

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 2026

GRINDINGHUB Stuttgart, 14 to 17 May
AMB Stuttgart, 10 to 14 September



EDITORIAL PLANNING FOR 2026

ISSUE	DATE	DISTRIBUTION*	THEMES
222	03/03		Report Nortec - Cutting : turning-drilling-gripping - measurement - Software - coatings - Machines - close-up - focus on machining tools - worth knowing - New: Tool Management System
223	30/04	GrindingHub	Preview GrindingHub - Cutting : milling - drilling - tightening - measurement - software - correction - coatings - machines - close-up - focus on machining tools - New: grinding, tool correction and sharpening
224	25/06		Report GrindingHub - Cutting : tools and moulders - measurement - software -close-up - focus on machining tools
225	25/08		1 year AMB Highlight - Special Issue 2026 / Best of WT Special cutting tools insert guide - English Issue 2026
226	10/09	AMB	Preview AMB - Cutting : turning- milling-drilling - tools correction - tightening - measurement - close-up - focus on machining tools - worth knowing
227 A	28/10	AMB	Report AMB - Cutting : grades -gripping - measurement - software - correction - coatings - machines - close-up - focus on machining tools - worth knowing
227 B	28/10		Special issue : gardes table 2026
228	13/11	FORMNEXT	Preview FORMNEXT - Cutting : tools and moulders- gripping - measurement - software - correction - coatings - machines - close-up - focus on machining tools - worth knowing - Special issue : coatings table

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

Interior Pages

Format	Dimensions (WxH) + 5 mm bleed off	Four colour Odd-numbered page
Full page	210 × 297 mm	€ 5,760
Junior page	130 × 180 mm	€ 3,970
1/2 page	105 × 297 / 210 × 150 mm	€ 3,210
1/3 page	70 × 297 / 210 × 100 mm	€ 2,380
1/4 page	55 × 297 / 210 × 75 mm / 90 × 130 mm	€ 1,930
1/8 page	100 × 60 / 60 × 100 mm	€ 1,140

Covers

Format (WxH) + 5 mm bleed off	
Front cover (210 x 225 mm)	€ 7,780
Front cover special issue (210 x 225 mm)	€ 7,990
Inside front cover (210 x 297 mm)	€ 7,430
Inside back cover (210 x 297 mm)	€ 5,820
Back cover (210 x 297 mm)	€ 7,430
Opposite index (210 x 297 mm)	€ 6,960

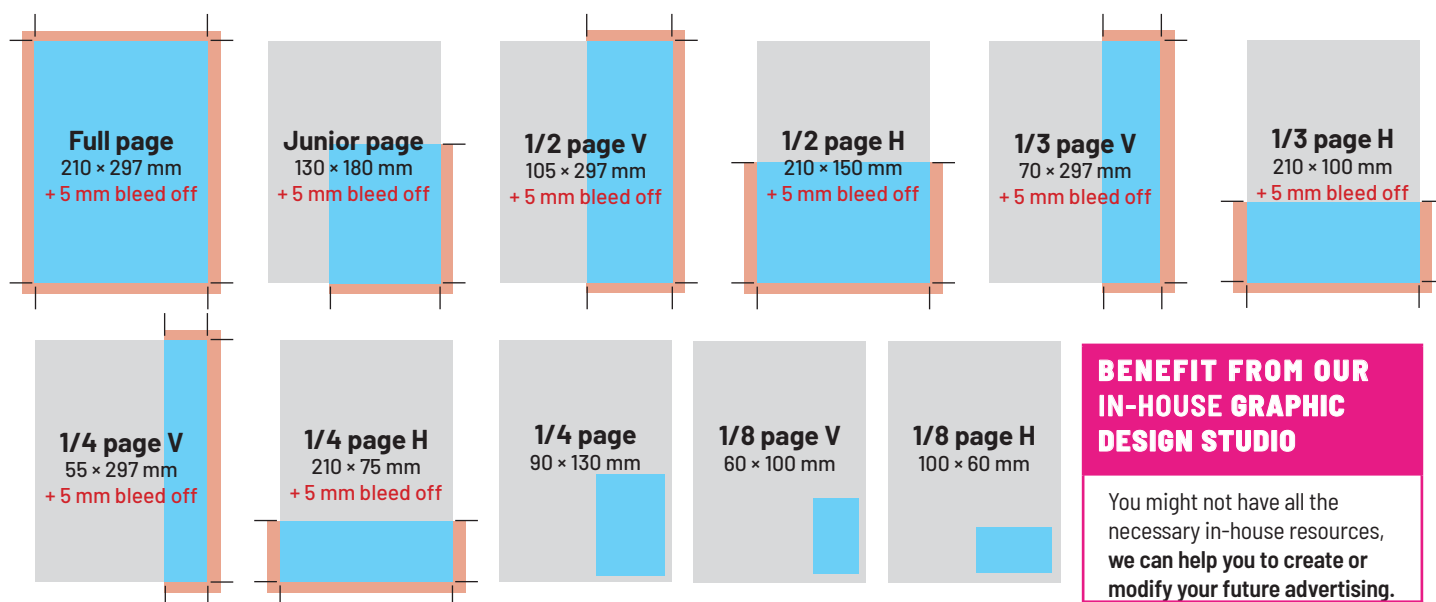
Loose-leaf supplements

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.

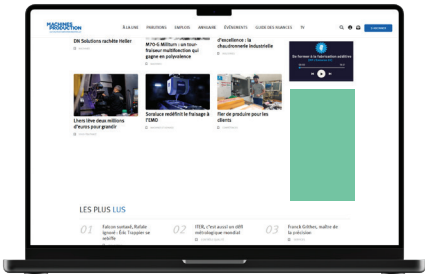


Maxime Mader | Advertising Manager | +33 (0)6 78 08 36 88 | mader@werkzeug-technik.com

WEBSITE

Price EX VAT (VAT 20%)

Frequencies	1 week	2 weeks	3 weeks	4 weeks
Verical banner ⁽¹⁾	€ 1,940	€ 3,010	€ 3,440	€ 4,350
Horizontal banner ⁽¹⁾	€ 2,420	€ 3,110	€ 3,760	€ 5,060
Vertical and horizontal banners ⁽¹⁾	€ 5,320	€ 5,950		



Bannière verticale
(255 × 500 pixels)



Bannière horizontale
(1150 × 150 pixels)

SOCIAL MEDIAS

Price EX VAT (VAT 20%)

Frequency	1 publication	2 publications	3 publications	4 publications
Posts*	€ 1,380	€ 2,420	€ 3,450	€ 4,720

* 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 × 150 pixels)	€ 4,680
Custom editorial in the newsletter	€ 4,970

* 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



Articles à la une



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nouveaux modèles
industriels. Flexibilité,
autonomie, interconnexion :
l'usine de demain
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