

**UMFORMTECHNIK**  
**+ MASSIV**  
**LEICHTBAU**

# MEDIAKIT 2024

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

Menschen. Märkte. Meisenbach.





Focus on  
industrial solid forming and  
lightweight construction

#### Target group:

The readers of the specialist magazine "UMFORMTECHNIK Massiv + Leichtbau" 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:

4.000 copies

#### Frequency:

four times per year

Volume: 58. volume

#### Membership/Participation:

ICFG (International Cold Forging Group)



TOPICS  
DATES



PRINT  
PRICES



TECHNICS



SALES



ONLINE



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# Brief Description

UMFORMTECHNIK MASSIV+LEICHTBAU is a trade journal for industrial solid formers, manufacturers, processors and converters of lightweight solutions as well as for additive manufacturers. Topic cores are cold, warm and hot forming of metallic pieces and semi-finished products, die and mold making as well as lightweight construction. The future topics of automation and digitalization will also be in focus. UMFORMTECHNIK MASSIV + LEICHTBAU appears as a print edition four times a year as well as daily updates at [www.umformtechnik.net](http://www.umformtechnik.net), supplemented by e-newsletters. UMFORMTECHNIK MASSIV+LEICHTBAU is the referral organ of the International Community of Production Technology (CIRP), Paris, and the International Cold Massive Converter Association (ICFG), Erlangen.

## Contents:

The technical journal UMFORMTECHNIK MASSIV+LEICHTBAU succinctly summarizes what interests technical decision - makers in the solid forming field or in lightweight construction and additive manufacturing - correct, competent, compact. 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/umform/Inhalte](http://www.umformtechnik.net/umform/Inhalte).



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



The following topics are the subject of continuous reporting:





Furthermore UMFORMTECHNIK report on:





# Topics and Dates UMFORMTECHNIK Massiv + Leichtbau

1/2024  
March

Editorial deadline  
28.02.2024

Advertising deadline  
06.03.2024

Publication date  
28.03.2024

Cold massive forming  
Measuring and Quality assurance

Trade fairs  
Fastener Fair, Stuttgart  
Wire + Tube, Dusseldorf

2/2024  
May

Editorial deadline  
23.04.2024

Advertising deadline  
30.04.2024

Publication date  
28.05.2024

Hot forming  
Downsizing and Lean production

Trade fairs  
Surface Technology, Stuttgart  
CastForge, Stuttgart

3/2024  
September

Editorial deadline  
11.07.2024

Advertising deadline  
17.07.2024

Publication date  
03.09.2024

Surface technology, Cleaning  
Rotary swaging, Die construction

Trade fairs  
AMB, Stuttgart  
MSV, Brunn/Czech Republic

4/2024  
November

Editorial deadline  
11.10.2024

Advertising deadline  
18.10.2024

Publication date  
12.11.2024

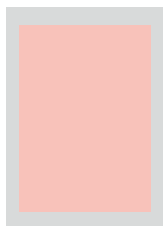
Additive manufacturing, Lightweight  
construction  
Automation and Robotics, Process  
simulation

Trade fairs  
Formnext, Frankfurt am Main





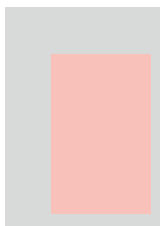
# Ad Rates and Ad Formats\*



1/1 page

B: 210 mm x 297 mm

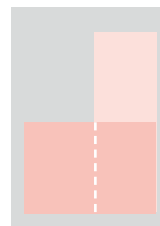
4,950.- €



Junior Page

B: 142 mm x 201 mm

3,010.- €

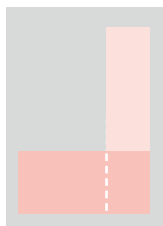


1/2 page

B: 102 mm x 297 mm

B: 210 mm x 147 mm

2,800.- €

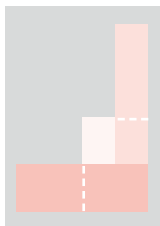


1/3 page

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.- €

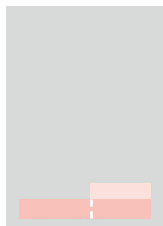


1/6 page

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  
[melek.aksoy@meisenbach.de](mailto: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.\*

### 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.\*

\* 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.



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# Eye-catcher

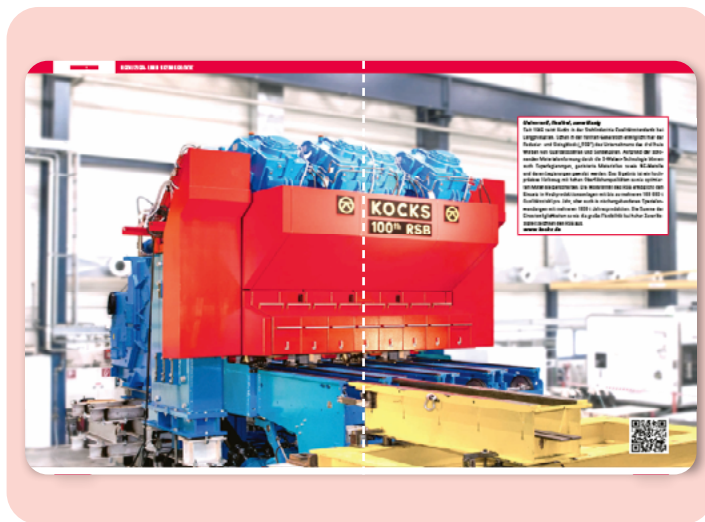
The EYE-CATCHER is our creative double-sided format 2/1. If you have a particularly beautiful picture of one of your products or of your company, it gets a very special appearance with our eye-catcher.

## 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 max. 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.

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



# 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



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Redaktion: Antje Schmidpeter +49 951 861-107 umformtechnik@meisenbach.de  
Abo-Service: Ulla Schiel +49 951 861-101 vertreib@meisenbach.de

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

Meisenbach GmbH  
Geisfelder Straße 14  
D-96050 Bamberg

München:  
Meisenbach

**UMFORMTECHNIK  
MASSIV  
+ LEICHTBAU**



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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

## UMFORMTECHNIK Massiv + Leichtbau Geographical recipient analysis\*

Germany	98.17%
Abroad	1.83%
Print run	100.00%

\*Average in percent - issues July 2022 – June 2023

## 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

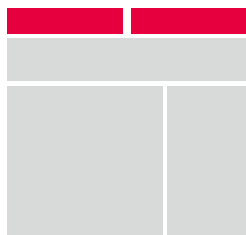
## UMFORMTECHNIK Massiv + Leichtbau Classified potential of recipients: Distribution Germany, Austria, Switzerland

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
Others	



# Ad Banner on [umformtechnik.net/umform](http://umformtechnik.net/umform)

## 1 Full Banner

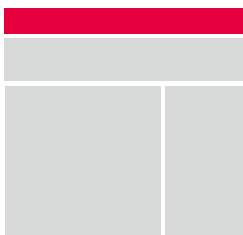


Size: 560 x 110 pixels

Price\*: 875.- €

Price\*\*: 1,340.- €

## 2 Superbanner



Size: 1,170 x 110 pixels

Price\*: 1,275.- €

Price\*\*: 1,905.- €

## 3 Hockeystick

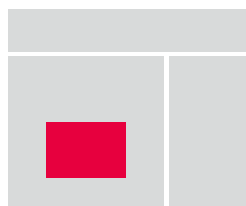


Size: 735 x 110 pixels +  
160 x 600 pixels

Price\*: 1,275.- €

Price\*\*: 1,905.- €

## 4 Content Ad\*\*\*

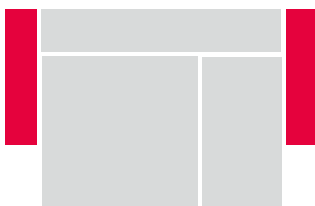


Size: 300 x 250 pixels

Price\*: 875.- €

Price\*\*: 1,250.- €

## 5 Skyscraper

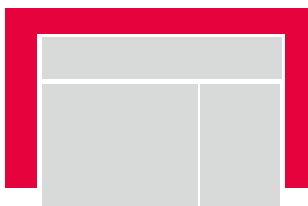


Size: 160 x 600 pixels

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.- €

## Coverage (print + online)

UMFORMTECHNIK Massiv + Leichtbau	4.000 copies
Website	21.366 page Impressions
Newsletter	1.200 recipients
X	408 follower
Linkedin	145 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.net/umform](http://www.umformtechnik.net/umform)
- \*\* price incl. [www.umformtechnik.net](http://www.umformtechnik.net)
- Delivery of the banner data incl. linking by e-mail indicating the customer name to Odine Gränke ([odine.graenke@meisenbach.de](mailto:odine.graenke@meisenbach.de)).
- Formats valid from 1 April 2023.

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

# 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

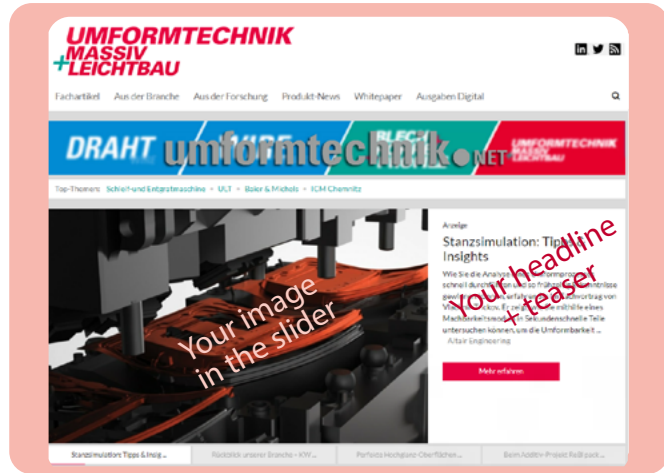
All advertorials will be published in the newsletter UMFORM-TECHNIK Massiv + Leichtbau and prominently displayed as slider on our website [www.umformtechnik.net](http://www.umformtechnik.net) as well as on the object website of UMFORMTECHNIK Massiv + Leichtbau!

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 and 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.- €

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**MASSIV**  
**+ LEICHTBAU**

## 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.

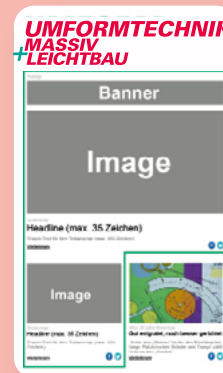
1-2 Advertorial(s):

- 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.



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# 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/umformtechnik-massiv-leichtbau>



Umformtechnik Massiv + Leichtbau

anfangsinfo

Reinigung & Trennung - 100% Umweltfreundlich

Einmalige Reinigung für die Trennung der Abfallerzeugung aus umformtechnischen Verfahren

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**UMFORMTECHNIK**  
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+ LEICHTBAU



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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 for four magazines

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



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3% discount on payment before publication,  
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date of invoice, net 30 days from invoice.  
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All prices exclude VAT, which is charged at the currently applicable rate. Our Standard Terms and Conditions apply: <https://content.meisenbach.de/en/AGB>

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