

Media Information 2020

SCHWEISSEN UND SCHNEIDEN –
Technical journal for welding and allied processes

www.schweissenundschneiden.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-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
- Publication method:** monthly
- 8 **Print run:** 6,000 copies
- 9 **Publication/
subject plan:** see page 04 – 05

DVS Media GmbH

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☎ +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	29	pages = 4.8 %
Society communications/ news about people:	68	pages = 11.1 %
Miscellaneous:	51	pages = 8.3 %
	612	pages = 100.0 %



Issue / Month	Main subject areas	Fairs, conferences and events	Ad closing date
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 Tube – International Trade Fair 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

8/August	<p>Developments in gas-shielded metal arc welding</p> <p>Productivity increase and quality assurance through process control during welding</p> <p>Welding guidelines</p> <p>Findings on occupational safety, health and environmental protection in welding technology</p>		July 15, 2020
9/September	<p>Preview on EuroBLECH Trade Fair</p> <p>Application examples of welding and cutting technology</p> <p>Economic development of the market for welding and cutting equipment and additives</p>	<p>DVS CONGRESS 2020 Annual Welding Conference 2020</p> <p>September 14 – 16, 2020, Koblenz/Germany</p> <p>ALUMINIUM 2020</p> <p>October 06 – 08, 2020, Düsseldorf/Germany</p>	August 12, 2020
10/October	<p>EuroBLECH Trade Fair Issue including PocketGuide</p> <p>Manufacturing processes and materials</p> <p>Basic materials and development of filler materials</p> <p>Networking and industry 4.0 in welding and cutting technology</p>	<p>EuroBLECH – International Sheet Metal Working Technology Exhibiton</p> <p>October 27 – 30, 2020, Hanover/Germany</p>	September 16, 2020
11/November	<p>Welding, soldering and bonding for lightweight structures made of metallic and non-metallic materials</p> <p>Joining of aluminium, magnesium, titanium; beam welding processes</p>		October 14, 2020
12/December	<p>Report on the DVS CONGRESS 2020</p> <p>Special welding procedures:</p> <p>ultrasonic welding, hybrid joining and friction welding</p>		November 11, 2020

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)

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	3,600.00 €
1/2 page	1,800.00 €
Juniorpage	2,260.00 €
1/3 page	1,220.00 €
1/4 page	905.00 €
1/8 page	450.00 €
1/16 page	240.00 €
1/32 page	125.00 €

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

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/m ²)	4,050.00 €
2 pages (paper up to 170 g/m ²)	5,040.00 €
4 pages	6,140.00 €

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 € %
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

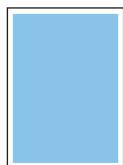
Bank details: Commerzbank AG, Düsseldorf
IBAN: DE91 3008 0000 0212 6151 00 | SWIFT-Code: DRESDEFF

Deutsche Bank AG, Düsseldorf,
IBAN: DE04 3007 0010 0155 7008 00 | SWIFT-Code: DEUTDE33

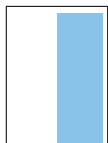


Standard formats for advertising

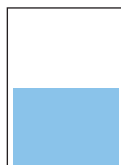
Type area



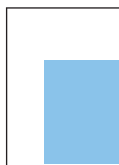
1/1 page
181 mm wide
247 mm high



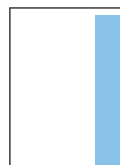
1/2 vertical
90 mm wide
247 mm high



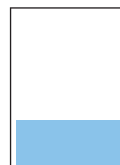
1/2 horizontal
181 mm wide
123 mm high



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



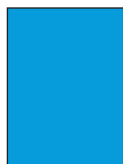
1/4 horizontal
181 mm wide
62 mm high



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



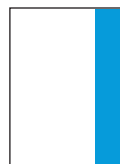
1/2 vertical
105 mm wide
297 mm high



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

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.

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	4.4	199
20, 19.2	Chemical industry and mineral oil processing	3.8	172
24	Metal production and metal processing	10.0	453
25.1	Manufacture of steel and light metal structures	8.1	367
25.2	Boiler and tank construction	5.6	253
28	Mechanical engineering	19.4	878
29	Manufacture of cars and their parts	1.9	86
30.9	Road vehicle construction (without cars)	1.3	59
35.1	Shipbuilding	3.1	140
30.2	Rail vehicle construction	2.5	113
30.3	Aircraft and spacecraft construction	2.5	113
45.2	Repair of motor vehicles	1.3	59
26.51.2, 26, 27, 26.51.3	Electronics, precision mechanics and optics	1.9	86
41 – 43	Building trade	1.3	59
46.9	Wholesale trade	5.6	253
72	Science, research and teaching	20.0	905
71	Technical advice and planning (especially architectural and engineering offices)	5.0	226
	No information	2.3	104
Actually circulated print run		100.0	4,525

Recipient structure analysis

20 Size of the economic unit

Proportion of the actually circulated print run
% Copies

1 – 19 employees	24.4	1,104
20 – 49 employees	16.3	738
50 – 299 employees	28.1	1,271
300 and more employees	28.8	1,303
No information	2.4	109

100.0 4,525

21 Position in the business

Proportion of the actually circulated print run
% Copies

Proprietor, member of the board or managing director	23.1	1,045
Plant or works manager	8.1	367
Head of technical department	18.8	851
Head of commercial department	1.3	59
Plant engineer or welding engineer	20.0	905
Welding technologist, welding specialist or foreman	6.9	312
Welding instructor, welding shop foreman or welder	2.5	113
Technical clerk	1.9	86
Teacher at a university or a technical teaching institute	4.4	199
Miscellaneous	12.4	561
No information	0.6	27

100.0 4,525

22 Formal education/vocational training

Proportion of the actually circulated print run
% Copies

University of technology or university Specialist, engineering or technical college	39.4	1,783
Miscellaneous vocational college	1.9	86
Foreman's qualification test	9.4	425
Welding training (according to DVS guidelines)	2.5	113
Concluded technical training	3.1	140
Concluded commercial training	1.3	59
Miscellaneous vocational training	1.3	59
No training	1.3	59
No information	0.4	18

100.0 4,525

23 Age

Proportion of the actually circulated print run
% Copies

Up to 29 years	6.3	285
30 – 39 years	13.8	624
40 – 49 years	30.6	1,385
50 – 59 years	33.1	1,498
60 years and older	16.2	733
No information	0.0	0

100.0 4,525

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.



The ABC of joining

International Industry Guide

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:

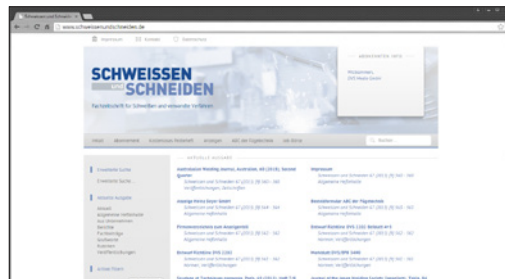
Joining Online Kit:

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.

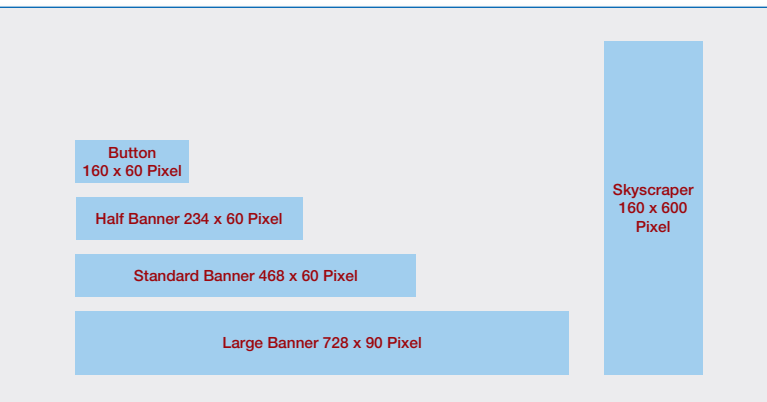
The banners

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.schweissen-und-schneiden.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 attach 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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