



120 YEARS SMM

Media Kit 2020



VOGEL COMMUNICATIONS
GROUP

“The Industry Magazine for Practice!”

As the leading trade publication for manufacturing technology and automation, SMM Schweizer Maschinenmarkt is firmly rooted in the industry after 120 years in the business. The decision-makers from the Swiss MEM industry use SMM regularly as a source of information, to find out about technical applications, products and trends.

With our product portfolio, the print medium SMM, the wide-ranging specialist portal maschinenmarkt.ch and the events, we offer our customers direct communication channels to their target group.

*The trade publication
for the Swiss MEM industry*



*“SMM has been established in the MEM industry for a long time and is the number 1 in Switzerland. This year it celebrates its **120th anniversary!**”*

Matthias Böhm
Publishing Director, Editor-in-chief SMM

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Print-ready documents

Please submit your print-ready documents as PDF files by e-mail to:
media@vogel-communications.ch

PDF

We recommend the international standard PDF/X-1a.

- All colours must be supplied in CMYK mode.
- Half-tone images must have a resolution of 300 dpi.
- Line art must have a resolution of 1200 dpi.

Please also make sure you observe the planned advertisement formats.

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Printers

AVD Goldach, Sulzstrasse 10, CH-9403 Goldach

Print methods

Web offset

Screen

b&w 70, CMYK 70

Colour scale

Europe normal (special colours are converted into range colours)

Stand Alone Mailing 27

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Key Facts

Print** & Events

120 Years of SMM

10,408 Editions SMM/MSM

60,000 Editions Trade Fair Magazine

> 500 Event Attendees



*NET-Matrix certified

**WEMF certified

For further information visit

www.maschinenmarkt.ch/media

Online*

37,047 Visits per Month

91,886 Page Impressions

3,000 Fans & Followers

11,000 Registered Users:

25% Management

35% Project/ Department Manager

27% Employees/Technical Professionals

13% Other

- **Print run** 12,500 copies
- **Frequency of Publications** approx. twice per month
- **Distribution** All of German-speaking Switzerland and the German-speaking area near the border (coverage of the whole of Switzerland with the French-language sister publication MSM Le Mensuel de l'Industrie)
- **WEMF Certification** WEMF certification 2018/19:
 Total editions distributed 5,928 copies
 Total sold editions 1,481 copies
 – of which subscriptions 1,409 copies
 – of which free copies 71 copies
 Total free circulation* 4,447 copies
 * Targeted distribution
- **Purchase Price** (Domestic price in CHF, incl. VAT and postage)
 Single issue 8.50
 Trial subscription (6 issues) 20.00
 Annual subscription (24 issues)* 160.00
 Combined SMM/MSM subscription* 178.00
 * incl. SMM/MSM GUIDE



Partnerships

BERNEXPO[®]
GROUPE

MESSELUZERN

SCHWEIZER MEDIEN
MÉDIAS SUISSES | STAMPA SVIZZERA | SWISS MEDIA

GIM-CH
SWISSMECHANIC

FSPM

SWISSMEM

SWISSMECHANIC

BLE.CH
Fachmesse für Metall- und Stahlverarbeitung

PTM

Ostschweizer Technologie Symposium

SIAHS

SINDEX
MASSGEBEND IN TECHNOLOGIE

CADFEM **LEANCOM** **EPHJ**
THE WORLD OF HIGH PRECISION

Editorial Plan

SMM	Appears	Advert deadline	Topics/Dossiers	Fairs/Exhibitions
1/2	22.01.2020	10.01.2020	<p>SPS - Smart Production Solutions Review SMM InnovationsFORUM Additive Manufacturing Automation and Drive Technology - Pneumatic/Hydraulic Supply Industry, Logistics and Materials Handling Technology Manufacturing Technology</p>	
3	05.02.2020	24.01.2020	<p>Manufacturing Technology Automation and Drive Technology - Pneumatic/Hydraulic Dossier: Sheet Metal Machining and Forming Connection Technology</p>	Maintenance, 12.–13.02.2020, Zurich
4	19.02.2020	07.02.2020	<p>Automation and Drive Technology - Pneumatic/Hydraulic Preview AMX Preview of SMM Congress – Lean Manufacturing Supply Industry, Materials Technology Dossier: Additive Manufacturing</p>	AMX, Additive Manufacturing Expo, 03.–04.03.2020, Lucerne all About Automation, 04.–05.03.2020, Friedrichshafen SMM Congress, 18.03.2020, Lucerne
5	04.03.2020	21.02.2020	<p>Manufacturing Technology Logistics and Materials Handling Technology Automation and Drive Technology - Pneumatic/Hydraulic Dossier: Grinding Technology</p>	LogiMAT, 10.–12.03.2020, Stuttgart METAV, 10.–13.03.2020, Dusseldorf GrindTec, 18.–21.03.2020, Augsburg
6	18.03.2020	06.03.2020	<p>Workplace Switzerland quo vadis – opinions, interviews, statements from Swiss CEOs on the state of the workplace in Switzerland Focus: Production Technology - Manufacturing Technology - Supply Industry - Automation and Drive Technology</p>	Wire/Tube, 30.03.–03.04.2020, Dusseldorf MedtecLIVE, 31.03.–02.04.2020, Nuremberg
7	01.04.2020	20.03.2020	<p>Preview Hannover Messe Preview CeMAT Manufacturing Technology, Supply Industry, Automation and Supply Industry/Materials Technology</p>	Ceramitec 2020, 10.–13.04.2020, Munich Hannover Messe, 20.–24.04.2020, Hanover CeMAT, 20.–22.04.2020, Hanover
8	15.04.2020	01.04.2020	<p>Preview Siams Manufacturing Technology, Micro-Technology, Supply Industry Drive Technology - Pneumatic/Hydraulic</p>	Siams 21.–24.04.2020, Moutier Logistics and Distribution, 21.–22.04.2020, Zurich Empack, 22.–23.04.2020, Zurich
Daily	21./22.04.2020 23./24.04.2020	07.04.2020	<p>SIAMS-MESSE DAILY – SMM TRADE FAIR MAGAZINE EXCLUSIVE ON SIAMS News about SIAMS including current trade fair news. Book Once - Appear 4 Times</p>	
Südd	04.05.2020	15.04.2020	<p>SWISS HIGH TECHNOLOGY, Edition: 15,300 Copies SMM special edition for southern Germany (Supplement in the MM 10 Maschinenmarkt, Germany)</p>	

SMM	Appears	Advert deadline	Topics/Dossiers	Fairs / Exhibitions
9	29.04.2020	17.04.2020	Preview Control Manufacturing and Measuring Technology Sheet Metal Machining and Forming Connection and Laser Technology Dossier: Medical Technology	BASELWORLD, 30.04–05.05.2020, Basel Control, 05.–08.05.2020, Stuttgart T4M, 05.–07.05.2020, Stuttgart Interpack, 07.–13.05.2020, Dusseldorf
10	13.05.2020	30.04.2020	120 Years SMM Anniversary Edition: 120 Years of Switzerland's Industrial History Interviews, Technological and Business Milestones. Large print run of 18,000 copies incl. distribution in southern Germany	
11	27.05.2020	14.05.2020	Review Hannover Messe Review Review Siams Automation and Drive Technology Manufacturing Technology, Materials Technology Dossier: Laser in Production, Assembly and Measuring Technology	LASYS, 16.–18.06.2020, Stuttgart SurfaceTechnology, 16.–18.06.2020, Stuttgart CastForge, 16.-18.06.2020, Stuttgart
12	10.06.2020	28.05.2020	Preview EPHJ Automation and Drive Technology - Pneumatic/Hydraulic Dossier: Sheet Metal Machining and Forming Connection and Laser Technology	EPHJ, 16.–19.06.2020, Geneva Powertage, 16.–18.06.2020, Zurich AUTOMATICA, 16.–19.06.2020, Munich Stanztec, 23.–25.06.2020, Pforzheim SENSOR + TEST, 23.–25.06.2020, Nuremberg
13	24.06.2020	12.06.2020	Supply Industry Manufacturing Technology Dossier: Logistics and Materials Handling Technology	
14/15	08.07.2020	26.06.2020	Robotics and Automation for Modern Production Automation and Drive Technology - Pneumatic/Hydraulic Manufacturing Technology Supply Industry	Ostschweizer Technologiesymposium (OTS), 25.09.2020, Olma-Messe, St. Gallen
16	29.07.2020	16.07.2020	Annual Main Edition Summer: Trends and Innovations from Manufacturing and Automation Large print run of 20,000 Copies, in German and French	
17	19.08.2020	07.08.2020	Preview AMB 1 Manufacturing Technology, Automation and Drive Technology Sheet Metal Machining	AMB, 15.–19.09.2020, Stuttgart
18	02.09.2020	21.08.2020	Preview AMB 2 Manufacturing Technology Supply Industry	AMB, 15.–19.09.2020, Stuttgart
19	09.09.2020	28.08.2020	Preview SINDEX Automation and Drive Technology - Pneumatic/Hydraulic Logistics and Materials Handling Technology Dossier: Additive Manufacturing, Materials Technology	SINDEX, 22.–24.09.2020, Berne Micronora, 22.–25.09.2020, F-Besançon

SMM	Appears	Advert deadline	Topics/Dossiers	Fairs/Exhibitions
Daily	22.09.2020 23./24.09.2020	10.09.2020	SINDEX-MESSEDAILY – SMM TRADE FAIR MAGAZINE EXCLUSIVE ON SINDEX News about SINDEX including current trade fair news. Book Once - Appear 3 Times	
20	30.09.2020	18.09.2020	Automation and Drive Technology, Assembly and Handling Materials Technology/Plastics Technology	Motek, 05.–08.10.2020, Stuttgart ALUMINIUM, 06.–08.10.2020, Dusseldorf COMPOSITES, 06.–08.10.2020, Dusseldorf Fakuma, 13.–17.10.2020, Friedrichshafen
SüdD	05.10.2020	17.09.2020	SWISS HIGH TECHNOLOGY AT THE AMB Print: 15,300 Copies SMM Special Edition for Southern Germany (Supplement in MM 21 Maschinenmarkt, Germany)	
21	14.10.2020	02.10.2020	Review AMB EuroBlech: Sheet Metal Machining and Forming Connection and laser Technology Supply Industry, Logistics and Materials Handling Technology Dossier: Parts Cleaning	In.Stand, 21.–22.10.2020, Stuttgart EuroBlech, 27.–30.10.2020, Hanover parts2clean, 27.–29.10.2020, Stuttgart
22	28.10.2020	16.10.2020	Review SINDEX Preview of SMM InnovationsFORUM Manufacturing Manufacturing Technology/Supply Industry Logistics and Materials Handling Technology Automation and Drive Technology - Pneumatic/Hydraulic Medical Technology	VISION, 10.–12.11.2020, Stuttgart InnovationsFORUM Manufacturing, 18.11.2020, Lucerne
23	11.11.2020	30.10.2020	Preview SPS - Smart Production Solutions Automation and Drive Technology - Pneumatic/Hydraulic Dossier: Additive Manufacturing, Materials Technology	COMPAMED, 16.–19.11.2020, Dusseldorf SPS - Smart Production Solutions, 24.–26.11.2020, Nuremberg
24	25.11.2020	13.11.2020	Review EuroBlech Sheet Metal Machining and Forming Connection and Laser Technology	
SMM/MSM GUIDE	09.12.2020	21.10.2020	GUIDE 2021 – BUYING GUIDE FOR THE SWISS MEM INDUSTRY (German/French)	
25/26	09.12.2020	27.11.2020	SMM Annual Main Edition Winter: Future technologies practical examples of modern materials, additive manufacturing, manufacturing of the future, laser in production, the future of automation and drive technology Large print run of 20,000 copies, in German and French	
1/2	20.01.2021		Review SPS - Smart Production Solutions Manufacturing Technology/Supply Industry Automation and Drive Technology - Pneumatic/Hydraulic	

Editorial Content

Manufacturing Technology

Additive manufacturing / 3D-Print
Occupational safety
Production engineering
Drilling
Turning
Manufacturing measuring technology
Milling
Second-hand machinery
Gripper systems
Handling technology
Handling equipment
High-speed machining
Cooling lubricant
Laser machining
Measuring and testing technology
Assembly technology
NC, CNC, DNC
Precision technology
Quality assurance
Cleaning technology
Rotary indexing systems
Sawing
Grinding
Clamping device
Parts cleaning
Transfer plants
Tooling and mould construction
Tools
Tool management
Machine tools
Machining
Lean manufacturing

Sheet Metal Machining / Forming

Folding
Laser cutting
Plasma cutting
Moulding technology
Water jet cutting

Automation

Electro technology
Field buses
I/O modules
Installation technology
MCR (measurement, control and regulation)
HMI (human-machine interface)
Process control systems
Robotics
Cabinets and housings
Safety technology
Sensor technology
SPS
IPC
Visualisation
Wireless systems

Drive Technology

Hydraulic
Pneumatic
Converter
Servos
Warehouse

Industry 4.0

Apps
Autonomous production
Blockchain
Digitisation
Edge cloud computing
IoT
Artificial Intelligence (AI)
Smart factory
Interfaces
Virtual Reality (VR) / Augmented Reality (AR)

Logistics

Storage technology
Linear technology
Flow of material
Transport
Packaging

Connection Technology

Clinching
Adhesive bonding
Soldering
Riveting
Screwing
Welding

Materials Technology

Coating
Electroplating
Casting technology
Hardening
Plastics technology
Laser technology
Solid forming
Surface technology
Tempering
Thermal treatment
Materials

Medical Technology

Manufacturing technology
Precision mechanics
Materials technology

Industry Software

CAX (CAD, CAM, CAE, etc.)
Design
Digital twin
Engineering
ERP
EWF (Engineering Workflow)
Machine elements
PDM (Product Data Management)
PLM (Product Lifecycle Management)
Quality assurance

Supply Industry

Generation of compressed air
Semifinished products
Industrial supplies
– Plant equipment
– Ergonomics
– Recycling
– Cleaning
– Safety
Servicing
Contract work
Contract manufacture

Permanent Headings

Economy

Testimonials



“Taking part in the Technologie-Standort Schweiz provides us with amazing feedback in the form of new projects and orders. It’s brilliant.”

Roland Häfliger, CEO, Jato AG

“Walter AG, which is one of the most innovative tool manufacturers in the world, believes SMM, MSM and also SMM InnovationsFORUM to be among the best platforms for additive manufacturing in Switzerland.”

Peter Petri, Managing Director, Walter (Schweiz) AG



“I am amazed of the reactions from our latest publication in the Technologie-Standort Schweiz. This investment has really paid off several times.”

Manuel Meier, CEO, IBOR AG





“We receive regular inquiries for manufacturing projects because of appearing in the SMM. In this respect, the team at SMM does an excellent job.”

Markus Weber, CEO, BWB Werkzeugmaschinen AG

“Bringing together Switzerland’s expertise in one place. That is what the magazine Technologie-Standort Schweiz promises to deliver and all innovative companies in Switzerland should be part of it. We definitely are in – with great success and positive feedback!”

Markus Schnyder, COO, Mikron Tool International

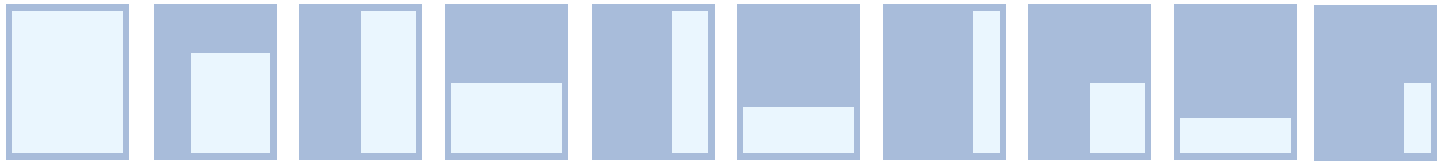


“The SMM is from the point of view of GF Machining Solutions Sales Switzerland SA an excellent platform for presenting our customer-specific manufacturing solutions to a wide interested audience.”

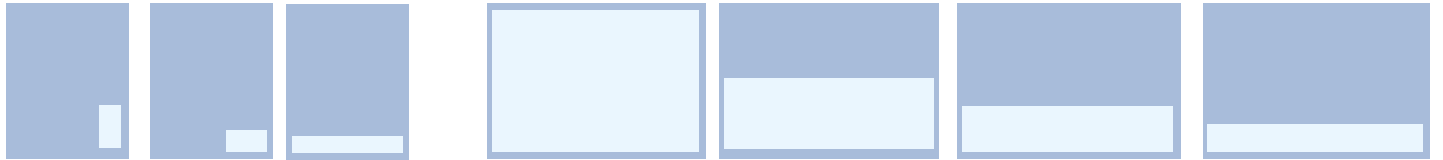
Thomas Wengi, Managing Director, GF Machining Solutions Sales Switzerland SA



Ad Formats

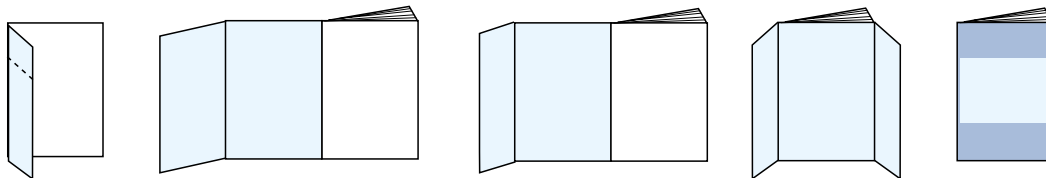


Size	1/1 page	Junior Page	1/2 page (vertical)	1/2 page (horizontal)	1/3 page (vertical)	1/3 page (horizontal)	1/4 page (vertical)	1/4 page	1/4 page (horizontal)	1/6 page (vertical)
Printing area	185 x 267 mm	148 x 204 mm	90 x 267 mm	185 x 131 mm	59 x 267 mm	185 x 85 mm	46 x 267 mm	90 x 131 mm	185 x 63 mm	59 x 131 mm
Bleed margin	210 x 297 mm (+3 mm trim)	160.5 x 220 mm (+3 mm trim)	102.5 x 297 mm (+3 mm trim)	210 x 146 mm (+3 mm trim)	70 x 297 mm (+3 mm trim)	210 x 100 mm (+3 mm trim)	57 x 297 mm (+3 mm trim)	no bleed margin	210 x 78 mm (+3 mm trim)	no bleed margin



Size	1/8 page (vertical)	1/8 page (horizontal)	1/8 page	2 x 1/1 panorama	2 x 1/2 panorama	2 x 1/3 panorama	2 x 1/4 panorama
Printing area	59 x 97 mm	90 x 63 mm	185 x 29 mm	395 x 267 mm	395 x 131 mm	395 x 85 mm	395 x 63 mm
Bleed margin	no bleed margin	no bleed margin	no bleed margin	420 x 297 mm (+3 mm trim)	420 x 146 mm (+3 mm trim)	420 x 100 mm (+3 mm trim)	420 x 78 mm (+3 mm trim)

Cover



Size	Cover with flap	Gatefold with large flap folding inwards	Gatefold with small flap folding inwards	Gatefold with split front cover	Cover photo*
Total width of which flap(s)	110 mm	403 mm	313 mm	453 mm	210 x approx. 140 mm
Height	230 mm front / 297 mm behind (+3 mm trim)	195 mm	105 mm	left 140 mm, right 105 mm	(+3 mm trim)
		297 mm	297 mm	297 mm	* Price on request

Bleed margin:
Please add an additional 3 mm trim per outer margin for advertisements with a bleed!

Rate Card

Ad Formats and Prices

SIZE	BASIC PRICE b&w	ADVERTISE- MENT PRICE 4c	WIDTH × HEIGHT in mm
1/1 page			
Printing area	3,517.00	5,162.00	185 × 267
Bleed margin	3,517.00	5,162.00	210 × 297 *
Junior Page			
Printing area	2,168.00	3,113.00	148 × 204
Bleed margin	2,385.00	3,330.00	160,5 × 220 *
1/2 page			
Printing area	1,788.00	2,733.00	90 × 267 / 185 × 131
Bleed margin	1,967.00	2,912.00	102.5 × 297 / 210 × 146 *
1/3 page			
Printing area	1,292.00	2,237.00	59 × 267 / 185 × 85
Bleed margin	1,421.00	2,366.00	70 × 297 / 210 × 100 *
1/4 page portrait			
Printing area	952.00	1,542.00	46 × 267
Bleed margin	1,421.00	2,366.00	57 × 297 *
1/4 page			
Printing area	952.00	1,542.00	90 × 131 / 185 × 63
Bleed margin	1,047.00	1,637.00	210 × 78 *
1/6 page			
Printing area	692.00	1,282.00	59 × 131
1/8 page			
Printing area	529.00	679.00	59 × 97 / 90 × 63 / 185 × 29
1/12 page			
Printing area	367.00	447.00	59 × 63

* Please add an additional **3 mm** trim per outer margin for advertisements with a bleed!

Prices in CHF, ex- VAT

Surcharges

There is a colour surcharge on b&w price

Sizes

2 × 1/1 Panorama	1,720.00
1/1 page	1,645.00
Junior page up to 1/4 page portrait	945.00
1/4 up to 1/6 page	590.00
1/8 page	150.00
1/12 up to 1/16 page	80.00
1/24 page	50.00

Placement options

Placement	surcharge (on gross price b&w)
Placement surcharge	10 %
Editorial (size 1/3 portrait)	25 %
Table of contents (size 1/2 portrait)	25 %
Text connection	25 %
Advertising (size: 1/4 up to 1/8)	100 %
Isolated ads*	300 %

*Binding sample must be provided by the advertisement deadline

2nd and 4th cover page: Prices see page 13

Surcharge for layout

If we have to make any changes on your print-ready document, a surcharge of 120.00/hour will be charged.

Reply box fees

12.00 per advert

Ad Formats and Prices

SIZE	BASIC PRICE b&w	ADVER- TISEMENT PRICE 4c	WIDTH × HEIGHT in mm
1/16 page Printing area	283.00	363.00	90 × 59 / 59 × 46
2 × 1/1 Panorama Printing area	6,739.00	8,459.00	395 × 267
Bleed margin	6,739.00	8,459.00	420 × 297 *
2 × 1/2 Panorama Printing area	3,576.00	5,466.00	395 × 131
Bleed margin	3,934.00	5,824.00	420 × 146 *
2 × 1/3 Panorama Printing area	2,584.00	4,474.00	395 × 85
Bleed margin	2,842.00	4,732.00	420 × 100 *
2 × 1/4 Panorama Printing area	1,904.00	3,084.00	395 × 63
Bleed margin	2,094.00	3,274.00	420 × 78 *
2nd Cover page Printing area	4,396.00	6,041.00	185 × 267
Bleed margin	4,396.00	6,041.00	210 × 297 *
4th Cover page Printing area	5,275.00	6,920.00	185 × 267
Bleed margin	5,275.00	6,920.00	210 × 297 *
Cover with flap Bleed margin	7,900.00	7,900.00	110 × 230 front* 110 × 297 behind *
Gatefold with fold inwards small	8,400.00	8,400.00	313 × 297 *
Gatefold with fold inwards large	9,700.00	9,700.00	403 × 297 *
Gatefold with split front cover	14,168.00	14,168.00	453 × 297 *

* Please add an additional **3 mm** trim per outer margin for advertisements with a bleed!

Discounts

Sales discount for multiple published advertisements, supplements*

Runtime 12 months	Frequency	Discount
	3 ×	6 %
	6 ×	12 %
	13 ×	18 %
	24 ×	24 %

*Sales discounts for multiple published supplements are only valid on the advertisement costs

Combination discount

Sales discounts can be individually or cumulatively applied per title, SMM, MSM, SMM/MSM GUIDE for all our titles

Consulting commission

10% of the net price (only for ASW and BSW approved agencies).

Discounts also apply to colour prices!

Prices in CHF, ex- VAT

Price List for the SMM Marketplace

Available Capacities, Miscellaneous, Job Advertisements

SIZE	WIDTH × HEIGHT in mm (printing area)	AC, M b&w	AC, M COLOUR	JOB ADVERTI- SEMENTS
1/1 page	185 × 267	–	–	2,813.00
Junior page	148 × 204	2,168.00	3,113.00	1,735.00
1/2 page	90 × 267 / 185 × 131	1,788.00	2,733.00	1,430.00
1/3 page	59 × 267 / 185 × 85	1,292.00	2,237.00	1,034.00
1/4 page	90 × 131 / 185 × 63	952.00	1,542.00	760.00
1/6 page	59 × 131	659.00	1,249.00	527.00
1/8 page	59 × 97 / 90 × 63 / 185 × 29	504.00	654.00	404.00
1/12 page	59 × 63	334.00	414.00	–
1/16 page	90 × 29 / 59 × 46	257.00	337.00	–
1/24 page	59 × 29	183.00	233.00	–

AC = available capacities M = miscellaneous

**Advertise now in the largest marketplace
of Swiss industry and reach 30,000
potential partners, buyers and job seekers.**

Advert deadline: Friday, 12 p.m. before the publication deadline.

Classified Advertisements

SIZE	PRICE PER MILLIMETRE
1 column	2.55
1 column/ colour	3.55

New, Warehouse and Secondhand Machinery

FIELD SIZE in mm		MAX. CHARAC- TERS incl. spaces	PRICE
1 field	43 × 63	145	230.00
2 fields	90 × 63	294	450.00
3 fields	137.5 × 63	443	690.00
4 fields	185 × 63	600	920.00

Minimum Height:

The minimum height for a classified advertisement is 10 mm.

Calculation of the Ad Price:

Number of columns x height of the advertisement in mm x
basic price per millimetre.

Prices in CHF, ex- VAT

Price List for Inserts and Supplements

Inserts

WEIGHT	ADVERTISE- MENT COSTS per 1,000 copies	TECHNICAL COSTS Postage 12,500 copies	
Up to 20 g	259.00	–	615.00
Up to 30 g	327.00	–	615.00
Up to 40 g	395.00	–	615.00
Up to 50 g	464.00	–	615.00

Price for an insert over 50 g on request.

Sizes

min. 140 × 40 mm, max. 210 × 297 mm, plus trim:
Inside: 3 mm, outside 10 mm, head 4 mm, foot 14 mm

Delivery of inserts and supplements:

6 working days before publication. Specifying publication title and issue to:

AVD Goldach, Sulzstrasse 10, CH-9400 Goldach

Prices in CHF, ex- VAT

Supplements

WEIGHT	ADVERTISE- MENT COSTS per 1,000 copies	TECHNICAL COSTS Postage 12,500 copies	
Up to 20 g	229.00	1,375.00	615.00
Up to 30 g	241.00	1,375.00	615.00
Up to 40 g	252.00	1,375.00	615.00
Up to 50 g	260.00	1,375.00	615.00
Up to 60 g	267.00	1,625.00	615.00
Up to 70 g	284.00	1,625.00	615.00
Up to 100 g	334.00	1,875.00	615.00
Up to 125 g	368.00	3,625.00	615.00

Price for an insert over 125 g on request.

Placement surcharge between the 4th cover page and the film: 30%

Sizes

min. 148 × 105 mm, max. 200 × 287mm

Conditions

- Advertisement costs are subject to a consultant commission and final agreement
- Prices may be subject to change due to postal costs or print-run adjustments.
- Inserts/supplements/fixes inserts with third-party advertisements: Price on request
- No split runs

Product Announcements and Advertorials / Company Portraits

Product Announcement

SIZE	NUMBER OF IMAGES	NUMBER OF CHARACTERS (incl. spaces)	PRICE
1/4 page	1	approx. 800	952.00
1/2 page	2	approx. 1,600	1,788.00
1/2 page	2	approx. 1,600	* 894.00

Advertorial/Company Portrait

SIZE	NUMBER OF IMAGES	NUMBER OF CHARACTERS (incl. spaces)	PRICE
1/1 page	1 to 2	approx. 3,100	3,517.00
2/1 page	2 to 3	approx. 7,500	5,275.00

Conditions

- Incl. layout and production costs (SMM layout)
- Not subject to a consultant commission and final agreement
- Subject to subsequent processing by the editors

* Final advertisers benefit from free PR and discounting.
Contact your respective vendor for the special conditions.

* entitled to discount from a minimum turnover of 3,000.00 per year

Prices in CHF, ex- VAT

Example: 1/4 page

SMM INDUSTRIE UPDATE

SIGNALSÄULENFAMILIE KOMBISIGN 40

Die Signalsäulenfamilie Kombisign 40 von New-Forma Signalsysteme richtet sich an Maschinenbauer und Automatenhersteller, die nicht nur sicher und zuverlässig, sondern auch die höchsten Anforderungen an Flexibilität und schnelle Reaktionszeit im Blick haben. Die modulare Leuchtanordnung durchmesser 40 mm und besteht aus fünf Leuchtsegmenten. Ein Highlight ist die extreme Modularität mit maximaler Flexibilität auch unter schwierigen Bedingungen. Die optischen Elemente «FastLED1» und «FastLED2» lassen einen Leuchtwinkel in einer Achse variabel einstellen – und das Preis- und Gewicht-Ziel. Zudem kann der Anwender bei «FastLED1» zwischen einem LED-Quadrat und einem LED-Rechteck entscheiden. Auch mehr Achsenanpassung und bei dem optischen Element «FastLED2» geboten. Neben einem LED-Rechteck kann alternativ das LED-Quadrat gewählt werden. Angepasst werden.



HEBMA Spezialtechnik
Helmoldstrasse 15, 8122 Neukirchen am Rhodener
Tel. 052 215 21 22, info@hebma.ch
HEBMA
Automaten & Electronic, Stand 613

Example: 2/1 page

Automatisch ein übersichtliches Handbuch

Täglich entstehen im Sortiment von EROMA neue Produkte. Ein Handbuch ist sich zum übergeordneten Standardprodukt. Integrierte Sperrsysteme. In regelmäßigen Rhythmen gelangen aber auch ganz neue Entwicklungen auf den Markt. Das im letzten Sperrsystem Standard EROMA basieren dann auch ein sehr breites Sortiment von Sperrsystemen über Automatenanlagen bis hin Prozessmanagement für die gesamte spannfahrbare Metallindustrie.

Alle sind zusammen

Die neue, kompakte, 1000 x 1000 mm große, leichte und robuste, aus Aluminium gefertigte Handbuch-Box ist ein ideales Werkzeug für den Maschinenbauer. Sie ist leicht zu transportieren und enthält alle Informationen, die für die Montage und den Betrieb von Sperrsystemen erforderlich sind. Die Handbuch-Box ist ein unverzichtbares Werkzeug für den Maschinenbauer. Sie ist leicht zu transportieren und enthält alle Informationen, die für die Montage und den Betrieb von Sperrsystemen erforderlich sind.



Schlagern mit Plus

Die neue, kompakte, 1000 x 1000 mm große, leichte und robuste, aus Aluminium gefertigte Handbuch-Box ist ein ideales Werkzeug für den Maschinenbauer. Sie ist leicht zu transportieren und enthält alle Informationen, die für die Montage und den Betrieb von Sperrsystemen erforderlich sind.



Minidrive Software-Produkte

Die neue, kompakte, 1000 x 1000 mm große, leichte und robuste, aus Aluminium gefertigte Handbuch-Box ist ein ideales Werkzeug für den Maschinenbauer. Sie ist leicht zu transportieren und enthält alle Informationen, die für die Montage und den Betrieb von Sperrsystemen erforderlich sind.

Exclusive Technical Report

SIZE	NUMBER OF IMAGES	PRICE *
1/1 page	2 to 3	4,200.00
2/1 page	4 to 5	6,000.00
3/1 page	5 to 6	7,800.00
4/1 page	6 to 8	9,600.00

- * – 1,800.00 for each subsequent page
- with distribution in the Netherlands and published online + 830.00

How to participate

And you would like that your expertise reach a wide specialist readership who are interested in your solutions. Then contact us, we are looking forward to work with you and to boost your marketing success.

The editorial team at SMM will write up your company portrait. You will receive a visit from a journalist who will draft up the portrait together with you.

Prices in CHF, ex- VAT



Special Publications



Your Benefits

- Publication of a one or two-page company portrait in a paper with a high circulation*
- Permanent listing in maschinenmarkt.ch including a link to your company website
- Mailing via a special newsletter to over 30,000 email recipients
- Distribution in the DACH region
- Incl. digital package
- Exclusivity: Annual publication and max. 35 companies per issue

* - Schweizer Qualitäts-Zulieferer: 38,000 copies
 - Technologie-Standort Schweiz 60,000 copies

Publication dates: 09.12.2020
 Advert deadline: 21.10.2020

GUIDE

Prices in CHF, ex- VAT



OFFER	SERVICE PRINT	SERVICE DIGITAL Entry in the companies database with the following content	PRICE	DURATION
PREMIUM	Company logo colour, 8 keywords, 4 brands/representations	Company logo, Internet address linked to the customer website, contact form, prominent placement, company information, own news, photo gallery, 20 product displays, downloads in PDF format, cover photo, 5 contact, linked to social media and Hub, videos, events calendar, contextual delivery in the relevant editorial setting, automatic data import, no adverts.	895.00	1 year
BUSINESS	Company logo colour, 8 keywords, 4 brands/representations	Company logo, Internet address linked to the customer website, company information, own news, photo gallery, 10 product displays, downloads in PDF format, cover photo, contextual delivery in the relevant editorial setting	660.00	1 year
PREMIUM PACKAGE ADVERTISEMENT + PREMIUM ENTRY	1/1 page colour	Company logo, Internet address linked to the customer website, contact form, prominent placement, company information, own news, photo gallery, 20 product displays, downloads in PDF format, cover photo, 5 contact, linked to social media and Hub, videos, events calendar, contextual delivery in the relevant editorial setting, automatic data import, no adverts	5,682.00	1 year
	1/2 page colour		3,253.00	
	1/3 page colour		2,757.00	
	1/4 page colour		2,062.00	
	Company logo colour, 8 key- words, 4 brands/representations Note on advertisement		included included	
BUSINESS PACKAGE ADVERTISEMENT + BUSINESS ENTRY	1/1 page colour	Company logo, Internet address linked to the customer website, company information, own news, photo gallery, 10 product displays, downloads in PDF format, cover photo, contextual delivery in the relevant editorial setting	5,572.00	1 year
	1/2 page colour		3,143.00	
	1/3 page colour		2,647.00	
	1/4 page colour		1,952.00	
	Company logo colour, 8 key- words, 4 brands/representations Note on advertisement		included included	

ADDITIONAL OFFER FOR PRINT

Additional company logo	205.00
Additional keywords (x 8)	205.00
Additional representations/brands (x 4)	205.00

For bookings of advertisements up to a 1/6 page you receive, free of charge, a basic entry incl. note on your advertisement as well as an entry in the heading and keyword directory (up to 8 keywords). Advertisement price according to the SMM and MSM 2020 rates.

Company Profile

The Content Hub for Your Target Group

The company profile is a platform for your company to distinctively present your products and services.

Your profile is connected with thematically related technical articles, and your content is integrated in the Vogel industry media newsletters. This way, you can be where your target group is – to demonstrate presence and to be remembered.

Your Benefit

- **Top-quality content mix**

Your company profile is populated with both your own material and with related articles by our editors.

- **Enhanced findability**

Enhance the visibility and reach of your content through search engine optimised integration in articles and newsletters. Bring traffic to your website and improve your ranking.

- **Defined target group – minimum waste coverage**

Reach exactly the right users: Your company profile is placed in the professional media read by the decision makers in your target group.

- **Transparent reporting and easy updates in our Customer Center**

You can access values for ad impressions, clicks and CTR at any time to efficiently measure the success of your company profile.

Price per Year

Basic Price Premium

895.00

Prices in CHF, ex- VAT

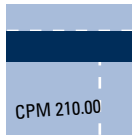


In the upper section, you present your company with your logo, background image, domain and social media contacts.

The overview page shows a high-quality mix of your own content and articles by our editors. The user clicks to see the full article.

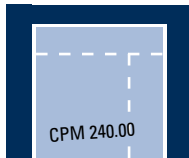
Banner

Generate attention in the relevant target group and enhance the awareness of your brand and products.



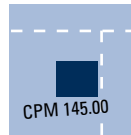
Billboard Ad

Placement:
under navigation
960 × 250 px
max. 80 KB



Brandgate

980 × 90 px top
160 × 600 px or
120 × 600 px right/left
+ Hexcode for background
+ Background picture
1,280 × 1,024 px (optional)
each max. 50 KB



Content Ad/Rectangle

300 × 250 px
max. 50 KB



Floor Ad

960 × 120 px
960 × 400 px (extended)
max. 50 KB per file



Halfpage Ad

300 × 600 px
max. 50 KB



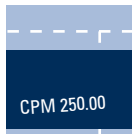
Leaderboard

728 × 90 px
max. 50 KB



Native Ad

Placement in the:
content, with
text on top
Text: max. 35
characters
+ optional overline
300 × 300 px
max. 50 KB



Scroll Ad

960 × 600 px
max. 80 KB



Skyscraper

160 × 600 px or
120 × 600 px
max. 50 KB



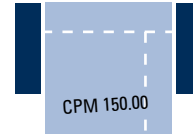
Video Ad XL

300 px wide
Duration: max. 3 min
Data rate: 700 kbit/sec.
Media: mpg, mpeg,
wmv, avi



Wallpaper

728 × 90 px top
160 × 600 px or
120 × 600 px right
+ Hexcode for
background
+ Background picture
1,280 × 1,024 px (optional)
each max. 50 KB



Sticky Ad

Placement: on the left
or right border
120 × 600 px or
160 × 600 px
max. 50 KB

CPM: Price per 1,000 Ad Impressions
with banner rotation. Only visible ad
impressions are calculated

ROS: Run of site, positioning on the whole
portal

Prices in CHF, ex- VAT

Keyword Advertising

Place your banner along with articles in the Vogel network that contain at least one of your **15 to 20** keywords. We will evaluate the potential for success of your keywords in advance.

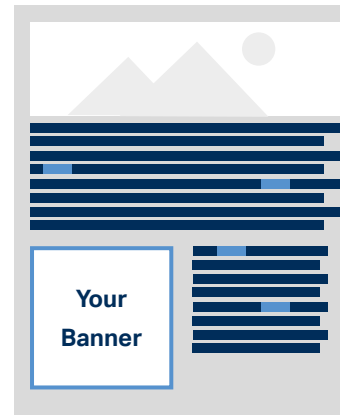
Your Benefit

- Attention – at the right time, in the right thematically related environment
- Optimised reach in the Vogel Network
- Reduced waste coverage
- Activation of new target groups due to high potential for new customers

Price per 1,000 Ad Impressions

Billboard	250.00	Native Ad	190.00
Brandgate	290.00	Scroll Ad	400.00
Content Ad	170.00	Skyscraper	145.00
Floor Ad	345.00	Video Ad XL	170.00
Halfpage	230.00	Wallpaper	190.00
Leaderboard	145.00	Sticky Ad	150.00

Prices in CHF, ex- VAT



Your banner is displayed in the relevant subject environment using your keywords.

Audience Targeting

Reach the B2B users from the Vogel network in the B2C environment of Facebook and the Google Display Network as well.

We will be happy to evaluate whether your desired reach level can be achieved without a detrimentally high contact frequency.

Your Benefit

- Enhanced brand awareness through repeated approaches at different touchpoints
- Display across multiple devices
- Reduced waste coverage – only users interested in a certain topic are approached
- High potential for new customers
- Performance boost – we optimise your campaign and perform efficiently in the most suitable channel

Formats

Banner package comprising Leaderboard, Skyscraper, Content Ad and Facebook Ad

Price

Minimum order amount 30,000 Ad

CPM 170.00

CPM: Price per 1,000 Ad impressions, all prices in CHF ex- VAT



1 Users deal with the topics they are interested in on the professional portal.



2 Users who exhibit interest in a specific topic area are tagged.



3 Exactly these users are now shown your banners in the booked thematic channel, in their Facebook timeline as well as on partner pages of the Google Display network. This way, you reach your target group efficiently.

Newsletter Advertising

Advertising in the newsletter offers you direct target group access at the desired point in time.

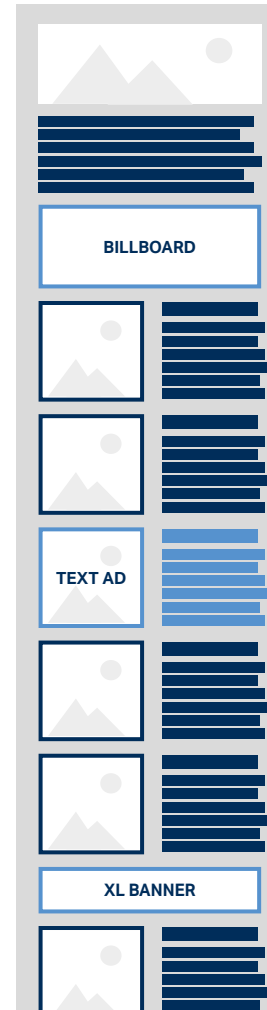
Your Benefit

The high reach ensures an effective penetration of your target group, which is informed with current and relevant topics.

Price

Subscribers	6,300
Publishing Dates	twice a week (Tuesdays and Fridays)
BILLBOARD	1,160.00
TEXT AD	830.00
XL Banner	830.00

Prices in CHF, ex- VAT



All newsletters are optimised for mobile devices, such as smartphones or tablets.

Special Newsletter

Sector Newsletter

Do you have a new product or an exciting way to use technology that you would like to present to your target audience? Then place your article in one of our sector newsletters. This way your message appears in the right subject area.

Your Advantages:

- Newsletter mailing to over 6,000 recipients
- Display for unlimited time on www.maschinenmarkt.ch in the suitable subject channels
- Display on Twitter, Xing and Facebook
- Not detected by AdBlocker
- Display your article on your company profile (if you have one)

Product Announcements:

Number of characters max: 1,500

Number of images: 1

Price: 950.00

Prices in CHF, excl. VAT



Technical Article:

Number of characters: 1,500-5,000

Number of images: 4-10

Price: 1,500.00

<i>Mailing date</i>	<i>Editorial deadline</i>	<i>Subject</i>
07.02.2020	24.01.2020	Production
13.03.2020	28.02.2020	Production
29.05.2020	15.05.2020	Automation
26.06.2020	12.06.2020	Production
10.07.2020	26.06.2020	Automation
02.10.2020	18.09.2020	Automation
30.10.2020	16.10.2020	Production

Newsletter Advertising: All ad formats for the Newsletter advertising can also be booked in the Sector Newsletter.

Trade Fair Newsletter

Would you like to bolster your presence at the fair with an accompanying measure? Then place your new product or technological application in our Trade Fair Newsletter and let the 6,000 recipients know you will be at the fair.

Your Advantages:

- Newsletter mailing to over 6,000 recipients
- Display for unlimited time on www.maschinenmarkt.ch in the suitable subject channels
- Display on Twitter and Xing
- Not detected by AdBlocker
- Display your article on your company profile (if you have one)



Product Announcements:

Number of characters max: 1,500

Number of images: 1

Price: 950.00

Technical article:

Number of characters: 1,500-5,000

Number of images: 4-10

Price: 1,500.00

Prices in CHF, ex- VAT

<i>Mailing date</i>	<i>Editorial deadline</i>	<i>Date of the fair</i>	<i>Fairs</i>
19.02.2020	05.02.2020	03.-04.03.2020	AMX, Lucerne
08.04.2020	25.03.2020	20.-24.04.2020	Hannover Messe, D-Hanover
15.04.2020	01.04.2020	21.-24.04.2020	Siams, Moutier
10.06.2020	27.05.2020	16.-19.06.2020	EPHJ, Geneva
26.08.2020	12.08.2020	15.-19.09.2020	AMB, D-Stuttgart
09.09.2020	26.08.2020	22.-24.09.2020	Sindex, Berne
14.10.2020	30.09.2020	27.-30.10.2020	Euroblech, D-Hanover
11.11.2020	28.10.2020	24.-26.11.2020	SPS Smart P., D-Nuremberg

Newsletter advertising: All ad formats for the Newsletter advertising can also be booked in the Trade Fair Newsletter.

Stand Alone Mailing

Profit from maximum exclusivity through a stand alone mailing.

Your message gets to the mailbox of your target group and reaches them directly. You provide us with input on the content and desired target group, and we will take care of the rest.

Your Benefit

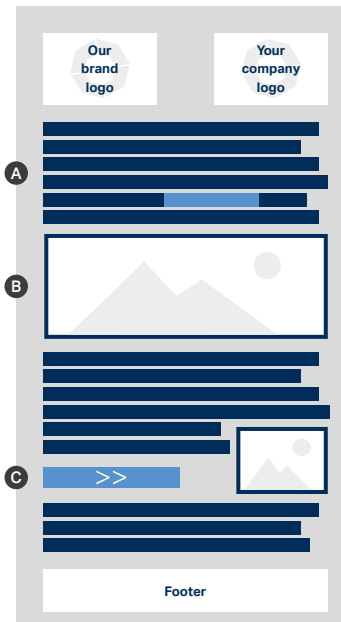
- Attention in the relevant target group
- Reduced waste coverage
- Qualified traffic to your website
- Prominent and exclusive display without competition
- Enhanced acceptance through co-branding with our media brand
- Transparency through reporting

Price per Transmission

5,000 recipients

3,700.00

Prices in CHF, ex- VAT



A: text with link*

B: picture material*

C: Call-to-action button*

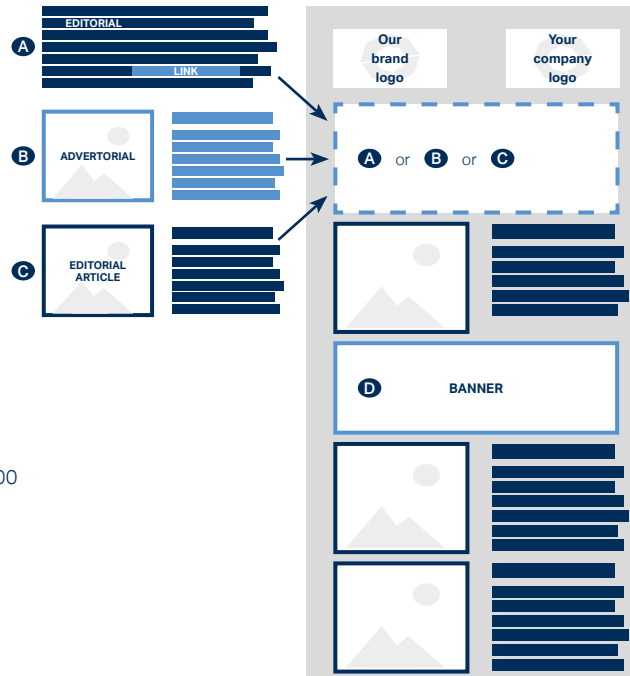
* can be chosen freely

Native Special Newsletter

A native special newsletter provides classic display advertising while positioning your brand in the editorial content. Demonstrate your know-how in an environment with which readers are familiar and position yourself as a solution provider in your area of expertise.

Your Benefit

- Positioning as an expert on a specific topic
- High acceptance due to the editorial environment of our media brand
- Enhanced awareness in the relevant target group
- Prominent and exclusive presentation with logo and banner formats
- Full transparency and measurability through our reporting



A: **Editorial with link**
or
B: **Advertorial**
or
C: **Editorial Article***

* can be chosen freely

D: **Exclusive occupancy of banners**
(maximum of three banners)

Price per Mailing

To subscribers of the editorial Newsletter

4,900.00

Prices in CHF, ex- VAT

Lead Product Portfolio

In a personal chat we will analyse your objectives and find out which lead product is right for you. Together with you, we develop the perfect lead strategy for your company.

Lead Generator

You will receive new contacts for your email marketing, using methods that are cost effective and not financially risky.

Create your initial contact to interested parties for your subject matter and use them for other marketing activities. You can expand your contact pool quickly and easily by using self-created whitepapers.

Lead Campaign

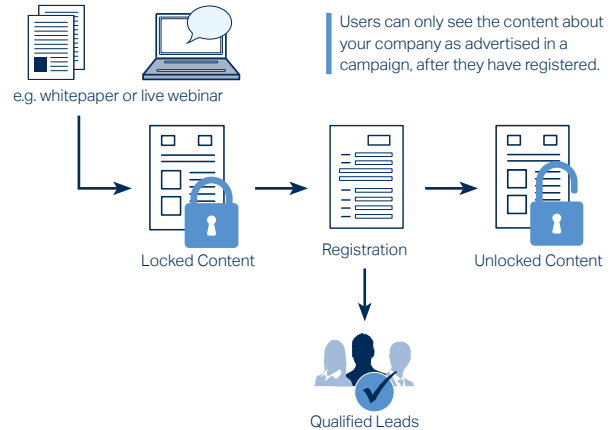
You will receive the business card data of new contacts, which show initial interest in your offer.

Your whitepaper or webinar will be published on a specialist portal and promoted using relevant measures. You will receive leads with multiple criteria as well as the initial interest.

Lead Solution

Based on your specifications, you will receive qualified sales opportunities with specific interest in your offer.

Conduct individual lead campaigns with us, which are aligned with your target markets and individuals. You will receive suitable contacts that will fit the requested criteria.



Price per Campaign

Lead Generator with whitepaper or prize draw	from 3,500.00
Lead Campaign with whitepaper or infographics	5,500.00
Lead Campaign with advertorial for a product testing	6,500.00
Lead Campaign with Live Webinar	8,500.00
Lead Campaign with multimedia presentation	7,000.00
Lead Solution	on request

Prices in CHF, ex- VAT

Online Advertorial Campaign

Outcome-oriented content, in the context of our editorial articles, generates a high degree of attention among the readership.

Communicate your message through an advertorial and position yourself as a solution provider.

Campaign Elements

- Promotion via newsletter and other channels
- Support by campaign management
- Implementation by a professional editor
- Correct tagging
- Multimedia content possible

Your Benefit

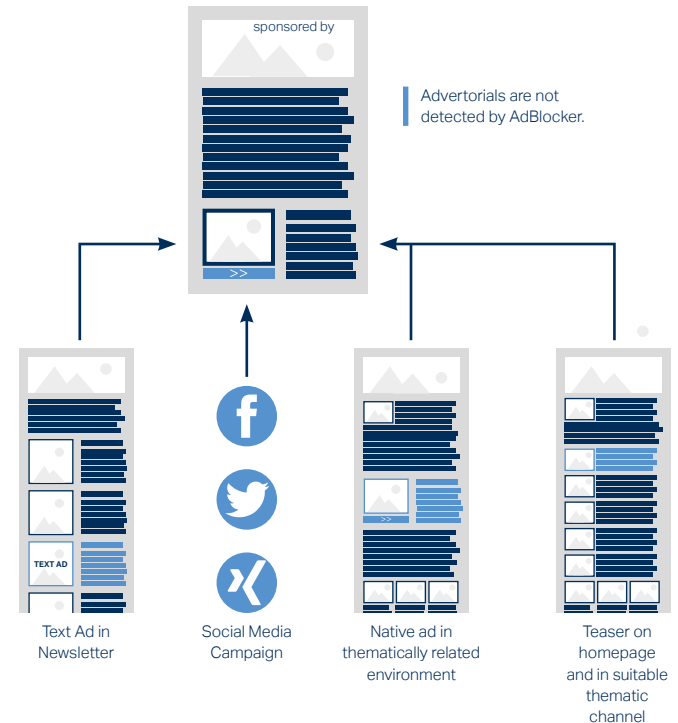
- Ad-free presentation of your advertorial
- More time spent on the website, strong involvement
- Enhanced credibility among readers, as content is presented in the look and feel of our editorial content
- High findability through search engines and high-quality links to your website
- Positioning as a solution provider

Price per Campaign

Term of 3 months	4,500.00
*Advertorial Light (incl. Newsletter mailing)	1,500.00

* No measures to generate a high distribution, no social media campaign, no reporting

Prices in CHF, ex- VAT



Partnerzone

The exclusive partnerzone is the heart of your campaign, accompanied by an individual reach campaign.

Your Benefit

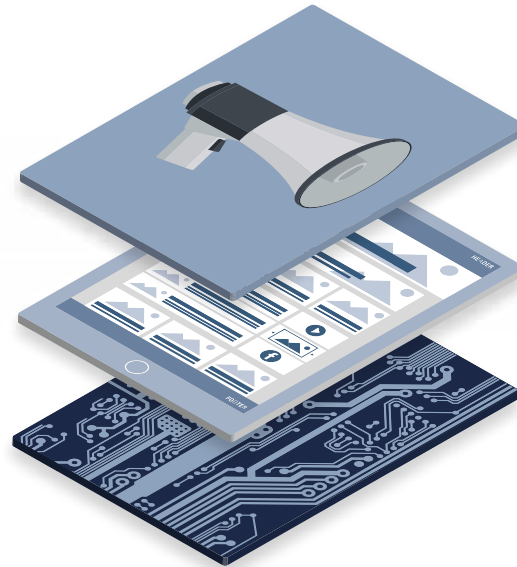
- Credibility due to the native integration of target group related content
- Enhanced brand awareness and image transfer from the media brand
- High recognition due to long-term presence
- High degree of attention through the individual reach package
- Full transparency and measurability through our reporting

Price per Campaign

Premium Partnerzone

- You choose the design in line with the brand layout
- Individual Reach Package – you choose the elements
- Term per 12 months from 24,000.00
each subsequent month 1,000.00

Prices in CHF, ex- VAT



An **individual reach package** guarantees a high degree of attention.

Enhanced credibility through a **mix of own and editorial content**

Design, technical implementation and hosting – the foundation of your partnerzone

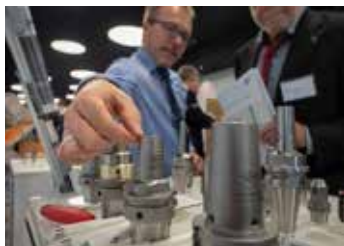
Events

SMM InnovationsFORUM Manufacturing on 18.11.2020

Present yourself as a leader in innovation and showcase your latest technologies at the SMM InnovationsFORUM 2020, the meeting place of the Swiss automation and manufacturing industry.

The SMM events offer you the opportunity to present your innovations to a wide professional audience.

www.smm-innovationsforum-fertigung.ch/de



Images: Entzeroth

Prices in CHF, ex- VAT, prices are subject to change

Service package:

- Your company logo will appear in the SMM Special Edition on advertising mediums (advertisements/programme and smm.ch website), smm.ch event website, printed and online mailings, welcome slides and during the breaks in all the lecture rooms on the day of the event.
- Presentations lasting 25 minutes covering the subject of innovation in a focal area of production and automation technology.
- Exhibition area measuring 2 x 3 metres including a table, 2 chairs, electricity and WiFi and catering for the stand personnel.
- Max. five employees from your company can attend free of charge (incl. speaker).
- 2-page technical report written by your company is a special edition of the Schweizer Maschinenmarkt for the SMM InnovationsFORUM.
- SMM-InnovationsFORUM special edition (print run of 500 copies) for everyone attending on the day of the event.
- Contact details (if authorised for use) of the participating visitors from the industry.
- Online mailing via a special newsletter to over 6,000 email recipients.

Base price per speaker company

1 presentation: 7,800.00

2 presentation: 12,000.00

Reduce your costs – invite your VIPs free of charge in your name: As a partner company of the SMM InnovationsFORUM, you will receive 10 VIP entry tickets to the in value of 150.00 each for your VIP clients. For each VIP guest that attends, you will receive a reduction of 100.00 (up to maximum 1,000) off the base price.

How have successful Swiss companies been able to maintain a consistently high-output and efficient performance in their production despite increasing pressure from competitors and fast-paced changes, and what challenges do they face to ensure the lasting success of their company? The SMM Congress offers participants the exclusive chance to gain insights into the strategies of Swiss leaders in technology and hear what trends and opportunities they foresee for industry in Switzerland. Through the presentations and personal exchanges at the accompanying trade exhibition, you will gain powerful input for your own economic success.

www.smm-kongress.ch/de

	Main sponsorship	Association sponsorship	Culture sponsorship	Exhibitor Package	Sponsor
Price	9,500	5,000	4,500	2,500	1,500
Acclaim, logo presence and explicit visibility as the main sponsor					
on the congress flyer: Print run of 30,000	✓	✓	✓	✗	✗
on the congress website including a link to your company's website	✓	✓	✓	✓	✓
in the SMM and MSM Newsletter (over 6,000 recipients)	✓	✓	✗	✗	✗
on the SMM front page from November 2019, every second edition	✓	✗	✗	✗	✗
at the welcome section of the congress and during the breaks	✓	✓	✓	✓	✓
on advertisements for the congress in SMM: Print run of 12,500 (continuous placement from November 2019) in MSM: Print run of 8,500 (continuous placement from November 2019) in the SMM/MSM Annual main edition: Large print run of over 20,000 copies	✓	✓	✓	✗	✗
Exhibitor package					
Exhibition area in the foyer, approx. 2 x 3 metres, incl. a table, electricity and WiFi	✓	✓	✓	✓	✗
Best possible and central position for the stand	✓	✗	✗	✗	✗
Print run of your company brochures, or similar material, on the participants' seats in the congress hall	✓	✗	✗	✗	✓
Free tickets	2	2	1	2	✗
Editorial services					
Technical articles in the run-up to the event with a special mention	✓	✗	✗	✗	✗
Opportunity to submit a technical article/interview in the run-up	✓	✓	✓	✗	✗
10 VIP discount codes	✓	✓	✓	✗	✗

Your contact

Your contacts in the editorial department



Matthias Böhm

Publisher,
Chief editor SMM

Tel. +41 44 722 77 91
matthias.boehm@vogel-communications.ch



Silvano Böni

Deputy Chief editor SMM
Automation and Drive Technology,
Economy, Logistics

Tel. +41 44 722 77 70
silvano.boeni@vogel-communications.ch



Anne Richter

Editor
Manufacturing Technology, Measuring Technology,
Medical Technology

Tel. +41 44 722 77 89
anne.richter@vogel-communications.ch



Konrad Mücke

Editor
Sheet Metal Machining, Tensioning Devices,
Industry Software, Materials Technology,
Connection Technology, Cutting Tools

Tel. +41 44 722 77 28
konrad.muecke@vogel-communications.ch



Susanne Reinshagen

Online Editor

Tel. +41 44 722 77 94
susanne.reinshagen@vogel-communications.ch

Your contacts in the publishing house



Xheneta Rifaj

Sales Support / Administration

Tel. +41 44 722 77 12
xheneta.rifaj@vogel-communications.ch



Barbara Gronemeier

Production / CvD

Tel. +41 44 722 77 73
barbara.gronemeier@vogel-communications.ch



Abetare Cakiqi

Marketing & Event Manager

Tel. +41 44 722 77 80
abetare.cakiqi@vogel-communications.ch



Aleksandra Djordjevic

Marketing Support

Tel. +41 44 722 77 72
aleksandra.djordjevic@vogel-communications.ch



Maria Fabbroni

Subscription Service

Tel. +41 71 844 91 55
maria.fabbroni@avd.ch

Contact us – we'd be happy to advise you!

Rainer Ackermann

Crossmedia Consultant
Northwestern Switzerland

Tel. +41 62 871 91 62

Mobile +41 78 771 16 85

rainer.ackermann@vogel-communications.ch



Loris De Cia

Crossmedia Consultant
Zurich Oberland, Eastern Switzerland

Tel. +41 44 722 77 77

Mobile +41 79 374 32 70

loris.decia@vogel-communications.ch



Margaux Pontieu

Crossmedia Consultant
Biel, Western Switzerland, Ticino

Tel. +41 32 544 18 90

Mobile +41 79 938 50 24

margaux.pontieu@vogel-communications.ch



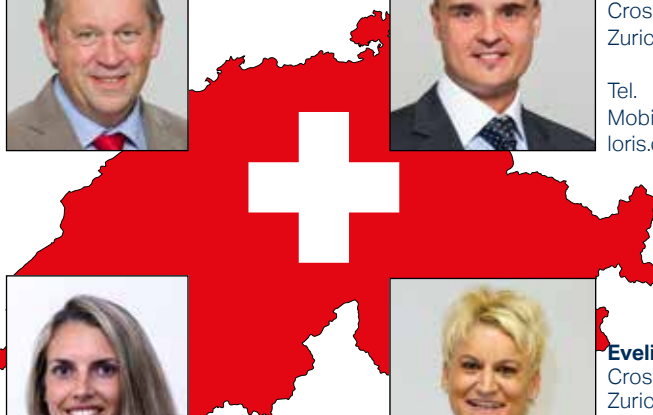
Eveline Möckli

Crossmedia Consultant
Zurich Unterland, Thurgau, Central Switzerland

Tel. +41 44 760 04 30

Mobile +41 79 299 07 02

eveline.moeckli@vogel-communications.ch



Subscription Service

Tel. +41 71 844 91 55

maria.fabbroni@avd.ch

Vogel Communications Group AG

Seestrasse 95

CH-8800 Thalwil

Tel. +41 44 722 77 00

media@vogel-communications.ch

www.maschinenmarkt.ch