



**SCHWEISSEN & SCHNEIDEN**



All advertising opportunities for Trade fair highlight of the year at a glance.

# MEDIA INFORMATION 2021

Specialized media for joining, cutting and coating technology

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Specialized media for joining, cutting and coating technology

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# DER SCHWEISSER

## Advertise where practitioners get information

The information service for the practitioner and more ...

### Editorial Profile:

With short and precise information, tips and hints for daily work, "DER SCHWEISSER" addresses the "welder on site" as well as the training and further education participants of the DVS educational institutions.

Our specialist editorial team puts its special focus on

- Presentation of the joining, cutting and coating processes
- Preparation and explanation of easily understandable technical terms
- Providing instructions on occupational safety
- Materials science
- Areas of application for certain welding processes
- Notes on working techniques

In addition, the readers can use quiz questions on the various subjects to check whether they are up to date with their knowledge.

**Publication frequency:** 6 times a year

February, April, June, August, October & December

**Print run:**

8,000 Copies

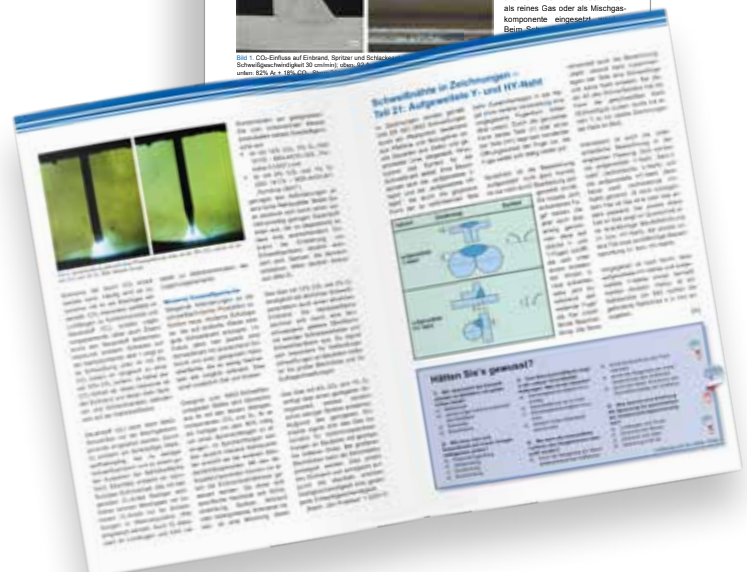
### Advertising formats

**Bar display:** 165 mm x 34 mm, 4-coloured, 945.00 €

**1/2 page horizontal:** 165 mm x 125 mm, 4-coloured, 2,625.00 €



[www.home-of-welding.com/der-schweisser](http://www.home-of-welding.com/der-schweisser)



# 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.

### 1 The classic – as a print product

- 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 20.00)

### 2 As a print PDF – digital

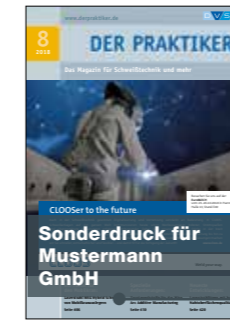
- High-resolution print file in the PDF format
- For transmission to your own printing facility
- Unlimited print run
- Unrestricted reprinting right
- Including the permission to distribute your prints

### 3 As an Internet PDF – digital

- 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.



**Head title page**  
Concise entry  
our article begins directly underneath the head title line of the trade journal.



**Basic title page**  
Gets directly to the point  
The special print is indicated as such merely in the top margin.

**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.

**Advice + booking:**  
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🌐 [www.dvs-media.eu](http://www.dvs-media.eu)

# Offprints

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

- in printed form
- 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 20.00)

Print run / quantity*									
Pages	Processing	100	200	300	400	500	600	800	1000
1	plano	206.00 €	256.00 €	296.00 €	304.00 €	310.00 €	316.00 €	328.00 €	340.00 €
2	plano	256.00 €	310.00 €	350.00 €	362.00 €	368.00 €	374.00 €	386.00 €	398.00 €
4	folded	394.00 €	532.00 €	584.00 €	608.00 €	620.00 €	632.00 €	656.00 €	680.00 €
6	folded	524.00 €	678.00 €	798.00 €	828.00 €	850.00 €	872.00 €	916.00 €	960.00 €
8	saddle	632.00 €	816.00 €	864.00 €	892.00 €	936.00 €	974.00 €	1,054.00 €	1,130.00 €
12	saddle	1,064.00 €	1,200.00 €	1,264.00 €	1,320.00 €	1,366.00 €	1,416.00 €	1,516.00 €	1,616.00 €
16	saddle	1,416.00 €	1,472.00 €	1,536.00 €	1,594.00 €	1,658.00 €	1,718.00 €	1,838.00 €	1,958.00 €

## 2 As a print PDF – digital

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

300 dpi printable	1 Page	2 Pages	3 Pages	4 Pages	from 5 Pages
	500.00 €	600.00 €	700.00 €	800.00 €	900.00 €

## 3 As an Internet PDF – digital

- 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

200 dpi Internet-PDF	1 Page	2 Pages	3 Pages	4 Pages	from 5 Pages
	120.00 €	160.00 €	200.00 €	240.00 €	280.00 €

All prices plus value added tax and shipping costs.  
 \* For any other circulation, we will be happy to draft you an individual offer.

# 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!



- Welding practice**
- Tips and advice for the practitioner
  - Basic knowledge of procedures
  - Materials science
  - Occupational safety

**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



**DVS-reports**

- Focus on current and special topics
- Summary of lectures at congresses, colloquia and special meetings



**Posters and wall planners**

- 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

**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.



# THE LEADING MEDIA

Everything about the foundry and steel industry:



Indispensable for directly addressing decision-makers in key industries!



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