts**

2-page: € 6,745.--  
 4-page: € 10,230.--  
 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	5 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.

**Loose 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 WB Werkstatt +  
 Betrieb.

**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**

Romy Früh (Ad Management)  
 Phone: +49 89 99830-218  
 romy.frueh@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 2026

With the special publication **Schweizer Präzisions-Fertigungstechnik 2026**, 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	€ 5,650.--
1/2 page	€ 4,875.--
1/3 page	€ 4,025.--
1/4 page	€ 2,720.--
1/8 page	€ 1,600.--

<b>Inserts</b>	2-page: € 6,900.-- 4-page: € 11,535.--
<b>Print run</b>	20,000 copies*
<b>Language</b>	german
<b>Magazine format</b>	210 x 297 mm
<b>Type area</b>	175 x 250 mm
<b>Booking closing date</b>	01.07.2026
<b>Publication date</b>	28.07.2026

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



All rates are subject to Value Added Tax



<b>Magazine format</b>	DIN A4; 210 × 297 mm (width × height)
<b>Type area</b>	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
<b>Printing- and binding methods</b>	Offsetprint, saddle stitching
<b>Data formats</b>	<b>Preferred file format: Highend PDF – PDF/X4 or PDF/X5;</b> with embedded fonts, images etc. For ads with bleed, please allow 3 mm bleed on each side.
<b>Colors</b>	Printing according to ISO 12647–2 PS0; 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.
<b>Data archiving</b>	All print documents are stored for a maximum of 3 months after order processing.

<b>Warranty</b>	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.
-----------------	---

<b>Terms of payment</b>	Net 30 days. 2% discount for payments made within 8 days after date of invoice. Place of payment: Munich
-------------------------	--

<b>Banking account</b>	Bank details: Postbank Munich, Acct. no. 77 97 46 800, Bank code 700 100 80, IBAN: DE71700100800779746800, Swift code: PBNKDEFF, Vat. no.: DE 129 735 021
------------------------	---

<b>Contact</b>	Romy Früh Ad Management Tel.: +49 89 99830–218 Fax: +49 89 99830–623 romy.frueh@hanser.de
----------------	---

<b>Data transfer</b>	<b>media@hanser.de</b> Including designation of customer and object designation as well as issue no./year
----------------------	---



## Web address

[www.werkstatt-betrieb.de](http://www.werkstatt-betrieb.de)

## Brief profile

The **werkstatt-betrieb.de** business portal offers decision aids for specialists and managers in the field of machining. **werkstatt-betrieb.de** will interactively and via multimedia content inform you about technical and organisational prerequisites to profitable machining and offer up-to-date reports on new developments in the sector. Processes and methods applied along value adding chains will support decision makers in ensuring that their manufacturing units remain globally competitive.

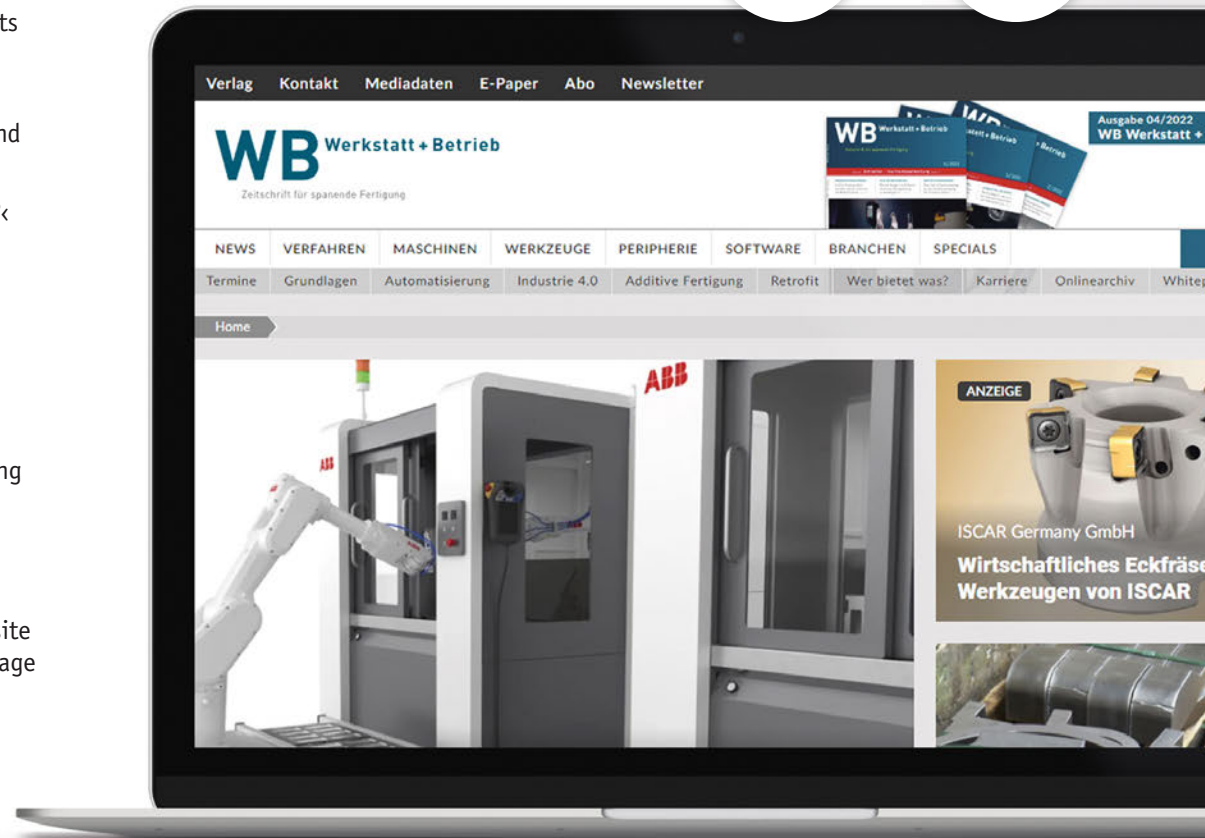
- Archive supporting full text searches: sophisticated specialist information from **WB Werkstatt + Betrieb** and the Hanser range of technical books
- Database of companies and products ›Who offers what?‹
- News and events, also whitepapers in specialised fields
- Job market for experts and managers in the sector
- WB-Basics for all common machining processes

## Target group

The portal addresses technical management, manufacturing and production managers and machining experts in mechanical engineering and vehicle construction, also in all applications of machining.

## 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	€ 1.035.--
Vertical Rectangle	In the content, position 6, 8 or 10	300 × 400	€ 1.035.--
Full Banner	In the content, position 5, 7 or 9	468 × 60	€ 1.035.--
Leaderboard	Exterior, position 1 or in the content, position 2 or 16	728 × 90	€ 1,245.--
Billboard (expanding possible)	In the content, Position 2	970 × 250 970 × 250 -> 400	€ 2,300.-- (+ € 125.-- for expanding)
Wide Skyscraper*	Exterior, position 3a, 3b, 4a or 4b	160 × 600	€ 1,140.--
Sidekick Ad*	expanding Wide Skyscraper	160 -> 400 × 600	€ 1,455.--
(Double) Sitebar	Exterior, position 3a, 3b, 4a or 4b	(2x) 300 × 600	€ 1,355.--/€ 2,090.--
Hockey Stick	Exterior, positions 1 and 4a, background colouring as wallpaper possible	728 × 90 + 160 × 600	€ 1,880.--
Slide Channel	Hockey stick with expanding (wide) skyscraper	728 × 90 + 160 -> 400 × 600	€ 2,490.--
Fireplace Ad	Exterior, positions 1, 3a and 4a	160 × 600 left + right and 1,040 × 90 above	€ 2,300.--
Skyline Ad	Exterior, positions 3a and 4a as well as in the content, position 2	2 × 160 × 600 + 970 × 250	€ 3,885.--
Welcome Ad	Central above start page (layer)	640 × 480	€ 1,455.--/ 14 days
Banderole Ad	Central across the whole width (layer)	1,000 × 250	€ 1,985.-- / 14 days



2:1



6:1

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



HTML5

**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 for the reader) with 25% surcharge.

All rates are subject to Value Added Tax



## 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** Wide Skyscraper  
Double Sitebar  
Sidekick Ad expanding

**Position 4b** Wide Skyscraper  
(also with sticky function)

**Position 16** Leaderboard

Native Ad Teaser 1  
Native Ad Teaser 2  
Native Ad Teaser 3

**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** Wide Skyscraper  
Double Sitebar  
Sidekick Ad expanding

**Position 4b** Wide Skyscraper  
(also with sticky function)

**Position 6** Medium Rectangle  
Vertical Rectangle



## Mobile Ad

WB Werkstatt + Betrieb

Keine Angst vor Verbundwerkstoffen

Aktuelle Bohrerwerkzeuge wie der CoroDrill 863-O von Sandvik Coromant können Fertiger beim Automatisieren ihrer Bearbeitungsprozesse unterstützen - selbst dann, wenn es um die Bearbeitung harter Verbundwerkstoffe geht.

Maschinen, IoT und neues Geschäftsfeld

Schleif- und Hartdrehmaschinen im Umfeld digitaler Dienstleistungen

Mobile Ad  
2:1

## Fireplace Ad

Position 1 Leaderboard

WB Werkstatt + Betrieb

Keine Angst vor Verbundwerkstoffen

Maschinen, IoT und neues Geschäftsfeld

Position 3a Wide Skyscraper

Position 4a Wide Skyscraper

## Hockey Stick

Position 1 Leaderboard

WB Werkstatt + Betrieb

Keine Angst vor Verbundwerkstoffen

Maschinen, IoT und neues Geschäftsfeld

Position 4a Wide Skyscraper

## Skyline Ad

Position 3a Wide Skyscraper

WB Werkstatt + Betrieb

Position 2 Billboard

Position 4a Wide Skyscraper

## Welcome Ad

WB Werkstatt + Betrieb

Welcome Ad

Neues aus der Branche

## Banderole Ad

WB Werkstatt + Betrieb

Banderole Ad

Neues aus der Branche



# Retargeting

**Explanation in the video:** [www.hanser-mediacenter.de/fachportale/retargeting](http://www.hanser-mediacenter.de/fachportale/retargeting)


With retargeting, readers of [werkstatt-betrieb.de](http://werkstatt-betrieb.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 [werkstatt-betrieb.de](http://werkstatt-betrieb.de) are addressed. As a result, you achieve a high reach with retargeting and increase your chance of conversion.

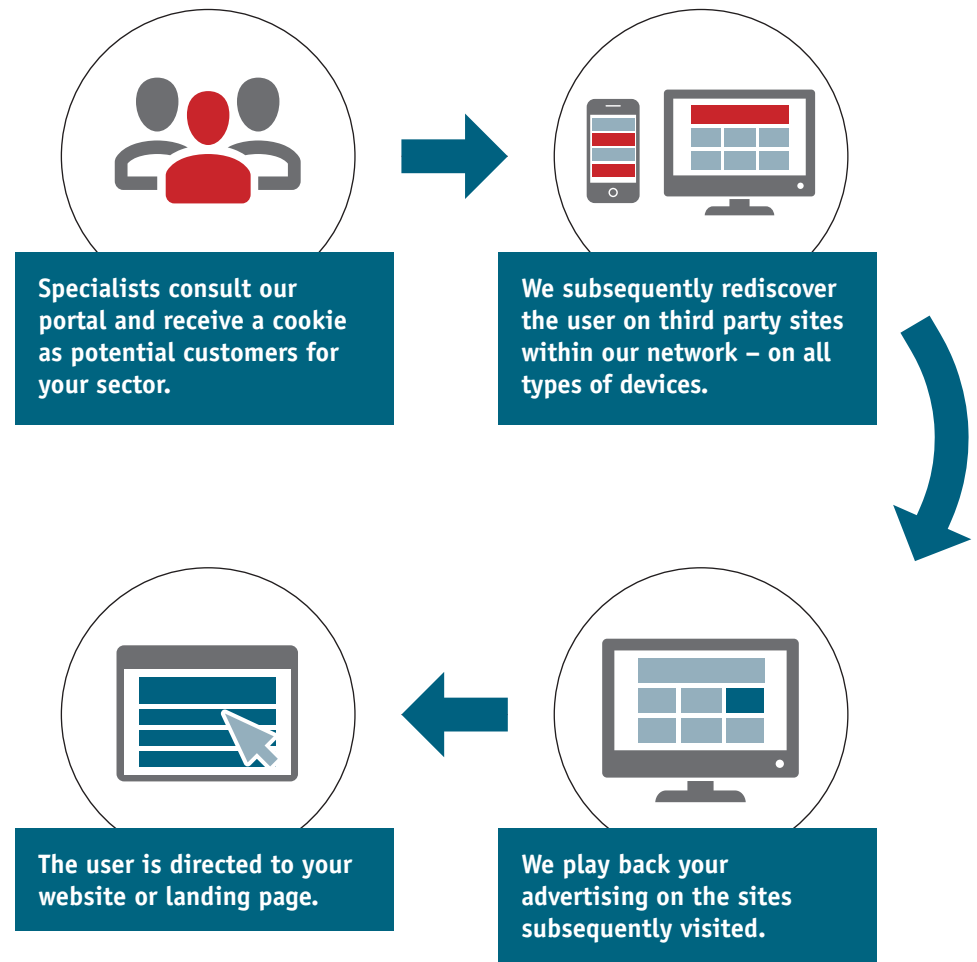
Since many users surf on mobile devices, we use mobile ads in addition to desktop formats for retargeting. Your campaign will be delivered on all common devices.

## Which package is right for you?

<b>Package 1</b>	50,000 Ad Impressions	€ 2,640.--*
<b>Package 2</b>	100,000 Ad Impressions	€ 4,750.--*
<b>Package 3</b>	250,000 Ad Impressions	€ 7,920.--*

 Watch our video on how retargeting works:  
[www.hanser-mediacenter.de/english/retargeting](http://www.hanser-mediacenter.de/english/retargeting)

## It works like this

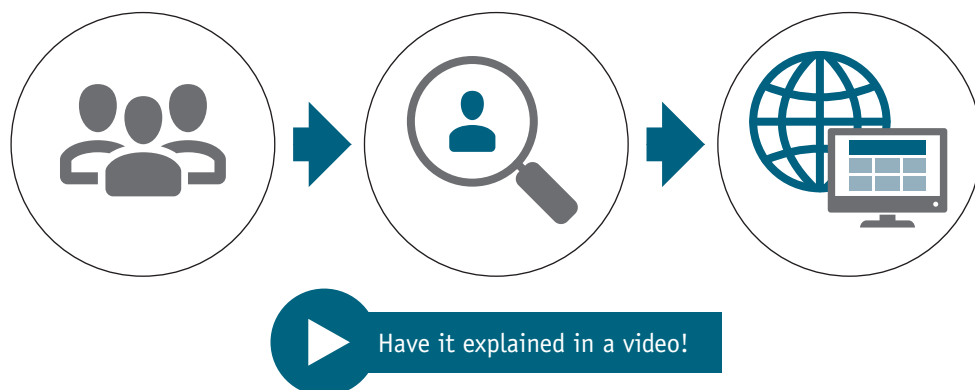


\*In addition to your booked online advertising on our website and VAT.



## 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.

<b>Price / CPM</b>	<b>€ 73.--</b>
<b>Minimum order</b>	<b>50,000 Ad Impressions</b>

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.

<b>Price / CPM</b>	<b>€ 73.--</b>
<b>Minimum order</b>	<b>50,000 Ad Impressions</b>



# Content Marketing

Offers	Native Ad	Product Highlight	Video Article
300 Readers guaranteed	●	●	●
Teaser on homepage	●	●	●
Color highlighting		●	●
Media library			●
Price	€ 1,370.--	€ 1,470.--	€ 1,680.--

## Optional push features



Newsletter & display ads accompanying to all formats: € 1,240.--

Saving compared to price list: € 515.--

All rates are subject to Value Added Tax





## Native Ad – your stage

**300 Readers guaranteed – 1 month on home page**

Publish a news article on our website consisting of:

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

Technical specifications on: <https://www.hanser-mediacyber.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

€ 1.370.--

### Push features

optional

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

### Price for push package

€ 2,610.--

Advantage 25 %



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-mediacentre.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

€ 1,470.--

### Push features optional

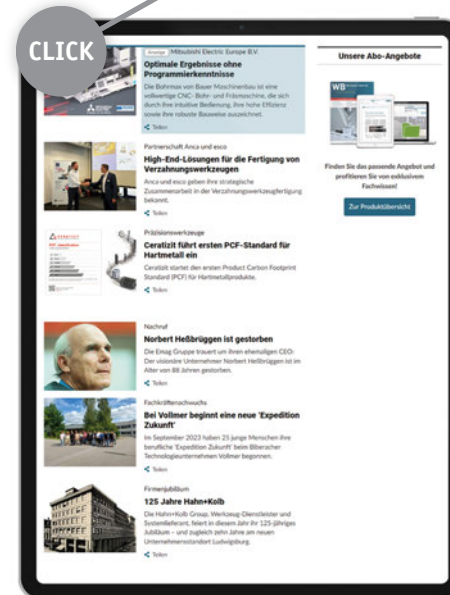
- Newsletter ad » 1 x
- Display ad » 1 month

### Price for push package Advantage 25 %

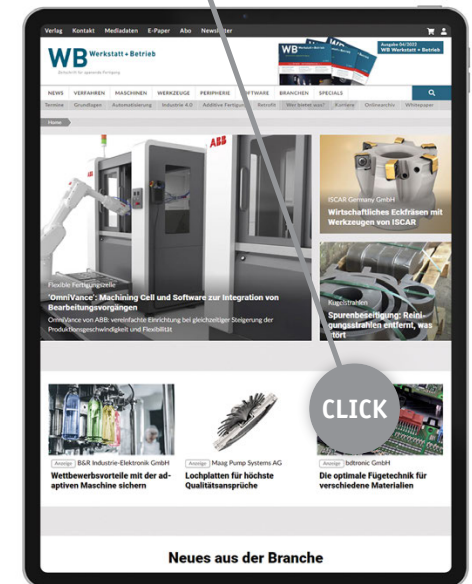
€ 2.710.--



Article



Listing with color highlight



Teaser Home



## 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

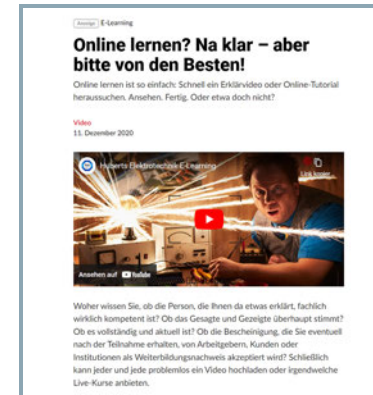
€ 1,680.--

### Push features optional

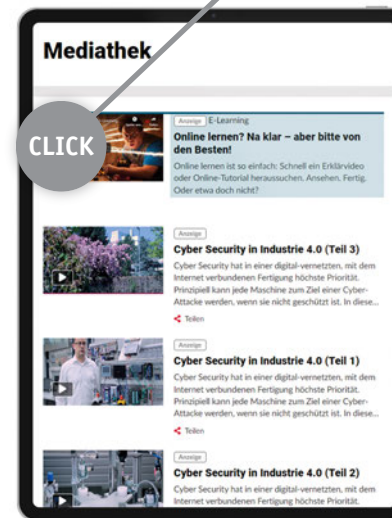
- Newsletter ad » 1 x
- Display ad » 4 weeks

### Price for push package Advantage 25 %

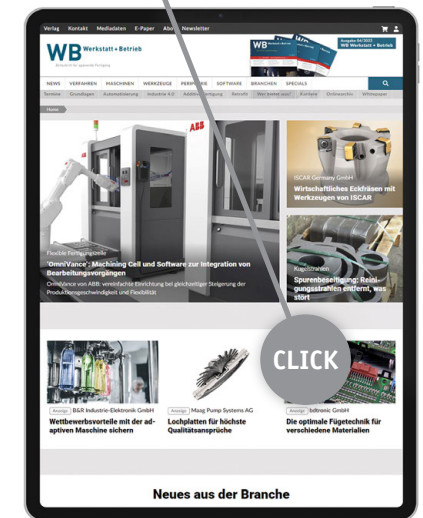
€ 2,920.--



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

€ 1,775.--

All rates are subject to Value Added Tax

The screenshot shows a website header with navigation links: Verlag, Kontakt, Metadaten, E-Paper, Abo, Newsletter. The main navigation bar includes: NEWS, VERFAHREN, MASCHINEN, WERKZEUGE, PERIPHERIE, SOFTWARE, BRANCHEN, SPECIALS. A search bar is on the right. Below the navigation, there's a breadcrumb trail: Home > Tech to Tackle Schleiftechnologie für Ihren Erfolg. The main content area features an advertisement for ANCA Europe GmbH. The ad title is 'Tech to Tackle: Schleiftechnologie für Ihren Erfolg'. Below the title, it says 'Der Technologie-Leitfaden von ANCA zeigt auf, wir Hersteller von Präzisionswerkzeugen und -komponenten mit passgenauen Innovationen Wettbewerbsvorteile schaffen.' The ad is dated 'Whitepaper 15. Juli 2022'. The ad image shows a worker operating an ANCA machine. The text 'AIMS VERNETZEN, AUTOMATISIEREN, PRODUZIEREN' is overlaid on the image. To the right of the image, there are three red callout boxes: 'Vernetzte Maschinen, vernetzte Prozesse', 'Betrieb rund um die Uhr', and 'Systemverwaltung mit ANCA Factory Server'. At the bottom of the ad, there is a red button that says 'Hier klicken' and the ANCA CNC MACHINES logo. The footer of the ad says '© ANCA Europe GmbH'.



## Presence in our company data base!

### Premium company entry in »Who offers what?«

<b>Company presentation</b>	Detailed company profile with logo, photos, video
<b>From the article to premium entry and back</b>	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.
<b>Direct contact</b>	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.
<b>Runtime</b>	12 months (It renews for 1 year at a time unless cancelled 4 weeks prior to expiration).
<b>Invoicing</b>	annually in advance
<b>Price</b>	€ 565.-- / year



## Attractive advertising in the WB Werkstatt + Betrieb newsletter

The weekly **WB Werkstatt + Betrieb newsletter** provides information on current trends, news and important facts from the world of metal-cutting value creation.

Place your ad in the **WB Werkstatt + Betrieb newsletter** and reach your target group without wastage.

**Publication frequency** Weekly, thursdays

**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)

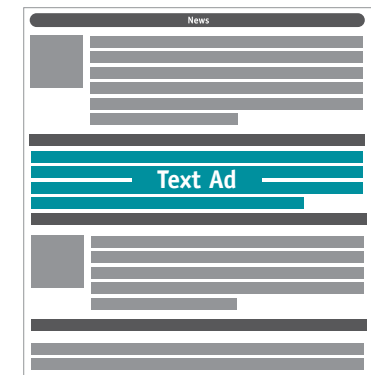
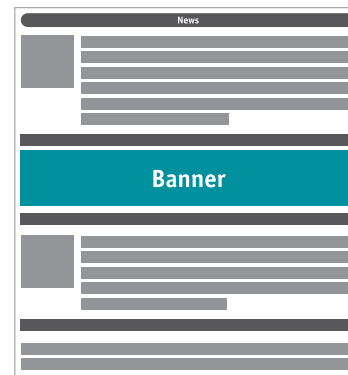
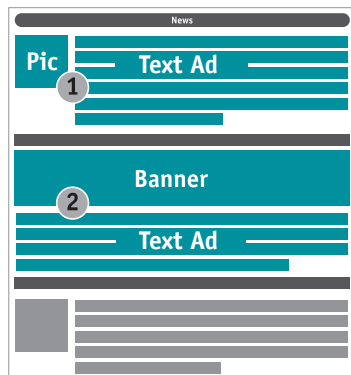


**Banner € 615.--\***

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

**Text Ad € 615.--\***

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

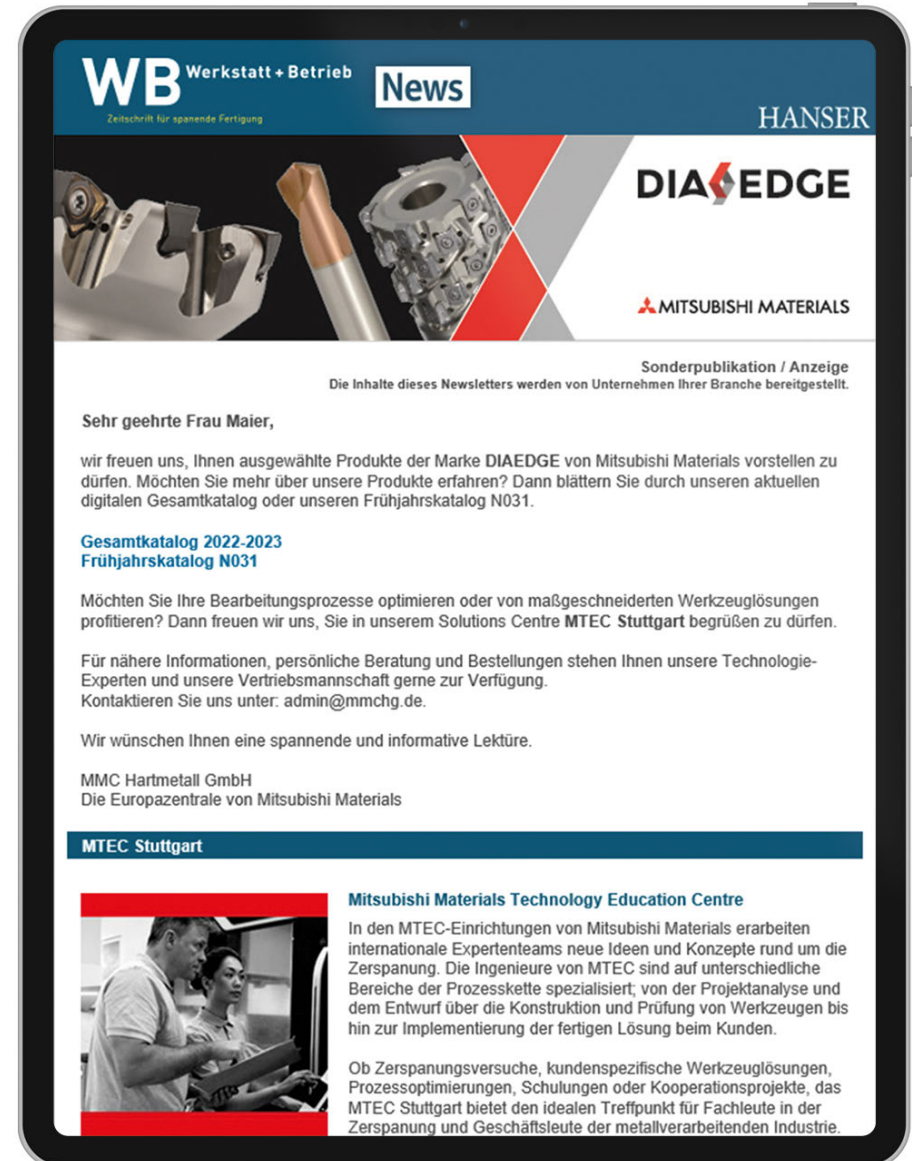
## Standalone-Newsletter – the exclusive advertising

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

<b>Content</b>	Comprises 9 individually combinable elements
<b>Services</b>	Compilation of your Standalone newsletter and dispatch to the <b>WB Werkstatt + Betrieb newsletter</b> recipients. Incl. linking to your homepage
<b>Suitable content</b>	header image, product news, video teaser, whitepaper, company news, catalog teaser, company profile, event
<b>Lead time</b>	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.
<b>Dispatch date</b>	As per agreement
<b>Price</b>	€ 4,200.--*

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



**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](http://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

**Banking account**

Bank details: Postbank Munich, Acct. no. 77 97 46 800,  
Bank code 700 100 80, IBAN: DE71700100800779746800,  
Swift code: PBNKDEFF, Vat. no.: DE 129 735 021

You would like to distribute the published technical article via other channels and use it as a decision-making aid, information material or follow-up for your customers, business partners, employees?  
Offprints and Internet-PDFs are a cost-effective addition to your communication.

**Your contact:**

Petra Dregger  
Tel.: +49 89 99830-113

[petra.dregger@hanser.de](mailto:petra.dregger@hanser.de)

The disseminators:

**Offprint**

For distribution at trade shows, exhibitions, for customer visits, for your sales force.  
Also small editions possible. We deliver the finished product to your home.  
from € 378,49.--\* (E.g. 2 pages, 50copies)

**Print PDF with 300 dpi**

Produce your special print on your own. From us you get the high-end print PDF and the license for unlimited print run.  
from € 340.--\*

**Internet PDF with 72 dpi**

Whether intranet, internet, homepage, press review, e-mail, newsletter or whatever you wish: you will receive the screen PDF and the license for electronic distribution from us.  
from € 155.--\*

**Open Access Premium**

Additional readers guaranteed  
from € 605.--\*

Please ask us about conditions and the uncomplicated processing options.



## Germany

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

## Abroad

### **Austria/France/Netherlands/ UK/Ireland/USA/Canada**

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

### **Italy**

com3orlando sas  
Via dei Benedettini, 12  
20146 Milano (Mi)  
Italy  
Tel.: +39 02 4122158  
Fax: +39 02 48301981  
orlando@com3orlando.it

Your contact person: Nicola Orlando

### **Switzerland**

Rico Dormann  
Media Consultant Marketing  
Moosstr. 7  
8803 Rüschlikon / Switzerland  
Tel.: +41 44 7208550  
Fax: +41 44 7211474  
dormann@rdormann.ch

Your contact person: Rico Dormann

### **Spain/Portugal/Latin America**

Consulting Eckart May, SL  
Mediamarketing  
Pza de Duque de Medinaceli, 2-3o 1a  
08002 Barcelona  
Spain  
Tel.: +34 934 126292  
info@cemedia.net

Your contact person: Eckart May

### **China/Hong Kong**

Ringier Trade Media Ltd.  
No.122 East Tiyu Road, Tian He District  
Guangzhou 510620, China  
Tel.: +86-20 2885 5121  
Fax: +86-20 2885 5120  
in China: Maggie Liu, Vice President  
maggieliu@ringiertrade.com

in Hong Kong: Ms.Octavia  
octavia@ringier.com.hk  
Tel.: +852-2369-8788

### **Taiwan**

Ringier Trade Media Ltd.  
9F-1, No. 200 Zhongming Road, North District,  
Taichung City 404, Taiwan Province  
Tel: +886-4 2329-7318  
Fax: +886-4 2310-7167  
sydneylai@ringier.com.hk

Your contact person: Sydney Lai, Taiwan Manager

## Your contact persons at the publishing house

### 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

### Media Assistance

Susanne Maier  
Tel.: +49 89 99830-649  
Fax: +49 89 99830-623  
susanne.maier@hanser.de

### Marketing with articles

Petra Dregger  
Tel.: +49 89 99830-113  
Fax: +49 89 99830-126  
petra.dregger@hanser.de

### Ad Management

Romy Früh  
Tel.: +49 89 99830-218  
Fax: +49 89 99830-623  
romy.frueh@hanser.de



### Editorial

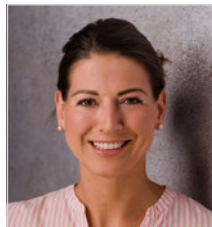
Dipl.-Ing. Helmut Damm, MBA  
(editor-in-chief)  
Tel.: +49 89 99830-661  
Fax: +49 89 99830-623  
helmut.damm@hanser.de



Dipl.-Ing. Frank Pfeiffer  
Tel.: +49 89 99830-682  
Fax: +49 89 99830-623  
frank.pfeiffer@hanser.de



Martin Ricchiuti  
Tel.: +49 89 99830-254  
Fax: +49 89 99830-623  
martin.ricchiuti@hanser.de



Stefanie Kraus  
Tel.: +49 89 99830-652  
Fax: +49 89 99830-623  
stefanie.kraus@hanser.de

# HANSER

Carl Hanser Verlag GmbH & Co. KG  
Vilshofener Str. 10  
81679 Munich / Germany  
Tel.: +49 89 99830-0  
Fax: +49 89 984809  
[www.hanser-mediacyber.de](http://www.hanser-mediacyber.de)  
[www.werkstatt-betrieb.de](http://www.werkstatt-betrieb.de)

