

# DIGITAL MANUFACTURING

AUFBAU UND OPTIMIERUNG IT-GESTÜTZTER PRODUKTIONSPROZESSE  Industrie 5.0 | Internet der Dinge

No. 03 | Valid from October 1<sup>st</sup> 2024

# MEDIA KIT 2025

Bild: AdobeStock/Summit Art Creation

**WIN**  
VERLAG

WIN-Verlag GmbH & Co. KG



IT/OT-Integration:  
Die Basis des Erfolgs



[Print advertising rates](#)

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Photos: shutterstock.com / AdobeStock

# TITLE PORTRAIT

Since 17 years on the market

## BRIEF DESCRIPTION:

Shorter product lifecycles, increasing diversity of variants, dynamic sales markets and intensified competition characterise the environment of production companies.

However, it is not only large companies that face these challenges. Medium-sized companies are also forced to design their production processes efficiently and economically. When used correctly, methods, tools and machines make a significant contribution to efficient, cost-effective and thus competitive production.

The magazine focuses on fundamentals, methods, technical trends, solutions (IT, industrial components and machine tools) as well as practical examples of applications for the entire process chain in industrial production. DIGITAL MANUFACTURING continues the topic of production in the process chain, where the DIGITAL ENGINEERING magazine ends with product development.

The magazines DIGITAL MANUFACTURING convey the productivity advantages that can be achieved through efficient solutions (IT, industrial components and machine tools) in production, which solutions and which suppliers are represented on the market.

The path is the aim, and so in DIGITAL MANUFACTURING we also deal with the innovation topics Industry 4.0 and Green Production.

## VOLUME ANALYSIS:

2023/2024 = 8 issues (5/2023 - 4/2024)

Format of the magazine: DIN A4

Total volume: 384 = 100,0%

Editorial part: 279 = 72,7%

Advertising section: 105 = 27,3%

Inserts: 3 of our own (1x special issue SAP in production and 1x Industrial robotics, 1x AI)

## EDITORIAL CONTENT ANALYSIS:

2023/2024 = 384 pages (5/2023 - 4/2024)

8 issues

There of editorial pages total:

Digitalization, Industry 4.0, IIoT, KI, ML, Cloud 60 = 21,5%

Manufacturing Execution Systems (MES) 44 = 15,8%

Machine tools, tools, tool management 44 = 15,8%

Automation, robotics, sensor technology, RFID 30 = 10,8%

ERP systems for production planning and control 20 = 7,2%

additive manufacturing/3D printing 18 = 6,5%

Security (IT-Security, Safety) 18 = 6,5%

Intralogistics 15 = 5,4%

Quality management 12 = 4,3%

New products, announcements, events 10 = 3,6%

Other 8 = 2,9%



Print Advertising



Event Promotion



Online Advertising



Tutorial Videos



Newsletter



Direct Mailings



Podcasts



Whitepaper



Webinar



Social Media

# ADVERTISING WITH A STRONG BRAND



Special Issues



SEO Service



Lead Packages



Corporate Publishing



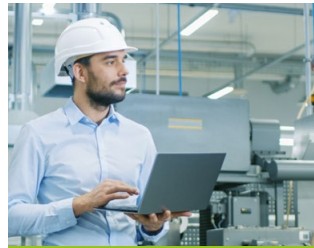
Event Newsletter

# TARGET GROUP

The DIGITAL MANUFACTURING magazine focuses on fundamentals, methods, technical trends, solutions (IT industrial components and machine tools) as well as practical examples of applications for the entire process chain in industrial production. DIGITAL MANUFACTURING continues the topic of discreet production in the process chain, where the DIGITAL ENGINEERING magazine ends with the topic product development.

## TARGET GROUP:

- Board member/managing director for the production area
- Operations and plant manager
- Production manager
- Purchasing manager
- Head of Quality Management
- Logistics manager
- Specialists for the manufacturing and production IT
- Consultants and system integrators in the field of manufacturing and production solutions
- Technical chairs at universities and technical colleges



**Operations and plant manager**



**Technical chairs at universities**



**Logistics manager**



**Specialists for the manufacturing and production IT**



**Head of Production, Manufacturing and Quality Management**



**Consultants and system integrators in the field of manufacturing and production solutions**



**3 h**

time readers spend on average with one issue



**95 %**

also use digital media of the DIGITAL MANUFACTURING magazine



**76 %**

are between 30 and 59 years old



**65 %**

make the purchase decision alone



**8,886**

per month unique visitors (Status: Jan. 2024)



**18,653**

p.M. Page Impressions (Status: Jan. 2024)



**2,000**

copies distributed circulation



**23,707**

ePaper distribution via stand-alone mailing



Q3/24



**15,269**

Social media follower

**DIGITAL MANUFACTURING**  
AUFBAU UND OPTIMIERUNG IT-GESTÜTZTER PRODUKTIONSPROZESSE Industrie 5.0 | Informes der Dinge

**Facts & Figures**



ePaper distribution per issue:  
**112,104\***



**9,511**

subscribers to the weekly newsletter



**114,104**

Distributed circulation  
Print + ePaper

Sources: WIN-Verlag reader survey 2023/2024, IVW, Google Analytics

\* consisting of:

- Editorial newsletter recipient
- Change dispatch (e-mail) IVW
- Events (digital) IVW
- Receipt issue (digital) IVW
- Online kiosks IVW
- Social media

# DISTRIBUTION PRINT & ONLINE

Our media reach

## DISTRIBUTION DIGITAL MANUFACTURING

Our magazines are characterised by a high digital distribution. Through the cooperation with specialised partners we have constantly developed the circulation and accessibility of our magazines. Our readership therefore benefits from content that can be accessed anywhere and at any time.

For DIGITAL MANUFACTURING this means that we can send our ePaper edition to an address pool of around 23,707 recipients – at least 15,000 copies per issue.

We understand the digital transformation not only in the content of our magazines as an opportunity. We are also developing distribution of our high-quality content in line with the advances in digital distribution. A good example of this are our social media portals as well as the reader kiosks of Lufthansa and Star Alliance partners as well as leading hotel groups, where we generate new followers every day.



# TIMETABLE AND TOPIC PLAN

In each issue of the DIGITAL MANUFACTURING magazine you will find the following core topics:

**Additive manufacturing, Automation, BDE, Condition monitoring, Energy supply and management, ERP, Image Processing, Industrial communication, Industry 4.0, IoT, IPCs, MDE, MES, M2M, Predictive maintenance, Process industry, Process Optimization, Production logistics, PPS, Quality management, RFID, Robotics, Security solutions, Sensor technology, Traceability**

Dates	Core Themes	Specials	Other Topics	Top Events ( <a href="#">more information online</a> )
<b>01/25</b> <b>DOP: 27/02/25</b> ED: 28/01/25 AD: 11/02/25 MD: 13/02/25	<ul style="list-style-type: none"> <li>- <b>Manufacturing Execution Systems (MES)</b></li> <li>- <b>Production and intralogistics (with expert talk)</b></li> </ul>	<ul style="list-style-type: none"> <li>- Energy efficiency in production</li> <li>- Circular economy</li> </ul>	<ul style="list-style-type: none"> <li>- Artificial intelligence (AI) on the factory floor</li> <li>- Automated guided vehicles (AGVs)</li> <li>- Industrial robots</li> </ul>	11-14/03/25 <b>INTEC</b> , Leipzig 11-14/03/25 <b>Z – Internationale Zuliefermesse</b> 19-21/03/25 <b>Logimat</b> , Stuttgart 31/03-04/04/25 <b>Hannover Messe</b> , Hanover 08-10/04/25 <b>Automatisierungstreff</b> , Heilbronn 09/04/25 <b>MEORGA MSR-Spezialmesse</b> , Leverkusen
<b>SH</b> <b>DOP: 27/02/25</b> ED: 28/01/25 AD: 11/02/25 MD: 13/02/25	<p><b>Special Issue „Artificial Intelligence (AI) in the Manufacturing Industry</b>                      The special issue 'Artificial intelligence (AI) in the manufacturing industry' describes, among other things, the basics of artificial intelligence (AI) for use in the manufacturing industry, for example machine learning and deep learning. An important part of the special issue is AI-based solutions for the manufacturing industry and platforms for AI, as well as practical examples of AI projects that have already been realised.  <b>Including expert talk.</b>  <a href="#">TO THE SPECIAL ISSUE MEDIA DATA</a> </p>			
<b>02/25</b> <b>DOP: 14/04/25</b> ED: 14/03/25 AD: 27/03/25 MD: 31/03/25	<ul style="list-style-type: none"> <li>- <b>Predictive maintenance</b></li> <li>- <b>CAM solutions</b></li> </ul>	<ul style="list-style-type: none"> <li>- Industrial 3D printing</li> <li>- Advantages of the digital twin for production</li> </ul>	<ul style="list-style-type: none"> <li>- Digital tool management</li> <li>- MES and ERP solutions</li> <li>- Manufacturing-X</li> </ul>	06-08/05/25 <b>Sensor + Test</b> , Nuremberg 06-09/05/25 <b>Moulding Expo</b> , Stuttgart 13-15/05/25 <b>Rapid.Tech 3D</b> , Erfurt 20-22/05/25 <b>SMART Automation Austria</b> , Linz 03-04/06/25 <b>All about automation</b> , Hamburg

**DOP:** date of publication, **ED:** editorial deadline, **AD:** advertising deadline, **MD:** materials deadline



Dates	Core Themes	Specials	Other Topics	Top Events ( <a href="#">more information online</a> )
<b>03/25</b> <b>DOP: 05/06/25</b> ED: 05/05/25 AD: 16/05/25 MD: 20/05/25	<ul style="list-style-type: none"> <li>- <b>Reducing costs through intelligent energy systems</b></li> <li>- <b>Networked IT solutions for production (incl. 5G and WLAN)</b></li> </ul>	<ul style="list-style-type: none"> <li>- ERP and MES solutions <b>(with expert talk)</b></li> <li>- Vision systems in production and quality assurance</li> </ul>	<ul style="list-style-type: none"> <li>- Sustainability in production</li> <li>- Condition monitoring</li> <li>- Industrial IoT (incl. IoT gateways)</li> </ul>	11-12.06.25 <b>VISION, ROBOTICS &amp; MECHATRONICS</b> , AK's-Hertogebosch 18/06/25 <b>MEORGA MSR-Spezialmesse</b> , Hamburg 24-27/06/25 <b>Automatica</b> , Munich 24-27/06/25 <b>LASER World of Photonics</b> , Munich
<b>SH</b> <b>DOP: 05/06/25</b> ED: 05/05/25 AD: 16/05/25 MD: 20/05/25	<b>Special issue „Industrial Robotics“</b> The special issue 'Industrial Robotics' informs readers about all important aspects of industrial robots. Specialist articles and user reports cover the various areas of application for industrial robots and also provide information on automated guided vehicles (AGVs), heavy-duty robots and components for industrial robots. Additional topics include platforms for industrial robots and safety aspects when working with collaborative robots (cobots). Including expert talk. <a href="#">TO THE SPECIAL ISSUE MEDIA DATA</a>			
<b>04/25</b> <b>DOP: 30/07/25</b> ED: 30/06/25 AD: 14/07/25 MD: 16/07/25	<ul style="list-style-type: none"> <li>- <b>Quality assurance and quality management</b></li> <li>- <b>Human-machine interfaces (HMI)</b></li> </ul>	<ul style="list-style-type: none"> <li>- Digital twin in manufacturing</li> <li>- Private 5G networks and ecosystems for the smart factory</li> </ul>	<ul style="list-style-type: none"> <li>- MES and ERP</li> <li>- Industrial Metaverse</li> <li>- More sustainability through digitalised production</li> </ul>	

Dates	Core Themes	Specials	Other Topics	Top Events (more information online)
<b>05/25</b> <b>DOP: 09/09/25</b> ED: 09/08/25 AD: 22/08/25 MD: 26/08/25	<ul style="list-style-type: none"> <li>- <b>Collaborating robots (cobots)</b></li> <li>- <b>Artificial intelligence (AI) and machine learning (ML) in production</b></li> </ul>	<ul style="list-style-type: none"> <li>- Assembly and handling systems</li> <li>- Smart machine tools</li> </ul>	<ul style="list-style-type: none"> <li>- MES software</li> <li>- Software for shop floor management</li> <li>- Digital tool administration and management</li> </ul>	10/09/25 <b>MEORGA MSR-Spezialmesse</b> , Ludwigshafen 10-11/09/25 <b>All about automation</b> , Wetzlar 22-26/09/25 <b>EMO</b> , Hanover 23-25/09/25 <b>POWTECH / Fachpack</b> , Nuremberg 07-09/10/25 <b>Motek</b> , Stuttgart
<b>SH</b> <b>DOP: 09/09/25</b> ED: 09/08/25 AD: 22/08/25 MD: 26/08/25	<b>Special issue „SAP in Manufacturing“</b> The special issue 'SAP in Production' describes the benefits of manufacturing solutions from SAP and its partners. In addition to the basics of Industry 4.0, IoT and cloud solutions, the focus is on SAP manufacturing solutions as well as applications and services from SAP manufacturing partners. <b>Including expert talk.</b> <a href="#">TO THE SPECIAL ISSUE MEDIA DATA</a>			
<b>06/25</b> <b>DOP: 10/10/25</b> ED: 10/09/25 AD: 23/09/25 MD: 25/09/25	<ul style="list-style-type: none"> <li>- <b>Additive manufacturing in industrial practice</b></li> <li>- <b>Mobile hardware solutions on the shop floor</b></li> </ul>	<ul style="list-style-type: none"> <li>- IT security in production</li> <li>- Mobile robots for the factory floor <b>(with expert talk)</b></li> </ul>	<ul style="list-style-type: none"> <li>- High versatility through matrix production</li> <li>- Analysing production data in the cloud</li> <li>- Industrial Edge</li> </ul>	07-09/10/25 <b>It-sa</b> , Nuremberg 21-24/10/25 <b>Blechexpo</b> , Stuttgart 21-24/10/25 <b>Schweisstec</b> , Stuttgart 18-21/11/25 <b>Formnext</b> , Frankfurt

Dates	Core Themes	Specials	Other Topics	Top Events ( <a href="#">more information online</a> )
<b>07/25</b> <b>DOP: 10/11/25</b> ED: 10/10/25 AD: 23/10/25 MD: 27/10/25	- Sustainable production (with expert talk) - Wireless industrial networks (incl. 5G)	- Manufacturing Execution Systems (MES) - Automation and robotics	- AI-controlled quality control - Solutions for access control and time recording - Data-driven production	25-27/11/25 <b>SPS smart production solutions</b> , Nuremberg
<b>08/25</b> <b>DOP: 16/12/25</b> ED: 17/11/25 AD: 28/11/25 MD: 02/12/25	- Industrial data integration platforms - Edge computing in production	- Energy management for the sustainable factory - Artificial intelligence in production	- ERP and MES - Cybersecurity in production - QM: Traceability (traceability)	03-05/02/26 <b>NORTEC</b> , Hamburg

**In each issue of DIGITAL MANUFACTURING you will find the following core topics:**

MES, BDE, MDE, Traceability, Robotics, Image Processing, ERP, PPS, Process Optimization, IPCs, Industrial communication, Security solutions, RFID, Sensor technology, Automation, M2M, Industry 4.0, Condition monitoring, Predictive maintenance, IoT, Production logistics, Process industry, Additive manufacturing, Energy supply and management

# ADVERTISEMENT PRICE LIST FOR PRINT

Size	Print Space	Bleed	Basic Price b/w	2C	3C	4C
<b>2/1 pages</b>	390 x 266	420 x 297	€ 10,760.00	€ 11,540.00	€ 12,100.00	€ 12,460.00
<b>U2 extra</b>	390 x 266	420 x 297	€ 11,830.00	€ 12,560.00	€ 13,380.00	€ 14,410.00
<b>1/1 page</b>	180 x 266	210 x 297	€ 5,790.00	€ 6,230.00	€ 6,700.00	€ 7,200.00
<b>2/3 page</b>	high	118 x 266	135 x 297			
	horizontal	180 x 175	210 x 195	€ 4,640.00	€ 4,990.00	€ 5,670.00
<b>2 x 1/2 page, across two pages (Panorama)</b>	-	420 x 147	€ 7,540.00	€ 8,120.00	€ 8,720.00	€ 9,340.00
<b>2/3 across two pages (Panorama)</b>	-	150 x 297	€ 5,360.00	€ 5,760.00	€ 6,220.00	€ 6,680.00
<b>2 x 1/3 page, across two pages (Panorama)</b>	-	420 x 105	€ 5,090.00	€ 5,470.00	€ 5,910.00	€ 6,346.00
<b>Junior Page across two pages (Panorama)</b>	-	300 x 212	€ 8,100.00	€ 8,700.00	€ 9,370.00	€ 10,100.00
<b>Juniorpage</b>	132 x 187	150 x 212	€ 4,260.00	€ 4,580.00	€ 4,930.00	€ 5,300.00
<b>1/2 page</b>	high	90 x 266	105 x 297			
	horizontal	180 x 130	210 x 147	€ 3,770.00	€ 4,060.00	€ 4,360.00
<b>1/3 page</b>	high	58 x 266	75 x 297			
	horizontal	180 x 86	210 x 105	€ 2,680.00	€ 2,880.00	€ 3,110.00
<b>1/4 page</b>	high	42 x 266	52 x 297			
	horizontal corner field	180 x 65 90 x 130	210 x 74 105 x 147	€ 2,090.00	€ 2,250.00	€ 2,420.00
<b>1/8 page</b>	high	42 x 130	-----			
	horizontal	90 x 60	-----	€ 1,250.00	€ 1,340.00	€ 1,440.00

Other forms of advertising on request.

All advertising offers of the print magazine include the distribution as e-paper.

## SURCHARGES FOR PLACEMENT:

- **15 % surcharge** for 4th cover page (back cover)
- **10 % surcharge** for 2nd, 3rd cover page, content and editorial
- **10 % surcharge** for placement request

## SURCHARGES FOR FORMATS:

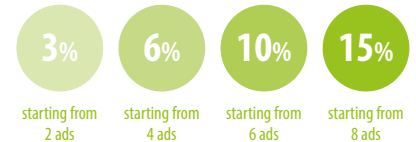
Advertisements in bleed/across gutter at no additional cost.

## DISCOUNTS

In the case of purchase within one insertion year (beginning with the publication of the first advertisement).

We grant up to 15% AE on all advertisements made via an advertising or media agency. This excludes orders relating to cooperation with Jobware.

### Number Scale



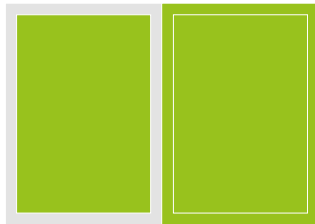
### Quantity Scale



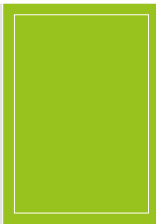
# AD FORMATS

Sample formats for our print ads

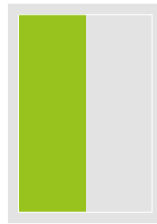
**Bleed formats plus 3 mm trim on all sides.**



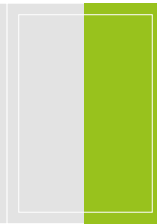
**1/1:**  
180 x 266



**1/1:**  
trim size 210 x 297



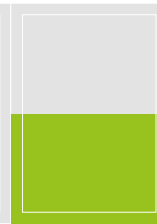
**1/2 high:**  
90 x 266



**1/2 high:**  
trim size 105 x 297



**1/2 horizontal:**  
180 x 130



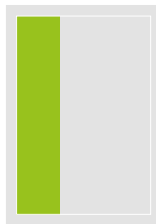
**1/2 horizontal:**  
trim size 210 x 147



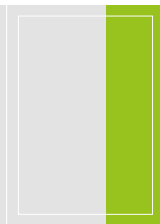
**Juniorpage:**  
132 x 187



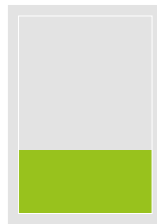
**Juniorpage:**  
trim size 150 x 212



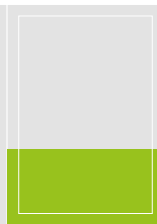
**1/3 high:**  
58 x 266



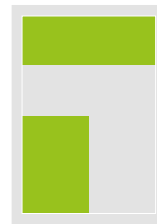
**1/3 high:**  
trim size 75 x 297



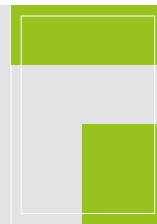
**1/3 horizontal:**  
180 x 86



**1/3 horizontal:**  
trim size 210 x 105



**1/4 horizontal:**  
180 x 65



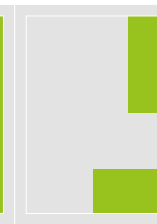
**1/4 horizontal:**  
trim size 10 x 74

**1/4 corner:**  
90 x 130

**1/4 corner:**  
trim size 105 x 147



**1/4 high:**  
trim size 52 x 297



**1/8 high:**  
42 x 130

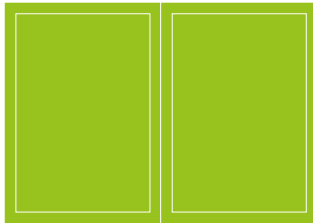
**1/8 horizontal:**  
90 x 60

\*Special formats on request

# ADDITIONAL AD FORMATS

Sample formats for our print ads

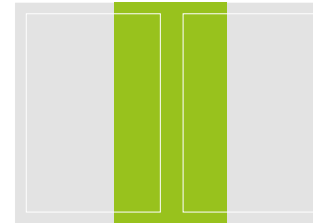
**Bleed formats plus 3 mm trim on all sides.**



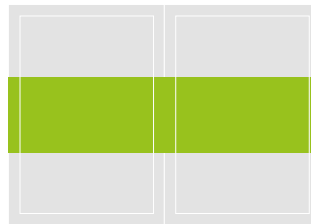
**2/1 or U2 Extra:**  
trim size 420 x 297



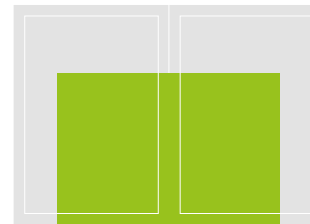
**2 x 1/2 page, across two pages  
(Panorama):**  
trim size 420 x 147



**2/3 across two pages (Panorama):**  
trim size 150 x 297



**2 x 1/3 page, across two pages  
(Panorama):**  
trim size 420 x 105



**Junior Page across two pages  
(Panorama):**  
trim size 300 x 212

\*Special formats on request

# ADVERTORIALS

Editorial ads



**2/1 page:**

**max. 7,000 characters**  
(incl. spaces) + 2-3 images  
(If a QR code is to be integrated, the number of characters or the number of images is reduced)

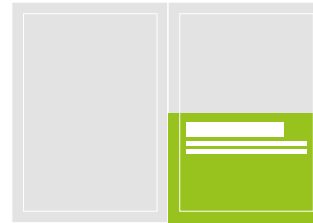
**€ 7,300,00**



**1/1 page:**

**max. 3,500 characters**  
(incl. spaces) + 1-2 images

**€ 3,850,00**



**1/2 page:**

**max. 1,800 characters**  
(incl. spaces) + 1 picture

**€ 2,500,00**

**Please note** that the deadline for submission of advertorial texts is the editorial deadline.

According to European copyright law, it is mandatory to name the photographer and the rights holder. Please consult the responsible editor in each case.



# ADVERTISEMENTS (TECHNICAL DATA)

## Technical Data Print

### MAGAZINE FORMAT:

Booklet format: 210 mm x 297 mm  
Type area: 180 mm x 266 mm  
Bleed: 3 mm on all sides

### PRINTING AND BINDING METHODS, PRINTING DOCUMENTS:

Offset printing, saddle stitch binding.

#### Printing Material:

Data in PDF/X3 format,  
other data formats on request.  
Colour profile: ISO Coated v2 300% of ECI  
([www.eci.org](http://www.eci.org))

All colour elements have to be created in 4c according to Euroscale (CMYK), special colours, e.g. HKS or Pantone, are not possible.  
Tone value variations may occur within the tolerance range of the offset process.

#### Data Transmission:

E-mail to [Auftragsmanagement@win-verlag.de](mailto:Auftragsmanagement@win-verlag.de)

Setting costs and the preparation of the print-ready data are charged at cost price. Further information on data transfer on request via ad disposition.

### DATES:

frequency of publication: 8x a year  
plus three special issues  
publication dates: see timetable and topic plan

### YEAR:

volume 17, 2025

### PUBLISHER:

#### Address:

WIN-Verlag GmbH & Co. KG  
Balanstraße 73, Geb. 21A, EG  
81541 München

#### Internet:

[www.digital-manufacturing-magazin.de](http://www.digital-manufacturing-magazin.de)

#### Publishing Management:

Martina Summer (responsible)  
Phone: +49 (0) 89/3866617-31  
E-mail: [martina.summer@win-verlag.de](mailto:martina.summer@win-verlag.de)

### TERMS AND CONDITIONS:

All contracts are based on our General Terms and Conditions, which are available at [win-verlag.de/agb](http://win-verlag.de/agb).

### PRIVACY POLICY:

You can find our privacy policy online at:  
[win-verlag.de/datenschutz](http://win-verlag.de/datenschutz).

### TERMS OF PAYMENT:

All prices are subject to the statutory value added tax.  
Invoices are due 30 days after receipt of invoice at the latest.  
VAT ID no. DE813744143.

#### For foreign customers:

Bank transfer free of charge for the beneficiary.  
Advance payment.

#### Bank details:

Kreissparkasse Munich Starnberg Ebersberg  
Bank Account No. : 496 208,  
BLZ: 702 501 50  
IBAN: DE86 7025 0150 0000 4962 08  
BIC/SWIFT-Code: BYLADEM1KMS



# MARKETPLACE PRINT

## Supplier overview



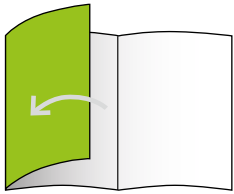
## SUPPLIER AND SERVICE PROVIDER MARKET

Booking for 12 months (print + online).

An entry consists of the company logo (min. 300 dpi), the address and a short description (max. 500 characters incl. spaces).

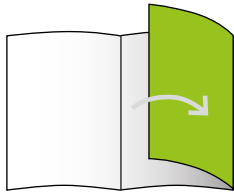
**Annual price: 1,420.00 €**

# SPECIAL ADVERTISING FORMATS



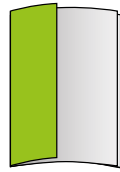
## Cover with folded front cover

The page that folds out to the left is connected to the cover page. 4-sided. The production is carried out by the publisher.



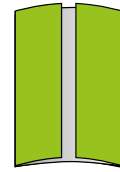
## Cover with folded back cover

The page that folds out to the right is connected to the back cover page. 4-sided. The production is carried out by the publisher.



## Cover flap

1/1 page is placed half over the title and half over the back cover. The production is carried out by the publisher.



## Cover double gate fold

Title can be expanded to the left and right. 2-sided. The production is carried out by the publisher.

## ANNIVERSARY

Celebrate your anniversary with us, we support you!

Interview, advertorial, editorial contribution

PRICE ON REQUEST

## JOB MARKET

Advertisement in our job market on request.

PRICE ON REQUEST

\*In addition to the advertising possibilities mentioned above, we also offer individual communication solutions for our customers. From individual special issues to target-group-specific industry supplements to cross-media campaigns. Our slogan „We take care of the integration of solutions“ is not just empty words. **Do not hesitate to contact us about your ideas.**

Technical data and prices for all special forms of advertising on request.

Talk to our Production Department about how your special forms of advertising can be realised in further processing. Please clarify this before the production of your advertising form.

# DOSSIER

Sponsoring to generate leads

## WHAT IS A DOSSIER?

A summary of previously published editorial articles on a trend topic, then the dossier is published as a whitepaper behind a registration. Do you currently have no content of your own, but are looking for interested parties on this trend topic? Then become a sponsor of a dossier, so you can position yourself with high-quality content and generate qualified leads.

## LEAD SPONSORSHIP CAMPAIGN PROCESS WITH A DOSSIER:

We create the editorial dossier and all associated advertising material for you. During the campaign period of three months, accompanying advertising measures are implemented to draw the attention of your target group to your topic. In doing so our media consultants select suitable measures to ensure the success of the campaign. The download of a dossier is only possible after registration.

## YOUR LEAD FEATURES:

With a lead sponsorship you receive the following data: Name, e-mail address, telephone number, job title, department, career level, industry, company with address, company size and interest in the topic.

## GUARANTEED LEADS FOR YOU:

As part of a dossier campaign, you have the option of booking a package with 75 leads or 120 leads. Each additional lead can be purchased at the end of the campaign.

Your benefit:

- New customer potential through contactable prospects
- Extensive contact information on potential interested parties
- No expenses for the creation of whitepapers or advertising material
- Each lead passes a qualification process so that we can ensure the high quality of the information
- All leads have a valid declaration of consent for advertising contact

## PRICES:

75 LEADS € 4,500.00

120 LEADS € 6,000.00

# ONLINE

## ACCESS CONTROL:

Google Analytics

## ZUGRIFFE:

- Unique visitors:** 8,886 (Jan. 2024)
- Page impressions:** 18,653 (Jan. 2024)
- Follower Social media:** 15,269 (Stand Sept. 2024)
- Newsletter:** 9,511 subscribers, weekly mailings
- Stand-alone newsletter:** up to 27,569 recipients, price on request

**EXTERNAL ADSEVER USE:** Google Ad Manager

## TERMS OF PAYMENT:

30 days after receipt of invoice. VAT ID No.: DE813744143.  
For foreign customers: Bank transfer free of charge for the beneficiary.  
Advance payment. Bank account: Kreissparkasse München Starnberg Ebersberg, account no. : 496 208, bank code: 702 501 50, IBAN: DE86 7025 0150 0000 4962 08, SWIFT-BIC: BYLADEM1KMS

## ONLINE DISCOUNTS

### Number Scale\*



\*No discounts are transferred from print ads

## DATA DELIVERY:

Five working days before the start of the campaign by e-mail:  
[Auftragsmanagement@win-verlag.de](mailto:Auftragsmanagement@win-verlag.de)

**File formats for banners:** GIF, PNG, JPEG or html5

The activation is always Monday 0:00 o'clock, the booking period has to be at least seven days.

### Online-Advertorial technical specification:

Headline, text, 1-2 images, link text, link

**Text:** min. 750 to max. 4,000 characters

**Images:** Aspect ratio 3:2, width at least 1,000 pixels.

Sources must be quoted for all images.

### Text display technical specification:

40 characters header, 60 characters headline, up to 300 characters body text

**Image size:** 300x169 pixels.

### Company profile:

**Format:** jpg or png

**Color space:** RGB. Images in CMYK colour space may result in different colors online.

**Cover picture:** Format 3:1, minimum resolution 1200x400 pixel

**Logo:** To ensure good quality in all views, the longer edge of the logo must have at least 200 pixel.

The logo is supplied either square or in a 16:9 image format and filled with white space.

**Artide/product images:** 16:9 format, minimum resolution 300x169 pixel

**Picture galleries:** Format 3:2, minimum resolution of 880x586 pixel

Other formats are possible, but will be filled with a grey background in the image gallery of the company profile.

**Keywords:** 30

# DISPLAY-ADVERTISING / BANNER ADVERTISING

## Prices & Formats

The formats marked with \* cannot be played on mobile devices. Please provide us with a half-page ad here.

### LEADERBOARD\*

Positioned above the header



**Size:** 728 x 90 px  
**File size:** max. 50 kB  
**Media:** jpg, gif, png, HTML5\*, iFrame, standard tag

€ 300.00 per week

### BILLBOARD AD\*

Placement directly under the site navigation



**Size:** 960 x 250 px  
**File size:** max. 80 kB  
**Media:** jpg, gif, png, HTML5\*, iFrame, standard tag

€ 630.00 per week

### WALLPAPER\*

Covers the top right edge of the page with a clickable, colored background



**Size:** 728 x 90 px (top)  
 160 x 600 px (bottom)  
**File size:** max. 50 kB per file  
**Media:** jpg, gif, png, HTML5\*, iFrame, standard tag + Hexcode for background

€ 890.00 per week

### BRANDGATE\*

Consisting of top element and two skyscrapers



**Size:** 980 x 90 px (head) +  
 1.200 x 90 px (head)  
 2x 160 x 600 px (left + right)  
**File size:** max. 50 kB je Datei  
**Media:** jpg, gif, png, HTML5\*, iFrame, standard tag + Hexcode for background

€ 1,050.00 per week

### SKYSCRAPER\*

Right next to the website



**Size:** 120 x 600 px  
 or 160 x 600 px  
**File size:** max. 50 kB  
**Media:** jpg, gif, png, HTML5\*, iFrame, standard tag

€ 220.00 per week

### EXPANDABLE SKYSCRAPER\*

Opens to the side as soon as it is touched with the mouse



**Size:** 160 x 600 px (open)  
 420 x 600 px (closed)  
**File size:** max. 50 kB per file  
**Media:** jpg, gif, png, HTML5\*

€ 265.00 per week

# DISPLAY-ADVERTISING / BANNER ADVERTISING

## Prices & Formats

### CONTENT AD

Placement directly in content



**Size:** 300 x 250  
**File size:** max. 50 kB  
**Media:** jpg, gif, png, HTML5\*, iFrame, JavaScript, standard tag

€ 190.00 per week

### HALFPAGE AD

Placement directly in content



**Size:** 300 x 600 Pixel  
**File size:** max. 50 kB  
**Media:** jpg, gif, png, HTML5\*, iFrame, JavaScript, standard tag

€ 530.00 per week

### NATIVE AD

Image + text (similar to an editorial teaser), Placement directly in content



**Text:** max. 50 characters (incl. spaces) optional header (max. 30 characters incl. spaces)  
**Image size:** 300 x 300 pixels, (lower third of the image without text)  
**File size:** max. 50 kB  
**Media:** jpg, gif, png

€ 530.00 per week

### SCROLL AD

Placement directly in content



**Size:** 960 x 600 Pixel  
**File size:** max. 80 kB  
**Media:** jpg, gif, png  
**Background color:** as hexadecimal code  
**Color for demarcation:** as hexadecimal code

€ 1,210.00 per week

### VIDEO AD XL

Placement directly in content



**Length of the video:** max. 15 seconds  
**Size:** Playout in 16:9 format  
**File size:** max. 4 MB  
**Media:** MPG, MPEG, WMV, AVI

€ 530.00 per week



Im Browser öffnen

## DIGITAL MANUFACTURING

### Newsletter



#### Hannover Messe Podiumsdiskussion: KI – Revolution oder Evolution für MES?

„Revolutioniert KI die Produktion? Welche Bedeutung hat KI im Zusammenspiel mit einem MES für die Unternehmen?“ Die Podiumsdiskussion beim 16. Internationalen MES-Tag am Mittwoch, 24. April 2024, auf der Hannover Messe im Convention Center Saal 30 soll auf diese Fragen erste Antworten geben. [weiterlesen](#)

Anzeige



#### Nachhaltige Produktion - Ressourcen sparen mit MES

Ressourceneffizienz als zentrales Anliegen auch in der Fertigungsindustrie - Mit Hilfe eines MES erreichen Unternehmen einen transparenten und planbaren Energieverbrauch, setzen ihre begrenzten Ressourcen effizient ein, reduzieren Ausschuss usw. Mehr im Beitrag von 22. - 26. April auf der Hannover Messe Industrie Informatik GmbH, Halle 15/F28. [weiterlesen](#)



#### Basis des Erfolgs IT/OT-Integration: Nahtlose Verbindung zwischen Fertigungs- und IT-Ebene

Bei der digitalen Transformation wird häufig die IT/OT-Integration als Schlüsselfaktor genannt. Viele Unternehmen sind sich ihrer Wichtigkeit auch bewusst, handeln aber noch nicht danach. Dabei ist die Implementierung einfacher als gedacht. Vor allem im Zusammenspiel mit einem erfahrenen Partner. [weiterlesen](#)



**SUBSCRIBE**

ent  
Shopfloor-Alltag

Das traditionelle Shopfloor Management zur Optimierung der Fertigungsprozesse gerät zunehmend an seine Grenzen. Im Zuge der Industrie 4.0 können diverse Digitalisierungen die

# NEWSLETTER

Advertising possibilities in our weekly newsletter **Reach: 9,511 subscribers**



## Text display with image (TextAD):

40 characters header, 60 characters headline, up to 300 characters continuous text

Image size: 300x169 pixels

€ 680.00



## Superbanner\*

630 x 140 px

\*no animated banners possible

€ 950.00



## Billboard Ad

630 x 250 px

€ 1.040.00

## SPECIAL NEWSLETTER DATES:

We have planned special newsletters for the following trade fairs and topics across the publishing house:

- Artificial Intelligence (AI) (monthly)
- Whitepaper Newsletter (quarterly)
- LogiMAT 18/02/25
- Hannover Messe 10/03/25
- ees + EM-Power Europe Smarter E / Intersolar 09/04/25
- transport logistic 13/05/25
- FachPack 02/09/25
- Motek 16/09/25
- it-sa 16/09/25
- formmext 28/10/25
- SPS 04/11/25



# EVENT PROMOTION

Events, seminars, webinars, roadshows

Events are a popular marketing tool, offering an efficient opportunity to introduce new products and create new customer contacts. **Generate additional registrations for your event, webinar, demos or online training!**

This will give you a reach of well over 25,000 potential visitors/participants to whom you can offer your invitation to the event.

EVENT-PAKET PRICE: € 1,750.00

## CONTENTS:

**Reach:** well over 25,000 recipients.

The **event package** includes concretely:

- **Event ad in editorial newsletter** (max. 300 characters incl. spaces, 40 characters, header, 60 characters heading, up to 300 characters continuous text, image size 300 x 169 pixel), image and link directly to your registration form.
- The description text (max. 4,000 characters) is available as **online advertorial**, with a link to the registration form (depending on platform 15,000 - 25,000 page impressions per month). The article is also published via our social media channels (depending on the magazine 10,000 - 20,000 followers).
- The advertorial is also played as a teaser in the **event channel** of the selected magazine.



# STAND-ALONE-EMAIL & STAND-ALONE-EMAIL+

Stand-alone email is a campaign-related form of advertising that is usually sent only once.

We offer you the choice of selecting only our own newsletter addresses or booking the entire address base of our media network .

The basis for the below mentioned **maximum reach of over 68,772 recipients** is our magazine target group.

With Email+, we can also meet your individual requirements, i.e. you can make further adjustments to the target group, such as company size or industry sector.

When using this form of advertising, the owner of the address sends the stand-alone email on behalf of the company making the booking. In other words, the sender is the owner of the address and not the advertising company. Due to the fact that the advertising company is mentioned exclusively in the email, the level of attention is very high.

Your benefit in detail:

- Traffic for your landing page without large detours
- Low scattering losses due to very vertical addresses
- High level of attention in the target group
- Exclusive presentation of the company
- Image transfer by using our magazine title in the header of the email

Needless to say, all our addresses and those of our partners comply with the strict provisions of the German Data Protection Act (GDPR).

## QUANTITY SCALE

10,000	€ 4,190.00
20,000	€ 7,490.00
30,000	€ 10,990.00
40,000	€ 13,990.00

**Larger quantities on request.**

However, prices and reach may vary in the event of additional restrictions or a change in target group.

**You will receive the technical specifications from our sales team.**



# ONLINE ADVERTORIALS + ADVERTORIAL PACKAGESS

Are you already benefiting from the power of online advertorials?

Online Advertorials can be advertised via various other online media, thus increasing the number of readers significantly. For this reason, we offer you various complementary methods to increase the traffic on your online advertorial.

The application takes place via our weekly newsletter. For you this means around 9,511 recipients of our newsletter, who will also be presented with the Online Advertorial placed on our website. You will receive a direct link to it.

As an additional advertising measure, we offer you the opportunity to advertise your Online Advertorial using our social media channels.

As part of our advertorial packages, we also offer to publish your advertorial in the print and ePaper edition. We are referring here to the maximum possible editorial reach that you can make use of.



## OUR PACKAGE PRICES:

**Online Advertorial News+** Publication of your online advertorial on [www.digital-manufacturing-magazin.de](http://www.digital-manufacturing-magazin.de) for one month (min. 500 – max. 4,000 characters + two images), additionally advertised via our weekly newsletter.

€ 1,285.00

2,000 additional characters each with one picture

€ 249.00

**Online Advertorial Social+** (As previously described for Online Advertorial News+, also displayed on our social media channels and played on the respective website, text max. 4,000 characters)

€ 2,730.00

**Advertorial Package Premium** (Online Advertorial Social+ and additional publication of the advertorial in the print and ePaper edition, 1/1 page advertorial (3,500 characters print + max. 4,000 characters online))

€ 5,900.00

**Advertorial Package Premium+** Same as Advertorial Package Premium, but with 2 pages of advertorial (7,000 characters print + max. 8,000 characters online plus image)

€ 8,690.00

# ONLINE SPECIALS+

## Whitepapers & Podcasts

### WHITEPAPER\*:

Whitepaper for 3 months for download incl. leads (image + teaser text)

**Standard:** with promotion of the white paper by **€ 2,180.00**

- 2 text ads in the newsletter of your choice (image + text)
- + 6 weeks Medium Rectangle-Banner (300 x 250 px) on the website
- + 1 presence in the whitepaper newsletter

**Large:** with promotion of the whitepaper by **€ 3,360.00**

- 5 text ads in the newsletter of your choice (image + text)
- + 1 Online Advertorial
- + 8 weeks Medium Rectangle-Banner (300 x 250 px) on the website
- + 1 presence in the whitepaper newsletter

Dispatch of the WP is included in our special whitepaper quarterly newsletter for further promotion.

\* We can automatically scale the images if they are delivered in the correct size ratio when they are delivered. Please deliver in 16:9 format.

### POSTS:

Event calendar of events per event **€ 190.00**  
(logo 300 px wide + text)

### SEO-SERVICE:

SEO-optimization of print and online articles up to 4,000 characters (incl. blanks, ca. 1 page text) **€ 439.00**

### TUTORIAL VIDEOS:

We produce and distribute your tutorials on demand.



# LEAD PACKAGES+

Win new customers plus increase awareness

With our publisher's lead packages, we offer our customers awareness and leads in one package. For example, the advert can be combined with a whitepaper download or the newsletter can be combined with an online advertorial and a defined number of leads. So you can do one thing with a lead package without leaving out the other.

We only deliver MQ leads, i.e. marketing-qualified leads that are not yet qualified to make a sales call. However, you have the prospect's permission to send them further information and thus convert the MQL into an SQL (sales-qualified lead) in just a few steps.

Leads are usually generated via electronic mailings in which interested parties are offered a whitepaper from our customer. By downloading the whitepaper the interested party releases their data and permission for further contact by our customer. All leads supplied by us therefore meet the high requirements of the GDPR.

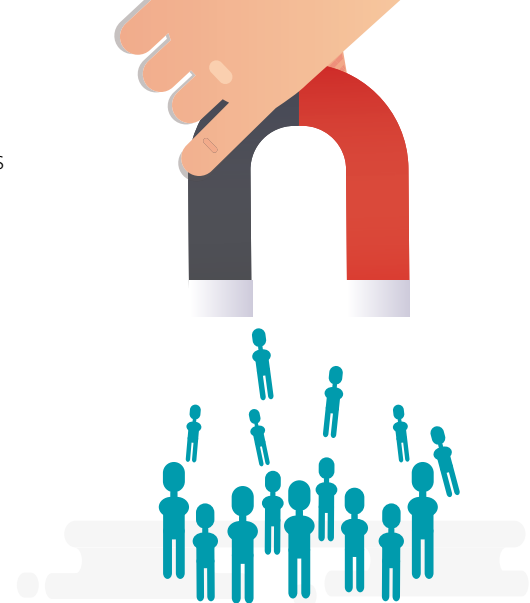
We generate these lead addresses from our own address database or together with partners in our media network, depending on the quantity and required depth of information.

All our cooperation partners guarantee - as we do compliance with the legally prescribed data protection regulations according to the GDPR.

A lead address contains at least the following information:

Company name, address, company size, first name, surname, job function, e-mail, telephone number.

Should you require further information, we can provide this for an additional charge. We will be happy to provide you with a detailed offer.



# LEAD PACKAGES+

According to the reader target group of the DIGITAL MANUFACTURING magazine you will receive guaranteed MQ leads



## MQ-Leads - Premium 100

**Package includes:**

- 1 Stand-Alone Newsletter
- Marketplace entry: 12 months Print + Online
- 2 Newsletter text ads with your whitepaper
- Online-Advertorial Social +
- Halfpage ad (300 x 60 px) 2 weeks

**€ 14,900.00**



## MQ leads – Premium 75

**Package includes:**

- 1 Stand-Alone Newsletter
- Marketplace entry: 12 months Print + Online
- 2 Newsletter text ads with your whitepaper
- Online-Advertorial Social +
- Halfpage ad (300 x 60 px) 2 weeks

**€ 12,600.00**



## MQ leads – Premium 50

**Package includes:**

- 1 Stand-Alone Newsletter
- Marketplace entry: 12 months Print + Online
- 2 newsletter text ads with your whitepaper
- Online-Advertorial Social +

**€ 10,500.00**

Differing quantities to our lead packages and special requests on request!

Your advantages:

**Leads +  
Online Activity =**



Measurable results of your marketing strategy



Guaranteed lead volume in accordance with the German General



Data Protection Regulation (GDPR)



Increased awareness for your company

# LEAD PACKAGES

## Standard Whitepaper

### LEAD CAMPAIGN WHITEPAPER

Are you looking for new contacts for your marketing or sales? Then our classic 'Lead Campaign' is just right for you. You will receive the contact details of our users who have read your whitepaper. We help you create suitable content and provide you with a binding lead guarantee.

### HOW DOES A LEAD CAMPAIGN WITH A WHITEPAPER WORK?

Your whitepaper will be published on one of our specialist portals after it has been checked. During the campaign period of three months, accompanying advertising measures are implemented to draw the attention of the target group to your topic. Your media consultants will select suitable measures to ensure the success of the campaign. The whitepaper is only accessible to the user after registration - of course, this is done in compliance with GDPR. The lead is then available for you in our customer center.

### WHICH LEADS ARE INCLUDED?

With the lead campaign, you receive a 'business card contact' consisting of: Name, contact details, job title, department, career level, industry, company with address and company size. We provide in advance a lead guarantee depending on the topic. The campaign includes up to 100 leads, each additional lead can be purchased afterwards.



### YOUR BENEFITS:

- New customer potential through contactable prospects
- Extensive contact information on potential interested parties
- Every lead goes through a qualification process so that we can ensure high quality of the information.
- All leads have a valid declaration of consent.
- Leads are GDPR-compliant and can be accessed via our customer center.
- Your media consultant will ensure the success of the campaign for the entire 3-month period.

# LEAD PACKAGES

## Lead Campaign Webinar

### LEAD CAMPAIGN WEBINAR

Are you looking for new contacts for your marketing or sales? Then our classic 'Lead Campaign' is just right for you. You will receive the contact details of our users who have registered for your webinar or watched the recording after the live event. With over 200 webinars a year, we provide you with our experience and expertise for the implementation of this format. Each webinar is moderated by a specialist author so that we can offer you a neutral platform for communicating your content. Depending on the topic we provide you with a binding lead guarantee in advance.

### WHICH LEADS ARE INCLUDED?

With the lead campaign webinar you receive a 'business card contact' consisting of: name, e-mail address, telephone number, job title, department, career level, industry, company with address and company size. We offer a lead guarantee in advance, depending on the topic. Up to 100 leads are included in the campaign, each additional lead can be purchased afterwards if desired.

### YOUR BENEFITS:

- New customer potential through contactable prospects
- Extensive contact information on potential interested parties
- Every lead goes through a qualification process so that we can ensure high quality of the information.
- All leads have a valid declaration of consent for advertising contact.
- Leads can be accessed via our customer center in compliance with the GDPR.
- Your media consultant will ensure the success of the campaign for the entire 3-month period.
- Neutral moderation by the specialist editorial team.
- On request, you can hold your webinar in our professional studio.
- Technical realisation by an experienced team (expertise from 200-300 webinars per year).





# SUPPLIER PROFILE

Content hub for your target group

The supplier overview is a platform for the individual presentation of your products and services on our specialised portals. The page is structured like a landing page and guarantees a professional approach to your target group.

By linking to topic-relevant specialist articles and the display of content in newsletters from the WIN publishing house industry media, you are present where your target group is and will be remembered.

## YOUR BENEFITS

### High-quality content mix

Your provider overview is filled with your own material as well as with contributions from our editorial teams. You will also receive daily reports on your advertising campaigns there.

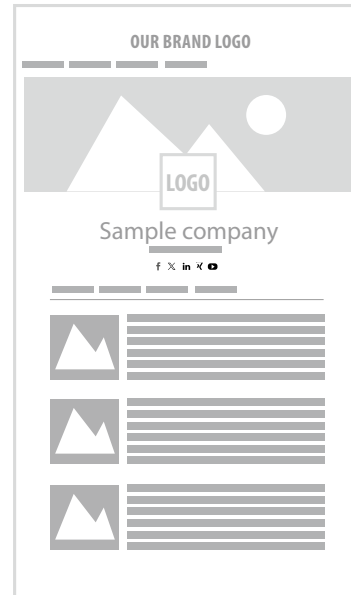
**PRICE PER YEAR: € 1,995.00**

## MAINTENANCE

The maintenance of the contents of your **Customer Center** (<https://customer.win-verlag.de/customer/login>) can also be managed by us.

**Price for 3 months:** € 150.00

**Annual price:** € 450.00



In the upper area you show your company with logo, background image, your domain and social media contacts

The overview page shows a high-quality mix of your own content and editorial topics from our special editorial teams.

# SUPPLIER PROFILE

Content hub for your target group

## Objective

Attention and reach in the right the right target group

## Format

Own landing page

## Content

Logo, header image, products, news, images, videos, events, job adverts, downloads, contact person, social media links, contact form, company address and contact, RSS feeds, keywords

## Targeting

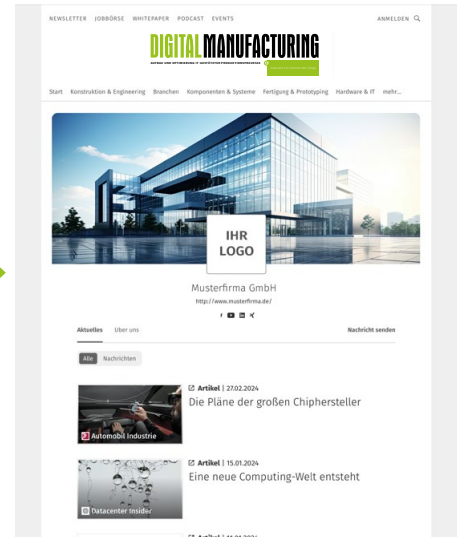
Placement on the homepage (news), in the newsletter (news) and in relevant articles (context sensitive)

## Duration

12 months

## HOW WILL YOU BE FOUND?

Your provider overview is permanently placed in the thematically appropriate editorial environment using keywords.



Many decision-makers in your target group trust in the specialised articles from our editorial teams.

Your company logo appears in the reader's field of vision. You are thus also positioned as a solution provider for the topic.

# PODCASTS



We **produce** the podcast for you and publish it on one or more of our digital channels (website, newsletter, social media, ePaper) and make sure it reaches the right audience.

Natürlich können wir Ihren Podcast auch auf Englisch produzieren.

The total length of the recording, including the briefing of the interview partner, takes a maximum of one hour. We take care of the post-production, i.e. intro, editing, sound etc. for you.

Your added value: topic and scope of your choice (max. length of the final product: 15 minutes).

If a podcast series is desired and you want to provide variety, you can also let customers have their say. With a podcast series, interested parties/customers can subscribe to your podcasts via common portals such as Spotify, Apple Podcast, Soundcloud or Deezer.

## Production prices:

Podcast up to 10 minutes: € 2,500.00

Podcast up to 15 minutes: € 2,900.00

Please prepare for the production by defining exactly what you want to communicate to the listeners.

## Transcription as an additional service:

Podcast up to 10 minutes: € 400.00

Podcast up to 15 minutes: € 550.00

## PROMOTION OF EXISTING PODCASTS AND PODCASTS PRODUCED BY WIN-VERLAG

Podcast for 3 months (image + teaser text) € 2,030.00

**Standard:** with promotion of the podcast through  
+ Halfpage ad 2 weeks  
+ Sponsoring through online advertorial, teaser in the newsletter and social media

**Large:** with promotion of the podcast through € 3,060.00

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+ 1 Online Advertorial  
+ 8 weeks content ad banner (300 x 250 px) on the website

**XL:** with promotion of the podcast through € 5,400.00

- 3 text ads in the newsletter of your choice (image + text)  
+ 1 Online Advertorial  
+ 8 weeks content ad (300 x 250 px) on the website  
+ Standalone mailing to the readers and recipients of the Magazine

# DIGITAL INSERT/SUPPLEMENT

## WHAT IS A DIGITAL INSERT?

We offer you a combination of an insert in the printed edition and a PDF section in the middle of the ePaper. For the printed edition, you can deliver the insert to us (sample in advance is required) or have it printed by us for a fee. Please note: The product digital bound inserts is limited to a maximum of 8 pages. More extensive bound inserts only on request.

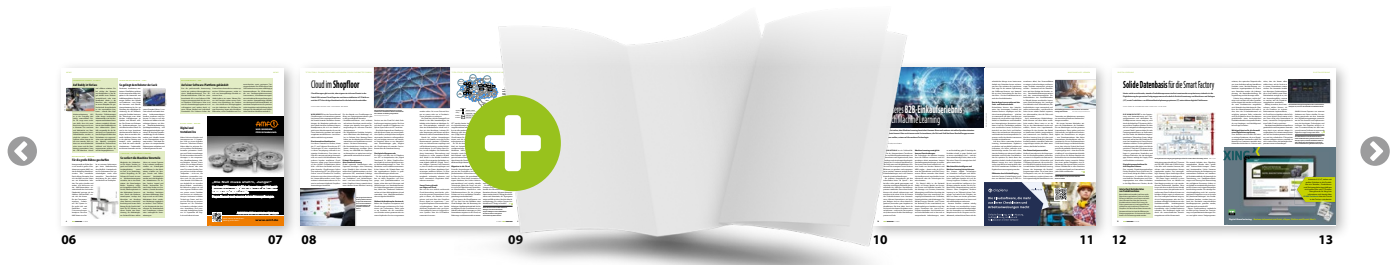
For the digital distribution of the ePaper magazine, we access our own address database as well as the databases of the address brokers in our media network. As usual, this gives you the

opportunity to book a max. 8-page section in the magazine exclusively for yourself. Furthermore, you can also influence the circulation a little by an additional distribution (subject to a fee). For details, please contact our sales team.

## DIGITAL INSERT PRICES:

Format: DIN A4

up to 3 pages	€ 350.00/000
4-6 pages	€ 520.00/000
7-8 pages	€ 870.00/000
Longer inserts on request	



# PERFECTLY WELL INFORMED



# REFERENCES

A selection of our partners and customers



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mirror_mod.use_x = False
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**„With its in-depth specialist articles and expert interviews, **DIGITAL MANUFACTURING** offers in-depth insights into modern technologies and trends such as Industry 4.0, automation and intelligent production. It is the source for innovative and forward-looking topics relating to the digitalisation of the manufacturing industry. An important medium for us in target group communication.“**

ALEXANDRA SCHRÖDEL,

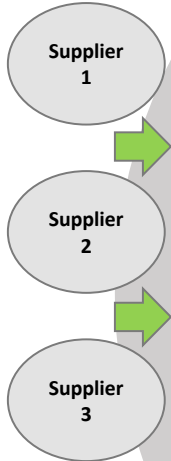
HEAD OF MARKETING & COMMUNICATION, ING. PUNZENBERGER COPA-DATA GMBH

r.energy richtet sich zum Thema „Erneuerbare Energien“ explizit an die Anwender im Betrieb!  
**Digitalisierung & Energietransformation**, techn. Innovationen, Umweltschutz im Betrieb, **CO2-Einsparungen**, politische Hintergründe, neue Geschäftsmodelle



# Digitale Transformation

am Beispiel eines **Fertigungsunternehmens**  
 in den Titeln des WIN-Verlag



**Fertigung**



Waren →

← Waren



Daten →

← Bestel

Daten →

← Bestellung



Produktentwicklung  
 CAD, CAM, PLM, PDM, Simulation, VR, Animation, Rapid Prototyping, Smart Factory



Entwicklung, Produktion, PPS, MES, Prozess-MM, Additive Manufacturing, IIoT, Services, QM, Wartung, Instandhaltung, Intralogistik, Automation, Antriebs-, Verbindungs-, Elektro-, Fluidtechnik, Security, Instandhaltung, Predictive Maintenance, Sicherheit

CRM, ECM, BI, BPM, IoT, SRM, BigData, ERP, DMS, Knowledge-Management, Künstliche Intelligenz, SCM, Cloud-/Edge-Computing, Digitale Transformation, eSupply, Security



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Architektur, Building Information Modeling (BIM), Bau-IT, **Haustechnik & TGA**, AVA, Energieplanung, **Facility Management**, Projektmanagement und -controlling, mobile Kommunikation, **Energie-technik** und sowie **Gebäude-automation und -technik**



# PUBLISHING PROGRAMME



## AUTOCAD Magazine

The manufacturer-independent trade journal is aimed at all users and decision-makers who work with software solutions from Autodesk. The magazine provides practical assistance selection, introduction and the operation of software and hardware. The focus is also on solutions from the areas of drive technology, automation, e-technology, smart simulation, construction, fluid and connection technology.



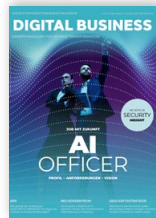
## DIGITAL ENGINEERING Magazine

The trade magazine for the design and engineering sector reports on all aspects that are important in integrated (holistic) product development. The focus is on solutions and strategies for efficient engineering as well as innovations from drive technology, automation, electrical engineering, fluid technology, connection technology and construction components.



## Bauen aktuell

Provides architects, civil engineers, structural engineers, building planners, energy planners and construction experts with information on the most important innovations in the following segments: architecture, BIM, construction IT, building services & TGA, AVA, energy planning, facility management, project management and controlling, mobile communications, energy and building services engineering and building automation.



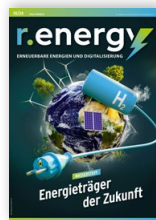
## DIGITAL BUSINESS

Whoever wants to be prepared for the future has to understand it. In the trade magazine DIGITAL BUSINESS, experts with extensive practical experience analyse, describe and evaluate the current trends, drivers and technologies of digital transformation, the implications of which managers in medium-sized companies need to know and assess, and support them in successfully shaping their business in the future.



## DIGITAL MANUFACTURING

DIGITAL MANUFACTURING focuses on fundamentals, methods, technical trends, IT solutions and practical applications from the field of the digital process chain in production. The magazine conveys the productivity advantages that can be achieved in production through the right strategies and solutions.



## R.ENERGY

Renewable, climate-friendly, digital and affordable: these are the requirements for future energy use in companies and public authorities. r.energy provides all the information needed to successfully master the transformation towards renewable energies.



## e-commerce magazine

The editorial staff of e-commerce magazine sees itself as an intermediary between suppliers and the market and reports independently, competently and critically on current e-commerce trends, strategies, applications and solutions — both in the local, national and global environment.



## DIGITAL PROCESS INDUSTRY

The trade and decision-makers' magazine DIGITAL PROCESS INDUSTRY provides information on how processes can be optimised and production processes perfected in the medium run, as well as on how the use of raw material resources, energy and time can be made more economical.



## PlastXnow

The trade publication was developed especially for the plastics processing industry. It addresses key topics in the industry and presents practical solutions. The magazine offers insights into trends, technologies and developments in the plastics industry. In addition to market analyses and reports, PlastXnow is also dedicated to issues such as more sustainable production, innovative materials and effective recycling solutions.

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