

# PRESS KIT 2025

## WERKZEUG

## TECHNIK

TECHNOLOGIE / METALLBEARBEITUNG / SCHNEIDWERKZEUGEN

## MACHINES PRODUCTION

L'ACTUALITÉ DES FABRICATIONS INDUSTRIELLES

✓ **PRINT**



✓ **WEB TV**



220,000  
readers / year

360°

330,030 views  
to date!!!

✓ **DIGITAL**



✓ **SOCIAL MEDIA**



180,423 visitors / year

+29,600 subscribers

⇒ **LA BASE** 110,950 addresses

## YOUR CROSS-MEDIA PARTNER

SOFETEC - Société Française d'Édition Technique

# OUR OFFERS

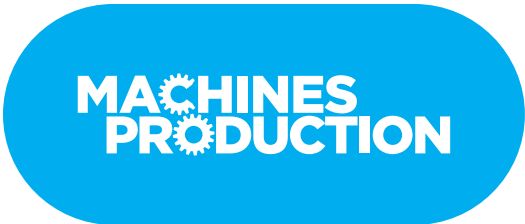
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Joint commission certification: 06 26 T7 91 62

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 All of our publications are printed via the Imprim'Vert® network in France to reduce their impact on the environment. They are also 100% FSC® and PEFC™ certified, which guarantees that they are produced in compliance with **sustainable forestry management practices**. They are also registered with the Commission Paritaire des Publications et Agences de Presse (CPPAP - Joint Press Editions and Agencies Committee), reg. no. **0626 T 79162**, which guarantees you access to a **quality readership** made up of industry sector professional subscribers.

## The German language technical review for the metal cutting and manufacture quality control sector.


Werkzeug Technik is published in 7 issues + 1 special issue per year in a 12,000 copy print-run, it is read by an average of 5 persons per engineering industry business, it covers technical news for the cutting tool, gripping system, part and tool quality control, machinery and software sectors.



## THE INDUSTRIAL TRADESHOWS FOR 2025

**MOULDING EXPO Stuttgart**, 06 to 09 May  
**EMO Hannover**, 22 to 26 September  
**FORMNEXT**, 18 to 21 November

## Editorial Planning for 2025

Issue	Date	Distribution*	Themes
215	05/03	JEC WORLD + INTEC	Cutting: turning - drilling - gripping - measurement - software - coatings - machines - close-up - focus on machining tools - worth knowing - <b>New:</b> Tool Management Systems
216	30/04	<b>CONTROL + MOULDING EXPO</b>	Cutting: grinding - drilling - gripping - measurement - software - correction - coatings - machines - close-up - focus on machining tools - worth knowing
217	25/06	<b>Mold makers + tool distribution</b>	Report MOULDING EXPO Cutting: tools and moulders - gripping - measurements - software - close-up - focus on machine-tools - <b>New:</b> tool correction and sharpening
218	25/08	<b>EMO + Distributors outside of Germany</b>	 The best of WT / Cutting plate guide <b>Issue exclusively in English</b>
219	17/09	EMO	Cutting: turning - milling - drilling - correction - gripping - measurement - close-up - focus on machining tools - worth knowing
220a	24/10	FORMNEXT	Report EMO - Preview FORMNEXT Cutting: grades - gripping - measurement - software - correction - coatings - machines - close-up - focus on machine-tools - worth knowing
220b	24/10	<b>Tooling subcontracting and cutting tool distribution</b>	<b>Special issue: grades table 2025</b>
221	13/11	<b>Subcontracting + distribution of machine tools/ cutting tools</b>	Report FORMNEXT Cutting: tools and moulders - gripping - measurement - software - correction - coatings - machines - close-up - focus on machining tools - worth knowing - <b>Special issue: Coatings table</b>

\* The Werkzeug Technik journal will be distributed at the tradeshow listed below.

## Interior Pages

Format	Dimensions (WxH) + 5 mm bleed off	Four colour Odd-numbered page
Full page	210 × 297 mm	€ 5,590
Junior page	130 × 180 mm	€ 3,810
1/2 page	105 × 297 / 210 × 150 mm	€ 3,070
1/3 page	70 × 297 / 210 × 100 mm	€ 2,260
1/4 page	55 × 297 / 210 × 75 mm / 90 × 130 mm	€ 1,830
1/8 page	100 × 60 / 60 × 100 mm	€ 1,080

## Covers

Format (WxH) + 5 mm bleed off	
Front cover (210 x 225 mm)	€ 7,620
Front cover special issue (210 x 225 mm)	€ 7,990
Inside front cover (210 x 297 mm)	€ 7,280
Inside back cover (210 x 297 mm)	€ 5,650
Back cover (210 x 297 mm)	€ 7,280
Opposite index (210 x 297 mm)	€ 6,750

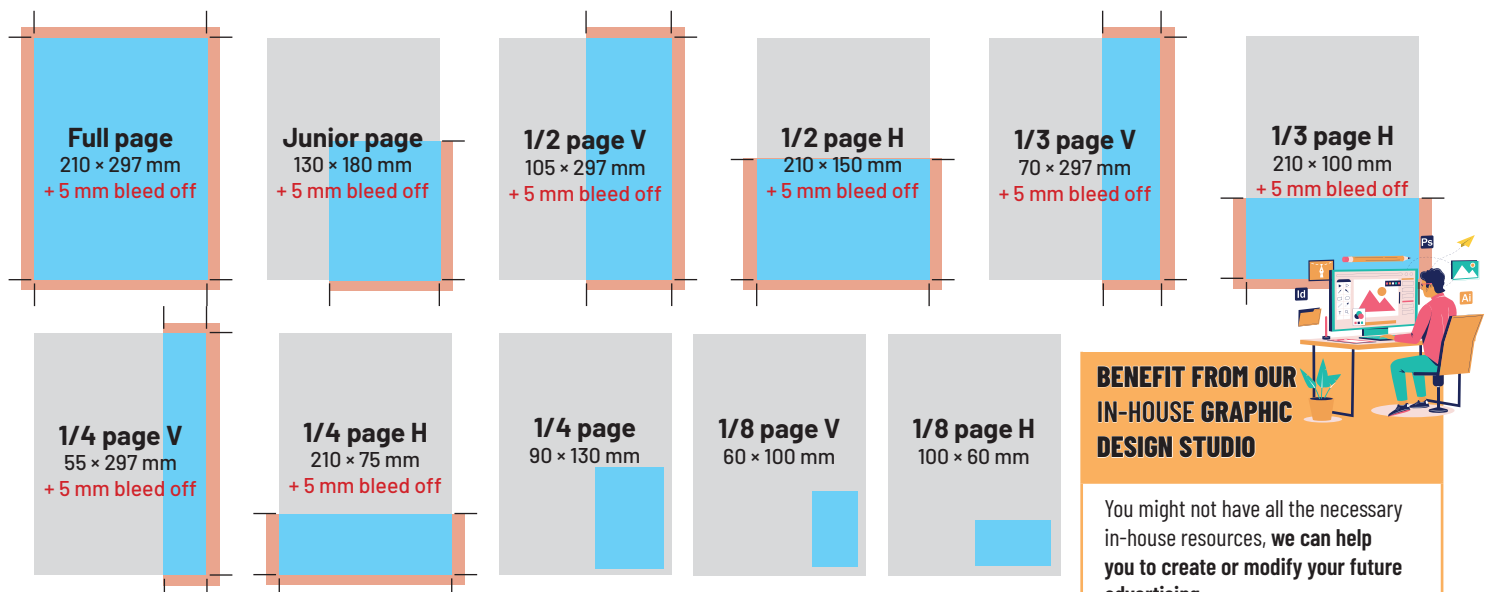
## Loose-leaf supplements

Format (WxH) + 5 mm bleed off	
2 pages (200 × 287 mm)	€ 2,500
4 pages (200 × 287 mm)	€ 3,300
6 pages (200 × 287 mm)	€ 4,500
8 pages (200 × 287 mm)	€ 5,000



■ 5 mm bleed off

## Formats



### TECHNICAL INFORMATION - GENERAL CONDITIONS

Size: 210 x 297 mm assembled - Binding: perfect bound.

**PROVISION OF DESIGN ELEMENTS:**

High resolution PDF (300 dpi) CMYK colour mode with cropping lines and 5 mm of bleed on all sides, no less than 3 weeks before publication. Compliant to clause 3 of our GTCS, the failure to provide technical elements within the given deadlines will not be considered as a modification or cancellation of your order which will therefore be invoiced as previously agreed.

### BENEFIT FROM OUR IN-HOUSE GRAPHIC DESIGN STUDIO

You might not have all the necessary in-house resources, **we can help you to create or modify your future advertising.**

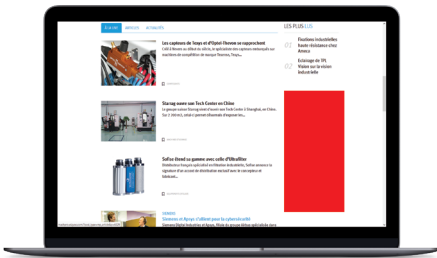
**Print:** via quotation, from € 500 ex V.A.T.  
**Web-site (banners):** € 300 ex. VAT  
**eMailing:** via quotation, from € 350 ex V.A.T.



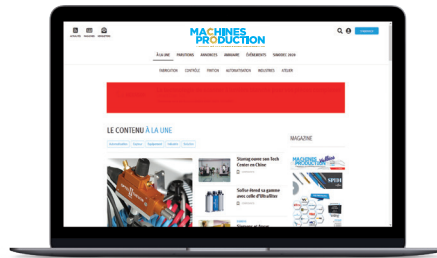
**Maxime Mader** | Chef de Publicité | +33 (0)6 78 08 36 88 | [mader@werkzeug-technik.com](mailto:mader@werkzeug-technik.com)

## Website

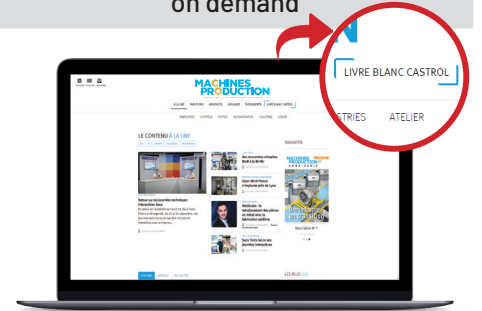
	Price EX VAT (VAT 20%)			
Frequencies	1 week	2 weeks	3 weeks	4 weeks
Vertical banner <sup>(1)</sup>	€ 1,510	€ 2,470	€ 3,300	€ 3,600
Horizontal banner <sup>(1)</sup>	€ 1,810	€ 3,070	€ 3,900	€ 4,400
Vertical and horizontal banners <sup>(1)</sup>	€ 2,490	€ 5,040	€ 5,400	€ 5,600
Personalised tab <sup>(2)</sup>	€ 4,000	€ 6,000	on demand	



**Vertical banner**  
(255 x 500 pixels)



**Horizontal banner**  
(1110 x 150 pixels)



**Personalised tab**  
Exclusive landing page

## Social media

	Price EX VAT (VAT 20%)			
Frequency	1 publication	2 publications	3 publications	4 publications
Posts*	€ 1,200	€ 2,100	€ 3,000	€ 4,100

\* All of our posts are published by our editorial team simultaneously on the LinkedIn, Twitter X, Facebook, Instagram and TikTok social media.

## Newsletters\*

	Price EX VAT (VAT 20%)
Monthly MP newsletter banner (600 x 150 pixels)	€ 2,280
Custom editorial in the newsletter	€ 2,850

\* Creation and modifications not included \*\* Other durations possible, contact us

(1) 33% SOV (Share Of Voice)

(2) 100% of SOV exposure for a custom-design page dedicated to your business news (white papers, webinars, etc.) + emailing dispatch to around 110,950 addresses

## Sponsored article

FROM  
**€ 1,150** EX VAT

Present your events, your services, products, updates or any other informative content on our web-site.

- > Promotion of your news on our home-page
- > First hypertext link included, then € 350 ex V.A.T. per additional link

### NEWSLETTER



## Every month in our publications:

Raw materials • Software • Machines • Tools • **Additive manufacturing** • Peripherals • Cutting tools • Tool-pieces • Welding • Lubricants • Cleaning • Surface and heat treatments • **Automation** • Measuring • Components • **Environment** • Logistics • PPE • Services • Skills • Sub-contracting • Panel-work • Forging • Foundry • Economics • Exchanges • **Events**

**CIRCULATION: 13 issues/year - 8,000 copies/issue**



● National Editions 
 ● National and Valleys Editions\* 
 ● Special issues

Journal	Issue	Month	Distribution**	Focus
<span style="color: blue;">●</span>	1150	Jan.	Global Industrie Lyon + JEC World	Machine-tool and peripheral innovations
<span style="color: blue;">●</span>	1151	Feb.	Global Industrie Lyon	Cutting tool innovations and other consumables
<span style="color: darkblue;">●</span>	1152	Feb.	Global Industrie Lyon + Aff'Tech + Vallée de l'Arve Sub-contracting	Focus on the mechanical industry in Auvergne-Rhône-Alpes
<span style="color: blue;">●</span>	1153	March	3D Print Lyon + AM and prototyping businesses	Additive manufacture + Prototyping
<span style="color: blue;">●</span>	1154	April	EPHJ + Sepem Martigues + SNITEM members	 Microtechnology + Medical sector
<span style="color: orange;">●</span>	n°18	May	SIAE Bourget + Siane + Sub-contracting in aeronautics	Aeronautics
<span style="color: blue;">●</span>	1155	June	Federation and Forges Foundries workshops	Forges and Foundries
<span style="color: blue;">●</span>	1156	July	EMO Hanovre + Formnext + Motek	 MO (Machine-Tool) and cutting tool innovations
<span style="color: blue;">●</span>	1157	Sept.	Sepem Angers + Siane	Sheet metal working
<span style="color: blue;">●</span>	1158	Oct.	BE 5.0 + Sub-contracting in mechatronics	Connected industries
<span style="color: orange;">●</span>	n°19	Oct.	Car industry sub-contracting	Car industry
<span style="color: darkblue;">●</span>	1159	Nov.	High precision workshops + SNDEC members	Luxuries
<span style="color: blue;">●</span>	1160	Dec.	Sepem Rouen + Subcontracting in the North	"Made in France"

\* The National Valleys editions include a dedicated guidebook covering the local initiatives in place in the Arve, Doubs, Gier, Oyonnax, Rhône and Saône valleys. These are also sent free of charge to a selection of non-subscribing readers from those valleys.

\*\* The Machines Production journal will be distributed at the above mentioned trade shows, as well as free of charge to a selection of non-subscribing readers depending on their geographical location and the themes covered.

**Inner pages <sup>(1)</sup>**

Price ex. VAT (VAT 20%)

Format	Right front	Left rear
Full page	€ 3,360	€ 3,025
Double page spread	€ 5,450	
1/2 page	€ 1,995	€ 1,795
1/2 page Flex	€ 2,390	€ 2,150
1/3 page	€ 1,470	€ 1,320
1/4 page	€ 1,155	€ 1,040
1 page advertorial <sup>(3)</sup>	€ 3,510	
2 page advertorial <sup>(3)</sup>	€ 5,600	

**PREMIUM SPACES**

For an extra 20%, you can choose your advert's exact position

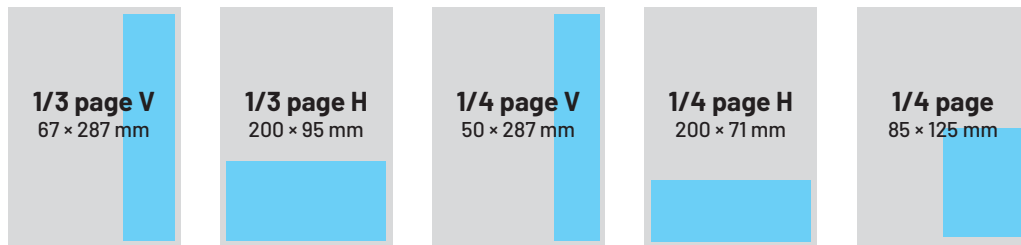
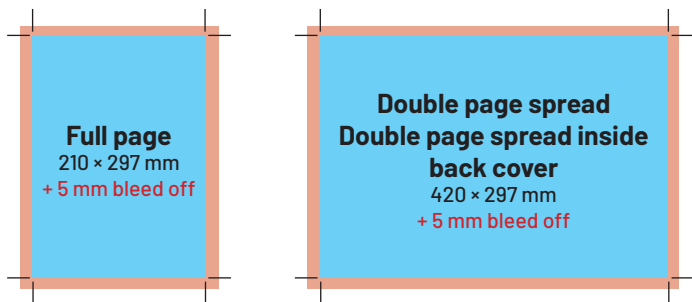
**FINAL ORDER DISCOUNTS BASED ON ANNUAL TURNOVER (LOI SAPIN) <sup>(4)</sup>**

10,000 - 16,000	4 %
16,000 - 25,000	10 %
25,000 - 32,000	14 %
> 32,000	20 %

**OTHER DISCOUNTS**

Growth: Turnover > 110 % 4 %

**Formats**



**TECHNICAL INFORMATION - GENERAL CONDITIONS**

Size: 210 x 297 mm assembled - Binding: perfect bound.

**PROVISION OF DESIGN ELEMENTS:**

High resolution PDF (300 dpi) CMYK colour mode with cropping lines and 5 mm of bleed on all sides, no less than 3 weeks before publication. Compliant to clause 3 of our GTCS, the failure to provide technical elements within the given deadlines will not be considered as a modification or cancellation of your order which will therefore be invoiced as previously agreed.

**Loose-leaf supplements <sup>(1)</sup>**

Price ex. VAT (VAT 20%)

Format	Price
Max format (200X287) on 150g double-sided, printing included	€ 4,725

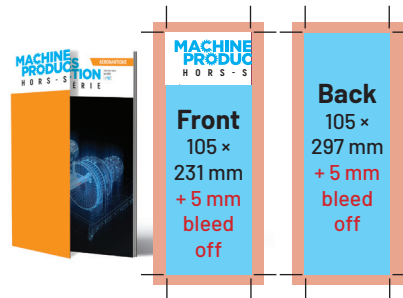
**Premium <sup>(1)(2)</sup>**

Price EX VAT (VAT 20%)

Format	Price
Rider with repeat (105 x 231 + 105 x 297 + 5 mm)	€ 6,000
Inside front cover (210 x 297 + 5 mm)	€ 3,990
Opposite index (210 x 297 + 5 mm)	€ 3,730
Back cover (210 x 297 + 5 mm)	€ 4,200
Double-page spread inside back cover* (420 x 297 mm + 5 mm)	€ 4,650

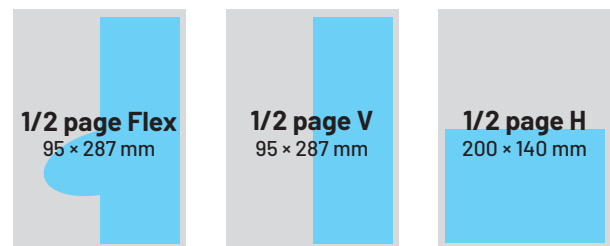
\* double page spread including the inside back cover

**Rider template**



- (1) Creation and modifications not included.
- (2) Cover adverts not subject to the "Loi Sapin" discount.
- (3) Around 400 words, 2,500 signs per page, including spaces.
- (4) Discounts calculated on the basis of your annual budget.

■ 5 mm bleed off



**BENEFIT FROM OUR IN-HOUSE GRAPHIC DESIGN STUDIO**

You might not have all the necessary in-house resources, **we can help you to create or modify your future advertising.**

**Print:** via quotation, from € 500 ex V.A.T.  
**Web-site (banners):** € 300 ex. VAT  
**eMailing:** via quotation, from € 350 ex V.A.T.

## Promotional Article

A promotional article drafted for you on demand by one of the Machines Production in-house writers, working under their own name, presenting the specifications of a product or product range. The format, no more than 2 pages, will be set by the author.

Options	Price EX VAT (VAT 2.10 %)
1 to 2 pages	€ 3,900
Video link integration (QRCode)	€ 250
RS Distribution	€ 900
Premium position in the monthly newsletter	€ 300

### PAYMENT TERMS

Journalist expenses (transport + lodging) will be covered by the advertiser and paid on reception of the invoice. Submission of pdf format for approval three weeks before publication. Translations available on request.



## Workshop modules

Machines Production proposes advertising space at a reduced cost for regular advertising messages in our dedicated section for small workshop equipment.

### Cost per issue Price EX VAT (VAT 20%)\*

Format (width x height)	Insert calculation	For 1 to 5 Issues	For 6 to 16 Issues
60 x 65 mm	A	€ 240	€ 190
60 x 100 mm	B	€ 365	€ 305
60 x 135 mm	C	€ 480	€ 410

\* Unit price per issue. For an extra 20% on the unit price, you can choose your advert's exact position



Multiple formats:  
Contact us



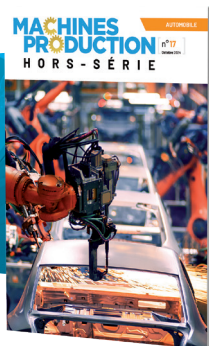
## Themed issues

Two special issues are distributed to specialist manufacturers, equipment suppliers and sub-contractors impacted by major technological changes.

These issues cover either the aeronautics or car industries, covering the latest news and issues related to their particular sectors as well as R&D and production hardware.



### **AERONAUTICS** N°18 June



### **CAR INDUSTRY** N°19 October

- ▶ SOME IMPORTANT FIGURES  
MARKET ANALYSIS AND PERSPECTIVES
- ▶ INNOVATIONS AND R&D
- ▶ NEW PRODUCTION HARDWARE  
SOLUTIONS
- ▶ SECTOR SPECIFIC ARTICLES AND NEWS

+ 330,030 views

+ 29,600 subscribers

\* On 30 September 2024

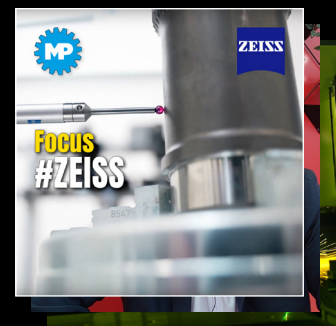


L'émission

Reportages

Live !

Focus



A monthly broadcast on the Machines Production website and YouTube channel, in which a panel of specially invited experts talk about the subjects that are making news in the industrial sector at the time.

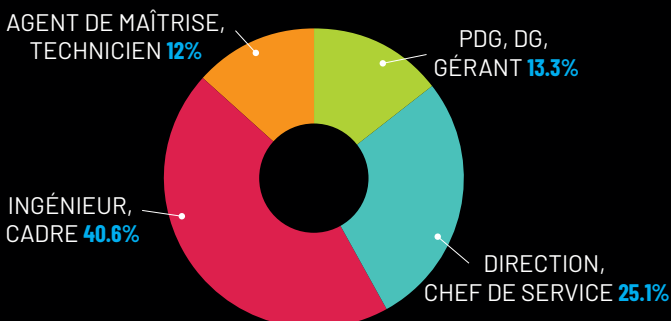
These SPECIAL REPORTS are made on site by our editorial team and, if desired, can be integrated into one of the MP Shows to highlight exchanges or products independently and inform your clients and prospects through effective, stand-out, narrative content.

These shows are live, during a tradeshow, inauguration or open day and broadcast on the Machines Production website, YouTube Channel and social media by the following day at the latest, they are brief shows that get to the point and will get your message out quickly and effectively.

The FOCUS videos are made in collaboration with our journalists and are an ideal way to present your business, its values, solutions and service proposals. They are broadcast on the Machines Production website, YouTube channel and social media, they can be customised with your visual identity and business contact data.

AUDIENCE

MACHINES PRODUCTION TV



LIVE REPLAY AND PODCASTS

From the TV tab on the machinesproduction.fr web-site, on our YouTube channel and the usual audio platforms, no time limit.

Let's take a look at the latest engineering industry news!  
**LIVE NEWS, MEET-UPS AND EXCHANGES**

Video is THE essential media if you want your content to be credible, Machines Production offers an exclusive web-site and YouTube channel broadcast news program aimed specifically at the engineering industry and its fans. We call it "the MP Show", every month it reviews French industry news, giving specialists a chance to have their say in the studio or in special on-the-spot reports.



**THE MP SHOW**

Prepared and fully  
**CONTROLLED talk-time**

Your message rendered credible  
 by a **REPUTED** media name

Effective and  
**SUSTAINABLE** advertising

**BROADCAST SCHEDULE**



Package offer EX VAT (VAT 20 %)	
<b>Spot package</b> Sponsoring + Studio presence	€ 3,100
<b>Classic package</b> MP Show report + Studio presence	€ 4,900
<b>Visibility package</b> Sponsoring + MP Show report	€ 6,400
<b>Wide Angle package</b> Sponsoring + Studio presence + 1 min 30 report	€ 7,000

Unit price EX VAT (VAT 20 %)	
Studio presence	€ 900
Sponsoring	€ 2,500
MP Show report	€ 4,500
Social media teaser (20-30 sec)	€ 1,000

PAYMENT TERMS:  
 Expenses (transport + accommodation) will be covered by the advertiser and paid on reception of the invoice.

## The credibility of the Machines Production name will BUILD UP YOUR REPUTATION

As new digital technologies propose an infinite number of communication formats, our staff is at your service to help you to make your future promotional films. Objectives, reputation, product launch, brand image... all of these factors will be carefully considered to ensure that the result will be professionally produced using illustrative shots and visual animations that will meet the heights of your ambitions.

### THE SPECIAL REPORTS / VIDEO FOCUS / BROADCASTS

Short, HIGH-IMPACT content

Your brand image associated with a REPUTED media name

A fun and DYNAMIC message

### EXCLUSIVE BROADCAST SCHEDULE



On-line publishing  
PUSH to social media  
(issue date TBC, depending on availability)

LA BASE

Repost  
PUSH to social media  
Monthly newsletter sent out<sup>(1)</sup>

(1) Monthly mailing, with each issue of Machines Production

#### Reportages

	Price EX VAT (VAT 20 %)	
Maximum length: 1 min 30	€ 4,200 <sup>(1)</sup>	€ 4 500 <sup>(2)</sup>

(1) Broadcast independently to the MP Show  
(2) Broadcast as part of one of the MP Shows

#### Focus

	Price EX VAT (VAT 20 %)
Maximum length: 2 min 15	€ 4,900

#### Live !

	Price EX VAT (VAT 20 %)
Maximum length: 1 min (portrait orientation)	€ 1,500



PAYMENT TERMS:  
Expenses (transport + accommodation) will be covered by the advertiser and paid on reception of the invoice.




## Reference your business nationally and improve your natural referencement (SEO)

**€ 1,200 ex V.A.T./year\***

**+ than 183,423 specific visitors per year\*\***

**+ than 403,530 specific consultations per year\*\*\***

REFERENCING YOUR BUSINESS	free access	WEB PACK
Higher placing in search results	✗	✓
Unlimited content publication**	✗	✓
All of your content accessible to internet users	✗	✓



**YOUR CLIENT SPACE**

PRODUCT DATA-SHEETS	free access	WEB PACK
Product/service specifications	✓	✓
Unlimited video publication	✓	✓
Unlimited content publication**	✗	✓
Corporate contact details	✗	✓
Contact form	✗	✓
Web-publication of attachments**	✗	✓
Estimation request	✗	✓
Higher placing in search results	✗	✓



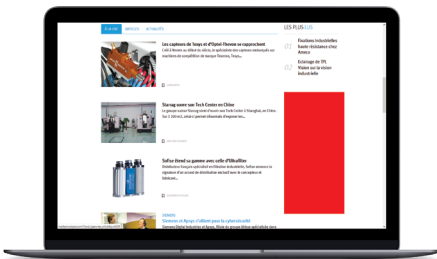
**PRODUCT DATA-SHEETS**

\* one year after the first full year on-line \*\* data from the period covering 01/10/2023 to 30/09/2024 \*\*\* content subject to moderation by our editorial staff

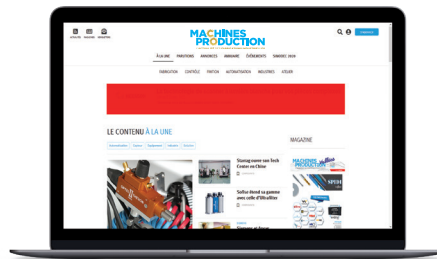
Website 183,423 visitors/year

Price EX VAT (VAT 20%)

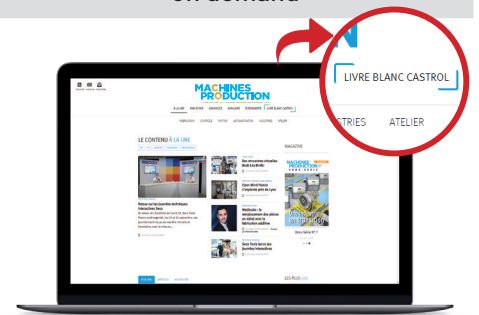
Frequencies	1 week	2 weeks	3 weeks	4 weeks
Vertical banner <sup>(1)</sup>	€ 1,510	€ 2,470	€ 3,300	€ 3,600
Horizontal banner <sup>(1)</sup>	€ 1,810	€ 3,070	€ 3,900	€ 4,400
Vertical and horizontal banners <sup>(1)</sup>	€ 2,490	€ 5,040	€ 5,400	€ 5,600
Personalised tab <sup>(2)</sup>	€ 4,000	€ 6,000	on demand	



**Vertical banner**  
(255 x 500 pixels)



**Horizontal banner**  
(1110 x 150 pixels)



**Personalised tab**  
Exclusive landing page

## Sponsored website article

Present your events, your services, products, updates or any other informative content on our web-site.

- > Promotion of your news on our home-page
- > First hypertext link included, then € 350 ex V.A.T. per additional link

FROM  
**€ 1,150** EX VAT

Newsletters\* 110,950 addresses

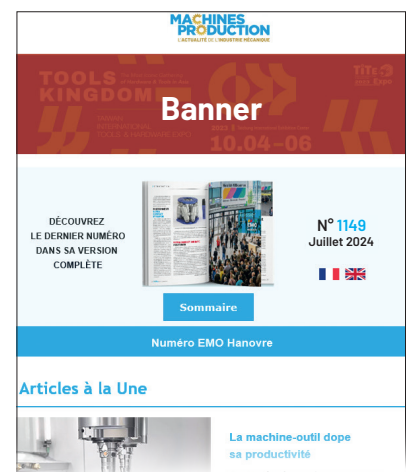
Price EX VAT (VAT 20%)

Monthly MP newsletter banner (600 x 150 pixels)	€ 2,280
Custom editorial in the newsletter	€ 2,850

\* Creation and modifications not included \*\* Other durations possible, contact us

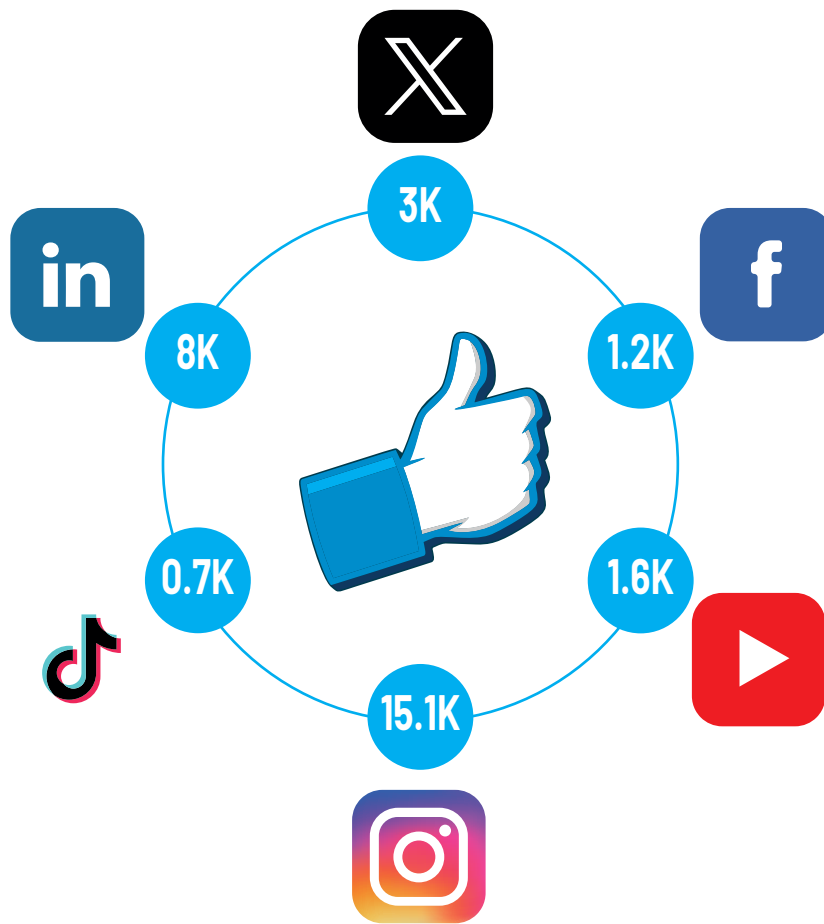
- (1) 33% SOV (Share Of Voice)
- (2) 100% of SOV exposure for a custom-design page dedicated to your business news (white papers, webinars, etc.) + emailing dispatch to around 110,950 addresses

### NEWSLETTER





**+ 29,600 subscribers**



## Social media

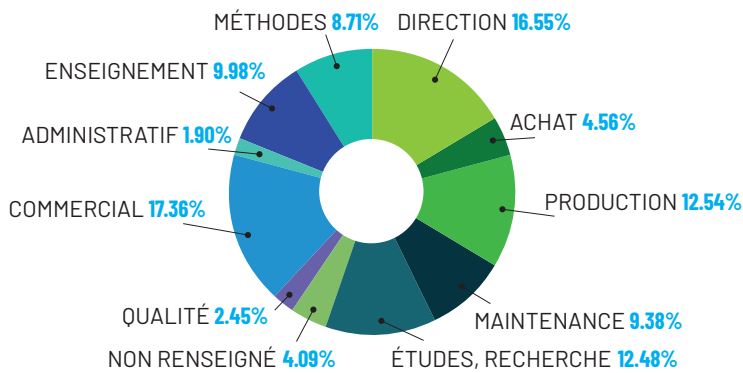
Price EX VAT (VAT 20%)

	1 publication	2 publications	3 publications	4 publications
Posts (text, photo, link, tag supplied by the client)	€ 1,050	€ 1,850	€ 2,800	€ 3,750
Posts / Reels (includes script-writing - shoot - editing & publication)	€ 1,400	on application		

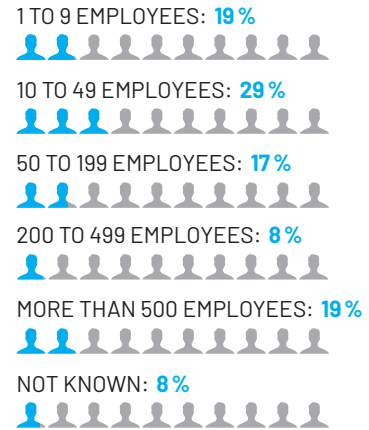
The editorial staff may reformulate your message to increase its impact.

# 110,950 French email addresses some key figures

DEPARTMENTS



STAFF



## Single use mailing lists

(dispatch + resend to unopened) Price EX VAT

Number of addresses	Price per 1,000 addresses
Less than 2,500	Contact us
Between 2,500 and 5,000	€ 500
Between 5,000 and 7,500	€ 350
Between 7,500 and 10,000	€ 250
Between 10,000 and 15,000	€ 200
Between 15,000 and 20,000	€ 150
Between 20,000 and 30,000	€ 120
Between 30,000 and 50,000	€ 100
Between 50,000 and 75,000	€ 95
Between 75,000 and 100,000	€ 90
More than 100,000	€ 85





# MACHINES PRODUCTION WERKZEUG TECHNIK

## A TEAM AT YOUR SERVICE

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