Der Schnitt- & Stanzwerkzeugbau Media-Rates 2026

The technical magazine for tool shops

Der Schnitt- & Stanzwerkzeugbau
Ideal advertising platform for the suppliers of tool shops

Auflage geprüft
Klare Basis für den Werbemarkt

FACHVERLAG MÖLLER

www.stanzen24.com

Der Schnitt- & Stanzwerkzeugbau – short characteristics

The technical journal Der Schnitt- & Stanzwerkzeugbau publishes detailed trade fair reports from the trade fairs Blechexpo, Stanztec-Pforzheim, EMO Hannover, EuroBlech.

The cutting & punching tool construction appears bi-monthly.

An annual subscription of the magazine costs 30,- Euro, for foreign deliveries plus postage.
Advertisements achieve high efficiency in this special magazine because there is no scattering loss. Every reader is a potential customer of the advertiser.

The print run is 3,000 copies and is IVW approved.

Fachverlag Möller, Neustr. 163, 42553 Velbert, Germany

Telephone:	Headquarters	- 0049/2053/98125-0
	Editorship	- 0049/2053/98125-12
	Advertising department	- 0049/2053/98125-14
	Reader service	- 0049/2053/98125-14
	Production/layout	- 0049/2053/98125-20

Publication dates and thematic focal points 2026

Der Schnitt- & Stanzwerkzeugbau

Issue	Publication date	Advertisement closing date	Trade fairs
1. January/February	Feb 27, 2026	Feb 13, 2026	Kongress Stanztechnik Dortmund, April 20 to 21, 2026
2. March/April	April 24, 2026	April 10, 2026	
3. May/June	June 05, 2026	May 22, 2026	Stanztec Pforzheim, June 16 to 18, 2026
4. July/August	July 10, 2026	June 26, 2026	
5. September/October	Sep 04, 2026	Aug 21, 2026	AMB Stuttgart, Sep 15 to 19, 2026
6. November/December	Oct 09, 2026	Sep 25, 2026	EuroBLECH Hannover, Oct 20 to 23, 2026

Advertisement prices/formats

All prices in Euro, valid starting from Jan 01, 2026

Format/Page (black/white)	Width x height in mm	1 advertisement without discount in euros	per colour in euros	4-colour in euros
1/1	180 x 260	720.--	160.--	1,200.--
Junior Page	140 x 185	360.--	80.--	600.--
1/2	180 x 130 90 x 260	360.--	80.--	600.--
1/3	60 x 260 180 x 85	260.--	80.--	500.--
1/4	90 x 130	160.--	80.--	400.--
1/8	90 x 65	80.--	40.--	200.--

Discount table:

3 - 5 advertisements 5 % discount,
6 advertisements 10 % discount,
For German advertisers all prices plus VAT

Classified advertisements:

Millimeter prices for
classified advertisements:
Per 44 mm width **50 cents**

Cipher fee incl. offer postage:
Euro 5.00

Other ad formats on request.

Cover pages:

Cover page:
1,020.00 Euro plus colour surcharge

2nd cover page:
Euro 720.00 Basic price b/w + 10 %

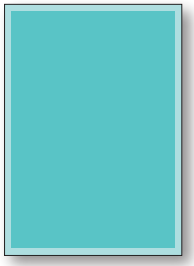
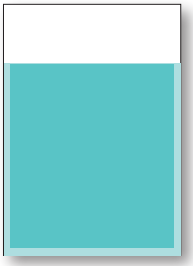
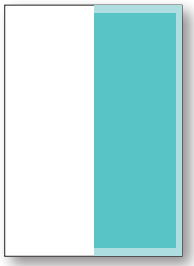
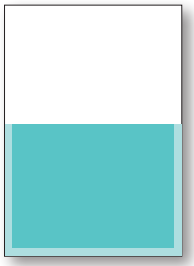
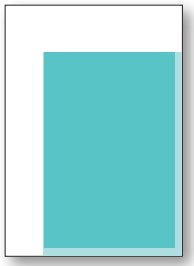
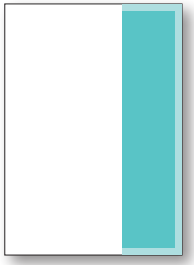
3rd cover page:
Euro 720.00 Basic price b/w + 10 %

4th cover page:
Euro 720.00 Basic price b/w + 10 %

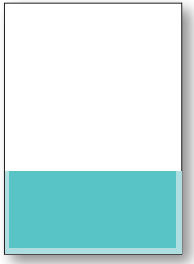
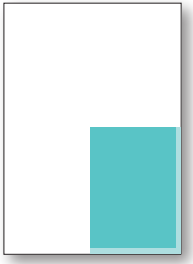
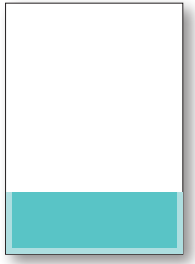
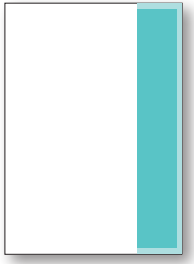
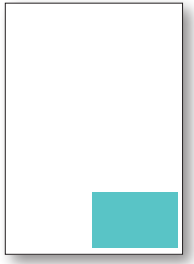
Agency commission:

15 % (also abroad)

Advertisement formats

	1/1 page	2/3 page crosswise	1/2 page high	1/2 page crosswise	Junior Page	1/3 page high
in the type-area	180 x 260 mm	180 x 175 mm	90 x 260 mm	180 x 130 mm	140 x 185 mm	60 x 260 mm
in the ingate*	210 x 297 mm	210 x 190 mm	105 x 297 mm	210 x 148 mm	148 x 210 mm	70 x 297 mm
4c-price**	€ 1,200.00	€ 800.00	€ 600.00	€ 600.00	€ 600.00	€ 500.00

	1/3 page crosswise	1/4 page norm	1/4 page crosswise	1/4 page high	1/8 page norm	1/8 page crosswise
in the type-area	180 x 85 mm	90 x 130 mm	180 x 65 mm	45 x 260 mm	90 x 65 mm	180 x 30 mm
in the ingate*	210 x 99 mm	105 x 148 mm	210 x 74 mm	52 x 297 mm	105 x 74 mm	210 x 37 mm
4c-price**	€ 500.00	€ 400.00	€ 400.00	€ 400.00	€ 200.00	€ 200.00

* plus 3 mm bleed on all outside edges of magazine ** For German advertisers all prices plus VAT

Supplements/Inserts

All prices in Euro plus VAT, valid from Jan 01, 2026

Loose Inserts	
Weight	3,100 copies
up to 25 g	160.00/1,000 copies
up to 50 g	320.00/1,000 copies
50 - 75 g	480.00/1,000 copies
from 75 g	on request

* Weight: Paper (max.) 170 g/m^3.
Bound-in inserts with glued elements on request.

Supplements	
Page count	3,100 copies
2 pages	850.00
4 pages	1,350.00
6 pages	2,000.00
8 pages	2,350.00
10 pages or more	on request

Enclosures:
Maximum size: 200 x 290 mm

Inserts:
Maximum size: 297 x 210 mm + 3 mm head, foot and outside trim, plus 5 mm inside trim

Specials:
Inserts and supplements are available in limited numbers only. Early booking is recommended.
Tip-ons (postcard supplied):
Base price 1/1 advertisement (4-colour) plus technical costs € 45,- per thousand copies tip-ons.
Please deliver 3,100 copies per issue to the printers Silber Druck oHG.

Delivery Address:
Silber Druck oHG
Otto-Hahn-Straße 25
34253 Lohfelden
Germany

Delivery date: 14 days before publication

Banner formats

Prices:

Halfsize Banner:	**80.-- EUR/month**
Fullsize Banner:	**160.-- EUR/month**
Medium Rectangle:	**160.-- EUR/month**
Leaderboard:	**240.-- EUR/month**
Wide Skyscraper:	**240.-- EUR/month**

plus VAT

Halfsize Banner
234 x 60 Pixel

Fullsize Banner
468 x 60 Pixel

Medium Rectangle
300 x 250 Pixel

Leaderboard
728 x 90 Pixel

Wide Skysraper
160 x 600 Pixel

Contact:
Fachverlag Möller
Neustraße 163
D-42553 Velbert
e-Mail: anzeigen@fachverlag-moeller.de
Tel.: +49 2053 / 98125-17

General Terms and Conditions of The Publisher

1. Orders covering the publication of advertisements (including supplements and inserts) are to be settled within one year after contract conclusion. If the Advertiser is entitled, within the contract frame, to call up individual advertisements the order must be settled within one year after publication of the first advertisement; the first advertisement is to be published within the period specified at the beginning.

2. The Advertiser shall be responsible for timely submission of the advertisement text as well as for timely and free delivery of supplements/inserts and take care the printing documents are flawless and complete. Should the material supplied be unsuitable or damaged, the Publisher will immediately request replacement. Costs incurred for the production of offset films by the Publisher will be passed on to the Advertiser at the cost price. The Publisher guarantees the printing quality customary for the designated publication, within the limits set by the printing documents.

3. The Publisher shall take over and examine the advertisement texts with due care and diligence, but shall not be liable if he is misled or deceived by the Advertisers. The Advertiser shall be liable for any and all ramifications and damages arising to the Publishing House from the advertisement contents, particularly due to press and media legal provisions.

4. In case of box number advertisements, the Publisher shall employ the diligence of a prudent businessman for offer keeping and timely forwarding. Further liability shall not be assumed.

5. Advertisements that cannot clearly be identified as such due to their design shall be marked by the Publisher with the word “advertisement”.

6. The publisher reserves the right to refuse advertisement orders - also individual call-offs within the total frame - on grounds relating to their contents, origin or technical design in accordance with the Publishers uniform principles. The Advertiser shall be informed by the Publisher immediately upon rejection of an order. Orders covering supplements/inserts shall become valid only after a sample will have been submitted and approved.

7. If an order is not fully complied with due to circumstances the Publisher is not responsible for, the unjustly granted higher discount shall be debited to the Advertiser afterwards.
   Should the Advertiser extend the order volume within one year from publication of the first advertisement, he will be granted the higher discount plus an applicable repayment for the advertisements published within the period in question.

8. In the events of strike and force majeure any obligation for order fulfillment and compensation for damages shall be waived; same shall apply to advertisements that may not be published at all or too late.

9. Proofs shall only be submitted upon explicit request. The Advertiser shall be responsible for the correctness of the returned proofs. Should the Advertiser not return the proof on time this shall be deemed to constitute approval for printing.
   Costs for considerable modifications to the originally agreed version and for the production of ordered films, retouchings and drawings shall be borne by the Advertiser.

10. If the printed advertisement is completely or partially illegible or incorrect or the print is incomplete, the Advertiser shall be entitled to demand a price reduction or a correct substitute ad, but only to the extent the purpose of the advertisement has been impaired. Further liability of the Publisher shall be excluded.
    Claims must be made within four weeks from receipt of the invoices and supporting documents.
    The publisher shall not be liable for errors arising from communication by telephone.

11. The invoice must be paid within the period specified in the price list starting from the date of receipt of the invoice, unless a shorter period or prepayment has been agreed between the parties for the particular order. In case of delayed payment, the Publisher shall be entitled to stop further performance of the contract until payment and claim prepayment for the remaining advertisements. No discount shall be granted in the events of bankruptcy and foreclosure.

12. Printing documents (films, final drawings, etc.) shall only be returned to the Advertiser upon special request. The obligation to store all documents shall terminate three months after expiry of the contract.

13. The place of fulfillment shall be the registered office of the Publisher, the court of jurisdiction also the place of the Publisher unless law mandatorily provides otherwise. For dunning procedures and in case the registered address or usual residence should be unkown at the time an action is filed, the court of jurisdiction shall be the registered office of the Publisher. Municipal Court: Wuppertal, Germany; Commercial Register No.: HRA 21087