

Media Information 2020

DER PRAKTIKER – The Magazine for welding technology and more

www.derpraktiker.de



WISSEN, WAS ZÄHLT
Geprüfte Auflage
Klare Basis für den Werbemarkt



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Brief characteristics, editorial staff/publishing house, scope analysis and content analysis

1 Brief characteristics:

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

2 Memberships:

Media Database of the German Trade Press

3 Organ:

Official organ of DVS – German Welding Society

4 Publisher:

DVS – German Welding Society

5 Editorial staff:

Dipl.-Ing. Dietmar Rippegather (management)

Dipl.-Ing. Christian Bothur (responsible)

6 Advertisements:

Markus Winterhalter

7 Year:

Volume 72, 2020

Publication method:

monthly

8 Print run:

9,000 copies

9 Publication/**subject plan:**

see page 04 – 05

DVS Media GmbH

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Aachener Straße 172, 40223 Düsseldorf

+49 211 15 91-0

+49 211 15 91-150

www.dvs-media.eu

media@dvs-media.info

14 Subscription charges:

Annual subscription
(Print/Online/Mobile)
plus postage costs

121.00 €

15 Scope analysis in 2018

= 11 issues

Format of the journal:

DIN A4

Total scope:

726 pages = 100.0 %

Editorial section:

442 pages = 60.9 %

Advertising section:

284 pages = 39.1 %

of which

Advertisements

153 pages = 53.9 %

Job and opportunity advertisements

3 pages = 0.01 % of the

Bound inserts

0 pages = 0 % advertising

ABC of joining technology

131 pages = 46.1 % scope

Loose inserts

3 = 0.01 %

16 Content analysis of the editorial section in 2018

= 442 pages

Welding technology and more:

100 pages = 22.6 %

(fabrication, economic viability ...)

Technology and trends

92 pages = 20.8 %

Industry and skilled trades:

156 pages = 35.3 %

(brief reports, products ...)

Occupational health and safety/

environmental protection:

3 pages = 0.7 %

Legal questions

12 pages = 2.7 %

Standardisation/quality management:

51 pages = 11.6 %

Society communications/news about people:

68 pages = 15.3 %

Miscellaneous:

52 pages = 11.8 %

442 pages = 100.0 %



Issue / Month	Main subject areas	Fairs, conferences and events	Ad closing date
1 – 2/January – February	Use of electron and laser beam for joining Separation and surface treatment of materials Thermal spraying and build-up welding in production and for repairs Joining of material combinations	ROBOTER 2020, Conference and Exhibition February 12 – 13, 2020, Fellbach/Germany 4. Additive Manufacturing Forum March 11 – 12, 2020, Berlin/Germany	January 14, 2020
3/March	Additional materials and auxiliary materials for welding Orbital welding	wire – International Trade Fair „Wire and Cable“ March 30 – April 03, 2020, Düsseldorf/Germany Tube – International Trade Fair March 30 – April 03, 2020, Düsseldorf/Germany	February 11, 2020
4/April	Material behaviour during welding and thermal cutting Arc welding process (bolt, plasma and inert gas welding)	CUTTING WORLD April 28 – 30, 2020, Essen/Germany ELMIA Welding & Joining Technology May 12 – 15, 2020 Jönköping/Sweden	March 11, 2020
5/May	Hard and soft soldering of metal Application examples of welding, cutting and soldering technology Welding, cutting and coating with industrial robots and fully mechanized facilities	automatica 2020 June 16 – 19, 2020, Munich/Germany	April 15, 2020
6/June	Application examples of adhesive technology Insights into occupational safety, health and environmental protection in welding technology Welding in combination with other joining methods		May 13, 2020

7/July	Devices, additives and auxiliaries for gas-shielded arc welding Use of welding power sources Cost-effectiveness in welding production		June 5, 2020
8/August	Calculation and simulation in joining technology Industry 4.0		July 15, 2020
9/September	Preview of EuroBLECH fair Announcements from exhibitors; Application examples of welding, cutting and soldering technology Welding, soldering and bonding for lightweight constructions made of metallic and non-metallic materials	DVS CONGRESS 2020 - Annual Welding Conference 2020 September 14 – 16, 2020, Koblenz/Germany ALUMINIUM 2020 October 06 – 08, 2020, Düsseldorf/Germany	August 12, 2020
10/October	Edition for the EuroBLECH fair with PocketGuide welding technology Welding and cutting with industrial robots and fully mechanized facilities Use of sensors in joining and separation technology	EuroBLECH – International Sheet Metal Working Technology Exhibiton October 27 – 30, 2020, Hanover/Germany	September 16, 2020
11/November	Qualification of operation and personnel Manufacturing processes and production equipment Welding processing of high-alloyed materials		October 14, 2020
12/December	Report on the DVS CONGRESS 2020; weld inspection Welding rules; Devices, additional and Auxiliary materials for inert gas welding		November 11, 2020

Regular sections:

Industry and skilled trades (brief reports), introductions of products and services, safety at work and environmental protection, publications (book and software reviews), opinions (letters and comments), legal questions and verdicts, tips and instructions (tips for welders and corrosion questions), quality management / standardisation as well as society information: communications from DVS, personnel news and anniversaries, DVS forum (announcements of dates), welding technology and more

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

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

Basic rates: (black/white)	1/1 page	3,640.00 €
	1/2 page	1,820.00 €
	Juniorpage	2,270.00 €
	1/3 page	1,250.00 €
	1/4 page	915.00 €
	1/8 page	460.00 €
	1/16 page	250.00 €
	1/32 page	135.00 €

unusual size to inquiry

PR-Special: 1/1 page b/w (181 mm wide / 247 mm high) 3,600.00 €

Guaranteed positions are subject to a surcharge of 10 %

Special Positions:	Front cover, four coloured	5,980.00 €
	2 nd cover b/w	3,820.00 €
	3 rd cover b/w	3,820.00 €
	4 th cover b/w	3,840.00 €

Bleed surcharge: Size: 216 mm wide, 305 mm high € 180.00

Colour surcharge:	1/1 and 1/2 page	1/3 page and smaller
	per standard colour	390.00 € 195.00 €
	per special colour	525.00 € 525.00 €
	four-coloured	1,050.00 € 545.00 €

Series discounts: For advertisements published within 12 months

for 3 repeats or 1 1/2 pages	5 %
for 6 repeats or 3 pages	10 %
for 12 repeats or 6 pages	15 %

No discounts on all surcharges

Job-advertisement: Column-millimeter-price 7.00 € | Box number charge 6.50 €
Your job advertisement also appears for one month in the job market on the DVS websites.

additional possibilities for job offers on page 14 – 15

Bound-in-inserts:	2 pages (paper up to 115 g/m²)	4,050.00 €
	2 pages (paper up to 170 g/m²)	5,040.00 €
	4 pages	6,140.00 €

Size: 216 mm wide, 305 mm high
3 mm bleed difference round, 5 m headbleed

Discount:	2 Bound-in inserts	5 %
	3 Bound-in inserts	10 %
	6 Bound-in inserts	15 %

Loose inserts: Inland circulation up to 25 g 350.00 € %
postal charge incl.
max. format: 195 mm wide, 285 mm high
without discount

To be supplied free of all charges to our printer:
D+L Printpartner
Schlavenhorst 10, 46395 Bocholt
☎ +49 2871 2466-0

Terms of payment: 30 days after invoice date without discount
8 days after invoice date 2 % discount

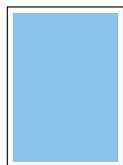
Bank details: Commerzbank AG, Düsseldorf
IBAN: DE91 3008 0000 0212 6151 00 | SWIFT-Code: DRESDEFF

Deutsche Bank AG, Düsseldorf,
IBAN: DE04 3007 0010 0155 7008 00 | SWIFT-Code: DEUTDEDD

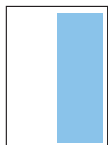


Standard formats for advertising

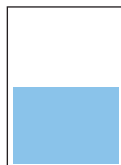
Type area



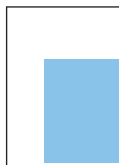
1/1 page
181 mm wide
247 mm high



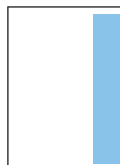
1/2 vertical
90 mm wide
247 mm high



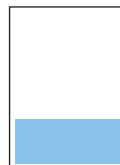
1/2 horizontal
181 mm wide
123 mm high



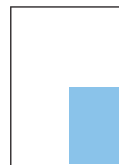
Juniorpage
119 mm wide
170 mm high



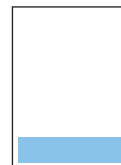
1/3 vertical
57 mm wide
247 mm high



1/3 horizontal
181 mm wide
82 mm high



1/4 vertical
90 mm wide
123 mm high



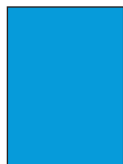
1/4 horizontal
181 mm wide
62 mm high



1/8 page
90 mm wide
62 mm high

with bleed

all formats plus 3 mm bleed difference round



1/1 page
210 mm wide
297 mm high



1/2 vertical
105 mm wide
297 mm high



1/2 horizontal
210 mm wide
148 mm high



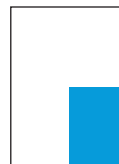
Juniorpage
133 mm wide
187 mm high



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 horizontal
210 mm wide
74 mm high



1/8 page
105 mm wide
74 mm high

Front cover:

210 mm wide, 185 mm high
plus 3 mm bleed right

4th cover:

210 mm wide
204 mm high

Data transmission:

- ✉ anzeigen@dvs-media.info
- We-Transfer

Please pay attention, that all fonts, logos and graphics used must also be delivered of the data

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.e. all fonts used must be embedded, halftone images require a resolution of 300 dpi line images at least 600 dpi.

Colours:

Printing inks (CMYK) according to ISO 12647-2 (PSO), special colours are possible on request. For conversion and control of the color space (ICC Color Management), special reference is made to the standard offset profiles of the ECI. (Free purchase of the profile „ISO Coated v2 (ECI)“; in the package „ECI_Offset_2009“; at www.eci.org).

Instruction for smooth processing:

- Prepare black-and-white advertisements only in black and white or grey shades
- Please mix colours only in cyan, magenta, yellow and black (process colours)
- The file name should not include any blanks or special characters
- Please send a printout of the file, so that the correctness of the data files can be checked
- In the case of 4c advertisements, please send a proof
- For the data transmission, please specify the journal and issue in question

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

DER PRAKTIKER is circulated in all the economic fields where welding technology is applied in fabrication and for repair work

Department/ group/ class	Recipient groups (according to the classification of the branches of the economy)	Proportion of the actually circulated print run	
		%	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	348
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	88
35.1	Shipbuilding	1.2	88
30.2	Rail vehicle construction	1.8	129
30.3	Aircraft and spacecraft construction	1.8	129
26.51.2, 26, 27,	Electronics, precision mechanics and optics	1.2	88
26.51.3			
41 – 43	Building trade	6.0	431
46.9	Wholesale trade	4.8	345
85, 72	Science, research and teaching	8.3	598
71	Technical advice and planning (especially architectural and engineering offices)	2.4	172
	No information	1.7	122
Actually circulated print run		100.0	7,188

20 Size of the economic unit

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

100.0 7,188

21 Position in the business

Proportion of the actually circulated print run
% 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
Miscellaneous	6.5	467
No information	0	0

100.0 7,188

22 Formal education/vocational training

Proportion of the actually circulated print run
% Copies

University of technology or university Specialist, engineering or technical college	14.3	1,028
Miscellaneous vocational college	36.3	2,611
Foreman's qualification test	3.6	258
Welding training (according to DVS guidelines)	33.3	2,394
Concluded technical training	6.0	432
Concluded commercial training	3.0	215
Miscellaneous vocational training	1.8	129
No training	1.2	86
No information	0.5	35
	0	0

100.0 7,188

23 Age

Proportion of the actually circulated 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
No information	1.1	79

100.0 7,188

The ABC of joining

One entry - three special magazines

Publication in:



Circulation:
6,000 copies
Frequency:
in 6 of 11 issues annual
Language: German



Circulation:
9,000 copies
Frequency:
in 6 of 11 issues annual
Language: German



Circulation:
8,000 copies
Frequency:
4 issues per annum
Language: English

The advantages at a glance:

- ☒ **Something for everyone:** Organised topically into 13 main groups with more than 500 key words
- ☒ **Unerring:** The clear structure guides the user quickly and accurately to the target
- ☒ **(Everything) at a glance:** Each entry includes the full company address including E-mail- and Internet-address
- ☒ **Translation contacts:** The publication in our magazines enables you to be contacted even beyond the borders of Germany
- ☒ **Save costs:** We offer attractive scale prices on the number of keywords
- ☒ **In addition and free:** The entry on the Internet at www.abc-der-fuegetechnik.de with your company logo and a link to your homepage

Start of entries is possible in each month. Deadline: 15th of previous month.

Structure

Organised topically into the following 13 main groups with more than 500 keywords:

- I Plant and equipment for joining, surfacing and cutting processes
- II Plant and equipment for heat treatment and other production processes (excluding thermal joining, coating and cutting))
- III General productions equipment, systems for computer aided manufacture, data processing, manual and automatic control engineering, automation
- IV Plant for production of filler materials and ancillaries
- V Workshop and workplace equipment, safety equipment, health and safety
- VI Accessories
- VII Filler materials
- VIII Ancillaries other than filler materials
- IX Measurement and testing technology (equipment and/or services)
- X Quality assurance, construction, consultancy (services)
- XI Sub-contracting (services)
- XII Organizations, education and training, research, information transfer, technical literature and regulations
- XIII Services

Your contact person:

Vanessa Wollstein



DVS Media GmbH
P. O. Box 10 19 65, 40010 Düsseldorf
☎ +49 211 15 91-152
☎ +49 211 15 91-150
✉ vanessa.wollstein@dvs-media.info
🌐 www.dvs-media.eu

Prices

The price of your entry depends 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

* The prices are subject to VAT.

Deadline for your
entries:
The 15th of
previous month

Now with improved Internet presence!

Your complete company entry including logo and linking to your homepage appears at www.abc-der-fuegetechnik.de and that **without any additional costs** whatsoever.

The new online presence doubles the range of your advertising measures.

Your contact person:
Vanessa Wollstein



DVS Media GmbH
P. O. Box 10 19 65, 40010 Düsseldorf
☎ +49 211 1591-152
☎ +49 211 1591-150
✉ vanessa.wollstein@dvs-media.info
🌐 www.dvs-media.eu





Jobsuche...

START

JOBPORTAL

FÜGETECHNIK

The job market for the branch.
www.home-of-welding.com/jobportal

We are happy to advise you!

Britta Wingartz | Vanessa Wollstein

P +49 211 15 91-155 /-152 | anzeigen@dvs-media.info

in cooperation with  StepStone

Are you looking for skilled employees and executives who are familiar with joining technology? With our cross-media JobPortal, we reach the right target groups precisely.

- ✓ Online: more than 6,000 visitors per month
- ✓ Print: 5 leading trade magazines for your precise target group approach
- ✓ SCHWEISSEN UND SCHNEIDEN, DER PRAKTIKER, WELDING AND CUTTING, JOINING PLASTICS, THERMAL SPRAY BULLETIN
- ✓ You advertise via the DVS network in the setting of about 19,000 members

Publish your job advertisement at a low package price:

- ✓ Print: in one of the trade journals (1/1 page, 1/2 page or 1/3 page)
- ✓ Online: in the JobPortal at www.home-of-welding.com/jobportal
- ✓ Online: on the five websites of our trade journals
- ✓ Online: at StepStone, our cooperation partner in Germany

PRINT + ONLINE

Our packages at a glance:



Joining Starter Kit:

Print: Ad size 1/3 page 4c

Online: JobPortal + StepStone (for 30 days)

1,315 € (ex. VAT)



Joining Business Kit:

Print: Ad size 1/2 page 4c

Online: JobPortal + StepStone (for 30 days)

1,670 € (ex. VAT)



Joining Professional Kit:

Print: Ad size 1/1 page 4c

Online: JobPortal + StepStone (for 30 days)

2,080 € (ex. VAT)

ONLINE

Our package at a glance:

Joining Online Kit:

Online: JobPortal (for 30 days)

475 € (ex. VAT)



Online Banner advertising on the DVS Media pages



DVS Media GmbH has greatly extended its Internet presence and the range on offer online and has completely revised the design of these.

Why advertise online?

By placing banner advertisement, you increase the awareness of your company and promote the building-up of your image. Make use of the cost-favourable online advertising where your target group is searching!

In the meantime, the Internet is the leading medium for the procurement of business information. According to the most recent studies, over 70 % of the decision-takers already obtain information online first of all. (Online media spread information more quickly than traditional advertising vehicles and, as a rule, reach a substantially wider readership while doing so.)

Your advantage!

Via the various DVS pages, you can reach specialists and managers not only from welding, cutting and brazing/soldering technology, structural steel engineering, building and bridge construction and mechanical engineering but also in electrotechnology, vehicle construction, aircraft construction, power station development and the chemical industry.

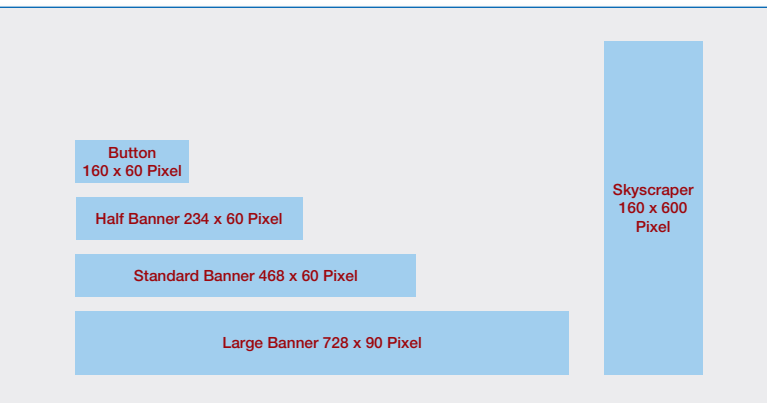
The banners

Our range on offer encompasses various banner formats (static/animated). If booked by multiple advertisers, banners will rotate. Moreover, we are offering you interesting placement possibilities, perfectly adapted to your needs:

- www.schweißenundschneiden.de
- www.welding-and-cutting.info
- www.joining-plastics.info
- www.dvs-regelwerk.de
- www.derpraktiker.de
- www.fuegen-von-kunststoffen.de
- www.thermal-spray-bulletin.info
- www.abc-der-fuegetechnik.de
- www.verzeichnis.jahrbuch-schweisstechnik.de
- www.tsb-bezugsquellen.de
- www.alu-lieferverzeichnis.de
- www.joining-plastics-bzv.de

Please request an offer this very day!

Formate:



File formats:

Static banner: jpg, gif, png
 Animated banner: swf, gif

Maximum data size: 80 KB

In case of delivery of a flash banner, we advise to attache also an alternative graphic banner as well as the landing page. This graphic displayed, if flash does not exist or is disabled in the browser.

When you create the banner make sure that the landing page is opened in a new browser window

Prices:

We offer you scale prices. The more views, the cheaper it is for you!

Volumen / Format	Button	Half Banner	Standard Banner	Large Banner	Skyscraper
1.000 Views	28.00 €	42.00 €	85.00 €	170.00 €	290.00 €
10.000 Views	140.00 €	210.00 €	420.00 €	840.00 €	1,440.00 €
100.000 Views	710.00 €	1,050.00 €	2,100.00 €	4,200.00 €	7,195.00 €



Marketing with specialist articles

Objective specialist articles are outstandingly suitable for supporting your corporate communication. Have an individual marketing and PR instrument with advertising impact produced at a favourable price and show neutral and targeted competence. Provide new stimuli for your marketing appearance - in accordance with the copyright.

Because, please bear in mind: All publications appearing in our trade journals as well as the presentation of the contents are protected by and subject to copyright. Therefore, we charge licensing fees for the publication of the articles. Without the agreement of the publishing house, this would constitute an infringement of the copyright.

We will 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: € 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

Advice + booking:

DVS Media GmbH
P.O. Box 101965, 40010 Düsseldorf
Aachener Straße 172, 40223 Düsseldorf

Martina Reintjens

☎ +49 211 1591-156

✉ martina.reintjens@dvs-media.info

🌐 www.dvs-media.eu



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

Your 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.

1

The classic – as a print product (four-colour)

- » 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: € 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
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