



# Media Kit 2026





The Swiss industry magazine

## *SMM – Your voice for the Swiss workplace*

For over 125 years, SMM has been the leading trade publication for manufacturing technology topics in Switzerland. We deliver what matters: the latest technologies, current trends, exciting news, and exclusive insights—always with the needs of the industry in mind.

Whether technical articles, reports, or practical examples: our content is tailored to the needs of Swiss users and appears both in the magazine and on [smm.ch](http://smm.ch), one of the most visited industry platforms in the country. Reinforced by newsletters and social media, we reach your target groups directly and effectively.

But we can do even more: we organize high-caliber trade conferences, stage your events, and produce podcasts and video-casts – at trade fairs or directly at your premises. We are also your competent, reliable, and technically skilled partner for company publications.

In short: with SMM, you can get your message across where it matters most – right to the heart of Swiss industry.



*“Whether it’s chips or cooling lubricant, the SMM makes machining even easier”*

Matthias Böhm  
Publishing Director, Editor-in-chief SMM



Marchés Systèmes Management

## *MSM 2026: Print – Digital – Congress*

With more than 90 years of history, MSM magazine “Le Mensuel de l’Industrie” occupies a leading position among trade publications and media in French-speaking Switzerland. Key players in the MEM industry in French-speaking Switzerland and the French-speaking border regions use MSM to find out about the latest technologies, products, and technical applications in the industry.

With MSM, whether in print or digital form at [msm.ch](http://msm.ch), we offer companies in the industry a comprehensive platform for direct communication with their target group. With our broad portfolio of marketing products – including our events such as the new **MSM seminar** in September on lean management or the **MSM congress**, which will take place at Precitrame in November – we are able to meet the needs of our customers excellently.



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

Margaux Pontieu  
Editor-in-chief MSM

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## *Print-ready documents*

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

## *PDF*

We recommend the international standard PDF/X-1a.  
 –All colours must be supplied in CMYK mode.  
 –Half-tone images must have a resolution of 300 dpi.  
 –Line art must have a resolution of 1200 dpi.  
 Also make sure that you adhere to the planned advert formats.

## *Printers*

AVD Goldach, Sulzstrasse 10, CH-9403 Goldach

## *Print methods*

Web offset

## *Screen*

b&w 70, CMYK 70

## *Colour scale*

Europe normal (special colours are converted into range colours)

## *AGBs SMM*

[maschinenmarkt.ch/agb](http://maschinenmarkt.ch/agb)



## *AGBs MSM*

[msm.ch/conditions](http://msm.ch/conditions)



## *AGBs Sales*



## Print

Print run:

Frequency of Publications:

Distribution:



### SMM

12,500 copies

every two weeks

All of German-speaking Switzerland  
and neighbouring German-speaking countries



### MSM

8,000 copies

monthly

All of French-speaking Switzerland  
and neighbouring French-speaking countries

## Key Facts

## Online

Visits per Month:

Page Impressions per Month:

Follower LinkedIn,

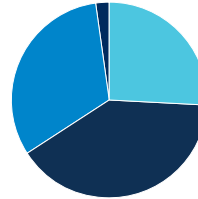
Facebook and YouTube:

### SMM / MSM

32,700 / 14,200

53,400 / 16,500

10,242



### Contacts

21,700

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

26 % Management

40 % Project-/Department Manager

32 % Employees/Technical Professionals

2 % Others

## Purchase Price in CHF

Single Issue:

Trial subscription:

Annual subscription:

Combined SMM/MSM:

Subscription:

### SMM

8.50

55.00 (6 issues)

160.00

190.00



[maschinenmarkt.ch/heftuebersicht/  
aboverwaltung](https://maschinenmarkt.ch/heftuebersicht/aboverwaltung)

### MSM

8.50

46.00 (5 issues)

94.00

190.00



[msm.ch/abonnement](https://msm.ch/abonnement)

Notarial certification:

AVD Goldbach / Amtsnotariat St. Gallen

Further Information:



[maschinenmarkt.ch/fachmedien](https://maschinenmarkt.ch/fachmedien)



[msm.ch/medias](https://msm.ch/medias)

## Partnerships

BERNEXPO<sup>oo</sup>  
GROUPE

INNNOTEQ

SIAMS

BLE.CH  
Fachmesse für Metall- und  
Stahntechnik

EPHJ  
THE WORLD OF  
HIGH PRECISION

SINDEX  
MANUFACTURING IN TECHNOLOGY

MESSELUZERN

olma preXcon  
The Precision Technology Connection

Ostschweizer Technologie Symposium

CAD/FEM

SCHWEIZER MEDIEN  
MEDIAS SUISSES | STAMPA SVIZZERA | SWISS MEDIA

G+J PTV

G.M.-CH  
SWISSMECHANIC

SWISSMEM

SWISSMECHANIC

FSPM

# Agency Services

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

Further Information: [vogel-communications.ch/agenturleistungen](https://vogel-communications.ch/agenturleistungen)



Data M-Services GmbH



eviom GmbH



HRTbeat GmbH



MEORGA GmbH

schoesslers

schoesslers GmbH



Vogel Corporate Solutions  
GmbH



Vogel Event Solutions GmbH



Vogel Ventures



WIADOK GmbH & Co. KG



# Editorial Content SMM

## MANUFACTURING TECHNOLOGY

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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

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Folding  
Laser cutting  
Moulding technology  
Plasma cutting  
Water jet cutting

## AUTOMATION

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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

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Converter  
Hydraulic  
Pneumatic  
Servos  
Warehouser

## INDUSTRIE 4.0

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

## LOGISTICS

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Flow of material  
Linear technology  
Packaging  
Storage technology  
Transport

## CONNECTION TECHNOLOGY

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Adhesive bonding  
Clinching  
Riveting  
Screwing  
Soldering  
Welding

## MATERIALS TECHNOLOGY

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

## MEDICAL TECHNOLOGY

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Manufacturing technology  
Materials technology  
Precision mechanics

## INDUSTRY SOFTWARE

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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

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

## PERMANENT HEADINGS

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Economy  
Trade fair preview  
Swiss Production  
F&E

SMM	Appears	Advert deadline	Editorial deadline	Topics / Dossiers	Fairs / Exhibitions
1	21.01.2026	09.01.2026	30.12.2025	<b>Manufacturing technology</b> Automation and drive technology Supply chain <b>Dossier: (Intra-)Logistics and materials handling</b>	Swiss Plastics Expo: 20.–22.01.2026, Lucerne Logistics & Automation / Empack: 28.–29.01.2026, Bern Nortec: 03.–05.02.2026, Hamburg (G)
2	18.02.2026	06.02.2026	27.01.2026	<b>Sheet metal working, joining and welding technology</b> Automation and drive technology Manufacturing technology / supply chain	Simodec: 02.–06.03.2026, La Roche-Sur-Foron (FR) all about automation: 10.–11.03.2026, Friedrichshafen (G)
3	18.03.2026	06.03.2026	24.02.2026	<b>Aerospace, mobility &amp; energy</b> Manufacturing technology / automation and drive technology / supply chain	Logimat: 24.–26.03.2026, Stuttgart (G) Ceramitec: 24.–26.03.2026, Munich (G) Global Industrie: 30.03.–02.04.2026, Paris (FR)
4	01.04.2026	20.03.2026	10.03.2026	<b>SIAMS PREVIEW</b> Hannover Messe preview Manufacturing technology / automation and drive technology / supply chain	Tube / Wire: 13.–17.04.2026, Dusseldorf (G) Hannover Messe: 20.–24.04.2026, Hanover (G) Intertool: 21.–24.04.2026, Wels (AT)
<b>SIAMS MESSE-DAILY</b>	21./22.04.2026 23./24.04.2026	07.04.2026	28.03.2026	<b>SIAMS-Messe-Daily</b> <b>All about SIAMS including current trade fair news</b> Book once – benefit twice, bilingual GER/FR	SIAMS: 21.–24.04.2026, Moutier
5	22.04.2026	10.04.2026	31.03.2026	<b>Manufacturing technology / grinding technology</b> Automation and drive technology / supply chain <b>Dossier: Additive manufacturing</b>	Rapidtech 3D: 05.–07.05.2026, Erfurt (G) Medteclive: 05.–07.05.2026, Stuttgart (G) Surface Technology: 05.–07.05.2026, Stuttgart (G) Grinding Hub: 05.–08.05.2026, Stuttgart (G) Interpack: 07.–13.05.2026, Dusseldorf (G)



# Editorial Plan SMM 2026

SMM	Appears	Advert deadline	Editorial deadline	Topics / Dossiers	Fairs / Exhibitions
6	13.05.2026	30.04.2026	20.04.2026	<b>SMM-Kongress preview</b> <i>SIAMS review</i> Manufacturing technology / automation and drive technology / supply chain <b>Dossier: Sensors &amp; measurement technology</b>	SMM-Kongress: 21.05.2026, Lucerne Make-to-Order Days: 09.-10.06.2026, Stuttgart (G) Sensor+Test: 09.-11.06.2026, Nuremberg (G)
7	03.06.2026	22.05.2026	12.05.2026	<b>EPHJ preview</b> <i>Precision manufacturing / watchmaking, medical technology, microtechnology</i> Manufacturing technology / automation and drive Technology / supply chain	Swiss Medtech Day: 10.06.2026, Bern Stanztec: 16.-18.06.2026, Pforzheim (G) EPHJ: 16.-19.06.2026, Geneva Swissmem Industrietag: 23.06.2026, Basel
8	24.06.2026	12.06.2026	02.06.2026	<b>Digitization &amp; AI in manufacturing technology</b> <i>Automation and drive technology</i> Manufacturing technology / supply chain	
9	15.07.2026	03.07.2026	23.06.2026	<b>Manufacturing technology / materials engineering</b> <i>Sheet metal working, joining and welding technology</i> Supply chain	
10	29.07.2026	17.07.2026	07.07.2026	<b>Focus on Switzerland as a manufacturing hub – main edition for national day</b> Large print run 20,000 copies bilingual GER/FR	all about automation: 26.-27.08.2026, Zurich Maintenance: 26.-27.08.2026, Zurich
11	02.09.2026	21.08.2026	11.08.2026	<b>AMB preview</b> Manufacturing technology / automation and drive technology / supply chain	AMB: 15.-19.09.2026, Stuttgart (G) Micronora: 29.09.-02.10.2026, Besançon (FR)

# Editorial Plan SMM 2026

SMM	Appears	Advert deadline	Editorial deadline	Topics / Dossiers	Fairs / Exhibitions
12	30.09.2026	18.09.2026	08.09.2026	<b>Manufacturing technology</b> AMB review Automation and drive technology / supply chain	Motek: 06.–08.10.2026, Stuttgart (G) Bondexpo: 06.–08.10.2026, Stuttgart (G) Vision: 06.–08.10.2026, Stuttgart (G) Aluminium: 06.–08.10.2026; Düsseldorf (G) Bi-Mu: 13.–16.10.2026, Milan (IT) Fakuma: 12.–16.10.2026, Friedrichshafen (G)
13	14.10.2026	02.10.2026	22.09.2026	<b>Sheet metal working, joining and welding technology</b> Manufacturing technology / automation and drive technology / supply chain	Euroblech: 20.–23.10.2026, Hanover (G)
14	28.10.2026	16.10.2026	06.10.2026	<b>Manufacturing technology / precision engineering</b> Automation and drive technology Supply chain	Prexcon: 03.–05.11.2026, St. Gallen
15	11.11.2026	30.10.2026	20.10.2026	<b>Smart production solutions / lean manufacturing</b> Congrès MSM preview Manufacturing technology / automation and drive technology / supply chain	Compamed: 16.–19.11.2026, Dusseldorf (G) Formnext: 17.–20.11.2026, Frankfurt (G) Congrès MSM: 18.–19.11.2026, Tramelan (Precitrame Machines SA) SPS: 24.–26.11.2026, Nuremberg (G)
16	25.11.2026	16.11.2026	03.11.2026	<b>Annual main edition</b> Interviews with CEOs and R&D leaders Focus: Future-oriented production and manufacturing processes Large print run 20,000 copies bilingual GER/FR	
Technologie-Standort Schweiz	25.11.2026	23.10.2026	13.10.2026	<b>Special issue that bundles the competencies of swiss technology and supplier companies.</b> Large print run 60,000 copies Distribution in the entire D-A-CH area	
GUIDE	25.11.2026	30.10.2026		<b>GUIDE 2027 – the buyer's guide for the swiss tech industry</b> bilingual GER/FR	



# Editorial Plan MSM 2026

MSM	Appears	Advert deadline	Topics / Dossiers	Fairs / Exhibitions
1	12.02.2026	02.02.2026	<b>Manufacturing technology / supply chain</b> Sheet metal working Simodec preview <b>Dossier:</b> Technical training	Simodec, 02.–06.03.2026, La Roche-sur-Foron (FR)
2	19.03.2026	09.03.2026	<b>Machine manufacturer</b> Automation and drive technology Global Industrie preview <b>Dossier:</b> Digital controls	Global Insustrue, 30.03.–02.04.2026, Paris Nord-Villepinte (FR)
3	16.04.2026	06.04.2026	<b>Microtechnology</b> Drilling SIAMS preview Hannover Messe preview SMM Kongress preview Global Industrie review <b>Dossier:</b> Additive manufacturing	Hannover Messe, 20.–24.04.2026, Hanover (G), SMM Kongress, 21.05.2026, Lucerne
SIAMS MESSE- DAILY	21.–22.04.2026 23.–24.04.2026	07.04.2026	<b>SIAMS-MESSE-DAILY</b> Book once – benefit twice, bilingual GER/FR	SIAMS, 21.–24.04.2026, Moutier
4	28.05.2026	18.05.2026	<b>Watch industry</b> Medical technology EPHJ preview SIAMS review <b>Dossier:</b> Materials	EPHJ, 16.–19.06.2026, Geneva
5	25.06.2026	15.06.2026	<b>Industry software</b> Manufacturing technology Sheet metal working <b>Dossier:</b> Artificial intelligence (AI)	

# Editorial Plan MSM 2026

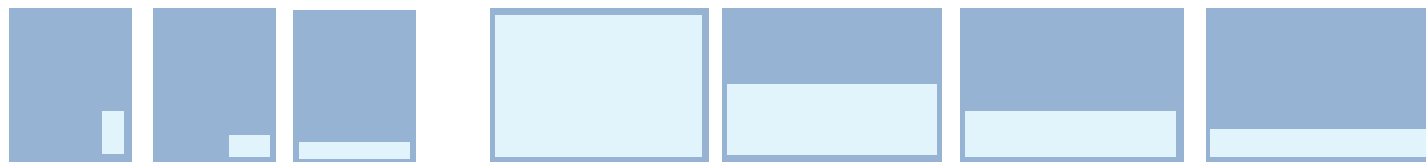
MSM	Appears	Advert deadline	Topics / Dossiers	Fairs / Exhibitions
6	29.07.2026	18.07.2026	<b>Annual summer edition: robotics, automation</b> Preview: aaa all about automation Large print run 20'000 copies GER/ FR	all about automation (aaa), 26.–27.08.2026, Zurich
7	27.08.2026	17.08.2026	<b>Cutting tools</b> Clamping devices AMB preview <b>Dossier:</b> Measuring technology, quality assurance	Séminaire MSM, 03.09.2026, Vaumarcus AMB, 15.–19.09.2026, Stuttgart (G)
8	24.09.2026	14.09.2026	<b>Machine manufacturer</b> Machine peripherals Micronora preview AMB review <b>Dossier:</b> Hard machining	Micronora, 29.09 –02.10.2026, Besançon (FR)
9	22.10.2026	12.10.2026	<b>Watch industry</b> Medical technology Supply industry MSM Congrès preview Micronora review <b>Dossier:</b> Laser technology	Congrès MSM, 18.–19.11.2026, Precitrame Machines, Tramelan
10	25.11.2026	16.11.2026	<b>Annual winter edition: Interviews with CEOs</b> Switzerland as an industrial location: balance sheet and economic outlook Large print run 20,000 copies GER/FR	
Technologie- Standort Schweiz	25.11.2026	23.10.2026 Editorials deadline: 13.10.2026	<b>Special issue that bundles the competencies of Swiss technology and supplier companies</b> Large print run 60,000 copies Distribution in the entire D-A-CH area	
GUIDE	25.11.2026	30.10.2026	<b>GUIDE 2027 – the buyer's guide for the swiss tech industry</b> bilingual GER/FR	



# Ad Formats

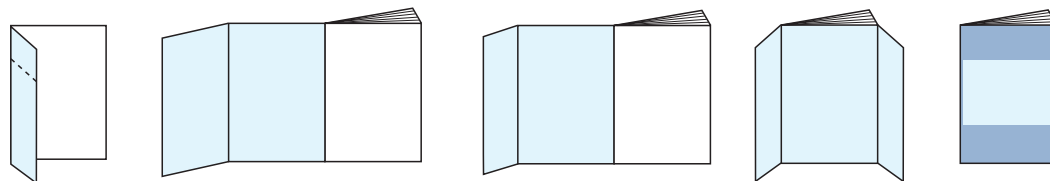


Size	1/1 page	Junior page	1/2 page (vertical)	1/2 page (horizontal)	1/3 page (vertical)	1/3 page (horizontal)	1/4 page (vertical)	1/4 page	1/4 page (horizontal)	1/6 page (vertical)
Print area	185 x 267 mm	148 x 204 mm	90 x 267 mm	185 x 131 mm	59 x 267 mm	185 x 85 mm	46 x 267 mm	90 x 131 mm	185 x 63 mm	59 x 131 mm
Bleed margin	210 x 297 mm (+3 mm trim)	160,5 x 220 mm (+3 mm trim)	102,5 x 297 mm (+3 mm trim)	210 x 146 mm (+3 mm trim)	70 x 297 mm (+3 mm trim)	210 x 100 mm (+3 mm trim)	57 x 297 mm (+3 mm trim)	no bleed margin	210 x 78 mm (+3 mm trim)	no bleed margin



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

## Cover



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

### Bleed margin:

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

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

# Rate Card

## Surcharges

### Placement options

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

\* Binding sample must be provided by the advertisement deadline

2<sup>nd</sup> and 4<sup>th</sup> cover page: Prices see page 15

### Surcharge for layout

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

### Reply box fees

12.00 CHF per advert

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

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

Prices in CHF, excl. VAT



# Rate Card

SIZE	ADVERTISEMENT PRICE 4c	WIDTH x HIGHT in mm
<b>1/16 page</b> Printing area	363.00	90 × 59 / 59× 46
<b>2 × 1/1 Panorama</b> Printing area Bleed margin	8,459.00 8,459.00	395 × 267 420 × 297 *
<b>2 × 1/2 Panorama</b> Printing area Bleed margin	5,466.00 5,824.00	395 × 131 420 × 146 *
<b>2 × 1/3 Panorama</b> Printing area Bleed margin	4,474.00 4,732.00	395 × 85 420 × 100 *
<b>2 × 1/4 Panorama</b> Printing area Bleed margin	3,084.00 3,274.00	395 × 63 420 × 78 *
<b>2<sup>nd</sup> Cover page</b> Printing area Bleed margin	6,041.00 6,041.00	185 × 267 210 × 297 *
<b>4<sup>th</sup> Cover page</b> Printing area Bleed margin	6,920.00 6,920.00	185 × 267 210 × 297 *
<b>Cover with flap</b> Bleed margin	7,900.00	110 × 230 front * 110 × 297 behind *
<b>Gatefold</b> with fold inwards small	8,400.00	313 × 297 *
<b>Gatefold</b> with fold inwards large	9,700.00	403 × 297 *
<b>Gatefold</b> with split front cover	14,168.00	453 × 297 *

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

## Discounts

Sales discount for multiple published advertisements, supplements\*

Runtime 12 months	Frequency	Discount
	<b>3 ×</b>	6 %
	<b>6 ×</b>	12 %
	<b>13 ×</b>	18 %
	<b>24 ×</b>	24 %

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

## Combination discount

Final discounts can be deducted per title (MSM, SMM, SMM/MSM GUIDE) or cumulatively across all our titles.

## Consulting commission

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

Discounts also apply to colour prices!

Prices in CHF, excl. VAT

# Price List for the SMM Marketplace

## Available Capacities, Miscellaneous, Job Advertisements

SIZE	WIDTH × HEIGHT in mm (printing area)	AC, M b&w	AC, M COLOUR	JOB ADVERTISEMENTS
<b>1/1 page</b>	185 × 267	–	–	2,813.00
<b>Junior page</b>	148 × 204	2,168.00	3,113.00	1,735.00
<b>1/2 page</b>	90 × 267 / 185 × 131	1,788.00	2,733.00	1,430.00
<b>1/3 page</b>	59 × 267 / 185 × 85	1,292.00	2,237.00	1,034.00
<b>1/4 page</b>	90 × 131 / 185 × 63	952.00	1,542.00	760.00
<b>1/6 page</b>	59 × 131	659.00	1,249.00	527.00
<b>1/8 page</b>	59 × 97 / 90 × 63 / 185 × 29	504.00	654.00	404.00
<b>1/12 page</b>	59 × 63	334.00	414.00	–
<b>1/16 page</b>	90 × 29 / 59 × 46	257.00	337.00	–
<b>1/24 page</b>	59 × 29	183.00	233.00	–

AC = available capacities M = miscellaneous

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

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

## Classified Advertisements

FORMAT	PRICE PER MILLIMETRE
<b>1 column</b>	2.55
<b>1 column / colour</b>	3.55

## New, Warehouse and Used Machines

FIELD SIZE in mm	MAX. CHARACTERS incl. spaces	PRICE
<b>1 field</b> 43 × 63	145	230.00
<b>2 fields</b> 90 × 63	294	450.00
<b>3 fields</b> 137,5 × 63	443	690.00
<b>4 fields</b> 185 × 63	600	920.00

### Minimum Height:

- The minimum height for a classified advertisement is 10 mm.
- min. 2 column; 4 column; max. 6 column

### Calculation of the Ad Price:

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

Prices in CHF, excl. VAT



# Price List for Inserts and Supplements

## Inserts

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

Price for an insert over 50 g on request.

### Sizes

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

### Delivery of inserts and supplements:

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

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

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

### Special features:

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

Prices in CHF, excl. VAT.

## Supplements

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

Price for an insert over 125 g on request.

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

### Sizes

min. 148 × 105 mm, max. 200 × 287mm

### Conditions

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

# Product Announcements and Advertorials / Company Portraits

## Product Announcements

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

## Advertorial / Company Portraits

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

## PR Subscription

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

Prices in CHF, excl. VAT

Example: 1/4 page



Example: 2/1 page



## Conditions

- Incl. layout and production costs (SMM layout)
  - Not subject to a consultant commission and final agreement
  - Subject to subsequent
- \* Closing advertisers benefit from free PR and discounts (eligible for discounts from a minimum turnover of 3,000.00 per year – contact your media consultant for special conditions)



# Subject-specific content creation

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

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

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

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

## Report



## Interview



## Special Report



## Latest Product Release



## Company Profile



## Event Coverage



### Our Services:

- Editorial visit
- Content creation
- Fotoshooting
- Editorial review
- Layout
- Good for printing

### Ready for publication:

- Specialist magazines
- Online portal
- Social Media

On request incl. all rights

SIZE	NUMBER OF IMAGES	PRICE PRINT *
1/1 page	1 to 2	4 200.00
2/1 page	3 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
Additional photography expenses		2 800.00
Digital package: Newsletter mailing & online publication		830.00

Prices in CHF, excl. VAT

# Special Publication

## TECHNOLOGIE-STANDORT SCHWEIZ



60,000 copies

Switzerland 12,500

Germany 37,000

Austria 10,500

**Editorial deadline:**

**13.10.2026**

**Appears:**

**25.11.2026**

**Advert deadline:**

**23.10.2026**

### *Your Benefits:*

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



# GUIDE

## Company Profile



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



Appears: 25.11.2026  
Advert deadline: 30.10.2026

## Company Profile



[www.msm.ch/fournisseur/](http://www.msm.ch/fournisseur/)

[www.msm.ch/fournisseur/](http://www.msm.ch/fournisseur/)



OFFER	SERVICE PRINT	SERVICE DIGITAL	Entry in the company database with the following contents	PRICE	DURATION
<b>PREMIUM</b>	Company logo, colour		Company logo, Internet address linked to the customer website, contact form, prominent placement, company information, own news, photo gallery, product displays, downloads in PDF format, cover photo, contact, linked to social media and company profile, videos, events calendar, contextual delivery in the relevant editorial setting, automatic data import, no adverts.	895.00	1 year
<b>PREMIUM PACKAGE</b> Advertisement + Premium Entry	1/1 page colour		Company logo, Internet address linked to the customer website, contact form, prominent placement, company information, own news, photo gallery, product displays, downloads in PDF format, cover photo, contact, linked to social media and Hub, videos, events calendar, contextual delivery in the relevant editorial setting, automatic data import, no adverts	5,682.00	1 year
	1/2 page colour			3,253.00	
	1/3 page colour			2,757.00	
	1/4 page colour			2,062.00	
	Company logo, colour			included	
	Note on advertisement			included	

## Print and Digital

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

**Guide Digital**, now Company Profile (see page 22), enables companies to publish their company and product information on the industry-relevant platforms [maschinenmarkt.ch](http://maschinenmarkt.ch) and [msm.ch](http://msm.ch). Company information, news, product presentations, videos, events, social media links and more can be added to the contact details and downloads can be made available to users.  
The provider profiles are linked to the editorial articles and are displayed in the appropriate content environment. They therefore provide directly relevant solution and product providers.

The companies listed in the **Guide Print** are divided into 14 categories for quickly searching and finding the desired manufacturers and suppliers.  
A practical reference work for designers, buyers, workshop managers and interested employees.

## Your Customer Magazine

### Partnering with a team that speaks your language

A great customer magazine builds connection. It shows who you are, what you can do, and what makes your technology stand out. Together with you, we create high-quality publications that communicate your message clearly, authentically, and with real technical depth.

Whether it's manufacturing technology, automation, drive systems, or sensor solutions – we understand your world. Our technically skilled editorial team combines expertise in mechanical and process engineering, aerospace, physics, and business. The result is content that doesn't just inform – it excites and inspires.

We know how to make complex technology accessible and engaging – through both words and visuals. And we showcase your innovations in the best possible light, because we speak the language of your designers, engineers, and production specialists.

From concept development to writing, design, and print preparation – and even distribution if you wish – we support you reliably at every step.

**Your technologies deserve attention.**

**We turn them into a customer magazine that makes an impact.**

Examples of company magazines that thematically cover the portfolio in which Vogel Communications Group AG has a high level of specialist expertise.





# Company Profile

## The Content Hub for Your Target Group

The Company Profile is a platform for your company to distinctively present your products and services.

Your profile will be linked to related technical articles and your content will be included in newsletters. This allows you to be where your target audience is – to demonstrate presence and be remembered.

### Your Benefit

- **Top-quality content mix**  
Your company profile is populated with both your own material and with related articles by our editors
- **Enhanced findability**  
Enhance the visibility and reach of your content through search engine optimised integration in articles and newsletters. Bring traffic to your website and improve your ranking.
- **Target group focus and therefore minimal wastage:**  
Your company profile is placed in the specialised media that are read by the decision-makers in your target group
- **Transparent reporting and easy updates in our Customer Centre**  
You can access values for ad impressions, clicks and CTR at any time to efficiently measure the success of your company profile.

### Price per Year

Basic Price Premium ..... 895.00  
Prices in CHF, excl. VAT.



In the upper section, you present your company with your logo, background image, domain and social media contacts.

The overview page shows a high-quality mix of your own content and articles by our editors.

The user clicks to see the full article.

You can find the technical specifications here:



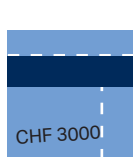
[www.maschinenmarkt.ch/fachmedien/](http://www.maschinenmarkt.ch/fachmedien/)



[www.msm.ch/medias/](http://www.msm.ch/medias/)

# Banner

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



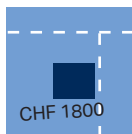
## Billboard Ad

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



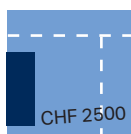
## Brandgate

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



## Content Ad/Rectangle

300 × 250 px  
max. 50 KB



## Halfpage Ad

300 × 600 px  
max. 50 KB



## Leaderboard

728 × 90 px  
max. 50 KB



## Native Ad

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



## Scroll Ad

960 × 600 px  
max. 80 KB



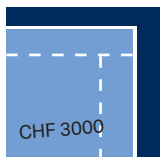
## Skyscraper

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



## Video Ad XL

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



## Wallpaper

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

**CPD:** Price per month

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

Prices in CHF, excl. VAT

You can find the technical specifications here:



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



[www.msm.ch/medias/](http://www.msm.ch/medias/)



# Keyword Advertising

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

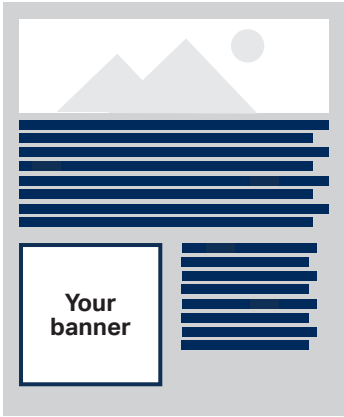
## Your Benefit

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

## Price per 1,000 Ad Impressions

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

Prices in CHF, excl. VAT



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

You can find the technical specifications here:



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



[www.msm.ch/medias/](http://www.msm.ch/medias/)

# Audience Targeting

## Social Targeting: Package Options



### Social Targeting – Meta Gold Package

- Guaranteed Reach:** 60,000 Ais
- Placement:** Delivered directly in Facebook and Instagram feeds
- Campaign Duration:** Flexible, starting at 1 month

**5.900 CHF \***




### Social Targeting – LinkedIn Gold

- Guaranteed Reach:** 30,000 Ais
- Placement:** Delivered directly in LinkedIn feeds
- Campaign Duration:** Flexible, starting at 1 month

**5.900 CHF \***





### Social Targeting – Network Gold

- Guaranteed Reach:** 120,000 Ais
- Placement:** Across Facebook, Instagram, and LinkedIn, on selected Google Display Network sites, and within key topic areas of Vogel's specialist media.
- Campaign Duration:** Flexible, starting at 1 month

**9.900 CHF \***



### Social Targeting – Meta Silver Package

- Guaranteed Reach:** 20,000 Ais
- Placement:** Delivered directly in Facebook and Instagram feeds
- Campaign Duration:** Flexible, starting at 1 month

**2.900 CHF \***



### Social Targeting – LinkedIn Silver Package

- Guaranteed Reach:** 10,000 Ais
- Placement:** Delivered directly in LinkedIn feeds
- Campaign Duration:** Flexible, starting at 1 month

**2.900 CHF \***





### Social Targeting – Network Silver

- Guaranteed Reach:** 40,000 Ais
- Placement:** Delivered across Facebook, Instagram, LinkedIn feeds, and selected Google Display Network sites
- Campaign Duration:** Flexible, starting at 1 month

**5.900 CHF \***

## Social Targeting: How it works!



When users engage with specific topics on our specialist platforms, we identify their interests and tag them. This enables precise retargeting and targeted reach across various networks.



We promote your brand across social media, our portals, and the Google network – effectively reaching your target audience through multiple channels.

www.vogel.de



## Sample Campaign

Leaderboard, Skyscraper, and Content Ad will be displayed on our specialist portal and within the Google Display Network.

We are happy to assess the reach potential of your target audience.



Leaderboard, Skyscraper and Content Ad

www.vogel.de



# Stand-Alone Mailing

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

## Your Benefit

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

## Price per Transmission

5,000 recipients ..... 3,900.00

Prices in CHF, excl. VAT

You can find the technical specifications here:



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



[www.msm.ch/medias/](http://www.msm.ch/medias/)



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

# Newsletter Advertising

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

## Your Benefit

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

## Price

<b>Subscribers</b>	SMM: approx. 6,000 MSM: approx. 2,000
<b>Publishing dates</b>	<b>SMM</b> twice a week (Tuesdays and Fridays) <b>MSM</b> once a week (Wednesday)
<b>BILLBOARD</b>	1,500.00 (630 x 250 px, max. 50 KB)
<b>TEXT AD</b>	950.00 (300 x 169 px, max. 50 KB)
<b>XL Banner</b>	1,200.00 (630 x 140 px, max. 50 KB)

Prices in CHF, excl. VAT

You can find the technical specifications here:



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



[www.msm.ch/medias/](http://www.msm.ch/medias/)

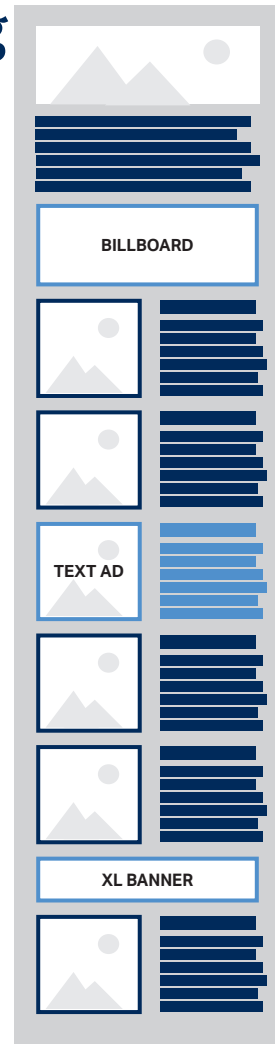
All newsletters are **optimised for mobile devices**, such as smartphones or tablets.

**Roof line:** 40 characters\*

**Heading:** 40 characters\*

**Continuous text:** 250 characters\*

\* incl. spaces





# Industry Newsletter

Do you have a new product or an exciting way to use technology that you would like to present to your target audience?  
Then place your article in one of our industry newsletters. This way your message appears in the right subject area.

SMM Mailing date	Editorial deadline	Subject
27.01.2026	13.01.2026	Manufacturing technology
24.03.2026	10.03.2026	Aerospace, mobility & energy
28.04.2026	14.04.2026	Additive manufacturing & surface technology
30.06.2026	16.06.2026	Digitalization & AI
25.08.2026	11.08.2026	Automation and drive technology / robotics
06.10.2026	22.09.2026	Manufacturing technology
20.10.2026	06.10.2026	Sheet metal working, joining and welding technology
17.11.2026	03.11.2026	Lean manufacturing

MSM Mailing date	Editorial deadline	Subject
08.04.2026	01.04.2026	Flash exposant SIAMS
06.05.2026	28.04.2026	Production
03.06.2026	26.04.2026	EPHJ focus exhibitor
17.06.2026	9.06.2026	Watch technology
16.09.2026	08.09.2026	Automation
04.11.2026	27.10.2026	Medtech

## Your Advantages

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

### Product Announcements:

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

### Technical Article:

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

Prices in CHF, excl. VAT

You can find the technical specifications here:



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



[www.msm.ch/medias/](http://www.msm.ch/medias/)



### Newsletter Advertising:

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

# Trade Fair Newsletter

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

SMM Mailing date	Editorial deadline	Fairs
14.04.2026	31.03.2026	SIAMS: 21.-24.04.2026, Moutier
09.06.2026	26.05.2026	EPHJ: 16.-19.06.2026, Genf
08.09.2026	25.08.2026	AMB: 15.-19.09.2026, Stuttgart (G)
27.10.2026	13.10.2026	Prexcon: 03.-05.11.2026, St. Gallen

MSM Mailing date	Editorial deadline	Date	Fairs
25.02.2026	17.03.2026	02-06.03.2026	Simodec, La-Roche-sur-Foron (FR)
25.03.2026	17.03.2026	30.03-02.04.2026	Global Industrie, Paris (FR)
01.04.2026	25.03.2026	20-24.04.2026	Foire de Hanovre, Hanovre (G)
15.04.2026	07.04.2026	21-24.04.2026	SIAMS, Moutier
10.06.2026	02.06.2026	16-19.06.2026	EPHJ, Genève
19.08.2026	11.08.2026	26-27.08.2026	all about automation, Zurich
09.09.2026	01.09.2026	15-19.09.2026	AMB, Stuttgart (G)
23.09.2026	15.09.2026	29.09-02.10.2026	Micronora, Besançon (FR)
11.11.2026	03.11.2026	18-19.11.2026	Congrès MSM, Delémont

## Your advantages

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

### Product Announcements:

Number of characters max.: 1,500

Number of images: 1

**Price: 1,200.00**

### Technical Article:

Number of characters: 1,500-5,000

Number of images: 4-10

**Price: 1,500.00**

Prices in CHF, excl. VAT

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



### Newsletter Advertising:

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

You can find the technical specifications here:



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



[www.msm.ch/medias/](http://www.msm.ch/medias/)



# Native Special Newsletter

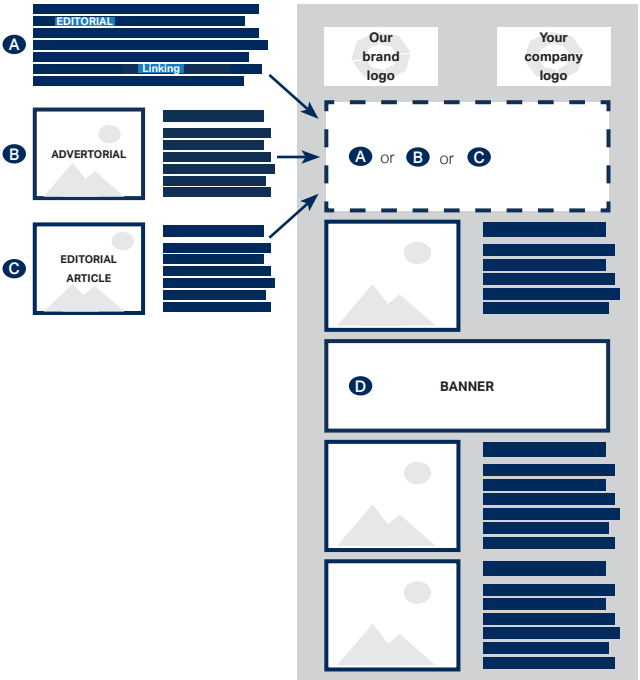
A Native Special Newsletter provides classic display advertising while positioning your brand in the editorial content. Demonstrate your know-how in an environment in an environment readers are familiar with and and position yourself as a solution provider in your area of expertise.

## Your Benefit

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

## Price per Mailing

To subscribers of the editorial newsletter. .... 4,900.00



- A: Editorial with link
- or
- B: Advertorial
- or
- C: Editorial article\*

\* can be chosen freely

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

You can find the technical specifications here:



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



[www.msm.ch/medias/](http://www.msm.ch/medias/)

# Online Advertorial Campaign

Outcome-oriented content, in the context of our editorial articles, generates a high degree of attention among the readership. Communicate your message through an advertorial and position yourself as a solution provider.

## Campaign Elements

- Promotion via newsletter and other channels
- Support by campaign management
- Implementation by a professional editor
- Correct tagging
- Multimedia content possible

## Your Benefit

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

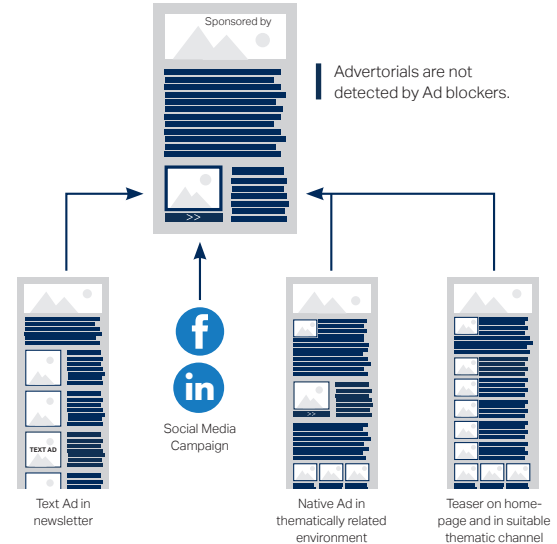
## Price per Campaign

Term of 3 months ..... 4,900.00

\*Advertorial Light (incl. newsletter mailing) ..... 1,500.00

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

Prices in CHF, excl. VAT



You can find the technical specifications here:



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



[www.msm.ch/medias/](http://www.msm.ch/medias/)



# Lead Product Portfolio

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

## Lead Campaign

**You receive business card data from new contacts who have shown an initial interest in your offer.**

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

## Lead Solution

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

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



## Price per Campaign

Lead campaign with whitepaper or infographics CH.....	5,500.00
Lead campaign with whitepaper or infographics D-A-CH.	8,000.00
Lead campaign with live webinar .....	9,000.00
Lead solution.....	on request 10,000.00

Prices in CHF, excl. VAT

You can find the technical specifications here:



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



[www.msm.ch/medias/](http://www.msm.ch/medias/)

# Events



Images: SMM Kongress 2025, Lucerne © Thomas Entzeroth

Images: SMM Technologietag Walter Meier 2024, Bassersdorf © Thomas Entzeroth



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

**Date:**

Thursday, 21 May 2026

**Location:**

Messe Lucerne

**Topic:**

**Industry updraft**

**Target audience:**

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



[smm-technologietage.ch](http://smm-technologietage.ch)

**Date:**

October/November 2026

**Location:**

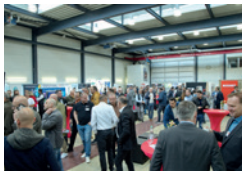
Infos to follow at [smm-technologietage.ch](http://smm-technologietage.ch)

**Target audience:**

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



# Events



Images: MSM Congrès 2025  
at Humard Automation SA,  
Delémont © Thomas Entzeroth



[msm-congres.ch](https://msm-congres.ch)

Date:

Wednesday, 18 november 2026

Thursday, 19 november 2026

Location:

Precitrame Machines SA, Tramelan

Topic:

**Technology Days for**

**Medical Technology and Watch Industry**

Target audience:

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

Language:

French



[msm-seminaire.ch](https://msm-seminaire.ch)

Date:

03 september 2026

Location:

Vaumarcus

Topic:

**« Strategy 360 »**

**Lean Manufacturing**

Target audience:

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

Language:

French



## *Boost Your Visibility with Video*

### **Up Close – Right at the Products – At the Heart of Innovation**

- ❏ **Filming Location:** Your company's booth at industry trade fairs such as Innoteq, Sindex, SIAMS, all about automation, EMO, AMB, and EPHJ
- ❏ **Video Length:** 2 to 4 minutes
- ❏ **On-Site Production Time:** 1 hour
- ❏ **Questionnaire:** The questions will be defined in advance with the editorial team
- ❏ **Promotion:** The video will be promoted via LinkedIn, Facebook, YouTube, and the respective industry publication's website
- ❏ **Post-Fair Distribution:** All videos will be sent out in a special newsletter with links after the trade fair
- ❏ **Optional Subtitles:** Available in the spoken language or translated into a foreign language
- ❏ **Pricing:** CHF 4,500 for up to 2 minutes
- ❏ **Pricing:** CHF 5,500 for 2–4 minutes

**Sample video from Maschinenmarkt:**  
[youtube.com/watch?v=9oREV5tt7GE](https://youtube.com/watch?v=9oREV5tt7GE)



## *Innovation – Expertise – Inspiration*

### **Welcome to the Podcast of the Swiss MEM Industry**

- 🎧 **Meet the People Shaping Swiss Industry:** Engineers, entrepreneurs, executives, and visionaries. In bilingual conversations (French or German), we explore remarkable careers, technological breakthroughs, and innovations driving the MEM sector into the future.
- 🎧 **A Gathering Place for Learning and Inspiration:** For anyone eager to understand, learn, and be inspired – right at the heart of Swiss industry.
- 🎧 **Your Boost of Industrial Energy: Anytime, anywhere.**

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