

SMM
SCHWEIZER MASCHINENMARKT

MSM
LE MENSUEL DE L'INDUSTRIE

Media Kit 2025

VOGEL COMMUNICATIONS
GROUP **SWISS**



The Swiss industry magazine

125 years of SMM: Celebrate with us!



In our anniversary edition, we look back on 125 years of Swiss industrial history. I personally had the privilege of experiencing the last quarter century and meeting many customers and production companies. The best feedback for me was when our customers received enquiries and projects as a result of our publications in SMM.

After 125 years, we have successfully positioned SMM in both print and digital formats. Our upcoming **SMM Kongress** on 22 May 2025 in Lucerne and the **SMM Technologietag bei GF Machining Solutions SA** on 13 November 2025 in Biel, will also provide you with profitable platforms for the personal exchange on technology topics and the best opportunities for networking within the technology industry.



*“Whether chips or coolant,
machining is much easier
with the SMM.”*

Matthias Böhm
Publishing Director, Editor-in-chief SMM



Marchés Systèmes Management

MSM 2025: Print – Digital – Congress



With its more than 90-year history, MSM Magazine – «Le Mensuel de l'Industrie» is a leading trade publication and specialist media outlet in Western Switzerland. Key players in the MEM industry in Western Switzerland and the French-speaking border regions rely on MSM to stay updated with the latest technologies, products and technical applications in the industry. Through MSM – available in both print and digital formats at msm.ch – we offer companies in the industry a comprehensive platform for direct communication with their target audience. With our extensive range of marketing products, including the event **Congrès MSM**, we are well-equipped to meet the needs of our clients.



*“MSM is the leading industry
publication for French-speaking
Switzerland.”*

Margaux Pontieu
Editor-in-chief MSM

Contents

Key Facts	4
Agency Services	5
Editorial Content SMM	6
Editorial Plan SMM	7–9
Editorial Content MSM	10
Editorial Plan MSM	11–12
 PRINT	
Ad Formats	13
Rate Cards	14–15
Price List for Marketplace	16
Price List for Inserts & Supplements	17
Price List for the SMM Marketplace	17
Price List for Product Announcements & Advertorials	18
B2B-Content Marketing	19
Special Publication	20
GUIDE	21

DIGITAL	
Company Profile	22
Banner	23
Keyword Advertising	24
Audience Targeting	25
Stand-Alone Mailing	26
Newsletter Advertisement	27
Sector Newsletter	28
Trade Fair Newsletter	29
Native Special Newsletter	30
Online Advertorial Campaign	31
Lead Product Portfolio	32
Partner Zone	33
 EVENTS	
 YOUR CONTACTS	
	35

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.
Also make sure that you adhere to the planned advert formats.

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)

AGBs

<https://www.maschinenmarkt.ch/agb/>
<https://www.msm.ch/conditions/>

AGBs Sales

<https://p7f.vogel.de/wcms/60/f8/60f8421d80cf1/conditions-sales.pdf>



SMM / MSM

Key Facts



Print

Print run:
Frequency of Publications:
Distribution:

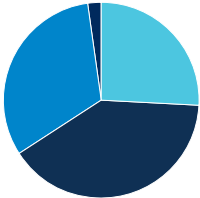
SMM
12,500 copies
every two weeks
All of German-speaking Switzerland
and neighbouring German-speaking countries

MSM
8,000 copies
monthly
All of French-speaking Switzerland
and neighbouring French-speaking countries

Online

Visits per Month:
Page Impressions per Month:
Follower:

SMM / MSM
29,000
53,700
10,242



Contacts
21,700
(Total number of all end and advertising customer contacts,
i.e. newsletter recipients, website registrations, event participants)

26 % Management
40 % Project-/Department Manager
32 % Employees/Technical Professionals
2 % Others

Purchase Price in CHF

Single Issue:	SMM 8.50	MSM 8.50
Trial subscription (6 issues)	55.00	(5 issues) 46.00
Annual subscription:	160.00	94.00
Combined SMM/MSM:	190.00	190.00
Subscription:	maschinenmarkt.ch/heftuebersicht/aboverwaltung msm.ch/abonnement	

Notarial certification: AVD Goldbach / Amtsnotariat St. Gallen

Further Information: maschinenmarkt.ch/fachmedien; msm.ch/medias

Partnerships



Ostschweizer Technologie Symposium

Agency Services

Our unique range of services combines
the best of the specialist media and agency worlds

Further Information: vogel-communications.ch/agenturleistungen



Data M-Services GmbH



eviom GmbH



HRTbeat GmbH



MEORGA GmbH

schoesslers

schoesslers GmbH



Vogel Corporate Solutions
GmbH



Vogel Event Solutions GmbH



Vogel Ventures



Werbefoten Media GmbH

WIADOK BRAND PUBLISHING DIGITAL

WIADOK GmbH & Co. KG



Editorial Content SMM

MANUFACTURING TECHNOLOGY

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

SHEET METAL MACHINING / FORMING

Folding
 Laser cutting
 Moulding technology
 Plasma cutting
 Water jet cutting

AUTOMATION

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

DRIVE TECHNOLOGY

Converter
 Hydraulic
 Pneumatic
 Servos
 Warehouse

INDUSTRIE 4.0

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

LOGISTICS

Flow of material
 Linear technology
 Packaging
 Storage technology
 Transport

CONNECTION TECHNOLOGY

Adhesive bonding
 Clinching
 Riveting
 Screwing
 Soldering
 Welding

MATERIALS TECHNOLOGY

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

MEDICAL TECHNOLOGY

Manufacturing technology
 Materials technology
 Precision mechanics

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

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

PERMANENT HEADINGS

Economy
 Trade fair preview
 Swiss Production
 F&E

Editorial Plan SMM 2025

SMM	Appears	Advert deadline	Topics / Dossiers	Fairs / Exhibitions
1	19.02.2025	07.02.2025	Industry 2025 Automation and Drive Technology Logistics and materials handling Preview INNOTEQ I	Logistics & Automation / Empack: 22.–23.01.2025, Zurich All about automation: 25.–26.02.2025, Friedrichshafen (GER)
2	05.03.2025	21.02.2025	Preview INNOTEQ II Manufacturing Technology / Automation and Drive Technology / Supply chain	Logimat: 11.–13.03.2025, Stuttgart (GER) Innoteq: 11.–14.03.2025, Berne Intec / Z / Grindtec: 11.–14.03.2025, Leipzig (GER) Global Industrie: 11.–14.03.2025, Lyon (FR)
DAILY	11./12.03.2025 13./14.03.2025	27.02.2025	INNOTEQ MESSE-DAILY All about INNOTEQ including current trade fair news Book once – benefit twice, bilingual GER/FR	
3	19.03.2025	07.03.2025	Review INNOTEQ Preview Hannover Fair Manufacturing Technology / Automation and Drive Technology / Supply chain	European Coating Show: 25.–27.03.2025, Nuremberg (GER) Hannover Fair: 31.03.–04.04.2025, Hanover (GER)
4	02.04.2025	21.03.2025	Aerospace & Energy Manufacturing Technology / Automation and Drive Technology / Supply chain	Dreh- und Spantage Südwest: 09.–11.04.2025, Villingen-Schwenningen (GER)
5	16.04.2025	04.04.2025	Sheet metal working, joining and welding technology Manufacturing Technology / Automation and Drive Technology / Supply chain	
6	30.04.2025	16.04.2025	Preview Congrès MSM Manufacturing Technology Automation and Drive Technology / Supply chain Dossier: production measurement technology	Sensor+Test: 06.–08.05.2025, Nuremberg (GER) Control: 06.–09.05.2025, Stuttgart (GER) Congrès MSM: 07.–08.05.2025, Humard Automation, Delémont Lamiera: 07.–10.05.2025, Milan (IT) Rapidtech 3D: 14.–16.05.2025, Erfurt (GER)



Editorial Plan SMM 2025

SMM	Appears	Advert deadline	Topics / Dossiers	Fairs / Exhibitions
7	14.05.2025	02.05.2025	Preview SMM-Kongress Manufacturing Technology / Automation and Drive Technology / Supply chain	Moulding Expo: 20.–23.05.2025, Stuttgart (GER) SMM-Kongress: 22.05.2025, Lucerne
8	28.05.2025	16.05.2025	Preview EPHJ Precision manufacturing, watch and medical technology Manufacturing Technology / Automation and Drive Technology / Supply chain	EPHJ: 03.–06.06.2025, Geneva Swissmem Industry Day: 10.06.2025, Berne
9	11.06.2025	28.05.2025	Automation and Drive Technology / Robotics Sheet metal working, joining and welding technology Manufacturing Technology / Supply chain	Laser World of Photonics & World of Quantum: 24.–27.06.2025, Munich (GER) Automatica: 24.–27.06.2025, Munich (GER)
10	23.07.2025	11.07.2025	Anniversary edition '125 years of SMM' Tradition meets innovation: companions of the swiss workplace Large print run 20,000 copies bilingual GER/FR	
11	20.08.2025	07.08.2025	Preview Sindex Automation and Drive Technology / Robotics Dossier: Additive Manufacturing	Sindex: 02.–04.09.2025, Berne Swiss Medtech Expo: 09.–10.09.2025, Lucerne AM Expo: 09.–10.09.2025, Lucerne
DAILY	02.09.2025 03./04.09.2025	21.08.2025	SINDEX MESSE-DAILY All about SINDEX including current trade fair news Book once – benefit twice, bilingual GER/FR	
12	17.09.2025	05.09.2025	Preview EMO Manufacturing Technology / Automation and Drive Technology / Supply chain Sheet metal working, joining and welding technology	EMO: 22.–26.09.2025, Hanover (GER)
13	01.10.2025	19.09.2025	Digitalisation & AI Review EMO Manufacturing Technology / Automation and Drive Technology / Supply chain	Motek: 07.–09.10.2025, Stuttgart (GER) Bondexpo: 07.–09.10.2025, Stuttgart (GER) Parts2Clean: 07.–09.10.2025, Stuttgart (GER) K: 08.–15.10.2025, Dusseldorf (GER)

Editorial Plan SMM 2025

SMM	Appears	Advert deadline	Topics / Dossiers	Fairs / Exhibitions
14	15.10.2025	02.10.2025	Sheet metal working, joining and welding technology Manufacturing Technology / Automation and Drive Technology / Supply chain	Blechexpo: 21.–24.10.2025, Stuttgart (GER) Schweisstec: 21.–24.10.2025, Stuttgart (GER) AT-Technologietag Automation: 30.10.2025, Lucerne
15	29.10.2025	17.10.2025	Smart Production Solutions / Lean Manufacturing Manufacturing Technology / Automation and Drive Technology / Supply chain	Compamed: 17.–20.11.2025, Dusseldorf (GER) Formnext: 18.–21.11.2025, Frankfurt am Main (GER) SPS: 25.–27.11.2025, Nuremberg (GER) Maintenance: 26.–27.11.2025, Zurich Pumps & Valves: 26.–27.11.2025, Zurich SMM Technologietag GF Machining Solutions SA: 13.11.2025, Biel
16	26.11.2025	14.11.2025	Annual Main Edition: „Switzerland as a Workplace: Quo Vadis?“ Interviews with CEOs and R&D Leaders Focus: Future-Oriented Production and Manufacturing Processes Large print run 20,000 copies bilingual GER/FR	
Technologie- Standort Schweiz	26.11.2025	25.10.2025 Editorial deadline: 15.10.2025	Special issue that bundles the competencies of Swiss technology and supplier companies. Large print run 60,000 copies Distribution in the entire D-A-CH area	
GUIDE	26.11.2025	23.10.2025	GUIDE 2026 – The Buyer's Guide for the Swiss Tech Industry bilingual GER/FR	



Editorial Content MSM

MANUFACTURING TECHNOLOGY

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

SHEET METAL MACHINING / FORMING

Folding
 Laser cutting
 Moulding technology
 Plasma cutting
 Water jet cutting

AUTOMATION

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

DRIVE TECHNOLOGY

Converter
 Hydraulic
 Pneumatic
 Servos
 Warehouse

INDUSTRY 4.0

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

LOGISTICS

Flow of material
 Linear technology
 Packaging
 Storage technology
 Transport

CONNECTION TECHNOLOGY

Adhesive bonding
 Clinching
 Riveting
 Screwing
 Soldering
 Welding

MATERIALS TECHNOLOGY

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

MEDICAL TECHNOLOGY

Manufacturing technology
 Materials technology
 Precision mechanics

INDUSTRY SOFTWARE

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

SUPPLY INDUSTRY

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

WATCH INDUSTRY

Microtechnology
 Découpage
 Manufacturing technology
 Tooling
 Machine tools
 Clamping devices

PERMANENT HEADINGS

Economy

Editorial Plan MSM 2025

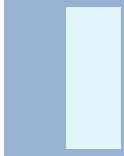
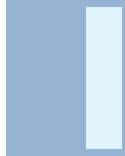
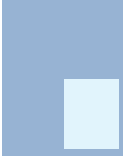
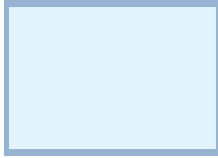
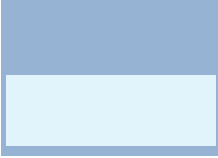
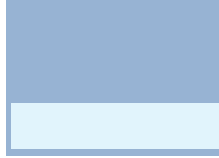
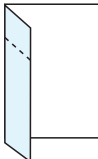
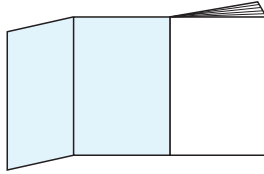
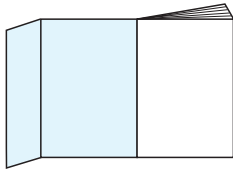
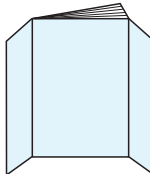
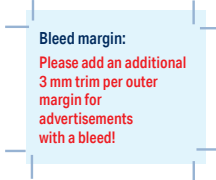
MSM	Appears	Advert deadline	Topics / Dossiers	Fairs / Exhibitions
1	13.02.2025	03.02.2025	Manufacturing Technology / Supply chain Machine Tools Preview Global Industrie Preview INNOTEQ Dossier: Technical training	Global Industrie, 11.–14.03.2025, Lyon, France INNOTEQ, 11.–14.03.2025, Berne
DAILY	11–12.03.2025 13–14.03.2025	27.02.2025	INNOTEQ MESSE-DAILY All about INNOTEQ including current trade fair news Book once – benefit twice, bilingual GER/FR	
2	20.03.2025	10.03.2025	Industry Software Automation and drive technology Preview Hannover Fair Dossier: Artificial Intelligence (AI)	Hannover Fair, 31.03.–04.04.2025, Hanover (GER)
3	17.04.2025	07.04.2025	Supply Industry Watch and Medical Technology Manufacturing technology Preview Congrès MSM Review Global Industrie Review INNOTEQ Dossier: Conveyor Technology	Congrès MSM, 07.–08.05.2025, Humard Automation, Delémont SMM Kongress, 22.05.2025, Lucerne
4	22.05.2025	12.05.2025	Watch industry Manufacturing technology Preview EPHJ Dossier: Well-being and safety at work	EPHJ, 03.–06.06.2025, Geneva Automatica, 24.–27.06.2025, Munich (GER)
5	26.06.2025	13.06.2025	Tools Sheet metal working Review Congrès MSM Dossier: Transports	



Editorial Plan MSM 2025

MSM	Appears	Advert deadline	Topics / Dossiers	Fairs / Exhibitions
6	23.07.2025	11.07.2025	Annual Summer Edition: Robotics Review EPHJ Large print run 20,000 copies GER/FR	
7	28.08.2025	18.08.2025	Automation and Drive Technology Manufacturing Technology Preview SINDEX Preview Swiss Medtech Expo / Additive Manufacturing Expo Preview EMO Dossier: Environment and energy	SINDEX, 02.–04.09.2025, Berne Swiss Medtech Expo / Additive Manufacturing Expo, 09.–10.09.2025, Lucerne EMO, 22.–26.09.2025, Hanover (GER)
DAILY	02.09.2025 03.–04.09.2025	21.08.2025	SINDEX MESSE-DAILY All about SINDEX including current trade fair news Book once – benefit twice, bilingual GER/FR	
8	25.09.2025	15.09.2025	Medical technology Sheet metal working Review Swiss Medtech Expo Review SINDEX Dossier: Production measurement technology	
9	23.10.2025	13.10.2025	Production technology, / Supply chain Machine peripherals Review EMO Dossier: Aerospace	
10	26.11.2025	14.11.2025	Annual Winter Edition: Interviews with CEOs: Trends and expectations Switzerland as an industrial location: balance sheet and economic outlook Large print run 20,000 copies GER/FR	
Technologie- Standort Schweiz	26.11.2025	25.10.2025 Editorial Deadline. 15.10.2025	Special issue that bundles the competencies of Swiss technology and supplier companies Large print run 60,000 copies Distribution in the entire D-A-CH area	
GUIDE	26.11.2025	23.10.2025	GUIDE 2026 – The Buyer's Guide for the Swiss Tech Industry bilingual GER/FR	

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)
Print 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			
Print 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 ca. 140 mm					
	110 mm	195 mm	105 mm	li. 140 mm, re. 105 mm	(+3 mm bleed)					
Height	230 mm front / 297 mm behind (+3 mm trim)	297 mm	297 mm	297 mm	Price on request					

All adverts in the e-paper with linking additionally with 10 % surcharge

All adverts in the e-paper with linking additionally with 10 % surcharge



Rate Card

SIZE	ADVERTISEMENT PRICE 4c	WIDTH x HIGHT in mm
1/1 page Printing area Bleed margin	5,162.00 5,162.00	185×267 210×297*
Junior Page Printing area Bleed margin	3,113.00 3,330.00	148 × 204 160,5 × 220 *
1/2 page Printing area Bleed margin	2,733.00 2,912.00	90 × 267 / 185 × 131 102.5 × 297 / 210 × 146 *
1/3 page Printing area Bleed margin	2,237.00 2,366.00	59 × 267 / 185 × 85 70 × 297 / 210 × 100 *
1/4 page vertical Printing area Bleed margin	1,542.00 2,366.00	46 × 267 57 × 297 *
1/4 page Printing area Bleed margin	1,542.00 1,637.00	90 × 131 / 185 × 63 210 × 78 *
1/6 page Printing area	1,282.00	59 × 131
1/8 page Printing area	679.00	59 × 97 / 90 × 63 / 185 × 29
1/12 page Printing area	447.00	59 × 63

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

Prices in CHF, excl. VAT

Surcharges

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 15

Surcharge for layout

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

Reply box fees

12.00 CHF per advert

Rate Card

SIZE	ADVERTISEMENT PRICE 4c	WIDTH x HEIGHT in mm
1/16 page Printing area	363.00	90 × 59 / 59 × 46
2 × 1/1 Panorama Printing area Bleed margin	8,459.00 8,459.00	395 × 267 420 × 297 *
2 × 1/2 Panorama Printing area Bleed margin	5,466.00 5,824.00	395 × 131 420 × 146 *
2 × 1/3 Panorama Printing area Bleed margin	4,474.00 4,732.00	395 × 85 420 × 100 *
2 × 1/4 Panorama Printing area Bleed margin	3,084.00 3,274.00	395 × 63 420 × 78 *
2nd Cover page Printing area Bleed margin	6,041.00 6,041.00	185 × 267 210 × 297 *
4th Cover page Printing area Bleed margin	6,920.00 6,920.00	185 × 267 210 × 297 *
Cover with flap Bleed margin	7,900.00	110 × 230 front * 110 × 297 behind *
Gatefold with fold inwards small	8,400.00	313 × 297 *
Gatefold with fold inwards large	9,700.00	403 × 297 *
Gatefold with split front cover	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

Final discounts can be deducted per title (MSM, SMM, SMM/MSM GUIDE) or cumulatively across 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, excl. 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 ADVERTISEMENTS
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.

Advertising deadline: Friday, 12 p.m. before the publication date.

Classified Advertisements

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

New, Warehouse and Used Machines

FIELD SIZE in mm	MAX. CHARACTERS 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.
- min. 2 column; 4 column; max. 6 column

Calculation of the Ad Price:

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

Prices in CHF, excl. VAT

Price List for Inserts and Supplements

Inserts

WEIGHT	ADVERTISEMENT COSTS	TECHNICAL COSTS	
	per 1,000 copies	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:
3 mm outside, 4 mm head

Delivery of inserts and supplements:

10 working days before publication with a note of the title and issue to:

AVD Goldach AG, Warenannahme, Sulzstrasse 10-12,
CH-9403 Goldach

One day befor Delivery telephone notification till um 12:00h to our disposition: Telephone +41 71 844 95 80

Special features:

For special editions or large print runs, the technical costs of SMM & MSM are cumulated.

Prices in CHF, excl. VAT.

Supplements

WEIGHT	ADVERTISEMENT COSTS	TECHNICAL COSTS	
	per 1,000 copies	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/fixed inserts with third-party advertisements:
Price on request
- No split runs!



Product Announcements and Advertorials / Company Portraits

Product Announcements

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 Portraits

SIZE	NUMBER OF IMAGES	NUMBER OF CHARACTERS (incl. spaces)	PRICE
1/1 page	1	approx. 3,100	3,517.00
2/1 page	2 up to 3	approx. 6,000	5,275.00

PR Subscription

SIZE	NUMBER OF IMAGES	NUMBER OF CHARACTERS (incl. spaces)	PRICE
2x 1/2 page	2	approx. 1,600	3,000.00
4x 1/2 page	2	approx. 1,600	5,000.00
6x 1/2 page	2	approx. 1,600	7,000.00
with distribution in the Newsletter and published online			830.00

Prices in CHF, excl. VAT

Example: 1/4 page

SMM INDUSTRIE UPDATE

SIGNALSÄULENFAMILIE KOMBI-SIGN 40

Die Signalsäulenfamilie Kombi-Sign 40 von Wipac Signaltechnik richtet sich an Hauptverkehrsstrassen und Autobahnen, die nicht nur sicher und zuverlässig, signalisieren sollen, sondern auch den Kosten für Montage, Logistik und weltweite Instandhaltung im Blick haben. Die modulare Leuchte überlagert durch das schichtartige Durchmessen von 40 mm und kann bis zu fünf Farben signalisieren. Ein Highlight ist das extreme Flutlicht, das die gesamte Fläche signalisiert. Das modulare Licht kann auch als Leuchte für die Signalanlage genutzt werden.

WIPAC Signaltechnik
Die Signaltechnik AG, 3012 Neuchâtel am Rhein
Tel. +41 78 666 6666
www.wipac.ch

Automation & Electronics, Stand 612

Example: 2/1 page

Automatisch ein übersichtliches Handbuch

Täglich entstehen im Sortiment von ERIDON neue Produkte. 50 handelt es sich um abgerundete Standardprodukte, integrierbare Speichersysteme. In regelmäßigen Abständen gelangen aber auch ganz neue Entwicklungen auf den Markt. Die im Internetischen Bereich entwickelte ERIDON bietet dem auch ein sehr breites Sortiment von Speichersystemen über Automatenpreise bis zu Prozessorenangeboten für die gesamte spezialisierte Metallindustrie.

Ein gutes Sortiment

ERIDON bietet ein breites Sortiment an Produkten, die in der Metallindustrie eingesetzt werden. Das Sortiment umfasst eine Vielzahl von Produkten, die in der Metallindustrie eingesetzt werden. Das Sortiment umfasst eine Vielzahl von Produkten, die in der Metallindustrie eingesetzt werden.

Alles für Software-Dateien

ERIDON bietet eine Vielzahl von Software-Dateien, die in der Metallindustrie eingesetzt werden. Das Sortiment umfasst eine Vielzahl von Produkten, die in der Metallindustrie eingesetzt werden.

Conditions

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

* Closing advertisers benefit from free PR and discounts (eligible for discounts from a minimum turnover of 3,000.00 per year – contact your media consultant for special conditions)

ERIDON

ERIDON bietet eine Vielzahl von Produkten, die in der Metallindustrie eingesetzt werden. Das Sortiment umfasst eine Vielzahl von Produkten, die in der Metallindustrie eingesetzt werden.

Software-Dateien

ERIDON bietet eine Vielzahl von Software-Dateien, die in der Metallindustrie eingesetzt werden. Das Sortiment umfasst eine Vielzahl von Produkten, die in der Metallindustrie eingesetzt werden.

B2B-CONTENT MARKETING

Do you have complex technologies and solutions that benefit your customers and want to share your expertise with a wide audience?

Do you need high-quality content that is versatile and generates leads?

Are you looking for support in creating texts or other content formats?

The SMM/MSM editorial team creates targeted content for you. Your content will have the necessary technical depth and connect with your audience on their level.



Example formats:

- Company portrait
- User report
- Interview
- Event reports

Editorial service:

- Visit by the SMM/MSM editorial team
- Photos
- Layout
- You will receive the print approval*
- Print publication (optional: digital package)

* Editorial authority is held by the editorial team: publication as a technical report, interview, etc.
Editorial authority is held by the client: Publication as a public report

SIZE	NUMBER OF IMAGES	PRICE PRINT
1/1 page	1–2	4,200.00
2/1 page	3–5	6,000.00
3/1 page	5–6	7,800.00
4/1 page	6–8	9,600.00
for each subsequent page		1,800.00
Involvement of a professional photographer:		2,800.00
Digital package: Newsletter mailing & online publication		830.00

Prices in CHF, excl. VAT



Special Publication

TECHNOLOGIE-STANDORT SCHWEIZ



60,000 copies

Switzerland 12,500

Germany 37,000

Austria 10,500

Editorial deadline: 15.10.2025

Appears:

26.11.2025

Advert deadline:

25.10.2025

Your Benefits:

- Distribution in the D-A-CH region with issue SMM 16 and MSM 10
- Publication of a one or two-page company portrait in a paper with a high circulation
- **Incl. digital package**
 - Permanent listing on maschinenmarkt.ch including a link to your company website
 - Mailing via a special newsletter to over **30,000 email recipients**
- **Exclusivity:** Annual publication and max. 40 companies per issue



COMPANY PROFILE



www.maschinenmarkt.ch

Publication dates: 26.11.2025
Advert deadline: 23.10.2025
Prices in CHF, excl. VAT



COMPANY PROFILE



www.msm.ch/fournisseur/

OFFER	SERVICE PRINT	SERVICE DIGITAL Entry in the company database with the following contents	PRICE	DURATION
PREMIUM	Company logo, colour	Company logo, Internet address linked to the customer website, contact form, prominent placement, company information, own news, photo gallery, product displays, downloads in PDF format, cover photo, 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
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, product displays, downloads in PDF format, cover photo, 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		included	
	Note on advertisement		included	

Print and Digital

SMM / MSM GUIDE is the multimedia platform for finding efficient Swiss suppliers, manufacturers and dealers in the MEM industry.

Guide Digital, now Company Profile (see page 22), enables companies to publish their company and product information on the industry-relevant platforms maschinenmarkt.ch and msm.ch. Company information, news, product presentations, videos, events, social media links and more can be added to the contact details and downloads can be made available to users.

The provider profiles are linked to the editorial articles and are displayed in the appropriate content environment. They therefore provide directly relevant solution and product providers.

The companies listed in the **Guide Print** are divided into 14 categories for quickly searching and finding the desired manufacturers and suppliers.

A practical reference work for designers, buyers, workshop managers and interested employees.



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 will be linked to related technical articles and your content will be included in newsletters. This allows you to be where your target audience is – to demonstrate presence and 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.
- Target group focus and therefore minimal wastage:**
Your company profile is placed in the specialised media that are read by the decision-makers in your target group
- Transparent reporting and easy updates in our Customer Centre**
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, excl. 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.

You can find the technical specifications here:



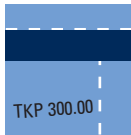
www.maschinenmarkt.ch/fachmedien/



www.msm.ch/medias/

Banner

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



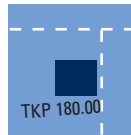
Billboard Ad

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



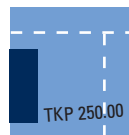
Brandgate

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



Halfpage Ad

300 × 600 px
max. 50 KB



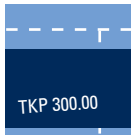
Leaderboard

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 KB/Sek.
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

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, excl. VAT

You can find the technical specifications here:



www.maschinenmarkt.ch/fachmedien/



www.msm.ch/medias/



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.

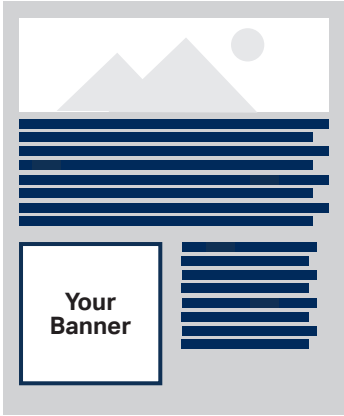
Your Benefit

- 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	345.00	Native Ad	290.00
Brandgate	400.00	Scroll Ad	400.00
Content Ad	200.00	Skyscraper	200.00
Video Ad XL	290.00	Halfpage	290.00
Wallpaper	345.00	Leaderboard	200.00

Prices in CHF, excl. VAT



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

You can find the technical specifications here:



www.maschinenmarkt.ch/fachmedien/



www.msm.ch/medias/

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 TKP 175.00

CPM: Price per 1,000 Ad impressions, all prices in CHF, excl. VAT

You can find the technical specifications here:



www.maschinenmarkt.ch/fachmedien/



www.msm.ch/medias/



1 Users use the specialised portal to explore their areas of interest.



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.



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 3,900.00

Prices in CHF, excl. VAT

You can find the technical specifications here:



www.maschinenmarkt.ch/fachmedien/



www.msm.ch/medias/



- A: **Text with link***
 - B: **picture material***
 - C: **Call-to-action button***
- * can be chosen freely

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	SMM: approx. 6,000 MSM: approx. 2,000
Publishing Dates	SMM twice a week (Tuesdays and Fridays) MSM once a week (Wednesday)

BILLBOARD	1,500.00 (630 x 250 px, max. 50 KB)
TEXT AD	950.00 (300 x 169 px, max. 50 KB)
XL Banner	950.00 (630 x 140 px, max. 50 KB)

Prices in CHF, excl. VAT

You can find the technical specifications here:



www.maschinenmarkt.ch/fachmedien/



www.msm.ch/medias/

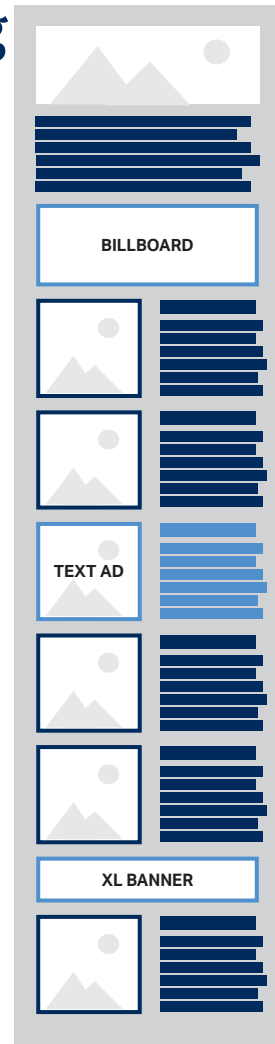
All newsletters are **optimised for mobile devices**, such as smartphones or tablets.

Roof line: 40 characters*

Heading: 40 characters*

Continuous text: 250 characters*

* incl. spaces





Industry 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 industry newsletters. This way your message appears in the right subject area.

SMM Mailing date	Editorial deadline	Subject
25.02.2025	11.02.2025	Manufacturing Technology
08.04.2025	25.03.2025	Aerospace and Energy
22.04.2025	08.04.2025	Sheet metal working, joining and welding technology
17.06.2025	03.06.2025	Automation and drive technology / Robotics
24.09.2025	10.09.2025	Manufacturing Technology
07.10.2025	23.09.2025	Digitalisation und AI
04.11.2025	21.10.2025	Lean Manufacturing

MSM Mailing date	Editorial deadline	Subject
12.03.2025	04.03.2025	Production
28.05.2025	20.05.2025	EPHJ Exhibitor
04.06.2025	27.05.2025	Watch technology
03.09.2025	26.08.2025	Automation
01.10.2025	23.09.2025	Medtech

Your Advantages

- SMM Newsletter mailing to approx. 6,000 recipients
- MSM Newsletter mailing to approx. 2,000 recipients
- Display for unlimited time on **maschinenmarkt.ch** or **msm.ch** in the suitable subject channels
- Display on LinkedIn
- Not detected by Ad blocker
- Display your article on your company profile (if you have one)

Product Announcements:

Number of characters max.: 1,500
Number of images: 1
Price: 1,200.00

Technical Article:

Number of characters: 1,500-5,000
Number of images: 4-10
Price: 1,500.00

Prices in CHF, excl. VAT

You can find the technical specifications here:



www.maschinenmarkt.ch/fachmedien/



www.msm.ch/medias/



Newsletter Advertising:

All newsletter advertising formats (see page 27) can also be booked in the industry 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.

SMM Mailing date	Editorial deadline	Fairs
04.03.2025	18.02.2025	INNOTEQ: 11.-14.03.2025, Berne
25.03.2025	11.03.2025	Hannover Fair: 31.03.-04.04.2025, Hanover (GER)
29.04.2025	15.04.2025	Control: 06.-09.05.2025, Stuttgart (GER)
27.05.2025	13.05.2025	EPHJ: 03.-06.06.2025, Geneva
26.08.2025	12.08.2025	Sindex: 02.-04.09.2025, Berne
16.09.2025	02.09.2025	EMO: 22.-26.09.2025, Hanover (GER)
14.10.2025	30.09.2025	Blechexpo: 21.-24.10.2025, Stuttgart (GER)

MSM Mailing date	Editorial deadline	Fairs
26.02.2025	18.02.2025	Global Industrie, Paris (FR)
05.03.2025	25.02.2025	INNOTEQ, Berne
26.03.2025	18.03.2025	Hannover Fair, Hanover (GER)
30.04.2025	22.04.2025	Congrès MSM, Delémont
21.05.2025	13.05.2025	EPHJ, Geneva
27.08.2025	19.08.2025	SINDEX, Berne
17.09.2025	09.09.2025	EMO, Hanover (GER)

Ihre Vorteile

- SMM Newsletter mailing to approx. 6,000 recipients
- MSM Newsletter mailing to approx. 2,000 recipients
- Display for unlimited time on **maschinenmarkt.ch** or **msm.ch** in the suitable subject channels
- Display on LinkedIn
- Not detected by Ad blocker
- Display your article on your company profile (if you have one)

You can find the technical specifications here:



www.maschinenmarkt.ch/fachmedien/



www.msm.ch/medias/

Product Announcements:

Number of characters max.: 1,500

Number of images: 1

Price: 1,200.00

Prices in CHF, excl. VAT

no reporting, only click-to-open rate (CTOR)

Technical Article:

Number of characters: 1,500-5,000

Number of images: 4-10

Price: 1,500.00



Newsletter Advertising:

All newsletter advertising formats (see page 27) can also be booked in the industry newsletter.



Native Special Newsletter

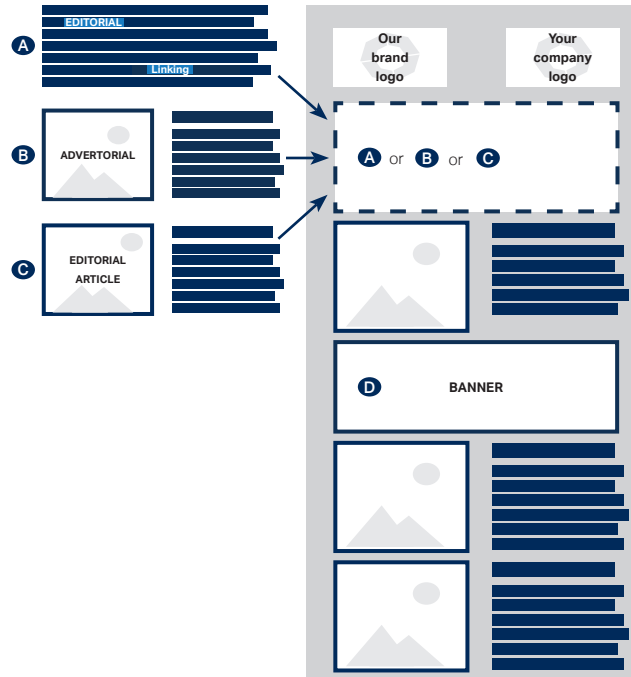
A Native Special Newsletter provides classic display advertising while positioning your brand in the editorial content. Demonstrate your know-how in an environment in an environment readers are familiar with and and position yourself as a solution provider in your area of expertise.

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

Price per Mailing

To subscribers of the editorial newsletter. 4,900.00



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

* can be chosen freely

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

You can find the technical specifications here:



www.maschinenmarkt.ch/fachmedien/



www.msm.ch/medias/

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

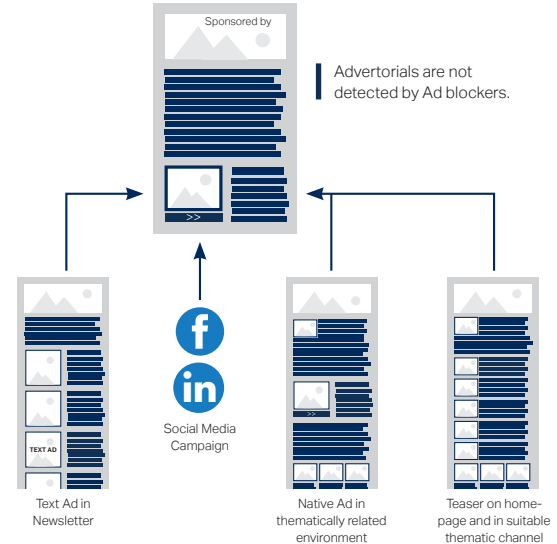
Price per Campaign

Term of 3 months 4,900.00

*Advertorial Light (incl. Newsletter mailing) 1,500.00

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

Prices in CHF, excl. VAT



You can find the technical specifications here:



www.maschinenmarkt.ch/fachmedien/



www.msm.ch/medias/



Lead Product Portfolio

In a personal discussion 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 receive business card data from new contacts who have shown an 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.

You can find the technical specifications here:



www.maschinenmarkt.ch/fachmedien/



www.msm.ch/medias/



Price per Campaign

Lead Generator with whitepaper or prize draw.....	from 4,500.00
Lead Campaign with whitepaper or infographics CH	5,500.00
Lead Campaign with whitepaper or infographics D-A-CH	8,000.00
Lead Campaign with Live-Webinar.....	9,000.00
Lead Campaign with Web conference	5,500.00
Lead Campaign with Dossier-Sponsoring 75.....	4,500.00
Lead Campaign with Dossier-Sponsoring 120	6,000.00
Lead Solution	on request 10,000.00

Prices in CHF, excl. VAT

Partner Zone

The exclusive Partner Zone 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 Partner Zone

- You choose the design in line with the brand layout
- Individual Reach Package – you choose the elements
- Term per 12 months from 25,000.00
each subsequent month 1,000.00

Prices in CHF, excl. VAT.

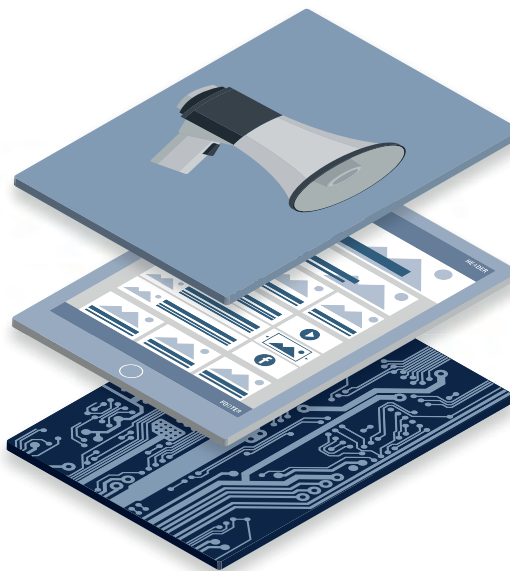
You can find the technical specifications here:



www.maschinenmarkt.ch/fachmedien/



www.msm.ch/medias/



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 Partner Zone



Events



smm-kongress.ch

Date:

Thursday, 22 May 2025

Location:

Messe Lucerne

Topic:

Industry 2030

Target audience:

Managers, decision-makers in the machining industry, producers and production managers



smm-technologietage.ch

Date:

Thursday, 13 November 2025

Location:

GF Machining Solutions SA, Biel

Target audience:

Managers, decision-makers in the machining industry, producers and production managers as well as polymechanics



msm-congres.ch

Date:

Wednesday 07 May 2025

Thursday 08 May 2025

Location:

Humard Automation SA, Delémont

Thema:

Les journées de la technologie

Target audience:

Managers, decision-makers in the machining industry, producers and production managers as well as polymechanics

Language:

French

Your contact

Editorial SMM



Matthias Böhm
Publisher / Chief editor SMM

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



Nastassja Neumaier
repr. Chief editor SMM
Manufacturing technology,
manufacturing automation,
economics

Mobile +41 79 392 46 14
nastassja.neumaier@vogel-communications.ch



Konrad Mücke
Editor SMM
Measurement technology, automation
and drive technology, sheet metal and
laser processing

Tel. +41 44 722 77 28
Mobile +41 79 179 27 08
konrad.muecke@extern.vogel-communications.ch



Barbara Gronemeier
Duty editor / Production

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

Marketing



Abetare Yves
Head of Sales & Marketing
Manager Digital Business

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



Valeria Carballo
Marketing & Event manager

Tel. +41 44 72077 72
valeria.carballo@vogel-communications.ch



Tatiane Goncalves-Dornheim
Marketing & Event manager

Tel. +41 44 722 77 85
tatiane.dornheim@vogel-communications.ch

Sales



Loris De Cia
Senior Account Manager
Zurich Oberland, Eastern Switzerland
Germany

Tel. +41 44 722 77 77
Mobile +41 79 374 32 70
loris.decia@vogel-communications.ch



Julia Mirsberger
Senior Account Manager
Northwestern- and Central
Switzerland, Germany

Tel. +41 44 720 77 12
Mobile +41 79 336 67 40
julia.mirsberger@vogel-communications.ch



Stephan Knauer
Senior Account Manager
Northwestern- and Central
Switzerland, Germany

Mobile +41 79 814 82 49
stephan.knauer@vogel-communications.ch

Editorial MSM



Margaux Pontieu
Chief editor MSM &
Senior Account Manager
Biel, Western Switzerland, Ticino

Tel. +41 44 722 77 81
Mobile +41 79 938 50 24
margaux.pontieu@vogel-communications.ch



Marina Hofstetter
repr. Chief editor MSM

Tel. +41 44 722 77 68
Mobile +41 79 889 08 71
marina.hofstetter@vogel-communications.ch



Gilles Bordet
Editor MSM

Tel. +41 79 138 60 72
gilles.bordet@vogel-communications.ch



VOGEL COMMUNICATIONS
GROUP SWISS

Vogel Communications Group AG

Seestrasse 95, CH-8800 Thalwil
Tel. +41 44 722 77 00
media@vogel-communications.ch
www.maschinenmarkt.ch
www.msm.ch

Subscription Service

Tel. +41 447 22 77 88
abo@vogel-communications.ch



Testimonials

"In order to communicate our broad machining spectrum in the field of metal cutting technology, the SMM is the optimal information platform. An investment that pays off again and again ..."



Robert Ott, CEO, ROBERT OTT AG



Claudio Roth, Managing Director,
thyssenkrupp Materials Schweiz AG

"As a materials service provider, the SMM and MSM are key platforms for reaching a targeted audience of specialists in medical technology, tool and mould making and other demanding sectors."

"The SMM and MSM are a great opportunity for our industry and the and for Switzerland as a centre of manufacturing. I am always impressed by the amount of positive feedback we receive from customers. The co-operation with the SMM and MSM team is highly professional."



Mathias Zavratnik, Head of Sales
for machine tools,
Walter Meier (Fertigungslösungen) AG



Olivier Haegeli, Managing Director,
Willemin-Macodel SA

"The MSM/SMM is an essential medium in our industry. It is an optimal tool which enables us to promote our products and solutions to industry specialists. In addition, the SMM/MSM forums provide the opportunity to meet and establish contacts for potential collaboration."