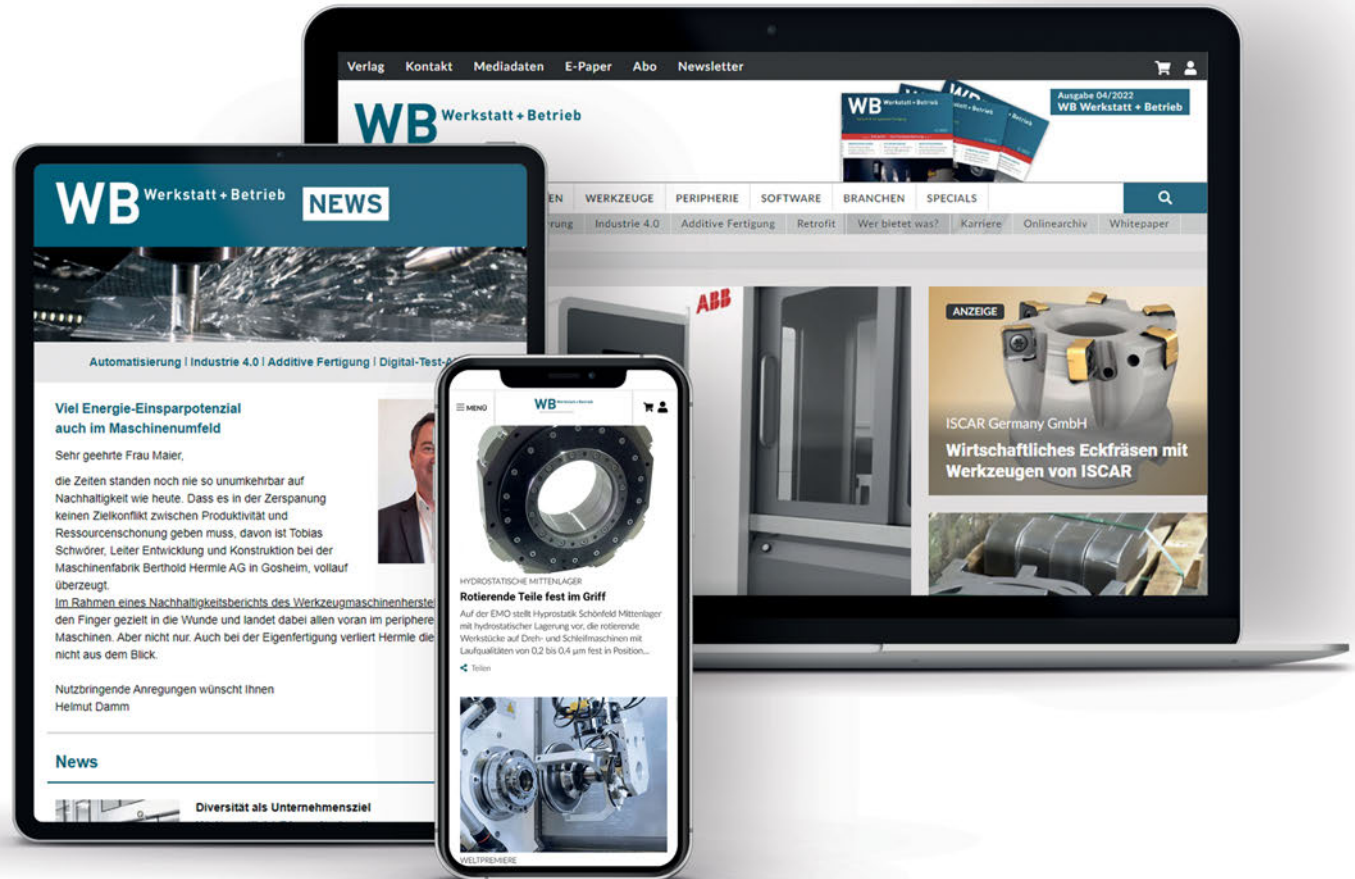


Mediakit 2027

Print & Digital



www.werkstatt-betrieb.de

HANSER

<u>3</u>	<u>Title profile</u>	<u>21</u>	<u>Content Marketing</u>
<u>4</u>	<u>Circulation and Dissemination</u>	<u>22</u>	<u>Native Ad</u>
<u>5</u>	<u>Recipients analysis</u>	<u>23</u>	<u>Product Highlight</u>
<u>7</u>	<u>Editorial schedule 2027</u>	<u>24</u>	<u>Video Article</u>
<u>8</u>	<u>Price list</u>	<u>25</u>	<u>Social Media</u>
<u>9</u>	<u>Display formats</u>	<u>26</u>	<u>Whitepaper</u>
<u>10</u>	<u>Sponsored content</u>	<u>27</u>	<u>Premium company entry</u>
<u>11</u>	<u>Special advertising formats</u>	<u>28</u>	<u>WB Werkstatt + Betrieb News</u>
<u>12</u>	<u>Bound inserts and loose inserts</u>	<u>29</u>	<u>Standalone-Newsletter</u>
<u>13</u>	<u>Schweizer Präzisions-Fertigungstechnik 2027</u>	<u>30</u>	<u>Specifications</u>
<u>14</u>	<u>Specifications</u>	<u>31</u>	<u>Marketing with articles</u>
<u>15</u>	<u>Website profile</u>	<u>32</u>	<u>Your sales contacts</u>
<u>16</u>	<u>Display rates</u>	<u>33</u>	<u>Your contact persons at the publishing house</u>
<u>17</u>	<u>Display formats and positions</u>		
<u>19</u>	<u>Retargeting</u>		
<u>20</u>	<u>Account Based Marketing / Trade Fair Targeting</u>		

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

7 times a year

Magazine format

DIN A4

Publication year

160th year 2027

Subscription price

Combi annual subscription € 192.--
(Price incl. VAT and plus shipping costs)

Publishing House

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

Media

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

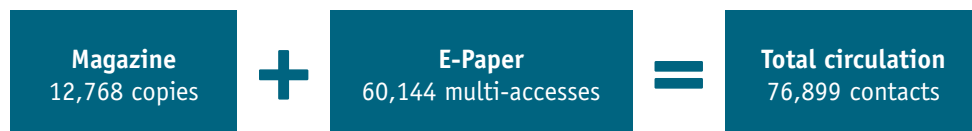
Editorial office

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

Martin Ricchiuti, martin.ricchiuti@hanser.de

Increased reach

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



Circulation

Print run	12,768
E-Paper spread	4,017

Actual circulation	16,785
---------------------------	---------------

of which sold	899
of which abroad	284

+ E-Paper (multi access)	60,144
---------------------------------	---------------

Total circulation	76,899
--------------------------	---------------

Volume analysis 2025

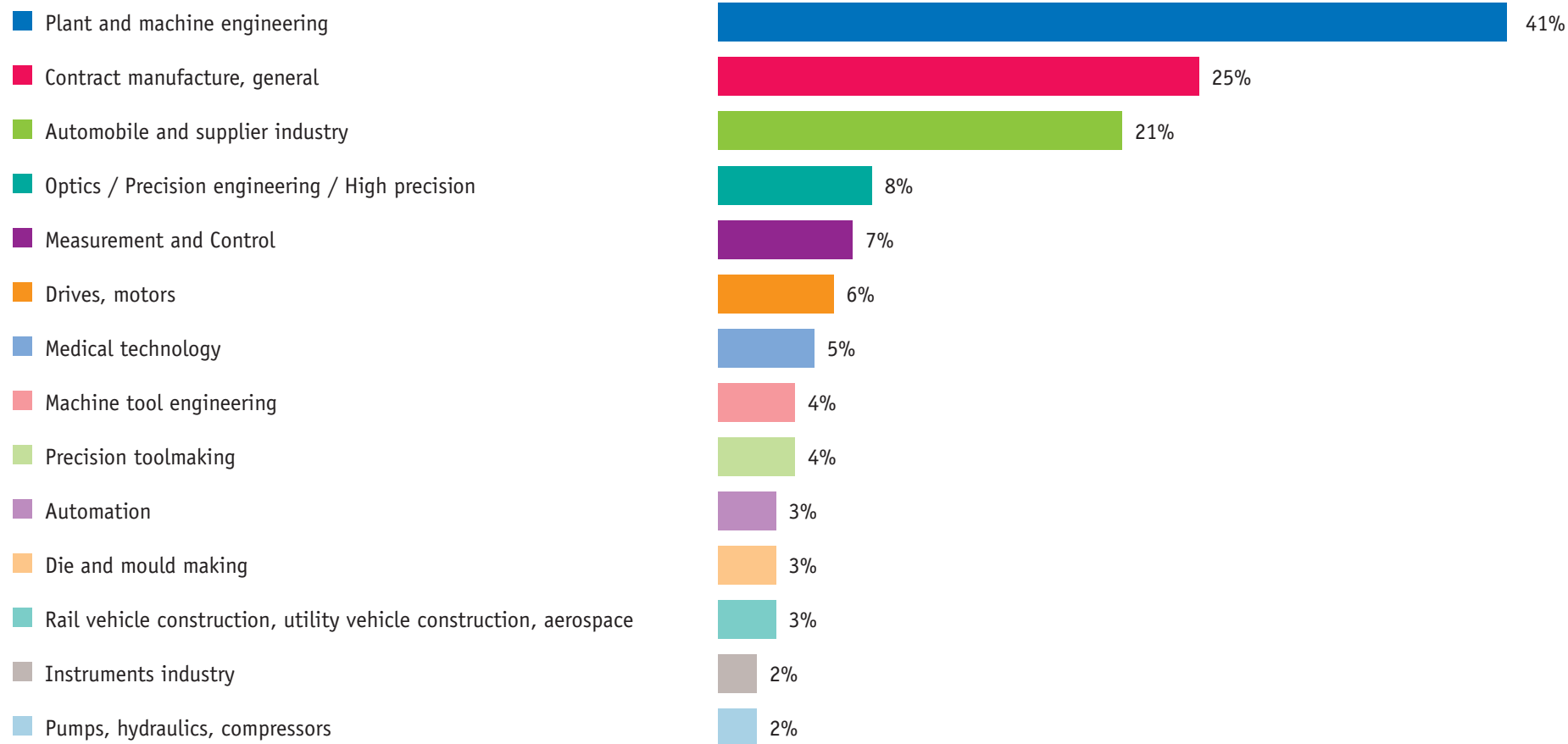
Overall	556 pages = 100%
Editorial section	455 pages = 82%
Advertisement section	101 pages = 18%
of which:	
Publisher's ads	23 pages = 4%
Inserts	2

Content analysis of the editorial section 2025

Overall	455 pages = 100%
Specialist articles	305 pages = 67%
Short articles	23 pages = 5%
Fair reports	59 pages = 13%
Product introductions	8 pages = 2%
Economic news	23 pages = 5%
Editorial, content, special separator, index, preview	37 pages = 8%

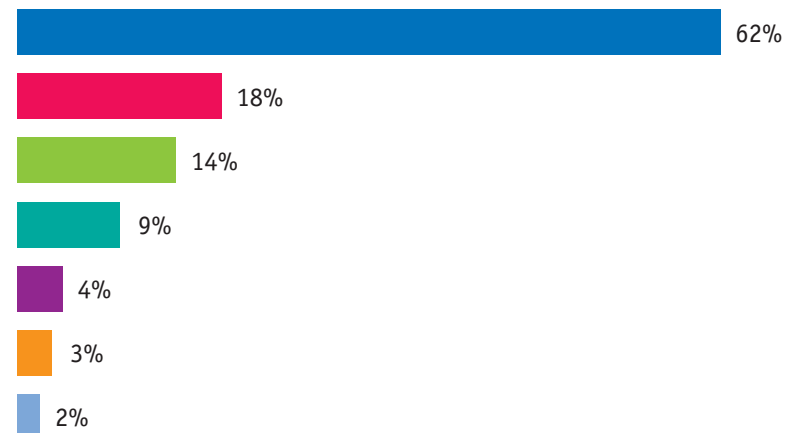
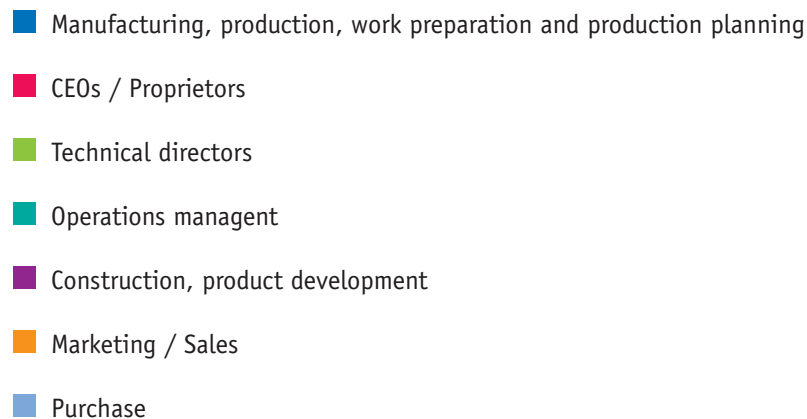


Industry / Target markets

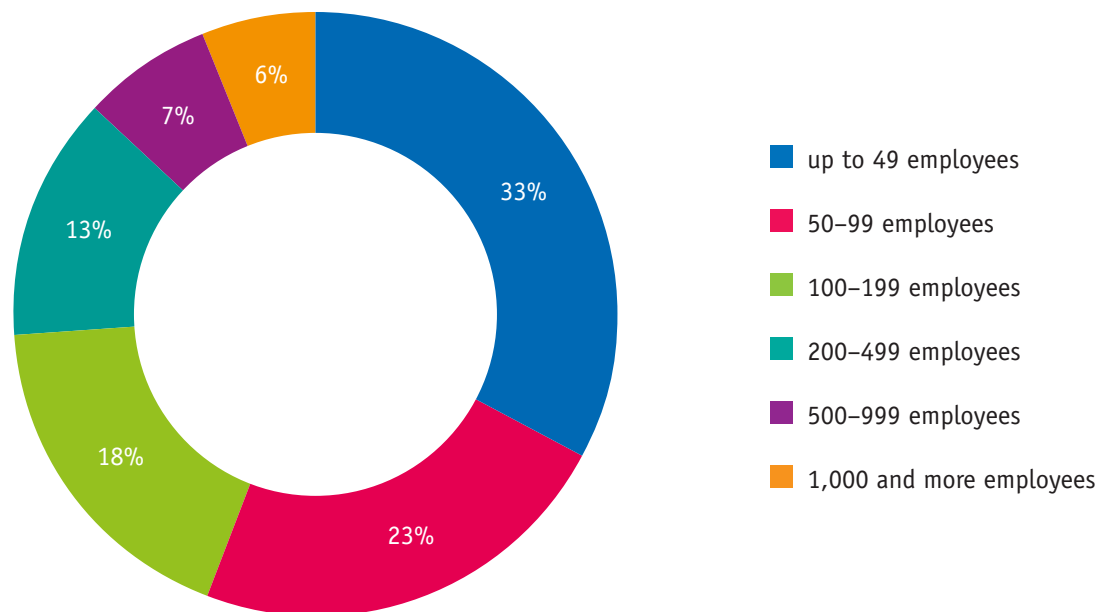


* Annual average of print editions (01.07.25 to 30.06.26);
survey method: file evaluation

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 12,768 = 100 %
3. Sample: full census
4. The target of the investigation: deleted
5. Period of the study: August 2026
6. Execution of the study: Publisher

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

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

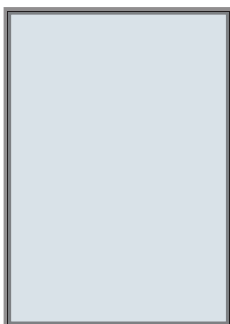
NEW:
Multimedia enrichment
Multimedia enrichment for print ad

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**

Display formats

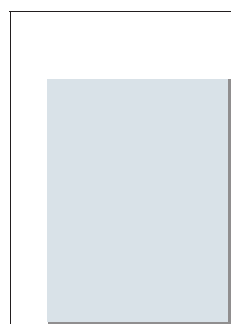
1/1 page



Typesetting mirror format: 175 × 250

Trim format:* 210 × 297

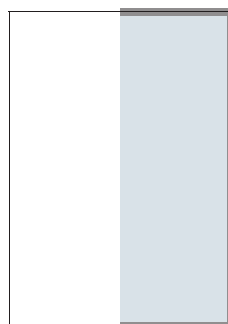
Junior page



122 × 175

137 × 197

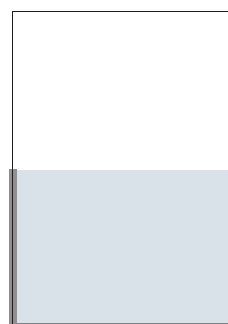
1/2 page, upright



85 × 250

101 × 297

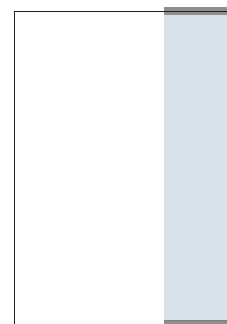
1/2 page, cross



175 × 122

210 × 145

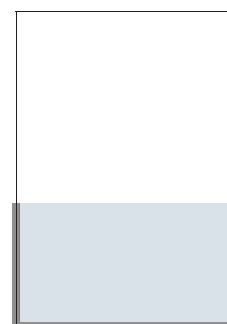
1/3 page, upright



55 × 250

70 × 297

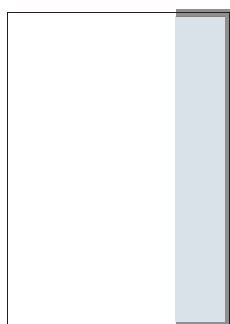
1/3 page, cross



175 × 80

210 × 105

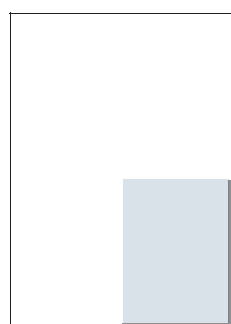
1/4 page, upright



Typesetting mirror format: 40 × 250

Trim format:* 55 × 297

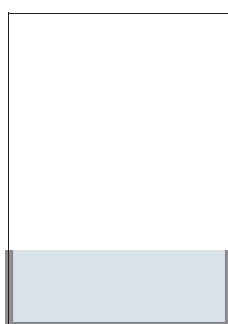
1/4 page, 2-column



85 × 122

101 × 145

1/4 page, cross



175 × 58

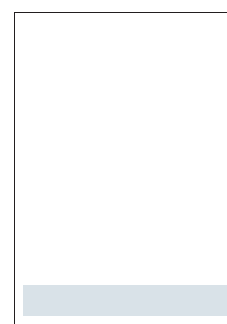
210 × 85

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)

Sponsored content – your story in our magazine

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

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

1/1 page
Price Max. 5,400 characters + one image
€ 8,005.–

1/2 page
Price Max. 2,300 characters + one image
€ 4,465.–

1/3 page
Price Max. 1,600 characters + one image
€ 3,105.–

1/4 page
Price Max. 850 characters + one image
€ 2,410.–

Option: multimedia-enrichment
Price In the e-paper, your story will be published including video, podacst, or picture gallery for 24 months.
€ 400.–

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

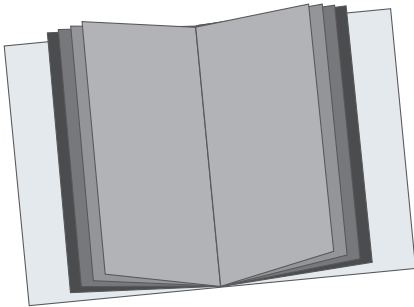
Sample 1/1



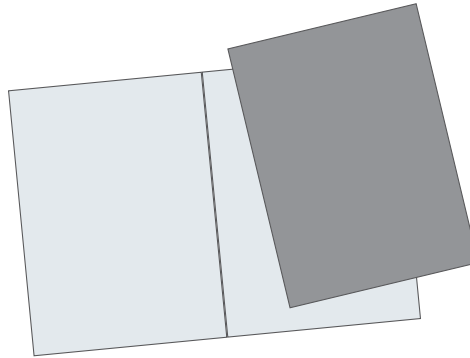
Sample 1/2



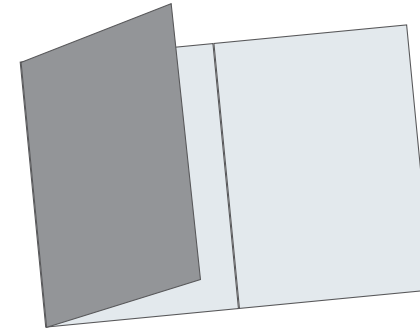
Special advertising formats



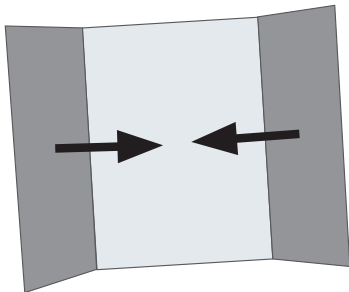
Bound-in



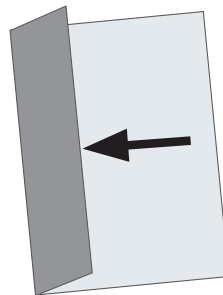
Loose insert



Gate-Folder



Dutch door



Cover flap

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

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

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

Schweizer Präzisions-Fertigungstechnik 2027

With the special publication **Schweizer Präzisions-Fertigungstechnik 2027**, 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.--

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

Language german

Print run 17,250 copies

Magazine format 210 x 297 mm

Type area 175 x 250 mm

Booking closing date 01.07.2027

Publication date 28.07.2027



Magazine format

DIN A4; 210 × 297 mm (width × height)

Type area

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

Printing- and binding methods

Offsetprint, saddle stitching

Data format

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

Colors

Printing according to ISO 12647-2 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.

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

Contact

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

Data transfer

media@hanser.de

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



Web address

www.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.

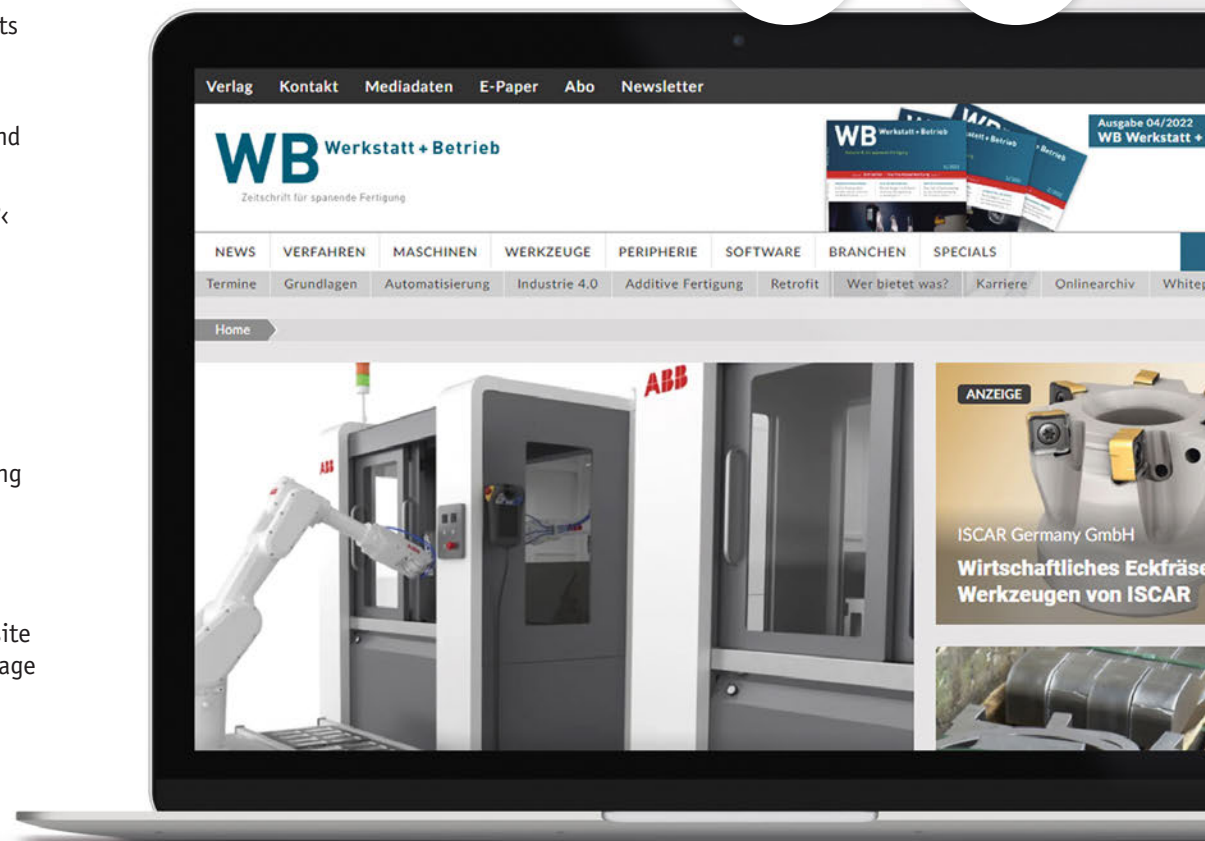
- Archive supporting full text searches: sophisticated specialist information from **WB Werkstatt + Betrieb** and the Hanser range of technical books
- Database of companies and products ›Who offers what?‹
- News and events, also whitepapers in specialised fields
- Job market for experts and managers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



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).

*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
B&R Industrie-Elektronik GmbH
Wettbewerbsvorteile mit der adaptiven Maschine sichern

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

Native Ad Teaser 3
bdtronic GmbH
Die optimale Füge-technik für verschiedene Materialien

Position 5 Fullbanner

Position 6 Medium Rectangle
Vertical Rectangle

Banner positions on article page

Position 1 Leaderboard

Position 2 Billboard (also expanding) Leaderboard

Position 3a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

Position 3b Wide Skyscraper

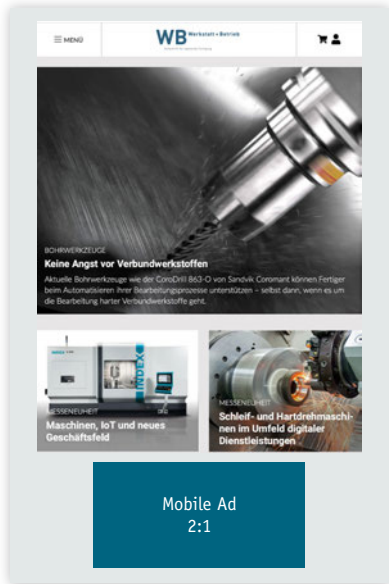
Position 4a Wide Skyscraper
Double Sitebar
Sidekick Ad expanding

Position 4b Wide Skyscraper
(also with sticky function)

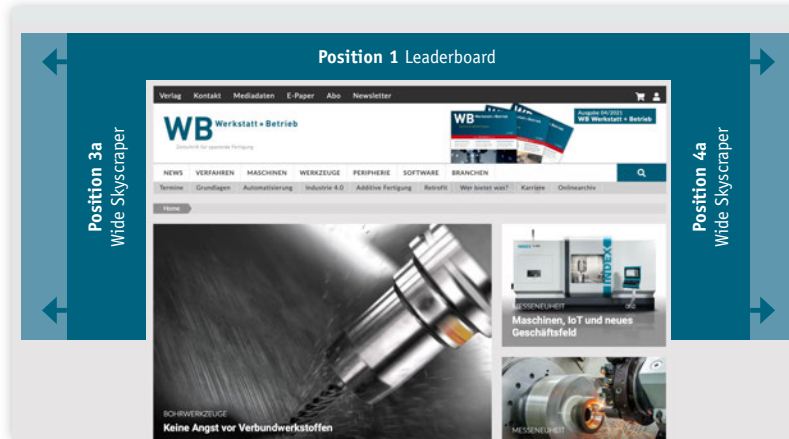
Position 6 Medium Rectangle
Vertical Rectangle



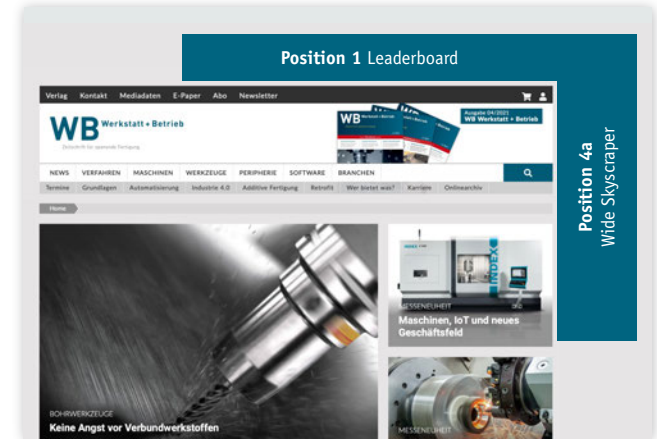
Mobile Ad



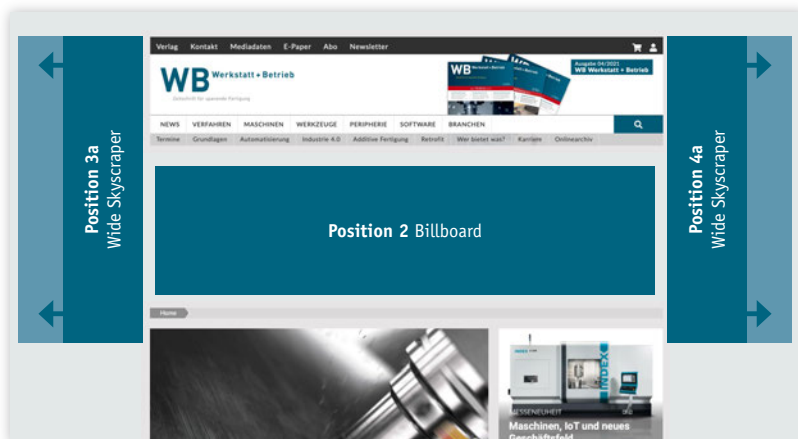
Fireplace Ad



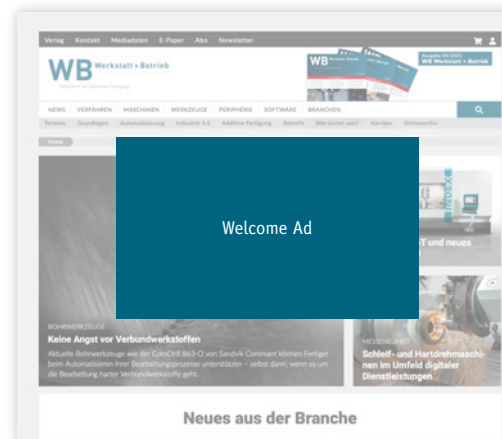
Hockey Stick



Skyline Ad



Welcome Ad



Banderole Ad





Retargeting

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

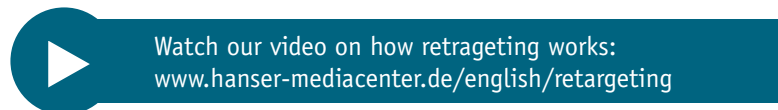
With retargeting, readers of werkstatt-betrieb.de are addressed with targeted banners on their further path through the web. Your banners are thus delivered on our experts portal and in our extensive network of around **10,000 partner sites**.

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

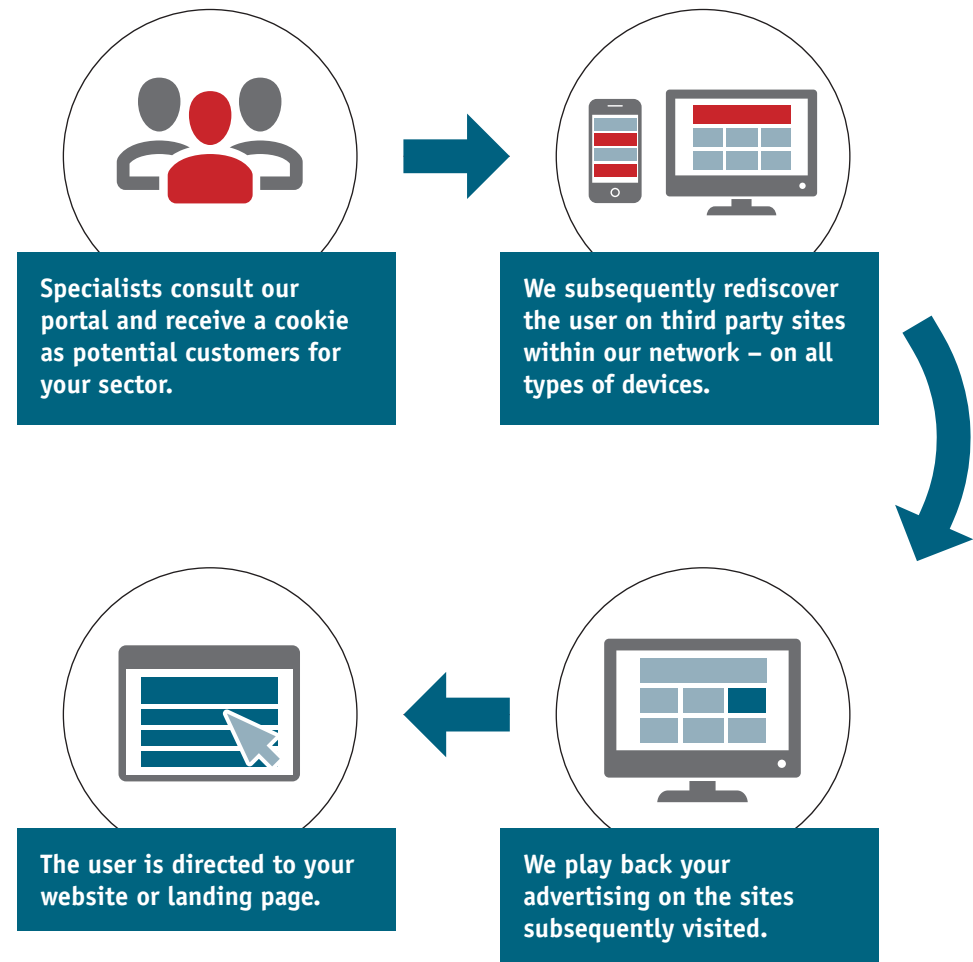
Since many users surf on mobile devices, we use mobile ads in addition to desktop formats for retargeting. Your campaign will be delivered on all common devices.

Which package is right for you?

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



It works like this

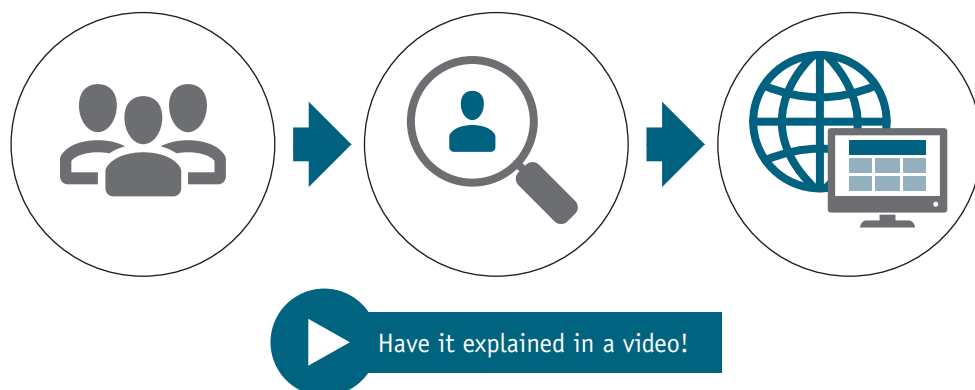


*In addition to your booked online advertising on our website and VAT.



Account Based Marketing

National and international banner campaigns exclusively for your desired customers



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

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

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

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

All rates are subject to Value Added Tax

Trade Fair Targeting

Targeted visitor promotion at and during your key trade shows



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

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

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

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



Content Marketing

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

Optional push features



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

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-mediacycenter.de/english/guidelines>

Further features

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

Runtime

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

Price

€ 1.370.--

Push features

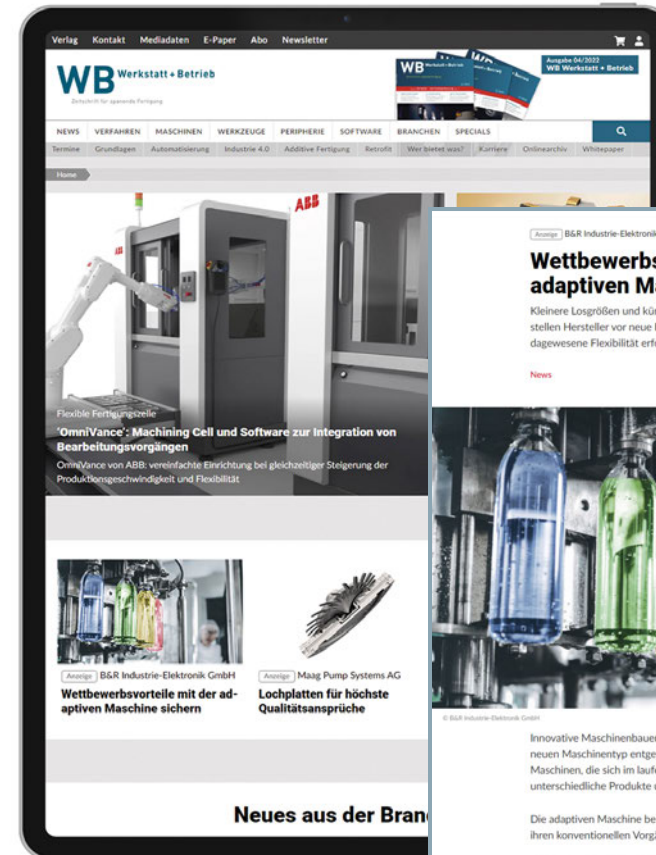
optional

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

Price for push package

€ 2,610.--

Advantage 25 %



Wettbewerbsvorteile mit der adaptiven Maschine sichern

Kleinere Losgrößen und kürzere Lebenszyklen sowie der Online-Handel stellen Hersteller vor neue Herausforderungen, die eine noch nie dagewesene Flexibilität erfordern.

Neues aus der Branche

Innovative Maschinenbauer setzen diesen Herausforderungen einen neuen Maschinentyp entgegen: die adaptive Maschine. Das sind Maschinen, die sich im laufenden Betrieb automatisch an unterschiedliche Produkte und Verpackungen anpassen.

Die adaptive Maschine besitzt vier Kernigenschaften auf, die sie von ihren konventionellen Vorgängern unterscheidet.

- Formatwechsel ohne Stillstandszeiten
- Wirtschaftliche Produktion kleiner Losgrößen
- Schnelle Markverfügbarkeit für neue Produkte
- Fertigung von Produkten, die derzeit noch nicht bekannt sind

Die vier Technologien für die Umsetzung

Für die adaptive Maschine werden bestehende und neue Technologien zu einer neuen Gesamtlösung vereint. Im Wesentlichen handelt es sich um vier Technologien. B&R stellt die Technologien für die adaptive Maschine bereits heute zur Verfügung:

Mechatronische Transportsysteme



Product Highlight – colorful accent

300 Readers guaranteed – 1 month on home page

Publish a product article on our website consisting of:

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

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

Further features

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

Price

€ 1,470.--

Push features optional

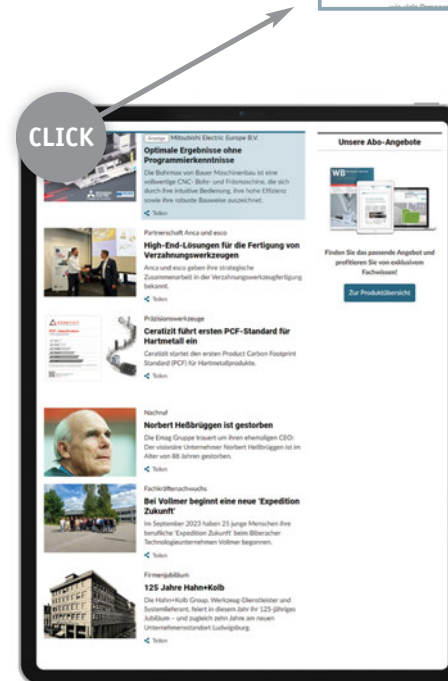
- Newsletter ad » 1 x
- Display ad » 1 month

Price for push package Advantage 25 %

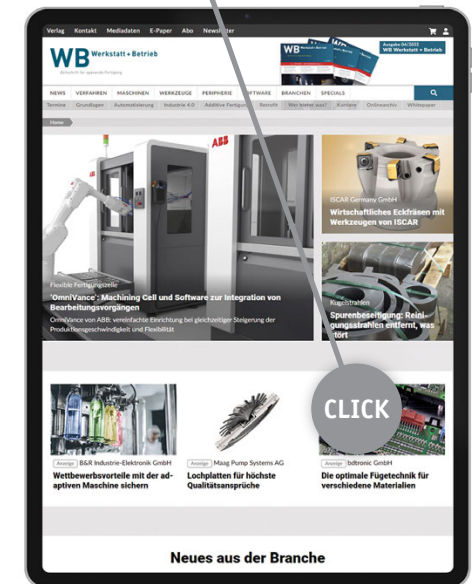
€ 2.710,--



Article



Listing with color highlight



Teaser Home

All rates are subject to Value Added Tax



Video Article – your turn to shine

300 Readers guaranteed – 1 month on home page

Publish a video article on our website consisting of:

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

Technical specifications on: <https://www.hanser-mediacentre.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 %

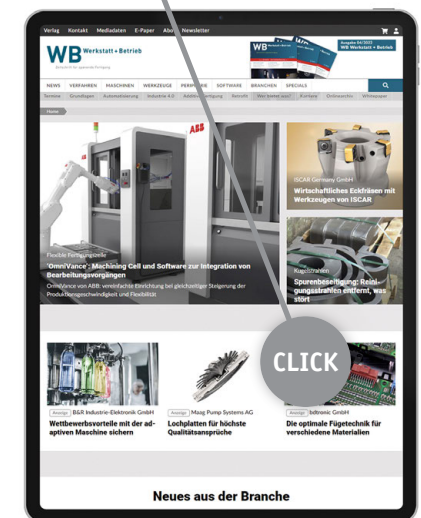
€ 2,920.--



Article



Listing with color highlight



Teaser Home



Credibility in Social Media

Post on LinkedIn

We post your content marketing article on our LinkedIn profile. You gain credibility and increase your social media reach.

Scope

- Headline max. 60 characters
- Teaser text max. 280 characters
- Character limits including spaces
- Social media hashtags (max. 5)
- Tagged with „Sponsored by (company name)“

Price for a post including
picture & text
video & text

€ 490,-- *

€ 720,-- *

*Not eligible for discount of any kind incl. agencies

Note: You also can use a post on LinkedIn to push the performance of your content marketing ad.

WB Werkstatt + Betrieb
3.358 Follower:innen
20 Std. • Bearbeitet •

Sponsored by **Reifenhauser Group** – Rezyklat-Verarbeitung

Für eine wirtschaftliche Lebensdauer der Plastifiziereinheit und gleichbleibend hohe Qualität der Produkte – auch beim Rezyklateinsatz – bedarf es hochverschleißfester Zylinder und Schnecken mit speziellen Verschleißschutz-Legierungen. Doch worauf kommt es bei einer Legierung an?

Die Antworten darauf finden Sie im kostenlosen Whitepaper von Reifenhäuser.

[#sustainability](#) [#wearprotection](#) [#extrusion](#) [#recycling](#) [#productivity](#)
[#reifenhäuser](#) [#anzeige](#)

Bild: ©[vegefox.com](#) - [stock.adobe.com](#)

Rezyklat-Verarbeitung: Verschleißschutz für Zylinder und Schnecken
Lesedauer: 1 Min.

Gefällt mir
 Kommentar
 Teilen
 Senden



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 the website of WB Werkstatt + Betrieb. At the top, there is a navigation bar with links: Verlag, Kontakt, Metadaten, E-Paper, Abo, Newsletter. Below this is a search bar and a menu with categories: NEWS, VERFAHREN, MASCHINEN, WERKZEUGE, PERIPHERIE, SOFTWARE, BRANCHEN, SPECIALS. A sub-menu is open under VERFAHREN, showing: 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. The title is "Tech to Tackle: Schleiftechnologie für Ihren Erfolg". The subtitle is "Der Technologie-Leitfaden von ANCA zeigt auf, wie Hersteller von Präzisionswerkzeugen und -komponenten mit passgenauen Innovationen Wettbewerbsvorteile schaffen." The date is "15. Juli 2022". Below the text is a large image of an ANCA machine with a worker. 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 advertisement is a red button that says "Hier klicken". The ANCA logo is also present.



Presence in our company data base!

Premium company entry in »Who offers what?«

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



Attractive 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.

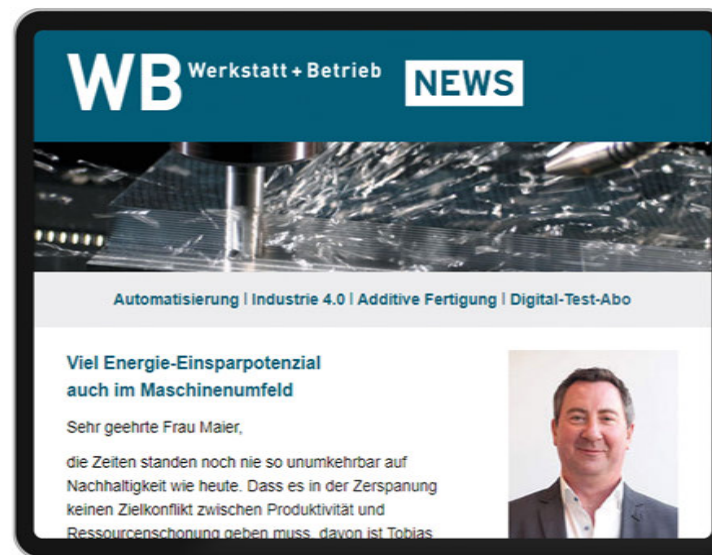
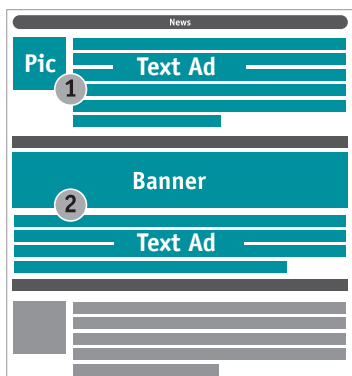
Publication frequency

Weekly, thursdays

Ad formats and prices

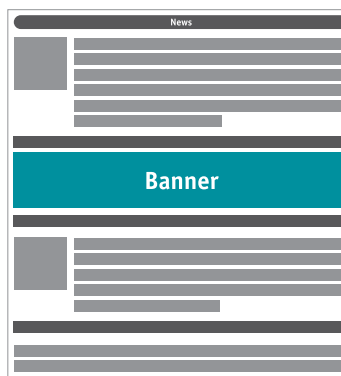
1 Image **2** Banner + Text Ad € 720.--*

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



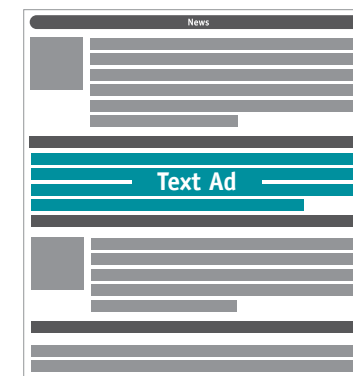
Banner € 615.--*

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

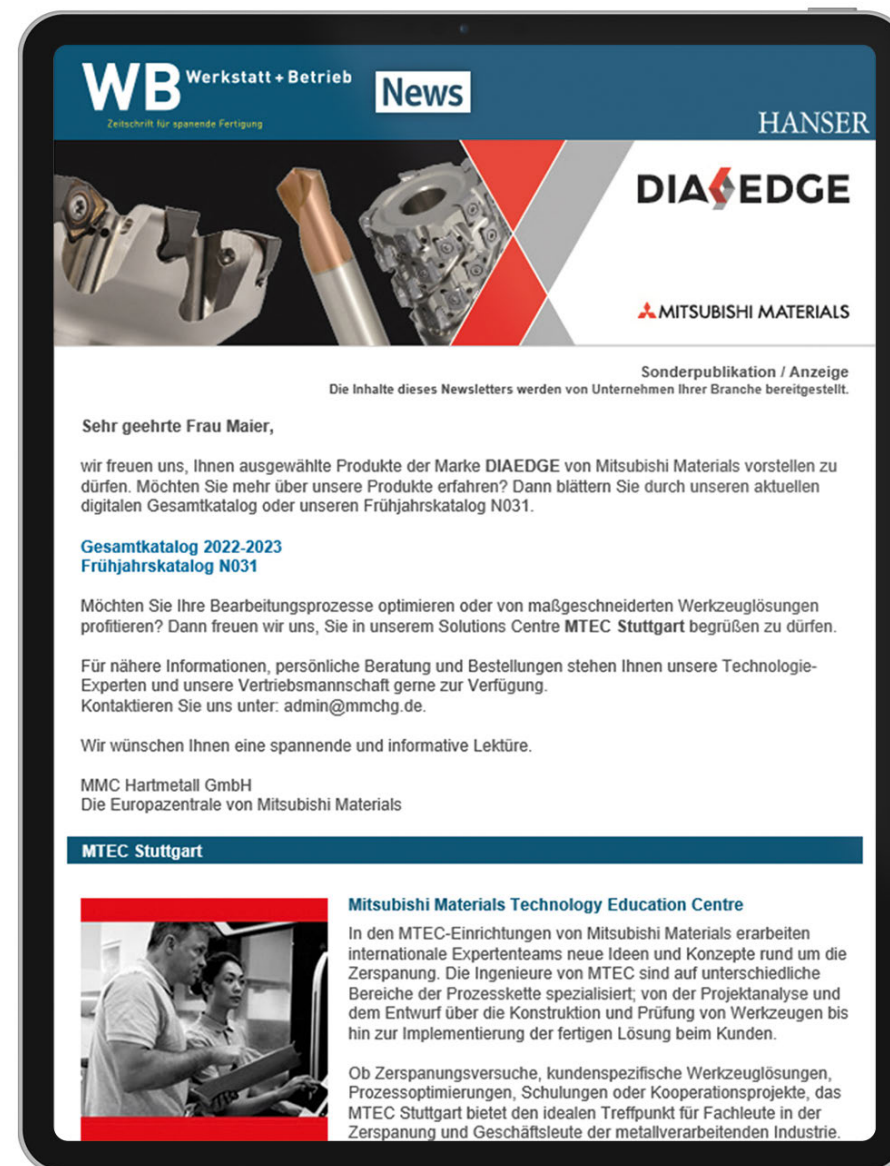
Standalone-Newsletter – the exclusive advertising

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.

Content	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
Suitable content	header image, product news, video teaser, whitepaper, company news, catalog teaser, company profile, event
Lead time	Your Standalone newsletter must be bindingly booked and confirmed by the publisher at least one week in advance of the publication date. Implementation will normally take 5 workdays.
Dispatch date	As per agreement
Price	€ 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

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

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

China, Hong Kong, Taiwan, Singapur

Ringier Trade Media Ltd
Unit 11A , 11/F
235 Wing Lok Street
Sheung Wan, Hong Kong

China:
Phone: + 86 136 02785446
maggieliu@ringiertrade.com
Contact person: Maggie Liu

Taiwan:
Phone: +886 928 185799
sandrasu@ringier.com.hk
Contact person: Sandra Su

Hong Kong:
Phone: +852 9096 8895
mchhay@ringier.com.hk
Contact person: Mike Hay

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

Ad Management & Marketing with articles

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



Editorial

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



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

HANSER

Carl Hanser Verlag GmbH & Co. KG
Vilshofener Str. 10
81679 Munich / Germany
Tel.: +49 89 99830-0
www.hanser-mediacyenter.de
www.werkstatt-betrieb.de

