

ADVERTISING WITH A VISION **WELDING, CUTTING & COATING**

PRINT | ONLINE | EVENTS

WHERE IT'S ALL ABOUT WELDING...



MEDIA KIT
2025

DVS MEDIA

DECISION MAKERS READ THE MARKET LEADERS

Expertise, know-how and long-term vision for effective advertising

Benefit in the Year of
SCHWEISSEN & SCHNEIDEN
Trade Fair

2025



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TOP-DECISION-MAKERS READ THE NUMBER 1





**75%
sold
circulation**

**Audited
by IVW**

**Peer
Reviewed
since
1949**

Content:

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Editorial Profile:

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.

Organ: Official organ of DVS – German Welding Society

Publisher: DVS – German Welding Society.

Editorial staff: Sarah Gottschalk (management/responsible)
Anja Labussek M.A.
Dipl.-Ing. Viktor Travkin

Year: Volume 77, 2025

Publication frequency: monthly

**Publication/
subject plan:** see page 10 – 11

Subscription charges: Annual subscription 229.00 €
(Print + Digital)
plus postage costs

Circulation control



Circulation analysis

Copies per issue on an annual average
(July 1st 2023 to June 30, 2024)

Print run

3,200 Copies

**Actually circulated
print run**

2,961 thereof abroad 123
1,725 subscribed circulation
1,473 thereof members copies
657 other sold circulation

Sold circulation:

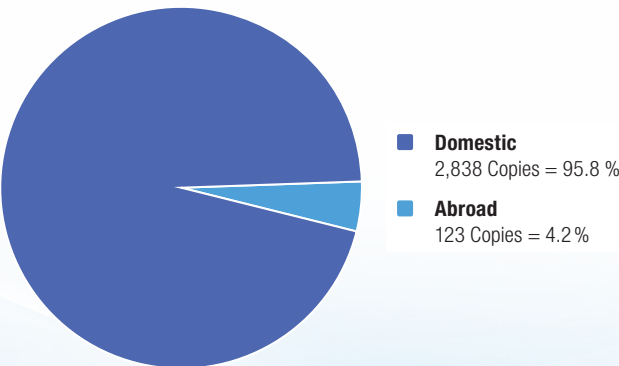
2,386 thereof abroad 107

Free copies

575

Geographical distribution analysis:

Actually circulated print run: 2,961 = 100%
Proportion of the actually circulated print run

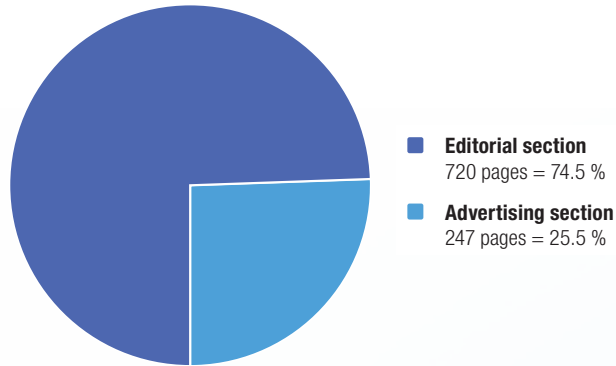


Scope analysis:

2023 = 12 issues

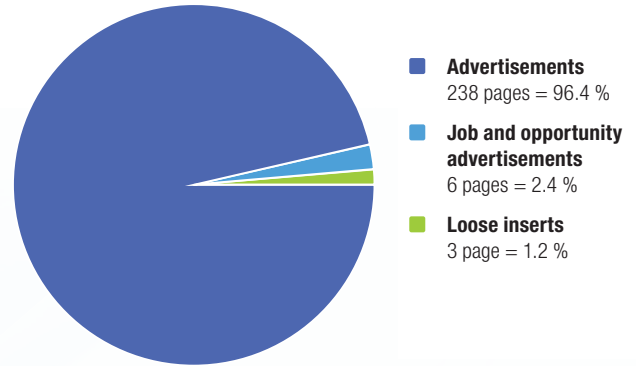
Total scope:

967 pages = 100%



Advertising scope:

247 pages = 100%

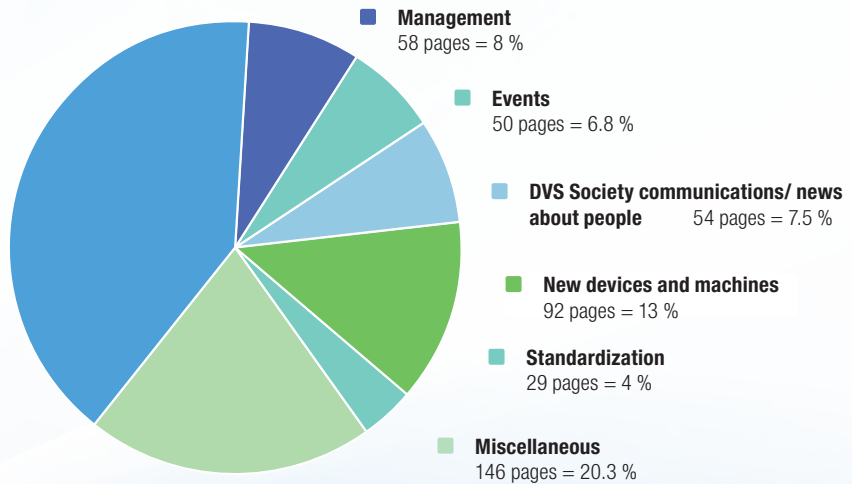


Content analysis:

720 pages Editorial section = 100%

Specialist Article

291 pages = 40.4 %



Issue / Month	Dates	Topics	Fairs, Conferences & Events
1/2 January/ February	Ad closing date: 10 January 2025 Printing material: 21 January 2025 Publication date: 6 February 2025	<ul style="list-style-type: none"> ➤ Main topic: Robotics & Automation ➤ Big Data ➤ Process diagnostics ➤ Special: ROBOTER 2025 	Roboter 2025 18.02. - 19.02.2025, Fellbach/Germany
3 March	Ad closing date: 7 February 2025 Printing material: 17 February 2025 Publication date: 13 March 2025	<ul style="list-style-type: none"> ➤ Main Topic: Laser beam welding ➤ Material handling ➤ Digitalisation ➤ Welding in plant and container construction 	53. Sondertagung „Schweißen im Anlagen- und Behälterbau“ 18.03. -21.03.2025, Munich/Germany HANNOVER MESSE 31.03. - 04.04.2025, Hanover/Germany INNOVATIONSTAG, 02.04. - 03.04.2025, Essen/Germany
4 April	Ad closing date: 7 March 2024 Printing material: 17 March 2025 Publication date: 3 April 2025	<ul style="list-style-type: none"> ➤ Main Topic: Research and development ➤ Thermal spraying & deposition welding ➤ Standards and regulations ➤ WELDING AND CUTTING 1/2025 (as an issue within the edition of the trade magazine SCHWEISSEN UND SCHNEIDEN). 	ITSC – International Thermal Spray Conference and Exposition 05.05. - 08.05.2025, Vancouver/Canada
5 May	Ad closing date: 11 April 2025 Printing material: 22 April 2025 Publication date: 2 May 2025	<ul style="list-style-type: none"> ➤ Main Topic: Welding in lightweight construction ➤ Cutting ➤ Bonding ➤ Orbital welding ➤ Special: 25 Years ALUMINIUM BRAZING 	ALUMINIUM BRAZING 06.05. - 07.05.2025, Düsseldorf/Germany Cutting World 06.05. - 08.05.2025, Essen/Germany 22. Tagung Schweißen in der maritimen Technik und im Ingenieurbau 13.05. - 14.05.2025, Hamburg/Germany
6 June	Ad closing date: 9 May 2025 Printing material: 19 May 2025 Publication date: 5 June 2025	<ul style="list-style-type: none"> ➤ Main Topic: Brazing/Soldering ➤ Welding in plant and tank construction ➤ Resistance welding ➤ Special: LÖT 2025 	LÖT 2025 24.06. - 25.06.2025, Aachen/Germany

Issue / Month	Dates	Topics	Fairs, Conferences & Events
7/8 July/August	Ad closing date: 4 July 2025 Printing material: 14 July 2025 Publication date: 7 August 2025	<ul style="list-style-type: none"> ➤ Main Topic: Materials testing ➤ Welding and cutting equipment and welding consumables ➤ Quality management ➤ Corrosion issues 	
9 September	Ad closing date: 8 August 2025 Printing material: 18 August 2025 Publication date: 4 September 2025	<ul style="list-style-type: none"> ➤ Main Topic: Industry 4.0 ➤ Artificial intelligence ➤ Simulation ➤ Special: SCHWEISSEN & SCHNEIDEN 2025 ➤ WELDING AND CUTTING 2/2025 (as an issue within the edition of the trade magazine SCHWEISSEN UND SCHNEIDEN) as well as a separate special offprint for SCHWEISSEN & SCHNEIDEN 2025 	<p>SCHWEISSEN & SCHNEIDEN 2025 15.09. - 19.09.2025, Essen/Germany</p> <p>DVS CONGRESS 16.09. - 17.09.2025, Essen/Germany</p>
10 October	Ad closing date: 19 September 2025 Printing material: 29 September 2025 Publication date: 9 October 2025	<ul style="list-style-type: none"> ➤ Main Topic: Hazardous substances ➤ Work safety ➤ Health safety 	<p>BlechExpo/Schweisstec 2025 21.10. - 24.10.2025, Stuttgart/Germany</p>
11 November	Ad closing date: 10 October 2025 Printing material: 20 October 2025 Publication date: 6 November 2025	<ul style="list-style-type: none"> ➤ Main Topic: Underwater technology ➤ Special welding processes ➤ Materials issues 	<p>UWT 2025 04.11.2025, Hamburg/Germany</p>
12 December	Ad closing date: 14 November 2025 Printing material: 24 November 2025 Publication date: 4 December 2025	<ul style="list-style-type: none"> ➤ Main Topic: Additive manufacturing ➤ Gas-shielded arc welding ➤ Construction and calculation 	<p>including supplement WALL CALENDAR 2026</p>

Format	Type area Width x Height in mm	with bleed Width x Height in mm*	Basic rates b/w	2-coloured	3-coloured	4-coloured
Front cover	–	210 × 185	–	–	–	6,470
First or Last cover page	–	210 × 297	4,089	4,509	4,929	5,239
Back cover	–	210 × 204	4,109	4,529	4,949	5,259
2/1 pages	362 × 247	420 × 297	6,229	6,649	7,069	7,379
1/1 page	181 × 247	210 × 297	3,895	4,315	4,735	5,045
Juniorpage	119 × 170	133 × 187	2,449	2,869	3,289	3,599
1/2 page, horizontal 1/2 page, vertical	181 × 123 90 × 247	210 × 148 105 × 297	1,950	2,370	2,790	3,100
1/3 page, horizontal 1/3 page, vertical	181 × 82 57 × 247	210 × 99 71 × 297	1,320	1,530	1,740	1,910
1/4 page, horizontal 1/4 page, vertical	181 × 62 90 × 123	210 × 74 105 × 148	980	1,190	1,400	1,570
Classified ads / job applications						
Millimeter price with a column width of 57 mm			6.70			
Box Number Fee			6.70			

***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 × 297 mm high)

Different ad formats will be billed in millimeters.

Type area: 181 mm wide × 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 82

JOBPORTAL
FÜGETECHNIK

Surcharges:

Colour surcharge:	1/1 and 1/2 page	1/3 page and smaller
per standard colour	420 €	210€
four-coloured	1,150 €	590 €
per special colour:	570 €	570 €

Bleed surcharge: 199 €

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.

Bound-in-inserts:	2 pages (bis 115 g/m2)	4,380 €
	2 pages (bis 170 g/m2)	5,450 €
	4 pages (bis 115 g/m2)	6,640 €
	4 pages (bis 170 g/m2)	8,240 €
	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 € 379 %
postal charge incl.
higher weights on request
max. format: 195 mm wide x 285 mm high

Affixed reply cards to advertisements or loose inserts € 195 %

Loose inserts cannot be discounted.

Free delivery to:
D+L Printpartner
Schlavenhorst 10, 46395 Bocholt, Germany
P +49 2871 24 66-0
Delivery date: by the 25th of the previous month.
A sample is requested from the advertising department.

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) 7,369 €

1/1 page, 4c
(5,000 Characters incl. spaces) 5,029 €

1/2 page horizontal, 4c
(2,000 Characters incl. spaces) 3,079 €

Technical information on ad formats, printing material and data transfer can be found on the pages 38 – 39.

1. Investigation method:

Recipient structure analysis through written survey - sample survey

2 Description of the recipients at the time of data collection:

2.1. Condition of the file:

In the recipient file, the addresses of all recipients are recorded on EDP. Based on the existing postal information, the file can be sorted by postcode or domestic and foreign recipients.

2.2. Total number of recipients in the file:

4,821

2.3. Total number of changing recipients:

–

2.4. Structure of recipients at the start of the survey:

Recipients in the file, copies sold	4,483
Recipients in the file permanent free copies	338
	4,821
Promotional copies	300
actual circulation	4,525
of which domestic	4,299
of which abroad	226

3. Description of the investigation:

3.1. Population (proportion examined):

Population	5,121	=	100%
not included:			
Promotional copies	300		
Recipients abroad	296	596	= 11.6%
The investigation represents recipients	4,525	=	88.3%

3.2. Day of the sample drawing:

May 13, 2009

3.3. Description of the sample survey:

Simple random selection, starting with the random number 4 every 13th address

Initial samples (questionnaire sent)	325 cases	= 100%
Questionnaire cannot be delivered by post	0 cases	= 0.0%
Bookstores / libraries	3 cases	= 0.8%
Gross sample	322 cases	= 100%
Failures		
Questionnaire not returned	91 cases	= 28,3 %
Questionnaire returned empty	0 cases	= 0,0 %
Net sample (exhaustion)	231 cases	= 71.7 %
	(evaluable cases)	

3.4 Target person of the investigation:

First recipient

3.5. Definition of the reader:

not applicable

3.6. Period of investigation:

Sending out the questionnaire to the total sample: June 22, 2009. Reminder letter (in some cases with the questionnaire attached again): June 29, 2009 and July 13, 2009. The cut-off date for the acceptance deadline for returns that were included in the evaluation was August 20, 2009.

3.7. Implementation of the investigation:

publishing company

This study corresponds to the current version of the ZAW framework for advertising media analyzes in terms of its design, implementation and reporting.

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	4,525

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	4,525

Position in the business

	Proportion of the actually circulated print run copies	
	%	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
Others	12.4	561
No information	0.6	27
	100	4,525

Formal education/vocational training

	Proportion of the actually circulated print run	
	%	Copies
University of technology or university	39.4	1,783
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	4,525

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	4,525

1. Investigation method:

Distribution analysis through file evaluation total survey

2 Description of recipients at the time of data collection:

2.1. Condition of the file:

The addresses of all recipients are recorded in the EDP in the recipient file. The file is structured according to domestic and foreign recipients. The addresses of the domestic recipients are sorted by postcode, the foreign recipients by country.

2.2. Total number of recipients in the file:

8.098

2.3. Total number of changing recipients:

–

2.4. Structure of recipients at the start of the survey:

Recipients in the file number of copies sold	3,343
Recipients in the file permanent free pieces	336
	3,679
Promotional copies	336
actually circulated print run)	4,525
of which domestic	4,299
of which abroad	226

3. Description of the investigation:

3.1. Population (proportion examined)

Population	4,525	=	100%
not included:			
Promotional copies	336		
Recipients abroad	226	562	= 12.4 %
The investigation represents recipients	3,963	=	87.6 %
of the total population			

3.2. Day of the file evaluation:

August 22, 2018

3.3. Description of the database:

The evaluation is based on the overall file. The proportions determined for distribution in Germany and abroad were projected onto the actual circulation as an annual average according to AMF item 17.

3.4. Target person of the investigation:

Not applicable

3.5. Definition of the reader:

Not applicable

3.6. Period of investigation:

August 2018

3.7. Implementation of the investigation:

Publishing company

WELDING TECHNOLOGY IN PRACTICE





**83%
sold
copies**

**Audited
by IVW**

Volume 77

Content:

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Topics and dates	22 – 23
Advertising rates	24 – 25
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Recipient structure analysis	27 – 28
Brief version of the survey method for distribution analysis	29

Editorial Profile:

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.

Memberships:	Media Database of the German Trade Press
Organ:	Official organ of DVS – German Welding Society
Publisher:	DVS – German Welding Society
Editorial staff:	Dipl.-Ing. Christian Bothur (responsible)
Year:	Volume 77, 2025
Publication frequency:	monthly
Publication/subject plan	see page 22 – 23
Subscription charges:	Annual subscription 136.00 € (Print + Digital) plus postage costs



WISSEN, WAS ZÄHLT
Geprüfte Auflage
Klare Basis für den Werbemarkt

Circulation control

Circulation analysis: Copies per issue on an annual average
(July 1st, 2023 to June 30, 2024)

Print run 5,017 Copies

Actually circulated print run:
4,656 thereof abroad 154
2462 subscribed circulation
2,081 thereof members copies
1,672 other sold circulation

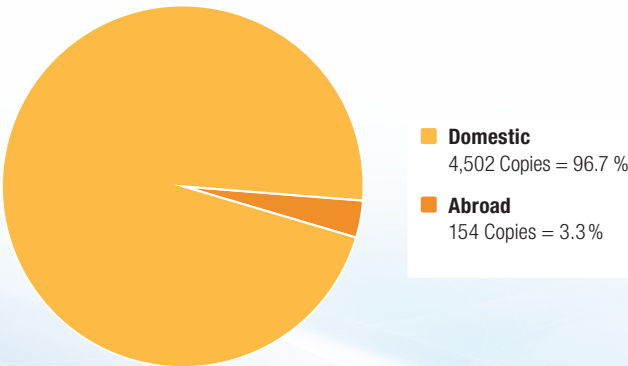
Sold circulation: 4,136 thereof abroad 129

Free copies: 520

Geographical distribution analysis:

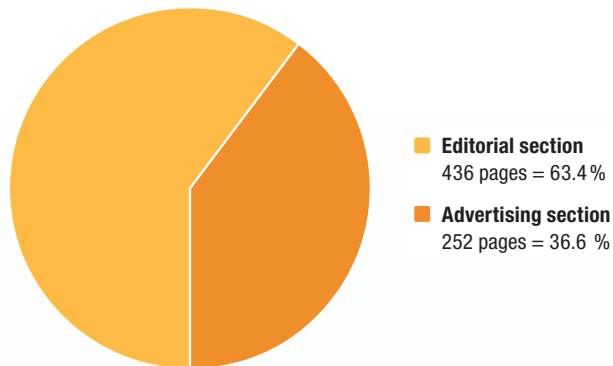
Actually circulated print run: 4,656 = 100%

Proportion of the actually circulated print run

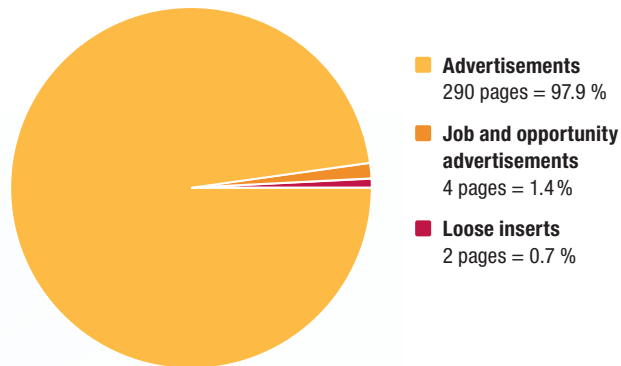


Scope analysis: 2023 = 12 issues

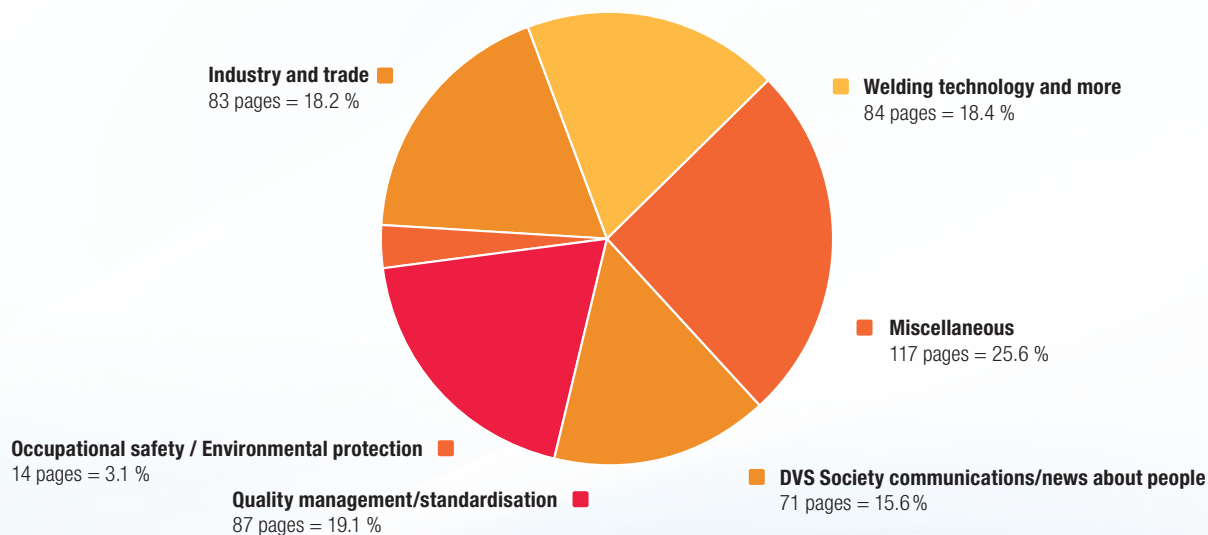
Total scope: 752 pages = 100%



Advertising scope: 296 pages = 100%



Content analysis: Editorial section 2023



Issue/ Month	Dates	Topics	Fairs, Conferences & Events
1/2 January/ February	Ad closing date: 10 January 2025 Printing material: 21 January 2025 Publication date: 6 February 2025	<ul style="list-style-type: none"> ➤ Main topic: Big data ➤ Robotics and Automation ➤ Process diagnostics ➤ Special: ROBOTER 2025 	ROBOTER 2025 18.02. - 19.02.2025, Fellbach/Germany
3 March	Ad closing date: 7 February 2025 Printing material: 17 February 2025 Publication date: 13 March 2025	<ul style="list-style-type: none"> ➤ Main Topic: Welding in plant and container Construction ➤ Manufacturing and application ➤ Standards and regulations 	53. Sondertagung „Schweißen im Anlagen- und Behälterbau“ 18.03. - 21.03.2025, Munich/Germany HANNOVER MESSE 31.03. - 04.04.2025, Hanover/Germany INNOVATIONSTAG, 02.04. - 03.04.2025, Essen/Germany
4 April	Ad closing date: 7 March 2025 Printing material: 17 March 2025 Publication date: 3 April 2025	<ul style="list-style-type: none"> ➤ Main Topic: Materials testing ➤ Thermal spraying & deposition welding ➤ Testing machines 	ITSC – International Thermal Spray Conference and Exposition 05.05. - 08.05.2025, Vancouver/Canada
5 May	Ad closing date: 11 April 2025 Printing material: 22 April 2025 Publication date: 2 May 2025	<ul style="list-style-type: none"> ➤ Main topic: Welding in maritime technology ➤ Joining aluminum ➤ Quality assurance ➤ Special: 25 years ALUMINIUM BRAZING 	ALUMINIUM BRAZING 06.05. - 07.05.2025, Düsseldorf/Germany Cutting World 06.05. - 08.05.2025, Essen/Germany 22. Tagung Schweißen in der maritimen Technik und im Ingenieurbau 13.05. - 14.05.2025, Hamburg/Germany
6 June	Ad closing date: 9 May 2024 Printing material: 19 May 2024 Publication date: 5 June 2024	<ul style="list-style-type: none"> ➤ Main Topic: Brazing/Soldering ➤ Heat treatment ➤ Induction ➤ Special: LÖT 2025 	LÖT 2025 24.06. - 25.06.2024, Aachen/Germany
7/8 August	Ad closing date: 4 July 2025 Printing material: 14 July 2025 Publication date: 7 August 2025	<ul style="list-style-type: none"> ➤ Main Topic: Welding and cutting equipment and welding consumables ➤ Corrosion issues ➤ Health protection 	

Issue/ Month	Dates	Topics	Fairs, Conferences & Events
9 September	Ad closing date: 8 August 2025 Printing material: 18 August 2025 Publication date: 4 September 2025	<ul style="list-style-type: none"> ➤ Main Topic: Sustainability ➤ Simulation ➤ Industry 4.0 ➤ Special: SCHWEISSEN & SCHNEIDEN 2025 	SCHWEISSEN & SCHNEIDEN 2025 15.09. - 19.09.2025, Essen/Germany DVS CONGRESS 16.09. - 17.09.2025, Essen/Germany
10 October	Ad closing date: 19 September 2025 Printing material: 29 September 2025 Publication date: 9 October 2025	<ul style="list-style-type: none"> ➤ Main Topic: Welding in steel construction ➤ Materials ➤ Special welding processes 	BlechExpo/Schweisstec 2025 21.10. - 24.10.2025, Stuttgart/Germany
11 November	Ad closing date: 10 October 2025 Printing material: 20 October 2025 Publication date: 3 November 2025	<ul style="list-style-type: none"> ➤ Main Topic: Underwater technology ➤ Laser beam welding ➤ Industrial safety 	UWT 2025 05.11. - 06.11.2025, Hamburg/Germany
12 December	Ad closing date: 14 November 2025 Printing material: 24 November 2025 Publication date: 4 December 2025	<ul style="list-style-type: none"> ➤ Main Topic: Shortage of skilled workers ➤ Construction ➤ Materials 	

including supplement
WALL CALENDAR 2026

Format	Type area Width x Height in mm	with bleed Width x Height in mm**	Basic rates b/w	2-coloured	3-coloured	4-coloured
Front cover	–	210 × 185	–	–	–	6,470
First or Last cover page	–	210 × 297	4,135	4,555	4,975	5,285,
Back cover	–	210 × 204	4,155	4,575	4,995	5,305
2/1 page	362 × 247	420 × 297	6,295	6,715	7,135	7,445
1/1 page	181 × 247	210 × 297	3,940	4,360	4,780	5,090
Juniorpage	119 × 170	133 × 187	2,459	2,879	3,299	3,609
1/2 page, horizontal 1/2 page, vertical	181 × 123 90 × 247	210 × 148 105 × 297	1,970	2,390	2,810	3,120
1/3 page, horizontal 1/3 page, vertical	181 × 82 57 × 247	210 × 99 71 × 297	1,355	1,565	1,775	1,945
1/4 page, horizontal 1/4 page, vertical	181 × 62 90 × 123	210 × 74 105 × 148	990	1,200	1,410	1,580
Classified ads / job applications						
Millimeter price with a column width of 57 mm			6.70			
Box Number Fee			6.70			

* 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 82.

JOBPORTAL
FÜGETECHNIK

Surcharges:

Colour surcharge:	1/1 and 1/2 page	1/3 page and smaller
per standard colour	420 €	3210 €
four-coloured	1,150 €	590 €
per special colour:	570 €	570 €

Bleed surcharge: 199 €

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 1.5 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.	

Bound-in-inserts:	2 pages (paper up to 115 g/m2)	4,380 €
	2 pages (paper up to 170 g/m2)	5,450 €
	4 pages (paper up to 115 g/m2)	6,640 €
	4 pages (paper up to 170 g/m2)	8,240 €

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 € 379 %
postal charge incl.
higher weights on request
max. format: 195 mm wide x 285 mm high
Affixed reply cards to advertisements
or loose inserts € 199 %*

Loose inserts cannot be discounted.

Free delivery to:

D+L Printpartner
Schlavenhorst 10, 46395 Bocholt, Germany
P +49 2871 24 66-0

Delivery date: by the 25th of the previous month.

A sample is requested from the advertising department.

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) 7,430 €

1/1 page, 4c
(5,000 Characters incl. spaces) 5,075 €

1/2 page horizontal, 4c
(2,000 Characters incl. spaces) 3,110 €

Technical information on ad formats, printing material and data transfer can be found on the pages 38 – 39.

1. Investigation method:

Recipient structure analysis through written survey - sample survey

2 Description of the recipients at the time of data collection:

2.1. Condition of the file:

In the recipient file, the addresses of all recipients are recorded on EDP. Based on the existing postal information, the file can be sorted by postcode or domestic and foreign recipients

2.2. Total number of recipients in the file

8,905

2.3. Total number of changing recipients

–

2.4. Structure of recipients at the start of the survey:

Recipients in the file, copies sold	8,610
Recipients in the file permanent free copies	295
	8,905
Promotional copies	300
actual circulation	9,205
of which domestic	8,883
of which abroad	322

3. Description of the investigation:

3.1. Population (proportion examined):

Population	9,205	=	100 %
not included:			
Promotional copies	300		
Recipients abroad	322	=	6.8 %
The investigation represents recipients	8,583	=	93.2%

3.2. Day of the sample drawing:

May 13, 2009

3.3. Description of the sample survey:

Simple random selection, starting with the random number 4 every 13th address

Initial samples (questionnaire sent)	343 cases	= 100 %
Questionnaire cannot be delivered by post	0 cases	= 0 %
Bookstores / libraries	3 cases	= 0.8 %

Gross sample	343 cases	= 100 %
Failures		
Questionnaire not returned	99 cases	= 28.9 %
Questionnaire returned empty	0 cases	= 0 %

Net sample (exhaustion)	244 cases	= 71.7 %
	(evaluable cases)	

3.4 Target person of the investigation:

First recipient

3.5. Definition of the reader:

not applicable

3.6. Period of investigation:

Period of investigation:

Sending out the questionnaire to the total sample: June 22, 2009. Reminder letter (in some cases with the questionnaire attached again): June 29, 2009 and July 13, 2009. The cut-off date for the acceptance deadline for returns that were included in the evaluation was August 20, 2009.

3.7. Implementation of the investigation:

publishing company

This study corresponds to the current version of the ZAW framework for advertising media analyzes in terms of its design, implementation and reporting.

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

DER PRAKTIKER is distributed in all sectors of the economy where welding technology is used in manufacturing and 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	346
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	86
35.1	Shipbuilding	1.2	86
30.2	Rail vehicle construction	1.8	129
30.3	Aircraft and spacecraft construction	1.8	129
26.51.2, 26, 27, 26.51.3	Electronics, precision mechanics and optics	1.2	86
41 – 43	Building trade	6.0	431
46.9	Wholesale trade	4.8	345
85, 72	Science, research and teaching	8.3	596
71	Technical advice and planning (especially architectural and engineering offices)	2.4	172
	No information	1.7	122
	Actually circulated print run	100	7,188

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	7,188

Position in the business

Proportion of the actually circulated print run copies		
	%	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
Others	6.5	467
No information	0	0
	100	7,188

School education vocational training

Proportion of the actually circulated print run		
	%	Copies
University of technology or university	14.3	1,028
Specialist, engineering or technical college	36.3	2,611
Miscellaneous vocational college	3.6	258
Foreman's qualification test	33.3	2,394
Welding training (according to DVS guidelines)	6.0	432
Concluded technical training	3.0	215
Concluded commercial training	1.8	129
Miscellaneous vocational training	1.2	86
No training	0,5	35
No information	0,0	0
	100	7,188

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	7,188

1. Investigation method:

Distribution analysis through file evaluation total survey

2 Description of recipients at the time of data collection:

2.1. Condition of the file:

The addresses of all recipients are recorded in the EDP in the recipient file. The file is structured according to domestic and foreign recipients. The addresses of the domestic recipients are sorted by postcode, the foreign recipients by country.

2.2. Total number of recipients in the file:

12,218

2.3. Total number of changing recipients:

–

2.4. Structure of recipients at the start of the survey:

Recipients in the file number of copies sold	5,967
Recipients in the file permanent free pieces	384
	6,351

Promotional copies	682
Actually circulated print run	6,506
of which domestic	6,297
of which abroad	209

3. Description of the investigation:

3.1. Population (proportion examined)

Population not included:	6,506	=	100 %
Promotional copies	682		
Recipients abroad	209	891	= 13.7 %
The investigation represents recipients of the total population	5,615	=	86.3 %

3.2. Day of the file evaluation:

August 27, 2018

3.3. Description of the database:

The evaluation is based on the overall file. The proportions determined for distribution in Germany and abroad were projected onto the actual circulation as an annual average according to AMF item 17.

3.4. Target person of the investigation:

Not applicable

3.5. Definition of the reader:

Not applicable

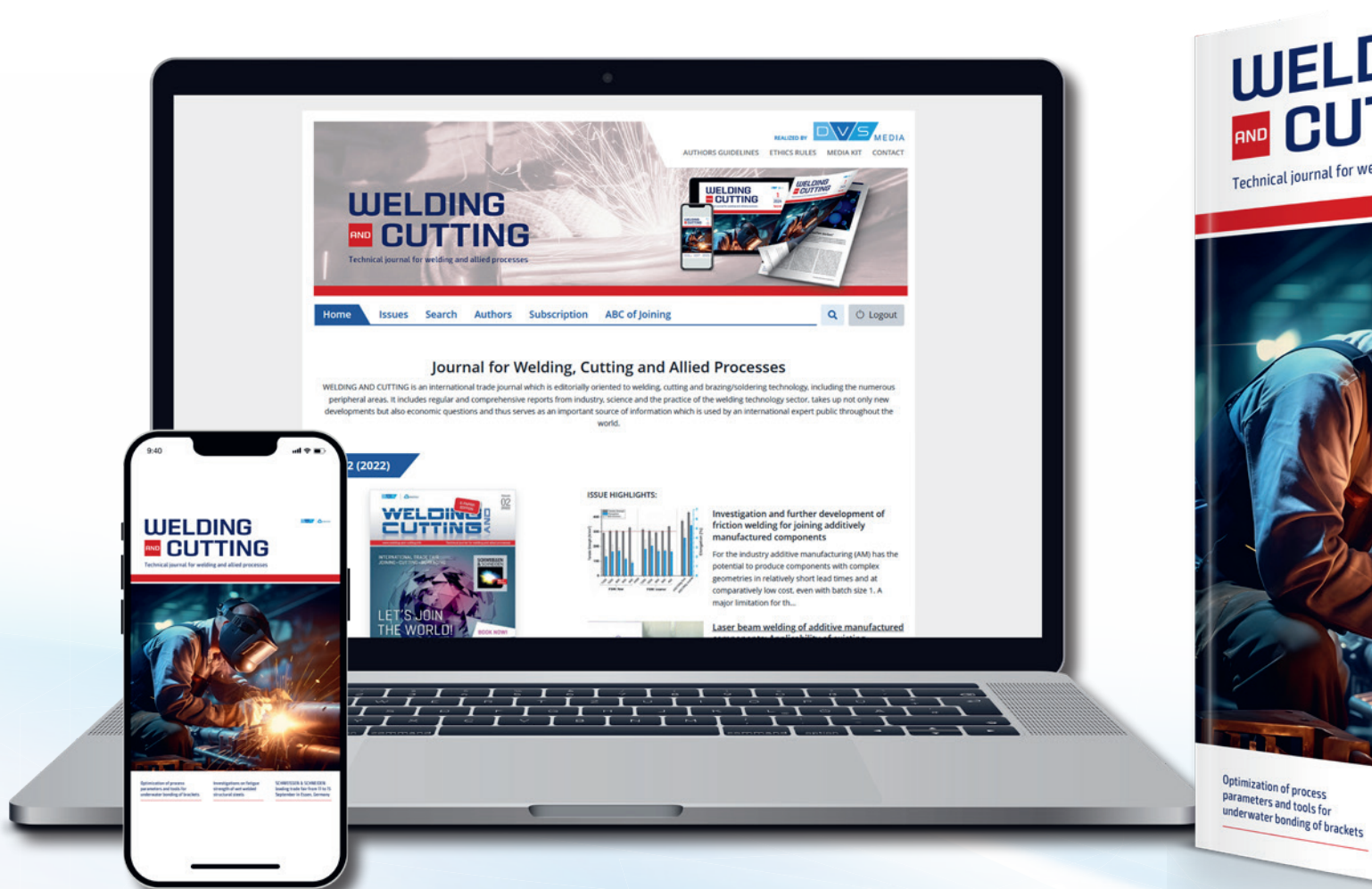
3.6. Period of investigation:

August 2018

3.7. Implementation of the investigation:

Publishing house

WELDING ALL OVER THE WORLD





**83%
sold
copies**

**Official
organ of DVS
– German
Welding
Society**

**45% Readers
overseas**

Content:

Editorial profile	32
Circulation and distribution analysis	33
Scope and content analysis	34
Topics and dates	35
Advertising rates	36-37

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
Institut de Soudure, F-Roissy

Editorial Staff Sarah Gottschalk (management/responsible)
Anja Labussek M.A.
Dipl.-Ing. Viktor Travkin

Year: Volume 24, 2025

Publication frequency: 2 x times a year as an issue in the issue in
SCHWEISSEN und SCHNEIDEN 4/2025 + 9/2025.

Print run: 3,600 copies

Publication/subject plan: see page 35

Editorial features

- 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

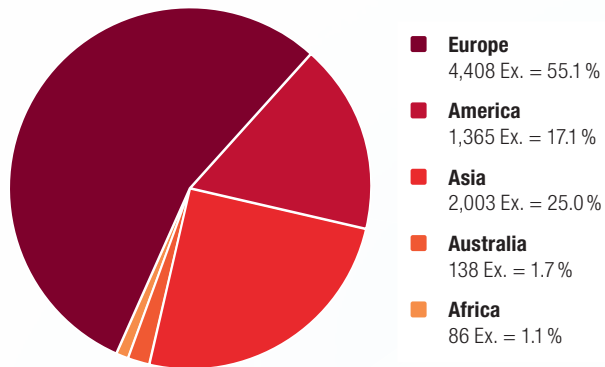
In cooperation with



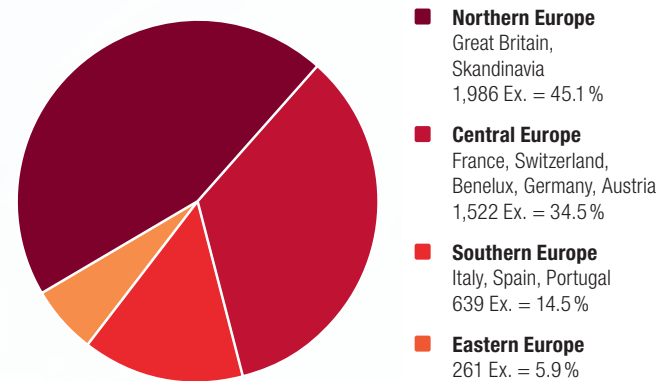
Verbreitung:

- As EXTRA SERVICE for subscribers as a magazine-within-a-magazine in SCHWEISSEN UND SCHNEIDEN 4/2025 + 9/2025
- As an electronic issue to over 2,000 internationally active professionals

Distribution worldwide:



Distribution in Europe:



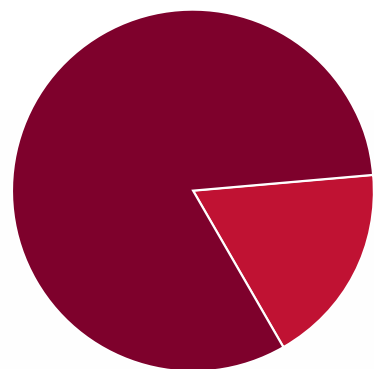
Scope and content analysis

Scope analysis:

2023 = 2 issues

Total Scope:

84 pages = 100%

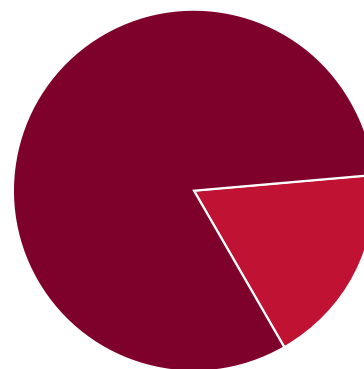


■ **Editorial section**
69 pages = 82.1 %

■ **Advertising section**
15 pages = 17.9 %

Advertising Scope:

15 pages = 100%



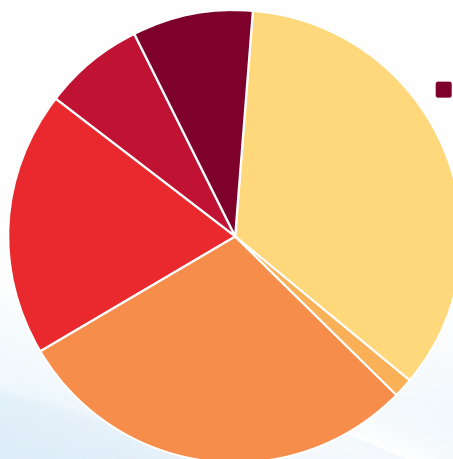
■ **Advertisements**
6 pages = 40 %

■ **Publisher's Advertisements**
9 pages = 60 %

Content analysis

Editorial Part 2023

■ **Experience from the economy and practice**
5 pages = 7.2 %



■ **Economics/Management**
6 pages = 8.7 %

■ **Miscellaneous**
24 pages = 34.8 %

■ **DVS Society communications/ news about people**
1 page = 1.4 %

■ **Events**
13 pages = 18.8 %

■ **New devices and machines**
20 pages = 29 %

Issue/ Month	Dates	Topics	Fairs, Conferences & Events
1 April	<p>Ad closing date: 7 March 2025 Printing material: 17 March 2025 Publication date: 3 April 2025</p> <p>As an issue in the issue of the trade magazine SCHWEISSEN UND SCHNEIDEN 04/2025</p>	<p>➤ ITSC – International Thermal Spray Conference and Exposition – Preview</p> <ul style="list-style-type: none"> ➤ Underwater welding ➤ Application examples of welding and cutting technology ➤ Automation & Robotics ➤ Thermal spraying ➤ Orbital welding 	<p>ITSC - International Thermal Spray Conference and Exposition 05.05. - 08.05.2025, Vancouver/Canada WIN EURASIA 28.05. - 31.05.2025, Istanbul/Türkiye BEIJING ESSEN WELDING & CUTTING 17.06. - 20.06.2025, Shanghai/PR China</p>
2 October	<p>Ad closing date: 8 August 2025 Printing material: 18 August 2025 Publication date: 4 September 2025</p> <p>As an issue in the issue of the trade magazine SCHWEISSEN UND SCHNEIDEN 9/2025</p> <p>+ additionally as a separate offprint for SCHWEISSEN & SCHNEIDEN 2025.</p>	<p>➤ SCHWEISSEN & SCHNEIDEN 2025 ➤ K 2025</p> <ul style="list-style-type: none"> ➤ Use of adhesive technology to connect metallic and non-metallic materials ➤ Non-destructive testing ➤ Additive manufacturing ➤ Special welding processes 	<p>SCHWEISSEN & SCHNEIDEN 2025 15.09. - 19.09.2025, Essen/Germany K 2025 08.10. - 15.10.2025, Düsseldorf/Germany 10. Schweisstec 21.10. - 24.10.2025, Stuttgart/Germany</p>

Format	Type area Width x Height in mm	with bleed Width x Height in mm*	Basic rates b/w	2-coloured	3-coloured	4-coloured
Inside front page	–	210 × 185	–	–	–	4,698
First or Last cover page	–	210 × 297	4,089	4,509	4,929	5,239
Back cover	–	210 × 204	4,109	4,529	4,949	5,259
2/1 page	362 × 247	420 × 297	6,229	6,649	7,069	7,379
1/1 page	181 × 247	210 × 297	3,895	4,315	4,735	5,045
Juniorpage	119 × 170	133 × 187	2,449	2,869	3,289	3,599
1/2 page, horizontal 1/2 page, vertical	181 × 123 90 × 247	210 × 148 105 × 297	1,950	2,370	2,790	3,100
1/3 page, horizontal 1/3 page, vertical	181 × 82 57 × 247	210 × 99 71 × 297	1,320	1,530	1,740	1,910
1/4 page, horizontal 1/4 page, vertical	181 × 62 90 × 123	210 × 74 105 × 148	980	1,190	1,400	1,570
Classified ads / job applications						
Millimeterpreis bei einer Spaltenbreite von 57 mm			6,70			
Chiffre-Gebühr			6,70			

*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 × 297 mm high)

Different ad formats will be billed in millimeters.

Type area: 181 mm wide × 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 82.

JOBPORTAL
FÜGETECHNIK

Surcharges:

Colour surcharge:	1/1 and 1/2 page	1/3 page and smaller
per standard colour	420 €	210 €
four-coloured	1,150 €	590 €
Secial colours:	570 €	5770 €
Bleed surcharge:	199 €	

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.

Bound-in-inserts: 2 pages (paper up to 115 g/m2) 4,380 €
2 pages (paper up to 170 g/m2) 5,450 €
4 pages (paper up to 115 g/m2)) 6,640 €
4 pages (paper up to 170 g/m2) 8,240 €

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

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

Loose inserts

Domestic circulation up to 25 g € 379 %
postal charge incl.
higher weights on request
max. format: 195 mm wide x 285 mm high

Affixed reply cards to advertisements or loose inserts
€ 195 %

Loose inserts cannot be discounted.

Free delivery to:
D+L Printpartner
Schlavenhorst 10, 46395 Bocholt, Germany
P +49 2871 24 66-0
Delivery date: by the 25th of the previous month.
A sample is requested from the advertising department.

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:

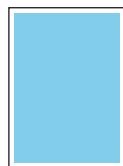
2/1 pages, 4c
(10,000 Characters incl. spaces) 7,369 €

1/1 page, 4c
(5,000 Characters incl. spaces) 5,029 €

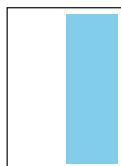
1/2 page horizontal, 4c
(2,000 Characters incl. spaces) 3,079 €

Technical information on ad formats, printing material and data transfer can be found on the pages 38 – 39.

Type area



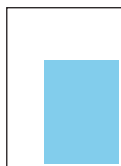
1/1 page
181 mm wide
247 mm high



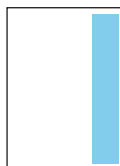
1/2 vertical
90 mm wide
247 mm high



1/2 horizontal
181 mm wide
123 mm high



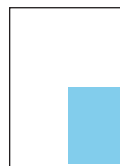
Juniorpage
119 mm wide
170 mm high



1/3 vertical
57 mm wide
247 mm high



1/3 horizontal
181 mm wide
82 mm high



1/4 horizontal
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

*plus 3 mm bleed on all sides.



1/1 page
210 mm wide
297 mm high



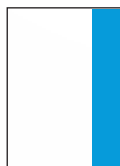
1/2 vertical
105 mm wide
297 mm high



1/2 horizontal
210 mm wide
148 mm high



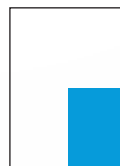
Juniorpage
133 mm wide
187 mm high



1/3 vertical
71 mm wide
297 mm high



1/3 horizontal
210 mm wide
99 mm high



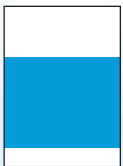
1/4 vertical
105 mm wide
148 mm high



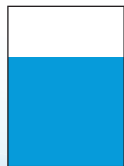
1/4 horizontal
210 mm wide
74 mm high



1/8 page
105 mm wide
74 mm high



Front cover
210 mm wide
185 mm high
plus 3 mm bleed



Last cover page
210 mm wide
204 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:

E-Mail: anzeigen@dvs-media.info
We-Transfer: www.wetransfer.com

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 data (standard: PDF/X-4:2008). Open data (e.g. InDesign 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:

PSO Coated v3 (ECI)
Colour profiles and more information about ICC profiles at eci.org.

When delivering print files that are sent to us in RGB colour mode, we automatically convert them to CMYK. Please note that the conversion may result in colour changes. The publisher is not liable for colour deviations in print. Special colours are possible on request.

Processing of image data

TIFF-, EPS- und 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 - two trade journals:** In our readers' focus every month.
- ✓ **Cross-border contacts:** The publication in our journals in German 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: britta.wingartz@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 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.



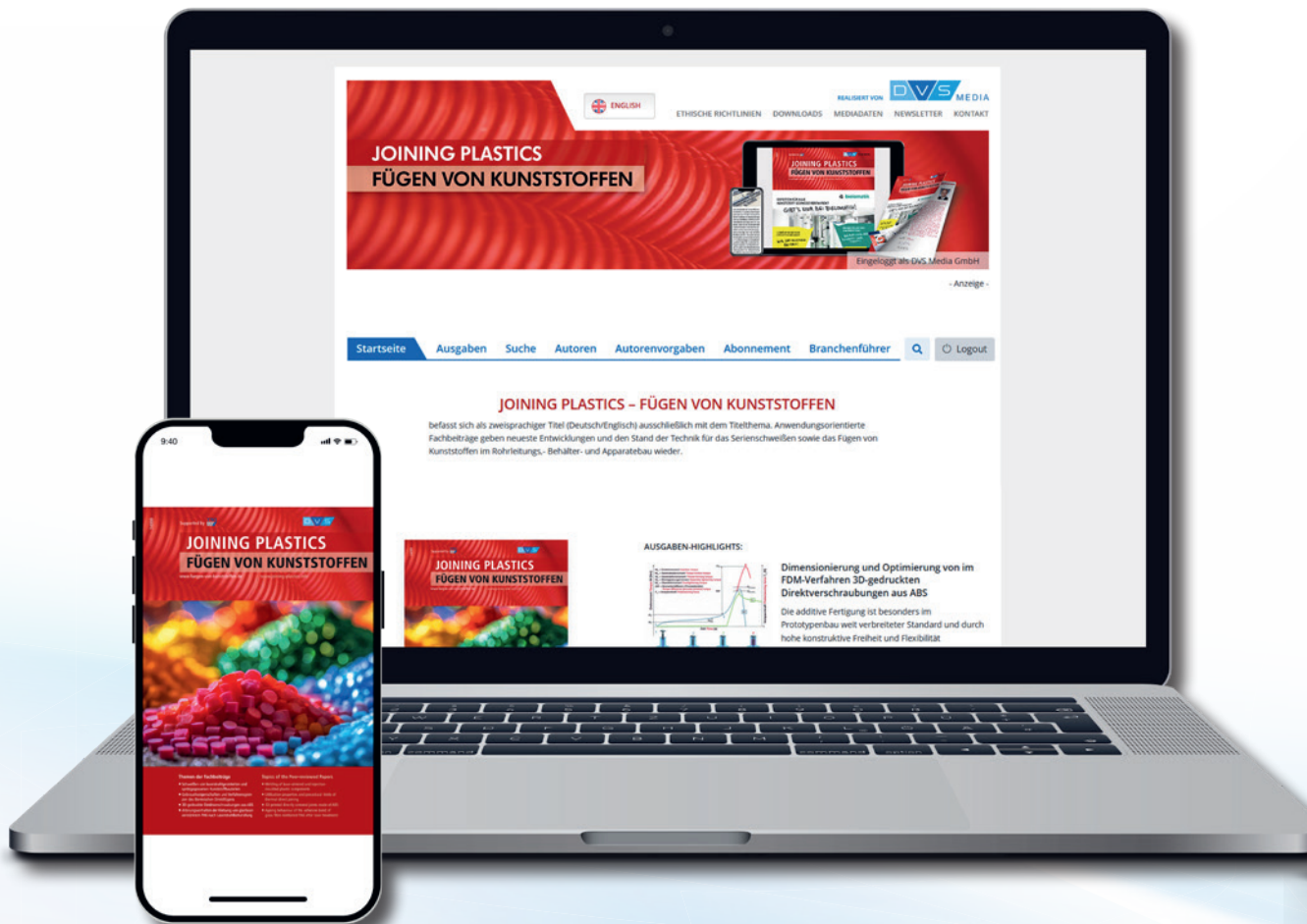
Your contact:

Britta Wingartz

☎ +49 211 1591-155

✉ britta.wingartz@dvs-media.info

THE WORLD OF PLASTICS JOINING CONTENT





**The leading
magazine in
the industry**

**Peer-
reviewed,
German &
English**

Practical

Content:

Editorial profile	36
Distribution / Distribution in Europe	37
Scope and content analysis	38
Topics and dates	39
Advertising rates	40 – 41
BUYER'S GUIDE	42 – 43
Newsletter	44 – 45

JOINING PLASTICS

FÜGEN VON KUNSTSTOFFEN

Editorial profile

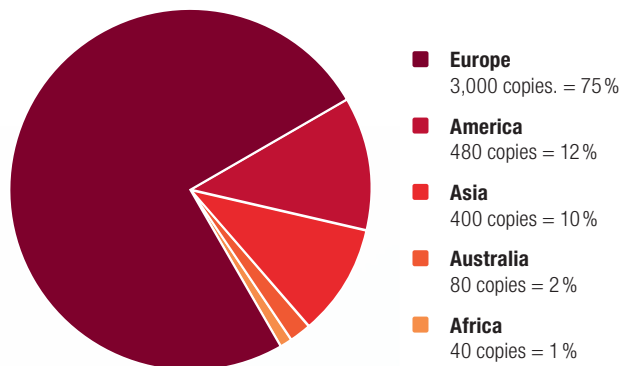
Editorial Profile:	JOINING PLASTICS – FÜGEN VON KUNSTSTOFFEN as a bilingual magazine (German/English), deals exclusively with the title subject.
	Application-oriented specialist articles reflect new developments and the state of the art for series welding and the joining of plastics in pipeline, container and apparatus construction. The reader also learns everything important from the areas of company, quality management and standardization, research and development as well as occupational safety and environmental protection. Furthermore, all scientific articles are characterized by independent assessment, so-called "peer-reviewed papers".
Publisher:	DVS – German Welding Society, D-Düsseldorf
Editorial staff:	Sarah Gottschalk (management) Nicole Stramka M.A. (responsible)
Year:	Volume 19, 2025
Publication frequency:	3 times per year

Language:	German/English
Print run:	4,000 copies
Publication/subject plan:	see page 47
Subscription charges:	Annual subscription 80 € (Print + Digital) plus postage costs
Target group:	JOINING PLASTICS – FÜGEN VON KUNSTSTOFFEN is aimed to fitters, masters, technicians, engineers and scientists from the medical technology, clean room, white equipment industry, automobile construction, pipeline construction, gas and water supply, disposal, raw material and machine manufacturers, design / engineering offices and companies that deal with mechanical joining processes, adhesive bonding and lamination.
Editorial features:	<ul style="list-style-type: none">■ News■ From companies■ Products■ Specialist Articles■ Events

JOINING PLASTICS

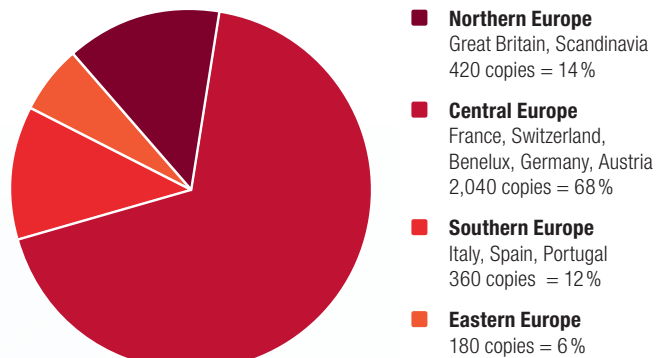
FÜGEN VON KUNSTSTOFFEN

Distribution:



Distribution / Distribution in Europe

Distribution in Europe:



JOINING PLASTICS FÜGEN VON KUNSTSTOFFEN

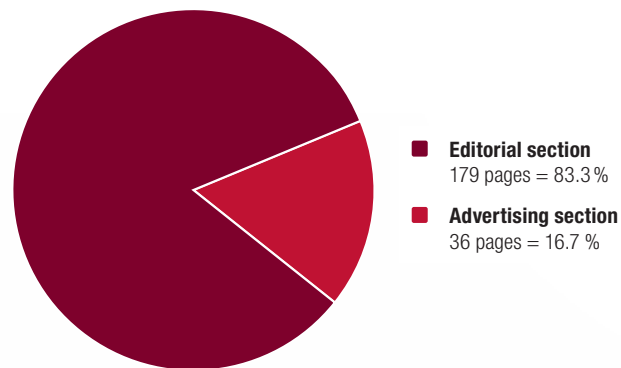
Scope and content analysis

Scope analysis:

2023 = 4 issues

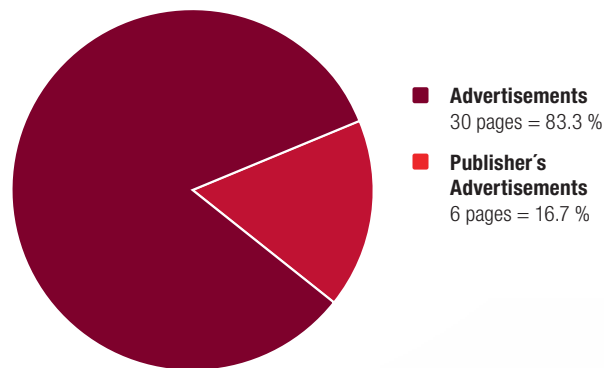
Total Scope:

215 pages = 100%



Advertising Scope:

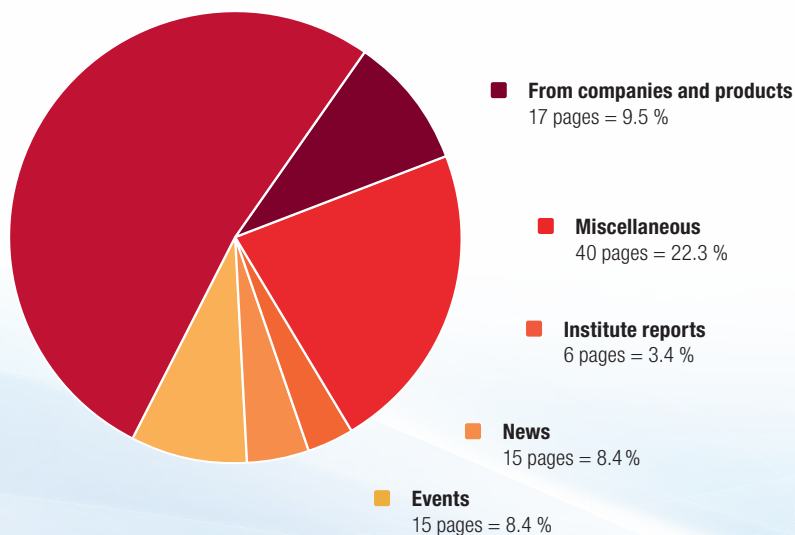
36 pages = 100%



Content analysis

Editorial section 2023

Peer-reviewed Papers:
93 pages = 52 %



JOINING PLASTICS

FÜGEN VON KUNSTSTOFFEN

Topics and dates

Issue	Dates	Topics	Fairs, Conferences & Events
1 February	Ad closing date: 7 February 2025 Printing material: 11 February 2025 Publication date: 19 February 2025	<ul style="list-style-type: none"> ➤ Welding in tank and pipeline construction ➤ Joining of different materials ➤ Plastics in automotive engineering ➤ Raw materials, materials, semi-finished products ➤ Fiber reinforced plastics 	KPA - Kunststoff Produkte Aktuell 25.02. - 26.02.2025, Ulm/Germany Plastics in Automotive Engineering – Kunststoffe im Automobilbau 26.03. - 27.03.2025, Mannheim/Germany HANNOVER MESSE 31.03. - 04.04.2025, Hanover/Germany Kuteno und KPA – Kunststoff Produkte Aktuell 2025 13.05. - 15.05.2025, Bad Salzuflen/Germany Würzburger Kunststoffschweißertage 19.05. - 20.05.2025, Würzburg/Germany Würzburger Kunststoffrohr-Tagung 21.05. - 22.05.2025, Veitshöchheim/Germany
2 May	Ad closing date: 9 May 2025 Printing material: 19 May 2025 Publication date: 11 June 2025	<ul style="list-style-type: none"> ➤ Series welding e.g.: ultrasonic, laser beam, heating element, infrared, vibration welding ➤ Mechanical connection technology: rivets, screws ➤ Training and testing 	
3/4 September	Ad closing date: 5 September 2025 Printing material: 8 September 2025 Publication date: 30 September 2025	<ul style="list-style-type: none"> ➤ Fair issue K 2025 ➤ Measuring and testing of plastic connections ➤ Adhesive bonding of plastics ➤ Welding systems 	K 2025 08.10. - 15.10.2025, Düsseldorf/Germany

JOINING PLASTICS

FÜGEN VON KUNSTSTOFFEN

Advertising rates 17 valid from January 1st, 2025

Format	Type area Width x Height in mm	with bleed Width x Height in mm*	Basic rates b/w	2-coloured	3-coloured	4-coloured
Front Cover	–	210 × 150	–	–	–	3,440
First or Last cover page	188 × 254	210 × 297	1,920	2,180	2,440	2,640
Back cover	188 × 254	210 × 297	1,920	2,180	2,440	2,640
2/1 pages	400 × 254	420 × 297	2,760	3,020	3,280	3,480
1/1 page	188 × 254	210 × 297	1,730	1,990	2,250	2,450
Juniorpage	120 × 170	137 × 192	1,310	1,570	1,830	2,030
1/2 page, horizontal 1/2 page, vertical	188 × 127 92 × 254	210 × 147 103 × 297	920	1,180	1,440	1,640
1/3 page, horizontal 1/3 page, vertical	188 × 85 63 × 254	210 × 107 74 × 297	630	760	890	990
1/4 page, horizontal 1/4 page, vertical	188 × 64 92 × 127	210 × 84 103 × 147	500	630	760	860
Classified ads / job applications						
Millimeter price with a column width of 57 mm			6.70			
Box number fee			6.70			

*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 width 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 82

JOBPORTAL
FÜGETECHNIK

JOINING PLASTICS

FÜGEN VON KUNSTSTOFFEN

Advertising rates 17 valid from January 1st, 2025

Surcharges:

Colour surcharge:	1/1 and 1/2 page	1/3 page and smaller
per standard colour	260 €	130 €
four-coloured	720 €	360 €
per special colour:	360 €	360 €

Bleed surcharge: 199 €

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

Bound-in-inserts:	2 pages (paper up to 115 g/m2)	3,420 €
	2 pages (paper up to 170 g/m2)	4,270 €
	4 pages (paper up to 115 g/m2)	5,210 €
	4 pages (paper up to 170 g/m2)	6,510 €

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 € 379 %
postal charge incl. higher weights on request
max. format: 195 mm wide x 285 mm high

Affixed reply cards to advertisements
or loose inserts 195 € %

Loose inserts cannot be discounted.

Free delivery to:
D+L Printpartner
Schlavenhorst 10, 46395 Bocholt/Germany
P +49 2871 24 66-0
Delivery date: by the 25th of the previous month.
A sample is requested from the advertising
department.

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) 3,970 €

1/1 page, 4c
(5,000 Characters incl. spaces) 2,440 €

1/2 page width, 4c
(2,000 Characters incl. spaces) 1,640 €

Technical information on ad formats, printing material and data transfer can be found on the pages 64 – 65.

Buyer's Guide – JOINING PLASTICS – FÜGEN VON KUNSTSTOFFEN

The advantages at a glance:

- ✓ **Something for everyone:**
Organised topically into 11 main groups with numerous relevant keywords
- ✓ **Directed:**
The precise classification leads the user to a result accurately
- ✓ **At a glance:** Complete listing of your entries including email and Internet address
- ✓ **Cross-national contacts:** The bilingual magazine offers the opportunity to develop new international contacts
- ✓ **Save costs:** Attractive scale prices on basis of number of keywords

✓ In addition and at no charge::

Your entry on the internet on www.joining-plastics-bzv.de/en with a link to your homepage

- ✓ **Free** Publication of your **company logo** on the internet on www.joining-plastics-bzv.de/en as well as in the magazine. Please send the logo (jpg-file) to: britta.wingartz@dvs-media.info

- ✓ **Start of entries is possible in each month**
(deadline: the 15th of the previous month)



Our online presence doubles the reach of your advertising

Ultrasonic welding service provider
Heated tool welding international
Hot gas butt welding Manufacturer English
Laser transmission welding Infrared welding Buyers Guide
German Vibration welding

www.joining-plastics-bzv.de/en

Prices

The price for your entry is based on the number of keywords

Number of keywords	Costs per annum/per keyword in EUR*
1	75
2 – 5	70
6 – 10	65
from 11	60

* The prices are subject to VAT.

Not listed yet?

Small cost for big effect!

Do not hesitate to contact me!



Your contact:

Britta Wingartz

☎ +49 211 1591-155

✉ britta.wingartz@dvs-media.info

JOINING PLASTICS FÜGEN VON KUNSTSTOFFEN

The essentials in a nutshell. The JOINING PLASTICS NEWSLETTER!

The ideal addition to the JOINING PLASTICS journal.
Monthly, the newsletter provides information in compressed form about the latest from the industry, interesting specialist articles in the magazine, important event information and the latest research developments.

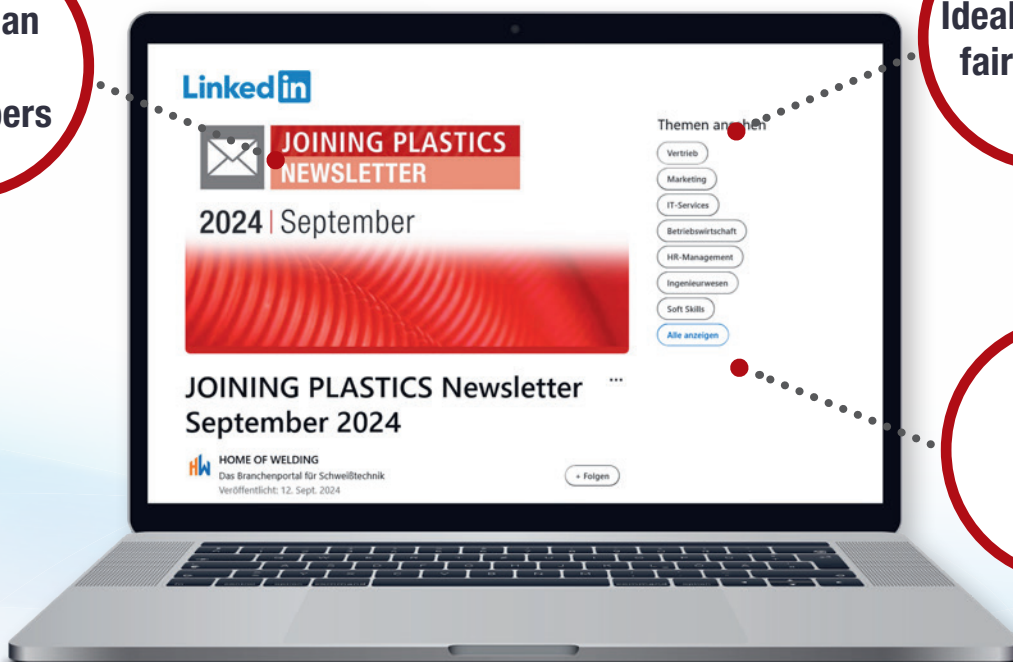
Newsletter JOINING PLASTICS – FÜGEN VON KUNSTSTOFFEN

The JOINING PLASTICS NEWSLETTER is an effective marketing tool for your individual and contemporary customer approach in the industry.

More than
600
subscribers

Ideal for trade
fair support

German
&
English



JOINING PLASTICS

FÜGEN VON KUNSTSTOFFEN

Newsletter

JOINING PLASTICS – FÜGEN VON KUNSTSTOFFEN

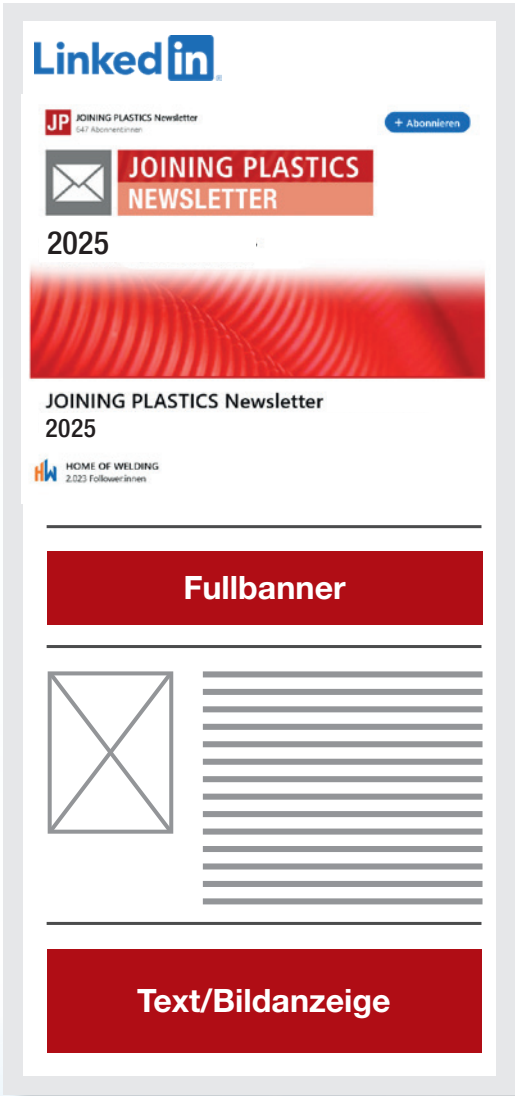
Dates 2026 – Frequency

Issue	Transmis- sion	Data Delivery	Event
January	08.01.2025	02.01.2025	
February	12.02.2025	05.02.2025	KPA - Kunststoff Produkte Aktuell 25.02. – 26.02.2025, Ulm/Germany
March	12.03.2025	05.03.2025	Plastics in Automotive Engineering – Kunststoffe im Automobilbau 26.03. - 27.03.2025, Mannheim/ Germany HANNOVER MESSE 31.03. – 04.04.2025, Hanover/Germany
April	09.04.2025	02.04.2025	Kuteno und KPA – Kunststoff Produkte Aktuell 2025 13.05. - 15.05.2025, Bad Salzflun/ Germany
May	14.05.2025	07.05.2025	Würzburger Kunststoffrohr-Tagung 21.05. - 22.05.2025, Veitshöchheim/ Germany
June	11.06.2025	04.06.2025	
July	09.07.2025	02.07.2025	
August	13.08.2025	06.08.2025	SCHWEISSEN & SCHNEIDEN 2025 15.09. – 19.09.2025, Essen/Germany
September	10.09.2025	03.09.2025	K 2025 08.10. – 15.10.2025, Düsseldorf/ Germany
October	08.10.2025	01.10.2025	K 2025 08.10. – 15.10.2025, Düsseldorf/ Germany
November	12.11.2025	05.11.2025	
December	10.12.2025	03.12.2025	

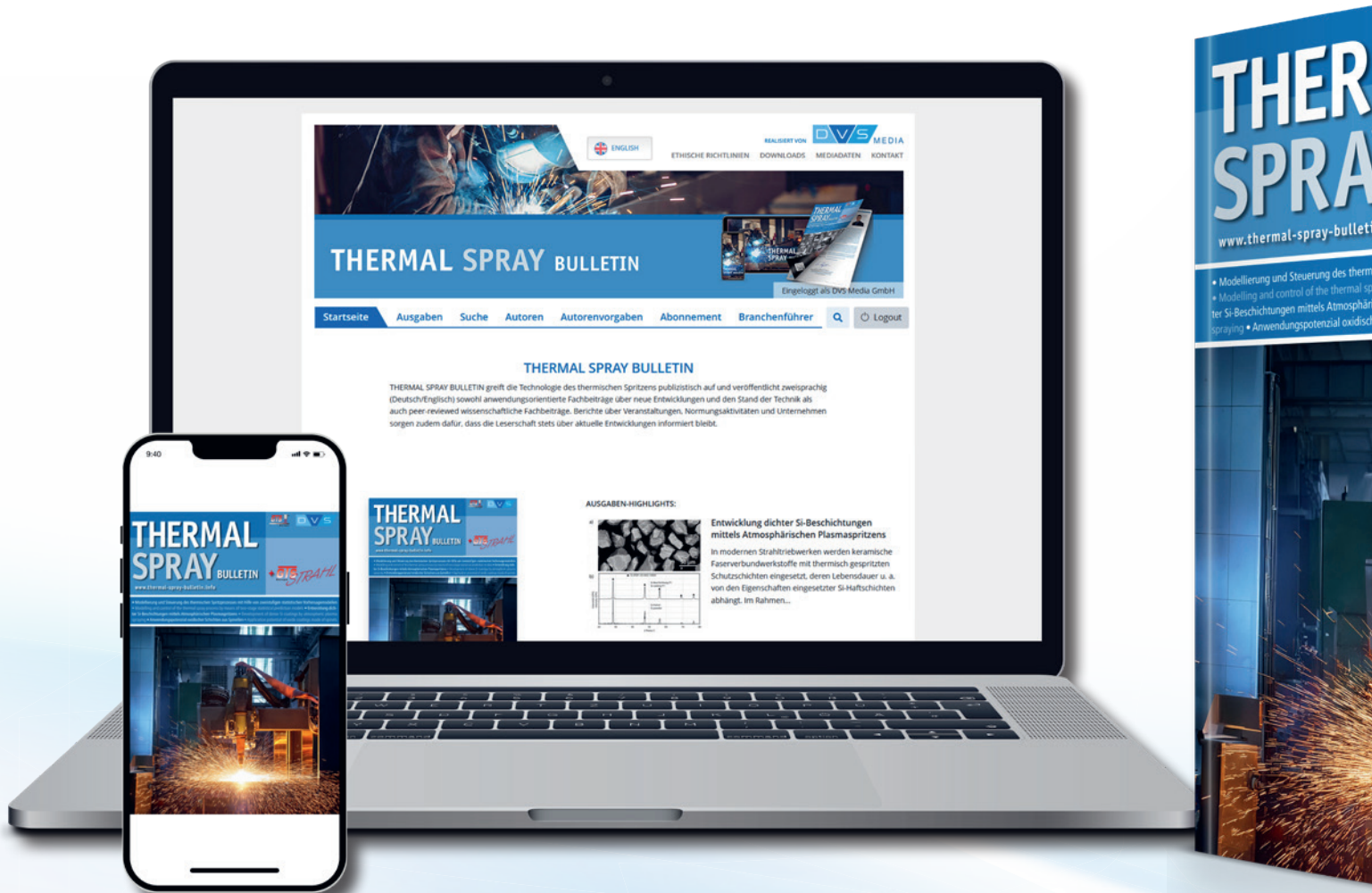
Newsletter-Advertising Options

Formats	Format/Size in Pixel	Prices* in EURO
Fullbanner	1.920 × 430 px	300,-
Text/Image Ad	1.920 × 430 px	320,-

All prices are exclusive of VAT, per advertising form. Special forms of advertising such as stand-alone newsletters, sponsoring, advertorials, logo placement, etc. on request.



EXPANDING & DIVERSE CONTENT





**Surface
coating**

**Peer-
reviewed,
German &
English**

**GTS-Strahl
inclusive**

Content:

Editorial profile	56
Distribution / Distribution in Europe	57
Scope and content analysis	58
Topics and dates	59
Advertising rates	60 – 61
BUYER'S GUIDE	62 – 63

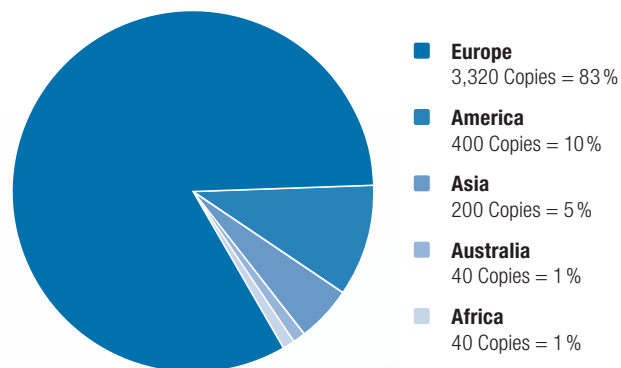
Editorial Profile:	The trade journal THERMAL SPRAY BULLETIN takes up the technology of Thermal Spraying in a journalistic form and publishes in two languages (German/English) not only application-oriented specialist articles about the new developments and the state of the art but also reviewed scientific specialist articles. Moreover, reports on events, standardisation activities and companies ensure that the readership always stays informed about latest developments.
Publisher:	DVS – German Welding Society, D-Düsseldorf
Editorial Staff:	Sarah Gottschalk (management) Nicole Stramka M.A. (responsible)
Year:	Volume 18, 2025
Publication frequency:	2 times a year
Print run:	4,000 copies
Publication/subject plan:	see page 59

Subscription charges:	Annual subscription 64 € (Print + Digital) plus postage costs
Language:	German/English
Target group:	THERMAL SPRAY BULLETIN is intended for technical employees, skilled workers and engineers in small, medium-sized and large companies. In this respect, the application range of the technology basically extends to the following sectors:
Editorial features:	<ul style="list-style-type: none"> ■ Apparatus/plant engineering ■ Energy technology ■ Printing/paper industries ■ Machine tool construction ■ Chemical industry ■ Automobile industry ■ Textile technology ■ Plastic processing industry ■ Aerospace ■ Mineral oil industry ■ Medical technology ■ Building industry

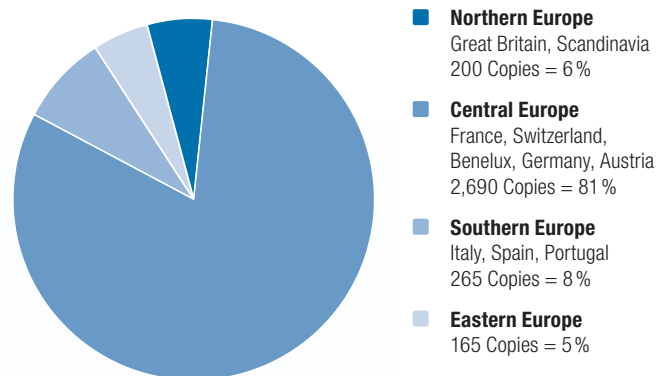
In cooperation with



Distribution:



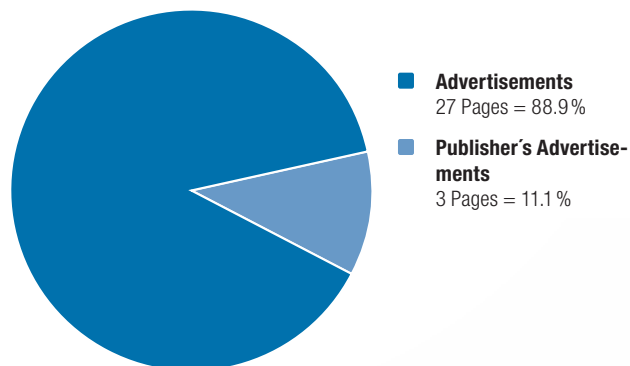
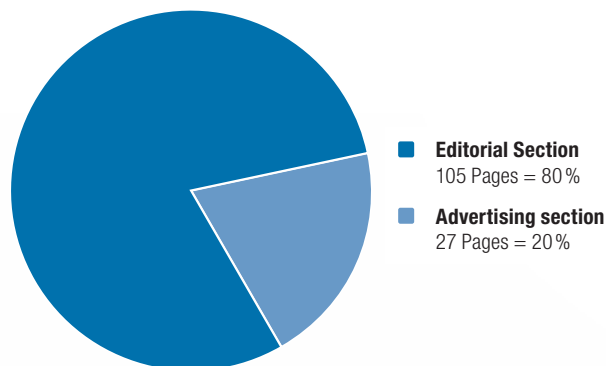
Distribution in Europe:



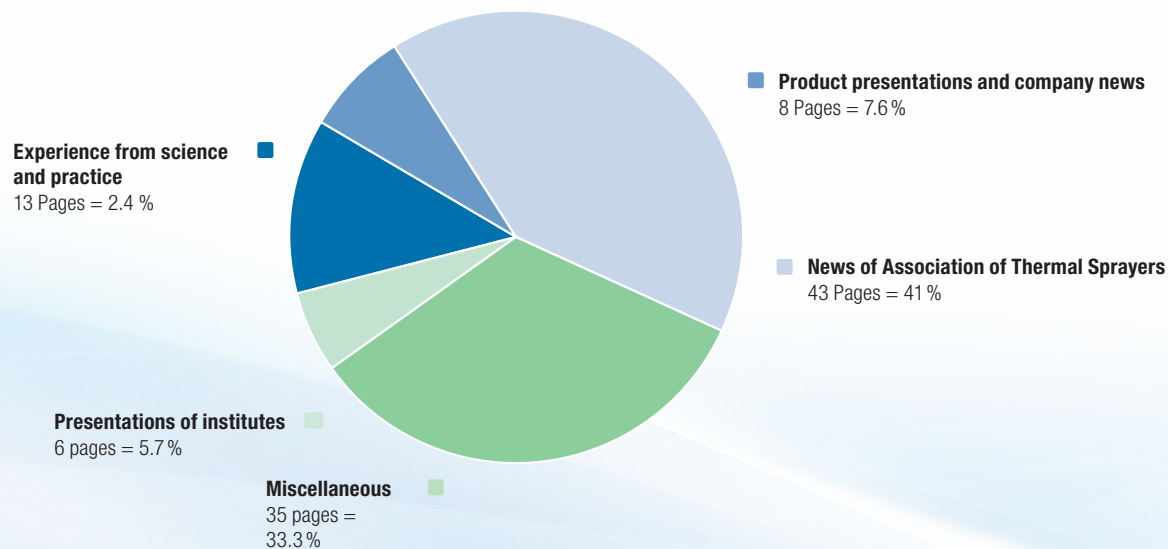
Scope and content analysis

Scope analysis: 2023= 2 issues
Total scope: 132 pages = 100%

Advertising scope: 27 Pages = 100%



Content analysis of the editorial section in 2023



Issue	Dates	Topics	Fairs, Conferences & Events
1 April	Ad closing date: 21 March 2025 Printing material: 31 March 2025 Publication date: 17 April 2025	<ul style="list-style-type: none"> ➤ Congress Issue ITSC 2025 – International Thermal Spray Conference ➤ Thermal coating in industrial areas such as automotive, biomedical, petrochemical, printing and paper ➤ Wear and corrosion protection ➤ Environmentally friendly coatings ➤ Coating materials ➤ Additives and auxiliaries ➤ New system technology ➤ Error detection and sensors ➤ Non-destructive testing ➤ Thermal spray processes ➤ Manufacturing ➤ Thermal coating of gas turbines and fuel cells 	ITSC – International Thermal Spray Conference and Exposition 05.05. - 08.05.2025, Vancouver/Canada
2 September	Ad closing date: 8 August 2025 Printing material: 18 August 2025 Publication date: 3 September 2025		SCHWEISSEN & SCHNEIDEN 2025 15.09. - 19.09.2025, Essen/Germany

Furthermore, the **THERMAL SPRAY BULLETIN** includes the **GTS-Strahl** with information on member companies, GTS-Events, interviews and patents

Format	Type area Width x Height in mm	with bleed Width x Height in mm*	Basic rates b/w	2-coloured	3-coloured	4-coloured
Front Cover	–	210 × 185	–	–	–	3,440
First or Last cover page	188 × 254	210 × 297	1,920	2,180	2,440	2,640
Back Cover	188 × 254	210 × 297	1,920	2,180	2,440	2,640
2/1 pages	400 × 254	420 × 297	2,760	3,020	3,280	3,480
1/1 page	188 × 254	210 × 297	1,730	1,990	2,250	2,450
Juniorpage	120 × 170	137 × 192	1,310	1,570	1,830	2,030
1/2 page, horizontal 1/2 page, vertical	188 × 127 92 × 253	210 × 147 103 × 297	920	1,180	1,440	1,640
1/3 page, horizontal 1/3 page, vertical	188 × 85 63 × 254	210 × 107 74 × 297	630	760	890	990
1/4 page, horizontal 1/4 page, vertical	188 × 64 92 × 127	210 × 84 103 × 147	500	630	760	860
Classified ads / job applications						
Millimeter price with a column width of 57 mm			6.70			
Box number fee			6.70			

***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 width × 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 82.

JOBPORTAL
FÜGETECHNIK

Surcharges:

Colour surcharge:	1/1 and 1/2 page	1/3 page and smaller
per standard colour	260 €	130 €
four-coloured	720 €	360 €
per special colour:	360 €	360 €

Bleed surcharge: 199 €

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

Bound-in-inserts:	2 pages (paper up to 115 g/m2)	3,420 €
	2 pages (paper up to 170 g/m2)	4,270 €
	4 pages (paper up to 115 g/m2)	5,210 €
	4 pages (paper up to 170 g/m2)	6,510 €

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

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

Loose inserts:

Domestic circulation up to 25 g, 379 € %
postal charge incl.
higher weights on request
max. format: 195 mm wide x 285 mm high

Affixed reply cards to advertisements or loose inserts
195 € %

Loose inserts cannot be discounted.

Free delivery to:
D+L Printpartner
Schlavenhorst 10,
46395 Bocholt/Germany
P +49 2871 24 66-0
Delivery date: by the 25th of the previous month.
A sample is requested from the advertising department.

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) 3,970 €

1/1 page, 4c
(5,000 Characters incl. spaces) 2,440 €

1/2 page width, 4c
(2,000 Characters incl. spaces) 1,640 €

Technical information on ad formats, printing material and data transfer can be found on the pages 64 – 65.

International Buyer's Guide – THERMAL SPRAY BULLETIN

The advantages at a glance:

- ✓ **Something for everyone:**
Organised topically into 9 main groups with numerous relevant keywords
- ✓ **Directed:**
the precise classification leads the user to a result accurately
- ✓ **At a glance:**
Complete listing of your entries including email and Internet address
- ✓ **Cross-national contacts:**
The bilingual magazine offers the opportunity to develop new international contacts
- ✓ **Save costs:**
Attractive scale prices on basis of number of keywords

- ✓ **In addition and at no charge:**
Your entry on the internet on www.tsb-bezugsquellen.de/en with a link to your homepage
- ✓ **Free** publication of your **company logo** on the internet on www.tsb-bezugsquellen.de/en/ as well as in the magazine Please send the logo (jpg-file) to: britta.wingartz@dvs-media.info
- ✓ **Start of entries is possible in each month**
(deadline: the 15th of the previous month)



Our online presence doubles the reach of your advertising

international thermal spraying
equipment Systems & components
Buyer's Guide Additives English German
Surface treatment Jobshop service providers

www.tsb-bezugsquellen.de/en

Prices

The price for your entry is based on the number of keywords..

Number of keywords	Costs per annum/per keyword in EUR*
1	75
2 – 5	70
6 – 10	65
from 11	60

* The prices are subject to VAT.

Not listed yet?

Small cost for big effect!

Do not hesitate to contact me.



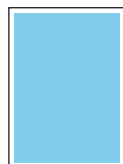
Your contact:

Britta Wingartz

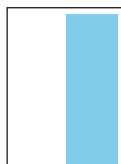
☎ +49 211 1591-155

✉ britta.wingartz@dvs-media.info

Type areal



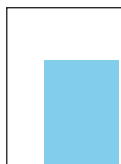
1/1 page
188 mm wide
254 mm high



1/2 vertical
92 mm wide
254 mm high



1/2 horizontal
188 mm wide
127 mm high



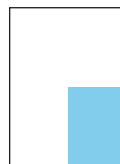
Juniorpage
120 mm wide
170 mm high



1/3 vertical
63 mm wide
254 mm high



1/3 horizontal
188 mm wide
85 mm high



1/4 vertical
92 mm wide
127 mm high



1/4 horizontal
188 mm wide
64 mm high



1/8 page
86 mm wide
62 mm high

with bleed

*plus 3 mm bleed on all sides.



1/1 page
210 mm wide
297 mm high



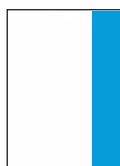
1/2 vertical
103 mm wide
297 mm high



1/2 horizontal
210 mm wide
147 mm high



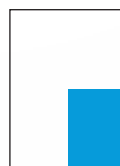
Juniorpage
137 mm wide
192 mm high



1/3 vertical
74 mm wide
297 mm high



1/3 horizontal
210 mm wide
107 mm high



1/4 vertical
103 mm wide
147 mm high



1/4 horizontal
210 mm wide
84 mm high



1/8 page
103 mm wide
84 mm high



Front Cover
210 mm wide
185 mm high
plus 3 mm bleed



Front Cover
210 mm wide
150 mm high



Last cover page
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 would be happy to make you an offer.

Preferred data carrier / data transfer:

E-Mail: anzeigen@dvs-media.info
We-Transfer: www.wetransfer.com

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 data (standard: PDF/X-4:2008). Open data (e.g. InDesign 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:

PSO Coated v3 (ECI)
Colour profiles and more information about ICC profiles at eci.org.

When delivering print files that are sent to us in RGB colour mode, we automatically convert them to CMYK. Please note that the conversion may result in colour changes. The publisher is not liable for colour deviations in print. Special colours are possible on request.

Processing of image data

TIFF-, EPS- und JPEG-Daten

- 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



WELCOME TO THE HOME OF WELDING

The **HOME OF WELDING** has been the Internet platform for everyone involved in welding technology since April 1st, 2019 - in industry and handicrafts!

What counts in HOME OF WELDING is content. Versatile, wide-ranging topics that are interesting for the entire welding industry

Discover now:
www.home-of-welding.com

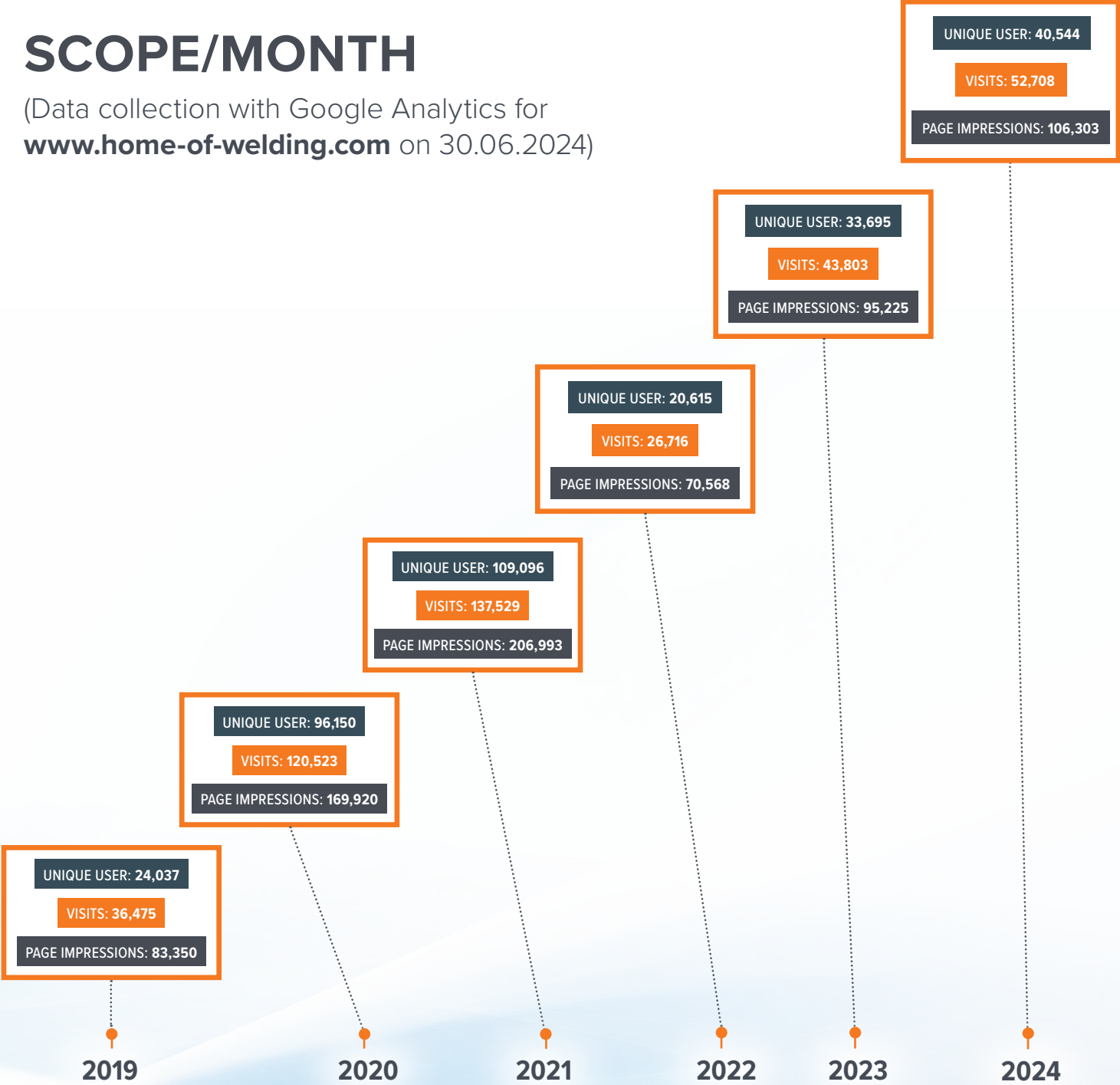
The content-based B2B platform therefore includes:

- › breaking news
- › an industry-specific product and company directory
- › an industry-specific jobportal
- › access to the welding standards portal
- › practical tips
- › expert opinions
- › references to specialist media
- › event information



SCOPE/MONTH

(Data collection with Google Analytics for
www.home-of-welding.com on 30.06.2024)



Note: From 01.12.2021 a cookie consent banner became active, therefore the following values are lower and not directly comparable with previous years.

ADVERTISE TO THE POINT.

YOUR POSSIBILITIES IN THE UNIVERSE

Banner Advertising

Banner advertising is one of the most popular advertising options on the Internet because good banner advertising is perceived and clicked. In the HOME OF WELDING you can use various standard formats for your advertising goals.

Advertorials

Advertisements in editorial guise are becoming increasingly popular. With this advertising opportunity you benefit from our high quality editorial content in the HOME OF WELDING.

Product- and company directory

An industry leader through joining technology with all well-known manufacturers and the associated products completes the usefulness of the industry portal.

Broken down by products, it allows the quick and easy contact with new suppliers.

Newsletter advertising

In our weekly newsletter you can choose between three banner placements. All advertising formats guarantee maximum attention, as they are placed between single editorial articles.

JobPortal

Are you looking for specialists and managers who are familiar with joining technology? We reach your target group precisely with our crossmedia JobPortal.

We have put together four attractive packages for your optimal presence in the **HOME OF WELDING**. The heart of these service packages is the company and product database.

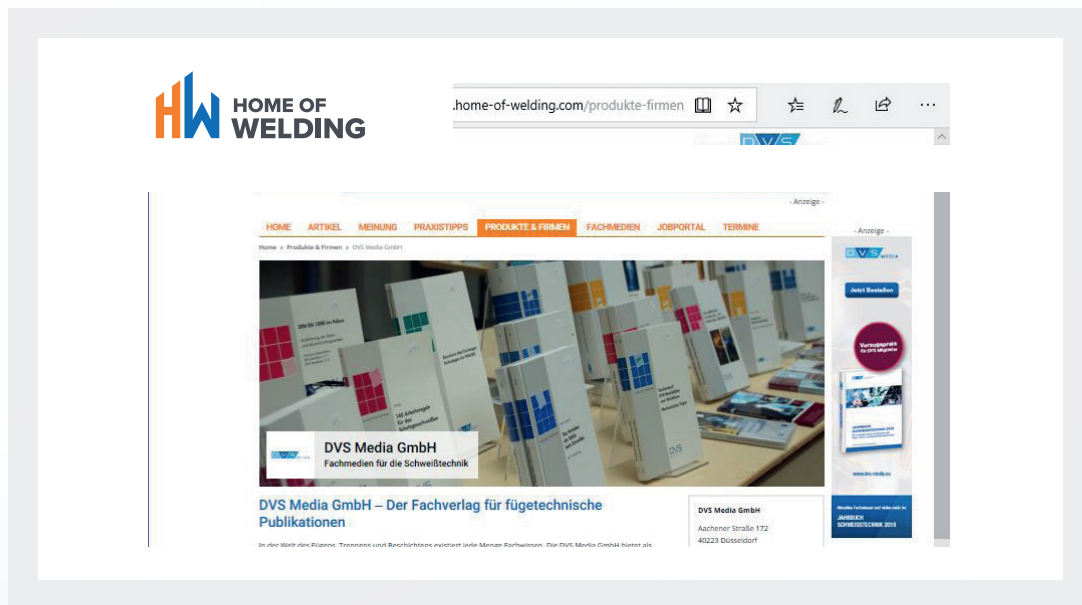
Make yourself smart on the following pages and choose between: **Basic Plus, Bronze, Silber or Gold.**

BASIC PLUS

- › Listing of max. 5 product categories in the directory, further listings on request
- + **Full address**
- + **Specification of the website**

80 € monthly/Duration: 12 month*

PRESENTATION OF YOUR COMPANY



*The services in the HOME OF WELDING industry portal take 12 months.
We calculate our services as part of an annual invoice plus VAT.

BRONZE

Listing in the product and company directory

Full address

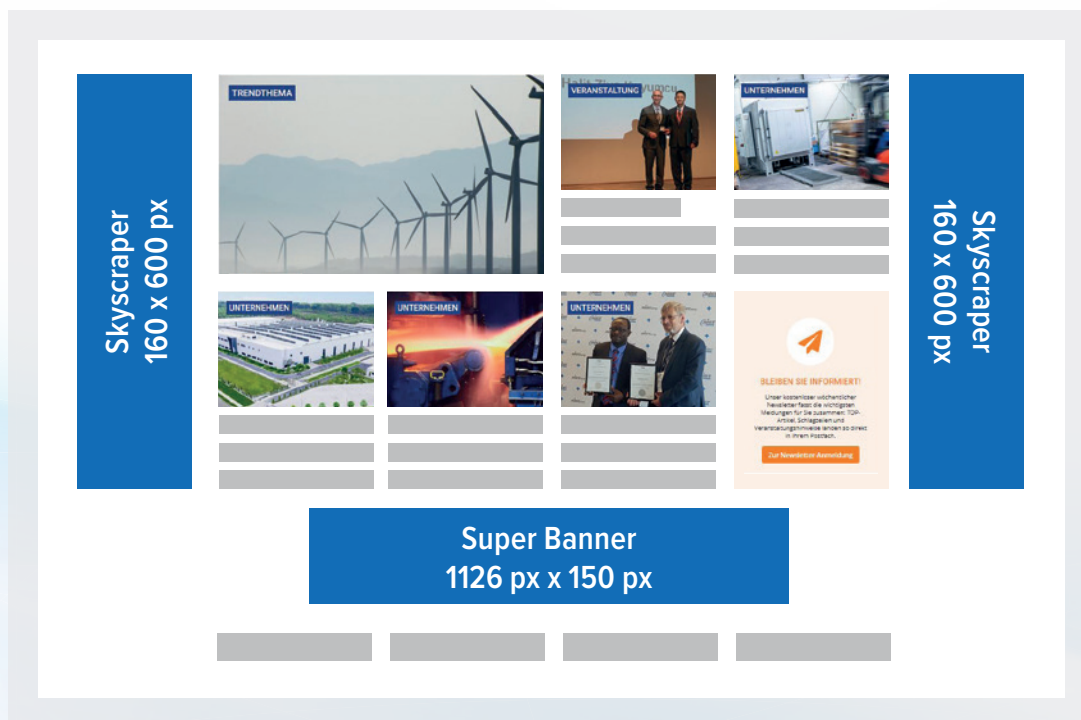
Specification of the website

+ Own Microsite | + Indication of the contact person | + Additional text | + Logo | + Cover picture

+ 1 banner to choose from (Skyscraper left or right, or Super Banner)

420 € monthly/duration: 12 months*

PRESENTATION OF YOUR BANNER PLACEMENT



PRESENTATION OF YOUR COMPANY

Company-related subpage

Cover picture 1200 x 480 px

Logo: 800 x 800 px



Company name
Company subtitle (70 characters)

Company name
Company subtitle

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.

Additional text: 800 characters

Musterfirma GmbH

Musterstraße 12
12345 Musterort

Telefon:
01234 456789

E-Mail:
muster@muster.de

Internet:
www.muster.de

*The services in the HOME OF WELDING industry portal take 12 months.
We calculate our services as part of an annual invoice plus VAT.

SILBER

Listing in the product and company directory

Own micropage

Full address

Specification of the website

Indication of the contact person

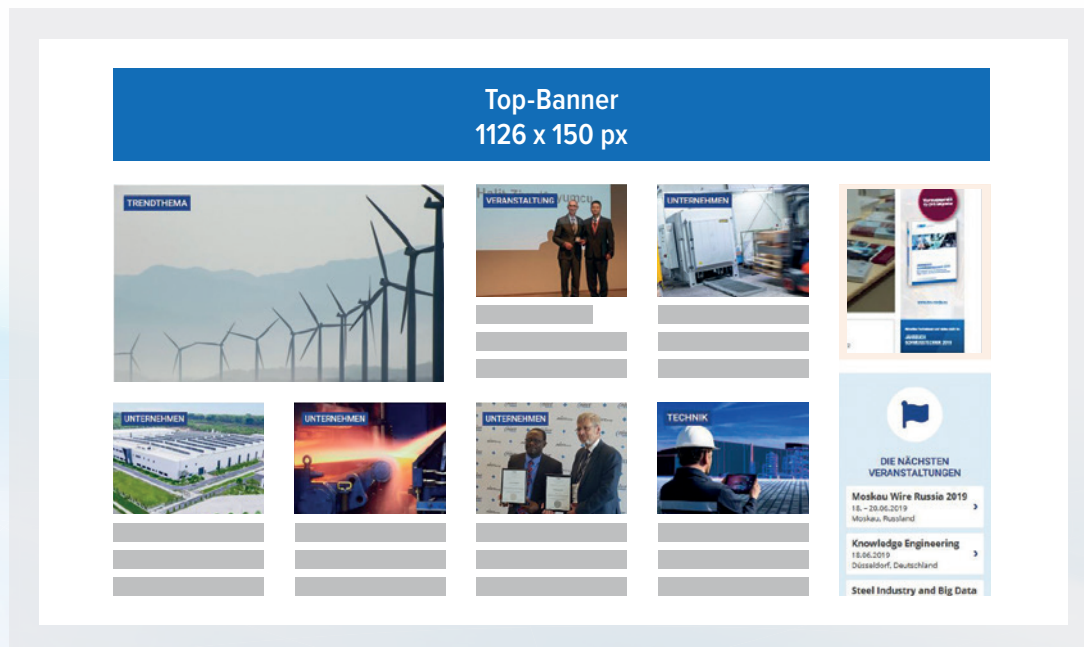
Additional text | logo | cover picture

+ Banner in TOP-Position

(Required formats: 1126 x 150 px, 946 px x 150 px, 706 px x 150 px, 526 px x 150 px)

500 € monthly/duration: 12 months*

PRESENTATION OF YOUR BANNER PLACEMENT



PRESENTATION OF YOUR COMPANY

Company-related subpage

Cover picture: 1200 x 480 px

Logo: 800 x 800 px



Company name
Company subtitle: (70 characters)

Company name
Company subtitle

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.

Additional text: 800 characters

Musterfirma GmbH

Musterstraße 12
12345 Musterort

Telefon:
01234 456789

E-Mail:
muster@muster.de

Internet:
www.muster.de

*The services in the HOME OF WELDING industry portal take 12 months.
We calculate our services as part of an annual invoice plus VAT.

GOLD

Listing in the product and company directory

Own micropage

Full address

Specification of the website

Indication of the contact person

Additional text

logo

cover picture

Banner in Top-Position plus Super Banner

(Required formats: 1126 x 150 px, 946 px x 150 px, 706 px x 150 px, 526 px x 150 px)

+ Listing as a TOP company | + Whitepaper | + Advertorial (1x monthly)

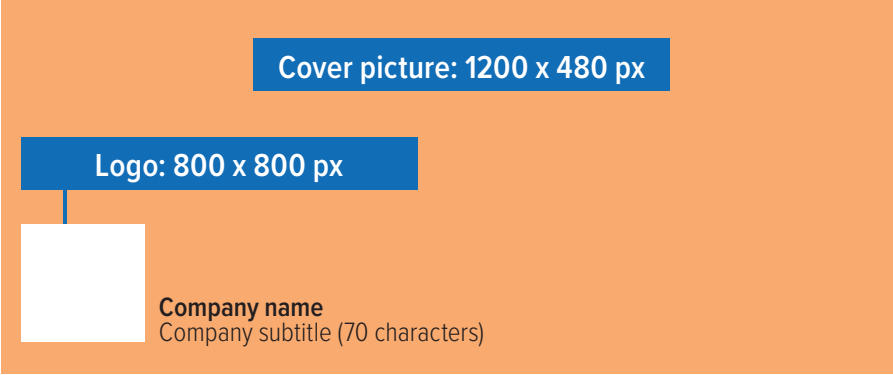
825 € monthly/duration: 12 months*

EXAMPLE OF THE „TOP-COMPANY-PRESENTATION“

The screenshot displays the 'HOME OF WELDING' website. The header includes the logo 'HOME OF WELDING' and navigation links: HOME, ARTIKEL, MEINUNG, PRAXISTIPPS, **PRODUKTE & FIRMEN**, FACHMEDIEN, JOBPORTAL, and TERMINE. A search bar is located in the top right corner. The main content area is titled 'Produkte & Firmen: Wo gibt es was und wer stellt es her?'. Below this, a section labeled 'TOP-FIRMEN' features four company profiles, each with a thumbnail image, the company name, a short description, and a 'Mehr erfahren' link. The companies listed are PTR STRAHLENTHEK GMBH, ALEXANDER BINZEL SCHWEISSTECHNIK GMBH & CO. KG, DIE MESSE ESSEN GMBH, and LORCH SCHWEISSTECHNIK GMBH. On the right side of the page, there is a newsletter sign-up section titled 'BLEIBEN SIE INFORMIERT!' with a description of the newsletter's content and a 'Zur Newsletter-Anmeldung' button.

PRESENTATION OF YOUR COMPANY

Company-related subpage



Company name
Company subtitle

lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. A 1 vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergri
en, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. A 1 vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergri en, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. A 1 vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergri en, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.



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Musterfirma GmbH

Musterstraße 12
12345 Musterort

Telefon:
01234 456789

E-Mail:
muster@muster.de

Internet:
www.muster.de

Additional text: 3000 characters + pictures

*The services in the HOME OF WELDING industry portal take 12 months.
We calculate our services as part of an annual invoice plus VAT.

ADVERTISING IN TIME WITH OUR INDIVIDUAL SERVICES

Our Basic Plus, bronze, silver and gold advertising packages are not what you need for your digital advertising? Then you have the option of booking various individual services with a shorter duration.

On the following pages we explain these individual services in detail.

OVERVIEW OF OUR INDIVIDUAL SERVICES

Advertising banner

- > Skyscraper
- > Super Banner

Newsletter-Advertising

- > Advertising banner
- > Stand-alone-Newsletter

Job-Portal

- > online
- > print + online, crossmedial linked

Advertorial

SHOW PRESENCE WITH OUR ADVERTISING BANNERS

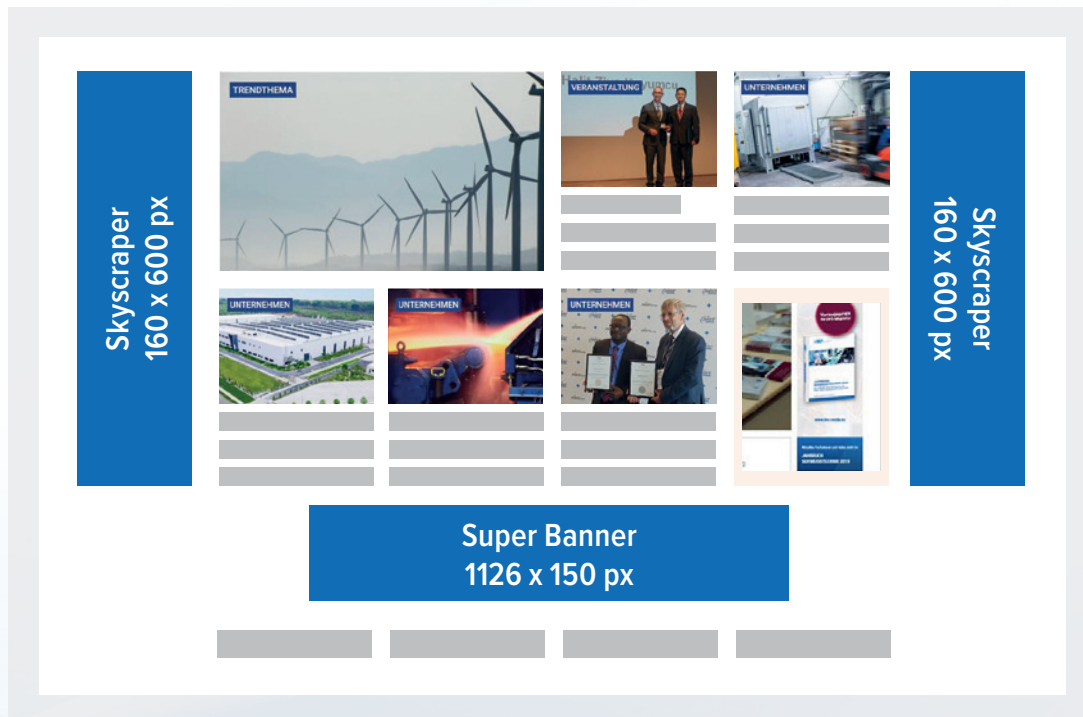
Decide between the portrait format **Skyscraper** and the landscape format **Super Banner**.

Advertising banner Skyscraper or Super Banner

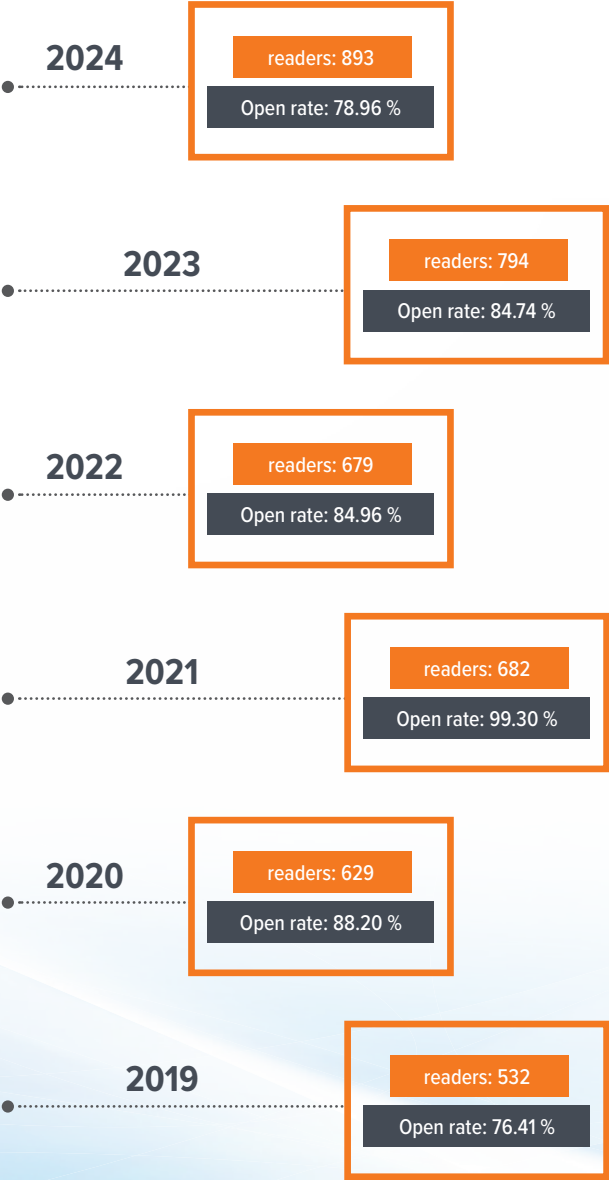
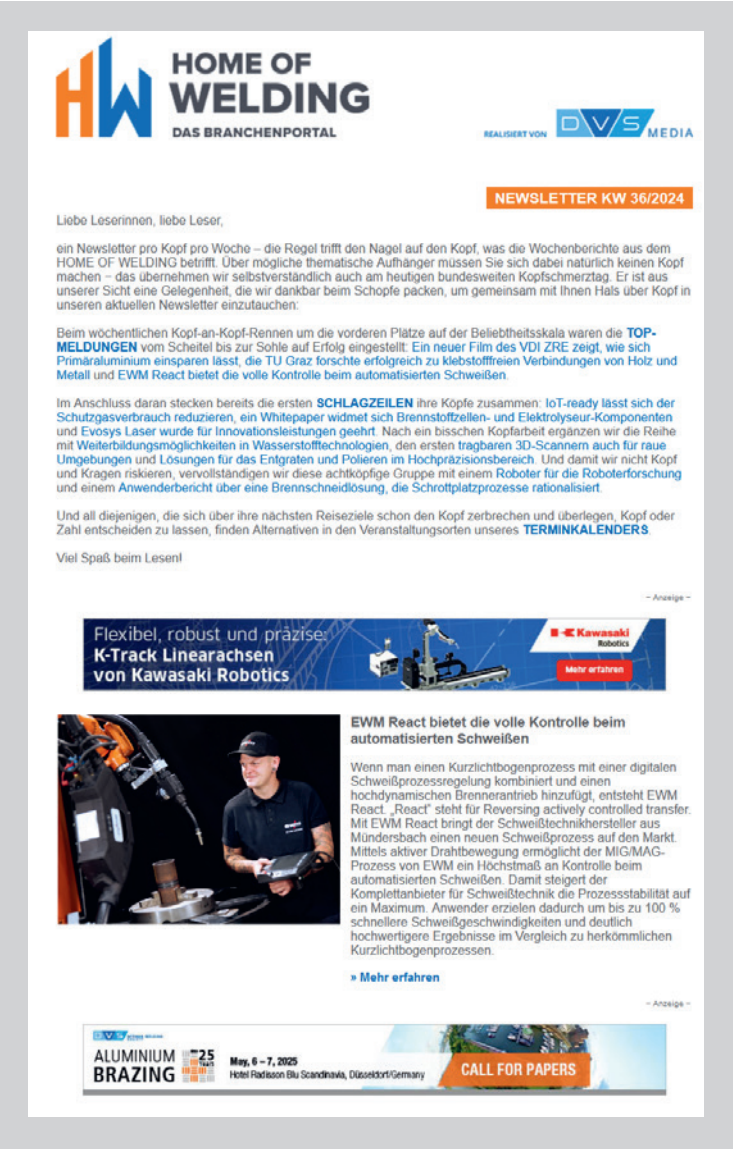
> homepage + sections*: 900 €/per month

*except in the jobportal

PRESENTATION OF YOUR BANNER PLACEMENT



REACH OF THE NEWSLETTER



OUR NEWSLETTER

YOUR ADVERTISING POSSIBILITIES

In our newsletter we summarize the most important articles, headlines and dates from the reporting in the HOME OF WELDING every week.

Our newsletter is usually published once a week, usually on Thursdays. You are also welcome to use this weekly, editorial notice to our newsletter subscribers for your advertising message. Give your advertising message the right framework.

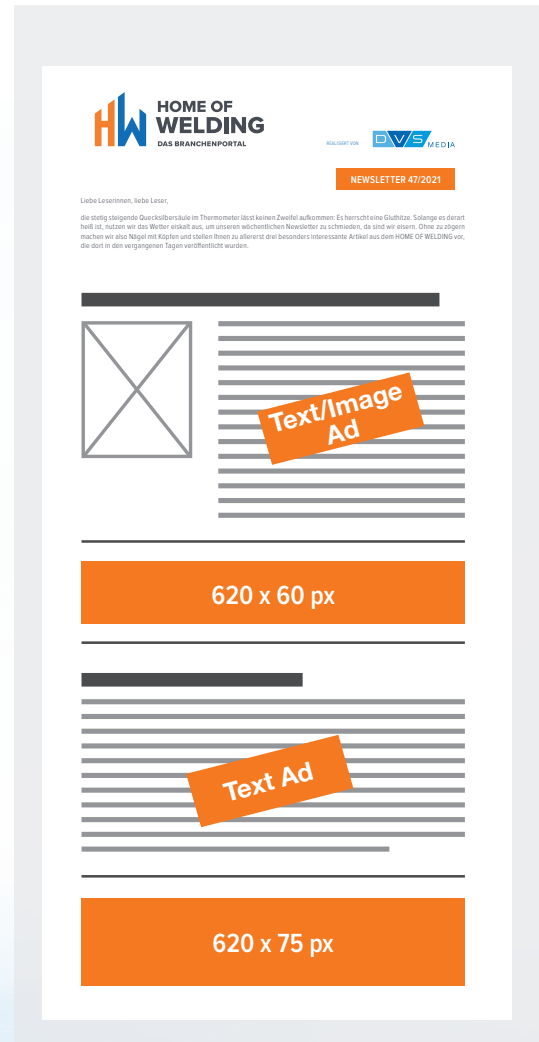
Banner-Prices:

> Fullbanner	620 x 60 px	325 €
> Text Ad	400 characters max.	340 €
> Text/Image Ad	300 characters max.	
+ 1 Image		350 €
> Special Banner	620 x 75 px	460 €

Banner data and -booking

- > each 10 days in advance

The placement options:



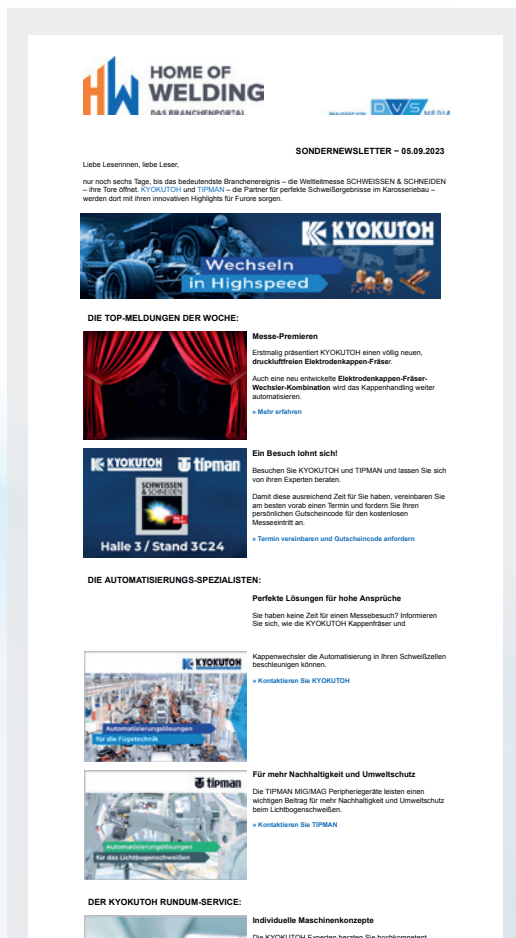
FOR EVERYONE WHO HAS MORE TO SAY IN THE INDUSTRY:

OUR STAND-ALONE-NEWSLETTER

Your messages to the welding industry need more space than an advertising banner can provide? Then use our circle of subscribers for a **stand-alone newsletter**.

The design of the stand-alone newsletter corresponds to the weekly HOME OF WELDING summary.

The decisive difference, however, lies in the content, which is made up exclusively of your reports. The stand-alone newsletter can be sent at any time, with the exception of Thursday. If you have any special design requests, the HOME OF WELDING editorial team will be happy to help you.



- › Introtext (max. 1,500 characters including spaces)
- › Three teaser articles
- › Headline: max. 75 characters
- › Teasertext: max. 540 characters
- › Image size: 271 x 181 px.
- › Three to four headlines: max. 70 characters each
- › Three to four dates for your events
- › **Stand-alone-Newsletter: 2,050 €**

ADVERTORIAL: YOUR ADVERTISEMENT IN EDITORIAL PACKAGING

Advertorials are a popular means of presenting advertising in editorial packaging.

HOME OF WELDING also offers you this opportunity.

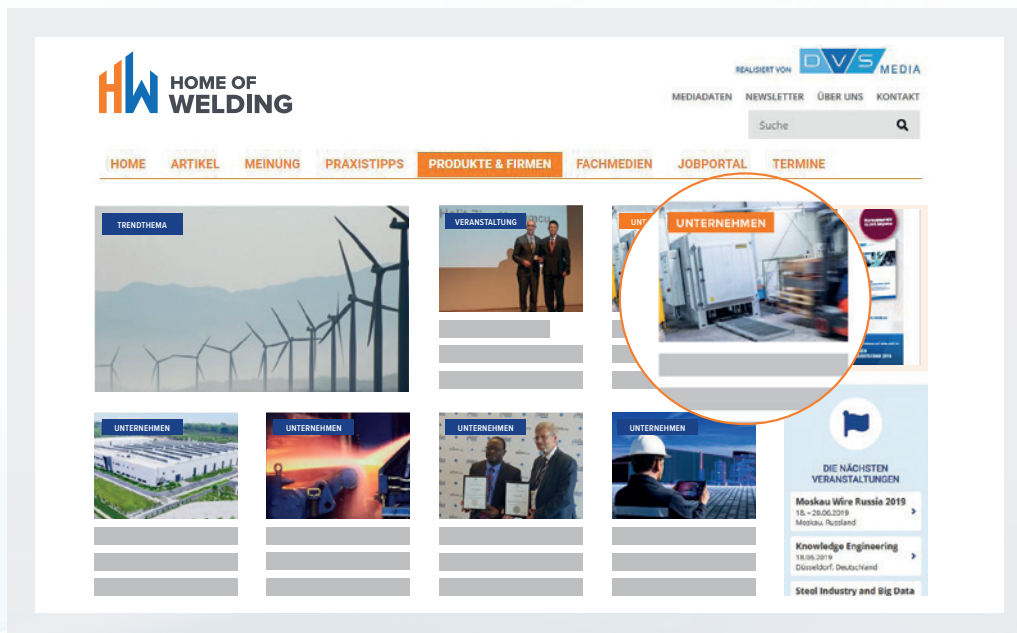
We publish your advertorial directly on the homepage on the day of publication, just like the other editorial content.

Later, your article is, for a specific period of time, listed in our chronological article overview „Advertorials“.

Advertorial:

> 3 months period:	1,025 €
> 6 months period:	1,750 €
> 12 months period:	2,770 €

PRESENTATION OF YOUR ADVERTORIALS



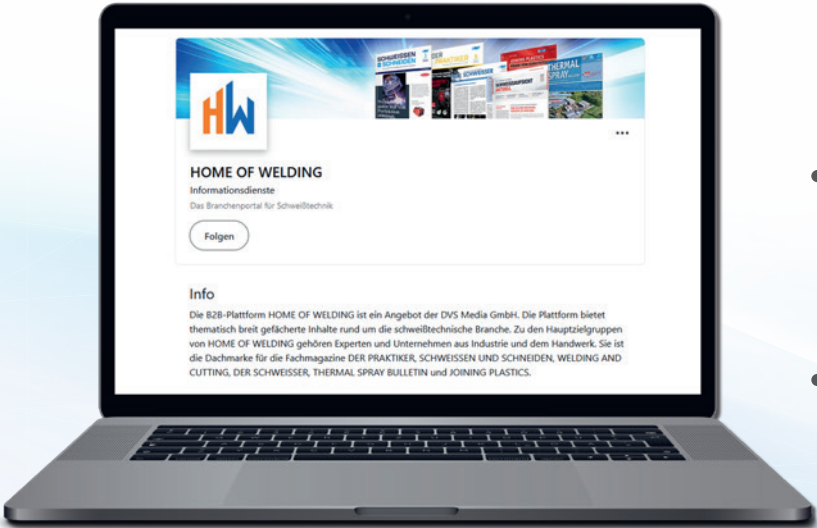
SOCIAL MEDIA POSTING



Make use of the joining technology network and give your press releases a social media boost.

LinkedIn 2025

1x Posting	350.00 €
3x Postings	900.00 €
10x Postings	2,500.00 €





HOME OF WELDING

Das Branchenportal für Schweißtechnik

Informationsdienste · Düsseldorf · 2 Tsd. Follower:innen · 11-50 Beschäftigte

+ Folgen

Nachricht



Start

Info

Beiträge

Jobs

Personen



HOME OF WELDING

2.031 Follower:innen

Sehen Sie sich eine Sammlung aktiver oder früherer Anzeigen nach HOME OF WELDING an.

[Anzeigenbibliothek anzeigen](#)

Alle

Bilder

Videos

Artikel

Dokumente

Sortieren nach: Relevanteste



HOME OF WELDING

2.031 Follower:innen

4 Min. ·

+ Folgen

technotrans und **enesty** bündeln ihre Kompetenzen im Bereich maßgeschneiderter **#Thermomanagement**-Systeme für die kunststoffverarbeitende **#Industrie**. Die Zusammenarbeit umfasst die ... mehr



JOBPORTAL FÜGETECHNIK

In cooperation with:



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:** 4 different trade magazines for your precise target group approach
- SCHWEISSEN UND SCHNEIDEN, DER PRAKTIKER, JOINING PLASTICS – FÜGEN VON KUNSTSTOFFEN, THERMAL SPRAY BULLETIN
- you advertise via the DVS network in the environment of nearly 17,000 members.

ONLINE

Publish your job advertisement

- **Online:** in our industry portal HOME OF WELDING
- **Online:** on the four websites of our specialist magazines

FÜGEN ONLINE:

Online-jobPortal (30 days duration)
490 € (plus VAT)

PRINT + ONLINE

Publish your job advertisement at a low package price

- **Print:** in one of our trade magazines
- **Online:** JobPortal ONLINE
- **Optional Online:** At StepStone, one of the leading online-job platforms in Germany

FÜGEN STARTER:

1/3 advertising page, 4c

Option 1) + online-JobPortal (30 days duration) 1,360 € (plus VAT)

Option 2) + online-JobPortal + StepStone (30 days duration) 3,060 € (plus VAT)

Options with services from StepStone are not discountable

FÜGEN BUSINESS:

1/2 advertising page, 4c

Option 1) + online-JobPortal (30 days duration) 1,800 € (plus VAT)

Option 2) + online-JobPortal + StepStone (30 days duration) 3,500 € (plus VAT)

Options with services from StepStone are not discountable

FÜGEN PROFESSIONAL:

1/1 advertising page, 4c

Option 1) + online-JobPortal (30 days duration) 2,150 € (plus VAT)

Option 2) + online-JobPortal + StepStone (30 days duration) 3,850 € (plus VAT)

Options with services from StepStone are not discountable

YOUR CONTACT TO US

Publishing House:

DVS Media GmbH
P.O. 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

HOME OF WELDING:

Redaktion Schweißtechnik
✉ redaktion@dvs-media.info

Manager Media Sales:

Markus Winterhalter
☎ +49 211 15 91-142
✉ markus.winterhalter@dvs-media.info

Assistance Media Sales:

Britta Wingartz
☎ +49 211 15 91-155
✉ britta.wingartz@dvs-media.info

Alexandra Seewald-Sander
☎ +49 211 15 91-225
✉ alexandra.seewald-sander@dvs-media.info

Publisher:

DVS Media GmbH



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.joining-plastics.info
- www.derpraktiker.de
- www.dvs-regelwerk.de
- www.alu-lieferverzeichnis.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
- www.joining-plastics-bzv.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.

New magazine websites!

Formats are as follows:



160 × 600 Pixel

Standard Banner

468 × 60 Pixel

Large Banner

1126 × 150 Pixel

It should be noted this is "responsive" is created, and must additionally supplied by the customer in the following formats:

Large Banner responsive Formate:

Banner Top L – Banner (946x150)

Banner Top M – Banner (706x150)

Banner Top S – Banner (526x150)

Prices:

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

Volumen/ Format	Standard Banner	Large Banner	Sky- scraper
1 Monat	95	190	320
12 Monate	950	1,900	3,200

* The prices are subject to VAT.

Directory Pages:

- www.abc-der-fuegetechnik.de/en
- www.dvs-regelwerk.de
- www.tsb-bezugsquellen.de/en
- www.alu-lieferverzeichnis.de/en
- www.joining-plastics-bzv.de/en
- www.verzeichnis.jahrbuch-schweisstechnik.de

Jahrbuch Schweisstechnik 2026



For more than 30 years, the Jahrbuch SCHWEISSTECHNIK has lived up to its claim to be a helpful reference work for the joining, cutting and coating technology industry.

Target Group

Metalworking companies: sheet metal and tube processing, machine and steel construction, shipbuilding, vehicle construction, welding specialists, welding technicians, welding engineers, production engineers, technical merchants, training centers and trainers in welding technology, students, lecturers, professors.

Advertising rate

Format	Width x Height in mm	Basic rate (b/w)	4-coloured
1/1 page+1/1 page company profile	117 × 172	2,670	3,580
1/1 page	117 × 172	2,520	3,430
1/2 page horizontal	117 × 85	1,260	2,170
1/2 page vertical	58 × 172		
1/4 page horizontal	117 × 42	640	1,550
1/4 page vertical	58 × 85		

Colour surcharge	per standard colour	230 €
	4-coloured	450 €

Bleed surcharge:	150 €
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with bleed:	154 mm width x 218 mm high incl. 3 mm bleed left, right, below and 5 mm above.
-------------	---

Bound-in-inserts:	2 pages (paper up to 115 g/m ²) only possible to a limited extent, consideration after receipt of order	2,900 €
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Format:	154 mm wide x 218 mm high
---------	---------------------------

Bookmark:	3,180 €
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* All prices are in EURO and do not include the currently valid VAT rate.

Book format:	DIN A5 (148 mm wide, 210 mm high)
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Print run:	3,000 Copies
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Paper:	80 g/m ² art print
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Ad closing date:	July 03, 2025
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Also available online:
www.verzeichnis.jahrbuch-schweisstechnik.de



Jahrbuch Schweißtechnik 2026

Further advertising opportunities



Alphabetical company directory

Registration fee: 195.00 (incl. logo)

Logo requirements:

four-coloured, max. height 20 mm, max. width 52 mm

Please send the logo in high resolution as an image file (JPEG or EPS) to:

britta.wingartz@dvs-media.info or

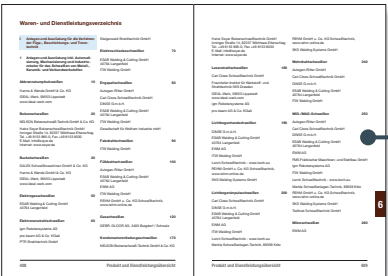
Product and Service directory

Registration fees:

up to 10 entries 14.00 € per line *

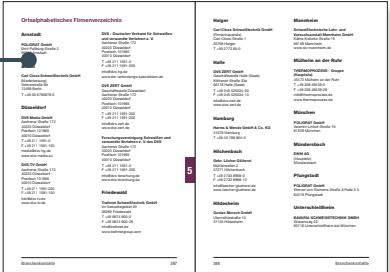
11 or more entries 12.00 € per line *

*(42 characters per line)



Local alphabetical business directory

Registration fee: 35 per entry



1/1 page + 1/1 page company profile

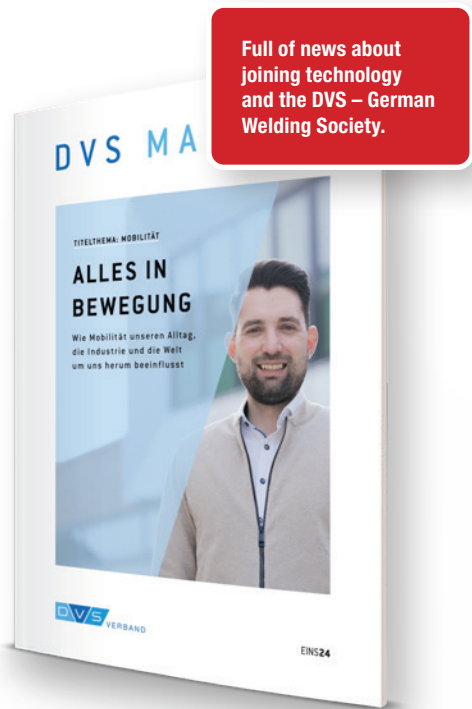
Type area: 117 mm wide x 172 mm high
with bleed: 154 mm wide x 218 mm high + 3mm bleed surcharge
3,580 €

New: The company profile also appears on our homepage

www.verzeichnis.jahrbuch-schweisstechnik.de/firmenprofile



DVS Members Magazine



Full of news about joining technology and the DVS – German Welding Society.

Target Group

Your advertising message reaches around 17,000 DVS members directly and precisely, and thus a target group par excellence! No wastage!

Format	Width x Height in mm	Advertising Rate 4-coloured
1/1 page	176 × 253	5,230
1/2 page horizontal	176 × 125	2,890
1/2 page vertical	86 × 253	
1/3 page horizontal	176 × 85	1,770
1/3 page vertical	57 × 253	
1/4 page horizontal	176 × 62	1,430
1/4 page vertical	86 × 125	

Limited Advertising Scope: max. three pages in the magazine + cover pages

Format: DIN A4, 210 mm wide x 297 mm high
With format: 216 mm wide x 305 mm high

Print run: 20,000 Copies
Volume: 24 pages, average

1st Issue/Month: May 2025
Ad closing date: 04 April, 2025

2nd Issue/Month: December 2025
Ad closing date: 14 November 2025

The editors reserve the right to make changes to the topics to keep them up-to-date.

DER SCHWEISSER

Advertise where practitioners get information

The information service for the practitioner and more

Editorial Profile

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

Our specialist editorial team puts its special focus on

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

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

Publication frequency: 6 times a year

February, April, June, August, October & December

Print run: 8,000 Copies

Advertising formats

Bar display: 165 mm × 34 mm, 4-coloured,
1/2 page horizontal: 165 mm × 125 mm, 4-coloured

EUR 1,030

EUR 2,840



www.home-of-welding.com/der-schweisser



The Aluminium Suppliers Directory 2026

The Aluminium

Suppliers Directory

For more than 50 years



Editorial profile

For more than 50 years, the aluminum delivery directory, which is published once a year, has been the leading international reference work for the aluminum industry among buyers in the core and key industries, in the subcontracting segment, among experts and auditors, and at association and chamber level. Thanks to its contemporary format, it meets the legitimate expectations of users, who quickly and purposefully get an up-to-date overview of suppliers of raw materials, metallurgical products, semi-finished and semi-finished products, light metal trade, finished products, plant and mechanical engineering, aluminum processing and the wide range of services such as Need to provide advice and expert opinions.

Print run	10,000 (print and digital)
Publication frequency:	annually
Printing process:	Offset
Data formats	File as EPS, TIF or PDF
Book format	148 mm wide × 210 mm high
Type area:	117 mm wide × 172 mm high
Ad closing date:	October 24, 2025
Publication date:	November 2025

The Aluminium Suppliers Guide, divided into almost 20 categories, is used in 3 versions:

- Print, more than 300 pages
- USB stick, can be used individually for digital use
- Online, www.alu-lieferverzeichnis.de/en/

The Aluminium Suppliers Guide: The decisive link for qualified contacts between purchasing and sales.

Publishing House



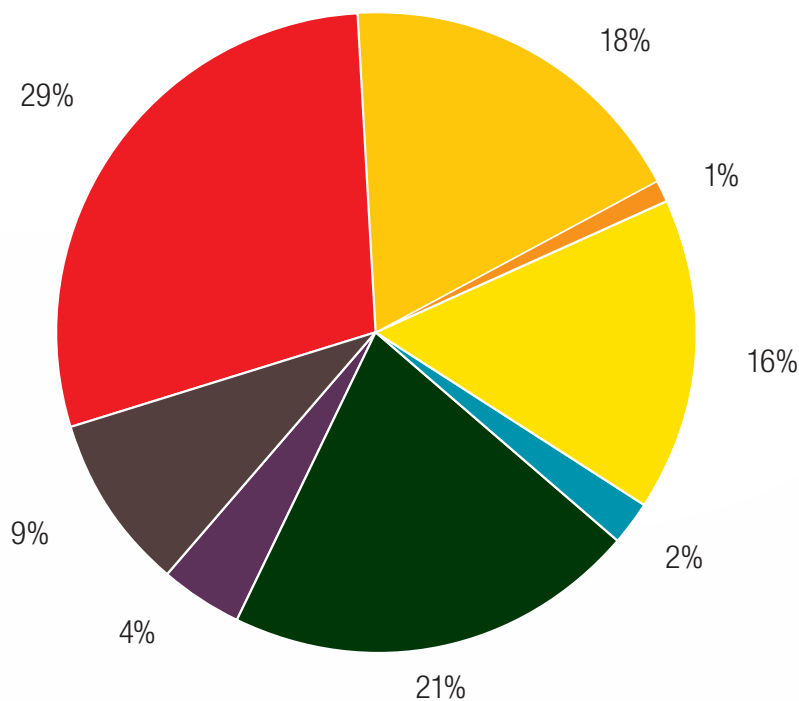
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Advertising Rates 28 valid from January 1st, 2025



Branches

- Automotive industry
- Rail vehicle industry
- Aviation
- mechanical engineering
- Toolmaking
- Construction
- Civil engineering
- Electrical engineering
- packaging
- Joining technology
- Surface technology

Contract work

- Metal construction
- Forming
- CNC processing
- Separation technology
- Surface treatmentg

Research & Teaching

- Universities
- Universities of applied sciences

Information/Advice

- Appraiser
- Engineers
- Architects
- Industrial design

Organizations

- Business associations
- Chambers of Commerce and Industry
- Chambers of CraftS

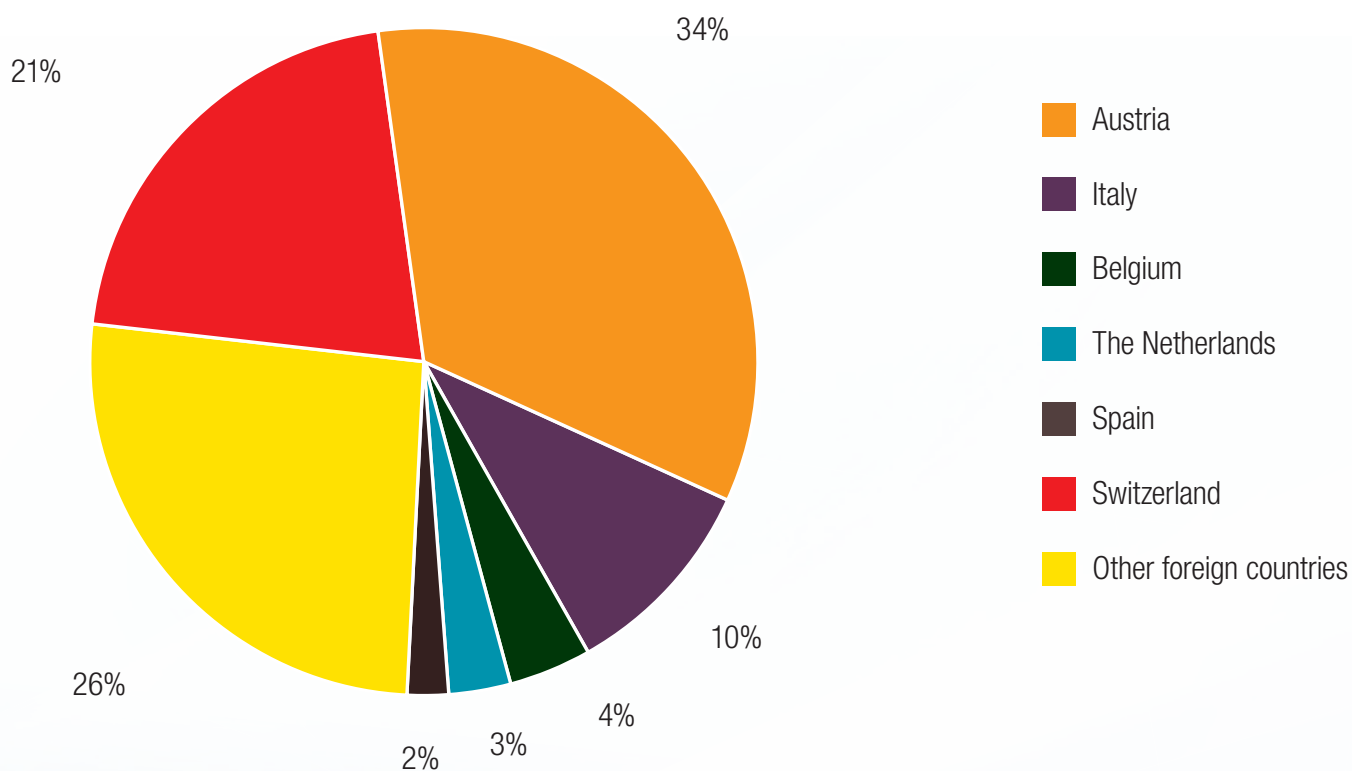
Individual Distribution

- Trade Fairs
- Exhibitions
- Congresses
- Individual requirements

Samples/ advertising copies

Aluminium-Industry

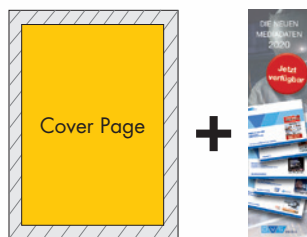
- Primary aluminum industry
- Secondary aluminum industry
- Aluminum semi-finished products
- Aluminum trade



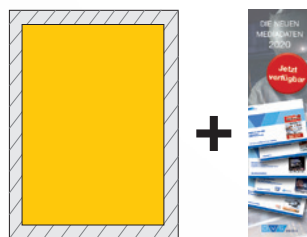
BRAND ENHANCER through print + online combinations

Online term: 1 year

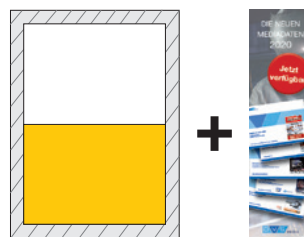
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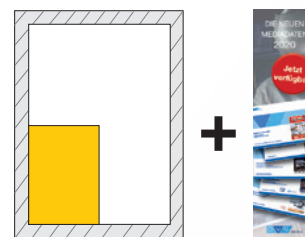
Cover Page 2,3,4
(117 mm x 172 mm)
+ Skyscraper
each 2,370 €



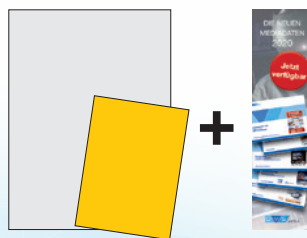
1/1 Page 4c
(112 mm x 172 mm)
+ Skyscraper
EUR 2,220 €



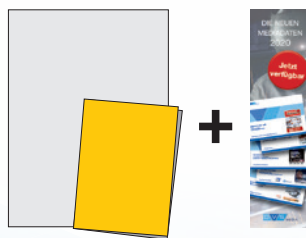
1/2 Page 4c
(117 mm x 84 mm)
+ Skyscraper
1,430 €



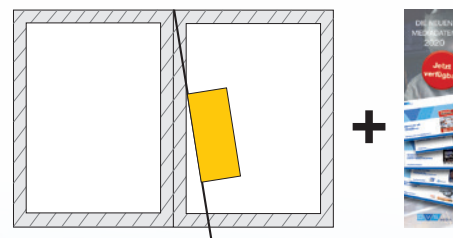
1/4 Page 4c
(58 mm x 85 mm)
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2-sided Bound-in-insert + Skyscraper
2,500 €



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Contact: Britta Wingartz

**Price per category for 1 year
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Aluminium

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Contact: Britta Wingartz

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2

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3

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File format appropriate for the Web

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Ideal in combination with print or print PDF



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☎ +49 211 1591-156

✉ martina.reintjens@dvs-media.info

🌐 www.dvs-media.eu

Offprints

1

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- 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)

Auflage/Stück*									
Pagen	Verarbeitung	100	200	300	400	500	600	800	1,000
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2	plano	256 €	310 €	350 €	362 €	368 €	374 €	386 €	398 €
4	folded	394 €	532 €	584 €	608 €	620 €	632 €	656 €	680 €
6	folded	524 €	678 €	798 €	828 €	850 €	872 €	916 €	960 €
8	saddle	632 €	816 €	864 €	892 €	936 €	974 €	1.054 €	1.130 €
12	saddle	1,064 €	1,200 €	1,264 €	1,320 €	1,366 €	1,416 €	1,516 €	1,616 €
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2

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High-resolution print file in the PDF format
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Unlimited print run
Unrestricted reprinting right
including copyright for the distribution of your print materials

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As an Internet-PDF – digital

File format appropriate for the Web
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Including permission to publish for the web and for distribution
Ideal in combination with print or print PDF

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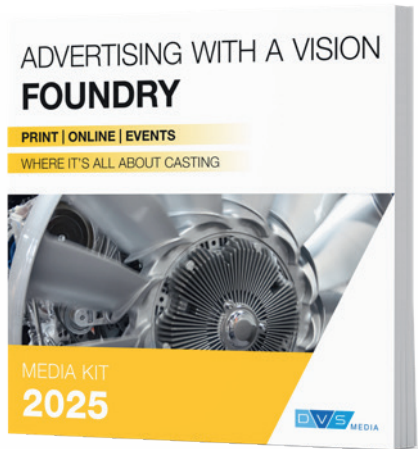
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