

# Der Schnitt- & Stanzwerkzeugbau

## Media-Rates 2027

The technical magazine for tool shops

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



FACHVERLAG  
MÖLLER

[www.stanzen24.com](http://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 2027

## Der Schnitt- & Stanzwerkzeugbau

| Issue                | Publication date | Advertisement closing date | Trade fairs                                                                                             |
|----------------------|------------------|----------------------------|---------------------------------------------------------------------------------------------------------|
| 1. January/February  | Feb 19, 2027     | Feb 05, 2027               | Intec/Z Leipzig,<br>March 02 to 05, 2027                                                                |
| 2. March/April       | March 26, 2027   | March 12, 2027             | Kongress Stanztechnik Dortmund,<br>April 19 to 20, 2027<br>USE 2027 Düsseldorf,<br>April 20 to 23, 2027 |
| 3. May/June          | May 21, 2027     | May 07, 2027               |                                                                                                         |
| 4. July/August       | July 09, 2027    | June 25, 2027              |                                                                                                         |
| 5. September/October | Sep 24, 2027     | Sep 10, 2027               | EMO Mailand,<br>Oct 04 to 08, 2027<br>Blechexpo Stuttgart,<br>Oct 26 to 29, 2027                        |
| 6. November/December | Nov 19, 2027     | Nov 05, 2027               |                                                                                                         |

# Advertisement prices/formats

All prices in Euro, valid starting from Jan 01, 2027

| Format/Page<br>(black/white) | Width x height<br>in mm | 1 advertisement<br>without discount<br>in euros | per colour<br>in euros | 4-colour<br>in euros |
|------------------------------|-------------------------|-------------------------------------------------|------------------------|----------------------|
| 1/1                          | 180 x 260               | 800.--                                          | 160.--                 | 1,280.--             |
| Junior Page                  | 140 x 185               | 400.--                                          | 80.--                  | 640.--               |
| 1/2                          | 180 x 130<br>90 x 260   | 400.--                                          | 80.--                  | 640.--               |
| 1/3                          | 60 x 260<br>180 x 85    | 300.--                                          | 80.--                  | 540.--               |
| 1/4                          | 90 x 130                | 200.--                                          | 80.--                  | 440.--               |
| 1/8                          | 90 x 65                 | 100.--                                          | 40.--                  | 220.--               |

## 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:

1,120.00 Euro plus colour surcharge

### 2<sup>nd</sup> cover page:

Euro 800.00 Basic price b/w + 10 %

### 3<sup>rd</sup> cover page:

Euro 800.00 Basic price b/w + 10 %

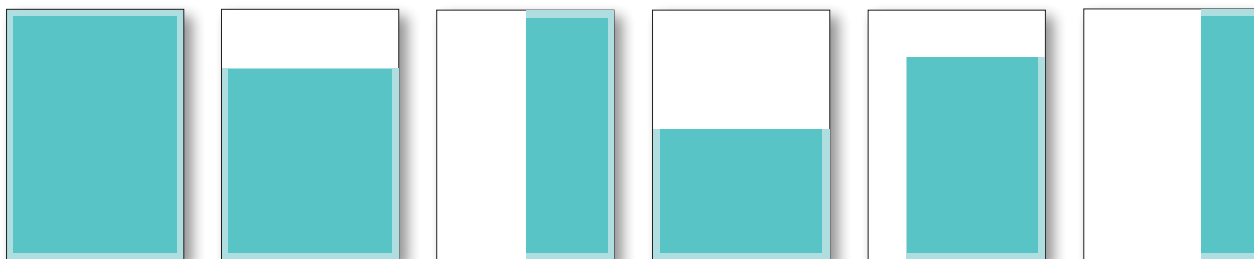
### 4<sup>th</sup> cover page:

Euro 800.00 Basic price b/w + 10 %

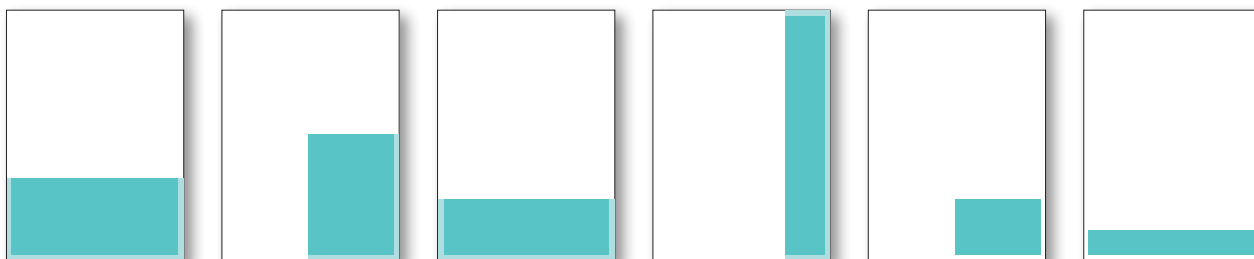
## Agency commission:

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 |
|-------------------------|--------------|--------------------|---------------|--------------------|--------------|---------------|
| <b>in the type-area</b> | 180 x 260 mm | 180 x 175 mm       | 90 x 260 mm   | 180 x 130 mm       | 140 x 185 mm | 60 x 260 mm   |
| <b>in the ingate*</b>   | 210 x 297 mm | 210 x 190 mm       | 105 x 297 mm  | 210 x 148 mm       | 148 x 210 mm | 70 x 297 mm   |
| <b>4c-price**</b>       | € 1,280.00   | € 850.00           | € 640.00      | € 640.00           | € 640.00     | € 540.00      |



|                         | 1/3 page crosswise | 1/4 page norm | 1/4 page crosswise | 1/4 page high | 1/8 page norm | 1/8 page crosswise |
|-------------------------|--------------------|---------------|--------------------|---------------|---------------|--------------------|
| <b>in the type-area</b> | 180 x 85 mm        | 90 x 130 mm   | 180 x 65 mm        | 45 x 260 mm   | 90 x 65 mm    | 180 x 30 mm        |
| <b>in the ingate*</b>   | 210 x 99 mm        | 105 x 148 mm  | 210 x 74 mm        | 52 x 297 mm   | 105 x 74 mm   | 210 x 37 mm        |
| <b>4c-price**</b>       | € 540.00           | € 440.00      | € 440.00           | € 440.00      | € 220.00      | € 220.00           |

\* 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, 2027

| Loose Inserts |                     |
|---------------|---------------------|
| <b>Weight</b> | 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<sup>2</sup>.  
Bound-in inserts with glued elements on request.

| Supplements       |              |
|-------------------|--------------|
| <b>Page count</b> | 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 Skyscraper**

160 x 600 Pixel

## Contact:

Fachverlag Möller

Neustraße 163

D-42553 Velbert

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[www.stanzen24.com](http://www.stanzen24.com)

## 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 unknown 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