



Media Kit 2022



"The Industry Magazine for Practice!"

The MSM Le Mensuel de l'Industrie with its 90-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 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
Chief editor MSM

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*The trade publication
for the Swiss MEM industry*



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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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Your Contacts

Conditions

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

Conditions Sales

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

Print & Events

90 Years of MSM
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

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

For further information visit

www.msm.ch/medias

- Print run 8'000 copies
- Frequency of publications monthly
- Distribution All of French-speaking Switzerland and the French-speaking area near the border
WEMF/KS-certification 2021/22:
Total editions distributed 3'616 copies
Total sold editions 999 copies
– of which subscriptions 950 copies
– of which free copies 48 copies
Total free circulation* 2'617 copies
* Targeted distribution
- WEMF certification
- Purchase price (Domestic price in CHF, incl. VAT and postage)
Single issue 8.50
Trial subscription (3 issues) 12.00
Annual subscription (10 issues)* 94.00
Combined MSM/SMM* 178.00
* incl. MSM/SMM GUIDE

**Partnerships**

BERNEXPO[®]
GRUPE

MESELUZERN

SCHWEIZER MEDIEN
MÉDIAS SUISSES | STAMPA SVIZZERA | SWISS MEDIA

GIM-CH
SWISSMECHANIC
Central Switzerland

FSPM

SWISSMEM

BLE.CH
Fachmesse für Metall- und
Stahlverarbeitung

PTM

INNOTEQ
Ostschweizer Technologie Symposium

SIANS

SINDEX
MASSGEBEND IN TECHNOLOGIE

CADFEM LEANCOM

EPHJ
THE WORLD OF
HIGH PRECISION

SM 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

Redaktionsplan

SMM	Appears	Advert deadline	Topics/Dossiers	Fairs / Exhibitions
1	24.02.2022	14.02.2022	Sheet Metal Machining Dossier: Lean Management	Simodec, 08.-11.03.2022, La Roche-sur-Foron
2	24.03.2022	14.03.2022	Preview SIAMS Microtechnology Dossier: Turning Processes	SIAMS, 05.-08.04.2022, Moutier
Daily	05./06.04.2022 07./08.04.2022	24.03.2022	SIAMS MESSEDAILY – SMM TRADE FAIR MAGAZINE EXCLUSIVE ON SIAMS NEWS ABOUT SIAMS INCLUDING CURRENT TRADE FAIR NEWS. BOOK ONCE - APPEAR 2 TIMES, BILINGUAL DE/FR	
3	21.04.2022	07.04.2022	Review SIAMS Preview MSM Congres Preview Hannover Messe 90th Anniversary of the MSM Dossier: Innovation in Additiv Manufacturing	Hannover Messe, 25.-29.04.2022, Hanover MSM Congress, 04.-05.05.2022, Groupe Reromatic, Courtedoux Baselworld, 31.03-04.04.2022, Basel
4	19.05.2022	09.05.2022	Review MSM Congress Materials Manufacturing Technology Dossier: Medical Technology	SMM Congress, 25.05.2022, Lucerne
5	09.06.2022	27.05.2022	Preview EPHJ Preview SMM Congress Watchmaking Dossier: Quality Control, Measuring Technology	EPHJ, 14.-17.06.2022, Geneva

SMM	Appears	Advert deadline	Topics/Dossiers	Fairs / Exhibitions
6	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
7	25.08.2022	12.08.2022	Preview AMB Preview Blechexpo Tool Grinding, Cutting Tools and Machine Tools Automation Dossier: Collaborative Robots	AMB, 13.-17.09.2022, Stuttgart BLE.CH, 20.-22.03.2022, Berne AT AutomationsForum, 21.09.2022, Lucerne
8	22.09.2022	12.09.2022	Preview Micronora Industry 4.0 Dossier: MEM Industry and Sustainable Development	Micronora, 27.-30.09.2022, Besançon
9	27.10.2022	17.10.2022	Industry 4.0 Dossier: Aeronautics & Aerospace	Swiss Production Forum, 08-10.11.2022, Zurich
Produktions- standort 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	
10	23.11.2022	11.11.2022	Annual Main Edition Winter: Swissmade Large print run of 20'000 Ex. bilingual DE/FR	
SMM/MSM GUIDE	23.11.2022	04.10.2022	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

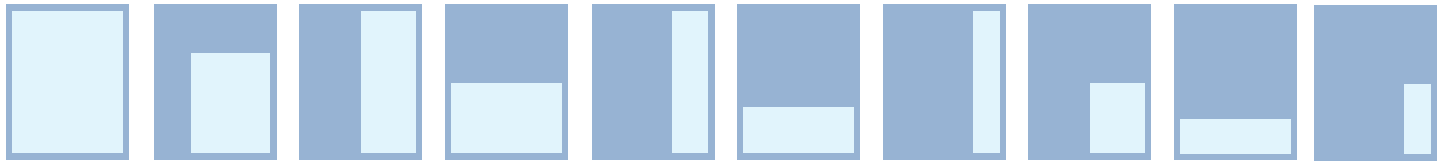


“The MSM is from the point of view of GF Machining Solutions Sales Switzerland SA an excellent platform for presenting our customer-specific manufacturing solutions to a wide interested audience.”

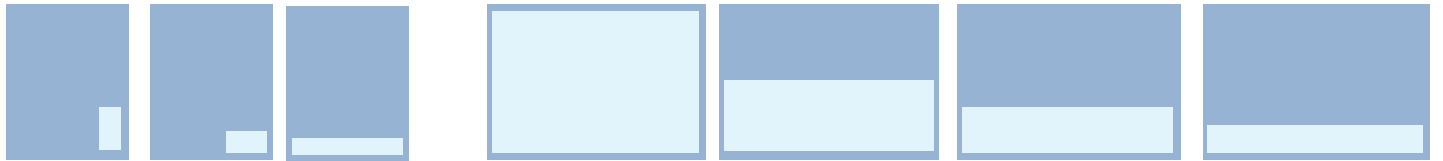
Thomas Wengi, Managing Director, GF Machining Solutions Sales Switzerland SA



Ad Formats

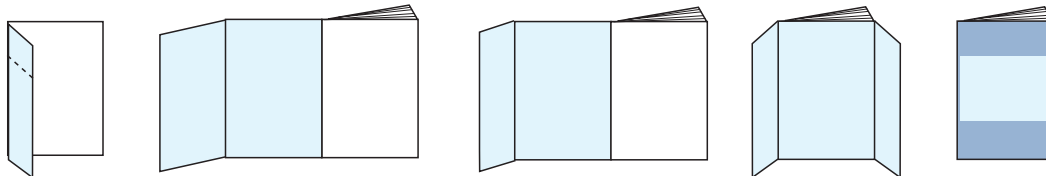


Size	1/1 page	Junior Page	1/2 page (vertical)	1/2 page (horizontal)	1/3 page (vertical)	1/3 page (horizontal)	1/4 page (vertical)	1/4 page	1/4 page (horizontal)	1/6 page (vertical)
Printing area	185 x 267 mm	148 x 204 mm	90 x 267 mm	185 x 131 mm	59 x 267 mm	185 x 85 mm	46 x 267 mm	90 x 131 mm	185 x 63 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
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 x	6 %
	6 x	12 %
	13 x	18 %
	24 x	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 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/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

*Without print - price on request

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

- **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**

Title portfolio of the Vogel Group



You can find all titles here: b2bmarketing.works/media/



Publication dates: 23.11.2022
Advert deadline: 04.10.2022

Prices in CHF, excl. VAT

GUIDE



OFFER	SERVICE PRINT	SERVICE DIGITAL Entry in the companies database with the following content	PRICE	DURA- TION
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 Note on advertisement		included	
			included	

ADDITIONAL OFFER FOR PRINT

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

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

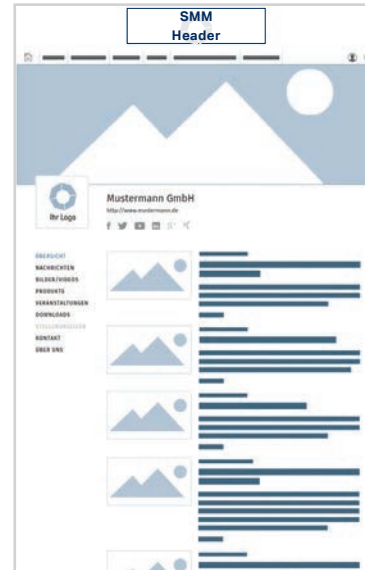
Your Benefit

- **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.

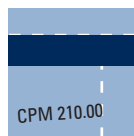
The overview page shows a high-quality mix of your own content and articles by our editors. The user clicks to see the full article.

You can find the technical specifications here:
www.msm.ch/medias/



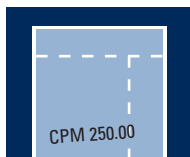
Banner

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



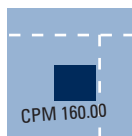
Billboard Ad

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



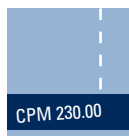
Brandgate

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



Floor Ad

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



Halfpage Ad

300 × 600 px
max. 50 KB



Leaderboard

728 × 90 px
max. 50 KB



Native Ad

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



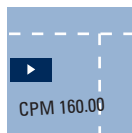
Scroll Ad

960 × 600 px
max. 80 KB



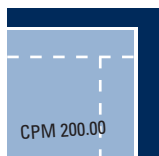
Skyscraper

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



Video Ad XL

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



Wallpaper

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



Sticky Ad

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

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

ROS: Run of site, positioning on the whole portal

Prices in CHF, excl. VAT

**Google Analytics figures for
msm.ch 01.01.2021 - 31.12.2021**



You can find the technical specifications here:
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.

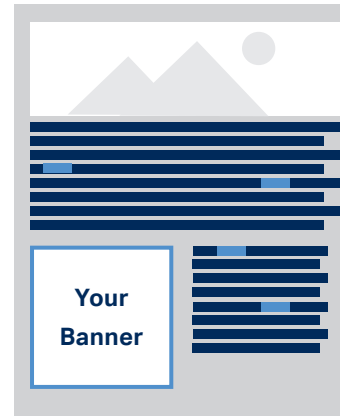
Your Benefit

- 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	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.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 AI

CPM 170.00

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

You can find the technical specifications here:
www.msm.ch/medias/



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

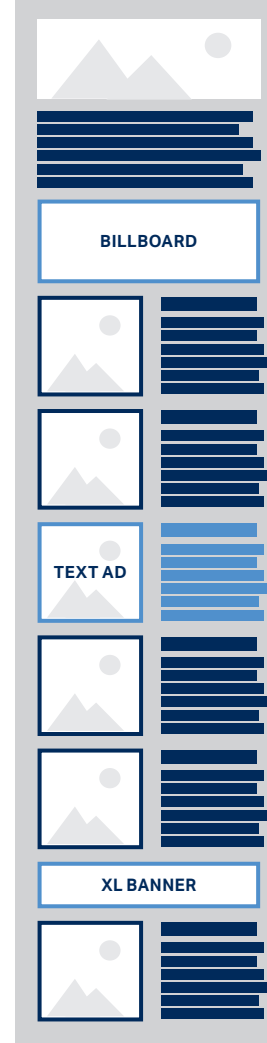
The high reach ensures an effective penetration of your target group, which is informed with current and relevant topics.

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.msm.ch/medias/



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
25.05.2022	18.05.2022	Medtech
15.06.2022	08.06.2022	Watchmaking
05.10.2022	28.09.2022	Automation
16.11.2022	09.11.2022	Manufacturing

You can find the technical specifications here:
www.msm.ch/medias/



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>
30.03.2022	23.03.2022	05-08.04.2022	SIAMS, Moutier
20.04.2022	13.04.2022	25-29.04.2022	Hannover Messe, Hanover (D)
01.06.2022	25.05.2022	14-17.06.2022	EPHJ, Geneva
07.09.2022	31.08.2022	22-22.09.2022	BLE.CH, Berne
21.09.2022	14.09.2022	27-30.09.2022	Micronora, Besançon (F)

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.msm.ch/medias/



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

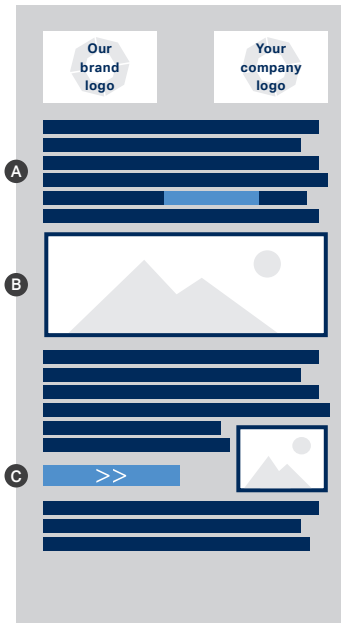
Price per Transmission

5,000 recipients

3,700.00

Prices in CHF, excl. VAT

You can find the technical specifications here:
www.msm.ch/medias/



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

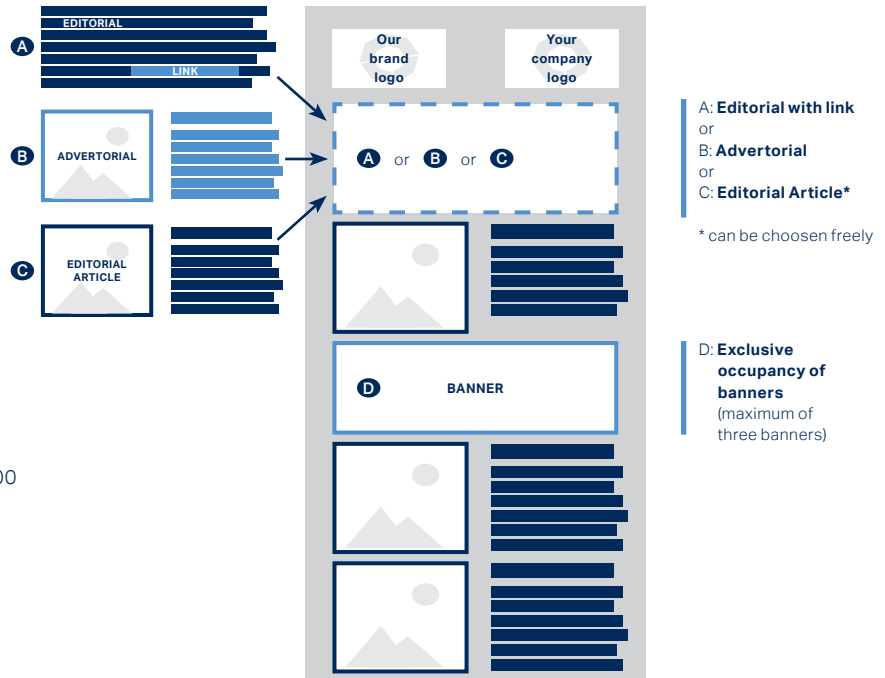
- Positioning as an expert on a specific topic
- High acceptance due to the editorial environment of our media brand
- Enhanced awareness in the relevant target group
- Prominent and exclusive presentation with logo and banner formats
- Full transparency and measurability through our reporting

Price per Mailing

To subscribers of the editorial Newsletter 4,900.00

Prices in CHF, excl. VAT

You can find the technical specifications here:
www.msm.ch/medias/



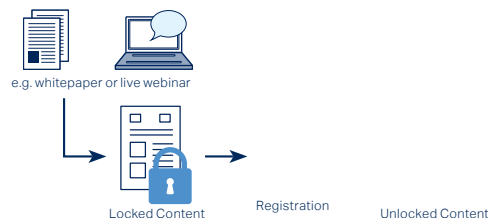
Lead Product Portfolio

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.



Qualified Leads

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.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

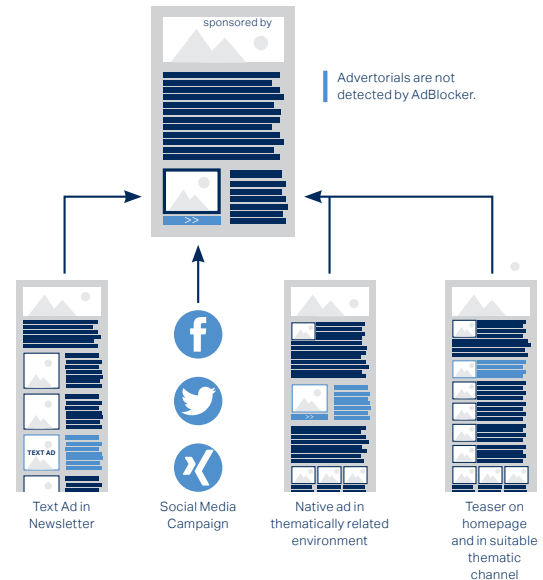
- Ad-free presentation of your advertorial
- More time spent on the website, strong involvement
- Enhanced credibility among readers, as content is presented in the look and feel of our editorial content
- High findability through search engines and high-quality links to your website
- Positioning as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

Price per Campaign

Term of 3 months	4,500.00
*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.msm.ch/medias/



Partnerzone

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

Your Benefit

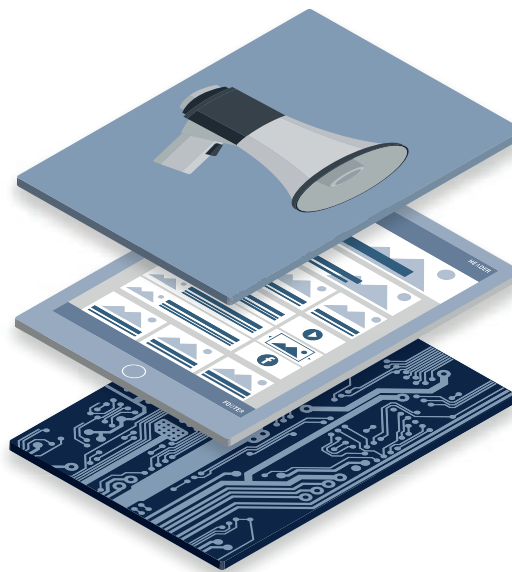
- Credibility due to the native integration of target group related content
- Enhanced brand awareness and image transfer from the media brand
- High recognition due to long-term presence
- High degree of attention through the individual reach package
- Full transparency and measurability through our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



Events



MSM Kongress "The Technology Jubilee"

Key Facts

Thema: "The Technology Jubilee"

Date: Wednesday 04 and Thursday 05 May 2022

Place: Groupe Recomatic, Rue des Marronniers 1G, 2905 Courtedoux

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

Events



Place: Halle 550 | Zurich Oerlikon
swiss-production-forum.ch



Place: Halle 550 | Zurich Oerlikon
smm-fertigungs-forum.ch



Place: Lucerne Trade Fair
smm-kongress.ch



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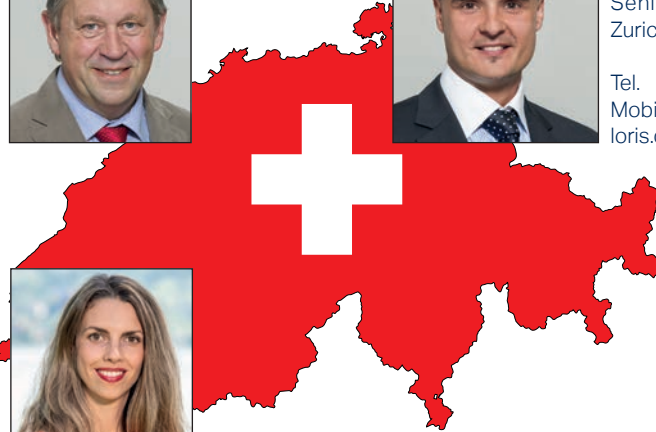
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