



# **MEDIA INFORMATION 2022**

Specialized media for joining, cutting and coating technology

www.dvs-media.eu

# **MEDIA INFORMATION 2022**

Specialized media for joining, cutting and coating technology

Content

# SCHWEISSEN und SCHNEIDENfrom page 4Editorial profile, circulation and distribution analysis6Scope and content analysis7Topics and dates8-9Advertising rates10-11Summary of the survey method of the receiver structure analysis12Recipient structure analysis13-14Brief version of the survey method of the distribution analysis15

WELDING and CUTTING	from page 28
Brief characteristics	30
Distribution / Distribution in Europe	31
Scope and content analysis	32
Topics and dates	33
Advertising rates	34 – 35

DER PRAKTIKER	from page 16
Editorial profile, circulation and distribution analysis	18
Scope and content analysis	19
Topics and dates	20 – 21
Advertising rates	22 – 23
Summary of the survey method of the receiver structure analysis	24
Recipient structure analysis	25 – 26
Brief version of the survey method of the distribution analysis	27

SCHWEISSEN und SCHNEIDEN	
DER PRAKTIKER	
WELDING and CUTTING	
Standard formats for advertisements	36
Data transfer / Data formats	37
The ABC of Joining - International Industry Guide	38 – 39

# Content

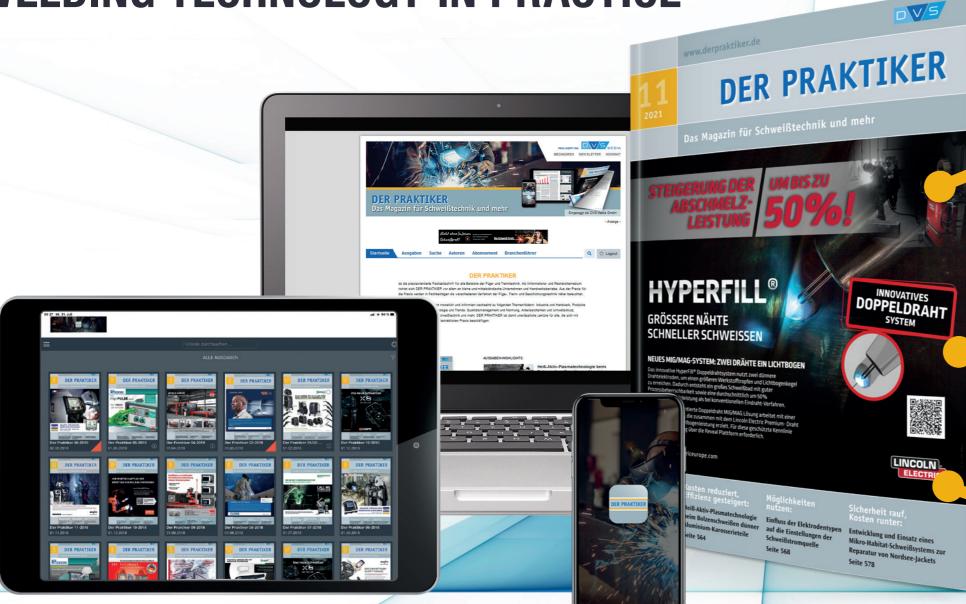
JOINING PLASTICS - FÜGEN VON KUNSTSTOFFEN	fror page 4
Editorial profile	4
Distribution / Distribution in Europe	4
Scope and content analysis	4
Topics and dates	4
Advertising rates	46 – 4
BUYER'S GUIDE	48 – 4
Newsletter	50 – 5

THERMAL SPRAY BULLETIN	from page 52
Editorial profile	54
Distribution / Distribution in Europe	55
Scope and content analysis	56
Topics and dates	57
Advertising rates	58 – 59
BUYER'S GUIDE	60 - 61

# JOINING PLASTICS - FÜGEN VON KUNSTSTOFFEN THERMAL SPRAY BULLETIN Standard formats for advertisements 62 Data transfer, data formats 63

Additional advertising opportunities	
HOME OF WELDING	64 – 78
The JobPortal of joining technology	79
Banner advertising	80 – 81
lahrbuch Schweisstechnik	82 – 83
DVS Magazin	84
DER SCHWEISSER	88
The Aluminium Suppliers Directory	86 – 91
Offprints	92 – 94
Further specialist literature	98
THE LEADING MEDIA	96
our contact at DVS Media GmbH	97

# WELDING TECHNOLOGY IN PRACTICE



83% sold circulation

Audited by IVW

Volume 74

# **Content:** Editorial profile, circulation and distribution analysis Scope and content analysis 19 Topics and dates 20 - 21Advertising rates 22 - 23KBrief version of the survey method for recipient structure 24 analysis Recipient structure analysis 25 - 26

Brief version of the survey

method for distribution analysis

27

### **DER PRAKTIKER**

### Editorial profile, circulation and distribution analysis

### **Editorial Profile:**

Technical trade journal from practice for practice in all the fields of skilled trades and industry. Editorial subjects: welding, cutting, brazing/soldering, adhesive bonding, spraying, heat treatment, destructive and non-destructive material testing, safety at work and health protection, design and fabrication in structural steel engineering, tank construction, pipeline construction, vehicle manufacture, mechanical engineering and electronics, material-related questions (ferrous as well as non-ferrous metals and plastics), corrosion protection, rationalisation (including robot utilisation) and economic viability questions, training, further education as well as exchange of experience.

Memberships:	Media Database of the German Trade Press
Organ:	Official organ of DVS – German Welding Society
Publisher:	DVS – German Welding Society
Editorial staff:	DiplIng. Christian Bothur (responsible)
Year: Publication frequency:	Volume 74, 2022 monthly
Publication/subject plan	see page 20 – 21
Subscription charges:	Annual subscription 126.50 €

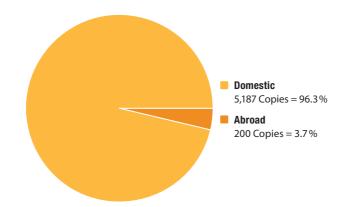
(Print + Digital)

plus postage costs

Circulation control	WISSEN, WAS ZÄHLT Geprüfte Auflage Klare Basis für den Werbemarkt
Circulation analysis:	Copies per issue on an annual average
	(July 1st, 2020 to June 30, 2021)
Print run	6,034 Copies
Actually circulated	
print run:	5,387 thereof abroad 200
	2,811 subscribed circulation
	2,353 thereof members copies
	2,219 other sold circulation
Sold circulation:	5,030 thereof abroad 174
Free copies:	358
	647 remaining, voucher and archive copies

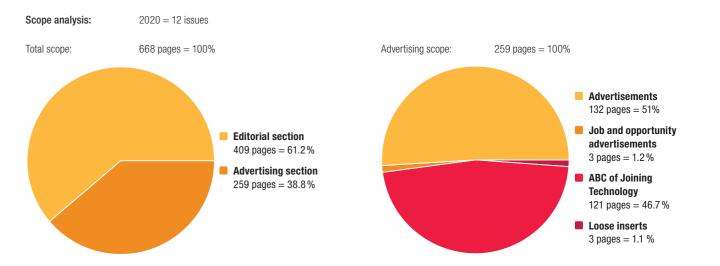
### Geographical distribution analysis:

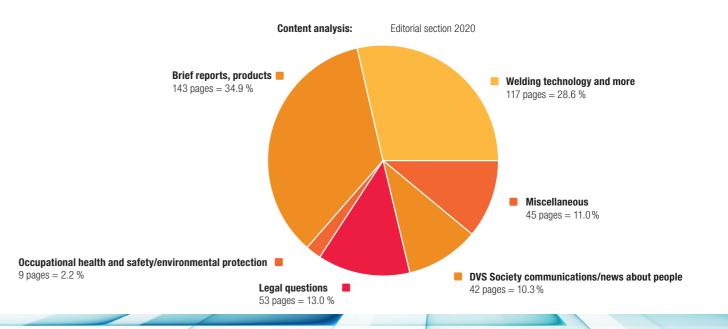
Actually circulated print run: 5,387 = 100% Proportion of the actually circulated print run



### **DER PRAKTIKER**

### Scope and content analysis





DER PRAKTIKER

Topics and dates

Issue/ Month	Dates	Main subject areas	Fairs, conferences and events
1/2 January/ February	Ad closing date: 12. January 2022 Printing material: 21. January 2022	<ul> <li>Orbital welding</li> <li>Arc welding processes (stud, plasma and gasshielded welding)</li> <li>Welding, cutting and coating with industrial robots and fully mechanized systems</li> </ul>	Pipeline Technology Conference 07.03. – 10.03.2022, Berlin/Germany BLE.CH – Technologiefachmesse für die Metall- und Stahlverarbeitung 08.03. – 10.03.2022, Bern/Switzerland
3 March	Ad closing date: 8. February 2022 Printing material: 18. February 2022	<ul> <li>Welding in plant and tank construction</li> <li>Destructive and non-destructive material testing</li> <li>Hard and soft soldering of metal and ceramics</li> </ul>	<b>WELDING</b> 05.04. – 07.04.2022, Kielce/Poland
<b>4</b> April	Ad closing date: 8. March 2022 Printing material: 18. March 2022	<ul> <li>Orbital welding</li> <li>Welding in maritime technology</li> <li>Thermal spraying and build-up welding in production and for repairs</li> <li>Use of electron and laser beams for joining, cutting and surface treatment of materials</li> </ul>	LASER World of PHOTONICS 26.04. – 29.04.2022, Munich/Germany 20. Tagung Schweißen in der maritimen Technik 27.04. + 28.04.2022, Hamburg/Germany ITSC – International Thermal Spray Conference and Exposition 04.05. – 06.05.2022, Vienna/Austria ELMIA Welding & Joining Technology 10.05. – 13.05.2022, Jönköping/Sweden HANNOVER MESSE 30.05. – 02.06.2022, Hanover/Germany
<b>5</b> May	Ad closing date: 12. April 2022 Printing material: 22. April 2022	<ul> <li>Arc welding processes (stud, plasma and gasshielded welding)</li> <li>Welding processing of high-alloy materials</li> <li>Quality management</li> </ul>	WIN EURASIA World of Industry 01.06. – 04.06.2022 Istanbul/Turkey FABTECH Canada 14.06. – 16.06.2022, Toronto/Canada Automatica 2022 21.06. – 24.06.2022, Munich/Germany wire und Tube 20.06. – 24.06.2022, Dusseldorf/Germany
6 June	Ad closing date: May 10, 2022 Printing material: May 20, 2022	<ul> <li>Soldering in connection technology</li> <li>Material behavior when welding and cutting with thermal and water jet processes</li> <li>Welding in combination with other joining processes</li> <li>Automation through robots and sensors when joining and cutting</li> </ul>	LÖT 2022 21.06. – 23.06.2022, Aachen/Germany SurfaceTechnology GERMANY 21.06. – 23.06.2022, Stuttgart/Germany METAV 21.06. – 24.06.2022, Dusseldorf/Germany

# DER PRAKTIKER

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Issue/ Month	Dates	Main subject areas	Fairs, conferences and events
7 July	Ad closing date: June 07, 2022 Printing material: June 15, 2022	Joining of material combinations	
8 August	Ad closing date: July 12, 2022 Printing material: July 22, 2022	<ul> <li>Calculation and simulation in joining technology</li> <li>Industry 4.0</li> <li>Possible uses of welding power sources</li> </ul>	ROBOTER 2022 06.09. + 07.09.2022, Fellbach/Germany AMB – Internationale Ausstellung für Metallbearbeitung 13.09. – 17.09.2022, Stuttgart/Germany
9 September	Ad closing date: August 09, 2022 Printing material: August 19, 2022	<ul> <li>Welding, soldering and gluing for lightweight constructions</li> </ul>	DVS CONGRESS 2022 19.09. – 21.09.2022, Koblenz/Germany ALUMINIUM - Weltmesse & Kongress 27.09. – 29.09.2022, Dusseldorf/Germany- WELDING – Internationale Ausstellung für Schweißtechnik 03.10. – 07.10.2022, Brünn/Tschechien
10 October	Ad closing date: September 20, 2022 Printing material: September 23, 2022	<ul> <li>Exhibition edition EuroBLECH with PocketGuide welding technology</li> <li>Economic efficiency in welding production</li> <li>Occupational health and safety and environmental protection in welding and cutting technology</li> <li>Qualification of operations and staff</li> </ul>	EuroBLECH – Internationale Technologie- messe für Blechbearbeitung 25.10. – 28.10.2022, Hanover/Germany Formnext 2022 15.11. – 18.11.2022, Frankfurt/Germany
11 November	Ad closing date: October 11, 2022 Printing material: October 21, 2022	<ul> <li>Manufacturing processes and means of production</li> <li>Automation through robots and sensors when joining and cutting</li> <li>Devices, additives and auxiliary materials for gas-shielded welding</li> </ul>	India Essen Welding & Cutting 23.11. – 25.11.2022, Mumbai/India Tube India 23.11. – 25.11.2022, Mumbai/India
12 December	Ad closing date: November 15, 2022 Printing material: November 25, 2022	<ul> <li>Report on the DVS CONGRESS 2022</li> <li>Requirements for welded joints</li> <li>Welding regulations</li> </ul>	including supplement WALL CALENDAR 2023

# DER PRAKTIKER

### Advertising rates 41 valid from January 1st, 2020

Format	Type area Width x Height in mm	with bleed Width x Height in mm*	Basic rates b/w	2-coloured	3-coloured	4-coloured
Front cover	_	210 × 185	_	-	-	5,980
First or Last cover page	-	210 × 297	3,820	4,210	4,600	4,870
Back cover	-	210 × 204	3,840	4,230	4,620	4,890
2/1 pages	362 × 247	420 × 297	5,820	6,210	6,600	6,870
1/1 page	181 × 247	210 × 297	3,640	4,030	4,420	4,690
Juniorpage	119 × 170	133 × 187	2,270	2,660	3,050	3,320
1/2 page, horizontal 1/2 page, vertical	181 × 123 90 × 247	210 × 148 105 × 297	1,820	2,210	2,600	2,870
1/3 page, horizontal 1/3 page, vertical	181 × 82 57 × 247	210 × 99 71 × 297	1,250	1,445	1,640	1,795
1/4 page, horizontal 1/4 page, vertical	181 × 62 90 × 123	210 × 74 105 × 148	915	1,110	1,305	1,460
Classified ads / job applications						
Millimeter price with a	column width of 57 mm		6.20			
Box Number Fee			6,50			

<sup>\*</sup> plus 3 mm bleed on all sides

All prices are in EURO and do not include the currently valid VAT rate.

Format: DIN A4 (210 mm wide x 297 mm high)

4 (210 mm wide x 297 mm high) Different ad formats will be billed in millimeters.

**Type area:** 181 mm wide x 247 mm high, 3 columns per 57 mm

Are you looking for specialists in welding technology? Are you looking for a new job?

Our JobPortal, which we operate in cooperation with StepStone, makes your search easier, because it only deals with jobs related to welding, joining, cutting and coating.

Further information on prices & formats can be found on page 79



# **DER PRAKTIKER**

### Advertising rates 41 valid from January 1st, 2020

Surcharges:				Loose inserts:	Domestic circulation up to 25 g € 350 %	<b>‰</b>
Colour surcharge:	1/1 and 1/2 page	1/3 page and sn	naller		postal charge incl.	
per standard colour	390 €	195 €			higher weights on request	
four-coloured	1,050 €	545 €			max. format: 195 mm wide x 285 mm h	nigh
per special colour:	525 €	525 €			Affixed reply cards to advertisements	
					or loose inserts € 180 ‰*	
Bleed surcharge:	180 €					
					Loose inserts cannot be discounted.	
Placement surcharge:	10 % on the b/w b	asic ad rate				
					Free delivery to:	
	No discounts on al	I surcharges			D+L Printpartner	
					Schlavenhorst 10, 46395 Bocholt, Gern	many
Series discounts:	For advertisement	s published within	12 months		P +49 2871 24 66-0	
	for 3 repeats or 1.	5 pages	5 %		Delivery date: by the 25th of the previous	us month.
	for 6 repeats or 3	pages	10 %		A sample is requested from the advertise	sing
	for 12 repeats or 6	pages	15 %		department.	
	from 12 pages		20 %			
	Discounts for mult	i-year contracts or	request.	Advertorial:	The ideal addition to your classic advert	tising with an
					editorial-like background. You provide to	ext/image
Bound-in-inserts:	2 pages (paper up	to 115 g/m2)	4,050 €		material, we adapt the layout to the mag	gazine design:
	2 pages (paper up	to 170 g/m2)	5,040 €			
	4 pages (paper up	to 115 g/m2)	6,140 €		2/1 pages, 4c	
	4 pages (paper up	to 170 g/m2)	7,620 €		(10,000 Characters incl. spaces)	6,870
	Size: 216 mm wide	x 305 mm high in	cl. 3 mm		1/1 page, 4c	
	milled edge, 5 mm	head trim, 3 mm o	outside,		(5,000 Characters incl. spaces)	4,690
	3 mm base.					
					1/2 page horizontal, 4c	
Discount:	2 Bound-in-inserts				(2,000 Characters incl. spaces))	2,870
	3 Bound-in-inserts	3 10 %				
	6 Bound-in-inserts	3 15 %				

Technical information on ad formats, printing material and data transfer can be found on the pages 36 – 37.

# Summary of the survey method of the recipient structure analysis.

### 1. Investigation method:

Recipient structure analysis through written survey - sample survey

### 2 Description of the recipients at the time of data collection:

### 2.1. Condition of the file:

In the recipient file, the addresses of all recipients are recorded on EDP. Based on the existing postal information, the file can be sorted by postcode or domestic and foreign recipients

### 2.2. Total number of recipients in the file

8,905

### 2.3. Total number of changing recipients

-

### 2.4. Structure of recipients at the start of the survey:

Ou dotal o or rooipionto at the otal t or the	ou. roy.	
Recipients in the file, copies sold	8,610	
Recipients in the file permanent free copies	295	
	8,905	
Promotional copies	300	
actual circulation	9,205	
of which domestic	8,883	
of which abroad	322	

### 3. Description of the investigation:

### 3.1. Population (proportion examined):

Population		9,205	=	100 %
not included:				
Promotional copies	300			
Recipients abroad	322	622	=	6.8 %
The investigation represents recipients		8,583	=	93.2%

### 3.2. Day of the sample drawing:

May 13, 2009

### 3.3. Description of the sample survey:

Simple random selection, starting with the random number 4 every 13th address  $\,$ 

Initial samples (questionnaire sent) Questionnaire cannot be delivered by post Bookstores / libraries	343 cases 0 cases 3 cases	= 100 % = 0 % = 0.8 %
Gross sample Failures	343 cases	= 100 %
Questionnaire not returned	99 cases	= 28.9 %
Questionnaire returned empty	0 cases	= 0 %
Net sample (exhaustion)	244 cases (evaluable c	

### 3.4 Target person of the investigation:

First recipient

### 3.5. Definition of the reader:

not applicable

### 3.6. Period of investigation:

Period of investigation:

Sending out the questionnaire to the total sample: June 22, 2009. Reminder letter (in some cases with the questionnaire attached again): June 29, 2009 and July 13, 2009. The cut-off date for the acceptance deadline for returns that were included in the evaluation was August 20, 2009.

### 3.7. Implementation of the investigation:

publishing company

This study corresponds to the current version of the ZAW framework for advertising media analyzes in terms of its design, implementation and reporting.

### **DER PRAKTIKER**

### Recipient structure analysis

### Sectors/branches of the economy/specialist fields/occupational groups

DER PRAKTIKER is distributed in all sectors of the economy where welding technology is used in manufacturing and repair work.

Department/	Recipient groups	Proportion of the actually circulated print run	
group/ class	(according to the classification of the branches of the economy)	%	Copies
36, 35, 5–7	Energy industry, water supply and mining	7.1	511
20, 19.2	Chemical industry and mineral oil processing	4.8	346
22	Plastics processing	0.6	43
24	Metal production and metal processing	8.9	639
25.1	Manufacture of steel and light metal structures	22.0	1,582
25.2	Boiler and tank construction	10.1	727
28	Mechanical engineering	14.3	1,028
29	Manufacture of cars and their parts	1.8	130
30.9	Road vehicle construction (without cars)	1.2	86
35.1	Shipbuilding	1.2	86
30.2	Rail vehicle construction	1.8	129
30.3	Aircraft and spacecraft construction	1.8	129
26.51.2, 26, 27, 26.51.3	Electronics, precision mechanics and optics	1.2	86
41 – 43	Building trade	6.0	431
46.9	Wholesale trade	4.8	345
85, 72	Science, research and teaching	8.3	596
71	Technical advice and planning (especially architectural and engineering offices)	2.4	172
	No information	1.7	122
	Actually circulated print run	100	7,188

### Recipient structure analysis

### Size of the economic unit

Position in the business

	Proportion of the actually circulated print run	
	%	Copies
1 – 19 Employees	32.1	2,307
20 – 49 Employees	19.6	1,409
50 – 299 Employees	24.4	1,754
300 and more Employees	20,8	1,496
No information	3.1	222
	100	7,188

# Proportion of the actually circulated print

	run copies	
	%	Copies
Proprietor, member of the board or managing director	33.9	2,437
Plant or works manager	5.4	389
Head of technical department	10.7	769
Head of commercial department	1.2	86
Plant engineer or welding engineer	20.8	1,495
Welding technologist, welding specialist or foreman	11.9	855
Welding instructor, welding shop foreman or welder	4.2	302
Technical clerk	4.2	302
Teacher at a university or a technical teaching institute	1.2	86
Others	6.5	467
No information	0	0
	100	7,188

### School education vocational training

	Proportion of the actually circulated print run	
	%	Copies
University of technology or university	14.3	1,028
Specialist, engineering or technical college	36.3	2,611
Miscellaneous vocational college	3.6	258
Foreman's qualification test	33.3	2,394
Welding training (according to DVS guidelines)	6.0	432
Concluded technical training	3.0	215
Concluded commercial training	1.8	129
Miscellaneous vocational training	1.2	86
No training	0,5	35
No information	0,0	0
	100	7,188

### Age

No information

	print run	
	%	Copies
Up to 29 years	3.6	258
30 - 39 years	10.1	726
40 - 49 years	41.7	2,998
50 - 59 years	29.8	2,142
60 years and older	13.7	985

1.1

100

Proportion of the actually circulated

79

7,188

### **DER PRAKTIKER**

### Brief version of the survey method for the distribution analyse

### 1. Investigation method:

Distribution analysis through file evaluation total survey

### 2 Description of recipients at the time of data collection:

### 2.1. Condition of the file:

The addresses of all recipients are recorded in the EDP in the recipient file. The file is structured according to domestic and foreign recipients. The addresses of the domestic recipients are sorted by postcode, the foreign recipients by country.

### 2.2. Total number of recipients in the file:

12,218

### 2.3. Total number of changing recipients:

### 2.4. Structure of recipients at the start of the survey: Recipients in the file number of copies sold 5,967

Recipients in the file permanent free pieces	384
	6,351
Promotional copies	682
Actually circulated print run	6,506
of which domestic	6,297
of which abroad	209

### 3. Description of the investigation:

### 3.1. Population (proportion examined)

Population not included:		6,506	=	100 %
Promotional copies	682			
Recipients abroad	209	891	=	13.7 %
The investigation represents rec	ipients	5,615	=	86.3 %
of the total population				

### 3.2. Day of the file evaluation:

August 27, 2018

### 3.3. Description of the database:

The evaluation is based on the overall file. The proportions determined for distribution in Germany and abroad were projected onto the actual circulation as an annual average according to AMF item 17.

### 3.4. Target person of the investigation:

Not applicable

### 3.5. Definition of the reader:

Not applicable

### 3.6. Period of investigation:

August 2018

### 3.7. Implementation of the investigation:

Publishing house

**SCHWEISSEN** ""SCHNEIDEN

### DER PRAKTIKER



### Standard formats for advertisements

### **SCHWEISSEN SCHNEIDEN**

Preferred data carrier / data transfer:

We-Transfer: www.wetransfer.com

anzeigen@dvs-media.info

files, provided they are not embedded in the document.

# DER PRAKTIKER

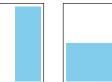


### Data transfer/Data formats

### Type area

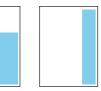


1/2 vertical 90 mm wide 247 mm high





1/2 horizontal Juniorpage 181 mm wide 119 mm wide 123 mm high 170 mm high



1/3 vertical 57 mm wide 247 mm high



1/3 horizontal 181 mm wide 82 mm high



1/4 horizontal 1/4 horizontal 90 mm wide 181 mm wide 123 mm high 62 mm high



1/8 page 90 mm wide 62 mm high

Preferred data formats:

We recommend the delivery of PDF / X-3 or PDF / X-4 data. Open data (e.g. InDesign, QuarkXpress, etc.) should be avoided. The file must be printable, i. H. all fonts used must be embedded, halftone images require a resolution of 300 dpi. line art at least 600 dpi.

Please ensure that all fonts, logos and graphics (300 dpi) used are supplied as

### Colours:

Printing colours (CMYK) according to ISO 12647-2 (PSO), special colours are possible in consultation. For conversion and control of the color space (ICC Colour Management) reference is made specifically to the standard offset profiles of the ECI. (The "ISO Coated v2 (ECI)" profile can be obtained free of charge in the "ECI\_Offset\_2009" package at www.eci.org).

### Processing of image data

TIFF-, EPS- und JPEG-files

- The file names should not contain any spaces or special characters
- Please ensure sufficient bleed allowance (at least 3 mm)
- Other programs and data carriers on request

### Notes for a smooth transaction:

- Create black and white advertisements only in black and white or grayscale
- Mix colours only in cyan, magenta, yellow and black (process colours)
- The file names should not contain any spaces or special characters
- In parallel with the delivery of the data, please provide a printout of the advertisements so that the digital data can be checked
- For 4c ads, please send a proof
- When submitting data, quote the magazine and issue



1/1 page

181 mm wide

247 mm high

\*plus 3 mm bleed on all sides.



1/1 page 210 mm wide 297 mm high



1/2 vertical 105 mm wide 297 mm high



1/2 horizontal Juniorpage 210 mm wide 133 mm wide 148 mm high



187 mm high



1/3 vertical 71 mm wide 297 mm high



1/3 horizontal 210 mm wide 99 mm high



1/4 vertical 105 mm wide 148 mm high



1/4 hprizontal 210 mm wide 74 mm high







Front cover 210 mm wide 185 mm high plus 3 mm bleed



Last cover page **DER PRAKTIKER SCHWEISSEN und SCHNEIDEN** 210 mm wide 204 mm high plus 3 mm bleed



Last cover page **WELDING and CUTTING** 210 mm wide 297 mm high plus 3 mm bleed

### Special formats / special forms of advertising:

Let us know your requests for special formats and special forms of advertising. We are pleased to submit an offer.





### DER PRAKTIKER



ABC of Joining – **International Industry Guide** 

### **SCHWEISSEN** SCHNEIDEN

### DER PRAKTIKER



ABC of Joining -International Industry Guide

### The ABC of Joining - International Industry Guide

The advantages at a glance:



- ✓ **Something for everyone:** Organised topically into 13 main groups with more than 500 relevant keywords
- ☑ Everything a glance: Each entry encompasses the fi rm's complete postal address including its email and Internet addresses.
- ☑ Save costs: We offer you attractive graduated prices according to the number of
- ☑ One price three trade journals: You pay once per year and yourentry is included in a total of 16 issues month on month throughout the year.i
- ☑ Cross-border contacts: The publication in our journals in German and English makes it possible for you to establish contacts beyond Germany's borders too.

- ☑ In addition and free of charge: The entry at www.abc-der-fuegetechnik.de/en/ with a link to your homepage.
- ☑ Publication of your companies logo on our Internet site free of charge. Please send the logo (jpg-file) to: vanessa.wollstein@dvs-media.info.
- ☑ Possibility of beginning the entries every month (deadline: 15th of the previous month)



### Our online presence doubles the reach of your advertising

business partners manufacturers Marktet overview Suppliers service providers German English DER PRAKTIKER SCHWEISSEN UND SCHNEIDEN 6 main groups 830 keywords WELDING AND CUTTING 46 categories

www.abc-der-fuegetechnik.de/en

### Prices

The price for your entry is based on the number of keywords.

Number of keywords	Cost per annum/per keyword (EUR)*
1	145.00
2-5	128.00
6 – 10	113.00
from 11	100.00

<sup>\*</sup> The prices are subject to VAT

Not listed yet? **Small cost for big effect!** Do not hesitate to contact me.



# ADVERTORIAL & WHITEPAPER: YOUR ADVERTISEMENT IN EDITORIAL PACKAGING

Advertorial and Whitepaper are a popular means of presenting advertising in editorial packaging. HOME OF WELDING also offers you this opportunity.

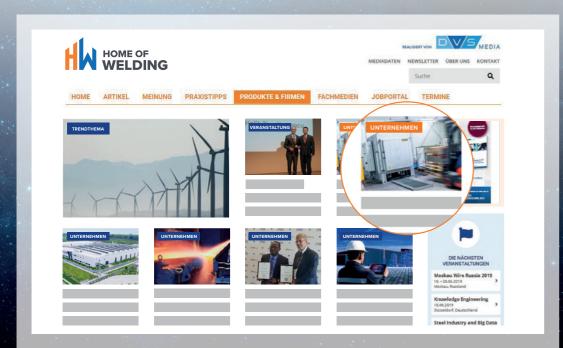
We publish your advertorial directly on the homepage on the day of publication, just like the other editorial content.

Later, your article is, for a specific period of time, listed in our chronological article overview "Advertorials".

### **Advertorial & Whitepaper**

- > 3 months perod:
- > 6 months period:
- > 12 months period:
- 990 € 1.690 €
- 2,590 €

### PRESENTATION OF YOUR ADVERTORIALS



# THE JOBPORTAL FOR JOINING TECHNOLOGY

Are you looking for specialists and managers who are familiar with joining technology? We reach the right target groups precisely with our cross-media jobportal.

- > Online: more than 6,000 trade visitors per month
- **> Print:** 5 different trade magazines for your precise target group approach
- > SCHWEISSEN UND SCHNEIDEN, DER PRAKTIKER, WELDING AND CUTTING, JOINING PLASTICS FÜGEN VON KUNSTSTOFFEN, THERMAL SPRAY BULLETIN
- you advertise via the DVS network in the environment of nearly 19,000 members.

### **ONLINE**

Publish your job advertisement

Online: in our industry portal HOME OF WELDING
Online: on the five websites of our specialist
magazines

OUR OFFER FOR YOU: **FÜGEN ONLINE:** Online-jobportal (30 days duration) 475.00 € (plus VAT)

### **PRINT + ONLINE**

Publish your job advertisement at a low package price

- > **Print:** in one of our trade magazines
- > Online: In our Job portal JOINING
- > **Optional Online:** At StepStone, one of the leading online-job platforms in Germany

# FÜGEN STARTER: 1/3 advertising page, 4c Option 1) + online-jobportal (30 days duration) 1,315 € (plus VAT) Option 2) + online-jobportal + StepStone (30 days duration) 2,135 € (plus VAT)







# **Banner advertising**

### SCHWEISSEN Und SCHNEIDEN

DER PRAKTIKER



www.thermal-spray-bulletin.info

www.abc-der-fuegetechnik.de/en

www.alu-lieferverzeichnis.de/en

www.tsb-bezugsguellen.de

# **Banner advertising**



# JOINING PLASTICS FÜGEN VON KUNSTSTOFFEN

DVS Media GmbH has greatly expanded its website and online offering and completely revised its design

### Why advertise online?

Banner advertisements increase awareness and promote image building. Use inexpensive online advertising where your target group is looking! The Internet has now become the leading medium for obtaining business information. According to the latest studies, more than 70% of decision-makers first get information online. (Online media disseminate information faster than traditional advertising media and usually reach a significantly larger readership.)

### Your advantage!

Via the various websites you can reach specialists and executives from welding, cutting and soldering technology, steel construction, structural engineering and bridge construction, mechanical engineering, in electrical engineering, in vehicle construction, aircraft construction and in the chemical industry.

### The Banners

Our offer includes 5 different banner formats (static / animated). With multiple occupancy of the banner spaces, the banners appear in rotation. We also offer you interesting placement options, perfectly tailored to your needs

- www.schweissenundschneiden.de www.fuegen-von-kunststoffen.de
- www.welding-and-cutting.info
- www.joining-plastics.info
- www.dvs-regelwerk.de
- www.derpraktiker.de
- www.joining-plastics-bzv.de/en
- www.verzeichnis.jahrbuch-schweisstechnik.de

### Request a non-binding offer today!

## File formats:

Static advertising media: jpg, gif, png Animated advertising material: swf, gif

Maximum file size: 80 KB

When delivering a flash banner, we recommend that you also send us an alternative graphic banner and the destination address. This graphic is displayed if Flash is not available or deactivated in the browser.

When creating the banner, please make sure that the target page must be opened in a new browser window.



### New magazine websites!

### Formats are as follows:



160 × 600 Pixel

### **Standard Banner**

 $468 \times 60$  Pixel

### **Large Banner**

1126 × 150 Pixel

It should be noted this is "responsive" is created, and must additionally supplied by the customer in the following formats:

Large Banner responsive Formate:

Banner Top L – Banner (946x150)

Banner Top M- Banner (706x150)

Banner Top S – Banner (526x150) Banner Top XS – Banner (468x150)

### Prices

We offer you graduated prices. The more views are booked, the cheaper it will be for you!!

Volumen/ Format	Standard Banner		
1,000 Views	85	170	290
10,000 Views	420	840	1,440
100,000 Views	2,100	4,200	7,195

<sup>\*</sup> The prices are subject to VAT.

### **Directory Pages:**

- www.abc-der-fuegetechnik.de/en
- www.dvs-regelwerk.de
- www.tsb-bezugsquellen.de/en
- www.alu-lieferverzeichnis.de/en
- www.joining-plastics-bzv.de/en
- www.verzeichnis.jahrbuch-schweisstechnik.de

# **Offprints**

# This is how you ignite the advertising turbo with your specialist articles ...

With your published article in one of our specialist magazines, you have given a visible sign of your professional competence. Use this effect to

really accelerate your marketing - with a special print in print or digital!

With printed special editions of your technical article, you are literally giving your expertise to customers or partners. And the printed offprints successfully complement your marketing measures at events. You can integrate the offprints in digital form into your website or conveniently send them by email. Whether print or digital: special prints protect you against copyright infringement. All publications and representations in our media are protected. With our offprint variants you can publish your contribution in a legally unobjectionable way.

We would be happy to make you an individual offer.



In printed form
Print run already from 100 copies
Including the permission to distribute your prints
Saddle binding

On request, practical eyelet binding for filing (surcharge: EUR 20)



### As a Prrint-PDF – digital

high-resolution print fi le in the PDF format For transmission to your own printing facility Unlimited print run Unrestricted reprinting right Including the permission to distribute your prints



### As an Internet PDF – digita

File format appropriate for the Web
For incorporation into your website or for dispatch by e-mail
Including permission to publish for the web and for distribution
Ideal in combination with print or print PDF



## **Offprints**



### Original title page

Pure competence
- You start with the original title page. A separate field draws attention to your article.
Alternatively, you can insert your own title picture or an advertisement.







### Corporate-title page

Individual designing
The title page corresponds to the corporate design of your company.

# Basic title page Gets directly to the point The special print is indicated as such merely

in the top margin

Letter der Franze

The control of th

### Advice + booking:

DVS Media GmbH Postfach 10 19 65, 40010 Düsseldorf Aachener Straße 172, 40223 Düsseldorf Martina Reintjens

**2** +49 211 1591-156

□ martina.reintjens@dvs-media.info

www.dvs-media.eu

### We offer these services in addition:

Page numbers as well as third-party advertisements and articles are removed.

Use the space which becomes free in order to place your own advertisement or contact data.

# **Offprints**



### The classic – as a print product (four-coloured)

- Including the permission to distribute your prints
- Print: four-colour Euroscala, paper: 135 g/m² picture print, matt, white
- Format: DIN A4 (front and back sides printed)
- On request, practical eyelet binding for filing (surcharge: EUR 20)

Auflage/Stück*									
Pagen	Verarbeitung	100	200	300	400	500	600	800	1,000
1	plano	206€	256€	296 €	304€	310€	316€	328 €	340€
2	plano	256€	310€	350€	362€	368€	374 €	386 €	398€
4	folded	394€	532€	584€	608€	620€	632€	656 €	680€
6	folded	524€	678€	798 €	828 €	850€	872 €	916 €	960€
8	saddle	632€	816€	864€	892€	936€	974 €	1.054 €	1.130 €
12	saddle	1,064 €	1,200€	1,264 €	1,320 €	1,366 €	1,416 €	1,516 €	1,616 €
16	saddle	1,416 €	1,472 €	1,536 €	1,594 €	1,658 €	1,718 €	1,838 €	1,958 €



### As a print PDF - digital

High-resolution print fi le in the PDF format Transmission to your own printing facility Unlimited print run Unrestricted reprinting right ncluding copyright for the distribution of your print materials

300 dpi printable	1 page	2 pages	3 pages	4 pages	from 5 pages
	500€	600€	700€	800€	900€



### As an Internet-PDF - digital

File format appropriate for the Web For incorporation into your website or for dispatch Including permission to publish for the web and for

Ideal in combination with print or print PDF

200 dpi Internet-PDF	1 page	2 pages	3 pages	4 pages	from 5 pages
	120€	160€	200€	240€	280€

All prices plus value added tax and shipping costs.

# **Further specialist literature**

### **Advertise with long-term effect in our specialist publications**

With these products you can reach the desired decision-makers not only without wastage, but also with a long-term effect. Our various, high-quality publications guarantee you direct access to the addressees that are relevant to you.

Take advantage of these decisive advantages for your company advertising!



**DVS-Reports** 

### Welding Practice

- Tips and advice for the practioner
- Basic knowledge of procedures



- Materials science
- Occupational safety

Summary of lectures at congresses, colloquia and special meetings

Focus on current and special topics



### **DIN-DVS-Paperbacks**

- contain all relevant technical regulations and documents for a subject or application area
- in the original text
- offer easy access to DIN standards as well as DVS information sheets and guidelines



### Posters and Wall planer

- in German and English
- "Everything at a glance"
- 365 days in the field of vision of your target group
- as a supplement in our specialist magazines SCHWEISSEN und SCHNEIDEN. DER PRAKTIKER und WELDING and CUTTING



### Series of Specialist Books on Welding **Technology**

- is dedicated to all areas of knowledge of welding technology and related processes
- stands for well-founded content at the highest technical and scientific level

SCHAFER # HANN

### **DVS-young professional promotion**

Support our DVS young professional promotion with your logo. For only EUR 350 you are present in a total of twelve issues, six each staggered in SCHWEISSEN und SCHNEIDEN and in DER PRAKTIKER..

<sup>\*</sup> For any other circulation, we will be happy to draft you an individual offer.

### THE LEADING MEDIA

### **Everything about the foundry and steel industry:**





### Indispensable for directly addressing decision-makers in key industries!





### Your contacts at DVS Media GmbH

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