



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

MEDIA INFORMATION 2021

Specialized media for joining, cutting and coating technology

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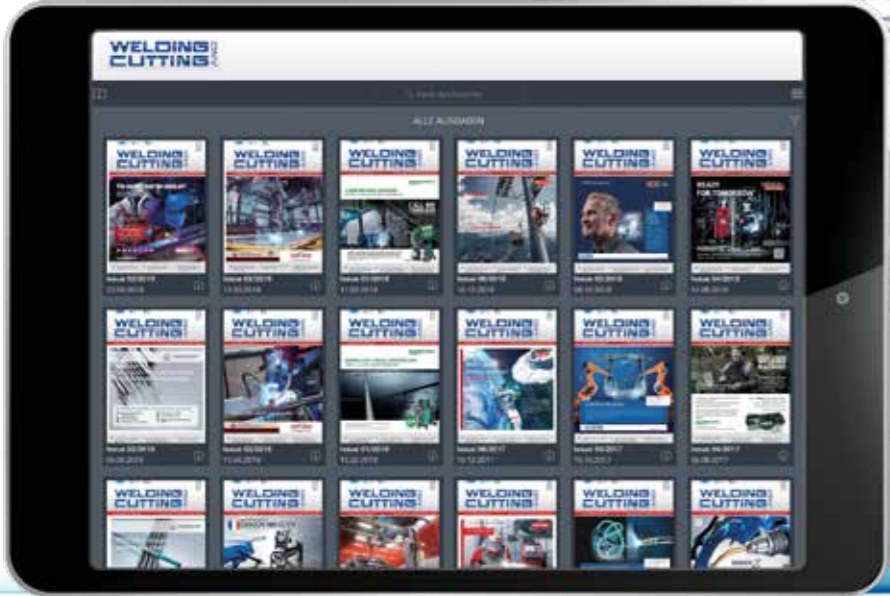
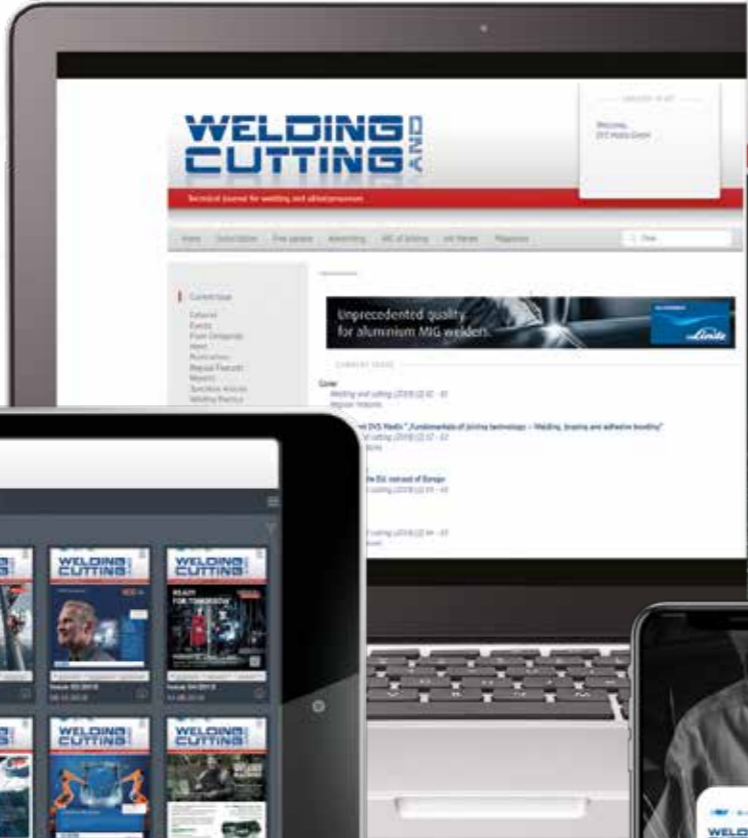
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WELDING ALL OVER THE WORLD

**20
Years**



**8,000
Copies**

**55% readers
in Europe**

**45% overseas
readers**

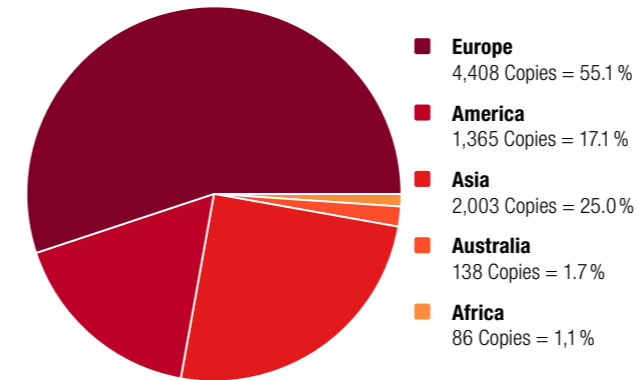
Content:

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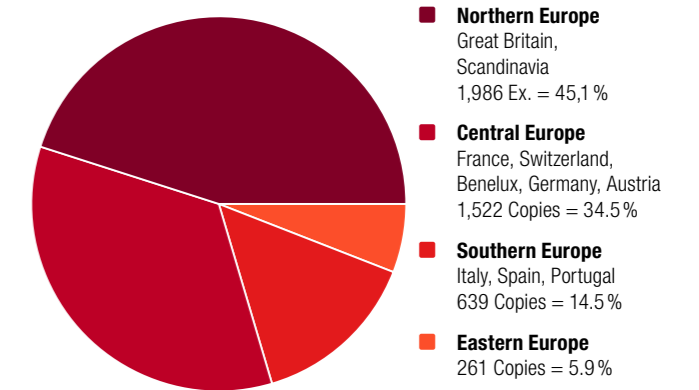
Editorial profile:	Technical magazine covering welding, cutting and brazing/soldering technology and related fields.
Target group	Internationally operating industry experts and decision-makers about investment projects.
Publisher:	DVS – German Welding Society, D-Düsseldorf TWI Ltd., GB-Cambridge Institut de Soudure, F-Roissy
Editorial staff:	Dipl.-Ing. Dietmar Rippegather (responsible) Anja Labussek M.A. Dipl.-Ing. Viktor Travkin
Year	Volume 20, 2021
Publication frequency:	4 times a year
Print run:	8,000 Copies
Publication/subject plan:	see page 33

Subscription charges:	Annual subscription 134.00 € (Print/Online/Mobile) plus postage costs
	print magazines including online access 178.00 € plus postage costs
Editorial Features:	<ul style="list-style-type: none"> ■ Research, development and application ■ Training ■ Continuing education ■ Exchange of experiences ■ Welding, cutting, brazing/soldering, adhesive bonding and allied processes ■ Material issues (ferrous and non-ferrous metals, plastics, basic and additional materials) ■ Calculation, construction and production in steel, container, apparatus, vehicle and mechanical engineering ■ Welding machines including robots and controls ■ Material testing (destructive and non-destructive) ■ Occupational health and safety

Distribution:



Distribution in Europe:

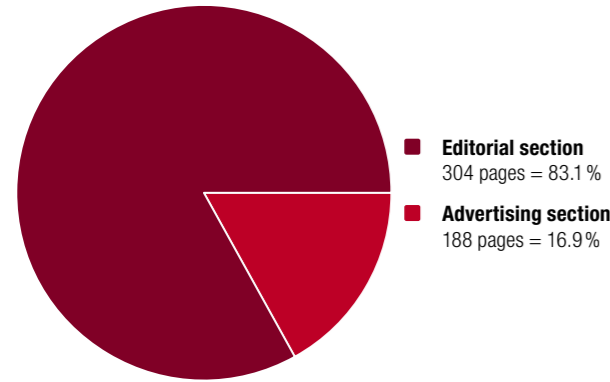


In cooperation with

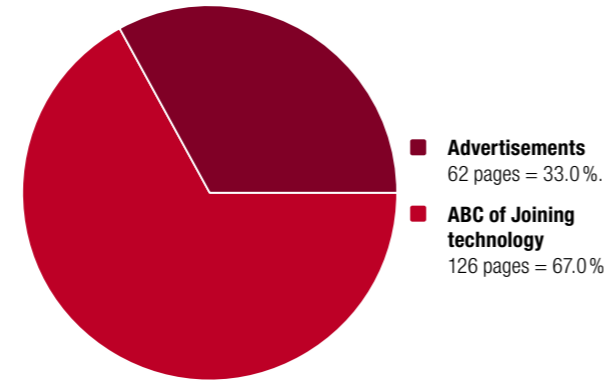


Scope analysis: 2019 = 4 Issues

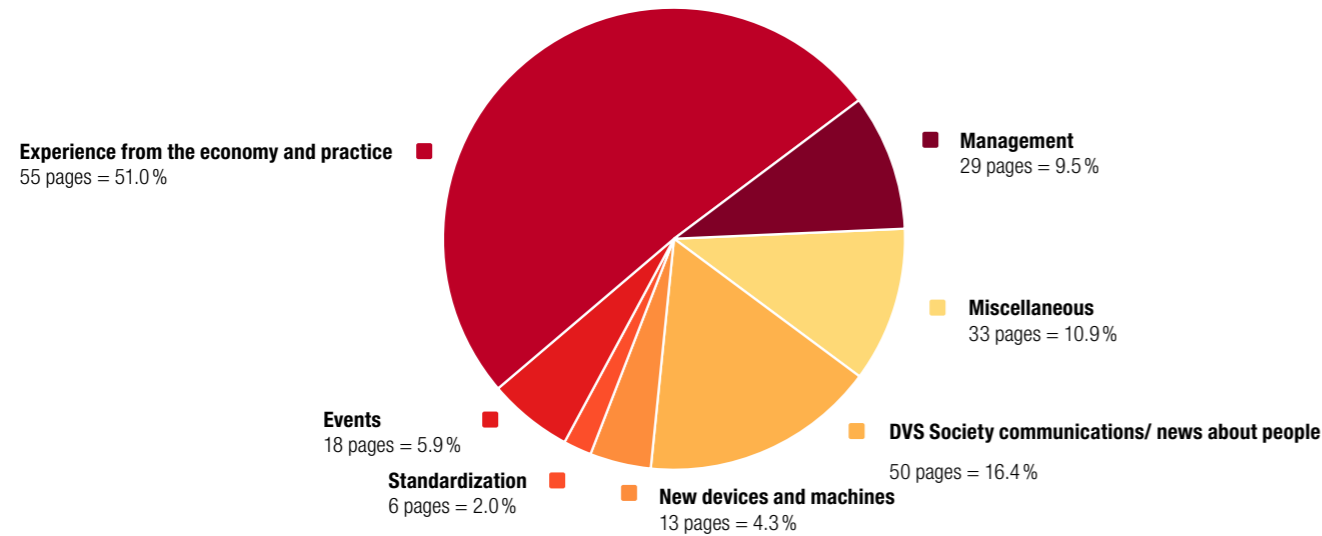
Total scope: 492 pages = 100%



Advertising scope: 188 pages = 100%



Content analysis of the editorial section in 2019



Issue/Month	Dates	Main subject areas	Fairs/conferences
1 March	Ad closing date: February 08, 2021 Printing material: February 19, 2021	<ul style="list-style-type: none"> Application examples of welding and cutting technology New insights into resistance welding Welding in plant, container and pipeline construction Additive manufacturing 	<p>EuroBLECH Metal Working March 09–12, 2021, Hannover/Germany</p> <p>INDIA ESSEN WELDING & CUTTING March 25–27, 2021, Mumbai/India</p> <p>CUTTING WORLD, April 20–22, 2021, Essen/Germany</p> <p>FABTECH Mexico May 04–06, 2021, Mexico City/Mexico</p>
2 June	Ad closing date: May 11, 2021 Printing material: May 21, 2021	<ul style="list-style-type: none"> Automation through robots and sensors when joining and cutting Use of adhesive technology to join metallic and non-metallic materials Non-destructive testing Thermal spray: materials and applications 	<p>ALUMINIUM-Weltmesse & Kongress der Aluminiumindustrie May 18.–20, 2021, Düsseldorf/Germany</p> <p>ITSC 2021 International Thermal Spray Conference May 24–27, 2021, Quebec City/Canada</p> <p>BEIJING ESSEN WELDING & CUTTING June 16–19, 2021, Shanghai/China</p> <p>LASER World of PHOTONICS June 21–24, 2021, Munich/Germany</p>
3 September	Ad closing date: August 10, 2021 Printing material: August 20, 2021	<ul style="list-style-type: none"> Fair issue SCHWEISSEN & SCHNEIDEN 2021 Application examples of welding and cutting technology 	<p>SCHWEISSEN & SCHNEIDEN 2021 World's leading trade fair joining - cutting - surfacing, September 13–17, 2021, Essen/Germany</p> <p>DVS CONGRESS 2021 September 14–17, 2021, Essen/Germany</p> <p>FABTECH September 13–16, 2021, Chicago/USA</p> <p>Tubotech October 05–07, 2021 in Sao Paulo/Brazil</p>
4 November	Ad closing date: October 12, 2021 Printing material: October 22, 2021	<ul style="list-style-type: none"> Review of the SCHWEISSEN & SCHNEIDEN 2021 Use of laser and electron beams for welding and cutting Increase in process stability and weld seam quality Special welding processes 	<p>BLECHEXPO/Schweisstec 2021 October 10–29, 2021, Stuttgart/Germany</p>

Postponed to October 25-28, 2022

Format	Type area Width x Height in mm	with bleed Width x Height in m*	Basic rates b/w	2-coloured	3-coloured	4-coloured
Front Cover	–	210 x 185	–	–	–	4,790.00
First or Last cover page	–	210 x 297	2,990.00	3,380.00	3,770.00	4,040.00
Back cover	–	210 x 204	3,010.00	3,400.00	3,790.00	4,060.00
2/1 pages	362 x 247	420 x 297	4,570.00	4,960.00	5,350.00	5,620.00
1/1 page	181 x 247	210 x 297	2,855.00	3,245.00	3,645.00	3,905.00
Juniorpage	119 x 170	133 x 187	2,045.00	2,435.00	2,825.00	3,095.00
1/2 page, horizontal 1/2 page, vertical	181 x 123 90 x 247	210 x 148 105 x 297	1,430.00	1,820.00	2,210.00	2,480.00
1/3 page, horizontal 1/3 page, vertical	181 x 82 57 x 247	210 x 99 71 x 297	975.00	1,170.00	1,365.00	1,520.00
1/4 page, horizontal 1/4 page, vertical	181 x 62 90 x 123	210 x 74 105 x 148	725.00	920.00	1,115.00	1,270.00
Classified ads / job applications						
Millimeter price with a column width of 57 mm			6.20			
Box Number Fee			6.50			

*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)

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 87

JOBPORTAL
FÜGETECHNIK

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

Bleed surcharge: 180.00 €

Placement surcharge: 10 % on the b/w basic ad rate.

No discounts on all surcharges.

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 %
 from 12 pages 20 %
 Discounts for multi-year contracts on request.

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

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 (paper up to 115 g/m2) 6,140.00 €
 4 pages (paper up to 170 g/m2) 6,800.00 €

Size: 216 mm wide x 305 mm high incl. 3 mm milled edge, 5 mm head trim, 3 mm outside, 3 mm base.

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

Loose inserts: Domestic circulation up to 25 g € 350.00 %
 postal charge incl.
 higher weights on request
 max. format: 195 mm wide x 285 mm high

Affixed reply cards to advertisements or loose inserts 180.00 € %

Loose inserts cannot be discounted.

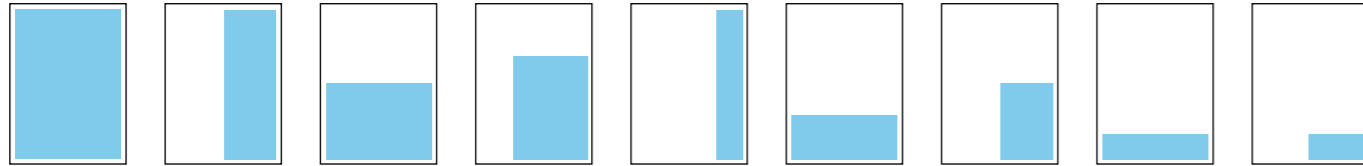
Advertorial: The ideal addition to your classic advertising with an editorial-like background. You provide text/image material, we adapt the layout to the magazine design:

2/1 pages, 4c
 (10,000 Characters incl. spaces) 5,620.00 €

1/1 page, 4c
 (5,000 Characters incl. spaces) 3,905.00 €

1/2 page width, 4c
 (2,000 Characters incl. spaces) 2,480.00 €

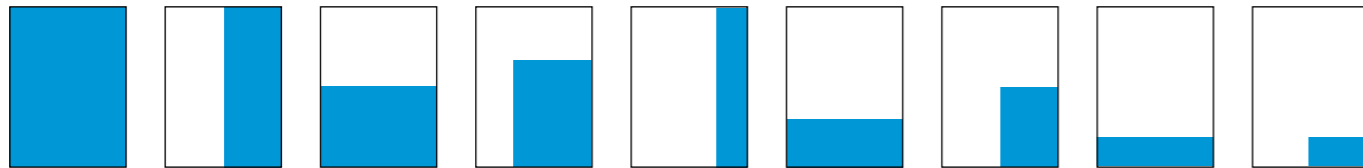
Type area



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
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with bleed

*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 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
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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.

Preferred data carrier / data transfer::

anzeigen@dvs-media.info
We-Transfer

Please ensure that all fonts, logos and graphics (300 dpi) used are supplied as files, provided they are not embedded in the document.

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.

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- and 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



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 firm's complete postal address including its email and Internet addresses.
- Save costs:** We offer you attractive graduated prices according to the number of keywords
- One price - three trade journals:** You pay once per year and your entry is included in a total of 16 issues month on month throughout the year.
- 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 Market overview manufacturers
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

* The prices are subject to VAT..

Not listed yet?

Small cost for big effect!

Do not hesitate to contact me.



Your contact:

Vanessa Wollstein
+49 211 1591-152
vanessa.wollstein@dvs-media.info

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
- › **Online:** At StepStone, one of the leading online-job platforms in Germany

FÜGEN STARTER:

1/3 advertising page, 4c +
online-jobportal + StepStone (30 days duration)
1,315.00 € (plus VAT)

FÜGEN BUSINESS:

1/2 advertising page, 4c +
online-jobportal + StepStone (30 days duration)
1,670.00 € (plus VAT)

FÜGEN PROFESSIONAL:

1/1 advertising page, 4c +
online-jobportal + StepStone (30 days duration)
2,080.00 € (plus VAT)

Banner advertising

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

Request a non-binding offer today!



File formats:

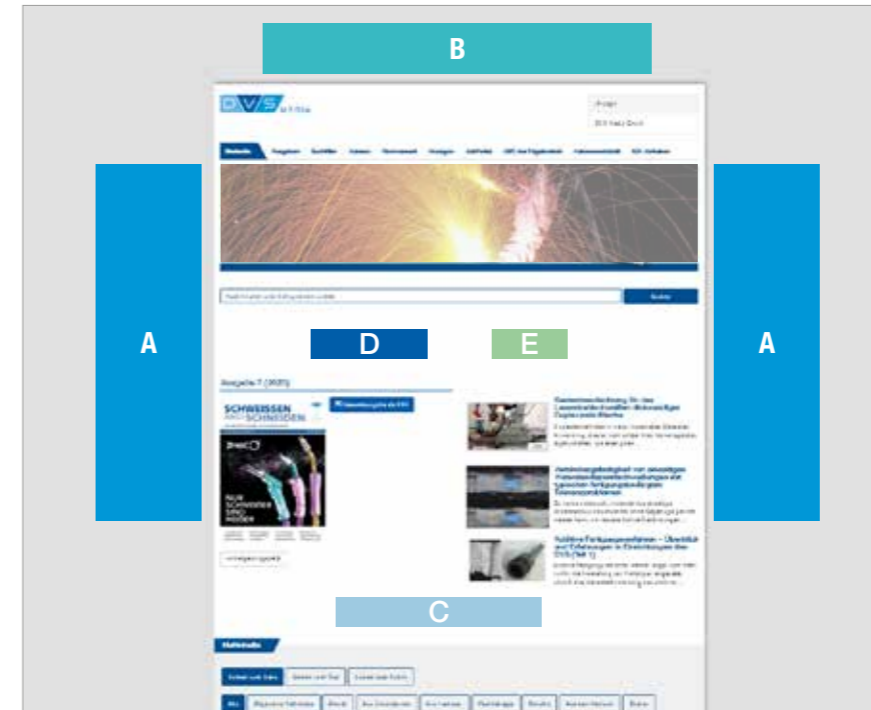
Static advertising media: jpg, gif, png
Animated advertising material: swf, gif

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.

Banner advertising



- A Skyscraper**
160 x 600 Pixel
- B Large Banner**
728 x 90 Pixel
- C Standard Banner**
468 x 60 Pixel
- D Half Banner**
234 x 60 Pixel
- E Button**
160 x 60 Pixel

Prices:

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

Volume/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

* The prices are subject to VAT.

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

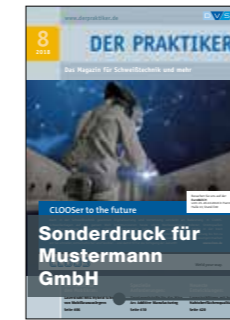
- High-resolution print file in the PDF format
- For transmission to your own printing facility
- Unlimited print run
- Unrestricted reprinting right
- Including the permission to distribute your prints

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:

DVS Media GmbH
Postfach 10 19 65, 40010 Düsseldorf
Aachener Straße 172, 40223 Düsseldorf
Martina Reintjens
☎ +49 211 1591-156
✉ martina.reintjens@dvs-media.info
🌐 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!



Contact:

Markus Winterhalter
P. +49 211 1591 142
markus.winterhalter@dvs-media.info



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Advertising

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