



MEDIAKIT 2024

Ad rates no. 31, valid from 1 October 2023, as per: 15 January 2024

Menschen. Märkte. Meisenbach.





Focus on
sheet metal,
tubes and profiles

Target group:

The readers of the specialist magazine "BLECH ROHRE PROFILE" is managing directors, manufacturing and production managers and engineers as well as professionals who define the manufacturing process, decide on investments and thus influence the technical development of their enterprise. Relevant sectors include the automotive industry and its suppliers, the iron, sheet metal, metal goods and electrical engineering industries, mechanical engineering, apparatus and plant engineering and construction, automotive manufacturing, shipbuilding, aircraft construction, as well as R+D.

Print run:

4,353 copies*

Qualified circulation:

4,334 copies*

Frequency:

four times per year

Volume: 71st volume

Membership/Participation:

ICFG (International Cold Forging Group)
IVW (Information Community for the Assessment of the Circulation of Media)

*Source: IVW 2nd Quarter 2023



TOPICS
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Brief Description

BLECH+ROHRE+PROFILE is a technical magazine for manufacturers, processors and converters of sheet metal, tubes and profiles. The core topics are technology and applications relating to the production of strips, sheets, tubes and profiles, their treatment and processing through to alternative or supplementary processes and operating equipment. The future topics of automation and digitalization will also be in focus. BLECH+ROHRE+PROFILE is published as a print edition four times a year as well as daily updates on www.umformtechnik.net, supplemented by e-newsletters.

Contents:

Welding, cutting, joining, bending, cutting, punching, surface treatment - these are the disciplines that the trade journal BLECH+ROHRE+PROFILE brings to the fore for decision-makers in the field. Contributions from industry, business, trade associations and research & development provide information on the status and trends in forming technology. For all those who have

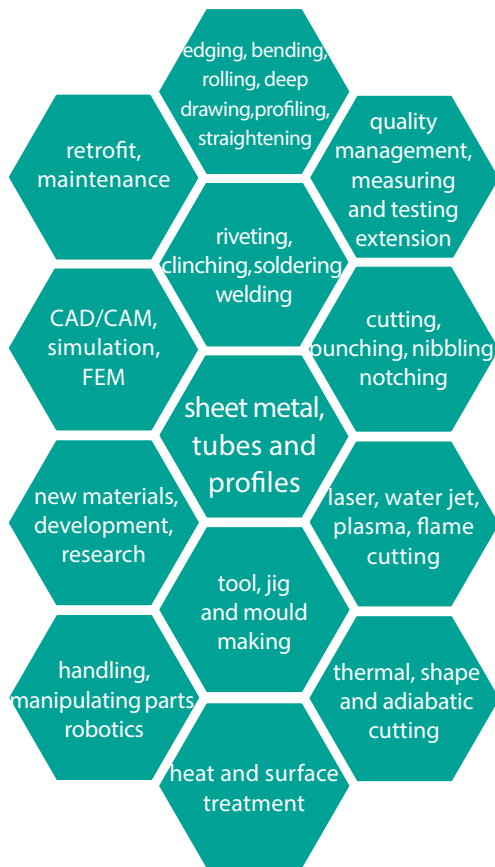
to keep the processes running on a daily basis, we also prepare product news from the areas of logistics, lubrication, parts handling, occupational safety and software. Research articles can be deposited with us as white papers and have their own button on the website www.umformtechnik.net/blech/Inhalte.



Tilo Michal
Editor-in-Chief
Tel.: +49 951 861-160
E-Mail: tilo.michal@meisenbach.de



The following topics are the subject of continuous reporting:





Furthermore UMFORMTECHNIK report on:



Topics and Dates BLECH ROHRE PROFILE

1/2024
March

Editorial deadline
02.02.2024

Advertising deadline
08.02.2024

Publication date
04.03.2024

Deburring and Straightening
Profiling and Retrofit

Trade fairs
Wire + Tube, Dusseldorf

2/2024
June

Editorial deadline
16.05.2024

Advertising deadline
23.05.2024

Publication date
18.06.2024

Cutting and joining
Production helper

Trade fairs
Stanztec, Pforzheim

3/2024
September

Editorial deadline
30.08.2024

Advertising deadline
06.09.2024

Publication date
30.09.2024

Welding and cutting
Parts handling, Digital transformation

Trade fairs
EuroBlech, Hanover

4/2024
December

Editorial deadline
06.11.2024

Advertising deadline
12.11.2024

Publication date
05.12.2024

Bending and Forming
Lubrication, Stamping technology

Trade fairs



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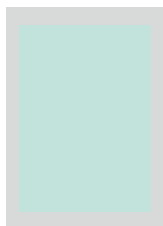


ONLINE



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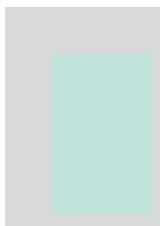
Ad Rates and Ad Formats*



1/1 page

B: 210 mm x 297 mm

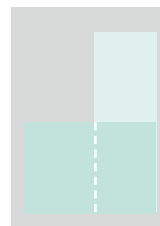
4,950.- €



Junior Page

B: 142 mm x 201 mm

3,010.- €

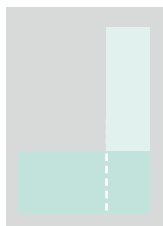


1/2 page

B: 102 mm x 297 mm

B: 210 mm x 147 mm

2,800.- €

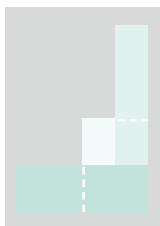


1/3 page

B: 72 mm x 297 mm

B: 210 mm x 98 mm

2,150.- €



1/4 page

PS: 184 mm 59 mm

PS: 90 mm x 127 mm

B: 55 mm x 297 mm

B: 210 mm x 76 mm

1,860.- €

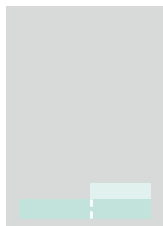


1/6 page

PS: 184 mm x 45 mm

PS: 59 mm x 127 mm

1,430.- €



1/8 page

PS: 184 mm x 27 mm

PS: 90 mm x 59 mm

1,090.- €

Best Placement:

Front cover page

5,600.- €

2nd cover page

5,450.- €

3rd cover page

5,300.- €

Back cover page

5,550.- €

Eye-catcher

3,915.- €

Lead page

2,420.- €

Surcharge for other compulsory placement instructions and confirmed placements +10%

Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline.

* Special formats on request

PS: Print Space

B: Bleed

Formats = width x height

Ad formats bleed off:

Bleed ad format plus 3 mm allowance on all sides

Ad Rates and Ad Formats

Colours:

Colours from the Euro Colour Scale CEI 12-66
DIN 16539 included in price /
special colours
(no discount available) each 1,250.- €

Magazine format:

DIN A4, 210 mm wide x 297 mm high

Discounts:

Ads within 12 months (insertion year):

Frequency discount

2 Ads	5%
4 Ads	10%
8 Ads	15%

Correction and release details:

A release cycle is included in the excellent
price for the following products:

Advertorial Print, Eye-catcher, Lead story,
Advertorial Online, Special Newsletter.

Each additional cycle is charged at a flat rate
of 150.- €.

Ad specials:

Inserts/price per thousand

up to 25g:	510.- €
up to 50g:	615.- €

Maximum format available for loose inserts:
205 x 297 mm

Rates for bound inserts on request



Melek Aksoy
Media Consultant
Tel.: +49 951 861-145
E-Mail: melek.aksoy@meisenbach.de

Advertorial Print

As an increasingly popular advertising medium, the Advertorial offers you plenty of scope to communicate content. The reading flow is not interrupted, on the contrary - text and images are embedded in the editorial section both in terms of look and feel.

ADDED VALUE FROM ADVERTISING WITH ADVERTORIALS:

Your advertising message will benefit from intensive exposure with an enduring impact - creating reader value that lasts! Don't just give your B2B target group advertising input but use storytelling to build long-term trust in your company. By including your logo, you will enhance the profile of your brand. In addition, the strong and trusting relationship we have with our readers will automatically transfer to your advertorial!

1 page Advertorial: 3,570.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel.

We need: 2 images | Company logo |
Main text minimum: 1,600 characters |
Maximum: 3,000 characters (incl. spaces, headings and captions).

Texts researched and produced on behalf of the editorial staff (price on request):
The text is written by our editors in consultation with you and then adapted to the layout.*

*Travel expenses will be charged to the customer without surcharge.
Our correction and release details can be found on p. 8.

We will also be glad to publish your advertorial online as an option.
You will find the prices for this on page 16.

1/2 page Advertorial: 2,040.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel.

We need: 1-2 image | Company logo |
Main text minimum: 600 characters |
Maximum: 1,500 characters (incl. spaces, headings and captions).

Texts researched and produced on behalf of the editorial staff (price on request):
The text is written by our editors in consultation with you and then adapted to the layout.*



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Eye-catcher

The EYE-CATCHER is our creative double-sided format 2/1. If you have a particularly beautiful picture of one of your products or of your company, it gets a very special appearance with our eye-catcher.

Double-sided eye-catcher: 3,915,- €

We need the following data from you:

- a meaningful picture with machines in action, in landscape format and in printable quality (*.jpg, 300 dpi or 4,961x3,508 pixels)
- a short descriptive text (*.txt, *.docx) with max. 1,000 characters (excluding spaces)
- Your desired web address (URL)
- QR code

Images and text are embedded in the look & feel of the editorial environment. You will receive the final version for approval before going to press. Delivery of the data by the respective editorial deadline of the booked issue. The page is marked as an advertisement.



Our correction and release details can be found on p. 8.



Lead page

With our LEAD PAGE, you can skilfully showcase your image as an eye-catcher on an entire print page. The lead page opens up a new subject area or a specific focus topic in the magazine.

One-sided lead page: 2,420,- €

We need the following data from you:

- a picture with machines in action, in portrait format and in printable quality (*.jpg, 250 dpi or 1,748x2,480 pixels)
- a short descriptive text (*.txt, *.docx) with ca. 300 characters (excluding spaces)
- your desired web address (URL)
- the placement of a QR code is also possible

Images and text are embedded in the look & feel of the editorial environment. You will receive the final version for approval before going to press. Delivery of the data by the respective editorial deadline of the booked issue. The page is marked as an advertisement.

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UMFORMTECHNIK – Wall Calendar 2025

enclosed in issue 04/2024 „BLECH ROHRE PROFILE“ and 4/2024 „UMFORMTECHNIK Massiv + Leichtbau“ with a total print run of 13,000 copies



**BLECH+
ROHRE+
PROFILE**

2025
www.umformtechnik.net

**UMFORMTECHNIK
MASSIV
LEICHTBAU**



Januar	Februar	März	April	Mai	Juni	Juli	August	September	Oktober	November	Dezember
1. Di	1. Di	1. Di	1. Di	1. Di	1. Di	1. Di	1. Di	1. Di	1. Di	1. Di	1. Di
2. Mi	2. Mi	2. Mi	2. Mi	2. Mi	2. Mi	2. Mi	2. Mi	2. Mi	2. Mi	2. Mi	2. Mi
3. Do	3. Do	3. Do	3. Do	3. Do	3. Do	3. Do	3. Do	3. Do	3. Do	3. Do	3. Do
4. Fr	4. Fr	4. Fr	4. Fr	4. Fr	4. Fr	4. Fr	4. Fr	4. Fr	4. Fr	4. Fr	4. Fr
5. Sa	5. Sa	5. Sa	5. Sa	5. Sa	5. Sa	5. Sa	5. Sa	5. Sa	5. Sa	5. Sa	5. Sa
6. So	6. So	6. So	6. So	6. So	6. So	6. So	6. So	6. So	6. So	6. So	6. So
7. Mo	7. Mo	7. Mo	7. Mo	7. Mo	7. Mo	7. Mo	7. Mo	7. Mo	7. Mo	7. Mo	7. Mo
8. Di	8. Di	8. Di	8. Di	8. Di	8. Di	8. Di	8. Di	8. Di	8. Di	8. Di	8. Di
9. Mi	9. Mi	9. Mi	9. Mi	9. Mi	9. Mi	9. Mi	9. Mi	9. Mi	9. Mi	9. Mi	9. Mi
10. Do	10. Do	10. Do	10. Do	10. Do	10. Do	10. Do	10. Do	10. Do	10. Do	10. Do	10. Do
11. Fr	11. Fr	11. Fr	11. Fr	11. Fr	11. Fr	11. Fr	11. Fr	11. Fr	11. Fr	11. Fr	11. Fr
12. Sa	12. Sa	12. Sa	12. Sa	12. Sa	12. Sa	12. Sa	12. Sa	12. Sa	12. Sa	12. Sa	12. Sa
13. So	13. So	13. So	13. So	13. So	13. So	13. So	13. So	13. So	13. So	13. So	13. So
14. Mo	14. Mo	14. Mo	14. Mo	14. Mo	14. Mo	14. Mo	14. Mo	14. Mo	14. Mo	14. Mo	14. Mo
15. Di	15. Di	15. Di	15. Di	15. Di	15. Di	15. Di	15. Di	15. Di	15. Di	15. Di	15. Di
16. Mi	16. Mi	16. Mi	16. Mi	16. Mi	16. Mi	16. Mi	16. Mi	16. Mi	16. Mi	16. Mi	16. Mi
17. Do	17. Do	17. Do	17. Do	17. Do	17. Do	17. Do	17. Do	17. Do	17. Do	17. Do	17. Do
18. Fr	18. Fr	18. Fr	18. Fr	18. Fr	18. Fr	18. Fr	18. Fr	18. Fr	18. Fr	18. Fr	18. Fr
19. Sa	19. Sa	19. Sa	19. Sa	19. Sa	19. Sa	19. Sa	19. Sa	19. Sa	19. Sa	19. Sa	19. Sa
20. So	20. So	20. So	20. So	20. So	20. So	20. So	20. So	20. So	20. So	20. So	20. So
21. Mo	21. Mo	21. Mo	21. Mo	21. Mo	21. Mo	21. Mo	21. Mo	21. Mo	21. Mo	21. Mo	21. Mo
22. Di	22. Di	22. Di	22. Di	22. Di	22. Di	22. Di	22. Di	22. Di	22. Di	22. Di	22. Di
23. Mi	23. Mi	23. Mi	23. Mi	23. Mi	23. Mi	23. Mi	23. Mi	23. Mi	23. Mi	23. Mi	23. Mi
24. Do	24. Do	24. Do	24. Do	24. Do	24. Do	24. Do	24. Do	24. Do	24. Do	24. Do	24. Do
25. Fr	25. Fr	25. Fr	25. Fr	25. Fr	25. Fr	25. Fr	25. Fr	25. Fr	25. Fr	25. Fr	25. Fr
26. Sa	26. Sa	26. Sa	26. Sa	26. Sa	26. Sa	26. Sa	26. Sa	26. Sa	26. Sa	26. Sa	26. Sa
27. So	27. So	27. So	27. So	27. So	27. So	27. So	27. So	27. So	27. So	27. So	27. So
28. Mo	28. Mo	28. Mo	28. Mo	28. Mo	28. Mo	28. Mo	28. Mo	28. Mo	28. Mo	28. Mo	28. Mo
29. Di	29. Di	29. Di	29. Di	29. Di	29. Di	29. Di	29. Di	29. Di	29. Di	29. Di	29. Di
30. Mi	30. Mi	30. Mi	30. Mi	30. Mi	30. Mi	30. Mi	30. Mi	30. Mi	30. Mi	30. Mi	30. Mi
31. Do	31. Do	31. Do	31. Do	31. Do	31. Do	31. Do	31. Do	31. Do	31. Do	31. Do	31. Do



Chefredaktion: Tilo Michal +49 951 861-160 tilo.michal@meisenbach.de
Redaktion: Antje Schmidschneider +49 951 861-107 antje.schmidschneider@meisenbach.de
Abo-Service: Ulla Schiel +49 951 861-101 vertrieb@meisenbach.de

Media Consultant print and digital: Melek Aksoy +49 951 861-145 melek.aksoy@meisenbach.de
Philipp Riegel +49 951 861-125 philipp.riegel@meisenbach.de

Meisenbach GmbH
Geiselfelder Straße 14
D-96050 Bamberg

Menschen.
Märkte.
Meisenbach.

**BLECH+
ROHRE+
PROFILE**



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Specifications

Magazine format: 210 mm wide x 297 mm high

Print space: 184 mm wide x 260 mm high

Printing and binding methods: 4c offset printing (80 lpc-screen, PSOcoated_v3.icc) on double-sided multi-coated paper. Wire stitching or adhesive binding. For colour ads genuine proofs are necessary.

Data creation and delivery: Please send us your ads ready for publishing in one of the programs and formats mentioned above, if possible as PDF/X-4 data (Output Intent: PSOcoated_v3.icc) with 3 mm bleed. We are happy to provide you with InDesign PDF job options and color profiles for PDF creation. Binding proofs are desirable for colour advertisements.

Should it be necessary to edit other files or adapt the layout, we have to charge you our cost price of 115.- €/hour.

Your data can be processed by us with the following programs:

- Adobe Acrobat Pro DC
- Adobe InDesign (Version CC)

- Adobe Illustrator (Version CC)
- Adobe Photoshop (Version CC)

Image data in original sizes requires a resolution of 300 dpi (min. 600 dpi for line drawings). Indexed, LAB and RGB image data are converted by an in-house generated separation curve into the CMYK mode (the colour space is modified). This can lead to colour deviations, for which we cannot assume any liability.

Colours: Bio-Printing inks (CMYK, special colours available on request.

Proof: When making the proof please consider that our printer works with standard PSO-ISO 12647-2 values both in the preparatory and in the printing stages. If you are unable to provide us with a binding colour proof or can only supply a digital colour printout, please note that your file will be printed in compliance with the PSOcoated_v3.icc.

If you are interested, please contact Oline Gränke (odine.graenke@meisenbach.de, Tel.: +49 951 861-195), who will also tell you the costs.

Data storage: Data will be archived. Unchanged rerun is generally possible. A data guarantee is, however, not assumed.

Guarantee: By sending incomplete or differing data (texts, colours or images) we do not assume any liabilities for the correct print. Faulty exposure caused by incomplete or flawed files, incorrect settings or incomplete information will be invoiced to the customer. This also applies to additional composition and reproduction work as well as the creation of flawed proofs.

Contact:
Oline Gränke, Order Management
odine.graenke@meisenbach.de
Tel.: +49 951 861-195

Delivery address:
Schleunungdruck GmbH
Inserts: for attention of Thomas Gesell
Eltertstraße 27
97828 Marktheidenfeld
Germany
Tel.: +49 9391 6005-9133



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Distribution

1 Subscription prices 2024*

Issues per year	4
Domestic incl. postage and 7 % VAT	100.- €
Abroad Europe	110.- €
Abroad world	130.- €

Digital	90.- €
Premium (Print + Digital) domestic	115.- €
Premium (Print + Digital) europe	125.- €
Premium (Print + Digital) world	145.- €

*Prices valid from 01.01.2023. All prices incl. delivery charges.

Terms of payment: After invoicing by bank transfer, credit card or with PayPal.

.European Union (EU): If you provide us with your tax identification number, it will be tax-free, otherwise we will have to add 7% VAT for magazines.

Other foreign countries: VAT-free

2 Circulation auditing: www.ivw.de

The IVW (Information Community for the Assessment of the Circulation of Media) is an independent auditing organisation for the efficiency control of e.g. print media based on standardised methods.



3 Circulation analysis:

Circulation analysis

From the IVW-circulation analysis 2/2023** thereof abroad

Actual circulation:	4.334 (**196)
Paid circulation:	185 (**45)
Subscribed copies:	143 (**36)
Other sales:	42 (**9)
Free copies:	4.149 (**151)
Print run:	4.353

4 Geographical distribution analysis:***

Geographical distribution analysis

(Percentage of print run actually distributed)

Germany	95,48 %
Abroad	4,52 %
Print run actually distributed	100,00 %

***Average in percent - Issues July 2022 – June 2023

BLECH ROHRE PROFILE

Classified potential of recipients:

Distribution Germany, Austria, Switzerland

Trade	WZ 2008
Metal production and processing	24
Manufacture of metal products	25
Production of office machinery, electronic and optical products	26
Production of electronic equipment	27
Mechanical engineering	28
Manufacture of vehicles and automotive parts	29
Other vehicles construction	30
Repair and installation of machinery and equipment	33
Trade	45,46



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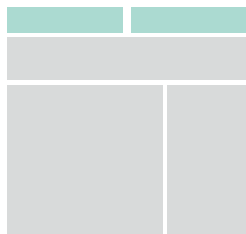
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Ad Banner on umformtechnik.net/blech

1 Full Banner



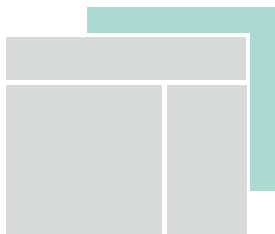
Size: 560 x 110 pixels
Price*: 875.- €
Price**: 1,340.- €

2 Superbanner



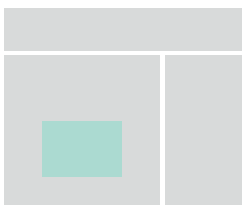
Size: 1,170 x 110 pixels
Price*: 1,275.- €
Price**: 1,905.- €

3 Hockeystick



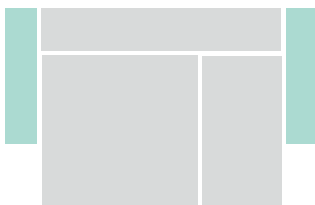
Size: 735 x 110 pixels +
160 x 600 pixels
Price*: 1,275.- €
Price**: 1,905.- €

4 Content Ad***



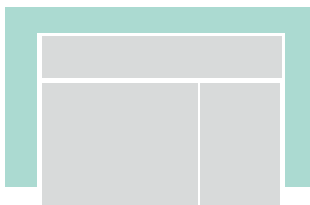
Size: 300 x 250 pixels
Price*: 875.- €
Price**: 1,250.- €

5 Skyscraper



Size: 160 x 600 pixels
Price*: 1,275.- €
Price**: 1,905.- €

6 Webskin



Size: (2x) 160 x 600 pixels +
1,200 x 110 pixels
Price*: 1,855.- €
Price**: 3,090.- €

***This banner is also visible in the mobile version and always remains in the field of view of the reader.

Coverage (print + online)

BLECH ROHRE PROFILE	4,353 copies
Website	18,331 Page Impressions
Newsletter	2,800 recipients
X	408 follower
Linkedin	178 follower

status: July 2023

Discounts:

- Combination discounts are available for simultaneous ad bookings in print and online.
- Individual cross-media offers are available on request.
- * price for www.umformtechnik-magazin.de or www.blechrohreprofile.de
- ** price incl. www.umformtechnik.net
- Delivery of the banner data incl. linking by e-mail indicating the customer name to Oline Gränke (odine.graenke@meisenbach.de).
- Formats valid from 1 April 2023.



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Advertorial Online

Our readers should definitely know about your product innovations, your company news or your trade fair?

Then place your message in our editorial environment by booking an advertorial. We will place your information as an article on our website and integrate it into the most fitting category.



Advertorial guidelines:

- Headline: max. 35 characters, teaser text: max. 350 characters, Main text: max. 2,000 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi

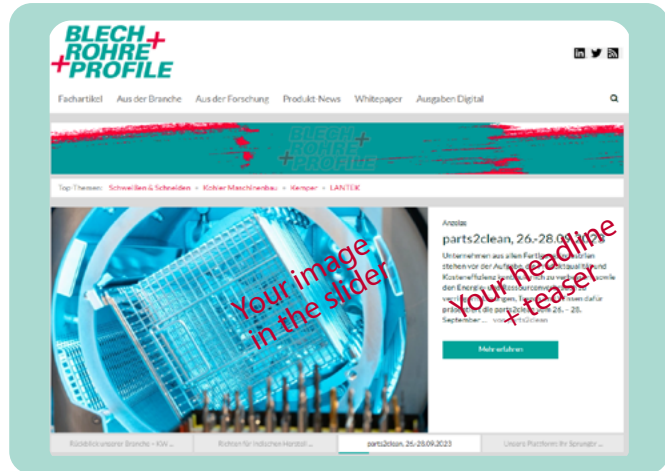
All advertorials will be published in the newsletter BLECH ROHRE PROFILE and prominently displayed as slider on our website www.umformtechnik.net as well as on the object website of BLECH ROHRE PROFILE!

Price: 920.- €

Bookable in combination with print adverts - we will be happy to make you an individual offer.

Optional: Book our social media package! Take advantage of our reach on the social networks. If requested, we will publish the advertorial on X und LinkedIn.  

Surcharge: 200.- €



In the slider on our home page, your advertorial is always visible for 10 seconds.



Click here or take a picture - here you get to the Advertorial Online example



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Ad Opportunities Newsletter

Banner



General information: The UMFORMtechnik-Newsletter informs on all important news of the metal working industry. It is sent in HTML-format.

Data formats: JPG, 700 x 120 pixels, max. size 100K
Data delivery: Advertising banners should be delivered ready for publication at least 6 working days before the publication date. Delivery by email, quoting the customer's name, to Odine Gränke (odine.graenke@meisenbach.de).

Rates per Ad (Banner):
670.- €

Special Newsletter

Our special newsletter is an exclusive newsletter. You as a customer can deliver up to two advertorials and a banner, which will be integrated into the special newsletter. We will publish the advertorials on our website and link to them from the newsletter.

For data protection reasons, we cannot send out a layout that you have designed to our newsletter recipients. Instead, your content will be presented in the look & feel of an editorial newsletter. Our team adds one or two editorial articles to the newsletter, which also contributes to the authentic appearance of the format.

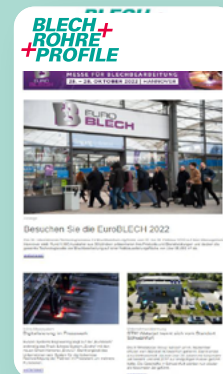
1-2 Advertorial(s):

- Headline: max. 35 characters, teaser text: max. 350 characters, Main text: max. 2,000 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi

Banner:

- 700 x 120 pixels, max. 100K

Price: 2,150.- €



Our correction and release details can be found on p. 8.



LinkedIn-Package

Via LinkedIn we have built up an extensive company network from which you can also benefit: Use our LinkedIn package to present your products and innovations or to publish an image campaign.

Package prices:

5 posts (per calendar year): 950.- €

10 posts (per calendar year): 1,760.- €

Larger quantity on request

- We need one photo per post, preferably in square format
- Minimum dimensions: 1200 x 1200 pixels
- Text up to approx. 3,000 characters
- Reach more people with the right hashtags! Since hashtags significantly influence the reach on LinkedIn you can integrate up to 18 hashtags in addition to your text.

<https://www.linkedin.com/showcase/blech-rohre-profile>



BLECH+ROHRE+PROFILE
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Spezialisierte Dienstleistungen für die Baubranche (Zustimmung, Bewertung, Beratung)

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Cross-Media Opportunities

umformtechnik.NET



5 Websites with more than 2,8 Mio. impressions per year

125,000 contacts per year via our newsletter mailing list

1 App für alle Objekte

3 LinkedIn profiles

2 X accounts

18 print issues/ ePaper / digital issues per year

over 87.220 print copies with 1.100 subscribers per year

Ad Sales & Distribution:

Media Consultant:

Melek Aksoy
☎ +49 951 861-145
✉ melek.aksoy@meisenbach.de

Head of Media Consultant:

Philipp Riegel
☎ +49 951 861-125
✉ philipp.riegel@meisenbach.de

Distribution:

Ulla Schiel
☎ +49 951 861-101
✉ vertrieb@meisenbach.de

Order Management:

Odine Gränke
☎ +49 951 861-195
✉ odine.graenke@meisenbach.de

Foreign Representative

Türkiye
Feustel Fairs & Travel
Y.Emre Yardimci
Hacimimi Mah.,
Kemeraltı Cad. 27,
Kitapçıbaşı İş Merkezi K:4,
34425 Beyoğlu, İstanbul
☎ +90 212 2459600
FAX +90 212 2459605
✉ emre.yardimci@feustelfairs.com.tr

Publishing house:

Meisenbach GmbH
Geisfelder Straße 14
96050 Bamberg

P.O. Box: 20 69
96011 Bamberg

☎ +49 951 861-0

✉ info@meisenbach.de
www.meisenbach.de

Managing Director: Ulrich Stetter

Head of editorial office: Sabine Stenzel

Head of Media Consultant: Philipp Riegel

Head of online editorial office: Daniel Keienburg

Bank details:

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Editorial staff:

Editor-in-Chief:

Tilo Michal
☎ +49 951 861-160
✉ tilo.michal@meisenbach.de

Editorial Department:

Antje Schmidt peter
☎ +49 951 861-107
✉ antje.schmidtpeter@meisenbach.de

Head of online editorial office:

Daniel Keienburg
☎ +49 951 861-176
✉ daniel.keienburg@meisenbach.de



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