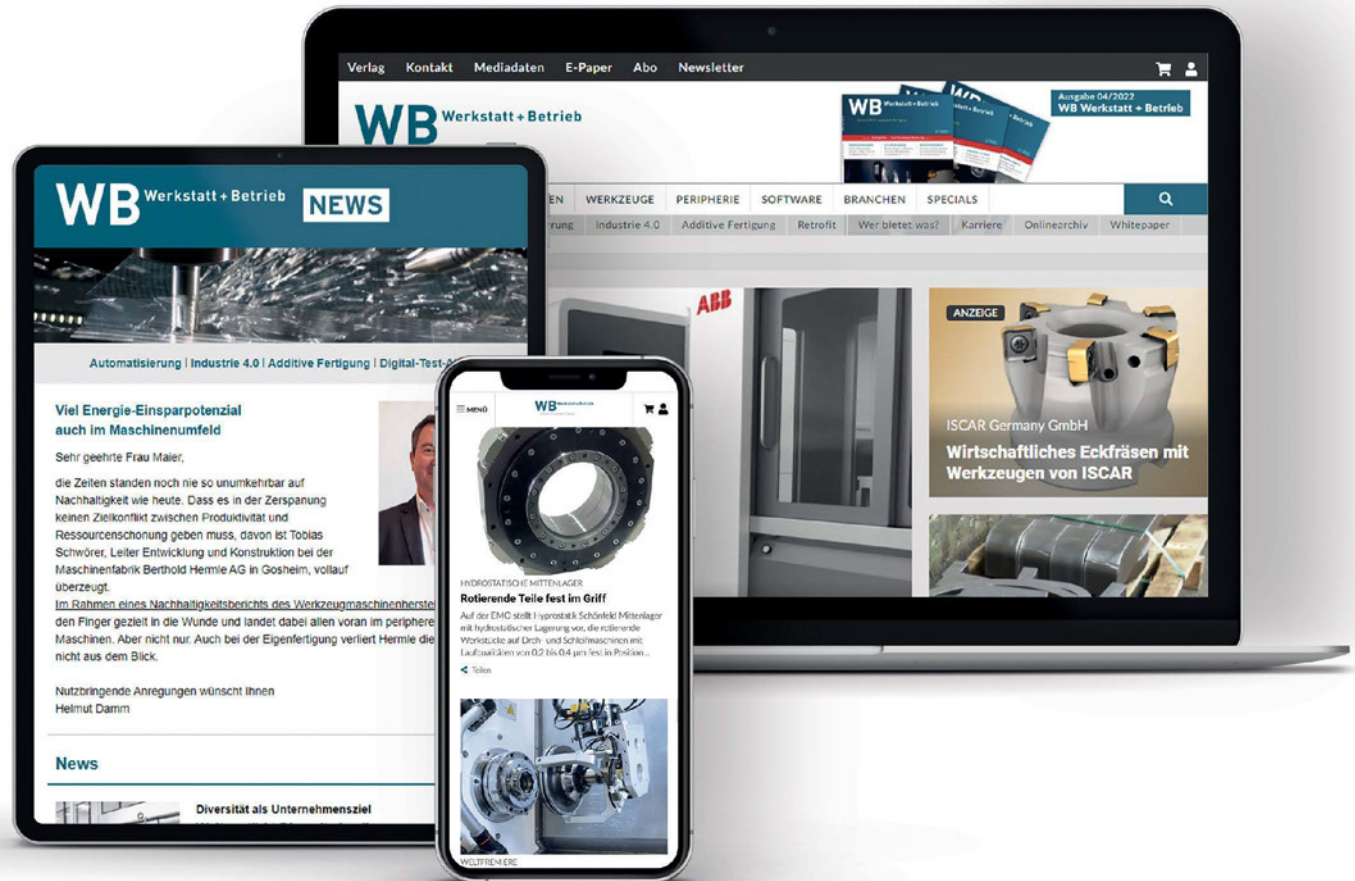


Mediakit 2023

Print & Digital



www.werkstatt-betrieb.de

HANSER

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Title

WB Werkstatt + Betrieb

Short characteristics

WB Werkstatt + Betrieb 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.

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.

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.

Target group

WB Werkstatt + Betrieb 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.

Frequency

8 times a year

Magazine format

DIN A4

Publication year

156th year 2023

Subscription price

Combi annual subscription € 166.90

Single issue € 18.40
(Prices incl. VAT and plus shipping costs)

Publishing House

Carl Hanser Verlag GmbH & Co. KG
Postal address: Postfach 860420, 81631 Munich
Home address: Kolbergerstr. 22, 81679 Munich
Tel.: +49 89 99830-0
Fax: +49 89 984809
www.hanser.de
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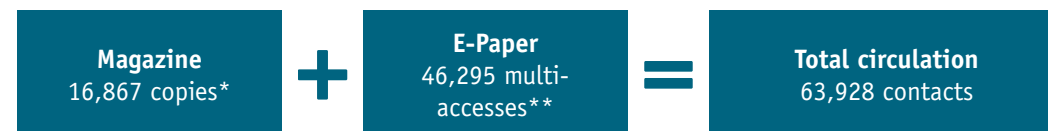
Frank Pfeiffer, frank.pfeiffer@hanser.de
Martin Ricchiuti, martin.ricchiuti@hanser.de
Stefanie Kraus, stefanie.kraus@hanser.de

Circulation

Print run	16,867*
E-Paper spread	766*
Actual circulation	17,633*
of which sold	746*
of which abroad	588*
+ E-Paper (multi access)	46,295**
Total circulation	63,928

Increased reach

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



Member of the German Audit Bureau of Circulation (IVW)

*IVW: Average copies per issue in the period from July 01, 2021 to June 30, 2022

**Publisher's statement: access to the E-Paper provided in return for payment (in particular corporate licenses, average values 2022).

Volume analysis 2021

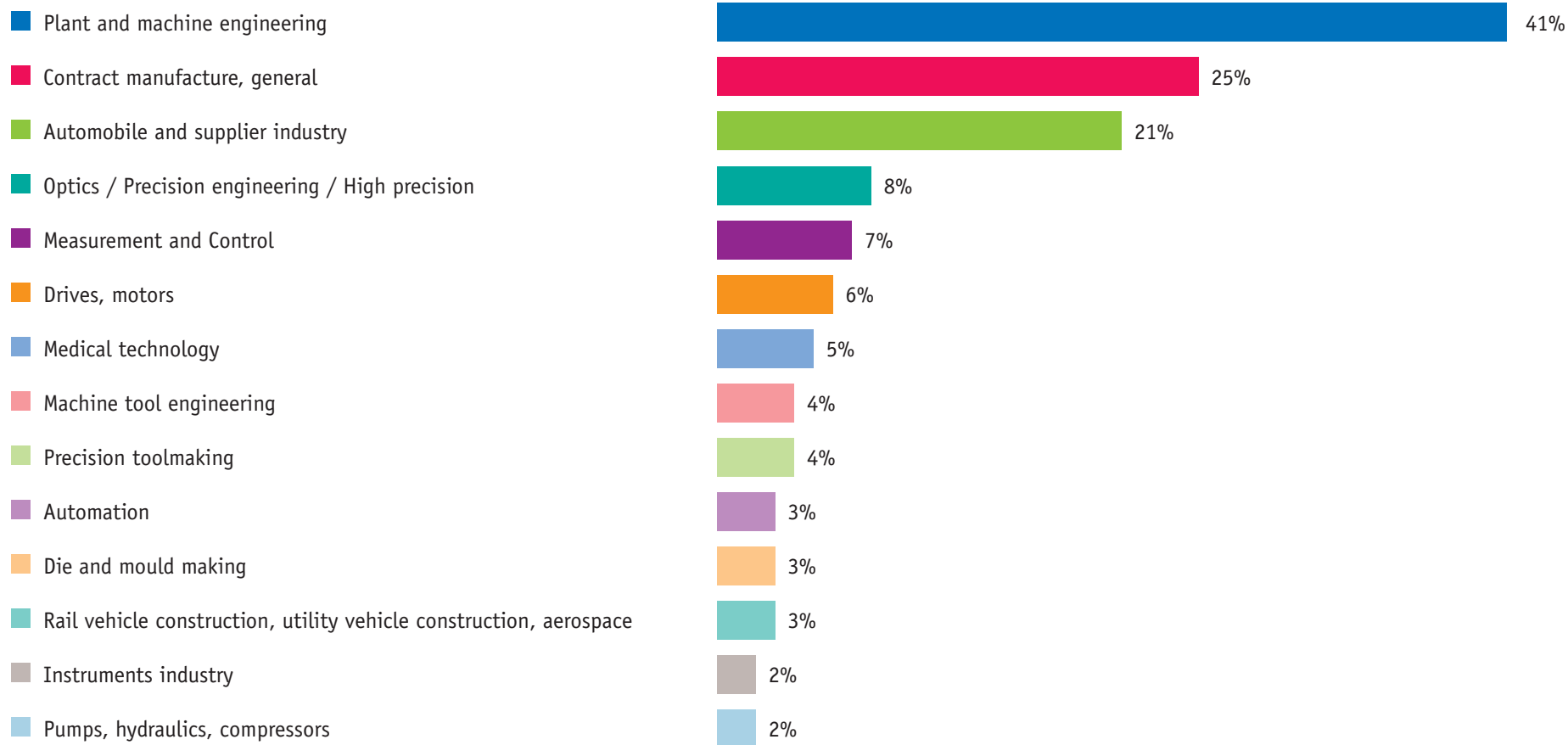
Overall	572 pages = 100%
Editorial section	429 pages = 75%
Advertisement section	143 pages = 25%
of which:	
job- and opportunity ads	-
Publisher's ads	14 pages = 3%
Bound inserts	-
Loose inserts	2 pieces

Magazine content analysis of Editorial section 2021

Overall	429 pages = 100%
Specialist articles	281 pages = 65%
Short articles	34 pages = 8%
Fair reports	11 pages = 3%
Product introductions	21 pages = 5%
Economic news	37 pages = 9%
Editorial, content, special separator, index, preview	45 pages = 10%

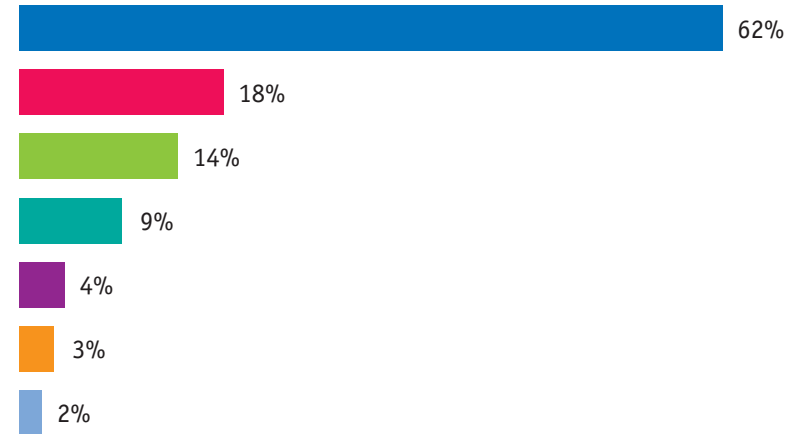
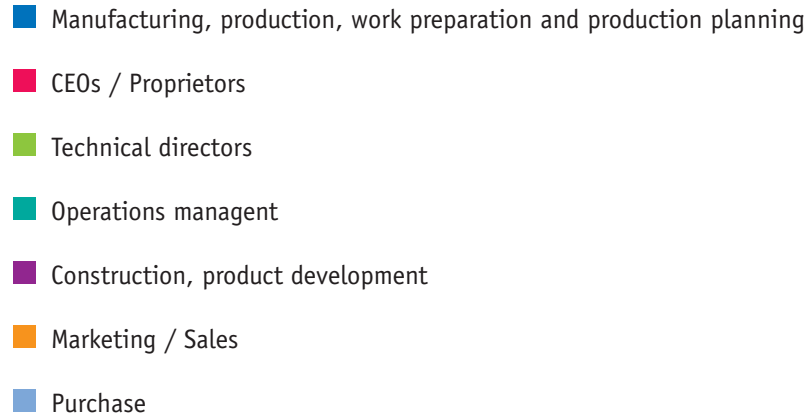


Industry / Target markets

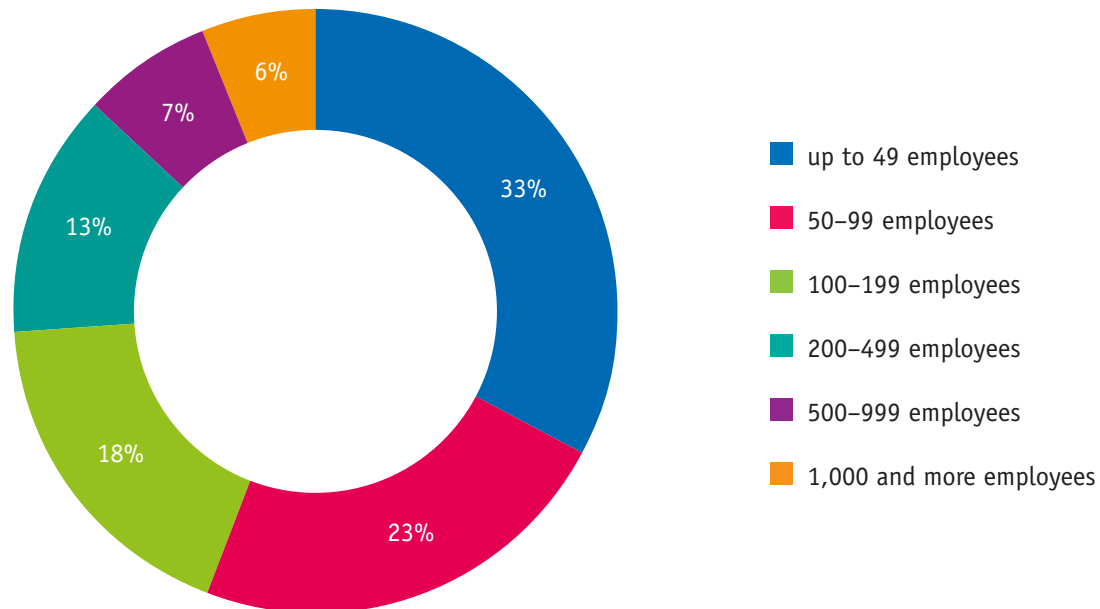


* Annual average of print editions (01.07.21 to 30.06.22);
survey method: file evaluation

All relevant departments read WB Werkstatt + Betrieb*



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 17,633 = 100 %
3. Sample: full census
4. The target of the investigation: deleted
5. Period of the study: September 2022
6. Execution of the study: Publisher

* Annual average of print editions (01.07.21 to 30.06.22);
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
 - **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
- Results from applied research and production-related developments

Issue	Closing Dates	Topics	Fairs/Exhibitions/Events
1 February	ED: 02.01.2023 BC: 23.01.2023 PD: 21.02.2023	Main focus: Heavy duty machining; hard machining; precision tool manufacturing; finishing; smart factory; automation; tool management; controls; workpiece clamping Industry focus: General mechanical engineering Special: Grinding, hard finishing	intec, Leipzig, 07.–10.03.23 GrindTec, Leipzig, 07.–10.03.23
2 March	ED: 23.01.2023 BC: 13.02.2023 PD: 14.03.2023	Main focus: complete machining; smart factory; automation; multi-spindle machining; micro machining; machine components; technical equipment; cooling lubricants Industry focus: Medical Industry Special: Turning, turn-milling	DST Dreh- und Spantage Südwest, Villingen-Schwenningen, 29.–31.03.23
3 April	ED: 07.03.2023 BC: 28.03.2023 PD: 28.04.2023	Main focus: Machining centers; CAM; smart factory; automation; additive manufacturing; quality assurance, measurement technology; precision tools: substrates, geometries, coatings Industry focus: Contract manufacturing, job shops Special: Milling, mill-turning Special section: Retrofitting – used machines at their peak	Rapid.Tech 3D, Erfurt, 09.–11.05.23 Control, Stuttgart, 09.–12.05.23
4 June	ED: 02.05.2023 BC: 24.05.2023 PD: 27.06.2023	Main focus: Serial/mass production; FMS; software tools; E-mobility; smart factory; automation; sawing; precision tools: clamping, presetting, monitoring Industry focus: Automotive and suppliers industry Special: Gear cutting	
5 July	ED: 30.05.2023 BC: 22.06.2023 PD: 21.07.2023	Main focus: Large parts machining; Lightweight materials; smart factory; complete machining; automation; CAM, simulation; workpiece clamping; machine components; technical equipment Industry focus: Aerospace Special: Drilling, reaming, thread cutting Special section: Swiss Quality Production	EMO prefair edition
6 September	ED: 14.07.2023 BC: 08.08.2023 PD: 08.09.2023	Main focus: Trends in machine tools, precision tools, software and equipment; automation; additive manufacturing; controls; CAM; tool management; parts cleaning; deburring; peripherals Industry focus: All application sectors Special: Smart factory	EMO, Hannover, 18.–23.09.23 parts2clean, Stuttgart, 26.–28.09.23 DeburringExpo, Karlsruhe, 10.–12.10.23 EMO fair edition
7 November	ED: 12.09.2023 BC: 05.10.2023 PD: 06.11.2023	Main focus: Complete machining; measurement technology, quality assurance; sawing; finishing; additive manufacturing; smart factory; automation; precision tools: clamping, presetting, monitoring Industry focus: Contract manufacturing, job shops Special: Turning, turn-milling	formnext, Frankfurt am Main, 07.–10.11.23 EMO report edition
8 December	ED: 12.10.2023 BC: 03.11.2023 PD: 04.12.2023	Main focus: Serial/mass production; large parts machining; smart factory; automation; heavy duty machining; cooling lubricants; technical equipment; precision tools: substrates, geometries, coatings Industry focus: Automotive and suppliers industry Special: Milling, mill-turning	

Format	Width x Height (mm)	Price
Title page	210 × 160 + 3 mm trim only right	Fixed price € 8,180.--
Indoor title	210 × 160 + 3 mm trim	€ 5,780.--
2nd/4th Cover page	210 × 297 + 3 mm trim	€ 7,650.--
3rd Cover page	210 × 297 + 3 mm trim	€ 7,430.--
1 page	175 × 250	€ 7,330.--
Junior page	122 × 175	€ 4,250.--
1/2 page	85 × 250 175 × 122	€ 4,090.--
1/3 page	55 × 250 175 × 80	€ 2,850.--
1/4 page	85 × 122 40 × 250 175 × 58	€ 2,220.--
1/8 page	85 × 58 175 × 28 40 × 122	€ 1,300.--

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	8 ads
5%	10%	15%	20%

Repetition scale

2 pages	3 pages	5 pages	8 pages
5%	10%	15%	20%

Occasional ads

Job vacancies and casual ads
1 page, 4c € 3,620.--
1/2 page, 4c € 2,050.--
mm-price 4c (per column, 40 mm wide): € 5.80

Terms of payment and bank details

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

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**

Display formats

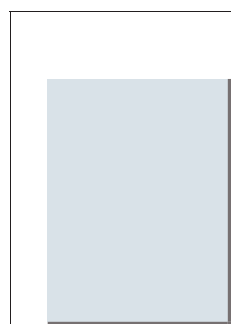
1/1 page



Typesetting mirror format: 175 × 250

Trim format:* 210 × 297

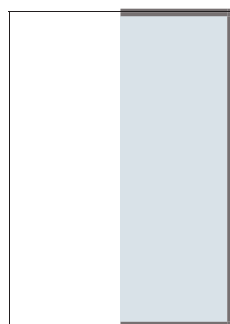
Junior page



122 × 175

137 × 197

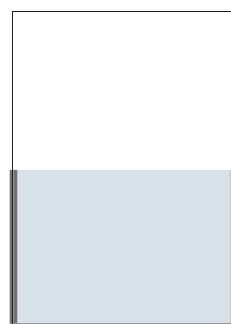
1/2 page, upright



85 × 250

101 × 297

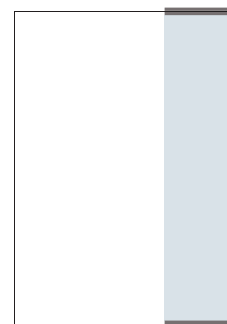
1/2 page, cross



175 × 122

210 × 145

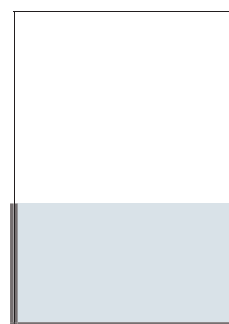
1/3 page, upright



55 × 250

70 × 297

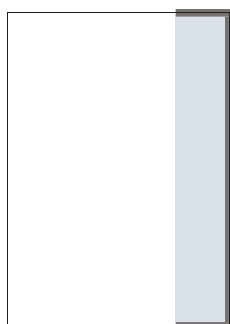
1/3 page, cross



175 × 80

210 × 105

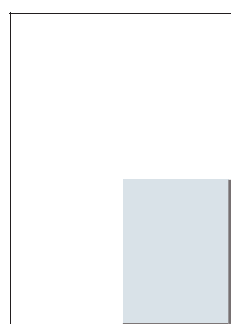
1/4 page, upright



Typesetting mirror format: 40 × 250

Trim format:* 55 × 297

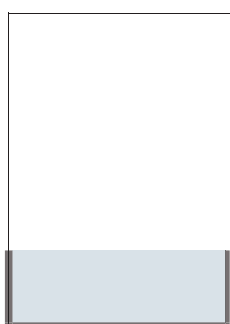
1/4 page, 2-column



85 × 122

101 × 145

1/4 page, cross



175 × 58

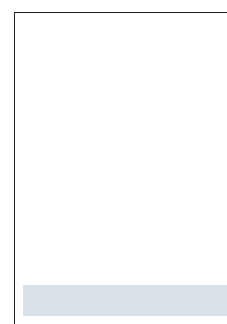
210 × 85

1/8 page, 2-column



85 × 58

1/8 page, cross



175 × 28

***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)

Bound inserts

2-page: € 6,390.--
4-page: € 9,690.--
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 5 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.

Please note the order confirmation. Send us only the number of copies stated therein. Advertising materials sent in excess will not be returned.

Loose inserts

Price per thousand up to 25 g € 290.--
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 online in the magazine archive! Please send us your insert as a PDF; requirements: single-page PDFs without crop marks, color space RGB, web-optimized.

Sticker

DIN A6 postcard machine glued to carrier ad,
Price per thousand € 105.--
plus costs for advertisement (format for carrier advertisement: 1/1 page)

Contact

Romy Früh (Ad Management)
Tel.: +49 99830-218
romy.frueh@hanser.de

Delivery address

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

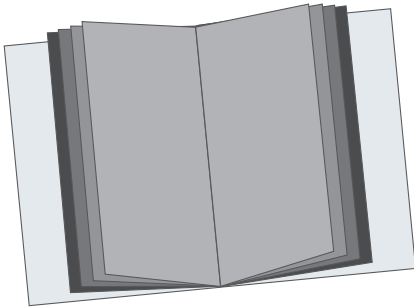
Terms of payment and bank details

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

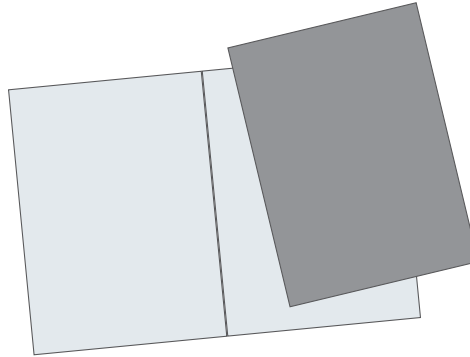
Bank details: Postbank Munich, Acct. no 77 97 46 800
Bank code 700 100 80
IBAN: DE71 7001 0080 0779 7468 00
Swift Code: PBNKDEFF, Vat. no.: DE 129 735 021

All rates are subject to Value Added Tax.

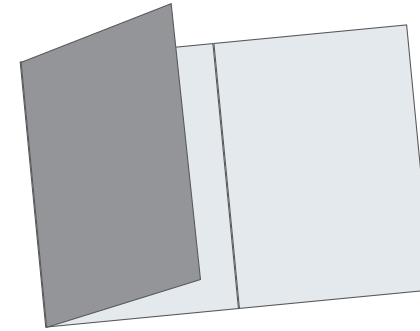
Special advertising formats



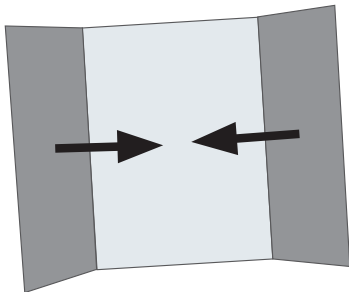
Bound-in



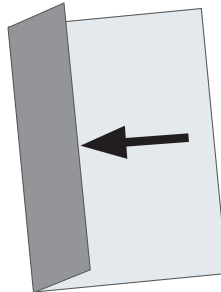
Loose insert



Gate-Folder



Dutch door

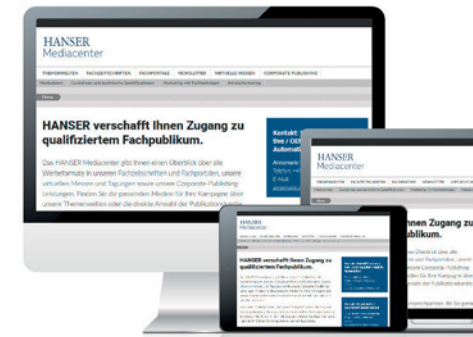


Cover flap

**More advertising formats
on request**

**For more information on special
advertising formats, see:**

hanser-mediacycenter.de/fachzeitschriften/anzeigenformate-print



Magazine format

DIN A4; 210 × 297 mm (width × height)

Set mirror

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, adhesive binding

Data formats

Preferred file format: Highend PDF – PDF/X4 or PDF/X5;
with embedded fonts, images etc.
For ads with bleed, please allow 3 mm bleed on each side.

Colors

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.

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.

Contact

Romy Früh
Ad Management
Tel.: +49 99830–218
Fax: +49 99830–623
romy.frueh@hanser.de

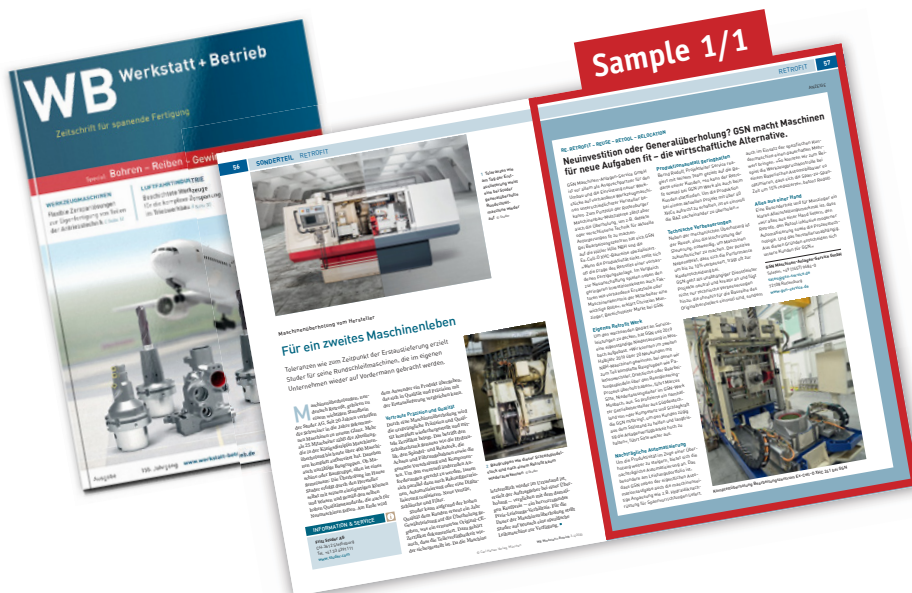
Data transfer

media@hanser.de

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

Advertorials – the perfect addition to your advertisement

You want to describe your products in detail? You want to practically present your product/company benefits and advantages? Then an Advertorial is the most appropriate form of advertisement for you.



Advertorial 1/1 page in 4c

Max. 3,300 signs + 2 images (300 dpi)
Price € 7,330.--



Advertorial 1/2 page in 4c

Max. 2,000 signs + 1 image (300 dpi)
Price € 4,090.--

You determine the content, scope and timing

Your
Advertorial

We provide a high quality and appealing design according to the German press law



Are you modernizing tried and true 'old' to contemporary 'outdated'?

In this **special section for issue 3/2023** we offer you editorial coverage of all aspects of the technical modernization of existing, used machine tools as well as peripheral systems.

Essentially, these are the following aspects:

- Mechanics and guideways
- Drives, spindles
- NC rotary tables, turrets, machining units
- Control technology and software
- Digitization, networking
- Machine components, wear parts
- Automation
- Measurement technology
- Auxiliary units, coolant, chip conveyor
- Control cabinet technology, cable carrier
- Enclosure, machine protection, windows, lights
- Services (assembly/disassembly, calibration, commissioning)
- et cetera



Web address

www.werkstatt-betrieb.de

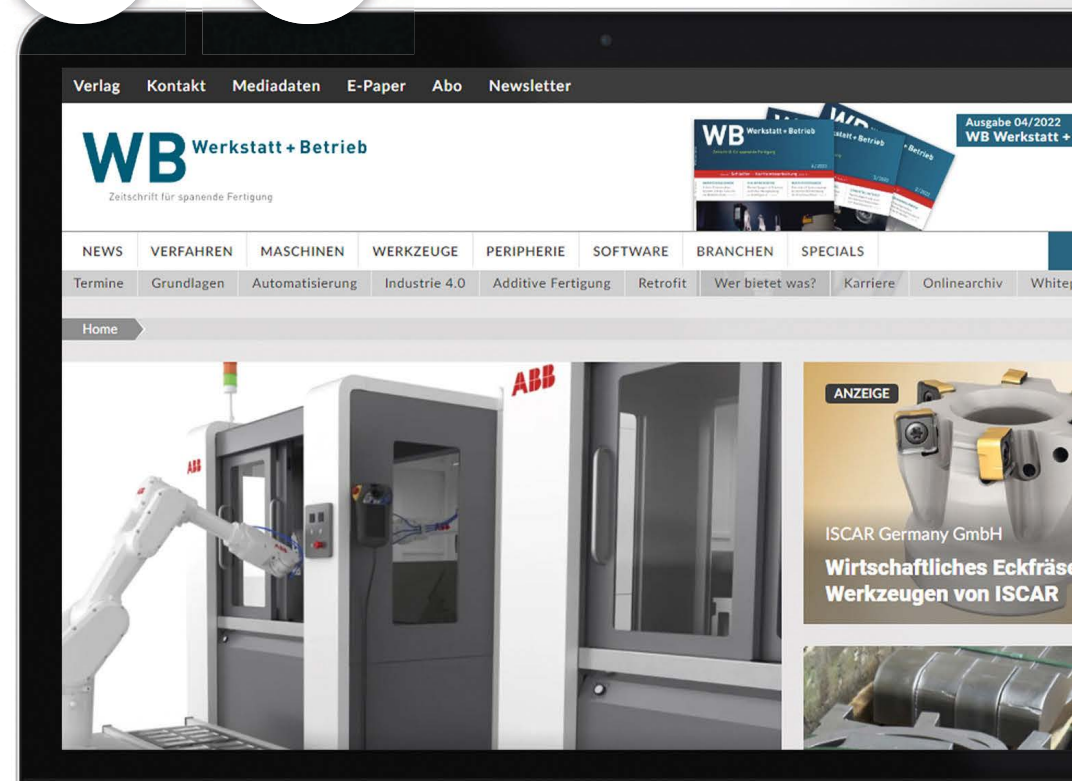
Brief profile

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?‹
- Current news and schedules, 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.



The usage data and recipient numbers are constantly changing.
Request the current numbers:
romy.frueh@hanser.de



Delivery address

Please e-mail the advertising material for your campaign to **media@hanser.de**.

Delivery period

5 days prior to the start of the ad campaign

File format

JPG, PNG, GIF oder HTML5*

Data volume

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

Meta information

We require the following Meta information with delivery:

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

For technical specifications, please refer to our media center at **www.hanser-mediacyenter.de/guidelines-und-technische-spezifikationen**

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

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.

Usage data

The usage data for **www.werkstatt-betrieb.de** and for the **WB Werkstatt + Betrieb newsletter** are not shown here. The data are consistently trending upward and we prefer providing current figures only. Please therefore request the Visits and Page impressions at: **romy.frueh@hanser.de**

Data transfer

media@hanser.de

Including designation of customer, object designation, and runtime.



Banner format	Placement (max. 2 rotations possible)	Size in pixels (w × h)	Price / 4 weeks in a row
Medium Rectangle	In the content, position 6, 8 or 10	300 × 250	€ 900.--
Vertical Rectangle	In the content, position 6, 8 or 10	300 × 400	€ 900.--
Full Banner	In the content, position 5, 7 or 9	468 × 60	€ 950.--
Leaderboard	Exterior, position 1 or in the content, position 2 or 16	728 × 90	€ 1,100.--
Billboard (expanding possible)	In the content, Position 2	970 × 250 970 × 250 -> 400	€ 2,090.-- (+ € 100.-- for expanding)
Wide Skyscraper*	Exterior, position 3a, 3b, 4a or 4b	160 × 600	€ 990.--
Sidekick Ad*	expanding Wide Skyscraper	160 -> 400 × 600	€ 1,350.--
(Double) Sitebar	Exterior, position 3a, 3b, 4a or 4b	(2x) 300 × 600	€ 1,200.--/€ 1,900.--
Hockey Stick	Exterior, positions 1 and 4a, background colouring as wallpaper possible	728 × 90 + 160 × 600	€ 1,700.--
Slide Channel	Hockey stick with expanding (wide) skyscraper	728 × 90 + 160 -> 400 × 600	€ 2,200.--
Fireplace Ad	Exterior, positions 1, 3a and 4a	160 × 600 left + right and 1,040 × 90 above	€ 2,140.--
Skyline Ad	Exterior, positions 3a and 4a as well as in the content, position 2	2 × 160 × 600 + 970 × 250	€ 3,500.--
Welcome Ad	Central above start page (layer)	640 × 480	€ 1,350.--/14 days
Banderole Ad	Central across the whole width (layer)	1,000 × 250	€ 1,780.--



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



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

Terms of payment

Net 30 days. 2% discount for payments made within 8 days
 after date of invoice.
 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

*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.
 The prices do not include the statutory value-added tax.



Banner positions on Homepage

The diagram illustrates the banner positions on the homepage of WB Werkstatt + Betrieb. The layout includes a top navigation bar, a main content area, and a sidebar. The banner positions are labeled as follows:

- Position 1 Leaderboard**: Located at the top of the main content area.
- Position 2 Billboard (also expanding) Leaderboard**: Located below Position 1.
- Position 3a Sidekick Ad expanding**: Located on the left side of the main content area.
- Position 3b Wide Skyscraper**: Located on the left side of the main content area, below Position 3a.
- Position 4a Wide Skyscraper Double Sitebar**: Located on the right side of the main content area.
- Position 4b Wide Skyscraper**: Located on the right side of the main content area, below Position 4a.
- Position 16 Leaderboard**: Located at the bottom of the main content area.
- Position 5 Fullbanner**: Located at the bottom of the main content area, below Position 16.
- Position 6 Medium Rectangle**: Located at the bottom of the main content area, below Position 5.
- Native Ad Teaser 1**: Located on the left side of the main content area, below Position 3b.
- Native Ad Teaser 2**: Located on the left side of the main content area, below Position 5.
- Native Ad Teaser 3**: Located on the left side of the main content area, below Position 5.
- Vertical Rectangle**: Located on the right side of the main content area, below Position 4b.

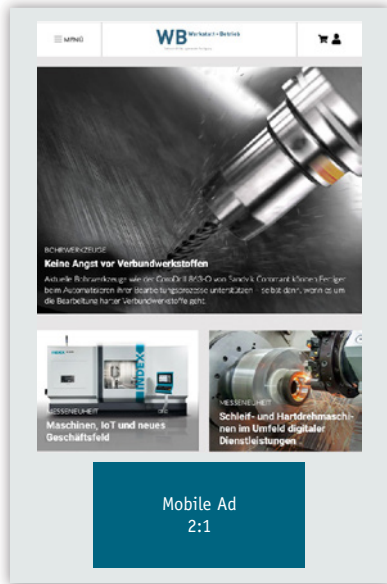
Banner positions on article page

The diagram illustrates the banner positions on the article page of WB Werkstatt + Betrieb. The layout includes a top navigation bar, a main content area, and a sidebar. The banner positions are labeled as follows:

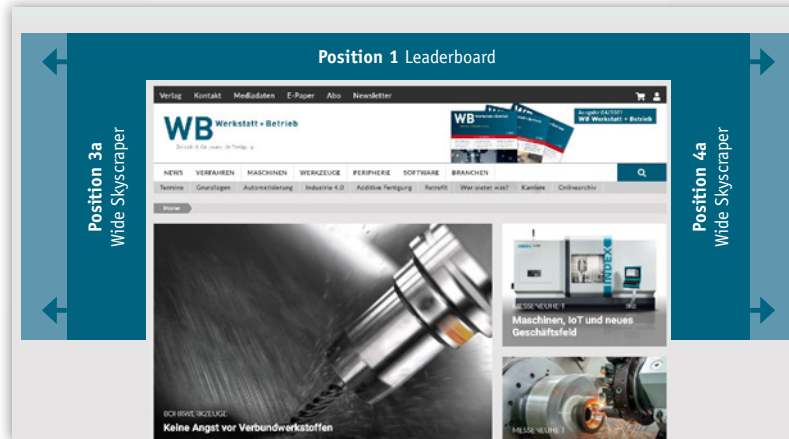
- Position 1 Leaderboard**: Located at the top of the main content area.
- Position 2 Billboard (also expanding) Leaderboard**: Located below Position 1.
- Position 3a Sidekick Ad expanding**: Located on the left side of the main content area.
- Position 3b Wide Skyscraper**: Located on the left side of the main content area, below Position 3a.
- Position 4a Wide Skyscraper Double Sitebar**: Located on the right side of the main content area.
- Position 4b Wide Skyscraper**: Located on the right side of the main content area, below Position 4a.
- Position 6 Medium Rectangle**: Located on the right side of the main content area, below Position 4b.
- Vertical Rectangle**: Located on the right side of the main content area, below Position 6.



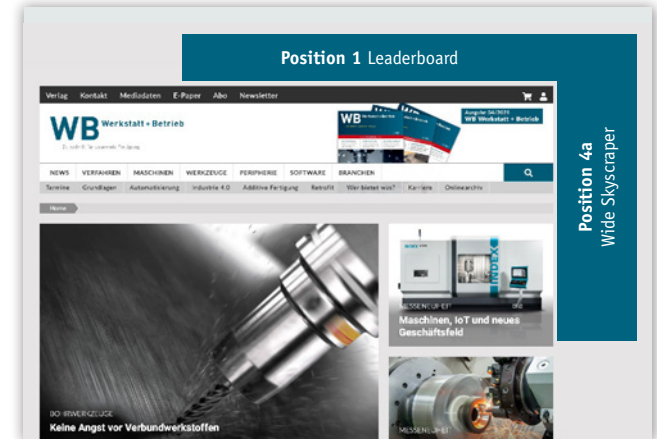
Mobile Ad



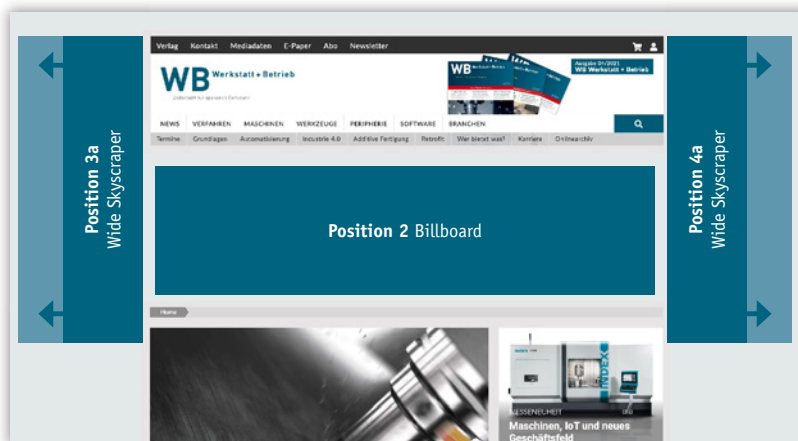
Fireplace Ad



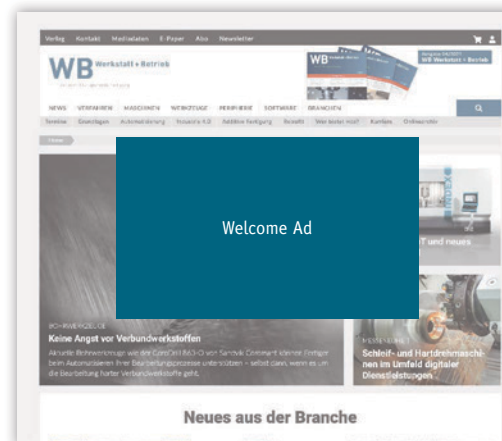
Hockey Stick



Skyline Ad



Welcome Ad



Banderole Ad





Online retargeting campaigns

In these days of information overload it becomes increasingly difficult for your potential customers to keep your brands and offers in their minds.

With the online retargeting campaigns we increase your **gross contacts** to your potential customers and take care that they remember you distinctly.

The online retargeting campaigns will play back your advertising on **www.werkstatt-betrieb.de** and also everywhere on the Internet. This works because of our far branched partner network.

Which package is right for you?

Package 1	50,000 Ad Impressions	€ 2,500.--* plus VAT
Package 2	100,000 Ad Impressions	€ 4,500.--* plus VAT
Package 3	250,000 Ad Impressions	€ 7,500.--* plus VAT

It works like this:

We flag up the visitors to our portal with a cookie – as potential customers for you. Of course, in compliance with the GDPR.

We rediscover the previously flagged visitors everywhere in our far branched partner network.

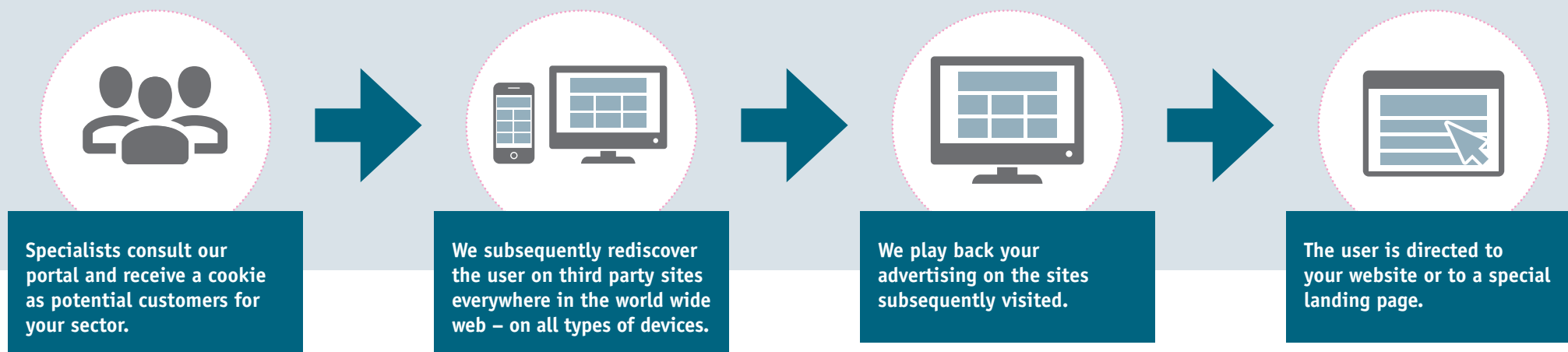
We play back to the previously flagged visitors your online advertising in all formats and in real time.

Increased reach for Your content-marketing-campaign:

Package 1	100 Reader	€ 590.-- plus VAT
Package 2	250 Reader	€ 1,325.-- plus VAT
Package 3	500 Reader	€ 2,550.-- plus VAT

* In addition to your booked online-advertising on **www.werkstatt-betrieb.de**

In detail





Stage space for your communication!

NATIVE AD BASIC

Scope of services

- Placement on the start page (Home)
- SEO: Keywording based on our topic system (please tick in product keyword list).
- Payout in topic channels and as related content

Content

- Link with company entry
- 1 image/keyvisual with at least 1,000 pixels width as jpg, gif or png
- Title max. 60 characters*, teaser max. 160 characters* and article text max. 2,500 characters* (*incl. spaces)
- Link (target URL) for further information
- Optional: 1 PDF download; 1 video in the article (surcharge); 1 image gallery with 5 images in the article (surcharge)
- Marking as advertising

Runtime

Native Ad (article) » 1 year
Occupancy teaser place homepage » 1 month

Your advertising benefit

- More space for display than banner formats
- Increased brand awareness thanks to specialist content
- High credibility due to positive spillover effects of the neutral and high-quality editorial environment
- Sustained presence in the target group focus
- Content marketing has high user acceptance when clearly labeled as an advertisement

Price

€ 890.--



NATIVE AD PREMIUM

in addition to NATIVE AD BASIC:

- 2 image/banner text ad in the **WB newsletter** (one push measure at the beginning of the campaign, one push measure after the one-month teaser place occupancy period).

Price

€ 1,750.--

All rates are subject to Value Added Tax



With a premium entry in our company database
'Who offers what?' you present your company prominently
in your target group.

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.
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	€ 550.-- / year

All rates are subject to Value Added Tax

The screenshot shows the website of WB Werkstatt + Betrieb, a publication for the manufacturing industry. The main navigation bar includes links for Verlag, Kontakt, Mediathek, E-Paper, Abo, and Newsletter. Below this, there's a search bar and a list of categories: NEWS, VERFAHREN, MASCHINEN, WERKZEUGE, PERIPHERIE, SOFTWARE, BRANCHEN, and SPECIALS. The main content area features the premium entry for CMZ Deutschland GmbH, which includes the company logo, contact information (Holderaackerstrasse 31, D 70499 Stuttgart, 0711/469204-60), and a detailed description of the company's history and products. The entry is titled 'CMZ Deutschland GmbH' and is marked as a 'Premium-Firmeneintrag'.



Qualified lead generation with system

Place yourself with your customers / our readers with high-quality information. With your application/problem-solving reports on **www.werkstatt-betrieb.de**, you can explain products, processes or technical contexts to your customers, keep them informed and convince readers. Position yourself as an expert in your field and increase your name recognition.

We provide the leads.

Our readers leave contact data when downloading the whitepaper. This data will be made available to you. Inspire decision-makers from your business customer environment and make new contacts!

Convince your target group with a whitepaper and present yourself as a competent solution provider in your field of activity.

Scope of services

- Generate qualified leads by registering and downloading your whitepaper
- Wide Skyscraper on all pages with link to your whitepaper
- Promotion of your whitepaper in the newsletter WB Werkstatt + Betrieb News

Runtime

Whitepaper » 6 months
Push-Banner for Whitepaper » 1 month
Push-Newsletter-Ad for Whitepaper » 1 delivery

Price

€ 1,650.--

All rates are subject to Value Added Tax

The screenshot shows the website of WB Werkstatt + Betrieb. At the top, there is a navigation bar with links: Verlag, Kontakt, Mediadaten, E-Paper, Abo, Newsletter. Below this is the WB logo and the tagline 'Zentrum für spannende Fertigung'. A main navigation menu includes: NEWS, VERFAHREN, MASCHINEN, WERKZEUGE, PERIPHERIE, SOFTWARE, BRANCHEN, SPECIALS. A secondary menu lists: Termine, Grundlagen, Automatisierung, Industrie 4.0, Additive Fertigung, Retrofit, Wer bietet was?, Karriere, Onlinearchiv, Whitepaper. The main content area features a whitepaper advertisement for ANCA Europe GmbH titled 'Tech to Tackle: Schleiftechnologie für Ihren Erfolg'. The ad includes a sub-header 'ANZEIGE | ANCA Europe GmbH', a description of the technology, and a 'Whitepaper' link dated 15. Juli 2022. Below the text is a large image of a worker operating an ANCA machine, with the text 'AIMS VERNETZEN, AUTOMATISIEREN, PRODUZIEREN'. To the right of the image are three red buttons: 'Vernetzte Maschinen, vernetzte Prozesse', 'Betrieb rund um die Uhr', and 'Systemverwaltung mit ANCA Factory Server'. At the bottom of the ad is a red button that says 'Hier klicken'. The ANCA logo is also present. Below the ad, there is a copyright notice '© ANCA Europe GmbH' and a small 'X' icon. At the very bottom, there is a paragraph of text about ANCA's history and technology.

Verlag Kontakt Mediadaten E-Paper Abo Newsletter

WB Werkstatt + Betrieb
Zentrum für spannende Fertigung

NEWS VERFAHREN MASCHINEN WERKZEUGE PERIPHERIE SOFTWARE BRANCHEN SPECIALS

Termine Grundlagen Automatisierung Industrie 4.0 Additive Fertigung Retrofit Wer bietet was? Karriere Onlinearchiv Whitepaper

Home » Tech to Tackle: Schleiftechnologie für Ihren Erfolg

ANZEIGE | ANCA Europe GmbH

Tech to Tackle: Schleiftechnologie für Ihren Erfolg

Der Technologie-Leitfaden von ANCA zeigt auf, wie Hersteller von Präzisionswerkzeugen und -komponenten mit passgenauen Innovationen Wettbewerbsvorteile schaffen.

Whitepaper
15. Juli 2022

AIMS
VERNETZEN, AUTOMATISIEREN, PRODUZIEREN

Vernetzte Maschinen, vernetzte Prozesse

Betrieb rund um die Uhr

Systemverwaltung mit ANCA Factory Server

Hier klicken

© ANCA Europe GmbH

ANCA prägt seit Jahrzehnten die Entwicklung der Schleiftechnik – von der Einführung der Sensortechnik beim Nachschleifen bis hin zur Marktführerschaft beim fünfschigen Schleifen oder der Simulation von Schleifprozessen. Eine der wichtigsten Erkenntnisse aus dieser jahrelangen Entwicklung ist, dass die angebotene Technologie mit dem Geschäftsmodell der Anwender übereinstimmen muss, marktgerecht und zukunftsgerichtet. Wo sehen Sie Ihr Unternehmen in fünf oder zehn Jahren? Welche aktuellen Innovationen helfen Ihnen auch dann noch, wenn Sie Ihre Ziele erreichen und sich neue setzen?

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.

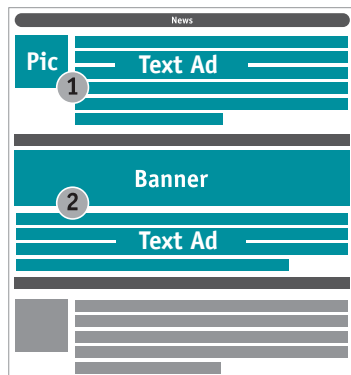
Publication frequency

Weekly, thursdays

Ad formats and prices

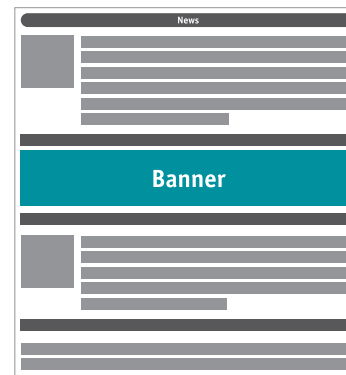
- 1** Image **2** Banner + Text Ad € 665.--*

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



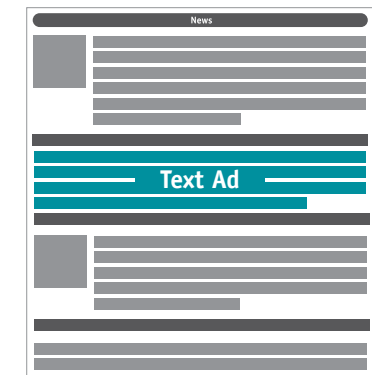
Banner € 550.--*

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



Text Ad € 550.--*

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



* Rates are per mailing and exclusive of statutory VAT

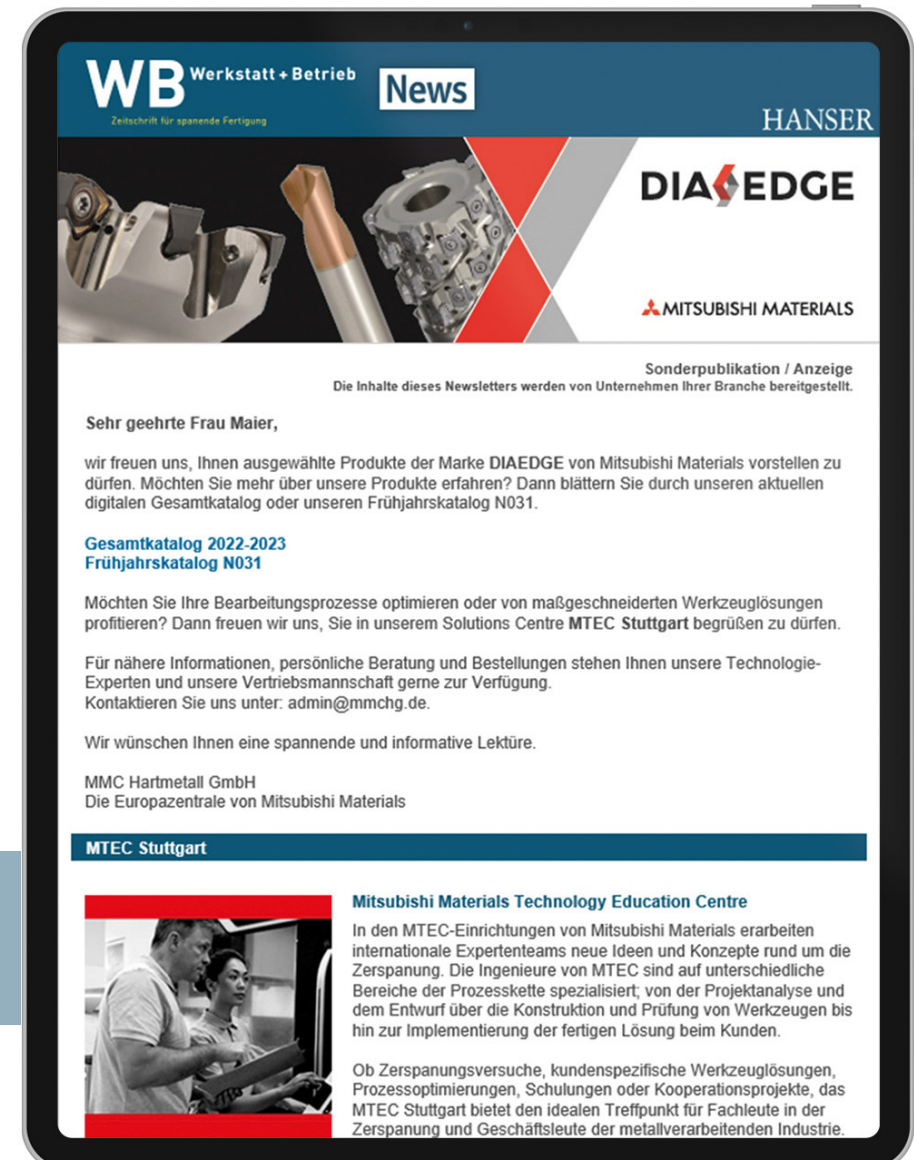
Standalone-Newsletter – the exclusive advertising

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.

Contents	Comprises 9 individually combinable elements
Services	Compilation of your Standalone newsletter and dispatch to the WB Werkstatt + Betrieb newsletter recipients. Incl. linking to your homepage
Example	1 Banner, 2 Product announcements, 1 Video teaser, 1 Whitepaper teaser, 3 News announcements, 1 Catalogue teaser and 1 Company portrait
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	€ 3,800.--*

Usage data and recipient numbers are constantly evolving, so request up-to-date figures:
romy.frueh@hanser.de

* Rates are per mailing and exclusive of statutory VAT.





**Job
market**

Looking for the best?

The job market at www.werkstatt-betrieb.de offers you the right platform.

Online job ad € 199.--/4 weeks plus VAT

**Direct-mail
campaign**

The ideal complement for your cross-media advertising measures

Price per personalized address by position/function	€ 0.30
+ Industry sector	€ 0.34
+ Company size and / or regional delimitation	€ 0.38

Selection flat rate	€ 170.--
Minimum order value	€ 475.--
Minimum purchase after adjustment	70 %

All prices are exclusive of postage, envelope and statutory value-added tax.
Processing is carried out in the lettershop process in accordance with the applicable statutory data protection regulations.

Your contact for
direct-mail campaigns:
Yvonne Hacker
Tel.: +49 89 99830-303
yvonne.hacker@hanser.de

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