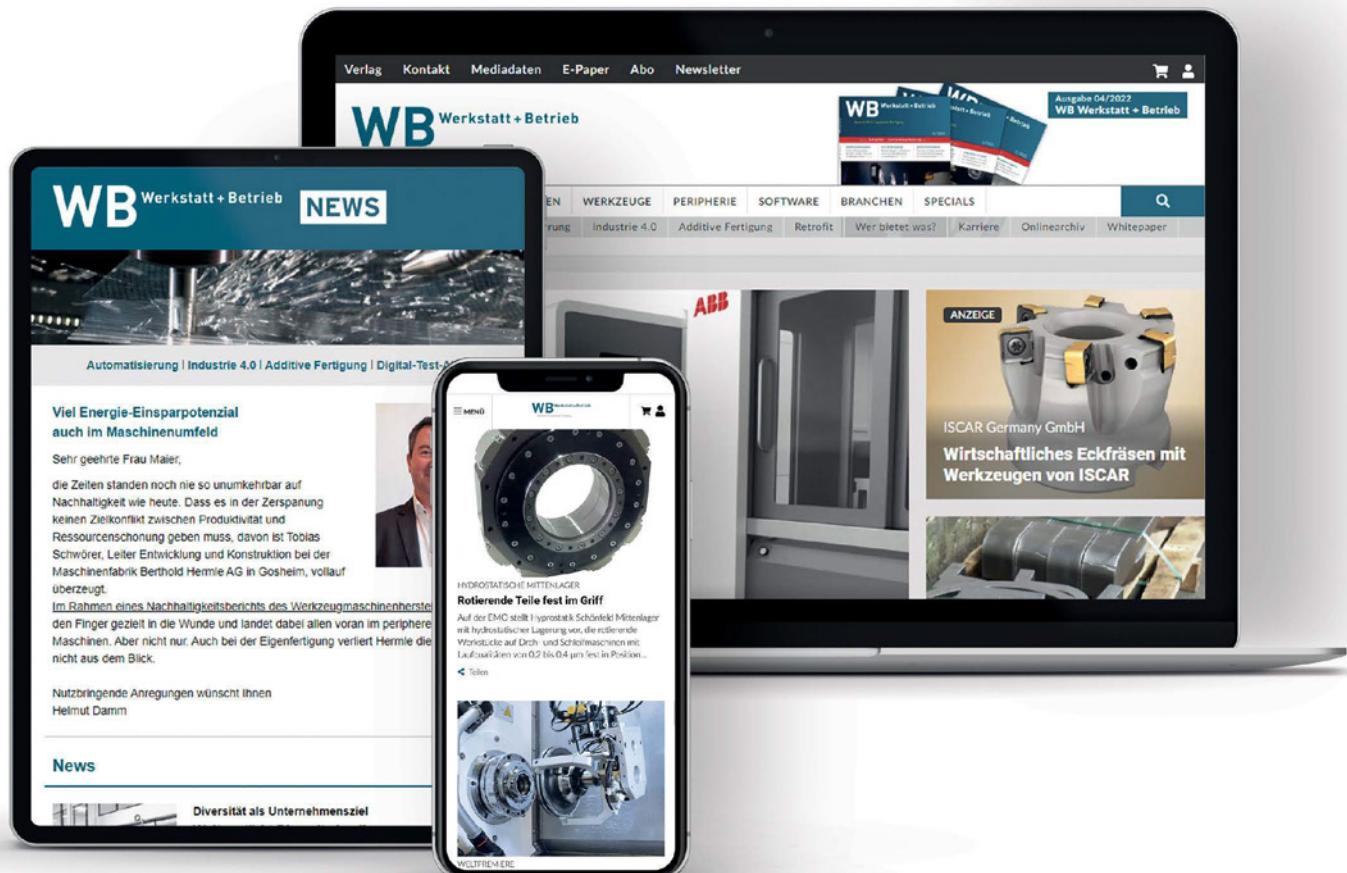


Mediakit 2023

Print & Digital



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Title	WB Werkstatt + Betrieb	Subscription price	Combi annual subscription € 166.90
Short characteristics	<p>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.</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>	Publishing House	<p>Single issue € 18.40 (Prices incl. VAT and plus shipping costs)</p> <p>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 info@hanser.de</p>
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.	Media	<p>Axel Gerhartz (Head of Media Sales) Tel.: +49 89 99830-213 axel.gerhartz@hanser.de</p> <p>Susanne Maier (Media Assistance) Tel.: +49 89 99830-649 susanne.maier@hanser.de</p>
Frequency	8 times a year	Editorial office	<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>
Magazine format	DIN A4		
Publication year	156th year 2023		

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

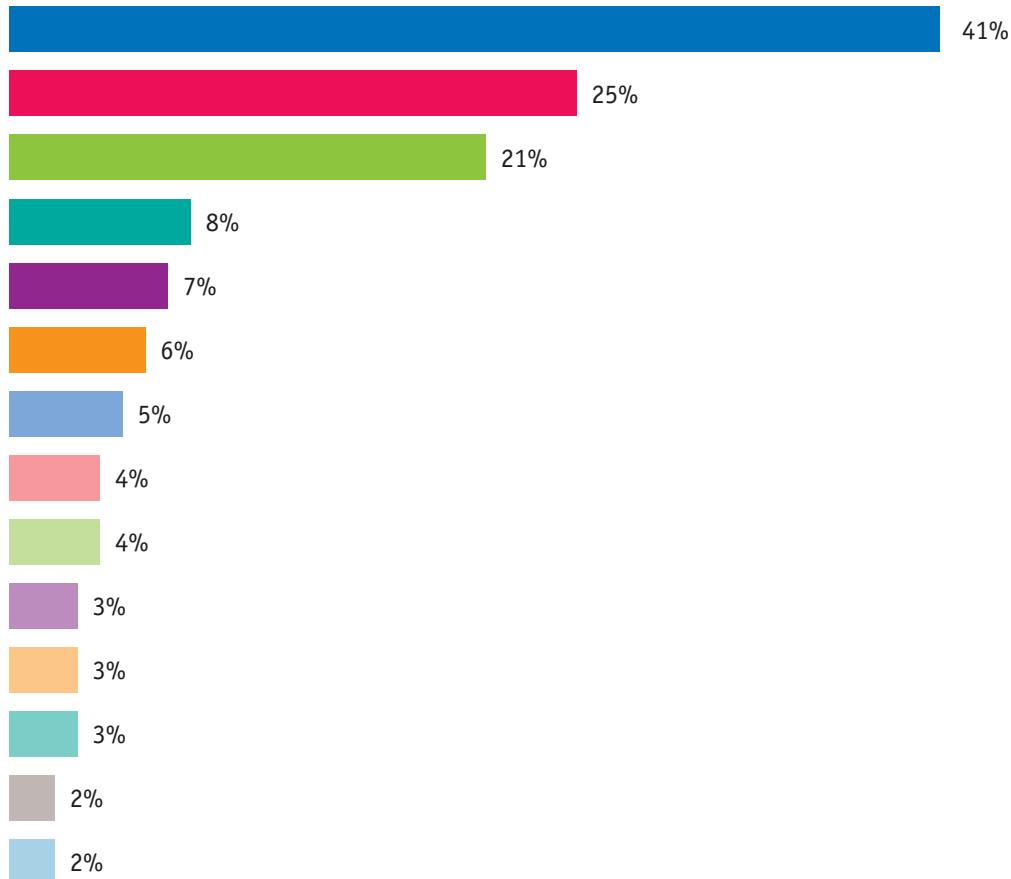
Magazine content analysis of Editorial section 2021

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

- Plant and machine engineering
- Contract manufacture, general
- Automobile and supplier industry
- Optics / Precision engineering / High precision
- Measurement and Control
- Drives, motors
- Medical technology
- Machine tool engineering
- Precision toolmaking
- Automation
- Die and mould making
- Rail vehicle construction, utility vehicle construction, aerospace
- Instruments industry
- Pumps, hydraulics, compressors

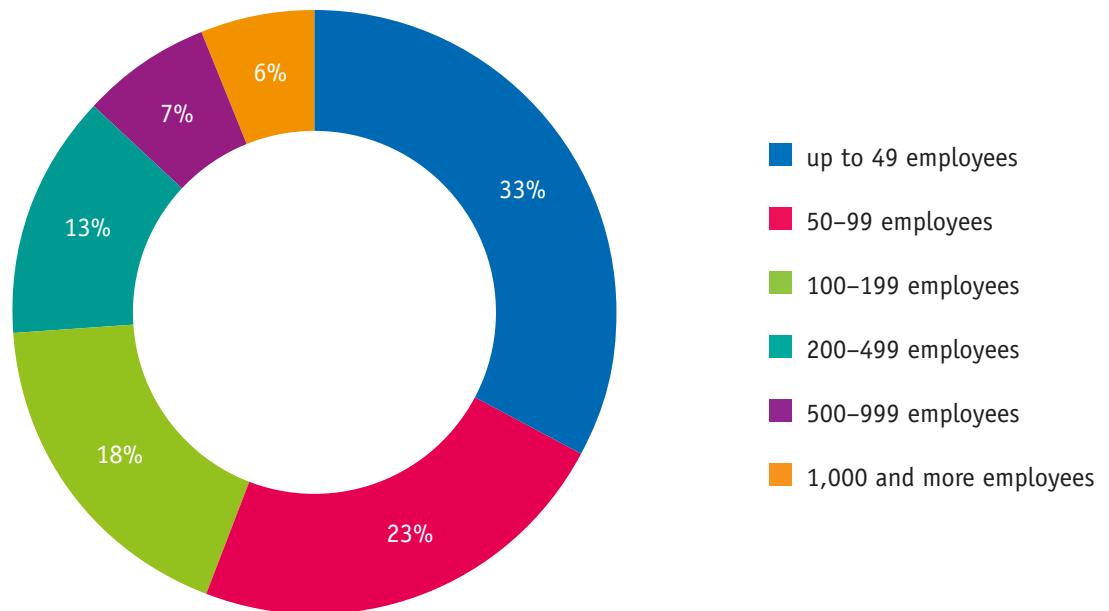


*Annual average of print editions (01.07.21 to 30.06.22);
survey method: file evaluation

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 <i>Industry focus:</i> General mechanical engineering <i>Special:</i> 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 <i>Industry focus:</i> Medical Industry <i>Special:</i> 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 <i>Industry focus:</i> Contract manufacturing, job shops <i>Special:</i> Milling, mill-turning <i>Special section:</i> 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 <i>Industry focus:</i> Automotive and suppliers industry <i>Special:</i> 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 <i>Industry focus:</i> Aerospace <i>Special:</i> Drilling, reaming, thread cutting <i>Special section:</i> 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 <i>Industry focus:</i> All application sectors <i>Special:</i> Smart factory	EMO, Hannover , 18.–23.09.23 parts2clean, Stuttgart , 26.–28.09.23 DeburringExpo, Karlsruhe , 10.–12.10.23
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 <i>Industry focus:</i> Contract manufacturing, job shops <i>Special:</i> Turning, turn-milling	formnext, Frankfurt am Main , 07.–10.11.23
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 <i>Industry focus:</i> Automotive and suppliers industry <i>Special:</i> Milling, mill-turning	EMO report edition

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

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

Placement markup Binding placement 10%

Color markup Euroscales
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

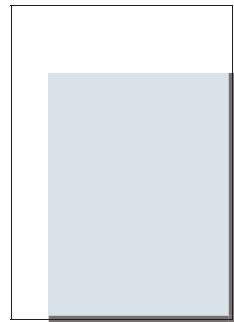
All advertisement orders will be processed in accordance with the General Terms and conditions of our publishing house which are available at www.hanser.de

Display formats

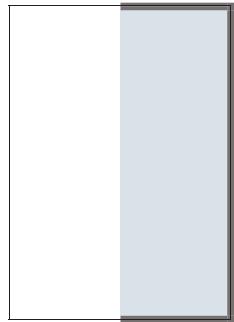
1/1 page



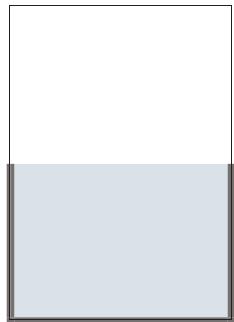
Junior page



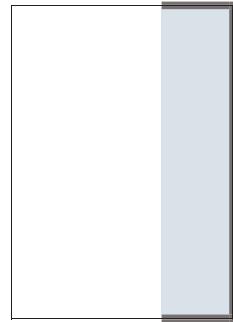
1/2 page, upright



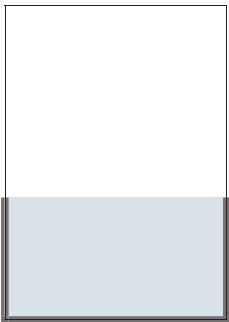
1/2 page, cross



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

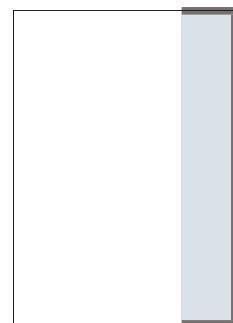
101 × 297

210 × 145

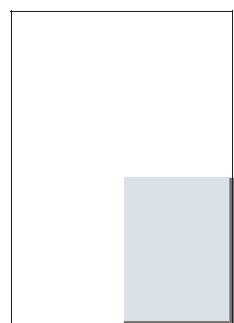
70 × 297

210 × 105

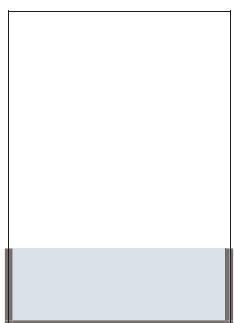
1/4 page, upright



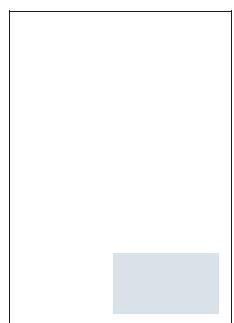
1/4 page, 2-column



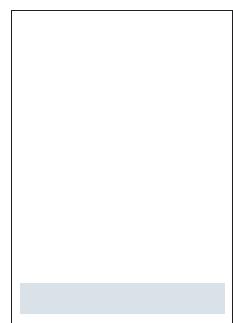
1/4 page, cross



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)

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.

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**

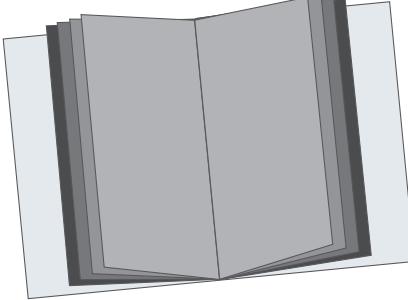
General payment term 30 days after invoice date net;
for occasional ads 8 days after invoice date net.
2% discount for payment within 8 days after invoice date.
Place of payment: Munich

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

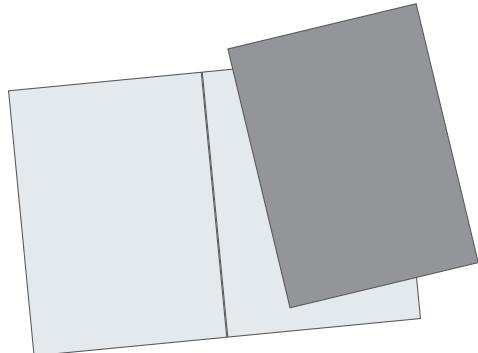
**Please note the order confirmation. Send us only the number
of copies stated therein. Advertising materials sent in excess will not
be returned.**

All rates are subject to Value Added Tax.

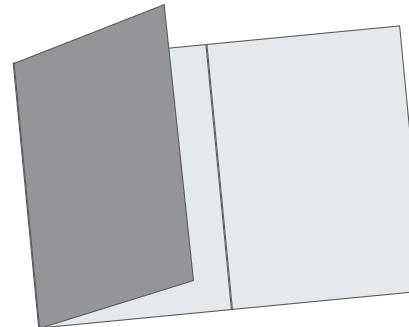
Special advertising formats



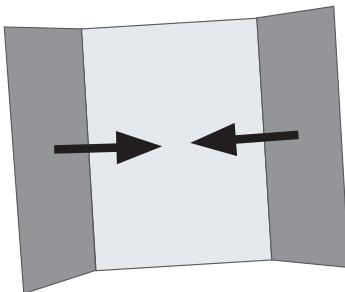
Bound-in



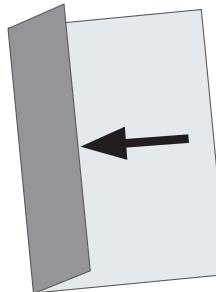
Loose insert



Gate-Folder



Dutch door



Cover flap

More advertising formats
on request

For more information on special
advertising formats, see:

hanser-mediacenter.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 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.

Contact

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

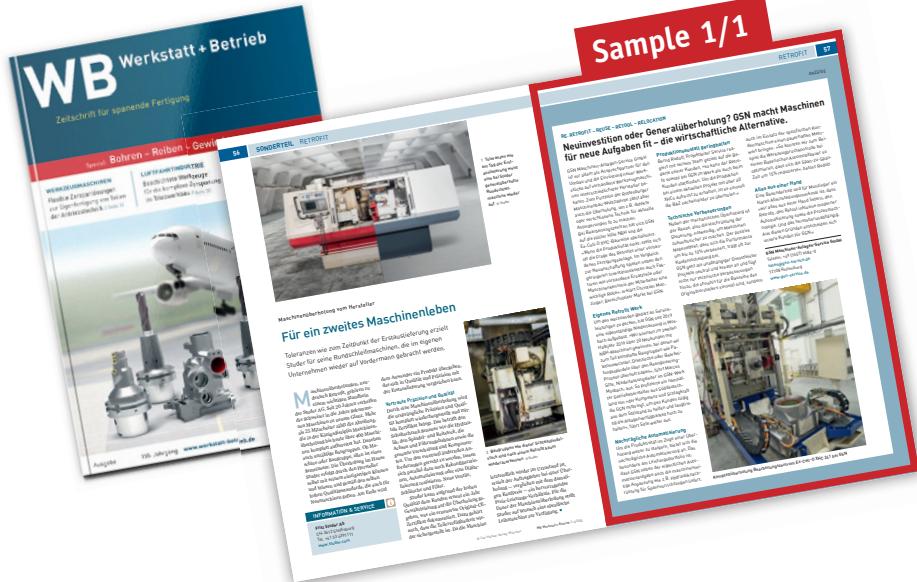
Data transfer

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 adress

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-mediacenter.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) Sidebar	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

Position 1 Leaderboard

Position 2
Billboard (also expanding)
Leaderboard

Position 3a
Sidekick Ad expanding
Wide Skyscraper Double Sidebar

Position 3b
Wide Skyscraper

Position 4a
Sidekick Ad expanding
Wide Skyscraper Double Sidebar

Position 4b
Sidekick Ad expanding
(also with sticky function)

Position 16 Leaderboard

Position 5 Fullbanner

Position 6
Medium Rectangle
Vertical Rectangle

Native Ad Teaser 1

Native Ad Teaser 2

Native Ad Teaser 3

Neues aus der Branche

Position 6
Medium Rectangle
Vertical Rectangle

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 Sidebar

Position 3b
Wide Skyscraper

Position 4a
Sidekick Ad expanding
Wide Skyscraper Double Sidebar

Position 4b
Sidekick Ad expanding
(also with sticky function)

Nickelfreies Stahlpulver

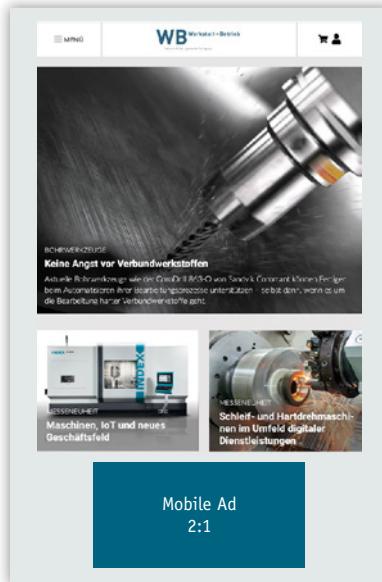
Ob Implantate, Zahnersatz, Orthesen oder Prothesen – die additive Fertigung ist für die Medizintechnik unerlässlich. Die Deutschen Edelstahlwerke (DEW), ein Unternehmen der Swiss Steel Group, haben für 1901 ein optimales Stahlzulassungsschmelz für diesen Anwendungsbereich hergestellt. Dabei handelt es sich um ein austenitisches, zumindest 18/8 genanntes Pulver. Durch die Verwendung von Mg wird auf Nickel verzichtet. Der Werkstoff ist unmagnetisch, korrosionbeständig und bietet eine hohe Festigkeit, was besonders für Anwendungen von Vorteil ist. Zudem sind die Patienten keiner Belastung durch Nickel ausgesetzt.

Position 6
Medium Rectangle
Vertical Rectangle

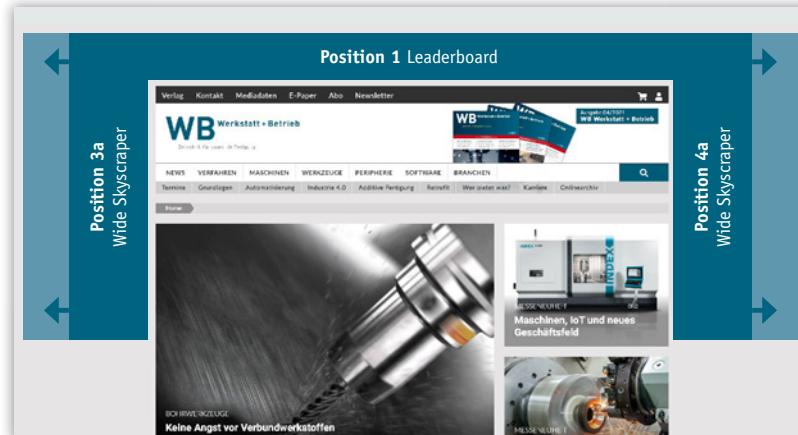
Im Vergleich zu herkömmlichen austenitischen Stählen zeichnet sich der neue Werkstoff durch eine deutlich erhöhte Lauterschwingfestigkeit, Streckgrenze und Zufestigkeit aus. Dies erlaubt es, medizinische Teile dauerwandler beziehungsweise kleiner zu konstruieren. Zusätzlich ist die Dauerschwingfestigkeit rund 30 Prozent höher.



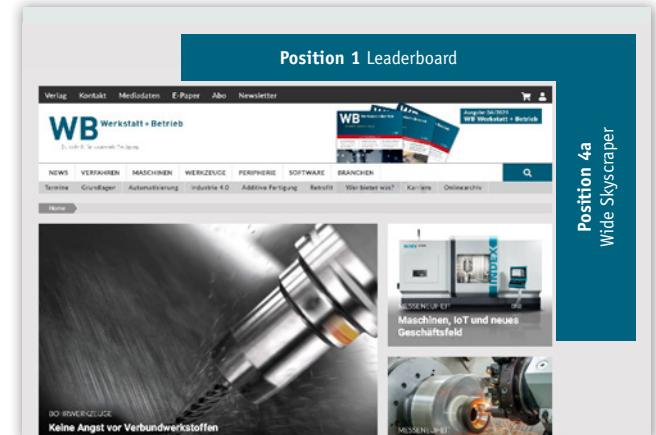
Mobile Ad



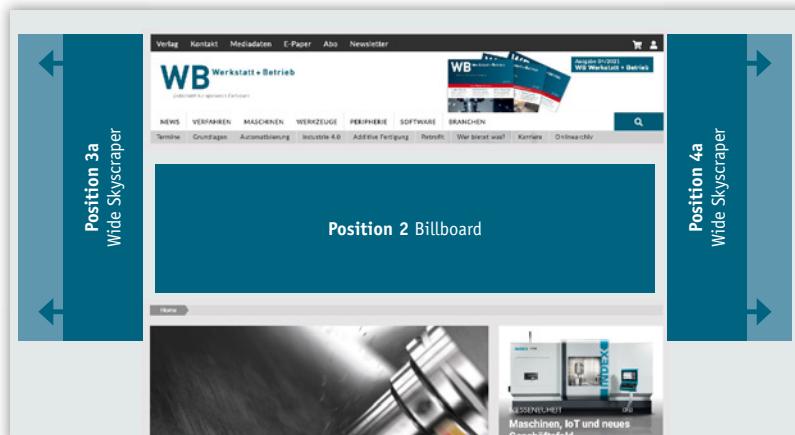
Fireplace Ad



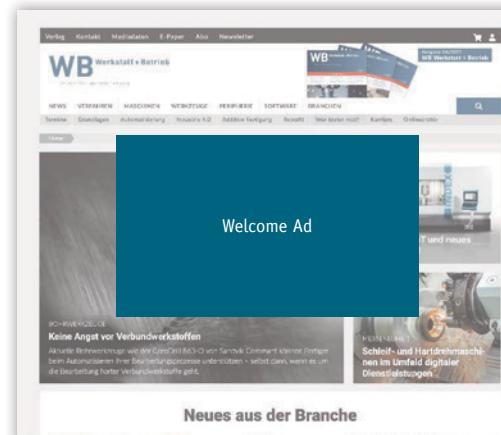
Hockey Stick



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.

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.

Which package is right for you?

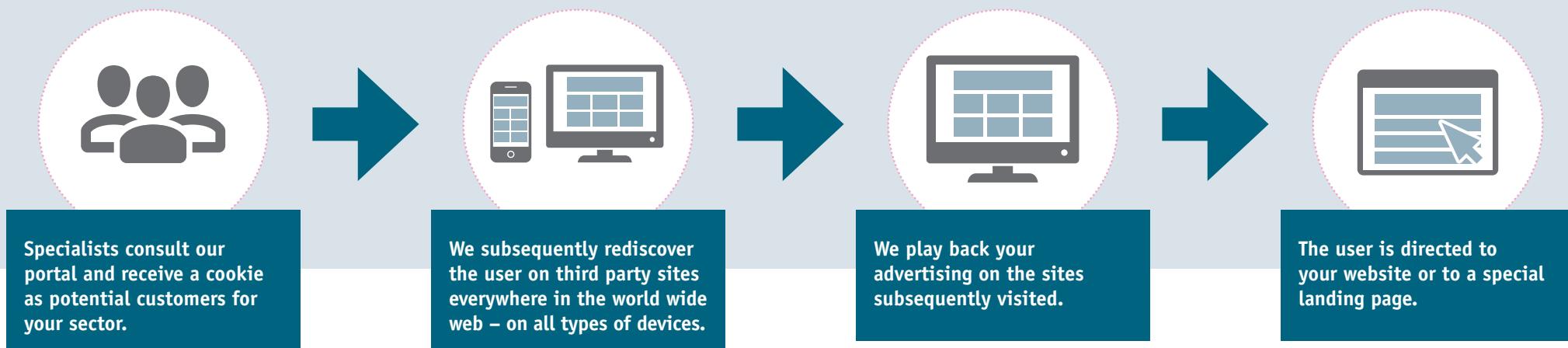
Package 1	50,000 Ad Impressions	€ 2,500.--* plus VAT
Package 2	100,000 Ad Impressions	€ 4,500.--* plus VAT
Package 3	250,000 Ad Impressions	€ 7,500.--* plus VAT

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).
- Playout in topic channels and as related content
- Link with company entry

Content

- 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

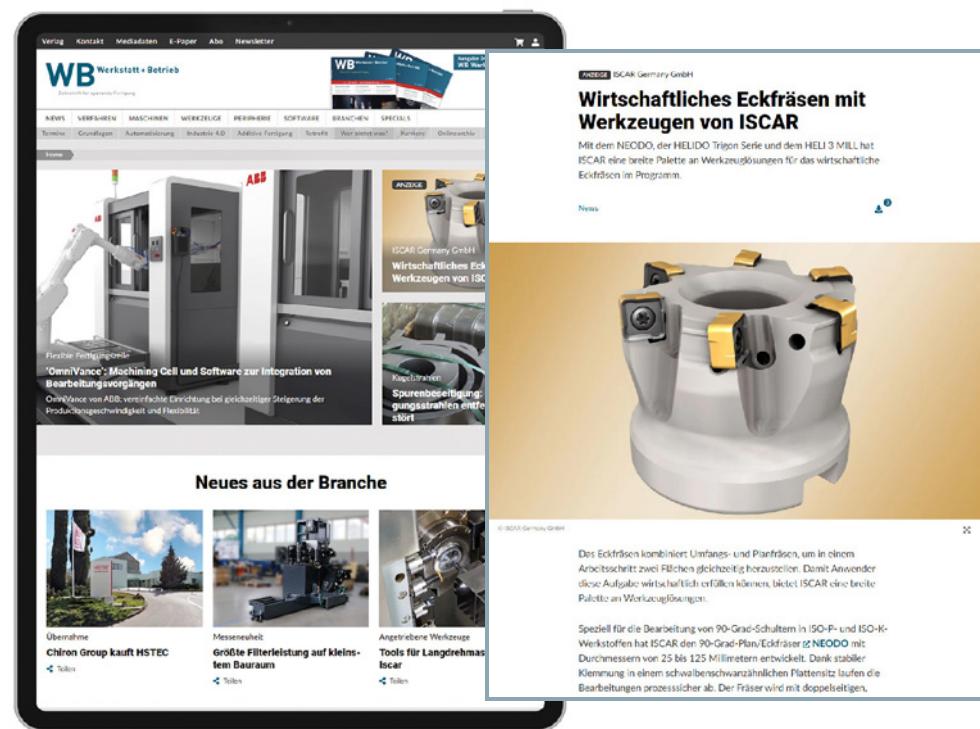
Occupancy teaser place homepage » 1 month

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

Verlag Kontakt Mediadaten E-Paper Abo Newsletter

WB Werkstatt + Betrieb
Zeitschrift 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

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CMZ Deutschland GmbH
Premium-Firmeneintrag

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-80

info-de@cmz.com
www.cmz.com

Unternehmensprofil Mediathek News (1) Produkte Termine Fachartikel (2)

Wir sind seit mehr als 70 Jahren auf dem Markt, in einem sich verändernden Sektor wie der Werkzeugmaschine, was uns gezwungen hat, uns zu erneuern, uns neu zu erfinden und unsere Produktionsprozesse mit dem einzigen Ziel zu verbessern, die besten CNC-Drehmaschinen anzubieten.

Seit 1945 sind wir Hersteller von Werkzeugmaschinen und arbeiten täglich daran, unseren Kunden **CNC-Drehmaschinen** mit höchster Qualität, Präzision und Zuverlässigkeit zu liefern. Das Familienunternehmen, welches in der Stadt Zaldibar in Vizcaya gegründet wurde, hat in den letzten Jahren exponentiell zugelegt, um eine bemerkenswerte Größe und anerkanntes Prestige in diesem Sektor zu erlangen.

In der Geschichte von CMZ geht es um ein Familienunternehmen, das sich zu einem bestimmten Zeitpunkt einer großen Veränderung unterzog und sich fest zu einem generischen Produkt, **CNC-Drehmaschinen**, verpflichtete. Zu einer Zeit, als der gesamte Sektor völlig überstürzt mit Projekten in den Bereich spezifischer Maschinen einstieg. Das Unternehmen, das sich derzeit in den Händen der Brüder Zumarraga, Enkel des Gründers, befindet, ist diesem Geschäftsmodell verpflichtet. Beständigkeit, Hartnäckigkeit und Disziplin gehören zur DNA dieses Unternehmens, das seit jehrer mit dem Sektor der Zerspanungsmaschine verbunden ist.

Während dieser ganzen Zeit haben wir unseren Fertigungsprozess für CNC-Drehmaschinen verbessert. Wir produzieren starke, präzise und zuverlässige Maschinen. Das Geheimnis unserer Drehmaschinen liegt in



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 a whitepaper titled "Tech to Tackle: Schleiftechnologie für Ihren Erfolg" by ANCA Europe GmbH. The page includes a navigation bar with links like Verlag, Kontakt, Mediadaten, E-Paper, Abo, Newsletter, NEWS, VERFAHREN, MASCHINEN, WERKZEUGE, PERIPHERIE, SOFTWARE, BRANCHEN, SPECIALS, and a search bar. The main content features a headline, a brief description, and a download link for the whitepaper (15. Juli 2022). Below this is a section for ANCA's AIMS (AIMS - VERNETZEN, AUTOMATISIEREN, PRODUZIEREN) with images of industrial machinery and text describing the benefits of networked machines and processes. A red button labeled "Hier klicken" (Click here) is prominently displayed. At the bottom, there is a paragraph about ANCA's history and its impact on the development of grinding technology.

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.

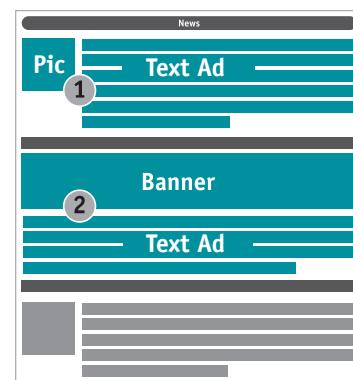
Publication frequency

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)



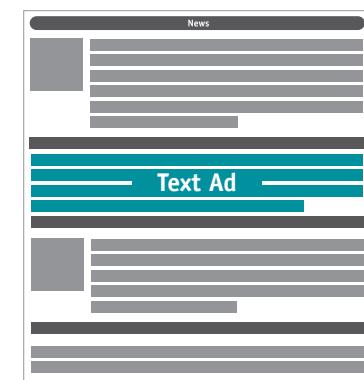
Usage data and recipient numbers are constantly evolving, so request up-to-date figures:
romy.frueh@hanser.de

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.

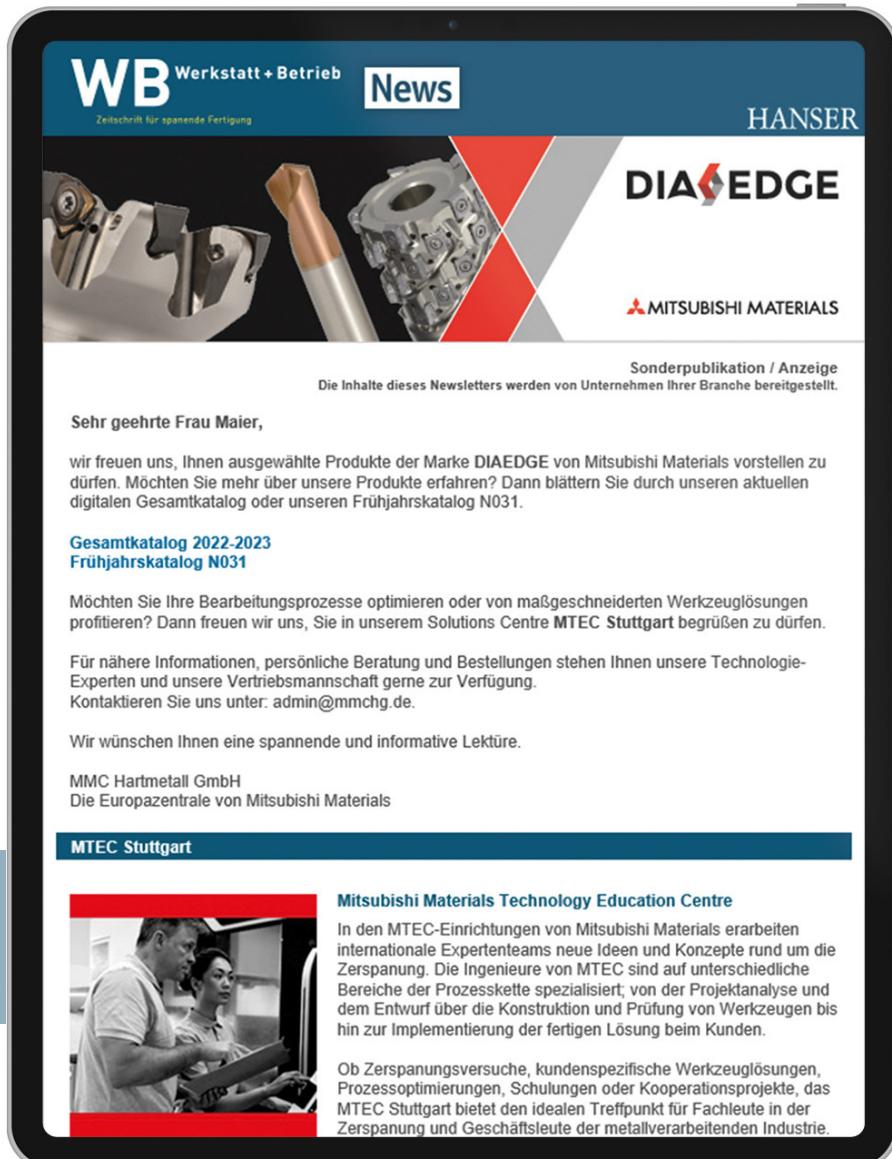
Dispatch date

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.



Looking for the best?

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

Job market

Online job ad

€ 199.--/4 weeks plus VAT



The ideal complement for your cross-media advertising measures

Direct-mail campaign

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 %

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

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.

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.

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For distribution at trade shows, exhibitions, for customer visits, for your sales force.
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from € 375.--* (E.g. 2 pages, 100 copies)

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

from € 330.--*

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 € 150.--*

Please ask us about conditions and the uncomplicated processing options.

* The prices do not include the statutory VAT.

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