

# Mediakit 2022

Print & Digital



[www.form-werkzeug.de](http://www.form-werkzeug.de)

HANSER

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|                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                           |                                                                                                                                                                                                                                                                             |
|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Title</b>                 | <b>FORM+Werkzeug</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Subscription price</b> | Combi annual subscription € 99.--                                                                                                                                                                                                                                           |
| <b>Short characteristics</b> | <p><b>FORM+Werkzeug</b> is the industry magazine for tool and die making. Tools play a key role in production, as they ultimately determine the cycle time in which production takes place.</p> <p><b>FORM+Werkzeug</b> provides suggestions and ideas on manufacturing technologies, the associated IT systems and corporate management. Prepared in the form of technical articles, interviews and background reports.</p> <p><b>Informative, insightful, different:</b> We are not only interested in the machining center, but also in the person behind it. We inform about Industry 4.0 – and want to know how automation concepts can be integrated into the existing machinery. In addition to presenting standard parts and hot-runner solutions, we want to know what tool design is necessary for this. We look for examples of which technology is best suited for which application.</p> | <b>Single issue</b>       | € 24.90 (Prices incl. VAT and plus shipping costs)                                                                                                                                                                                                                          |
|                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Publishing House</b>   | <p>Carl Hanser Verlag GmbH &amp; Co. KG<br/> Postal address: Postfach 860420, 81631 München<br/> Home address: Kolbergerstr. 22, 81679 München<br/> Tel.: +49 89 99830-0 · Fax: +49 89 984809<br/> www.hanser.de · info@hanser.de</p>                                       |
|                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Media</b>              | <p>Dipl.-Ing. Helmut Damm, MBA (Head of Media Sales)<br/> Tel.: +49 89 99830-661<br/> helmut.damm@hanser.de</p> <p>Susanne Maier (Media Assistance)<br/> Tel.: +49 89 99830-649<br/> susanne.maier@hanser.de</p>                                                            |
| <b>Target group</b>          | Decision-makers in die and mould making companies and managers in companies with integrated die and mould making sections.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Editorial office</b>   | <p>Dipl.-Ing. Helmut Damm, MBA (Editor-in-chief)<br/> Tel.: +49 89 99830-661<br/> helmut.damm@hanser.de</p> <p>Frank Pfeiffer<br/> frank.pfeiffer@hanser.de</p> <p>Martin Ricchiuti<br/> martin.ricchiuti@hanser.de</p> <p>Stefanie Kraus<br/> stefanie.kraus@hanser.de</p> |
| <b>Frequency</b>             | 4 times a year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                           |                                                                                                                                                                                                                                                                             |
| <b>Magazine format</b>       | DIN A4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                           |                                                                                                                                                                                                                                                                             |
| <b>Publication year</b>      | 31st year 2022                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                           |                                                                                                                                                                                                                                                                             |

## Circulation

|                            |                 |
|----------------------------|-----------------|
| <b>Total circulation</b>   | <b>18.427</b>   |
| Print run                  | 8.400*          |
| <b>Actual circulation</b>  | <b>8.253*</b>   |
| of which sold              | 548*            |
| of which abroad            | 285*            |
| archive and voucher copies | 147*            |
| <b>Circulation E-Paper</b> | <b>10.174**</b> |

## 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, 2020 to June 30, 2021

\*\*Publisher's statement: access to the E-Paper provided in return for payment (in particular corporate licenses, average values 2021).

## Volume analysis 2020

|                          |                  |
|--------------------------|------------------|
| Overall                  | 312 pages = 100% |
| Editorial section        | 252 pages = 81%  |
| Advertisement section    | 60 pages = 19%   |
| of which:                |                  |
| job- and opportunity ads | -                |
| Publisher's ads          | 15 pages = 5%    |
| Bound inserts            | -                |
| Loose inserts            | 1 piece          |

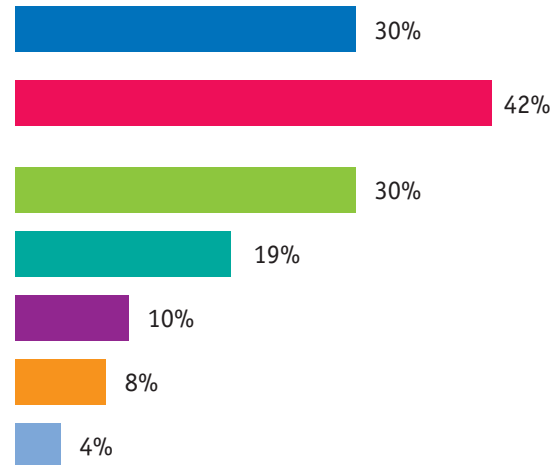
## Magazine content analysis of Editorial section 2020

|                                    |                   |
|------------------------------------|-------------------|
| Overall                            | 252 pages = 100 % |
| Specialist articles                | 175 pages = 70 %  |
| Branch/Association                 | 38 pages = 15 %   |
| Fair reports                       | 3 pages = 1 %     |
| Product introductions              | 15 pages = 6%     |
| Editorial, content, index, imprint | 21 pages = 8%     |



## Branches of industry / Target markets\*

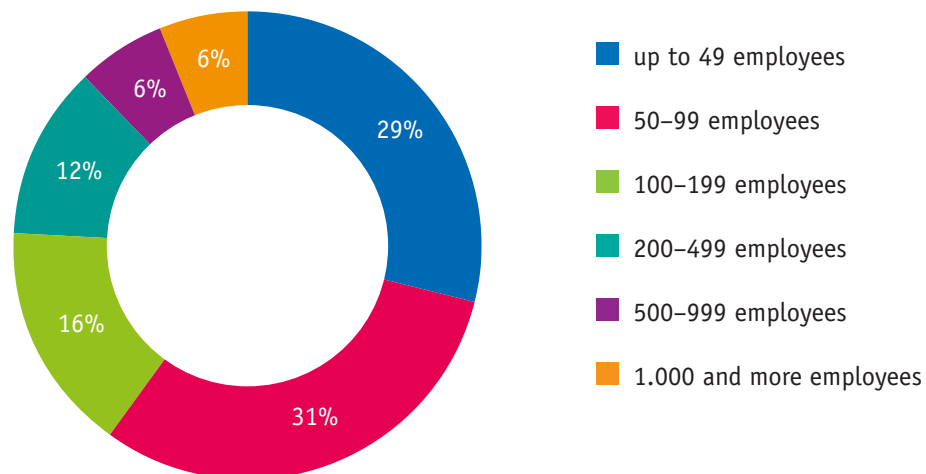
- Independent die and mould making companies
- Metal production and machining incl. production of high pressure die cast mould construction, incl. manufacture of forged, stamped, extracted and punched parts
- Production of plastic goods with integrated injection moulding
- Mechanical engineering
- Manufacture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



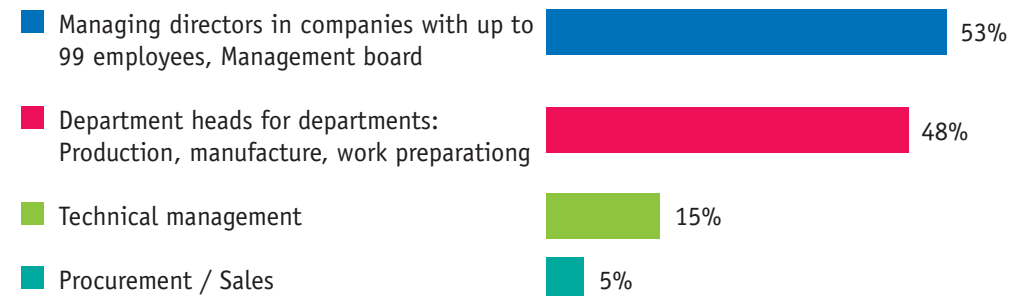
### Summary of the survey methodology:

1. Method: Dissemination analysis through file evaluation
2. Population: DCP 8.253 = 100 %
3. Sample: full census
4. The target of the investigation: deleted
5. Period of the study: August 2021
6. Execution of the study: Publisher

## FORM+Werkzeug is read in companies of all sizes\*



## All relevant departments read FORM+Werkzeug\*



\*Annual average of print editions (01.07.20 to 30.06.21); survey method: file evaluation

| Issue               | Closing dates                                                        | Topics                                                                                                                                                                                                                                                                  | Fairs/Exhibitions/Events 2022                                                                                                                                                  |
|---------------------|----------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1</b><br>March   | ED: 13.01.2022<br>BC: 02.02.2022<br>AC: 09.02.2022<br>PD: 03.03.2022 | Die and mould design; machine tools; precision tools; eroding; fine machining/finishing; clamping technology; automation; software tools; CAD/CAM/simulation; additive manufacturing<br><b>Focus: Standard components and hot runner technology</b>                     |                                                                                                                                                                                |
| <b>2</b><br>April   | ED: 04.03.2022<br>BC: 24.03.2022<br>AC: 31.03.2022<br>PD: 26.04.2022 | Standard components and hot runner technology; machine tools; precision tools; tool management; cooling lubricants; digital manufacturing; measurement technology; quality assurance<br><b>Focus: Additive manufacturing</b>                                            | <b>Control, Stuttgart, 03.–06.05.22</b><br><b>Kuteno, Rheda-Wiedenbrück, 10.–12.05.22</b><br><b>Rapid.Tech, Erfurt, 16.–18.05.22</b><br><b>Metav, Dusseldorf, 21.–24.06.22</b> |
| <b>3</b><br>August  | ED: 05.07.2022<br>BC: 27.07.2022<br>AC: 03.08.2022<br>PD: 26.08.2022 | Machine tools; precision tools; 5-axis machining; grinding; fine machining/finishing; eroding; measurement technology; CAD/CAM/simulation; standard components and hot runner technology<br><b>Focus: Machining</b><br><b>Special section: Swiss Quality Production</b> | <b>AMB, Stuttgart, 13.–17.09.22</b>                                                                                                                                            |
| <b>4</b><br>October | ED: 19.08.2022<br>BC: 09.09.2022<br>AC: 16.09.2022<br>PD: 11.10.2022 | Standard components and hot runner technology; die and mould design; machine tools; precision tools; clamping technology; eroding; 3D-print; CAD/CAM/simulation; digitale manufacturing<br><b>Focus: Injection moulding, stamping and forming mould making</b>          | <b>K, Dusseldorf, 19.–26.10.22</b><br><b>EuroBlech, Hanover, 25.–28.10.22</b><br><b>formnext, Frankfurt on the Main, 15.–18.11.22</b>                                          |

Subject to change.

| Format             | Width × Height (mm)                 | Price                     |
|--------------------|-------------------------------------|---------------------------|
| Title page         | 210 × 160<br>+ 3 mm trim only right | Fixed price<br>€ 6,090.-- |
| Indoor title       | 210 × 160<br>+ 3 mm trim            | € 5,000.--                |
| 2nd/4th Cover page | 210 × 297<br>+ 3 mm trim            | € 5,850.--                |
| 3. Cover page      | 210 × 297<br>+ 3 mm trim            | € 5,790.--                |
| 1 page             | 175 × 250                           | € 5,790.--                |
| Junior page        | 122 × 175                           | € 3,500.--                |
| 1/2 page           | 85 × 250<br>175 × 122               | € 3,300.--                |
| 1/3 page           | 55 × 250<br>175 × 80                | € 2,510.--                |
| 1/4 page           | 85 × 122<br>40 × 250<br>175 × 58    | € 1,740.--                |
| 1/8 page           | 85 × 58<br>175 × 28<br>40 × 122     | € 1,110.--                |

### Placement markup

Bindig placement 10%

### Color markup

Euroscale  
Special colors on request

### Impact special formats

on request

### Discounts

Discount for repetitions within 12 months  
(insertion year)

### Quantity scale

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

### Repetition scale

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

### Occasional ads

Job vacancies and casual ads  
1/1 page, 4c **€ 2,850.--**  
1/2 page, 4c **€ 1,550.--**  
mm-price 4c (per column, 40 mm wide): **€ 4.50**

### 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

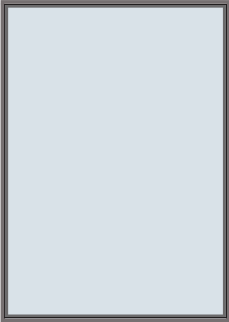
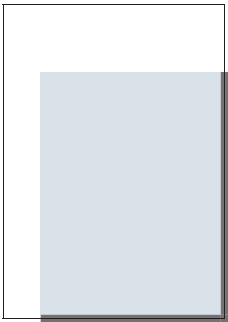
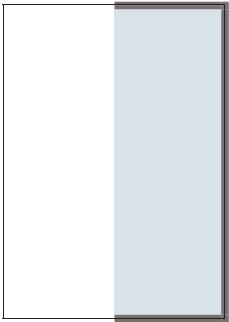
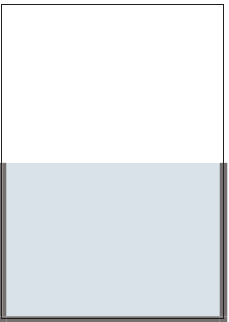
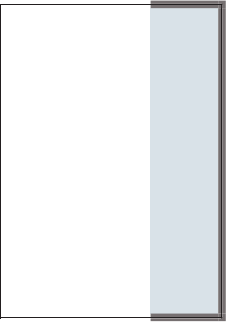
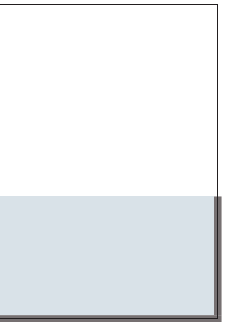
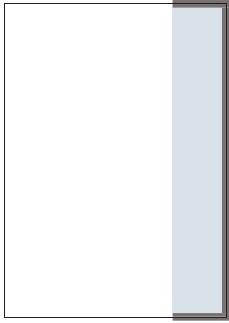
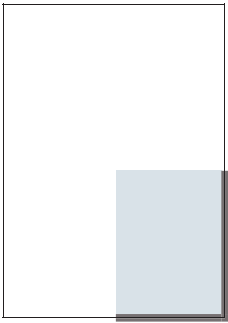
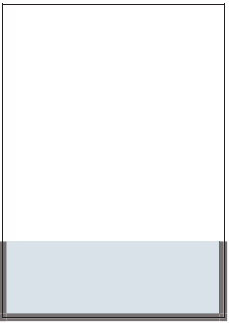
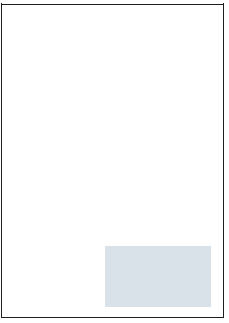
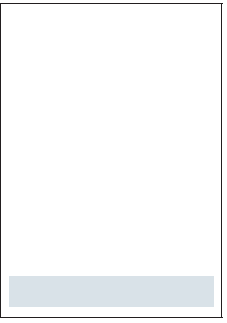
**Bank details:** Postbank Munich, Acct. no 77 97 46 800  
Bank code 700 100 80  
IBAN: DE71 7001 0080 0779 7468 00  
Swift Code: PBNKDEFF, Vat. no.: DE 129 735 021

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**



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

Display formats

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

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

## Bound inserts

2-page € 5,250.--  
4-page € 8,735.--

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 | 4 inserts |
|-----------|-----------|-----------|
| 5%        | 10%       | 15%       |

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

### Design note

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

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

## 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 FORM+Werkzeug.

**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

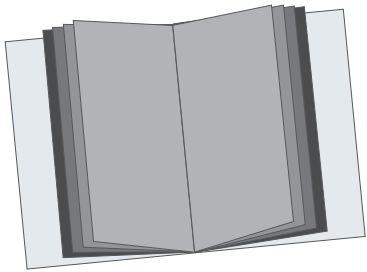
Free to our printer:  
L.N. Schaffrath GmbH & Co. KG DruckMedien  
Marktweg 42-50, 47608 Geldern  
including the accompanying delivery bill (part of the OC)

## Terms of payment and bank details

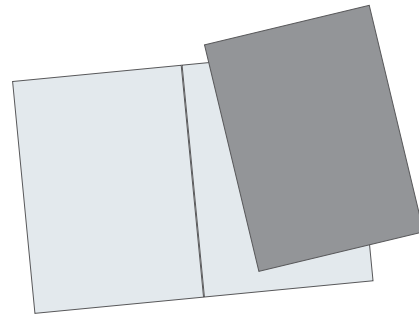
General payment term 30 days after invoice date net;  
for occasional ads 8 days after invoice date net.  
2% discount for payment within 8 days after invoice date.  
Place of payment: Munich

**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

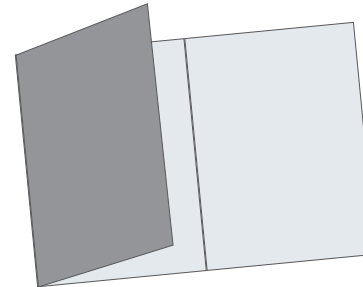
All rates are subject to Value Added Tax.



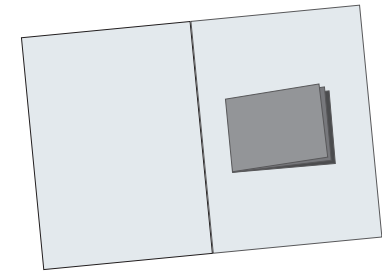
**Bound-in**



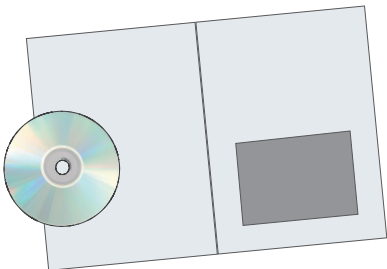
**Loose insert\***



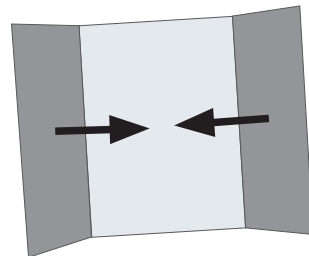
**Gate-Folder\***



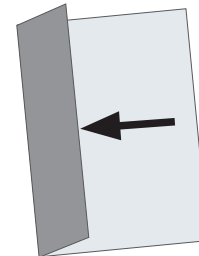
**Booklet\***



**Fixed enclosure\***  
(Sample Tip-on-cards, DVD, envelope)



**Dutch door\***



**Cover flaps\***

## Other special advertising formats on request

All advertising transactions are governed by our terms and conditions.  
All rates are subject to Value Added Tax.

\* Rates and availability on request.

For more information on special  
advertising formats, see:



[hanser-mediacentral.de/fachzeitschriften/anzeigenformate-print](https://hanser-mediacentral.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

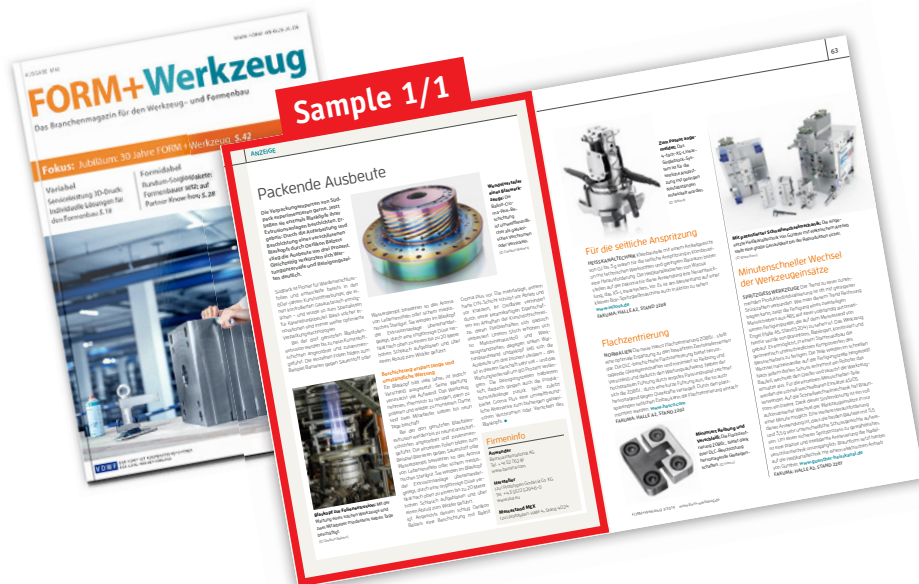
### Data transfer

**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 € 5,790.--



## Advertorial 1/2 page in 4c

Max. 2,000 signs + 1 image (300 dpi)  
Price € 3,300.--

You determine the content, scope and timing

Your  
Advertorial

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



## Web address

**www.form-werkzeug.de**

## Brief profile

**form-werkzeug.de: The portal with reach.**

Our monthly access figures average 36,300\* page impressions (IVW-checked). This puts **www.form-werkzeug.de** among the top German-language online portals for die and mould making.

**What you will find only with us? Our picture galleries!**

In our media library you will find photos that tell stories. The products-2go pictures have a permanent place in our pre-show reporting. When we are on site for you, our camera is always with you – and you get a look behind the scenes.

**Now let's be quick!** We think online reporting has to be fast. If we're on the road today, you'll usually find our reports online the following day – and whatever else flutters into our editorial offices ...

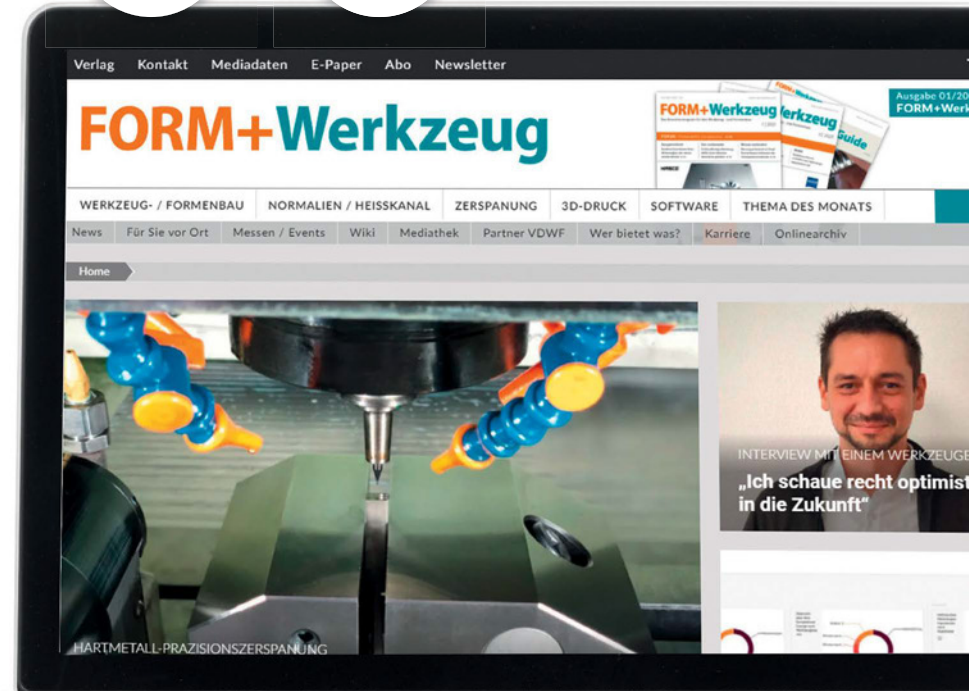
**Contents of form-werkzeug.de:**

- Selected technical articles from FORM+Werkzeug as a free download
- Case studies/interviews
- Database of companies and products ›Who offers what?‹
- Job market for experts and managers in the sector
- Landing pages for all trade fairs of the branch

## Target group

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

\*June until August 2021



Current access figures can  
be requested from:  
[romy.frueh@hanser.de](mailto: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 formats** JPG, PNG, GIF oder HTML5\*

**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

**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.form-werkzeug.de** und and for the **FORM+Werkzeug 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                                      | € 790.--                                |
| Vertical Rectangle                | In the content, position 6, 8 or 10                                         | 300 × 400                                      | € 790.--                                |
| Full Banner                       | In the content, position 5, 7 or 9                                          | 468 × 60                                       | € 750.--                                |
| Leaderboard                       | Exterior, position 1 or in the content, position 2 or 16                    | 728 × 90                                       | € 740.--                                |
| Billboard<br>(expanding possible) | In the content, position 2                                                  | 970 × 250<br>970 × 250 -> 400                  | € 1,250.--<br>(+ € 50.-- for expanding) |
| Wide Skyscraper*                  | Exterior, position 3a, 3b, 4a or 4b                                         | 160 × 600                                      | € 710.--                                |
| Sidekick Ad*                      | expanding Wide Skyscraper                                                   | 160 -> 400 × 600                               | € 1,100.--                              |
| (Double) Sitebar                  | Exterior, position 3a, 3b, 4a or 4b                                         | (2x) 300 × 600                                 | € 900.--/€ 1,400.--                     |
| Hockey Stick                      | Exterior, positions 1 and 4a,<br>background colouring as wallpaper possible | 728 × 90 + 160 × 600                           | € 1,250.--                              |
| Slide Channel                     | Hockey Stick with expanding (wide) Skyscraper                               | 728 × 90 + 160 -> 400 × 600                    | € 1,500.--                              |
| Fireplace Ad                      | Exterior, positions 1, 3a and 4a                                            | 160 × 600 left + right and<br>1,040 × 90 above | € 1,400.--                              |
| Skyline Ad                        | Exterior, positions 3a and 4a as well as in the content, position 2         | 2 × 160 × 600 + 970 × 250                      | € 3,150.--                              |
| Welcome Ad                        | Central above start page (layer)                                            | 640 × 480                                      | € 1,240.--/14 days                      |
| Banderole Ad                      | Central across the whole width (layer)                                      | 1,000 × 250                                    | € 1,550.--                              |



**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 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

**Position 5** Fullbanner

**Position 6** Medium Rectangle

**Native Ad Teaser 1**

**Native Ad Teaser 2**

**Native Ad Teaser 3**

**Vertical Rectangle**

**Native Ad Teaser 1**

**Native Ad Teaser 2**

**Native Ad Teaser 3**

**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**

**Native Ad Teaser 1**

**Native Ad Teaser 2**

**Native Ad Teaser 3**

**Vertical Rectangle**

**Native Ad Teaser 1**

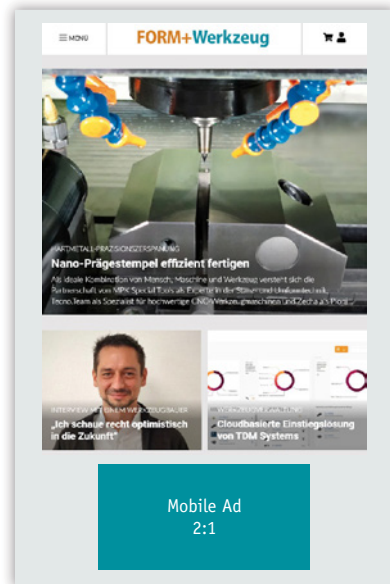
**Native Ad Teaser 2**

**Native Ad Teaser 3**

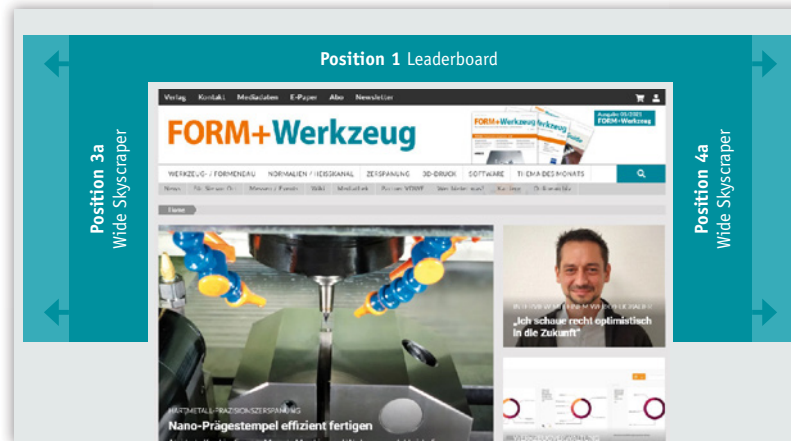
**Vertical Rectangle**



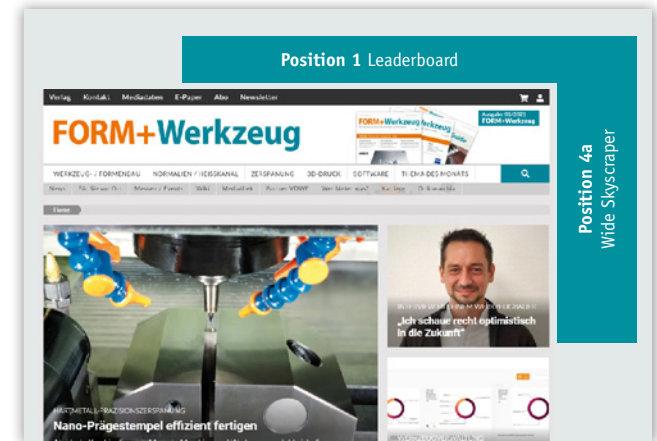
## Mobile Ad



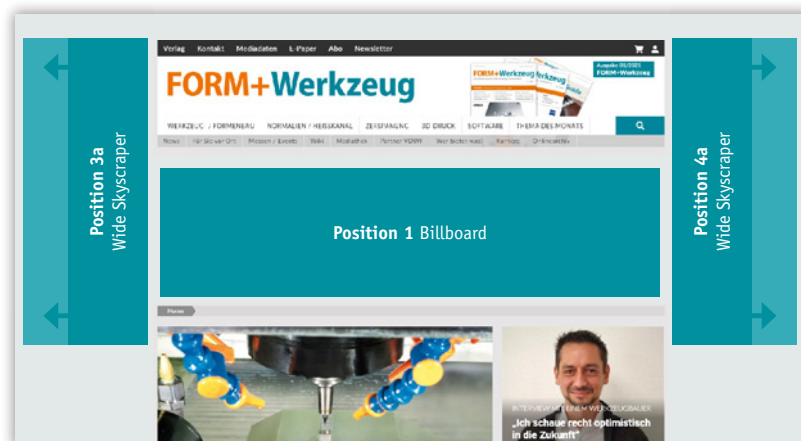
## Fireplace Ad



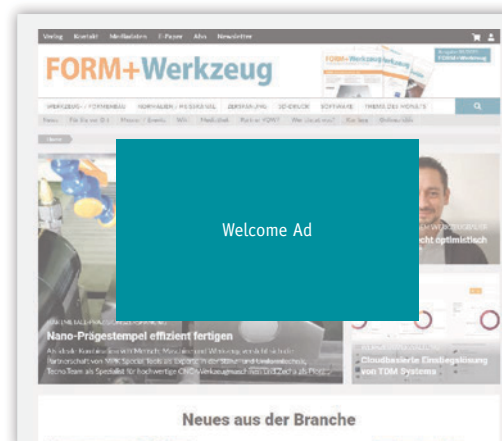
## Hockey Stick



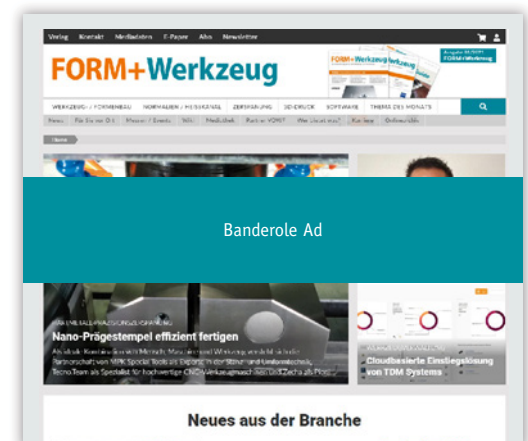
## Skyline Ad



## 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.form-werkzeug.de** and also everywhere on the Internet. This works because of our far branched partner network.

### Which package is right for you?

|                                         |                      |
|-----------------------------------------|----------------------|
| <b>Package 1</b> 50.000 Ad Impressions  | € 2,500.--* plus VAT |
| <b>Package 2</b> 100.000 Ad Impressions | € 4,500.--* plus VAT |
| <b>Package 3</b> 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.



\* In addition to your booked online-advertising on **www.form-werkzeug.de**

## In detail



Specialists consult our portal and receive a cookie as potential customers for your sector.



We subsequently rediscover the user on third party sites everywhere in the world wide web – on all types of devices.



We play back your advertising on the sites subsequently visited.



The user is directed to your website or to a special landing page.



## 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
- 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 advertisement

#### Runtime

Native Ad (article) » 1 Jahr  
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
- Backlinks strengthen the page rank of your own website

#### Price

€ 850.--



### NATIVE AD PREMIUM

#### in addition to NATIVE AD BASIC:

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

#### Price

€ 1,590.--

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.

|                                                   |                                                                                                                                                                                                                                           |
|---------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Company presentation</b>                       | Detailed company profile with logo, photos, video                                                                                                                                                                                         |
| <b>From the article to premium entry and back</b> | All editorial print and online articles about your company – from technical articles and news to product announcements and events – are linked to your premium entry. In this way, users find your company via the content or vice versa. |
| <b>Direct contact</b>                             | Company address, website and e-mail address as well as, if desired, additional personal contact data for departments and/or employees make it easier for the user to contact the company.                                                 |
| <b>Runtime</b>                                    | 12 months<br>(It renews for 1 year at a time unless cancelled 4 weeks prior to expiration).                                                                                                                                               |
| <b>Invoicing</b>                                  | annually in advance                                                                                                                                                                                                                       |
| <b>Price</b>                                      | € 550.-- / year                                                                                                                                                                                                                           |





## Qualified lead generation with system

Place yourself with your customers / our readers with high-quality information. With your application/problem-solving reports on **www.form-werkzeug.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 FORM+Werkzeug News

### Runtime

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

### Price

€ 1,350.--



## Attractive advertising in the FORM+Werkzeug newsletter

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

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

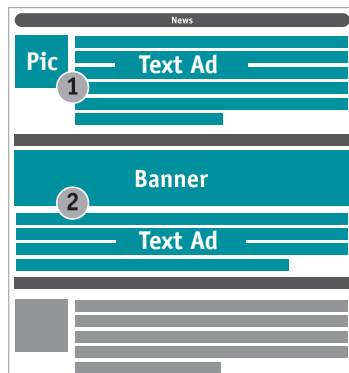
### Publication frequency

Weekly, wednesdays

### Ad formats and prices

- 1 Image    2 Banner + Text Ad € 600.--\*

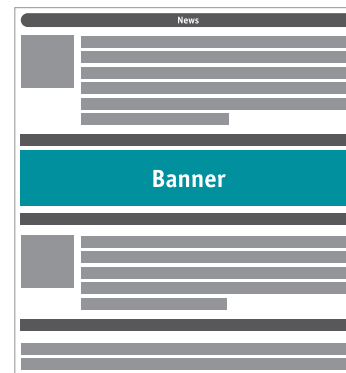
Image (150 × 150 pixels) or banner (560 × 100 pixels) incl. link to your website or another URL plus text (headline + max. 300 characters text)



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

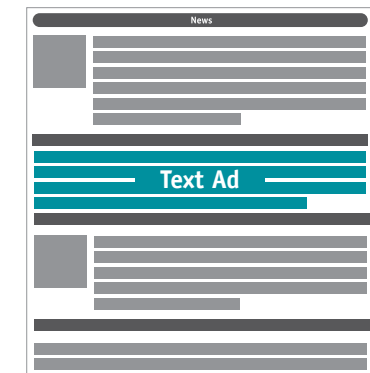
### Banner € 495.--\*

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



### Text Ad € 495.--\*

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



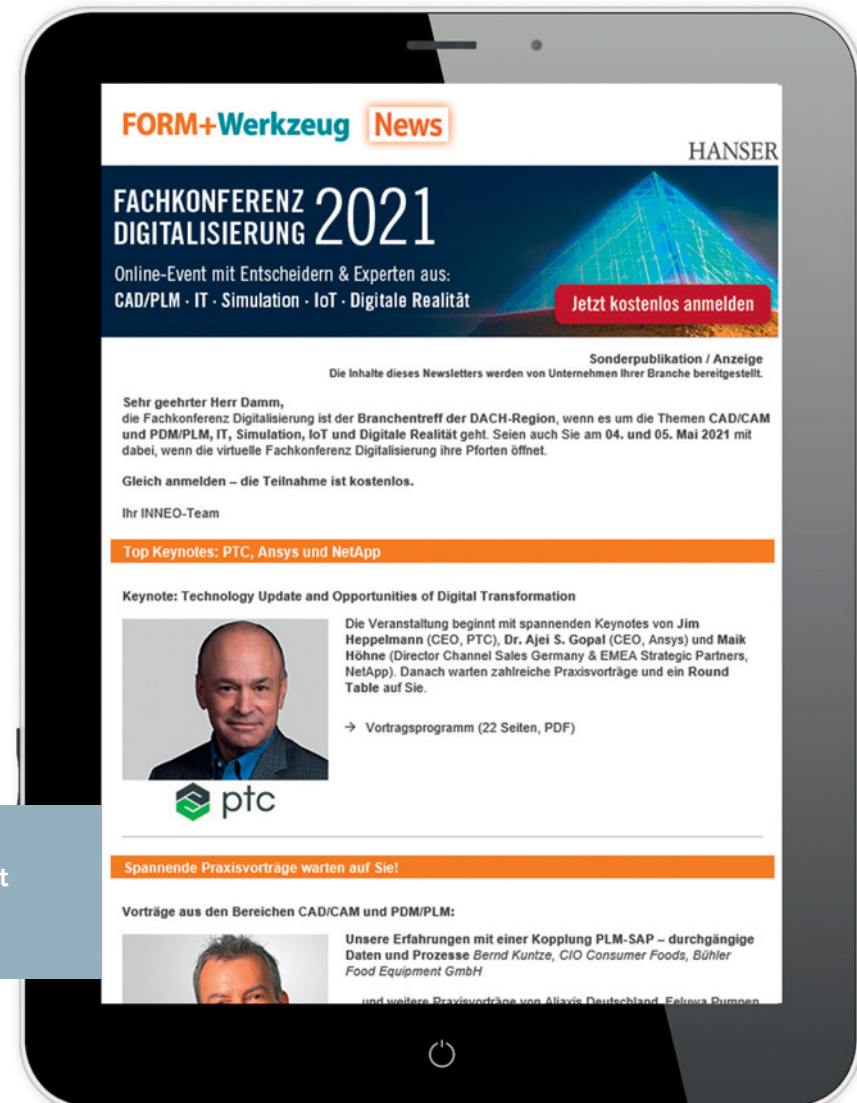
\* Rates are per mailing and exclusive of statutory VAT.

## Standalone-Newsletter – the exclusive advertising

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

|                      |                                                                                                                                                                                        |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Contents</b>      | Comprises 9 individually combinable elements                                                                                                                                           |
| <b>Services</b>      | Compilation of your Standalone newsletter and dispatch to the <b>FORM+Werkzeug newsletter</b> recipients.<br>Incl. linking to your homepage                                            |
| <b>Example</b>       | 1 Banner, 2 Product announcements, 1 Video teaser,<br>1 Whitepaper teaser, 3 News announcements,<br>1 Catalogue teaser and 1 Company portrait                                          |
| <b>Lead time</b>     | Your Standalone newsletter must be bindingly booked and confirmed by the publisher at least one week in advance of the publication date. Implementation will normally take 5 workdays. |
| <b>Dispatch date</b> | As per agreement                                                                                                                                                                       |
| <b>Price</b>         | € 2,600.--*                                                                                                                                                                            |

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



\* Rates are per mailing and exclusive of statutory VAT.



### Job market

## Looking for the best?

The job market at [www.form-werkzeug.de](http://www.form-werkzeug.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 <b>personalized address</b> by position/function | € 0.30 |
| + Industry sector                                          | € 0.34 |
| + Company size and / or regional delimitation              | € 0.38 |

|                                          |          |
|------------------------------------------|----------|
| <b>Selection flat rate</b>               | € 170.-- |
| <b>Minimum order value</b>               | € 475.-- |
| <b>Minimum purchase after adjustment</b> | 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](mailto:yvonne.hacker@hanser.de)

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

Fax: +49 89 99830-623

petra.dregger@hanser.de

## Offprint ›print‹

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 € 375.--\* (E. g. 2 pages, 100 copies)

## Offprint ›digital‹ (as 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 € 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.

The disseminators



Your special print could look like this!

## Germany

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71334 Waiblingen

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Fax: +49 7151 9222-60  
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Your contact persons:  
Peter Hüller, Lutz Roloff

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Fax: +49 89 99830-623  
helmut.damm@hanser.de

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