

**MSM**

LE MENSUEL DE L'INDUSTRIE

# Media Kit 2021



**VOGEL** COMMUNICATIONS  
GROUP

# «The Industry Magazine for Practice!»

The MSM Le Mensuel de l'Industrie with its 88-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 professional medium in the French-speaking industry in Switzerland. From the supplier to the manufacturer our monthly magazine offers a complete and indispensable overview of the MEM industry.

Margaux Pontieu  
Editor-in-chief MSM

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*The trade publication  
for the Swiss MEM industry*



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## ***Print-ready documents***

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

## ***PDF***

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

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

Please also make sure you observe the planned advertisement formats.

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## ***Printers***

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AVD Goldach, Sulzstrasse 10, CH-9403 Goldach

## ***Print methods***

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Web offset

## ***Screen***

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b&w 70, CMYK 70

## ***Colour scale***

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Europe normal (special colours are converted into range colours)

Native Special Newsletter ..... 24

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# Key Facts

## Print & Events

88 Years of MSM  
20,500 Editions SMM/MSM  
60,000 Editions Trade Fair Magazine  
> 500 Event Attendees



## Online\*

32,795 Visits per Month  
82,534 Page Impressions  
5,000 Follower  
14,731 Registered Users\*\*:  
26% Management  
40% Project/ Department Manager  
32% Employees/Technical Professionals  
2% Other

For further information visit

[www.maschinenmarkt.ch/media](http://www.maschinenmarkt.ch/media)

\*Google Analytics

\*\*Total number of all end and advertising customer contacts, i.e. newsletter recipients, website registrations, event participants

- 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 WEMF certification 2019/20:  
Total editions distributed 4,093 copies  
Total sold editions 1,025 copies  
– of which subscriptions 975 copies  
– of which free copies 49 copies  
Total free circulation\* 3,068 copies  
\* Targeted distribution
- 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

BERNEXPO<sup>®</sup>  
GROUPE

MESELUZERN

SCHWEIZER MEDIEN  
MÉDIAS SUISSES | STAMPA SVIZZERA | SVISS MEDIA

GIM-CH  
SWISSMECHANIC

FSPM

SWISSMEM

BLE.CH  
Fachmesse für Metall- und  
Schleifbearbeitung

OSTSCHWEIZER TECHNOLOGIE SYMPOSIUM

INNTEQ

SIAMS

SINDEX  
MASSGEBEND IN TECHNOLOGIE

CADFEM LEANCOM

EPHJ  
THE WORLD OF  
HIGH PRECISION

BM SWISSMECHANIC

# Editorial Content

## 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 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

# Editorial Plan

MSM	Erscheint	Anzeigenschluss	Themen / Dossiers	Messen / Ausstellungen
1	23.02.2021	11.02.2021	<b>Preview INNOTEQ</b> Manufacturing Technology Automation and Drive Technology Supply Industry <b>Dossier:</b> Composite materials and lightweight structures	Salon de l'entreprise, 13.–14.01.2021, Bulle INNOTEQ, 02.–05.03.2021, Berne Technopolis, 11.03.2021, Sitten Industry Conference, 10.03.2021, ETH Lausanne JEC World, 09.–11.03.2021, Paris
Daily	02.03.2021 03.03.2021 05.03.2021	18.02.2021	INNOTEQ MESSE DAILY – MSM TRADE FAIR MAGAZINE EXCLUSIVE ON INNOTEQ NEWS ABOUT SIAMS INCLUDING CURRENT TRADE FAIR NEWS. BOOK ONCE - APPEAR 3 TIMES, BILINGUAL DE/FR	
2	24.03.2021	12.03.2021	<b>Preview Hannover Messe</b> Review INNOTEQ Automation Drive Technology <b>Dossier:</b> Industry 4.0, – Lean Manufacturing	Hanover Trade Fair, 12.–16.04.2021, Hanover
3	20.04.2021	08.04.2021	<b>Preview MSM Congress</b> Manufacturing Technology Supply Industry Automation and Drive Technology	Conference on plastics technology, 29.04.2021, Freiburg MSM-Kongress, 19.05.2021, Delémont at Willemin-Macodel
4	18.05.2021	05.05.2021	<b>Preview EPHJ</b> <b>Preview BLE.CH</b> <b>Preview SMM Congress</b> Sheet Metal Machining Manufacturing Technology <b>Dossier:</b> Applications in Production Engineering	BLE.CH, 25.–27.05.2021, Berne SMM Congress, 09.06.2021, Lucerne EPHJ, 08.–11.06.2021, Geneva
5	29.06.2021	17.06.2021	<b>Review EPHJ</b> <b>Review BLE.CH</b> Manufacturing Technology and Sheet Metal Machining Microtechnology <b>Dossier:</b> Supply Industry	

MSM	Erscheint	Anzeigenschluss	Themen / Dossiers	Messen / Ausstellungen
6	28.07.2021	16.07.2021	Annual Main Edition Summer: Smart Factory - Modern Production Processes Large print run of 20'000 Ex. + 5'000 Ex. SüdD, bilingual DE/FR	
7	24.08.2021	12.08.2021	Preview SINDE Automation & Drive Technology Manufacturing Technology	Sindex, 31.08.–02.09.2021, Berne Swiss Medtech Expo, 14.–15.09.2021, Lucerne
Daily	31.08.2021 01.09.2021 02.09.2021	19.08.2021	SINDEX-MESSE DAILY – MSM TRADE FAIR MAGAZINE EXCLUSIVE ON SINDEX NEWS ABOUT SINDEX INCLUDING CURRENT TRADE FAIR NEWS. BOOK ONCE - APPEAR 3 TIMES, BILINGUAL DE/FR	
8	21.09.2021	09.09.2021	Preview EMO - Manufacturing Technology Review SINDE Machine Tools and Dies Automation & Drive Technology Supply Industry Dossier: Additive Manufacturing	Micronora, 21-24 September 2021, Besançon EMO, 04-09.10.2021, Milan Fakuma, 12 - 16 October 2021, Friedrichshafen
9	19.10.2021	07.10.2021	Preview Blehexpo Sheet Metal Machining Manufacturing Technology Dossier: The Future of Connected Production	Blehexpo, 26.–29.10.2021, Stuttgart
10	24.11.2021	12.11.2021	Annual Main Edition Winter: Trends and Innovations Large print run of 20'000 Ex. + 5'000 Ex. SüdD, bilingual DE/FR	
MSM/SMM GUIDE	24.11.2021	05.10.2021	GUIDE 2022 – BUYING GUIDE FOR THE SWISS MEM INDUSTRY (FRENCH/ 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



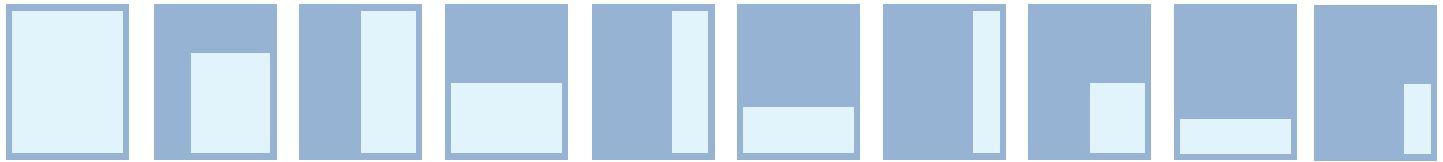
*“The MSM is from the point of view of GF Machining Solutions Sales Switzerland SA an excellent platform for presenting our customer-specific manufacturing solutions to a wide interested audience.”*

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

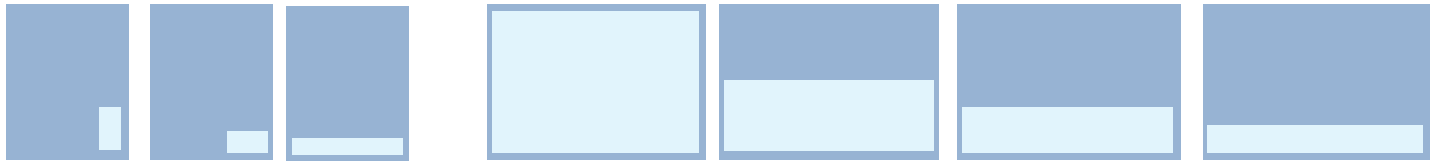




# Ad Formats

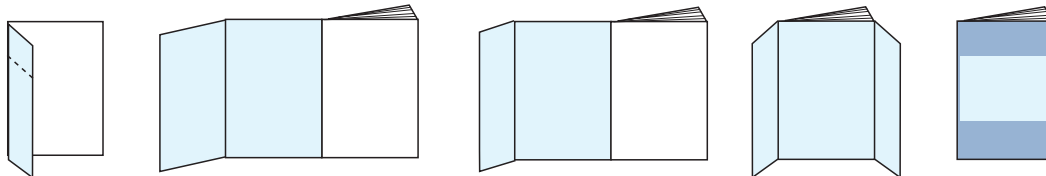


Size	1/1 page	Junior Page	1/2 page (vertical)	1/2 page (horizontal)	1/3 page (vertical)	1/3 page (horizontal)	1/4 page (vertical)	1/4 page	1/4 page (horizontal)	1/6 page (vertical)
Printing area	185 x 267 mm	148 x 204 mm	90 x 267 mm	185 x 131 mm	59 x 267 mm	185 x 85 mm	46 x 267 mm	90 x 131 mm	185 x 63 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)

## Cover



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

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

# Rate Card

## Ad Formats and Prices

SIZE	BASIC PRICE b&w	ADVERTISE- MENT PRICE 4c	WIDTH × HEIGHT in mm
<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, excl. 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	ADVER- TISEMENT 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, excl. 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, excl. 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

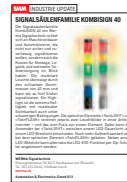
- Advertisement costs are subject to a consultant commission and final agreement
- Prices may be subject to change due to postal costs or print-run adjustments.
- Inserts/supplements/inserts with third-party advertisements: Price on request
- No split runs

# 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



## B2B CONTENT MARKETING

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
for each subsequent page		1'800.00
with distribution in the Newsletter and published online		830.00

### Content Creation

Do you need high quality content that is versatile and generate leads?  
Are you looking for support in the creation of text or other content formats?

Specialist editors create the content for you, so your content receives the necessary professional depth and reaches your target group at eye level.

In addition, you can book a digital package, including newsletter dispatch and online publication.

Prices in CHF, excl. VAT

### How to participate

You have sophisticated technologies and solutions at your disposal where customers could benefit from.

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.

# Special Publications



Schweizer Qualitäts-Zulieferer:

**38,000 copies**



Technologie-Standort Schweiz

**60,000 copies**

## Your Benefits

- Publication of a one or two-page company portrait in a paper with a high circulation
- Permanent listing in [maschinenmarkt.ch](http://maschinenmarkt.ch) including a link to your company website
- Mailing via a special newsletter to over **20,000 email recipients**
- Distribution in the **DACH** region
- Incl. digital package
- Exclusivity: Annual publication and max. 35 companies per issue

Publication dates: 24.11.2021  
 Advert deadline: 05.10.2021

Prices in CHF, excl. 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>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			

## 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 2021 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, 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.



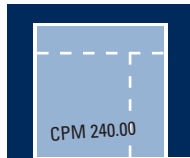
# Banner

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



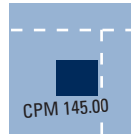
## Billboard Ad

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



## Brandgate

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



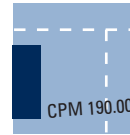
## Content Ad/Rectangle

300 × 250 px  
max. 50 KB



## Floor Ad

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



## Halfpage Ad

300 × 600 px  
max. 50 KB



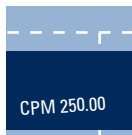
## Leaderboard

728 × 90 px  
max. 50 KB



## Native Ad

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



## Scroll Ad

960 × 600 px  
max. 80 KB



## Skyscraper

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



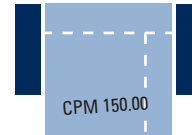
## Video Ad XL

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



## Wallpaper

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



## Sticky Ad

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

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

**ROS:** Run of site, positioning on the whole  
portal

Prices in CHF, ex- VAT

# Keyword Advertising

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

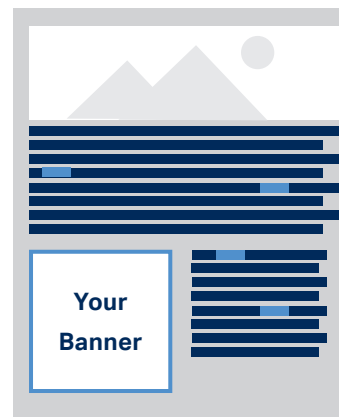
## Your Benefit

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

## Price per 1,000 Ad impressions

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

Prices in CHF, excl. 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, excl. 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.

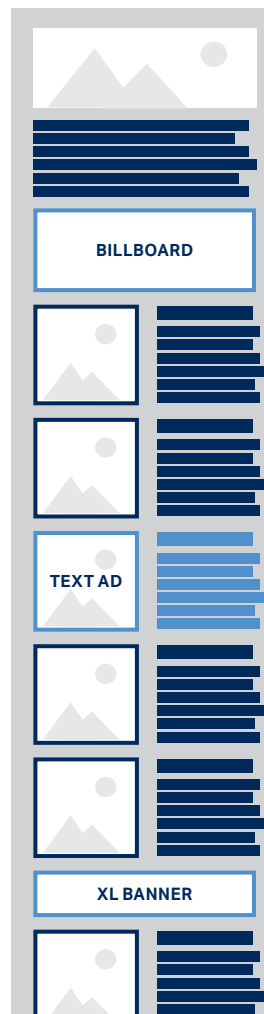
## Your Benefit

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

## Price

<b>Subscribers</b>	6,300
<b>Publishing Dates</b>	twice a week (Tuesdays and Fridays)
<b>BILLBOARD</b>	1,160.00 (630 x 250 px, max. 50 KB)
<b>TEXT AD</b>	830.00 (300 x 300 px, max. 50 KB)
<b>XL Banner</b>	830.00 (630 x 140 px, max. 50 KB)

Prices in CHF, excl. VAT



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

**Roof line:** 40 characters

**Heading:** 40 characters

**Continuous text:** 300 characters

# 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](http://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

Mailing date	Editorial deadline	Subject
31.03.2021	24.03.2021	Manufacturing
27.04.2021	20.04.2021	Automation
30.06.2021	23.06.2021	Manufacturing
14.07.2021	07.07.2021	Automation
13.10.2021	06.10.2021	Manufacturing
27.10.2021	20.10.2021	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](http://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, excl. VAT

Mailing date	Editorial deadline	Date of the fair	Fairs
24.02.2021	17.02.2021	02-05.03.2021	INNOTEQ, Berne
03.03.2021	24.02.2021	10.03.2021	Journée de l'industrie, EPFL, Lausanne Technopolis, Sion Global Industrie und Eurexpo, Lyon
07.04.2021	31.03.2021	12-16.4.2021	Hannover Messe, Hanover
19.05.2021	12.05.2021	25-27.05.2021	BLE.CH, Berne
02.06.2021	26.05.2021	08-11.06.2021	EPHJ, Geneva
25.08.2021	18.08.2021	31.08-02.09.2021	SINDEX, Berne
08.09.2021	01.09.2021	14-15.09.2021 21-24.09.2021	Swiss Medtech Expo, Lucerne Micronora, Besançon (France)
28.09.2021	21.09.2021	04-09.10.2021	EMO, Milan

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, excl. 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

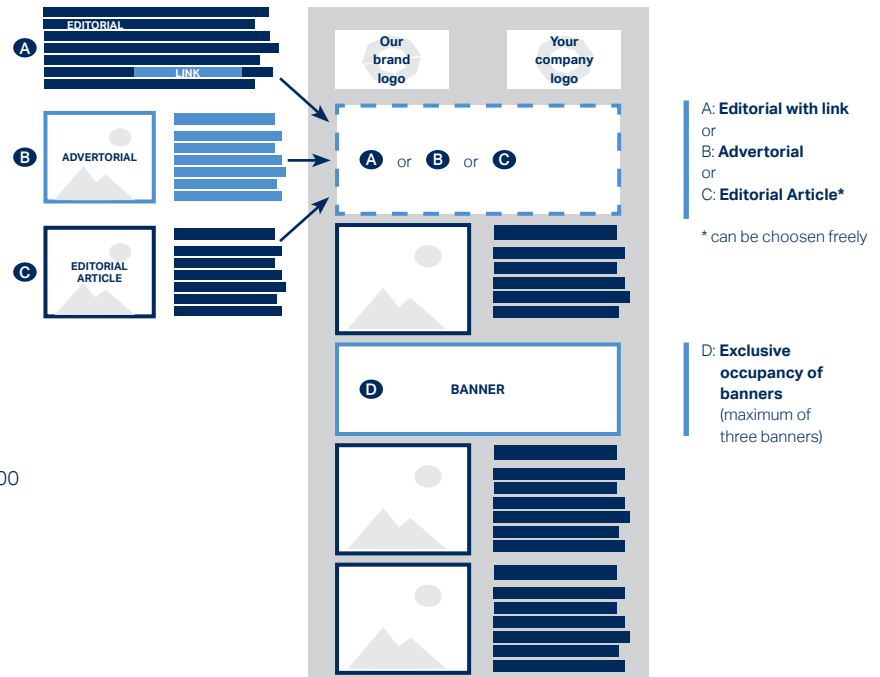
- Positioning as an expert on a specific topic
- High acceptance due to the editorial environment of our media brand
- Enhanced awareness in the relevant target group
- Prominent and exclusive presentation with logo and banner formats
- Full transparency and measurability through our reporting

## Price per Mailing

To subscribers of the editorial Newsletter

4,900.00

Prices in CHF, excl. VAT





# Lead Product Portfolio

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

## Lead Generator

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

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

## Lead Campaign

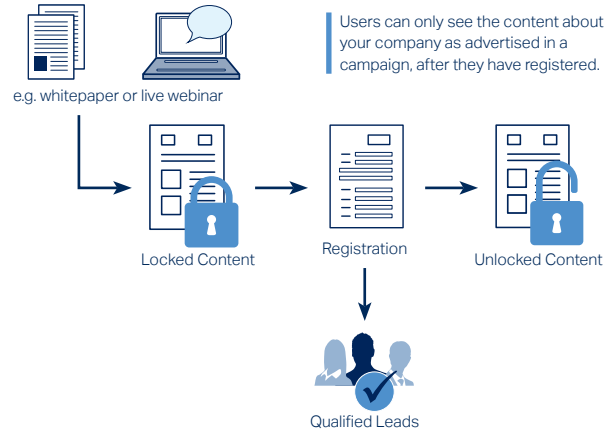
**You will receive the business card data of new contacts, which show initial interest in your offer.**

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

## Lead Solution

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

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



Users can only see the content about your company as advertised in a campaign, after they have registered.

## 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, excl. 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

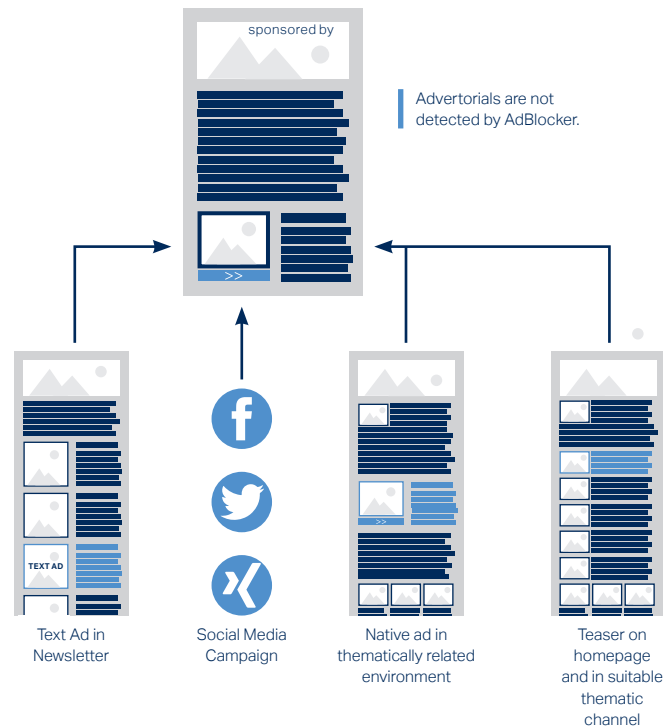
## Price per Campaign

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, excl. VAT



# Partnerzone

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

## Your Benefit

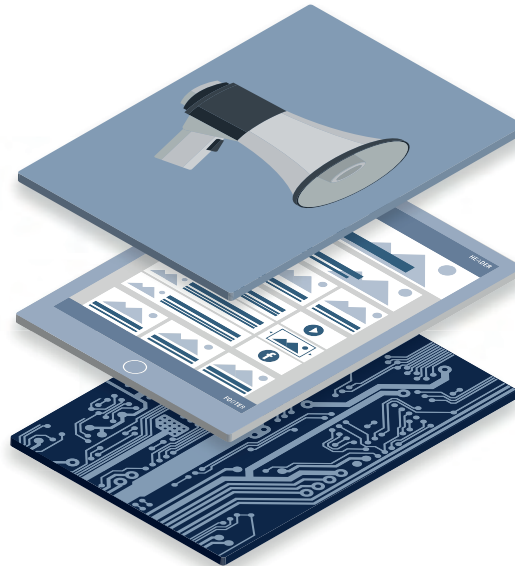
- Credibility due to the native integration of target group related content
- Enhanced brand awareness and image transfer from the media brand
- High recognition due to long-term presence
- High degree of attention through the individual reach package
- Full transparency and measurability through our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



**MSM Congress**  
**«Technology Day»**  
**Wednesday, 19 May 2021**  
**Willemin Macodel SA**

## Key Facts

**Thema:** «Technology Day»

**Date:** Wednesday, 19 May 2021

**Place:** Willemin Macodel SA, Route de la Communance 59, 2800 Delémont

**Participants:** 50 persons

**Speakers:** Only speakers with a high level of expertise will be hired.

**Target audience:** Executives / decision-makers in the MEM industry, as well as producers and production managers

Speakers, Sponsors & Partners:

Manufacturer of clamping devices

CAM Software Provider

Tool manufacturer

**Prices for speakers & exhibitors:**

Exhibitor + speaker 5'000 CHF

Exhibitors only 2'500 CHF

## SMM ManufacturingFORUM on 30.11.2021

Present yourself as a leader in innovation and showcase your latest technologies at the SMM ManufacturingFORUM 2021, the meeting place of the Swiss manufacturing industry.

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

<https://www.smm-fertigungsforum.ch/de>



Images: Entzeroth

Prices in CHF, excl. VAT, prices are subject to change

### Service package:

- Your company logo will appear in the SMM Special Edition on advertising mediums advertisements/programme and at [maschinenmarkt.ch](http://maschinenmarkt.ch), [smm-fertigungsforum.ch/de](http://smm-fertigungsforum.ch/de), 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 ManufacturingFORUM.
- SMM-ManufacturingFORUM 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 ManufacturingFORUM, 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.

## Subject: Smart Factory & Digitalization – More efficiency and added value with smart manufacturing

The digitalisation of production now affects all manufacturing companies. Many themes are being strongly discussed: Smart Factory, IoT, artificial Intelligence, Big Data or even autonomous production. But the use of connected, digital technologies raises many questions. Especially for smaller and medium-sized enterprises, the barriers appear to be very high. The 9th SMM Congress will look into the question of how Swiss SMEs can add value by digital technologies and improve their efficiency and performance at manageable costs.

[www.smm-kongress.ch/de](http://www.smm-kongress.ch/de)

SMM Congress am 09.06.2021	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 January 2021, 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 January 2021) in MSM: Print run of 8,500 (continuous placement from January 2021) 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	✓	✓	✓	✗	✗
10 VIP discount codes	✓	✓	✓	✗	✗

# Your contact

## Your contacts in the publishing house



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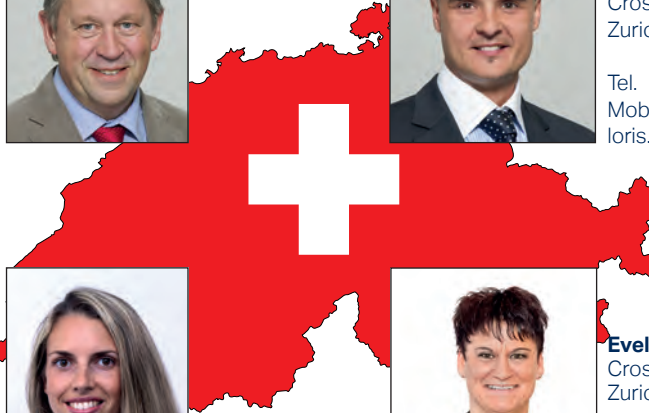
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