



Media Kit 2022



“The Industry Magazine for Practice!”

As the leading trade publication for manufacturing technology and automation, SMM Schweizer Maschinenmarkt is firmly rooted in the industry after 122 years in the business. The decision-makers from the Swiss MEM industry use SMM regularly as a source of information, to find out about technical applications, products and trends.

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

*The trade publication
for the Swiss MEM industry*



*“With the SMM you are right in the heart
of the industry.”*

Matthias Böhm
Publishing Director, Editor-in-chief SMM

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Print-ready documents

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

PDF

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

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

Please also make sure you observe the planned advertisement formats.

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Printers

AVD Goldach, Sulzstrasse 10, CH-9403 Goldach

Print methods

Web offset

Screen

b&w 70, CMYK 70

Colour scale

Europe normal (special colours are converted into range colours)

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AGBs

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

AGBs Sales

<https://b7fvogel.de/wcms/60/f7/60f7cf807edd2/agb-sales.pdf>

Key Facts

Print & Events

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



*Google Analytics

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

***WEMF/KS-certification 2021

- **Print run** 12,500 copies
- **Frequency of Publications** approx. twice per month
- **Distribution** All of German-speaking Switzerland and the German-speaking area near the border (coverage of the whole of Switzerland with the French-language sister publication MSM Le Mensuel de l'Industrie)
- **WEMF Certification** WEMF/KS-certification 2021/22:
Total editions distributed 4,906 copies
Total sold editions 1,382 copies
– of which subscriptions 1,315 copies
– of which free copies 66 copies
Total free circulation* 3,524 copies
* Targeted distribution
- **Purchase Price** (Domestic price in CHF, incl. VAT and postage)
Single issue 8.50
Trial subscription (6 issues) 20.00
Annual subscription (18 issues)* 160.00
Combined SMM/MSM subscription* 178.00
* incl. SMM/MSM GUIDE



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

Partnerships

BERNEXPO[®]
GROUPE

MESSELUZERN

SCHWEIZER MEDIEN
MÉDIAS SUISSES | STAMPA SVIZZERA | SWISS MEDIA

GIM-CH
SWISSMECHANIC

FSPM

SWISSMEM

BLE.CH
Fachmesse für Metall- und
Stahlverarbeitung

PTM

INNOTEQ
Ostschweizer Technologie Symposium

SIANS

SINDEX
MASSGEBEND IN TECHNOLOGIE

CADFEM LEAN**COM**

EPHJ
THE WORLD OF
HIGH PRECISION

SM **SWISSMECHANIC**

Editorial Plan

SMM	Appears	Advert deadline	Topics/Dossiers	Fairs / Exhibitions
1	09.02.2022	28.01.2022	SMM Special Edition Manufacturing Aerospace/Medical Technology Production and Manufacturing Processes Focus on Aerospace and Medical Technology	Swissmem Zerspanungsseminar, 18.–20.01.2022, Pfaffikon SZ
2	23.02.2022	11.02.2022	Manufacturing Technology Supply Industry Automation and Drive Technology Logistics and Handling Technology	Simodec, 08.–11.03.2022, F-La Roche-Sur Foron
3	09.03.2022	25.02.2022	Automation and Drive Technology Manufacturing Technology Dossier: Grinding Technology	GrindTec, 15.–18.03.2022, Augsburg
4	23.03.2022	11.03.2022	Preview SIAMS Manufacturing Technology, Supply Industry, Precision Engineering Automation and Drive Technology	SIAMS, 05.–08.04.2022, Moutier all about automation, 05.–06. 04.2022, Friedrichshafen
Daily	05./06.04.2022 07./08.04.2022	24.03.2022	SIAMS MESSE DAILY – SMM TRADE FAIR MAGAZINE EXCLUSIVE ON SIAMS NEWS ABOUT SIAMS INCLUDING CURRENT TRADE FAIR NEWS. BOOK ONCE - APPEAR 2 TIMES, BILINGUAL DE/FR	
5	06.04.2022	25.03.2022	Automation and Drive Technology Supply Industry, Pneumatics / Hydraulics	LASER World of PHOTONICS, 26.–29.04.2022, Munich
6	20.04.2022	06.04.2022	Manufacturing and Measuring Technology Materials Technology Dossier: Sheet Metal Machining and Forming Connection and Laser Technology	Control, 03.–06.05.2022, Stuttgart MedtecLIVE with T4M, 03.–05.05.2022, Stuttgart

SMM	Appears	Advert deadline	Topics/Dossiers	Fairs / Exhibitions
7	04.05.2022	22.04.2022	Milestones in Automation and Drive Technology Preview SMM Congress Manufacturing Technology, Supply Industry Dossier: Grinding Technology	Swissmem Zerspanungsseminar, 10.05.2022, Olten SENSOR+TEST, 10.–12.05.2022, Nuremberg Fachkonferenz Digitalisierung, 11.05.2022, Stuttgart GrindingHub, 17.–20.05.2022, Stuttgart MSM Congress, 18.05.2022, Groupe Recomatic, Courtedoux SMM Congress, 25.05.2022, Lucerne Lamiera, 25.–28.05.2022, Milan
8	18.05.2022	06.05.2022	Preview Hanover Fair Switzerland as a Workplace quo vadis - Opinions, Interviews, Statements by Swiss CEOs Automation and Drive Technology Logistics and Materials Handling Main Topic: Swiss CEOs on the State of the Swiss Workplace	HANOVER FAIR, 30.05.–02.06.2022, Hanover LogiMAT, 31.05.–02.06.2022, Stuttgart
9	01.06.2022	19.05.2022	Preview EPHJ Production Engineering, Tool and Mould Making Supply Industry	EPHJ, 14.–17.06.2022, Geneva
10	15.06.2022	02.06.2022	Manufacturing Technology Automation and Drive Technology Sheet Metal Machining, Forming and Welding Technology Logistics and Materials Handling Dossier: Laser Technology for Modern Production	Tube, 20.–24.06.2022, Dusseldorf wire, 20.–24.06.2022, Dusseldorf METAV, 21.–24.06.2022, Dusseldorf SurfaceTechnology, 21.–23.06.2022, Stuttgart CastForge, 21.–23.06.2022, Stuttgart LASYS, 21.–23.06.2022, Stuttgart automatica, 21.–24.06.2022, Munich ceramitec, 21.–24.06.2022, Munich
11	27.07.2022	15.07.2022	Annual Main Edition Summer: Smart Factory - Modern Production Processes Large print run of 20'000 Ex. bilingual DE/FR	Swissmem Symposium, 25.08.2022, Zurich
12	24.08.2022	11.08.2022	AMB Preview 1: Manufacturing Technology Machine Tools, Clamping Devices, Automation	AMB, 13.–17.09.2022, Stuttgart all about automation, 31.08–01.09.2022, Zurich
13	07.09.2022	26.08.2022	AMB Preview 2: Manufacturing Technology Machine Tools, Clamping Devices, Automation Dossier: Sheet Metal Machining	AMB, 13.–17.09.2022, Stuttgart BLE.CH, 20.–22.09.2022, Berne AT AutomationsFORUM, 21.09.2022, Messe Lucerne OTS Ostschweizer Technologiesymposium, 23.09.2022, St. Gallen

SMM	Appears	Advert deadline	Topics/Dossiers	Fairs / Exhibitions
14	21.09.2022	09.09.2022	Automation and Drive Technology Manufacturing Technology, Supply Industry Sheet Metal Working and Joining Technology Dossier: Additive Manufacturing	Micronora, 27.–30.09.2022, F-Besancon EXPERIENCE ADDITIVE MANUFACTURING, Sept. 2022, Augsburg Motek, 04.–07.10.2022, Stuttgart
15	05.10.2022	22.09.2022	AMB Review Manufacturing Technology Supply Industry	parts2clean, 11.–13.10.2022, Stuttgart Bimu, 12.–15.10.2022, Milan K Kunststoffmesse, 19.–26.10.2022, Dusseldorf
16	19.10.2022	07.10.2022	Euroblech Preview Sheet Metal Working, Forming Connection Swiss Production Forum Preview Manufacturing Technology Supply Industry	EuroBLECH, 25.–28.10.2022, Hanover ALUMINIUM, 28.–30.10.2022, Dusseldorf Swiss Production Forum, Nov. 2022, Zurich
17	02.11.2022	20.10.2022	Preview SPS Trade Fair Automation and Drive Technology Manufacturing Technology, Supply Industry	SPS, 08.–10.11.2022, Nuremberg Formnext, 15.–18.11.2022, Frankfurt a.M. Compamed, 14.–17.11.2022, Dusseldorf
SMM/MSM GUIDE	23.11.2022	04.10.2022	GUIDE 2022 – BUYING GUIDE FOR THE SWISS MEM INDUSTRY (FRENCH/ GERMAN)	
Produktionssta- nort DACH	23.11.2022	28.10.2022	Manufacturing Location D-A-CH Region Special issue that brings together the expertise of manufacturing technology companies from Germany, Austria and Switzerland. Large circulation 60,000 copies in the D-A-CH region	
18	23.11.2022	11.11.2022	Annual Main Edition Winter: Swissmade Large print run of 20'000 Ex. bilingual DE/FR	
1/2	01.02.2022	20.01.2023	SPS Review Manufacturing Technology/Supply Industry Automation and Drive Technology	

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

Testimonials



«For us as a materials service provider, the SMM / MSM offers an important platform for reaching a targeted trade audience in the fields of medical technology, tool and mould making and other demanding sectors.»

Claudio Roth, Managing Director, thyssenkrupp Materials Schweiz AG

«SMM is a traditional Swiss company that has made an outstanding and highly innovative leap into the digital age. We at SCHUNK are happy to take advantage of this multitude of opportunities, in order to present ourselves as a technology leader in gripping and clamping technology to a wide audience in the long term.»

Martin Kluge, General Manager, SCHUNK Intec AG



«The SMM and MSM is a brilliant opportunity to present our manufacturing solutions to a large readership in our industry. I am always impressed of the excellent feedback we receive from customers. I consider the cooperation with the SMM-MSM team as highly professional.»

Mathias Zavrtnik, Sales Manager for Machine Tools, Walter Meier (Fertigungslösungen) AG





«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

«Concentrated competence from Switzerland. This is what the magazine «Technologie-Standort Schweiz» conveys, and there no innovative Swiss company should be missing. We are definitely part of it - with success and getting consistently positive feedback!»

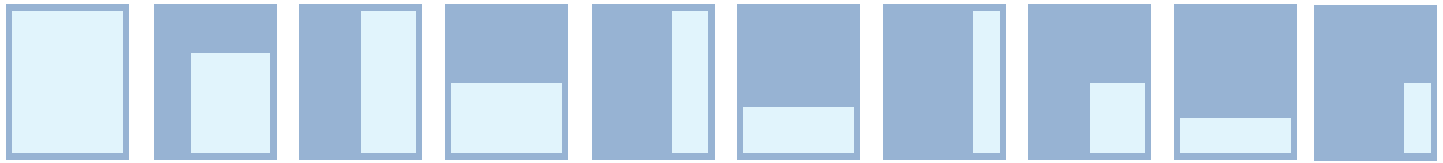
Markus Schnyder, COO, Mikron Switzerland AG, Agno



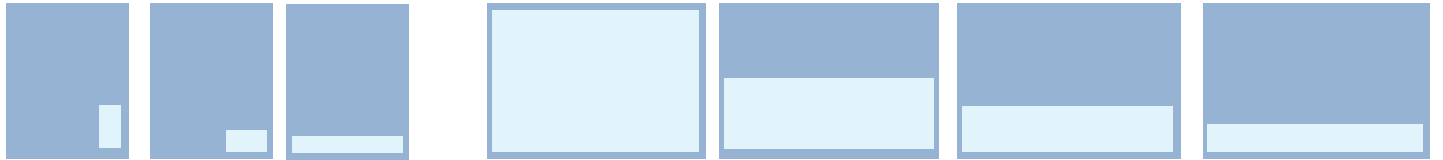
«After two years of not being present at trade fairs, I am very pleased to soon be able to meet customers and interested parties again at a real exhibition. Despite online platforms, personal encounters and face-to-face meetings and direct technical discussions are irreplaceable. For this reason, we are supporting the new Swiss Production Forum 2021 with our participation as an exhibitor.»

Jürg Solenthaler, Vertriebsleiter Schweiz, Fehlmann AG

Ad Formats

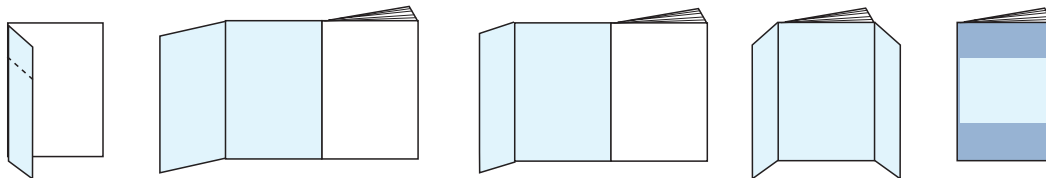


Size	1/1 page	Junior Page	1/2 page (vertical)	1/2 page (horizontal)	1/3 page (vertical)	1/3 page (horizontal)	1/4 page (vertical)	1/4 page	1/4 page (horizontal)	1/6 page (vertical)
Printing area	185 x 267 mm	148 x 204 mm	90 x 267 mm	185 x 131 mm	59 x 267 mm	185 x 85 mm	46 x 267 mm	90 x 131 mm	185 x 63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



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

Cover



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

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

Rate Card

Ad Formats and Prices

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

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

Prices in CHF, excl. VAT

Surcharges

There is a colour surcharge on b&w price

Sizes

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

Placement options

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

*Binding sample must be provided by the advertisement deadline

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

Surcharge for layout

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

Reply box fees

12.00 per advert

Ad Formats and Prices

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

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

Discounts

Sales discount for multiple published advertisements, supplements*

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

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

Combination discount

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

Consulting commission

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

Discounts also apply to colour prices!

Prices in CHF, 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 ADVERTI- SEMENTS
1/1 page	185 × 267	–	–	2,813.00
Junior page	148 × 204	2,168.00	3,113.00	1,735.00
1/2 page	90 × 267 / 185 × 131	1,788.00	2,733.00	1,430.00
1/3 page	59 × 267 / 185 × 85	1,292.00	2,237.00	1,034.00
1/4 page	90 × 131 / 185 × 63	952.00	1,542.00	760.00
1/6 page	59 × 131	659.00	1,249.00	527.00
1/8 page	59 × 97 / 90 × 63 / 185 × 29	504.00	654.00	404.00
1/12 page	59 × 63	334.00	414.00	–
1/16 page	90 × 29 / 59 × 46	257.00	337.00	–
1/24 page	59 × 29	183.00	233.00	–

AC = available capacities M = miscellaneous

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

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

Classified Advertisements

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

New, Warehouse and Secondhand Machinery

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

Minimum Height:

The minimum height for a classified advertisement is 10 mm.

Calculation of the Ad Price:

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

Prices in CHF, excl. VAT

Price List for Inserts and Supplements

Inserts

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

Price for an insert over 50 g on request.

Sizes

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

Delivery of inserts and supplements:

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

AVD Goldach, Sulzstrasse 10, CH-9400 Goldach

Special features:

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

Prices in CHF, excl. VAT

Supplements

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

Price for an insert over 125 g on request.

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

Sizes

min. 148 × 105 mm, max. 200 × 287mm

Conditions

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

Product Announcements and Advertorials / Company Portraits

Product Announcement

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

Advertorial/Company Portrait

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

Conditions

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

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

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

Prices in CHF, excl. VAT

Example: 1/4 page

SMM INDUSTRIE UPDATE

SIGMA SÄULENFAMILIE KOMBI SIGN 40

Die Signa Säulenfamilie Kombi Sign 40 ist ein neuartiges Werkzeugmaschinenkonzept, das die Vorteile von Dreh- und Zerspanmaschinen vereint. Es ermöglicht die Bearbeitung von Bauteilen mit unterschiedlichen Geometrien auf einer einzigen Maschine. Die Maschine ist mit einer Leistung von 40 kW ausgestattet und verfügt über eine Spindel mit einer Drehzahl von bis zu 10.000 U/min. Sie ist ideal für die Bearbeitung von Aluminium, Stahl und Titan geeignet.



HEWMA Spezialtechnik
Hewmastrasse 55, 8122 Neuchâtel am Rhodan
Tel: 052 215 21 22, 052 215 21 23
www.hewma.ch

Autometer & Electronics, Stand 013

Example: 2/1 page

Automatisch ein übersichtliches Handbuch

Täglich entstehen im Sortiment von EROMA neue Produkte. Ein Handbuch für sich zum übersichtlichen Standardprodukte, integrierte Spannsysteme. In regelmäßigen Rhythmen gelangen aber auch ganz neue Entwicklungen auf den Markt. Die im hochwertigen Spannsystem EROMA bieten dabei auch ein sehr breites Sortiment an Spannsystemen über Automobilgruppen bis hin zu Prozessorengruppen für die gesamte spannfähige Metallindustrie.

Alle spannsysteme

Die spannsysteme sind in 10 Gruppen unterteilt: 1. Spannsysteme für die Bearbeitung von Aluminium, 2. Spannsysteme für die Bearbeitung von Stahl, 3. Spannsysteme für die Bearbeitung von Titan, 4. Spannsysteme für die Bearbeitung von Inconel, 5. Spannsysteme für die Bearbeitung von Kupfer, 6. Spannsysteme für die Bearbeitung von Nickel, 7. Spannsysteme für die Bearbeitung von Zink, 8. Spannsysteme für die Bearbeitung von Messing, 9. Spannsysteme für die Bearbeitung von Bronze, 10. Spannsysteme für die Bearbeitung von Eisen.



Schlagern per Mail

Die Schlagern per Mail ist ein Online-Kaufsystem für die Beschaffung von Schlagern. Es ermöglicht die Auswahl und den Kauf von Schlagern für verschiedene Anwendungen. Das System ist benutzerfreundlich und bietet eine schnelle und einfache Möglichkeit, die benötigten Schlagern zu beschaffen.

Alleid der Software-Produkte

Die Software-Produkte sind in 10 Gruppen unterteilt: 1. CAD-Software, 2. CAM-Software, 3. ERP-Software, 4. CRM-Software, 5. HRM-Software, 6. SCM-Software, 7. BI-Software, 8. Analytics-Software, 9. Marketing-Software, 10. Sales-Software.



B2B CONTENT MARKETING

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.



How to participate

You have sophisticated technologies and solutions at your disposal where customers could benefit from. Further, your goal is to reach a wider readership of specialist who are interested in your solutions. Then contact us, we are looking forward to work with you and to boost your marketing success.

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

Prices in CHF, excl. VAT

SIZE	NUMBER OF IMAGES	PRICE PRINT *
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

*Without print - price on request

Special Publications

Schweizer Qualitäts-Zulieferer

38,000 copies

- **CH: 12,500**
- **SüdD 15,000**
- **AUT: 10,500**



Your Benefits

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



Produktions-Standort D-A-CH

60,000 copies

- **CH 12,500**
- **DE 37,000**
- **AUT 10,500**

Publication dates: 23.11.2022
 Advert deadline: 04.10.2022

Prices in CHF, excl. VAT

GUIDE



OFFER	SERVICE PRINT	SERVICE DIGITAL	PRICE	DURATION
		Entry in the companies database with the following content		
PREMIUM	Company logo colour, 8 keywords, 4 brands/representations	Company logo, Internet address linked to the customer website, contact form, prominent placement, company information, own news, photo gallery, 20 product displays, downloads in PDF format, cover photo, 5 contact, linked to social media and Hub, videos, events calendar, contextual delivery in the relevant editorial setting, automatic data import, no adverts.	895.00	1 year
PREMIUM PACKAGE ADVERTISEMENT + PREMIUM ENTRY	1/1 page colour	Company logo, Internet address linked to the customer website, contact form, prominent placement, company information, own news, photo gallery, 20 product displays, downloads in PDF format, cover photo, 5 contact, linked to social media and Hub, videos, events calendar, contextual delivery in the relevant editorial setting, automatic data import, no adverts	5,682.00	1 year
	1/2 page colour		3,253.00	
	1/3 page colour		2,757.00	
	1/4 page colour		2,062.00	
	Company logo colour, 8 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 2022 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.

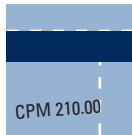
The overview page shows a high-quality mix of your own content and articles by our editors. The user clicks to see the full article.

You can find the technical specifications here:
www.maschinenmarkt.ch/fachmedien/



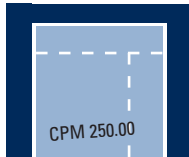
Banner

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



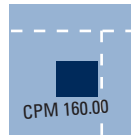
Billboard Ad

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



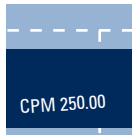
Leaderboard

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, excl. VAT

Google Analytics figures for maschinenmarkt.ch 01.01.2021 - 31.12.2021



You can find the technical specifications here:
www.maschinenmarkt.ch/fachmedien/



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.

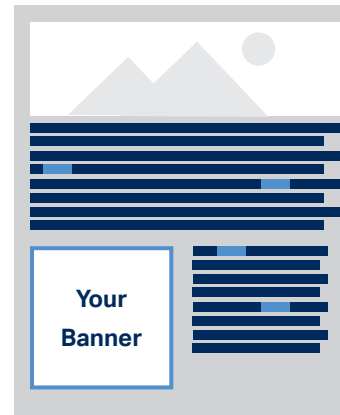
Your Benefit

- 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	345.00	Scroll Ad	400.00
Content Ad	200.00	Skyscraper	200.00
Floor Ad	345.00	Video Ad XL	290.00
Halfpage	290.00	Wallpaper	345.00
Leaderboard	200.00	Sticky Ad	190.00

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/



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



You can find the technical specifications here:
www.maschinenmarkt.ch/fachmedien/



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



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



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

Newsletter Advertising

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

Your Benefit

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

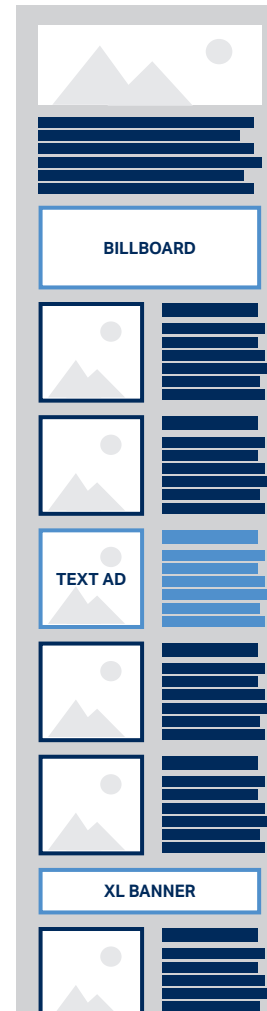
Price

Subscribers	6,300
Publishing Dates	twice a week (Tuesdays and Fridays)
BILLBOARD	1,200.00 (630 x 250 px, max. 50 KB)
TEXT AD	830.00 (300 x 300 px, max. 50 KB)
XL Banner	830.00 (630 x 140 px, max. 50 KB)

Prices in CHF, excl. VAT



You can find the technical specifications here:
www.maschinenmarkt.ch/fachmedien/



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

Product Announcements:

Number of characters max: 1,500

Number of images: 1

Price: 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



Mailing date	Editorial deadline	Subject
16.02.2022	01.02.2022	Manufacturing-Aerospace-Medical Technology
16.03.2022	01.03.2022	Automation
27.04.2022	12.04.2022	Production engineering/ sheet metal working
11.05.2022	26.04.2022	Automation
03.08.2022	12.07.2022	Manufacturing
28.09.2022	13.09.2022	Automation

You can find the technical specifications here:
www.maschinenmarkt.ch/fachmedien/



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

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

Trade Fair Newsletter

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

Your Advantages:

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



Product Announcements:

Number of characters max: 1,500

Number of images: 1

Price: 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

<i>Mailing date</i>	<i>Editorial deadline</i>	<i>Date of the fair</i>	<i>Fairs</i>
29.03.2022	14.03.2022	05.-08.04.2022	Siams, Moutier
24.05.2022	10.05.2022	30.05.-02.06.2022	Hanover Fair, Hanover (D)
07.06.2022	24.05.2022	14.-17.06.2022	EPHJ/EPMT, Geneva
06.09.2022	23.08.2022	13.-17.09.2022	AMB, Stuttgart
18.10.2022	03.10.2022	25.-28.10.2022	Euroblech, Hanover (D)
26.10.2022	23.09.2022	08.-10.11.2022	Swiss Production Forum, Zurich
01.11.2022	18.10.2022	08.-10.11.2022	SPS, Nuremberg
02.11.2022	23.09.2022	08.-10.11.2022	Swiss Production Forum, Zurich

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

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

You can find the technical specifications here:
www.maschinenmarkt.ch/fachmedien/



Stand Alone Mailing

Profit from maximum exclusivity through a stand alone mailing.
Your message gets to the mailbox of your target group and reaches them directly. You provide us with input on the content and desired target group, and we will take care of the rest.

Your Benefit

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

Price per Transmission

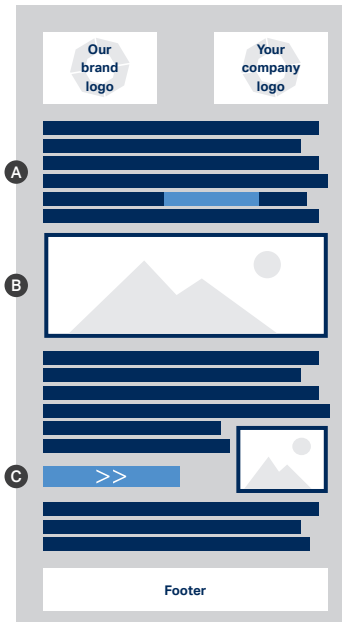
5,000 recipients

3,700.00

Prices in CHF, excl. VAT



You can find the technical specifications here:
www.maschinenmarkt.ch/fachmedien/



A: text with link*

B: picture material*

C: Call-to-action button*

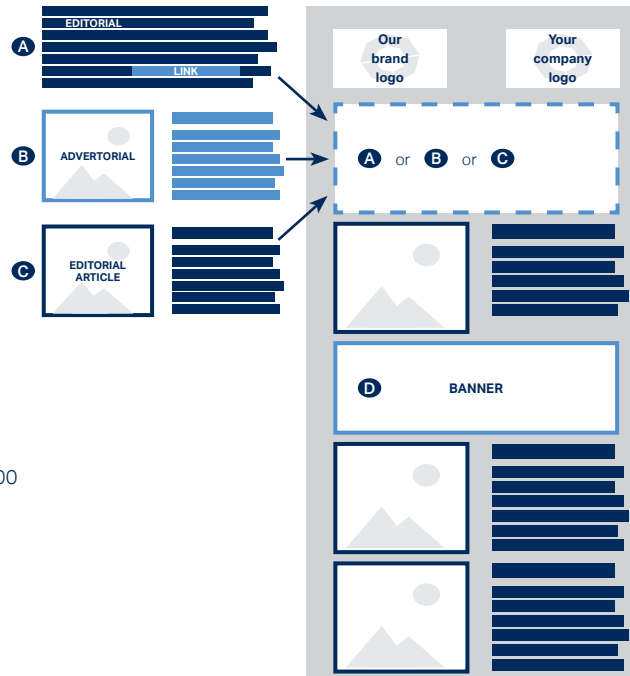
* can be chosen freely

Native Special Newsletter

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

Your Benefit

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



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

* can be chosen freely

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

Price per Mailing

To subscribers of the editorial Newsletter

4,900.00

Prices in CHF, excl. VAT

You can find the technical specifications here:
www.maschinenmarkt.ch/fachmedien/



Lead Product Portfolio

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

Lead Generator

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

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

Lead Campaign

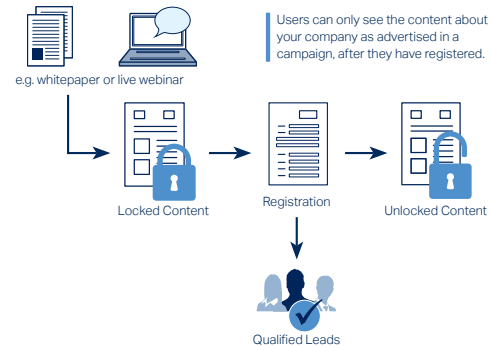
You will receive the business card data of new contacts, which show initial interest in your offer.

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

Lead Solution

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

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



Price per Campaign

Lead Generator with whitepaper or prize draw	from 4,500.00
Lead Campaign with whitepaper or infographics CH	5,500.00
Lead Campaign with whitepaper or infographics DACH	7,500.00
Lead Campaign with advertorial for a product testing	8,500.00
Lead Campaign with Live Webinar	8,500.00
Lead Campaign with multimedia presentation	8,500.00
Lead Solution	on request

Prices in CHF, excl. VAT

You can find the technical specifications here:
www.maschinenmarkt.ch/fachmedien/



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

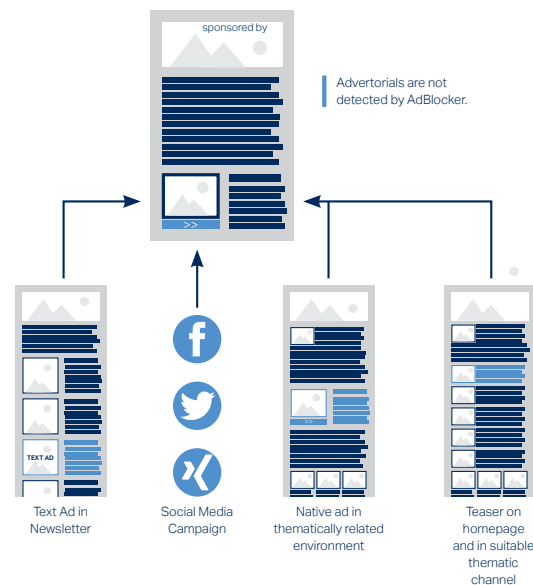
- Ad-free presentation of your advertorial
- More time spent on the website, strong involvement
- Enhanced credibility among readers, as content is presented in the look and feel of our editorial content
- High findability through search engines and high-quality links to your website
- Positioning as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



You can find the technical specifications here:
www.maschinenmarkt.ch/fachmedien/



Partnerzone

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

Your Benefit

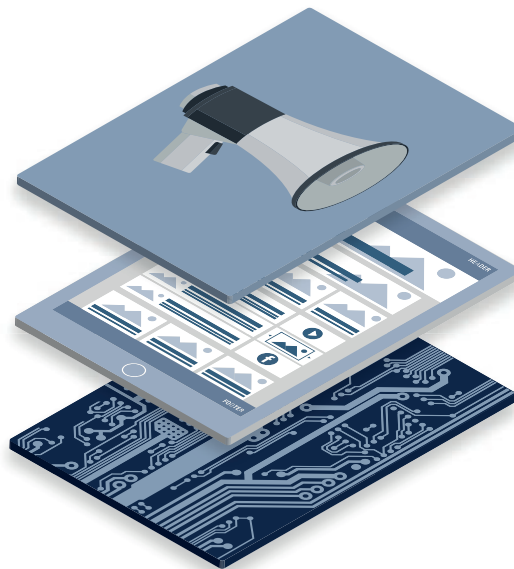
- Credibility due to the native integration of target group related content
- Enhanced brand awareness and image transfer from the media brand
- High recognition due to long-term presence
- High degree of attention through the individual reach package
- Full transparency and measurability through our 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 25,000.00
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

You can find the technical specifications here:
www.maschinenmarkt.ch/fachmedien/



Events



The meeting place of the Swiss workplace

Place: Halle 550 | Zurich Oerlikon

Topics: Production processes,
manufacturing technology,
Supply industry

Target audience: Decision-makers and users
producing companies

More info: [swiss-production-forum.ch](https://www.swiss-production-forum.ch)



Place: Halle 550 | Zurich Oerlikon

Topics: Tool development,
Manufacturing strategies,
CAD / CAM systems

Target audience: Production technicians,
Engineers
Managing Director

More info: [smm-fertigungs-forum.ch](https://www.smm-fertigungs-forum.ch)



Images: Entzeroth, Halle 550

Events



Place: Messe Luzern
Topic: Competitive into the future
Target audience: Executives and
Decision-makers in the MEM Industry
More info: smm-kongress.ch



Place: Groupe Recomatic, 2905 Courtedoux
Topic: The Technology Jubilee
Target audience: Managers / decision-makers in the
MEM industry, as well as producers
and production managers
More info: msm.ch/msm-congres/



Images: Entzeroth



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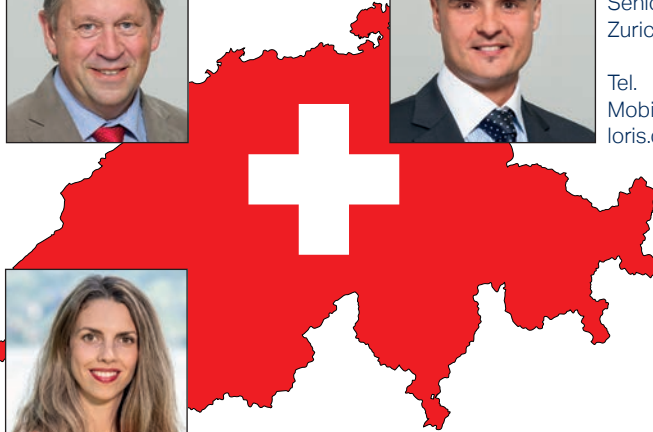
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