

# Media Kit 2020



# «The Industry Magazine for Practice!»

The MSM Le Mensuel de l'Industrie with its 87-year tradition is firmly anchored in the industry as a leading specialist medium for manufacturing technology and automation. The decision makers of the Swiss MEM industry regularly use the MSM as a source of information to inform themselves about technical applications, products and trends.

With our product portfolio, the print medium MSM, the extensive specialist portal [msm.ch](http://msm.ch) and the events, we offer our customers a direct communication channel to their target group.

"The MSM magazine is the most important specialist medium in the French-speaking industry in Switzerland. From supplier to manufacturer, our monthly magazine provides a complete and indispensable overview of the MEM industry".

Jean-René Gonthier  
Editor-in-chief MSM

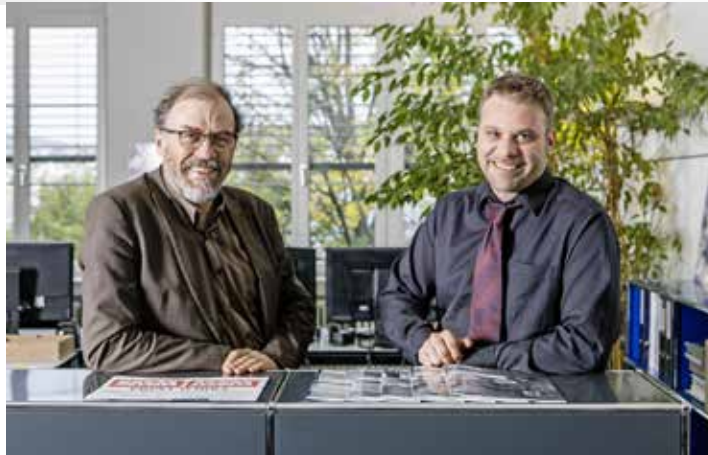


*The trade publication  
for the Swiss MEM industry*

## ***Your contacts in the editorial department***

**Jean-René Gonthier**  
Editor-in-chief MSM

Tel. +41 79 376 23 68  
[jrgonthier@msm.ch](mailto:jrgonthier@msm.ch)



**Gilles Bordet**  
Editor

Tel. +41 79 138 60 72  
[gilles.bordet@msm.ch](mailto:gilles.bordet@msm.ch)

# Table of Content

Key Facts	4
Editorial Plan	5
Editorial Content	6 - 7
Testimonials	8

## ***Print***

---

Print Advertisements	9
Rate Card	10 - 11
Price List for the MSM Marketplace	12
Price List for Inserts & Supplements	13
Product Announcements, Advertorials & Exclusive Technical Reports	14

### *Print-ready documents*

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

Special Publications	15
GUIDE	16

## ***Digital***

---

Company Profile	17
Banner	18
Keyword Advertising	19
Audience Targeting	20
Newsletter Advertisement	21 - 23
Stand Alone Mailing	24
Native Special Newsletter	25

### *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)

Lead Product Portfolio	26
Online Advertorial Campaign	27
Partnerzone	28

## ***Events***

---

InnovationsForum	29
Congress	30

## ***Your Contacts***

---

# Key Facts

## Print\*\* & Events

87 Years of MSM

10,408 Editions MSM/SMM

60,000 Editions Trade Fair Magazine

> 500 Event Attendees



\*NET-Matrix certified

\*\*WEMF certified

For further information visit

[www.msm.ch/medias](http://www.msm.ch/medias)

## Online\*

37,047 Visits per Month

91,886 Page Impressions

3,000 Fans & Follower

11,000 Registered Users:

25% Management

35% Project/ Department Manager

27% Employees/Technical Professionals

13% Other

- Print run 8,000 copies
- Frequency of publications monthly
- Distribution All of French-speaking Switzerland and the French-speaking area near the border  
WEMF certification 2018/19:  
Total editions distributed 4,480 copies  
Total sold editions 1,066 copies  
– of which subscriptions 1,014 copies  
– of which free copies 51 copies  
Total free circulation\* 3,414 copies  
\* Targeted distribution
- WEMF certification
- Purchase price (Domestic price in CHF, incl. VAT and postage)  
Single issue 8.50  
Trial subscription (3 issues) 12.00  
Annual subscription (10 issues)\* 94.00  
Combined MSM/SMM\* 178.00  
\* incl. MSM/SMM GUIDE

## Partnerships



# 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

# Editorial Plan

MSM	Appears	Advert deadline	Topics/Dossiers	Fairs/Exhibitions
1	07.02.2020	28.01.2020	<p><b>Preview AM Expo</b> Supply Industry – Manufacturing Technology Sheet Metal Machining and Forming – Welding Technology <b>Dossier:</b> Additive Manufacturing</p>	<p>Solids, 12.–13.02.2020, Zurich Swiss Cyber Security Days, 12.–13.02.2020, Fribourg AM Expo, 03.–04.03.2020, Lucerne JEC World, 03.–05.03.2020, Paris</p>
2	06.03.2020	25.02.2020	<p><b>Preview Simodec</b> <b>Preview METAV</b> <b>Preview GrindTec</b> <b>Preview SMM-Congress – Lean Manufacturing</b> <b>Technopolis Review</b> Manufacturing Technology – Grinding Technology <b>Dossier:</b> Additive Manufacturing</p>	<p>Technopolis, 05.02.2020, Fribourg Simodec, 10.–13.03.2020, La Roche-sur-Foron METAV, 10.–13.03.2020, Dusseldorf SMM Congress, 18.03.2020, Lucerne GrindTec, 18.–21.03.2020, Augsburg Erfindermesse, 25.–29.03.2020, Geneva Global Industrie und Tolexpo, 31.03–3.04.2020, Paris</p>
3	17.04.2020	03.04.2020	<p><b>Preview Hannover Messe</b> <b>Preview SIAMS</b> <b>AM Expo Review</b> Automation and Drive Technology Manufacturing Technology Industry-Software CAD/CAM/PPS <b>Dossier:</b> Robotic</p>	<p>Hannover Messe, 20.–24.04.2020, Hanover SIAMS, 21.–24.04.2020, Moutier Empack und Logistics &amp; Distribution, 22.–23.04.2020, Zurich Watches &amp; Wonders Geneva, 25.–29.04.2020, Geneva Technical Watchmaker Show, 28.04.–02.05, La Chaux-de-Fonds Baselworld, 30.04–05.05.2020, Basel</p>
Daily	21./22.04.2020 23./24.04.2020	07.04.2020	<p>SIAMS-MESSEDAILY – MSM TRADE FAIR MAGAZINE EXCLUSIVE ON SIAMS NEWS ABOUT SIAMS INCLUDING CURRENT TRADE FAIR NEWS. BOOK ONCE - APPEAR 4 TIMES</p>	
4	15.05.2020	05.05.2020	<p><b>SIMODEC Review</b> <b>Global Industrie Review</b> Machinetools – Automation and Drive Technology Machinetool Manufacturing – CNC, SPS</p>	<p>SurfaceTechnology, 16.–18.06.2020, Stuttgart</p>
5	12.06.2020	29.05.2020	<p><b>Preview EPHJ</b> <b>Preview Automatica</b> <b>SIAMS Review</b> Supply industry – Manufacturing Technology Medtech – Watch industry – Microtechnology</p>	<p>EPHJ, 16.–19.06.2020, Genf Automatica, 16.–19.06.2020, Munich Stanztec, 23.–25.06.2020, Pforzheim</p>

MSM	Appears	Advert deadline	Topics/Dossiers	Fairs/Exhibitions
6	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 French and German	
7	21.08.2020	11.08.2020	Preview AMB Preview Micronora EPHJ Review The Shapers Industrie 4.0: Announcement of winners 2020 Medical Technology – Suppliers – Machine Tools CAD/CAM/PPS – Digitization and Industry 4.0	Industrie 4.0 The Shapers, 03.09.2020, Geneva AMB, 15.–19.09.2020, Stuttgart Micronora, 22.–25.09.2020, Besançon
8	08.09.2020	27.08.2020	Preview Micronora Preview AMB Preview SINDEX Manufacturing Technology, Supply Industry, Automation and Supply Industry/Materials Technology <b>Dossier:</b> Plastics and Special Materials	AMB, 15.–19.09.2020, Stuttgart Micronora, 22.–25.09.2020, Besançon SINDEX, 22.–24.09.2020, Bern
Daily	22.09.2020 23./24.09.2020	10.09.2020	SINDEXTM – MSM TRADE FAIR MAGAZINE EXCLUSIVE ON SINDEXTM News about SINDEXTM including current trade fair news. Book Once - Appear 3 Times	
9	23.10.2020	13.10.2020	Preview SMM Innovationsforum Manufacturing Sheet Metal Machining and Forming – Welding Technology Manufacturing Technology Additive Fertigung Surface Treatment and Assembly	Euroblech, 27.–30.10.2020, Hanover formnext, 10.–13.11.2020, Frankfurt SPS - Smart Production Solutions, 24.–26.11.2020, Nuremberg SMM Innovationsforum Manufacturing, 18.11.2020, Lucerne
MSM/SMM GUIDE	09.12.2020	21.10.2020	GUIDE 2021 – BUYING GUIDE FOR THE SWISS MEM INDUSTRY (French/ German)	
10	09.12.2020	27.11.2020	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 French and German	

# Testimonials



*“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

*“MSM and SMM offer us DIHAWAG, as a leading supplier in the area of cutting tools and clamping technology, the ideal platform to reach our customers from the manufacturing industry. The two titles cover the entire spectrum of Swiss MEM industry and we also reach our target groups in the watchmaking, medical and turning industry.”*

Brigitte Kocher, Marketing/Communication, DIHAWAG



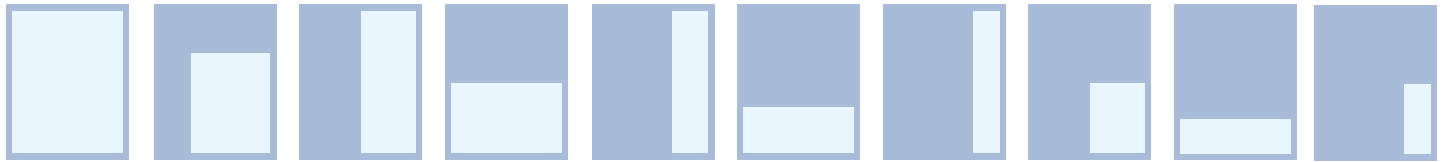
*“The MSM is from the point of view of GF Machining Solutions Sales Switzerland SA an excellent platform for presenting our customer-specific manufacturing solutions to a wide interested audience.”*

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

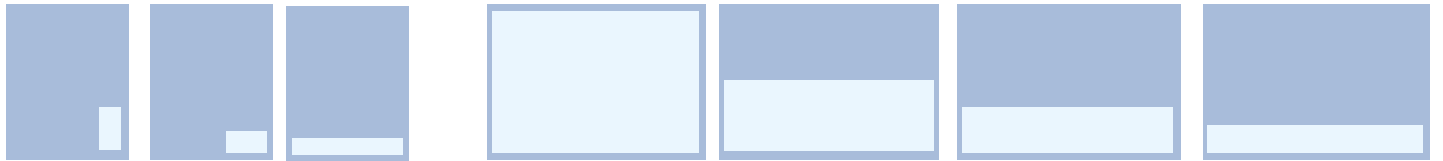




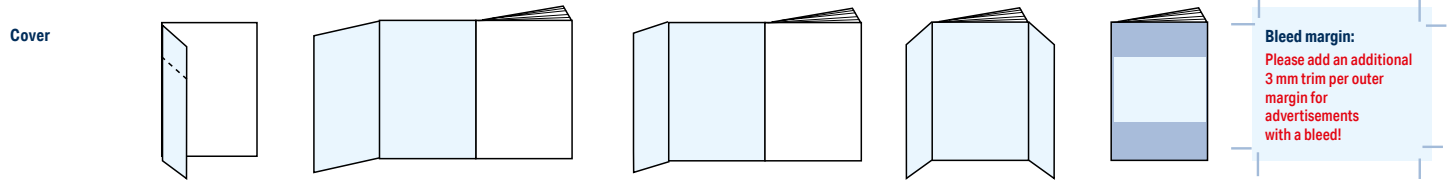
# Ad Formats



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)



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 (+3 mm trim)
Height	230 mm front / 297 mm behind (+3 mm trim)	297 mm	297 mm	left 140 mm, right 105 mm	* Price on request

# Rate Card

## Ad Formats and Prices

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

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

### Placement options

Placement	surcharge (on gross price b&w)
<b>Placement surcharge</b>	10 %
<b>Editorial</b> (size 1/3 portrait)	25 %
<b>Table of contents</b> (size 1/2 portrait)	25 %
<b>Text connection</b>	25 %
<b>Advertising</b> (size: 1/4 up to 1/8)	100 %
<b>Isolated ads*</b>	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	ADVERTISEMENT PRICE 4c	WIDTH × HEIGHT in mm
<b>1/16 page</b> Printing area	283.00	363.00	90 × 59 / 59 × 46
<b>2 × 1/1 Panorama</b> Printing area	6,739.00	8,459.00	395 × 267
Bleed margin	6,739.00	8,459.00	420 × 297 *
<b>2 × 1/2 Panorama</b> Printing area	3,576.00	5,466.00	395 × 131
Bleed margin	3,934.00	5,824.00	420 × 146 *
<b>2 × 1/3 Panorama</b> Printing area	2,584.00	4,474.00	395 × 85
Bleed margin	2,842.00	4,732.00	420 × 100 *
<b>2 × 1/4 Panorama</b> Printing area	1,904.00	3,084.00	395 × 63
Bleed margin	2,094.00	3,274.00	420 × 78 *
<b>2nd Cover page</b> Printing area	4,396.00	6,041.00	185 × 267
Bleed margin	4,396.00	6,041.00	210 × 297 *
<b>4th Cover page</b> Printing area	5,275.00	6,920.00	185 × 267
Bleed margin	5,275.00	6,920.00	210 × 297 *
<b>Cover with flap</b> Bleed margin	7,900.00	7,900.00	110 × 230 front* 110 × 297 behind *
<b>Gatefold</b> with fold inwards small	8,400.00	8,400.00	313 × 297 *
<b>Gatefold</b> with fold inwards large	9,700.00	9,700.00	403 × 297 *
<b>Gatefold</b> 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
	<b>3 ×</b>	6 %
	<b>6 ×</b>	12 %
	<b>13 ×</b>	18 %
	<b>24 ×</b>	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, MSM, SMM, 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 MSM Marketplace

## Available Capacities, Miscellaneous, Job Advertisements

SIZE	WIDTH × HEIGHT in mm (printing area)	AC, M b&w	AC, M COLOUR	JOB ADVERTI- SEMENTS
<b>1/1 page</b>	185 × 267	–	–	2,813.00
<b>Junior page</b>	148 × 204	2,168.00	3,113.00	1,735.00
<b>1/2 page</b>	90 × 267 / 185 × 131	1,788.00	2,733.00	1,430.00
<b>1/3 page</b>	59 × 267 / 185 × 85	1,292.00	2,237.00	1,034.00
<b>1/4 page</b>	90 × 131 / 185 × 63	952.00	1,542.00	760.00
<b>1/6 page</b>	59 × 131	659.00	1,249.00	527.00
<b>1/8 page</b>	59 × 97 / 90 × 63 / 185 × 29	504.00	654.00	404.00
<b>1/12 page</b>	59 × 63	334.00	414.00	–
<b>1/16 page</b>	90 × 29 / 59 × 46	257.00	337.00	–
<b>1/24 page</b>	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
<b>1 column</b>	2.55
<b>1 column/ colour</b>	3.55

## New, Warehouse and Secondhand Machinery

FIELD SIZE in mm		MAX. CHARAC- TERS incl. spaces	PRICE
<b>1 field</b>	43 × 63	145	230.00
<b>2 fields</b>	90 × 63	294	450.00
<b>3 fields</b>	137.5 × 63	443	690.00
<b>4 fields</b>	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 8,000 copies	
Up to 20 g	259.00	–	328.00
Up to 30 g	327.00	–	328.00
Up to 40 g	395.00	–	328.00
Up to 50 g	464.00	–	328.00

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 8,000 copies	
Up to 20 g	229.00	880.00	328.00
Up to 30 g	241.00	880.00	328.00
Up to 40 g	252.00	880.00	328.00
Up to 50 g	260.00	880.00	328.00
Up to 60 g	267.00	1,040.00	328.00
Up to 70 g	284.00	1,040.00	328.00
Up to 100 g	334.00	1,200.00	328.00
Up to 125 g	368.00	2,320.00	328.00

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

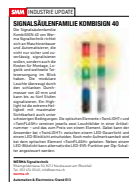
- Advertisement costs are subject to a consultant commission and final agreement
- Prices may be subject to change due to postal costs or print-run adjustments.
- Inserts/supplements/fixes inserts with third-party advertisements: Price on request
- No split runs

# Product announcements and Advertorials / Company Portraits & Exclusive Technical Report

## Product Announcement

FORMAT	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

Example: 1/4 Page



## Conditions

- Incl. layout and production costs (MSM 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

## Advertorial/Company Portrait

FORMAT	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

Example: 2/1 Page



## Exclusive Technical Report

FORMAT	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

## 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 MSM will write up your company portrait. You will receive a visit from a journalist who will draft up the portrait together with you.



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

# 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

Prices in CHF, ex- VAT

# GUIDE



OFFER	SERVICE PRINT	SERVICE DIGITAL Entry in the companies database with the following content	PRICE	DURATION
<b>PREMIUM</b>	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
<b>BUSINESS</b>	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
<b>PREMIUM PACKAGE</b> 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 keywords, 4 brands/representations		included	
Note on advertisement	included			
<b>BUSINESS PACKAGE</b> 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 keywords, 4 brands/representations		included	
Note on advertisement	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

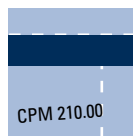


In the upper section, you present your company with your logo, background image, domain and social media contacts.

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.

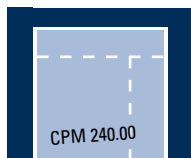
# Banner

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



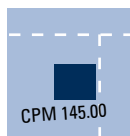
## Billboard Ad

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



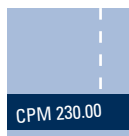
## Brandgate

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



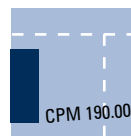
## Content Ad/Rectangle

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 outline  
300 × 300 px  
max. 50 KB



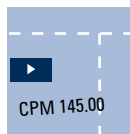
## Scroll Ad

960 × 600 px  
max. 80 KB



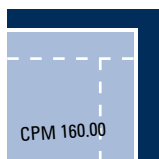
## Skyscraper

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.

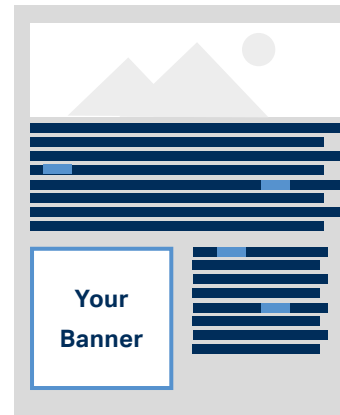
## Your Benefit

- 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.

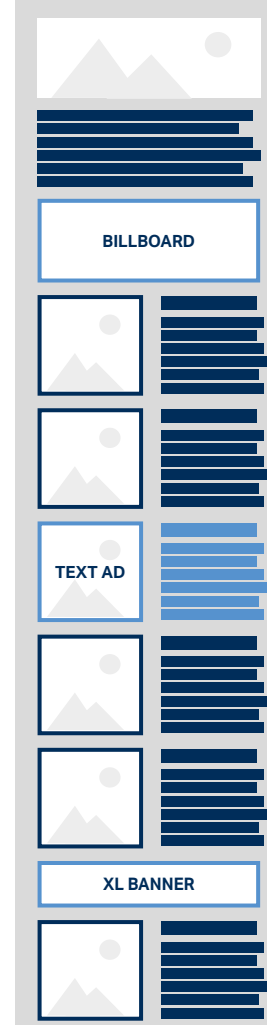
## Your Benefit

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

## Price

<b>Subscribers</b>	2,400
<b>Publishing Dates</b>	twice a week (Tuesdays)
<b>BILLBOARD</b>	1,160.00
<b>TEXT AD</b>	830.00
<b>XL Banner</b>	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 2,000 recipients
- Display for unlimited time on www.msm.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>
06.02.2020	23.01.2020	Production
12.03.2020	27.02.2020	Production
28.05.2020	14.05.2020	Automation
25.06.2020	11.06.2020	Production
09.07.2020	25.06.2020	Automation
01.10.2020	17.09.2020	Automation

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 2,000 recipients know you will be at the fair.

### Your Advantages:

- Newsletter mailing to over 2,000 recipients
- Display for unlimited time on www.msm.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>
30.01.2020	22.01.2020	05.02.2020	Technopolis, Fribourg
05.03.2020	20.02.2020	10. – 13.03.2020	Simodec, La Roche-sur-Foron, (France)
26.03.2020	12.03.2020	31.03 – 03.04.2020	Global Industrie und Tolexpo, Paris, (France)
16.04.2020	01.04.2020	21. – 24.04.2020	Siams, Moutier
10.06.2020	27.05.2020	16. – 19.06.2020	EPHJ, Genf
17.09.2020	03.09.2020	22. – 25.09.2020 22. – 24.09.2020	Micronora, Besançon (France) Sindex, Bern

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

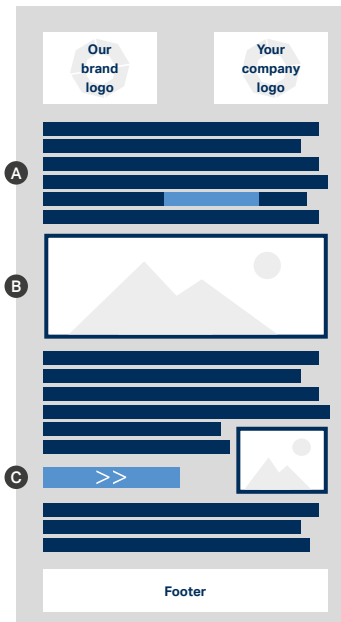
- Attention in the relevant target group
- Reduced waste coverage
- Qualified traffic to your website
- Prominent and exclusive display without competition
- Enhanced acceptance through co-branding with our media brand
- Transparency through reporting

## Price per Transmission

5,000 recipients (FR/DE)

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

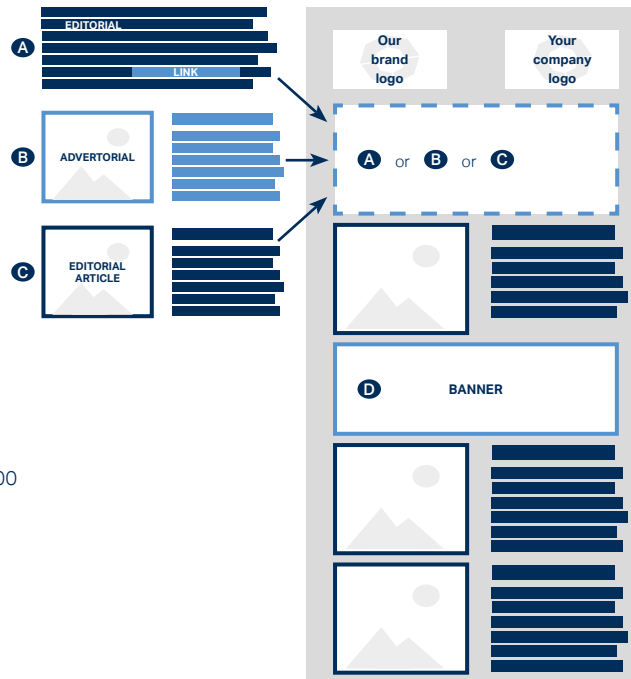
- Positioning as an expert on a specific topic
- High acceptance due to the editorial environment of our media brand
- Enhanced awareness in the relevant target group
- Prominent and exclusive presentation with logo and banner formats
- Full transparency and measurability through our reporting

## Price per Mailing

To subscribers of the editorial Newsletter

4,900.00

Prices in CHF, ex- VAT



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

\* can be chosen freely

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

# 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

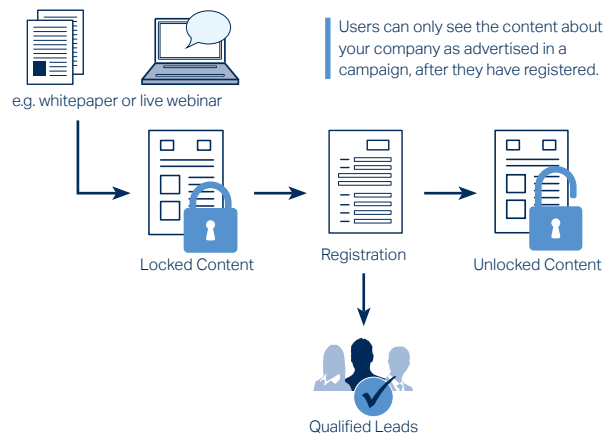
**You will receive the business card data of new contacts, which show initial interest in your offer.**

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

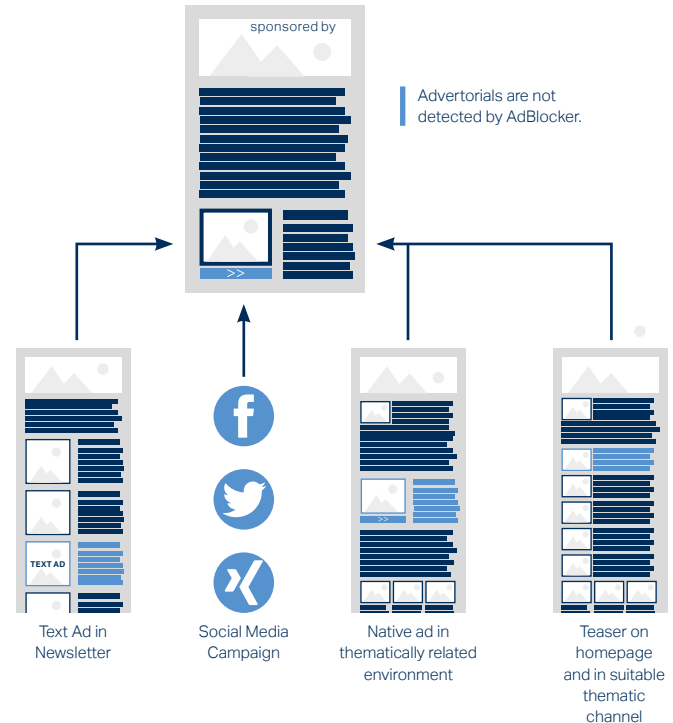
- Ad-free presentation of your advertorial
- More time spent on the website, strong involvement
- Enhanced credibility among readers, as content is presented in the look and feel of our editorial content
- High findability through search engines and high-quality links to your website
- Positioning as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

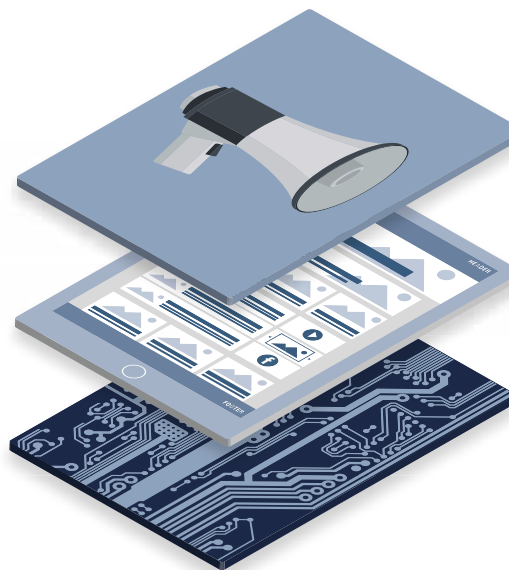
- Credibility due to the native integration of target group related content
- Enhanced brand awareness and image transfer from the media brand
- High recognition due to long-term presence
- High degree of attention through the individual reach package
- Full transparency and measurability through our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

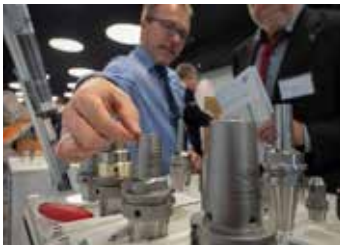
# Events

## 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](http://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.

**SMM Congress on 18.03.2020****Subject: Lean Manufacturing – Produce more efficiently with lean processes**

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](http://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
<b>Acclaim, logo presence and explicit visibility as the main sponsor</b>					
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	✓	✓	✓	✗	✗
<b>Exhibitor package</b>					
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	✗
<b>Editorial services</b>					
Technical articles in the run-up to the event with a special mention	✓	✗	✗	✗	✗
Opportunity to submit a technical article/interview in the run-up	✓	✓	✓	✗	✗
<b>10 VIP discount codes</b>	✓	✓	✓	✗	✗

# Your contact

## 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



**Susanne Reinshagen**

Online Editor

Tel. +41 44 722 77 94

susanne.reinshagen@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



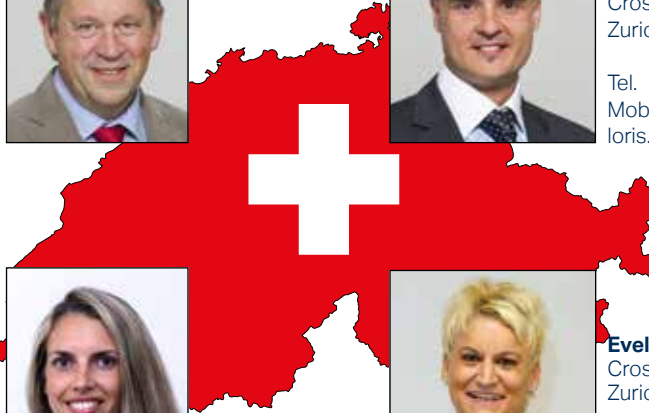
**Eveline Möckli**

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.msm.ch