

The special issue

METAL- WORKING

presented by



Show your expertise in metalworking!

Find attention for your products and innovations even in Corona times.
The MM Special Metalworking reaches your customers!



is a brand of



VOGEL COMMUNICATIONS GROUP

The special issue at a glance

The Special Metalworking stands out with its record reach in Germany, Austria and Switzerland and reports on current events in the metalworking industry.
Reach the attention of the entire industry with your advertisement.

Close Dates

Ad Close July 10 2020
Publishing Date July 27, 2020

Distribution and circulation

• Circulation

73,000 copies in print, 24,700 copies as e-paper

• Print:

Coverage of Germany, Austria and Switzerland with the titles MM MaschinenMarkt, SMM Schweizer MaschinenMarkt and MM Das österreichische Industriemagazin

• Online:

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

Preferred placements (4c)

Cover pages 13,400.00
1/2 page, next to content 6,920.00
1/3 page, next to Editorial 4,970.00
2/1 over collar 19,800.00

Ad Formats and Prices

FORMAT	BASIC PRICE	AD RATE 4C	W × H in mm
1/1 page	10,650.00	12,350.00	4-col. 190 × 270
Junior Page	6,650.00	7,720.00	136 × 190
1/2 page	5,330.00	6,400.00	2-col. 94 × 270 4-col. 190 × 134
1/3 page	3,550.00	4,620.00	1-col. 62 × 270 4-col. 190 × 88
1/4 page	2,660.00	3,320.00	1-col. 46 × 270 2-col. 94 × 134 4-col. 190 × 66
1/8 page	1,330.00	1,990.00	1-col. 46 × 134 2-col. 94 × 66 4-col. 190 × 32

All prices in EUR plus VAT.

An Overview of the Online Offer

Take advantage of our online metalworking offer and receive a reach extension on ww.maschinenmarkt.de, the landing page for the special and in the special newsletter.

Partner package online

CONSTITUENTS	DURATION	PRICE
2 × banner circuit in the special newsletter. Selectable between Billboard Ad, Text Ad or XL banner. Subject to availability.	August 10 - September 19, 2020	1,800.00
Logo in a Rotation Ad on maschinenmarkt.de Home		

Your benefit

- Six-week online presence
- Future customers will be directed towards your site
- Increase your reach through the implementation of our multi-channel strategy

Special newsletter

Place your advertising message and post it directly to your customer's mailbox.

Newsletter- recipients

MM MaschinenMarkt: _____ 15,700 subscribers

blechnet: _____ 9,000 subscribers

Banner Prices

per mailing

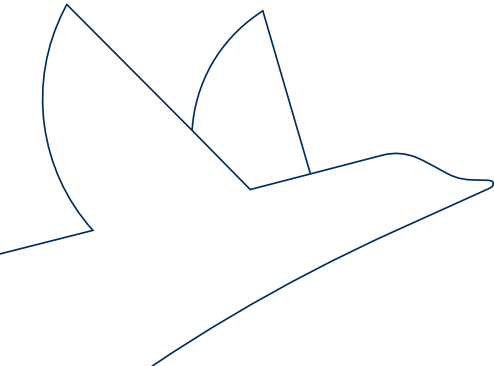
Billboard Ad _____ 1,295.00

Text Ad _____ 1,495.00

XL Banner _____ 1,095.00

All prices in EUR plus VAT.

Get in contact
We look forward to
hearing from you!



VOGEL COMMUNICATIONS
GROUP

sales@vogel.de
+49 931 418-2982

VOGEL COMMUNICATIONS GROUP
GMBH & CO. KG
Max-Planck-Straße 7/9
97082 Würzburg

Contact