

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 2027

Intec, 2 to 3 March
DST Südwest, 7 to 9 April
CONTROL, 11 to 14 May
MOULDING EXPO, 11 to 12 May
EMO, 4 to 8 October
formnext, 26 to 29 October



EDITORIAL PLANNING FOR 2027

ISSUE	DATE	DISTRIBUTION*	THEMES
229	25/02	Intec DST Südwest	Tooling and clamping devices for: Turning, Milling and Drilling - Grinding materials - Producing Processes - Mechanical and Optical Measuring equipment - Control and programming Technology
230	10/05	Moulding Expo Control	Tooling and clamping devices for: Turning, Milling and Drilling - Grinding materials - Producing Processes - Mechanical and Optical Measuring equipment - Control and programming Technology - New: Tool Grinding and Tool Eroding
231	02/07	Moulding Expo	Report Moulding Expo - Tooling and clamping devices for: Moulding, Turning, Milling and Drilling - Producing Processes - Mechanical and Optical Measuring equipment - Control and programming Technology - New: Tool Management System
232	25/08	EMO	1 year AMB Highlight - Special Issue 2027 / Best of WT Special cutting tools insert guide - English Issue 2027
233	20/09	EMO	Tooling and clamping devices for: Turning, Milling and Drilling - Grinding materials - Producing Processes - Mechanical and Optical Measuring equipment - Control and programming Technology
234 A	25/10	formnext	Report AMB - Cutting : grades -gripping - measurement - software - correction - coatings - machines - close-up - focus on machining tools - worth knowing
234 B	16/11		Report EMO Special issue : gardes table 2027
235	10/12		Report formnext - Tooling and clamping devices for: Turning, Milling and Drilling - Grinding materials - Producing Processes - Mechanical and Optical Measuring equipment - Special Coating Guide

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

Interior Pages

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

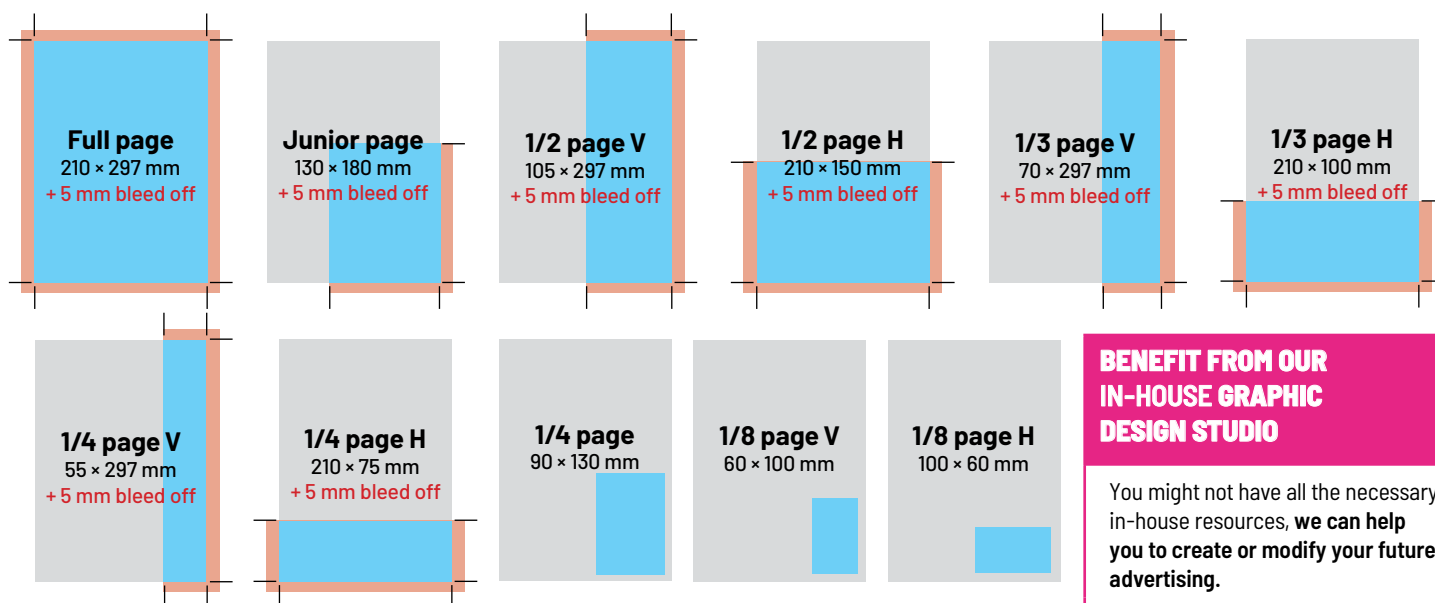
Loose-leaf supplements

Format (W x H) + 5 mm bleed off	
2 pages (210 x 5 mm)	€2,500
4 pages (210 x 5 mm)	€3,300
6 pages (210 x 5 mm)	€4,500
8 pages (210 x 5 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 (300 dpi) PDF/X-4 files in CMYK mode (recommended CMYK profile: FOGRA 39 coated), including cut-off marks and a 4 mm bleed all round, to be submitted no later than three 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. VAT

Website (banners): €300 ex. VAT

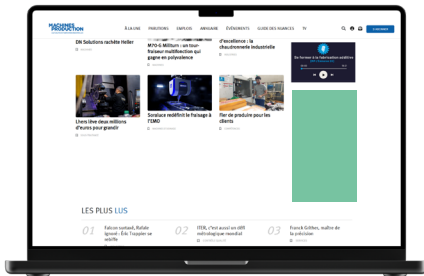
Email campaigns: via quotation, from €350 ex. VAT



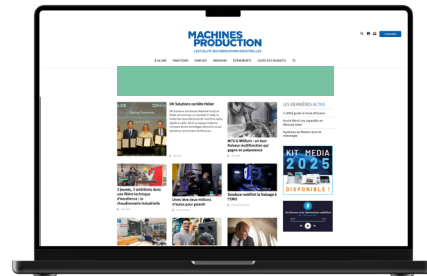
WEBSITE

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 x 500 pixels)



Bannière horizontale
(1150 x 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 x 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

SPONSORED 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



Articles à la une



L'IA et la robotique redéfinissent l'usine
L'automatisation ne se contente plus d'exécuter : portée par l'IA et la robotique, elle invente de nouveaux modèles industriels. Flexibilité, autonomie, interconnexion : l'usine de demain commence déjà à prendre forme.

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Banner