Media Information 2020

SCHWEISSEN UND SCHNEIDEN –
Technical journal for welding and allied processes

www.schweissenundschneiden.de
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<td>Our representatives</td>
</tr>
</tbody>
</table>
1 Brief Characteristics: Technical-scientific trade journal for welding, cutting and brazing/soldering technology, including the large number of peripheral fields. Editorial subjects: research and development, training, further education, exchange of experience, welding, cutting, brazing/soldering, adhesive bonding and allied processes, material-related questions (ferrous and non-ferrous metals, plastics as well as base and filler materials), calculation, design and fabrication in structural steel engineering, tank construction, apparatus engineering, vehicle manufacture and mechanical engineering, welding machines including robots and controllers, material testing (destructive and non-destructive) as well as safety at work and health protection.

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/responsible)

6 Advertisements: Markus Winterhalter

7 Year: Volume 72, 2020

8 Print run: 6,000 copies

9 Publication/subject plan: see page 04 – 05

DVS Media GmbH

PO Box 10 19 65, 40010 Düsseldorf
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 207.50 € (Print/Online/Mobile) plus postage costs

15 Scope analysis in 2018 = 11 issues

Format of the journal: DIN A4

Total scope: 924 pages = 100.0 %
Editorial section: 612 pages = 65.6 %
Advertising section: 312 pages = 34.4 %
of which
Job and opportunity advertisements 2 pages = 0.01%
Bound inserts 0 pages = 0%
ABC of joining technology 132 pages = 42.3 %
Loose inserts 3 pieces = 0.01%

16 Content analysis of the editorial section in 2018 = 612 pages

Management: 32 pages = 5.2 %
Experience from the economy and practice: 366 pages = 59.8 %
Events: 41 pages = 6.7 %
Standardisation: 25 pages = 4.1 %
New devices and machines Society communications/
news about people: 68 pages = 11.1 %
Miscellaneous: 51 pages = 8.3 %
612 pages = 100.0 %
<table>
<thead>
<tr>
<th>Issue / Month</th>
<th>Main subject areas</th>
<th>Fairs, conferences and events</th>
<th>Ad closing date</th>
</tr>
</thead>
</table>
| 1 – 2/ January/February | New findings about resistance welding  
Use of robots and sensors for joining, cutting and coating  
Developments with regard to gas-shielded metal arc welding | 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 | Joining of materials using suitable additives and auxiliary materials  
Manufacturing processes and means  
Additive manufacturing of components by welding                                                  | wire – International Trade Fair „Wire and Cable“  
March 30 – April 03, 2020, Düsseldorf/Germany | February 11, 2020 |
| 4/April | Developments for the welding processing of high-alloy materials  
Application of welding and gluing  
Thermal separation | CUTTING WORLD  
April 28 – 30, 2020, Essen/Germany  
ELMIA Welding & Joining Technology  
May 12 – 15, 2020 Jönköping/Sweden | March 11, 2020 |
| 5/May | Use of soldering for joining materials  
Automation in welding, separating and coating technology  
fabrication  
Hybrid welding process | automatica 2020  
June 16 – 19, 2020, Munich/Germany | April 15, 2020 |
| 6/June | Developments of laser and electron beams for welding and cutting  
Quality assurance and use of test procedures in joining technology  
Welding in installation engineering and tank construction | | May 13, 2020 |
| 7/July | Additive manufacturing and coating by means of welding  
Welding of material compounds  
Simulation, calculation and designing in welding technology | | June 5, 2020 |
<table>
<thead>
<tr>
<th>Date</th>
<th>Content</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/August</td>
<td>Developments in gas-shielded metal arc welding</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Productivity increase and quality assurance through process control</td>
<td></td>
</tr>
<tr>
<td></td>
<td>during welding</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Welding guidelines</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Findings on occupational safety, health and environmental protection</td>
<td></td>
</tr>
<tr>
<td></td>
<td>in welding technology</td>
<td></td>
</tr>
<tr>
<td>9/September</td>
<td>Preview on EuroBLECH Trade Fair</td>
<td>DVS CONGRESS 2020 Annual Welding Conference 2020</td>
</tr>
<tr>
<td></td>
<td>Application examples of welding and cutting technology</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Economic development of the market for welding and cutting equipment</td>
<td>ALUMINIUM 2020</td>
</tr>
<tr>
<td></td>
<td>and additives</td>
<td></td>
</tr>
<tr>
<td>10/October</td>
<td>EuroBLECH Trade Fair Issue</td>
<td>EuroBLECH – International Sheet Metal Working Technology Exhibiton</td>
</tr>
<tr>
<td></td>
<td>including PocketGuide</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Manufacturing processes and materials</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Basic materials and development of filler materials</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Networking and industry 4.0 in welding and cutting technology</td>
<td></td>
</tr>
<tr>
<td>11/November</td>
<td>Welding, soldering and bonding for lightweight structures made of</td>
<td></td>
</tr>
<tr>
<td></td>
<td>metallic and non-metallic materials</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Joining of aluminium, magnesium, titanium; beam welding processes</td>
<td></td>
</tr>
<tr>
<td>12/December</td>
<td>Report on the DVS CONGRESS 2020</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Special welding procedures:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ultrasonic welding, hybrid joining and friction welding</td>
<td></td>
</tr>
</tbody>
</table>

Regular sections:

News, from companies, reports, publications (books, journals, software and standards), events as well as society information (society communications, personnel news and anniversaries and DVS forum)
**Advertising Rates 52** valid from January 1st, 2020

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

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

**Basic rates:**  
<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
<th>(black/white)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>3,600.00 €</td>
<td></td>
</tr>
<tr>
<td>1/2 page</td>
<td>1,800.00 €</td>
<td></td>
</tr>
<tr>
<td>Juniorpage</td>
<td>2,260.00 €</td>
<td></td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,220.00 €</td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>905.00 €</td>
<td></td>
</tr>
<tr>
<td>1/8 page</td>
<td>450.00 €</td>
<td></td>
</tr>
<tr>
<td>1/16 page</td>
<td>240.00 €</td>
<td></td>
</tr>
<tr>
<td>1/32 page</td>
<td>125.00 €</td>
<td></td>
</tr>
</tbody>
</table>

**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 €  
2nd cover b/w 3,780.00 €  
3rd cover b/w 3,780.00 €  
4th cover b/w 3,800.00 €

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

**Colour surcharge:**  
<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
<th>(black/white)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 and 1/2 page</td>
<td>390.00 €</td>
<td></td>
</tr>
<tr>
<td>1/3 page and smaller</td>
<td>195.00 €</td>
<td></td>
</tr>
<tr>
<td>per standard colour</td>
<td>525.00 €</td>
<td></td>
</tr>
<tr>
<td>per special colour</td>
<td>525.00 €</td>
<td></td>
</tr>
<tr>
<td>four-coloured</td>
<td>1,050.00 €</td>
<td></td>
</tr>
<tr>
<td>four-coloured</td>
<td>545.00 €</td>
<td></td>
</tr>
</tbody>
</table>

**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:**  
<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
<th>(black/white)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 pages (paper up to 115 g/m²)</td>
<td>4,050.00 €</td>
<td></td>
</tr>
<tr>
<td>2 pages (paper up to 170 g/m²)</td>
<td>5,040.00 €</td>
<td></td>
</tr>
<tr>
<td>4 pages</td>
<td>6,140.00 €</td>
<td></td>
</tr>
</tbody>
</table>

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

**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 €  
postage 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

Front cover:
210 mm wide, 185 mm high
plus 3 mm bleed right

4th cover:
210 mm wide
204 mm high

New Advertising Formats
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
SCHWEISSEN UND SCHNEIDEN reports on the results of development and research papers from all fields of industry as well as from industry-free institutes. Furthermore, the journal provides information about experience with regard to the application of welding technology in practice - in structural steel engineering, building and bridge construction, mechanical engineering, electrotechnology, vehicle manufacture, aircraft manufacture, reactor construction as well as the chemical industry. This information is supplemented by topical reports on new developments as well as on economic questions.

<table>
<thead>
<tr>
<th>Department/group class</th>
<th>Recipient groups (according to the classification of the branches of the economy)</th>
<th>Proportion of the actually circulated print run</th>
</tr>
</thead>
<tbody>
<tr>
<td>36, 35, 5–7</td>
<td>Energy industry, water supply and mining</td>
<td>4.4</td>
</tr>
<tr>
<td>20, 19.2</td>
<td>Chemical industry and mineral oil processing</td>
<td>3.8</td>
</tr>
<tr>
<td>24</td>
<td>Metal production and metal processing</td>
<td>10.0</td>
</tr>
<tr>
<td>25.1</td>
<td>Manufacture of steel and light metal structures</td>
<td>8.1</td>
</tr>
<tr>
<td>25.2</td>
<td>Boiler and tank construction</td>
<td>5.6</td>
</tr>
<tr>
<td>28</td>
<td>Mechanical engineering</td>
<td>19.4</td>
</tr>
<tr>
<td>29</td>
<td>Manufacture of cars and their parts</td>
<td>1.9</td>
</tr>
<tr>
<td>30.9</td>
<td>Road vehicle construction (without cars)</td>
<td>1.3</td>
</tr>
<tr>
<td>35.1</td>
<td>Shipbuilding</td>
<td>3.1</td>
</tr>
<tr>
<td>30.2</td>
<td>Rail vehicle construction</td>
<td>2.5</td>
</tr>
<tr>
<td>30.3</td>
<td>Aircraft and spacecraft construction</td>
<td>2.5</td>
</tr>
<tr>
<td>45.2</td>
<td>Repair of motor vehicles</td>
<td>1.3</td>
</tr>
<tr>
<td>26.51.2, 26, 27, 26.51.3</td>
<td>Electronics, precision mechanics and optics</td>
<td>1.9</td>
</tr>
<tr>
<td>41 – 43</td>
<td>Building trade</td>
<td>1.3</td>
</tr>
<tr>
<td>46.9</td>
<td>Wholesale trade</td>
<td>5.6</td>
</tr>
<tr>
<td>72</td>
<td>Science, research and teaching</td>
<td>20.0</td>
</tr>
<tr>
<td>71</td>
<td>Technical advice and planning (especially architectural and engineering offices)</td>
<td>5.0</td>
</tr>
<tr>
<td></td>
<td>No information</td>
<td>2.3</td>
</tr>
</tbody>
</table>

Actually circulated print run: 100.0 | 4,525
## 20 Size of the economic unit

<table>
<thead>
<tr>
<th>Size of the Economic Unit</th>
<th>Proportion of the actually circulated print run</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – 19 employees</td>
<td>24.4</td>
<td>1,104</td>
</tr>
<tr>
<td>20 – 49 employees</td>
<td>16.3</td>
<td>738</td>
</tr>
<tr>
<td>50 – 299 employees</td>
<td>28.1</td>
<td>1,271</td>
</tr>
<tr>
<td>300 and more employees</td>
<td>28.8</td>
<td>1,303</td>
</tr>
<tr>
<td>No information</td>
<td>2.4</td>
<td>109</td>
</tr>
</tbody>
</table>

100.0 4,525

## 21 Position in the business

<table>
<thead>
<tr>
<th>Position in the Business</th>
<th>Proportion of the actually circulated print run</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proprietor, member of the board or managing director</td>
<td>23.1</td>
<td>1,045</td>
</tr>
<tr>
<td>Plant or works manager</td>
<td>8.1</td>
<td>367</td>
</tr>
<tr>
<td>Head of technical department</td>
<td>18.8</td>
<td>851</td>
</tr>
<tr>
<td>Head of commercial department</td>
<td>1.3</td>
<td>59</td>
</tr>
<tr>
<td>Plant engineer or welding engineer</td>
<td>20.0</td>
<td>905</td>
</tr>
<tr>
<td>Welding technologist, welding specialist or foreman</td>
<td>6.9</td>
<td>312</td>
</tr>
<tr>
<td>Welding instructor, welding shop foreman or welder</td>
<td>2.5</td>
<td>113</td>
</tr>
<tr>
<td>Technical clerk</td>
<td>1.9</td>
<td>86</td>
</tr>
<tr>
<td>Teacher at a university or a technical teaching institute</td>
<td>4.4</td>
<td>199</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>12.4</td>
<td>561</td>
</tr>
<tr>
<td>No information</td>
<td>0.6</td>
<td>27</td>
</tr>
</tbody>
</table>

100.0 4,525

## 22 Formal education/vocational training

<table>
<thead>
<tr>
<th>Formal education/vocational training</th>
<th>Proportion of the actually circulated print run</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of technology or university</td>
<td>39.4</td>
<td>1,783</td>
</tr>
<tr>
<td>Specialist, engineering or technical college</td>
<td>39.4</td>
<td>1,783</td>
</tr>
<tr>
<td>Miscellaneous vocational college</td>
<td>1.9</td>
<td>86</td>
</tr>
<tr>
<td>Foreman's qualification test</td>
<td>9.4</td>
<td>425</td>
</tr>
<tr>
<td>Welding training (according to DVS guidelines)</td>
<td>2.5</td>
<td>113</td>
</tr>
<tr>
<td>Concluded technical training</td>
<td>3.1</td>
<td>140</td>
</tr>
<tr>
<td>Concluded commercial training</td>
<td>1.3</td>
<td>59</td>
</tr>
<tr>
<td>Miscellaneous vocational training</td>
<td>1.3</td>
<td>59</td>
</tr>
<tr>
<td>No training</td>
<td>1.3</td>
<td>59</td>
</tr>
<tr>
<td>No information</td>
<td>0.4</td>
<td>18</td>
</tr>
</tbody>
</table>

100.0 4,525

## 23 Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Proportion of the actually circulated print run</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 29 years</td>
<td>6.3</td>
<td>285</td>
</tr>
<tr>
<td>30 – 39 years</td>
<td>13.8</td>
<td>624</td>
</tr>
<tr>
<td>40 – 49 years</td>
<td>30.6</td>
<td>1,385</td>
</tr>
<tr>
<td>50 – 59 years</td>
<td>33.1</td>
<td>1,498</td>
</tr>
<tr>
<td>60 years and older</td>
<td>16.2</td>
<td>733</td>
</tr>
<tr>
<td>No information</td>
<td>0.0</td>
<td>0</td>
</tr>
</tbody>
</table>

100.0 4,525
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
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☎ +49 211 1591-152
☎ +49 211 1591-150
✉ vanessa.wollstein@dvs-media.info
🌐 www.dvs-media.eu

Prices

The price of your entry depends on the number of keywords.

<table>
<thead>
<tr>
<th>Number of keywords</th>
<th>Cost per annum/per keyword (EUR)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>145.00</td>
</tr>
<tr>
<td>2 – 5</td>
<td>128.00</td>
</tr>
<tr>
<td>6 – 10</td>
<td>113.00</td>
</tr>
<tr>
<td>from 11</td>
<td>100.00</td>
</tr>
</tbody>
</table>

* The prices are subject to VAT.
The ABC of joining

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
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
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:**

<table>
<thead>
<tr>
<th>Joining Starter Kit:</th>
<th>Joining Business Kit:</th>
<th>Joining Professional Kit:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print: Ad size 1/3 page 4c</td>
<td>Print: Ad size 1/2 page 4c</td>
<td>Print: Ad size 1/1 page 4c</td>
</tr>
<tr>
<td>Online: JobPortal + StepStone (for 30 days)</td>
<td>Online: JobPortal + StepStone (for 30 days)</td>
<td>Online: JobPortal + StepStone (for 30 days)</td>
</tr>
<tr>
<td>1,315 € (ex. VAT)</td>
<td>1,670 € (ex. VAT)</td>
<td>2,080 € (ex. VAT)</td>
</tr>
</tbody>
</table>

**ONLINE**

**Our package at a glance:**

<table>
<thead>
<tr>
<th>Joining Online Kit:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online: JobPortal (for 30 days)</td>
</tr>
<tr>
<td>475 € (ex. VAT)</td>
</tr>
</tbody>
</table>
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 encopasses 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:

- Button 160 x 60 Pixel
- Half Banner 234 x 60 Pixel
- Standard Banner 468 x 60 Pixel
- Large Banner 728 x 90 Pixel
- Skyscraper 160 x 600 Pixel

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 attach also an alternative graphic banner as well as the landing page. This graphic is 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!

<table>
<thead>
<tr>
<th>Volumen / Format</th>
<th>Button 160 x 60 Pixel</th>
<th>Half Banner 234 x 60 Pixel</th>
<th>Standard Banner 468 x 60 Pixel</th>
<th>Large Banner 728 x 90 Pixel</th>
<th>Skyscraper 160 x 600 Pixel</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.000 Views</td>
<td>28.00 €</td>
<td>42.00 €</td>
<td>85.00 €</td>
<td>170.00 €</td>
<td>290.00 €</td>
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<tr>
<td>10.000 Views</td>
<td>140.00 €</td>
<td>210.00 €</td>
<td>420.00 €</td>
<td>840.00 €</td>
<td>1,440.00 €</td>
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<tr>
<td>100.000 Views</td>
<td>710.00 €</td>
<td>1,050.00 €</td>
<td>2,100.00 €</td>
<td>4,200.00 €</td>
<td>7,195.00 €</td>
</tr>
</tbody>
</table>
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.

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)

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

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:

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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
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.
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)

<table>
<thead>
<tr>
<th>Pages</th>
<th>Processing</th>
<th>100</th>
<th>200</th>
<th>300</th>
<th>400</th>
<th>500</th>
<th>600</th>
<th>800</th>
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<tbody>
<tr>
<td>1</td>
<td>plano</td>
<td>€ 206,00</td>
<td>€ 256,00</td>
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<td>€ 1.958,00</td>
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</table>

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

<table>
<thead>
<tr>
<th>300 dpi</th>
<th>1 Page</th>
<th>2 Pages</th>
<th>3 Pages</th>
<th>4 Pages</th>
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<tbody>
<tr>
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<td>€ 700,00</td>
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<td>€ 900,00</td>
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</table>

All prices plus value added tax and shipping costs.

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

<table>
<thead>
<tr>
<th>200 dpi Internet-PDF</th>
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<th>2 Pages</th>
<th>3 Pages</th>
<th>4 Pages</th>
<th>ab 5 Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€ 120,00</td>
<td>€ 160,00</td>
<td>€ 200,00</td>
<td>€ 240,00</td>
<td>€ 280,00</td>
</tr>
</tbody>
</table>

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Contact persons: Markus Winterhalter ✉ markus.winterhalter@dvs-media.info
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Britta Wingartz ✉ britta.wingartz@dvs-media.info
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