

The Fair Offer for

EUROBLECH

presented by



blechnet



Make the most of your opportunities at EuroBLECH!

Present your company to the readers of MM MaschinenMarkt and blechnet in the EuroBLECH Journal before the trade fair begins. You will attract the attention of the trade fair visitors with your advertisement in the only official fair newspaper for the International Technology Fair for Sheet Metal Working. You can extend your reach online through a four-week partner presence on all our digital channels or with our special newsletters.



blechnet

are brands of



VOGEL COMMUNICATIONS GROUP

The Journal

The EuroBLECH Journal impresses with its record reach in Germany, Austria and Switzerland as well as in the Czech Republic, Poland, Hungary and China.

It reports on current events in sheet metal processing. Attract the attention of Trade Fair visitors with your advertisement in our EuroBLECH Journal.

Close Dates

PDF Close	July 24, 2020
Ad Close	July 21, 2020

Publishing Dates

MM MaschinenMarkt 16	Aug 10, 2020
blechnet 4	Aug 31, 2020
SMM Schweizer Maschinenmarkt 18	Sep 2, 2020
MM Das österreichische Magazin 19	Sep 4, 2020
MM Müszaki Magazin 9	Sep 7, 2020
Magazyn Przemysłowy 9	Sep 8, 2020
Xiandai Zhizao 26	Sep 8, 2020
MM Průmyslové spektrum 9	Sep 9, 2020

Distribution and circulation

Circulation

132,000 copies in print, 24,700 as e-paper

Print

Coverage of the countries Germany, Austria and Switzerland, the Czech Republic, Poland, Hungary and China with Specialist magazines from Vogel.

Online

The e-paper will be sent to all newsletter recipients of MM MaschinenMarkt and blechnet

Additional distribution at EuroBLECH

Ad Formats and Prices

FORMAT	BASIC PRICE	AD RATE 4C	W × H IN MM
1/1	11,890.00	13,490.00	4-col. 190 × 270
Junior Page	7,790.00	8,990.00	136 × 190
1/2	5,990.00	7,190.00	2-col. 94 × 270 4-col. 190 × 134
1/3	3,990.00	5,190.00	1-col. 62 × 270 4-col. 190 × 88
1/4	3,190.00	3,990.00	1-col. 46 × 270 2-col. 94 × 134 4-col. 190 × 66
1/8	1,690.00	2,490.00	1-col. 46 × 134 2-col. 94 × 66 4-col. 190 × 32

Preferred placements (4c)

Cover pages	15,290.00
1/2 page, next to content	7,990.00
1/3 page, next to Editorial	5,790.00
2/1 over collar	25,390.00
2 page in a row	19,390.00

Fair newspaper and fair magazine

MM MaschinenMarkt and blechnet are the authorized editorial offices that are doing live research at the fair every day and inform visitors about recent news and highlights of the fair. Thus fair exhibitors receive an exclusive platform for their advertisement and a direct access to the international audience with the bilingual trade newspaper.

Close Dates

Fair newspaper

Editorial Close _____ October 08, 2020
 Printing PDF Close _____ October 14, 2020
 Publishing Date _____ October 27, 28 + 30, 2020

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Editorial Close _____ September 09, 2020
 Printing PDF Close _____ September 28, 2020
 Publishing Date _____ October 12, 2020

MM MaschinenMarkt 18

Editorial Close _____ September 25, 2020
 Printing PDF Close _____ October 01, 2020
 Publishing Date _____ October 12, 2020

Distribution

Fair newspaper

Exclusive distribution to visitors at all entrances at the EuroBLECH and to all fair exhibitors.

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Decision makers from metal processing, mechanical engineering, steel and vehicle construction, electrical engineering, precision mechanics and iron, sheet metal and metal goods industry

MM MaschinenMarkt 18

Owners, managing directors and specialists from the first and second management levels of the manufacturing industry

Circulation

Fair newspaper

60,000 copies (20,000 copies per issue)

blechnet

10,000 copies

MM MaschinenMarkt

50,000 copies

Newspaper Format

Paper size: _____ 255 mm wide × 350 mm high
 Block format: _____ 226 mm wide × 313 mm high; 5 columns

Ad Formats and Prices

FORMAT	3 ISSUES FAIR NEWSPAPER	3 ISSUES FAIR NEWSPAPER + BLECHNET 5	3 ISSUES FAIR NEWSPAPER + MM MASCHINEN- MARKT 18	W × H IN MM
1/1 page	7,000.00	10,460.00	14,670.00	226 × 313
Junior page	3,500.00	5,560.00	8,300.00	134 × 189
1/2 page	3,850.00	5,600.00	7,850.00	226 × 140
2/5 page	2,800.00			88 × 287
1/3 page	2,340.00	3,660.00	5,280.00	134 × 140 226 × 91
1/4 page	1,760.00	2,640.00	4,090.00	88 × 189 180 × 91
1/5 page	1,400.00			42 × 287 88 × 140 134 × 91

Preferred placements

PREFERRED	3 ISSUES	W × H IN MM
Title header display (title page)	4,900.00	42 × 42
Footmark display (title page)	5,250.00	226 × 42
Inside Front Cover	7,350.00	226 × 313
Back Cover	7,690.00	226 × 313
2/1 over collar (only 1x bookable)	14,050.00	2 × 226 × 313
Title Ad	600.00	42 × 42

All prices in EUR plus VAT

An Overview of the Online Offer

Reach professionals of sheet metal and tube processing online with the special to the fair on blechnet.com and maschinenmarkt.de as well as in the newsletters.

Partner package online

ELEMENTS	PLACEMENT	DURATION	PRICE
Banner placement in the special newsletter. Selectable between Billboard Ad, TextAd or XL Banner Subject to availability.	- First mailing Newsletter MM MaschinenMarkt - First mailing Newsletter blechnet	October 1-30, 2020	1,700.00
Logo in a Rotation Ad	www.blechnet.com		
Logo in a Rotation Ad	www.maschinenmarkt.de		
Publication of your Dates/Events (max. 3 pieces)	Landing page to the Trade fair		

Your Benefit

- Four-week online presence in the run-up to blechexpo
- Access to all digital channels (web and newsletter)
- Reaching the relevant target group

Special Newsletter

Place your advertising message in the EUROBLECH-topic environment and post it directly to your customer's mailbox.

blechnet Newsletter

October 15,2020
October 20,2020
October 22,2020

MM MaschinenMarkt Newsletter

October 21,2020

Newsletter recipients

MM MaschinenMarkt: 15,700 subscribers
blechnet: 9,000 subscribers

Banner-Prices

blechnet

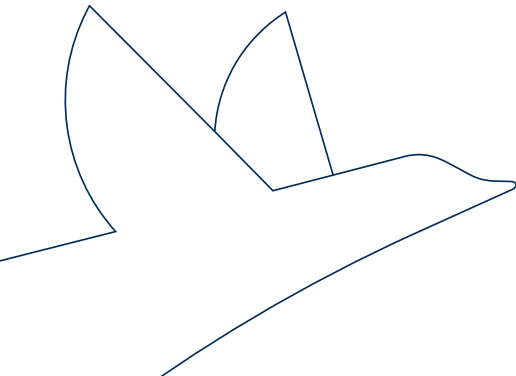
Billboard Ad	Text Ad	XL Banner
1,100.00	1,200.00	990.00

MM MaschinenMarkt

Billboard Ad	Text Ad	XL Banner
1,295.00	1,495.00	1,095.00

All prices in EUR plus VAT

Get in contact
We look forward to
hearing from you!



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