Flexible Profilieranlage
Intelligente automatisierbare Doppelprofilleranlage für flexible Anwendungen

Große Teile schneiden
Eine abgestimmte Automation macht den Laser effizient | 32

blechonline.de
1 Short profile
For industrial sheet metal workers, BLECH is one of the leading information platforms in the German-speaking world when it comes to relevant specialist information. The trade magazine presents new developments and applications for the industry in a practical and informative way in mainly self researched articles. Expert interviews and technical articles illustrate changes and trends in the market. Reports on current research projects provide information on the expected developments in production technology. BLECH provides information and practical decision-making assistance on all relevant topics of industrial processing of sheets, strips and profiles and the production equipment used for this purpose. Relevant systems and tools for sheet metal forming as well as separation, welding and joining techniques are dealt with, as are processes for changing the properties of components and materials, in particular by surface treatment and heat treatment. The focus is also on aspects of automation, material flow and handling technologies, IT solutions and software. Readers will find information on laser, plasma and waterjet cutting as well as on punching, shearing and sawing and on technologies for tube, profile and strip processing and on material and semi-finished product developments. Flexible manufacturing systems and digitally networked manufacturing systems are becoming increasingly important in times of industry 4.0. BLECH is published seven times a year and is distributed to decision makers in the sheet metal working industry in Germany, Austria, Switzerland and the Benelux countries.

2 Frequency ................. 7 times a year
3 Volume .................. 29 volume 2020
4 Web address (URL) .......... https://www.blechonline.de

5 Membership ............... –
6 Organ ..................... –
7 Publisher .................. Schlütersche Verlagsgesellschaft mbH & Co. KG, Hannover
8 Publishing house .......... Schlütersche Verlagsgesellschaft mbH & Co. KG
Office address ............... Gögginger Straße 105a, 86199 Augsburg
Phone ........................ +49(0)821 319880-0
Fax .............................. +49(0)821 319880-80
E-Mail ......................... vg-augsburg@schluetersche.de
Internet ...................... blechonline.de

9 Editors ..................... Volker Albrecht (ChR), volker.albrecht@schluetersche.de
................................................ Gerhard Maier, gerhard.maier@schluetersche.de
................................................ Elisabeth Pietraß, pietrass@schluetersche.de
(team assistant)

10 Advertising sales .......... Petra Jaser, jaser@schluetersche.de
.......................................... Stephan Knauer, stephan.knauer@schluetersche.de

11 Sales
Phone .......................... +49(0)511 8550-2638
Fax .............................. +49(0)511 8550-2405
E-Mail ......................... vertrieb@schluetersche.de

12 Subscription price (incl. shipping costs and VAT)
Annual subscription: .................................................... Germany € 66.00
................................................ Abroad € 84.00
Retail sale (plus shipping costs) ................................... € 16.40

13 ISSN ....................... 0942-9751

14 Content analysis 2018 = 7 issues
Magazine format .................. DIN A4
Total content ................................. 784 pages = 100 %
Editorial content ..................... 583 pages = 74.4 %
Advertising content .................. 201 pages = 25.6 %

Consisting of
classified ads ..................................................... –
bound inserts ........................................... 4 pages
ads of publishers and print shops .................. 22 pages = 10.9 %

Loose inserts .......................... 2 pieces
Partial loose inserts ....................... 2 pieces
15 Editorial content analysis 2018 = 583 pages
Forming: mechanical and hydraulic presses, bending/folding machines ................................................. 58 pages = 9.9 %
Cutting: laser/jet/flame cutting, punching, nibbling, cropping ................................................................. 71 pages = 12.3 %
Flexible sheet metal forming: bending/cutting centres, punching and bending machines, etc.......................... 40 pages = 6.9 %
Joining and bonding ................................................................................................................................. 44 pages = 7.6 %
Tube and profile processing, strip processing ............................................................................................ 61 pages = 10.5 %
Automation, material flow/handling: robots, handling, transfer systems, warehouses .................................. 44 pages = 7.6 %
IT solutions: CAD/CAM, ERP, PDA, Control engineering, simulation ..................................................... 31 pages = 5.4 %
Surface engineering .................................................................................................................................... 52 pages = 8.9 %
Quality assurance, measuring and test technology .................................................................................. 6 pages = 0.9 %
Background: financing, associations Markets, trends ................................................................................................. 7 pages = 1.2 %
Steel service centers, sheet metal, semi-finished products .. 16 pages = 2.8 %
Tools, factory equipment, work safety .......................................................................................................... 3 pages = 0.5 %
News .............................................................................................................................................................. 28 pages = 4.5 %
Research and science ................................................................................................................................... 9 pages = 1.5 %
Trade show impressions ................................................................................................................................ 35 pages = 6.0 %
Interviews ......................................................................................................................................................... 16 pages = 2.8 %
Comments ......................................................................................................................................................... 7 pages = 1.2 %
Product report .................................................................................................................................................. 26 pages = 4.5 %
Table of contents/advertiser index ................................................................................................................. 29 pages = 5.0 %
583 pages = 100 %

16 Circulation control

Member of "Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e. V."

17 Circulation analysis
Annual average of copies per issue (1st July 2018 to 30 June 2019)
Print run ..................................................................................................................................................... 13 100
Actually distributed circulation .......... 12 914 thereof abroad 2 728
Paid circulation .............................................................................................................................................. 440
thereof abroad 72
– subscriptions ........................................ 439
– sale by retail ........................................ 0
– other sale ........................................... 1
Free samples .................................................................................................................................................. 12 474
Remaining, archive and voucher copies .... 186

18 Geographic distribution analysis

\[
\begin{array}{|c|c|}
\hline
\text{Economic area} & \text{percent of actually distributed circulation} \\
\hline
\text{Germany} & 78.9 \% 10 168 \\
\text{Abroad: Switzerland, Austria, Benelux, other foreign countries} & 21.1 \% 2 728 \\
\hline
\text{Actually distributed circulation:} & 100 \% 12 914 \\
\hline
\end{array}
\]

18.1 Distribution in Germany according to Nielsen-areas

\[
\begin{array}{|c|c|}
\hline
\text{Nielsen-area} & \% \text{ copies} \\
\hline
\text{1: (Hamburg, Bremen, Schleswig-Holstein, Lower Saxony)} & 10.95 \% 1 115 \\
\text{2: (North Rhine-Westphalia)} & 25.95 \% 2 645 \\
\text{3a: (Hessen, Rhineland-Palatinate, Saarland)} & 12.11 \% 1 233 \\
\text{3b: (Baden-Wuerttemberg)} & 22.30 \% 2 271 \\
\text{4: (Bavaria)} & 15.94 \% 1 623 \\
\text{5: (Berlin and eastern states)} & 12.75 \% 1 299 \\
\hline
\text{Actually distributed circulation Germany} & 100 \% 10 186 \\
\hline
\end{array}
\]
### Industrial sectors / occupational groups

<table>
<thead>
<tr>
<th>Department/Group/Class</th>
<th>name of recipient group according to „Klassifikation der Wirtschaftszweige“ of Federal Statistics Office</th>
<th>percent of actually distributed circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>copies</td>
</tr>
<tr>
<td>24</td>
<td>metal production and processing</td>
<td>4.3</td>
</tr>
<tr>
<td>25</td>
<td>production of metal products</td>
<td>25.1</td>
</tr>
<tr>
<td>26.03</td>
<td>broadcast, television and communications engineering</td>
<td>4.3</td>
</tr>
<tr>
<td>26.51.1/26.6/26.7/32.5</td>
<td>medical/measurement/control engineering, optics</td>
<td>1.8</td>
</tr>
<tr>
<td>27</td>
<td>production of equipment for electricity production and distribution</td>
<td>5.7</td>
</tr>
<tr>
<td>28</td>
<td>mechanical engineering</td>
<td>23.5</td>
</tr>
<tr>
<td>28.23</td>
<td>production of office machines, dp-equipment</td>
<td>0.6</td>
</tr>
<tr>
<td>29</td>
<td>production of motor vehicles and parts of motor vehicles</td>
<td>8.1</td>
</tr>
<tr>
<td>30</td>
<td>other vehicle construction</td>
<td>4.5</td>
</tr>
<tr>
<td>45/46</td>
<td>trade</td>
<td>0.5</td>
</tr>
<tr>
<td><strong>Total manufacturing</strong></td>
<td></td>
<td><strong>78.4</strong></td>
</tr>
<tr>
<td><strong>other services</strong></td>
<td></td>
<td><strong>0.5</strong></td>
</tr>
<tr>
<td><strong>Actually distributed circulation national</strong></td>
<td></td>
<td><strong>78.9</strong></td>
</tr>
<tr>
<td><strong>Actually distributed circulation abroad</strong></td>
<td></td>
<td><strong>21.1</strong></td>
</tr>
<tr>
<td><strong>Annual average of actually distributed circulation</strong></td>
<td></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

The data shows the distribution of the publication among different industrial sectors and occupational groups, with a significant concentration in the manufacturing sector.
### 20 Size of company

<table>
<thead>
<tr>
<th>Number of employees</th>
<th>percent of actually distributed circulation</th>
<th>copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–49</td>
<td>20.6</td>
<td>2 659</td>
</tr>
<tr>
<td>50–99</td>
<td>19.3</td>
<td>2 492</td>
</tr>
<tr>
<td>100–199</td>
<td>14.5</td>
<td>1 872</td>
</tr>
<tr>
<td>200–499</td>
<td>15.4</td>
<td>1 988</td>
</tr>
<tr>
<td>500–999</td>
<td>5.6</td>
<td>723</td>
</tr>
<tr>
<td>1000 and more</td>
<td>2.8</td>
<td>361</td>
</tr>
<tr>
<td>other</td>
<td>0.7</td>
<td>90</td>
</tr>
<tr>
<td>Germany</td>
<td>78.9</td>
<td>10 186</td>
</tr>
<tr>
<td>Switzerland, Austria, Benelux, other foreign countries</td>
<td>21.1</td>
<td>2 728</td>
</tr>
</tbody>
</table>

**Actually distributed circulation:** 100.0 12 914

### 21.2 Job characteristic: position in company

<table>
<thead>
<tr>
<th>Number of employees</th>
<th>percent of actually distributed circulation</th>
<th>copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management, owners, chairmen, managers</td>
<td>42.1</td>
<td>5 437</td>
</tr>
<tr>
<td>Production, work preparation, assembly</td>
<td>38.5</td>
<td>4 972</td>
</tr>
<tr>
<td>Purchasing, purchasing manager technology, commercial management</td>
<td>18.6</td>
<td>2 402</td>
</tr>
<tr>
<td>other</td>
<td>0.8</td>
<td>103</td>
</tr>
</tbody>
</table>

**Actually distributed circulation:** 100.0 12 914

### 20.1 Job characteristic: function not collected
1 Circulation
Print run ................................................................. 13 100 copies
Actually distributed circulation:
Annual average
(according to AMF scheme 2, number 17) .................. 12 914 copies

2 Magazine format .................. 210 mm wide, 297 mm high, DIN A4
Print space ..................................................... 175 mm wide, 248 mm high

3 Printing and binding, print documents
Offset printing; adhesive binding. Delivery of digital print documents is required (refer to info on “digital print documents”). Cost prices will be charged for files that are not accurate in size and for the generation of color ads.

4 Dates
Frequency ................................................................. 7 issues per year
Publication date ........................................... refer to editorial calendar
Closing date for ads and copy ...................... refer to editorial calendar

5 Publisher ................ Schüttersche Verlagsgesellschaft mbH & Co. KG
Verlagsbüro Augsburg
Office address .... Gögginger Straße 105a, 86199 Augsburg
Advertising department:
Phone ..................... +49(0)821 319880-0
Fax  ......................... +49(0)821 319880-80
E-Mail .................... vg-augsburg@schluetersche.de

6 Terms of payment
8 days after billing date 2% discount, else 30 days without discount.
Bank collection procedure possible. VAT ID DE 115 697 748

Bank details
Bank details for advertising and sales invoices:
Commerzbank Hannover (sort code 250 800 20),
account no. 111 118 800
IBAN: DE84 2508 0020 0111 1188 00 | BIC: DRESDEFF250

7 Advertising formats and prices
All prices are exclusive of VAT.
Colour prices include standard colours in accordance with Euroscale.

<table>
<thead>
<tr>
<th>Format</th>
<th>basic price b/w in €</th>
<th>basic price 4c in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>3 470.–</td>
<td>4 740.–</td>
</tr>
<tr>
<td>Juniorpage</td>
<td>2 090.–</td>
<td>2 860.–</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>1 730.–</td>
<td>2 510.–</td>
</tr>
<tr>
<td>1/2 page upright</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>1 170.–</td>
<td>1 820.–</td>
</tr>
<tr>
<td>1/3 page upright</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>890.–</td>
<td>1 455.–</td>
</tr>
<tr>
<td>1/4 page upright</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page 2columns</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/8 page horizontal</td>
<td>490.–</td>
<td>950.–</td>
</tr>
<tr>
<td>1/8 page 2columns</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Basic price per one-column millimetre line (40 mm) sw 3.70

Different formats on request

Preferred positions
2nd cover, 4c 5 430.– €
3rd cover, 4c 5 080.– €
4th cover, 4c 5 430.– €
cover, 4c on request

Type setting and litho costs
Technical costs for typesetting and corrections are charged at cost price and are not discountable.

8 Surcharges

8.1 Color surcharges
Colour surcharges and special colours on request.
8.2 Positioning
Across spine add 10 % to b/w basic price

9 Special forms of advertising – on request

10 Discounts (when purchasing within one insertion year)

<table>
<thead>
<tr>
<th>Series discounts</th>
<th>Volume discounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 ads 5 %</td>
<td>2 pages 10 %</td>
</tr>
<tr>
<td>6 ads 10 %</td>
<td>4 pages 15 %</td>
</tr>
<tr>
<td>12 ads 15 %</td>
<td>6 pages 20 %</td>
</tr>
<tr>
<td></td>
<td>12 pages 25 %</td>
</tr>
</tbody>
</table>

11 Combinations
Larger contracts and multi-year orders on request.

Advertise additionally in further publications of our company.
You achieve a high market penetration and can expect discount advantages.

Take advantage of this synergy effect. Let us talk about your advantages.

12 Bound inserts
Special formats on request. When an order is placed a sample has to be submitted. Please deliver bound inserts in an untrimmed format, multiple-page bound inserts folded.

<table>
<thead>
<tr>
<th>Paper weight</th>
<th>up to 130 g</th>
<th>up to 170 g</th>
<th>over 170 g</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 pages</td>
<td>4 335.— €</td>
<td>4 770.— €</td>
<td>5 250.— €</td>
</tr>
<tr>
<td>4 pages</td>
<td>6 510.— €</td>
<td>7 150.— €</td>
<td>7 870.— €</td>
</tr>
<tr>
<td>8 pages</td>
<td>9 760.— €</td>
<td>10 730.— €</td>
<td>11 800.— €</td>
</tr>
</tbody>
</table>

Different paper weights on request

13 Loose inserts
Total circulation...Price per thousand...
up to 25 g ........300.– € ..............up to 40 g ........381.– €
up to 30 g ........327.– € ..............up to 45 g ........408.– €
up to 35 g ........354.– € ..............up to 50 g ........435.– €

Heavy inserts, partial inserts and possible postage on request.
Maximum format 200 x 287 mm, minimum format 105 x 148 mm

14 Tip-ins
Postcards in combination with an ad or bound insert

Insert charge for DIN A6 format with a weight of up to 5 g 890.— €
plus glueing costs per thousand on request
plus distribution costs on request

Samples/CDs/booklets
Prices and glueing costs on request along with submission of a binding sample.

Supply quantity for inserts and postcards etc. is 13 500 copies.
The publisher reserves the right to increase the circulation on special occasions.

15 Delivery address for positions 12 to 14
Dierichs Druck+Media GmbH & Co. KG
receiving department / gate 2, Frankfurter Straße 168, D-34121 Kassel
Acceptance times: Monday to Friday, 7:00 am to 6:00 pm
or by special arrangement.
receiving department, Phone +49(0)561 60280-362

Delivery note: Trade magazine BLECH, issue...
Delivery free printer. Delivery at least 10 days before publication.
Digital print documents

The following conditions have to be met for a correct processing of digital print documents:

Preferred data format
Printable PDF or X-3 files (with embedded fonts and image files).
Please save to trimmed size without trim and register marks, etc.
When delivering open files (incl. fonts and high-resolution images), as well as files from programs such as WORD, EXCEL, PowerPoint, Pagemaker or CorelDraw, we cannot take responsibility for the quality of the advertisements. Extra costs are charged according to effort for these formats.

Images files
Resolution of colour or grey scale images at least 300 dpi
Line drawing at least 600 dpi

Colour
CMYK, no RGB or special colours

Print method
Web offset printing, adhesive binding

Data transfer
E-Mail: anzeigendaten-ble@schluetersche.de
In case of larger data volumes delivery via NextCloud. Please ask in advance.

File information
Please state magazine_issue_advertiser when sending the data and send exact order data as well as an authoritative printed version of your advertisement. Colour advertisements also require a proof that corresponds to the recommendations by FOGRA or ECI for web-offset printing. Type of proof and paper category on request. The publisher assumes no responsibility for colour deviations and text positions in the advertisement, if files were not saved in the formats specified above and no colour-reference proofs were sent.

Technical costs
Work costs will be charged for designing/producing advertisements and changing templates that do not correspond to size as well as handling all templates that do not correspond to the printing method.

Technical requests/contact
E-Mail to anzeigendaten-ble@schluetersche.de
Phone +49(0)511 8550-2549
Special reprint

The special reprint of the editorial report about your company and its products in the trade journal BLECH is a multifarious advertising instrument at your disposal. Special reprints are suitable at its best to support your marketing and public relation activities and can be

- displayed on your show booth
- sent as a direct mailing to inform customers
- used as an argument in conversation with customers by sales and field service

Product reports, interviews or application reports – the BLECH team realizes your requests by a minimum circulation of 500 samples.

Graphic design can be arranged according your imagination and of course we are pleased to advise you, if you have questions.

<table>
<thead>
<tr>
<th>Calculation models*</th>
<th>circulation 500 copies</th>
<th>circulation 1000 copies</th>
<th>circulation 2000 copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 pages, 4-colours</td>
<td>640.- €</td>
<td>680.- €</td>
<td>750.- €</td>
</tr>
<tr>
<td>4 pages, 4-colours</td>
<td>930.- €</td>
<td>1 025.- €</td>
<td>1 200.- €</td>
</tr>
<tr>
<td>6 pages, 4-colours</td>
<td>1 060.- €</td>
<td>1 190.- €</td>
<td>1 425.- €</td>
</tr>
<tr>
<td>cover page - optional</td>
<td>160.- €</td>
<td>160.- €</td>
<td>160.- €</td>
</tr>
</tbody>
</table>

*All our prices are without VAT. Further costs of typesetting or modification will be charged on efforts.

You receive further prices for special prints on request.

Your contact person: Kathrin Klima
Phone: +49(0)821 319880-75
Fax: +49(0)821 319880-80
Email: klima@schluetersche.de

For a PDF of your report we charge a publication fee:
- 75 € for the 150-dpi-version
- 295 € for the 300-dpi-version

Avoid customizing duplicated contents of trade journals to the public and protect yourself – with an authorized special print! The rights on content and pictures remain with the publishers.
1 Web-Address (URL):
   https://www.blechonline.de

2 Brief characterization
   BLECH’s new homepage appears in a modern tile look, of course in responsive
design and scores not only with an attractive look, but also with a number of
new and effective advertising formats.

3 Target group
   blechonline.de is aimed at the German-speaking sheet metal processing indust-
ry, from employees at the machine to managing directors, in particular techno-
logy managers, production managers, technical managers and other investment
decision-makers.

4 Publishing house/contact partner
   Schlütersche Verlagsgesellschaft
   Editor:
   Volker Albrecht
   Phone ........................................ +49(0)951 2094 264
   E-Mail ........................................ volker.albrecht@schluetersche.de
   Advertisements:
   Petra Jaser
   Phone ........................................ +49(0)821 319880-38
   E-Mail ........................................ jaser@schluetersche.de
   Content-Management:
   Miriam Lenz
   Phone ........................................ +49(0)821 319880-53
   E-Mail ........................................ m.lenz@schluetersche.de
## 1 Advertising formats and prices

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Standard form</th>
<th>Price per month in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard-Ad</td>
<td>970 x 250 px</td>
<td>1350.–</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600 px</td>
<td>545.–</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600 px</td>
<td>645.–</td>
</tr>
<tr>
<td>Super Skyscraper</td>
<td>200 x 600 px</td>
<td>745.–</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>728 x 90 px / 160 x 600 px</td>
<td>1300.–</td>
</tr>
<tr>
<td>Fireplace-Ad</td>
<td>1125 x 270 px / twice 160 x 600 px</td>
<td>1500.–</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Content</th>
<th>Price per month in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display-Ad</td>
<td></td>
<td>950.–</td>
</tr>
<tr>
<td>Advertorial</td>
<td></td>
<td>1700.–</td>
</tr>
<tr>
<td>Sponsored Post</td>
<td></td>
<td>3500.–</td>
</tr>
</tbody>
</table>

## 2 Discounts

Discount on standard advertising for acceptance within 12 months (insertion year).
- 5% from 1500.– €
- 10% from 3000.– €
- 15% from 4500.– €

Combination discount with banner in newsletter possible.

## 3 Data formats

PNG, GIF, JPG (max. 40 kB), HTML5 (max. 400 kB)

Please note with HTML5 banners: Deliver elements in a zip file, integrate a fallback solution for non-compatible browsers.

## 4 Delivery address

Please send your advertising material for your campaign by E-Mail to:
anzeigendaten-ble@schluetersche.de

## 5 Term of delivery

**Banner:**
Delivery two weeks before the start of the campaign.
Please inform us on delivery, to which URL you want to link.

**Contentwerbung:**
Delivery tow weeks before the start of the campaign.

## 6 Rotation

A maximum of 5 banners can be booked per banner place.
The rotation takes place per click.
<table>
<thead>
<tr>
<th>Standard advertising</th>
<th>Format</th>
<th>Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard-Ad</td>
<td>970 x 250 px</td>
<td>Below the horizontal navigation bar and above the first editorial tile;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>cross-page advertising format</td>
</tr>
<tr>
<td>Skyscraper*</td>
<td>120 x 600 px</td>
<td>To the right and left of the content; cross-page advertising format</td>
</tr>
<tr>
<td>Wide Skyscraper*</td>
<td>160 x 600 px</td>
<td></td>
</tr>
<tr>
<td>Super Skyscraper*</td>
<td>200 x 600 px</td>
<td></td>
</tr>
<tr>
<td>Wallpaper*</td>
<td>728 x 90 px,</td>
<td>Above and to the right of the content; cross-page advertising format</td>
</tr>
<tr>
<td></td>
<td>160 x 600 px</td>
<td></td>
</tr>
<tr>
<td>Fireplace-Ad*</td>
<td>1125 x 270 px,</td>
<td>Above, to the left and right of the content; cross-page advertising</td>
</tr>
<tr>
<td></td>
<td>twice 160 x 600 px</td>
<td>format</td>
</tr>
</tbody>
</table>

*Banners are not delivered on all devices.
<table>
<thead>
<tr>
<th>Content</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Display-Ad</strong></td>
<td>Fixed placement in the upper message area of the start page at tile position 5 over the entire runtime.</td>
</tr>
<tr>
<td></td>
<td>Material to be supplied: landscape format 16:9, roof line (up to 30 characters*), headline (up to 55 characters*), teaser or explanatory text (up to 156 characters*) and link to a desired URL.</td>
</tr>
<tr>
<td><strong>Advertorial</strong></td>
<td>Fixed placement on tile position 5 over the runtime.</td>
</tr>
<tr>
<td></td>
<td>Image, headline, title and teaser are played on the start page.</td>
</tr>
<tr>
<td></td>
<td>Link to an article page.</td>
</tr>
<tr>
<td></td>
<td>Material to be supplied: landscape format 16:9, roof line (up to 30 characters*), headline (up to 55 characters*), teaser (up to 156 characters*).</td>
</tr>
<tr>
<td></td>
<td>For the linked article, send a text up to 3,000 characters.</td>
</tr>
<tr>
<td><strong>Sponsored Post</strong></td>
<td>Placement: The Sponsored Post starts at position 1 and moves over the Runtime in the upper message area.</td>
</tr>
<tr>
<td></td>
<td>Further advantages: Search engine optimization and findability via Google.</td>
</tr>
<tr>
<td></td>
<td>Your tile will remain on our homepage even after the end of the term.</td>
</tr>
<tr>
<td></td>
<td>A landscape format picture 16:9 is to be supplied.</td>
</tr>
<tr>
<td></td>
<td>A text of up to 5,000 characters and up to 10 images.</td>
</tr>
<tr>
<td></td>
<td>In addition, call-to-action variants such as surveys, competitions, videos or picture galleries can be integrated.</td>
</tr>
</tbody>
</table>

* characters incl. spaces
1 Name
blechonline.de-newsletter

2 Brief characterization
Once a week the editorial staff of blechonline.de sends out the free newsletter with all important news from the area of the sheet metal processing industry.

3 Target group
Employees of the sheet metal processing industry and investment decision makers.

4 Frequency of publication
once a week (Thursday)

5 Publishing house/contact partner
Schlütersche Verlagsgesellschaft

Editor:
Volker Albrecht
Phone ........................................ +49(0)951 2094 264
E-Mail ........................................ volker.albrecht@schluetersche.de

Advertisements:
Petra Jaser
Phone ........................................ +49(0)821 319880-38
E-Mail ........................................ jaser@schluetersche.de

Content-Management:
Miriam Lenz
Phone ........................................ +49(0)821 319880-53
E-Mail ........................................ m.lenz@schluetersche.de
1 Prices and advertising forms

<table>
<thead>
<tr>
<th>Advertising form</th>
<th>Format</th>
<th>Price/sending in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium-Banner</td>
<td>468 x 60 px</td>
<td>450.–</td>
</tr>
<tr>
<td>Fullbanner</td>
<td>468 x 60 px</td>
<td>210.–</td>
</tr>
<tr>
<td>Text-Ad</td>
<td>image, headline, text, link</td>
<td>250.–</td>
</tr>
<tr>
<td>Stand-alone-Newsletter</td>
<td></td>
<td>1 400.–</td>
</tr>
</tbody>
</table>

2 Discounts
Discount on banner placement and text ad in the newsletter on acceptance within 12 months (insertion year).
- 3 times 5%
- 6 times 10%
- 10 times 15%

3 Data formats
PNG, GIF, JPG (max. 40 kB), HTML5 (max. 400 kB)
Please note with HTML5 banners: Deliver elements in a zip file, integrate a fallback solution for incompatible browsers. Outlook cannot display animated ads.

4 Delivery address
Please send your advertising material for your campaign by E-Mail to: anzeigendaten-ble@schluetersche.de

5 Term of delivery
Delivery one week before the start of the campaign.
Please inform us on delivery, to which URL you want to link.
The BLECH-TechGuide presents your company, your homepage or for example your product catalogue crossmedial print + online. Choose your entry according to your individual marketing strategy and address the executives of the sheet metal industry.

**Services:**
YOUR COMPANY-, CATALOGUE- OR HOMEPAGE ENTRY

**Layout:**
Address data in 8 lines (company, address, telephone, fax, internet, email)

+ screenshot of the web site, catalogue or company logo
+ 90 signs of the company profile
+ a category of your choice

= price per advertisement / issue € 145.-

**We need from you:**
- picture of your catalogue/brochure/logo (pdf-data, 300 dpi) or a screenshot of your homepage
- short description which should be published with the picture (reference value: 90 signs)

**Conditions:**
- collective invoice with first issue according to the agreement of duration
- 4-colour-printing including
- duration 12 months = 7 issues

**Company entry**
+ Logo

**Homepage entry**
+ Screenshot

**Catalogue entry**
+ Picture

Format per entry: 92mm (width) x 55 mm (high)
Special 2020

**Issue 1**  
February  
ET: 14.02.2020  
Deburring, Cleaning, Lubricating

**Issue 2**  
March  
ET: 17.03.2020  
Tubes, profiles, stripes

**Issue 3**  
April  
ET: 23.04.2020  
Automation and robotics

**Issue 4**  
June  
ET: 02.06.2020  
Laser and flexible separation processes

**Issue 5**  
September  
ET: 03.09.2020  
Forming presses and bending

**Issue 6**  
October  
ET: 13.10.2020  
Digitally networked sheet metal processing

**Issue 7**  
November  
ET: 30.11.2020  
Joining and connecting

The specials of the BLECH offer the readers in each issue a comprehensive overview of a clearly defined subject. With practical user reports, background articles, interviews and product presentations the editorial staff illuminates the current trends and their realization in the optional practice with very user-orientated editorial articles. Due to the variety of clear subjects and topic-based advertisements the reader obtains a unique density of information which in this form is only available in BLECH.
Why Lead Generation?
Your target group is looking for information on our websites. Offer a solution there and you will get contacts who already have a concrete interest in your topic or product.

DGSVO compliant
All contacts are generated strictly in accordance with EU-DSGVO and can be used without risk for your marketing and sales communication.

You will receive qualified contacts from us - professional-Campaign management and reporting included.

- **Whitepaper or Webinar**
- **Promotion Package: Application at the Website and Newsletter**
- **Further qualification measures can be implemented individually**

Campaign price on request
Take advantage of our high coverage advertising campaigns and reach your target group precisely by means of Programmatic Advertising.

You will receive qualified contacts from us - professional campaign management and reporting included.

Our experienced campaign management puts every advertising campaign into practice according to your individual specifications. Make use of our expertise and the rich possibilities.

- **Individual consultation and set-up of the campaign**
- **Advertising formats according to IAB standard for Desktop & Mobile**
- **Channels for playout individually selectable**
- **Detailed reporting at the end of the year of the campaign**
- **All around carefree: we create all advertising media for you (optional)**

Campaign price on request

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Schlütersche Verlagsgesellschaft mbH & Co. KG, Gögginger Straße 105 a, 86199 Augsburg, 0821 319880 41
Dennis Roß, +49 821 319 880 34 ross@schluetersche.de
Even more visibility for your topic: Position yourself with a relevant article and achieve even more reach in your target group with a campaign

- Sponsored Post in a high-quality environment
- Increased reach for your content across all relevant channels

You will receive all the services of a Sponsored Post plus a reach campaign tailored to your needs.

- Targeted campaign across all major advertising networks
- Google Ads incl. retargeting via our campaign management
- Text advertisement in the newsletter
- Social media posting through our channels
- Extension through our other, thematically appropriate publications & channels

€ 4 200,- additional costs apply
Schlütersche offers you **direct contact to decision-makers** in many industries. Take advantage of the full advertising potential through our channel marketing.

* Ø monthly
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Issue</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
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<tr>
<td>Date of publication</td>
<td>14.02.20</td>
<td>17.03.20</td>
<td>23.04.20</td>
<td>02.06.20</td>
<td>03.09.20</td>
<td>13.10.20</td>
<td>30.11.20</td>
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<td>Advertising deadline</td>
<td>28.01.20</td>
<td>27.02.20</td>
<td>02.04.20</td>
<td>12.05.20</td>
<td>17.08.20</td>
<td>24.09.20</td>
<td>11.11.20</td>
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</tbody>
</table>

**Specials**

- Deburring, Cleaning, Lubricating
- Tubes, Profiles, Stripes
- Automation and Robotics
- Laser and flexible separation processes
- Forming presses and bending
- Digitally networked sheet metal processing
- Joining and Connecting

**Forming**

- Bending, folding machines, bending centres, bending cells
- Presses, forming presses, automatic punching and forming presses, fineblanking presses
- Straightening and part straightening machines

**Flexible sheet metal processing**

- Automatic punching and bending machines, combined machines
- Flexible manufacturing

**Separation technology**

- Plasma cutting, flame cutting, autogenous cutting
- Laser cutting
- Water jet cutting
- Mechanical cutting processes: CNC punching, nibbling, shearing, cutting, sawing

**Joining and connecting**

- Mechanical joining and connecting, clinching, riveting, punch riveting, gluing and so on
- Welding, laser welding, laser soldering and accessories
<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
<th>Symbol</th>
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</thead>
<tbody>
<tr>
<td>Laser technology</td>
<td>Laser sources, laser accessories, laser safety</td>
<td></td>
</tr>
<tr>
<td>Tube and profile processing</td>
<td>Tube production, profiling machines, tube and profile welding</td>
<td></td>
</tr>
<tr>
<td>Tube bending, tube forming</td>
<td></td>
<td></td>
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<tr>
<td>Tube machining, end machining, cutting, punching</td>
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<td></td>
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<tr>
<td>Strip processing</td>
<td>Strip lines, strip straightening machines, feeds</td>
<td></td>
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<tr>
<td>Cut-to-length and slitting lines</td>
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<tr>
<td>Material flow, handling, automation</td>
<td>Robotics and automation</td>
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<tr>
<td>Warehouse, logistics, intralogistics, handling, conveyor technology</td>
<td></td>
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</tr>
<tr>
<td>IT-solutions, Industry 4.0, Software</td>
<td>CAD/CAM, FEM, simulation, software, ERP</td>
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</tr>
<tr>
<td>Industriy 4.0, integrated automation, control technology</td>
<td></td>
<td></td>
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<tr>
<td>Surface technology and heat treatment</td>
<td>Deburring, rounding, grinding, removing</td>
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</tr>
<tr>
<td>Coating, galvanising, varnishing and so on</td>
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<tr>
<td>Cleaning, lubrication incl. lubricants</td>
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<tr>
<td>Materials</td>
<td>Strip, sheet, semi-finished products, steel service center</td>
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<tr>
<td>Tubes, Profies</td>
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<tr>
<td>Resources, Operating equipment</td>
<td>Resources, operating equipment, workshop supplies, auxiliary materials</td>
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<td>Extraction systems, environmental protection, security technology</td>
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# TRADE SHOWS AND EXHIBITIONS

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Dates</th>
<th>Type</th>
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<tbody>
<tr>
<td>Metav, Düsseldorf</td>
<td>10.03. – 13.03.2020</td>
<td>🌟</td>
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<tr>
<td>GrindTec, Augsburg</td>
<td>18.03. – 21.03.2020</td>
<td>🌟</td>
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<tr>
<td>Tube/Wire, Düsseldorf</td>
<td>30.03. – 03.04.2020</td>
<td>🌟</td>
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<tr>
<td>Hannover Messe, Hannover</td>
<td>20.04. – 24.04.2020</td>
<td>🌟</td>
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<tr>
<td>Cutting World, Essen</td>
<td>28.04. – 30.04.2020</td>
<td>🌟</td>
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<tr>
<td>Control, Stuttgart</td>
<td>05.05. – 08.05.2020</td>
<td>🌟</td>
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<tr>
<td>Automatica, München</td>
<td>16.06. – 19.06.2020</td>
<td>🌟</td>
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<tr>
<td>Lasys, Stuttgart</td>
<td>16.06. – 18.06.2020</td>
<td>🌟</td>
</tr>
<tr>
<td>Surface Technology, Stuttgart</td>
<td>16.06. – 18.06.2020</td>
<td>🌟</td>
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<tr>
<td>Stanztec, Pforzheim</td>
<td>23.06. – 25.06.2020</td>
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<tr>
<td>Motek, Stuttgart</td>
<td>05.10. – 08.10.2020</td>
<td>🌟</td>
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<tr>
<td>Aluminium, Düsseldorf</td>
<td>06.10. – 08.10.2020</td>
<td>🌟</td>
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<tr>
<td>parts2clean, Stuttgart</td>
<td>27.10. – 29.10.2020</td>
<td>🌟</td>
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<tr>
<td>Euroblech, Hannover</td>
<td>27.10. – 30.10.2020</td>
<td>🌟</td>
</tr>
<tr>
<td>Formnext, Frankfurt</td>
<td>10.11. – 13.11.2020</td>
<td>🌟</td>
</tr>
<tr>
<td>SPS - Smart Production Solutions, Nürnberg</td>
<td>24.11. – 26.11.2020</td>
<td>🌟</td>
</tr>
</tbody>
</table>
TRADE MEDIA FOR THE INDUSTRY

Blech
The trade magazine for the processing of sheet metal, tubes and profiles.
Frequency: 7 x per year
Print run: 13 100 copies
blechonline.de

Konstruktion & Entwicklung
Frequency: 10 x per year
Print run: 25 100 copies
konstruktion-entwicklung.de

NCFertigung
Frequency: 10 x per year
Print run: 22 100 copies
ncfertigung.de

Aluminium Praxis
Frequency: 10 x per year
Print run: 8 100 copies
alu-web.de

International ALUMINIUM Journal
Frequency: 10 x per year
Print run: 4 550 copies
alu-web.de

K-ZEITUNG
Frequency: 23 x per year
Print run: 16 274
k-zeitung.de

PROTECTOR & WIK
Frequency: 10 x per year
Print run: 10 596 copies
sicherheit.info