

# MEDIA KIT 2024

**WERKZEUG  
TECHNIK**

TECHNOLOGIE / METALLBEARBEITUNG / SCHNEIDWERKZEUGEN

**MACHINES  
PRODUCTION**

L'ACTUALITÉ DE L'INDUSTRIE MÉCANIQUE

✓ **PRINT**



224,000  
readers / year

✓ **DIGITAL**



181 042 visitors / year

✓ **WEB TV**



240,000 views  
to date!!!

✓ **SOCIAL MEDIA**



+ 25,700 subscribers

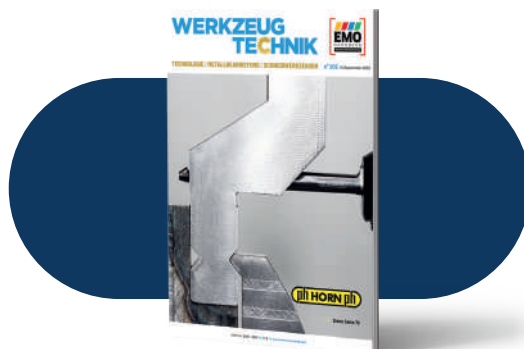
⇒  SINGLE USE MAILING LIST: 114,840 addresses

YOUR **CROSS-MEDIA** PARTNERS

## OUR OFFERS

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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 2024

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

## Editorial Planning for 2024

Issue	Date	Themes	On distribution*
208	15/02	Cutting: turning - drilling - tightening - measurement - software - coatings - machines - close-up - focus on machining tools - worth knowing - <b>New: Tool Management System</b>	JEC WORLD
209	18/04	Cutting: grinding - drilling - tightening - measurement - software - correction - coatings - machines - close-up - focus on machining tools - worth knowing	CONTROL
210	10/05	Cutting: tools and moulders - tightening - measurements - software - close-up - focus on machine-tools - <b>New: tool correction and sharpening</b>	GRINDINGHUB
211	26/08	The best of WT / Cutting plate guide	AMB + distributors outside of Germany
212	05/09	Cutting: turning - milling - drilling - correction - tightening - measurement - close-up - focus on machining tools - worth knowing	AMB
213a	25/10	Cutting: grades - tightening - measurement - software - correction - coatings - machines - close-up - focus on machine-tools - worth knowing	Machine-tool subcontracting and distribution
213b	25/10	<b>Special issue: grades table 2024</b>	Tooling sub-contracting and cutting tool distribution
214	14/11	Cutting: tools and moulders - tightening - measurement - software - correction - coatings - machines - close-up - focus on machining tools - worth knowing - <b>Special issue: Coatings table</b>	FORMNEXT

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



# Formats and Rates

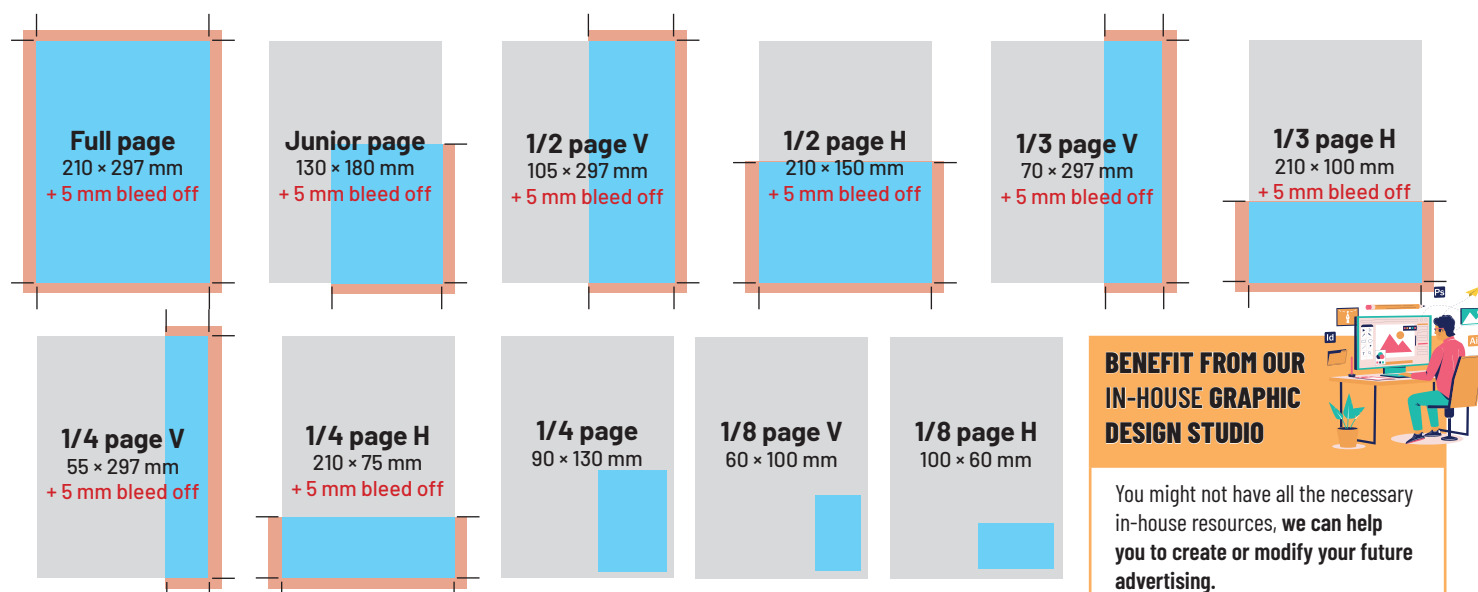
## Interior Pages

Format	Dimensions (W×H) + 5 mm bleed off	Four colour Odd-numbered page
Full page	210 × 297 mm	€ 5,520
Junior page	130 × 180 mm	€ 3,760
1/2 page	105 × 297 / 210 × 150 mm	€ 3010
1/3 page	70 × 297 / 210 × 100 mm	€ 2190
1/4 page	55 × 297 / 210 × 75 mm / 90 × 130 mm	€ 1,770
1/8 page	100 × 60 / 60 × 100 mm	€ 1,040

## Bound supplements

2 pages (210 × 297 + 5 mm)	€ 2,500
4 pages (210 × 297 + 5 mm)	€ 3,300
6 pages (210 × 297 + 5 mm)	€ 4,500
8 pages (210 × 297 + 5 mm)	€ 5,000

## Advert formats



### TECHNICAL INFORMATION - GENERAL CONDITIONS

Size: 210 × 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.

## Covers

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



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.

## Prices and formats Prices EX VAT (VAT 20%)

Products* \ Duration**	1 week	2 weeks	3 weeks	4 weeks
<b>Vertical banner <sup>(1)</sup></b>	€ 1,940	€ 3,010	€ 3,440	€ 4,350
<b>Horizontal banner <sup>(1)</sup></b>	€ 2,420	€ 3,110	€ 3,760	€ 5,060
<b>Personalised tab <sup>(2)</sup></b>	€ 5,320	€ 5,950		



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



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



**Personalised tab**  
Exclusive landing page

## eMailing\* Price EX VAT (VAT 20%)

<b>Newsletter banner <sup>(3)</sup></b> (600 × 150 pixels)	€ 4,680
<b>Advertorial newsletter <sup>(4)</sup></b>	€ 4,970
<b>Bespoke emailing</b>	from € 185 per thousand

\* 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
- (3) Single advertiser banner
- (4) Advertorial newsletter

### SPONSORED NEWS

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 € 450 ex V.A.T. per additional link

FROM  
**€ 980** EX VAT

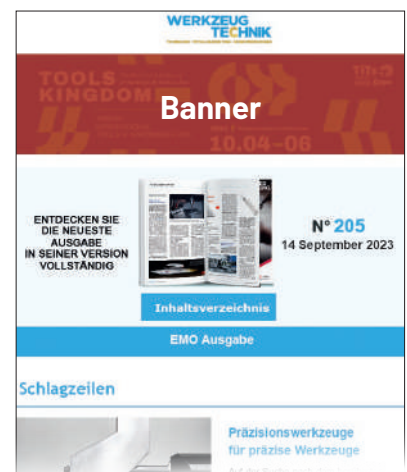


### SOCIAL MEDIA CAMPAIGNS

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.

### NEWSLETTER



## National Edition

The Machines Production technical review was launched in 1971, it has since become the French reference standard for the mechanical industry sector.

Its 16 annual issues (distribution: 8,000 per issue - excluding extra distributions) propose high quality editorial content that covers the preoccupations of its carefully targeted readership of decision-makers who design, work and assemble engineering systems.



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

Journal	Issue	Month	Themes	On distribution**
●	1138	Jan.	Simodec preview	Simodec + JEC
●	1139	Feb.	Global Industrie preview - tooling machines and peripherals - lubricants - software - special equipment	Global Industrie Paris
●	1139V	Feb.	Simodec preview	Simodec
●	1140	March	Global Industrie preview - cutting tools - tools - metrology - treatments (surface and heat) - components...	Global Industrie Paris
●	1141	April	Medical mechanical industry projects + cleaning - lubrication machines and directory	Medical subcontracting
●	1142	May	BIEMH preview + Manufacturing additives report	3D Print Lyon + Formnext + BIEMH + Sepem Colmar
●	1142V	May	Valleys - Report on medical subcontracting in the horology industry	EPHJ
●	n°16	June	Aeronautics	Aeronautics subcontracting + Siane + Sepem Toulouse
●	1143	June	Forge-foundry report + Machine-tools directory	Forge and foundry workshops
●	1144	July	Micronora preview	Micronora
●	1145	August	AMB Stuttgart Preview	AMB Stuttgart
●	1146	Sept.	Siane preview + Test-measurement report	Siane + Sepem Toulouse + Measurement Solutions Expo (Lyon)
●	1147	Oct.	BE5.0 Preview + Sheet metal-boiler-making report	Sepem Grenoble + BE5.0 + Sheet metal workshops
●	n°17	Oct.	Car industry	Car industry sub-contracting BE5.0
●	1148	Nov.	Luxuries industry manufacturing solutions	Luxuries workshops
●	1149	Dec.	Sepem Douai preview + Hauts-de-France Industries Focus + Grading guide	Sepem Douai

\* The National Vallées 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	Four colour Odd-numbered page	Four colour Even-numbered page
Double page spread	€ 5,450	
Full page	€ 3,360	€ 3,025
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	

 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 &gt; 110 % 4 %

### Bound supplements <sup>(1)</sup>

Price ex. VAT (VAT 20%)

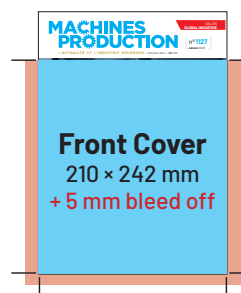
Format	
2 pages (210 × 297 + 5 mm)	€ 3,675
4 pages (210 × 297 + 5 mm)	€ 4,725

### Covers <sup>(1)(2)</sup>

Price EX VAT (VAT 20%)

Format	
Front cover with secondary section (210 × 242 + 5 mm)	€ 6,000
Inside front cover (210 × 297 + 5 mm)	€ 3,990
Opposite index (210 × 297 + 5 mm)	€ 3,730
Back cover (210 × 297 + 5 mm)	€ 4,200
Double-page spread inside back cover* (420 × 297 mm + 5 mm)	€ 4,650

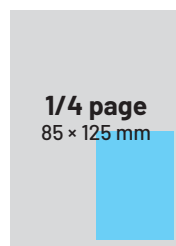
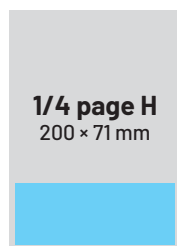
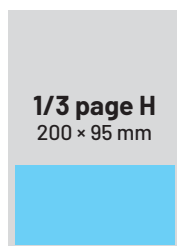
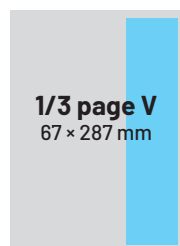
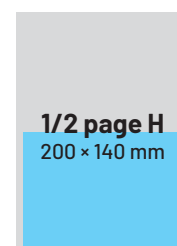
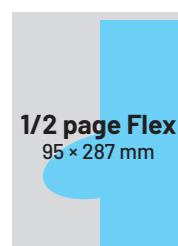
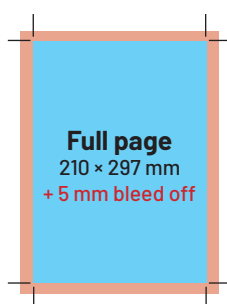
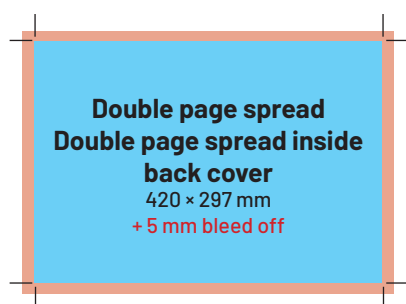
\* double page spread including the inside back cover



- (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

### Advert formats



### TECHNICAL INFORMATION - GENERAL CONDITIONS

Size: 210 × 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.



## 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. You can choose the number of pages and in which issue it will appear, all of this for a single set fee.

Promotional Article	Price EX VAT (VAT 2.10 %)
Full page	€ 3,800
2 pages	€ 5,960
Video link integration (QRCode)	€ 250



### PROMOTIONAL ARTICLE 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 possible.



## ✨ Workshop modules

Machines Production proposes advertising space at a reduced cost where you can regularly advertise 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.



**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°16 June



## CAR INDUSTRY N°17 October

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

**+ 240,000 views + 25,700 subscribers**

\* On 30 September 2023



*L'émission*



*Reportages*



*Live !*



*Focus*



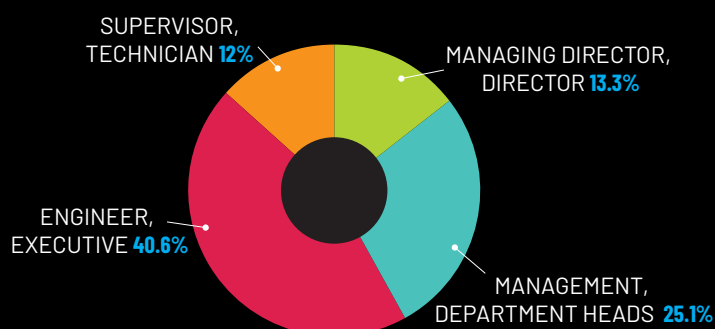
A monthly broadcast on the Machines Production website and YouTube channel, in which a panel of specially invited experts talk about the subjects that are making news in the industrial sector at the time.

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 LIVE broadcasts 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 AND REPLAY AND PODCAST

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

## Live news, meet-ups and exchanges

Let's take a look at the latest engineering industry news!

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 "MP L'Émission", 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.



### MP L'ÉMISSION

- 1**  
Prepared and fully **CONTROLLED** talk-time
- 2**  
Your message rendered credible by a **REFERENCE** media name
- 3**  
Effective and **SUSTAINABLE** advertising

### BROADCAST SCHEDULE



**D-day**

**D + 7**

**D + 14**

The MP L'Émission broadcast  
on YouTube and our website  
**PUSH to social media**  
Dedicated newsletter sent out

The 1<sup>st</sup> report  
**PUSH to social media broadcast**

The 2<sup>nd</sup> report  
**PUSH to social media broadcast**



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

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

#### 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

**1**  
Short, **HIGH-IMPACT**  
content

**2**  
Your brand image associated  
with a **REFERENCE** media

**3**  
A fun and **DYNAMIC**  
message

### EXCLUSIVE **BROADCAST SCHEDULE**



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



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 L'Émission  
(2) Broadcast as part of one of the MP L'Émission



*Focus*

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



*Live !*

Price EX VAT (VAT 20 %)	
Maximum length: 1 min 30	€ 1,500



#### PAYMENT TERMS:

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





€ 1,200 EX VAT/year\*

Reference your business...  
... and give it the exposure it deserves!

## 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

Improve your business' brand image  
on a national scale!

+ than 172,099 specific visitors per year\*\*\*

+ than 398,293 specific consultations per year\*\*\*

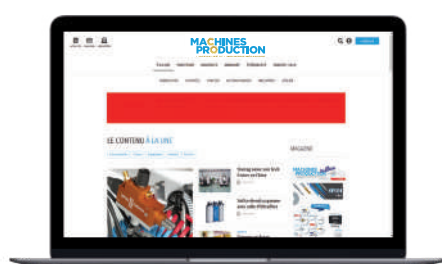
\* one year from the first anniversary date of publication \*\* content subject to moderation by our editorial staff \*\*\* data collected between 01/10/2022 and 30/09/2023

## Prices and formats Prices EX VAT (VAT 20%)

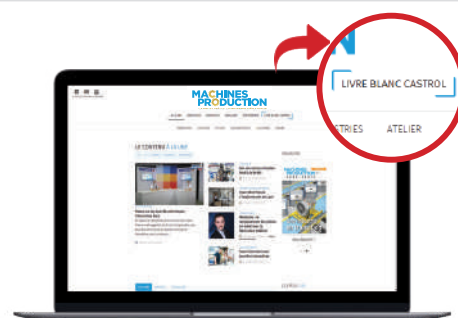
Products* \ Duration**	1 week	2 weeks	3 weeks	4 weeks
<b>Vertical banner <sup>(1)</sup></b>	€ 1,100	€ 1,300	€ 1,535	€ 1,810
<b>Horizontal banner <sup>(1)</sup></b>	€ 1,100	€ 1,300	€ 1,535	€ 1,810
<b>Vertical and horizontal banners <sup>(1)</sup></b>	€ 1,500	€ 1,770	€ 2,080	€ 2,454
<b>Personalised tab <sup>(2)</sup></b>	€ 4,000	€ 4,720		



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



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



**Personalised tab**  
Exclusive landing page

## eMailing\* Price EX VAT (VAT 20%)

<b>Newsletter banner <sup>(3)</sup></b> (600 x 150 pixels)	€ 2,280
<b>Advertorial newsletter <sup>(4)</sup></b>	€ 2,850
<b>Bespoke emailing</b>	from € 85 per thousand (see page 15)

\* 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 114,840 addresses
- (3) Single advertiser banner for around 114,840 addresses per mailing
- (4) Editorial newsletter for around 114,840 addresses per mailing

### SPONSORED NEWS

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  
**€ 800** EX VAT

### NEWSLETTER



### SOCIAL MEDIA CAMPAIGNS

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.

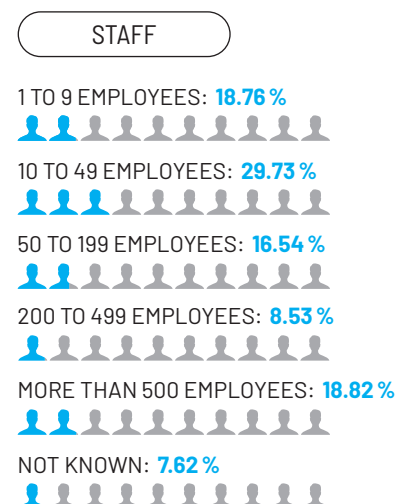
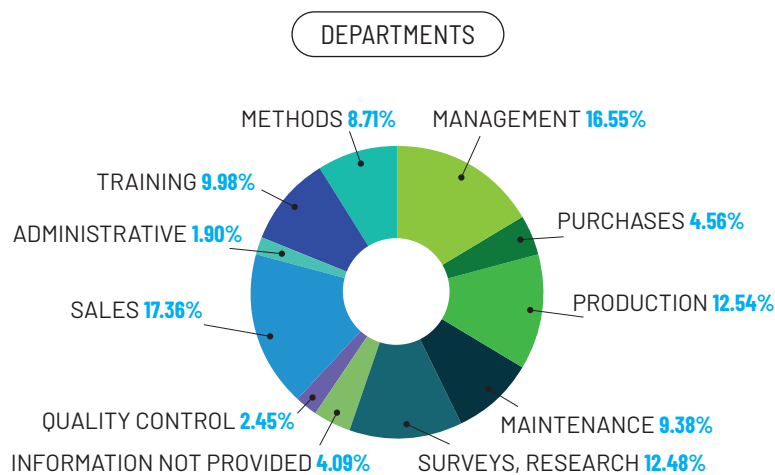
## Single use mailing lists

(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



## 114,840 French email addresses some key figures



# MACHINES PRODUCTION WERKZEUG TECHNIK

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