



## Media Kit

# 2012

Subcontractors engaged in tool and mold making play a key role in the production chain. Increasingly demanding requirements in the development and manufacture of molds and tools necessitate the use of modern technology by tool and mold manufacturers.

**FORM+Werkzeug** is aimed at the decision makers in this innovative industrial sector. It contains the information they need on subjects relating to machine tools, HSC, tool technologies, CAD/CAM, the use of software and rapid prototyping/rapid tooling.

Reports on new developments and current matters relating to operational processes complete the editorial coverage, which is derived from practical situations and is orientated towards the needs of the industry.

# Advertisement Pricelist No. 21

Valid from 1 October 2011

<b>1 Circulation</b>	Print run:	<b>11,000</b>	<b>5 Publishing house</b>	Carl Hanser Verlag GmbH & Co. KG Kolbergerstr. 22, 81679 Munich/Germany
<b>2 Magazine format</b>	DIN A4, 210 x 297 mm (width x height) <b>Type area:</b> 175 x 250 mm (width x height) 4 columns à 41 mm width			<b>Advertisement manager:</b> Dietmar von der Au Tel.: +49 89 99830-214, au@hanser.de
<b>3 Printing method</b>	Offset/adhesive bond			<b>Advertisement planning:</b> Annette Anthony Tel.: +49 89 99830-218, anthony@hanser.de
<b>4 Publication</b>	6 issues per year <b>Advertising deadline:</b> see editorial schedule		<b>6 Terms of payment</b>	30 days net. 2% discounts for payments made within 8 days after receipt of invoice. Place of payment: Munich.
				<b>Bank details:</b> Postbank Munich Acct no. 77 97 46 800, bank code 700 100 80

## 7 Advertisement rates and formats (in €/Euro)

Format	Width x height (in mm)	Basic rate b/w	2c	3c	4c
Titlepage	158 x 158				5,500.--
2./4. cover page	210 x 297				5,000.--
1/1 page	175 x 250	3,280.--	3,890.--	4,500.--	5,110.--
1/2 page	85 x 250 175 x 122	1,730.--	2,040.--	2,350.--	2,660.--
Junior page	122 x 175	1,780.--	2,090.--	2,400.--	2,710.--
1/3 page	55 x 250 175 x 80	1,220.--	1,530.--	1,840.--	2,150.--
1/4 page	85 x 122 41 x 250 175 x 58	930.--	1,090.--	1,250.--	1,410.--
1/8 page	85 x 58 175 x 28	470.--	630.--	790.--	950.--

<b>8 Surcharges</b>	Charged on the basic rates	
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<b>13 Loose inserts</b>	On request
<b>14 Insert stickers</b>	On request
<b>15 Technical details / handling</b>	ask for our factsheet "electronically transmitted materials for printing"

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Issue	Closing Dates	Special sections Special topics	Topic description	Trade Fairs
<b>1</b> February Edition on Medtec Europe	Editorial: 16 Jan 2012 Advertisement: 02 Feb 2012 Publication date: 29 Feb 2012	<b>5-axis machining for tool manufacturing</b> <b>Grinding</b> <b>Erosion Systems</b>	<b>CAM-Systems, CNC, cutting tools Design and manufacture of injection molding tools</b> face grinding machines	<b>GrindTec</b> , Augsburg, 14 - 17 March 2012 <b>Medtec Europe</b> , Stuttgart, 13 - 15 March 2012
<b>2</b> April Edition on Hannover Fair and Control	Editorial: 01 March 12 Advertisement: 09 March 12 Publication date: 12 Apr 12	<b>Measurement</b> <b>PLM, ERP, PDM</b> <b>Automation</b> <b>Assembling tools</b>	<b>Reverse Engineering 3D-Scanner</b> Software for production planning Robotics handling Clamping tools	<b>Hanover Fair</b> , 23 - 27 Apr 2012 <b>Control</b> , Stuttgart, 08 - 11 May 2012 <b>Automatica</b> , Munich, 22 - 25 May 2012 <b>Intermold</b> , Osaka/Japan, 18 - 21 Apr 2012 <b>Die Mould India</b> , Mumbai/India, 19 - 22 Apr 2012
<b>3</b> June Edition on Stanztec	Editorial: 16 Apr 12 Advertisement: 07 May 12 Publication date: 05 Jun 12	<b>Punching tools</b> <b>Materials</b> <b>Patterns</b>	<b>Eroding, EDM Machines</b> Steel and Aluminium CAM-Systems, Software for Cost calculation Simulation	<b>Stanztec</b> , Pforzheim, 19 - 21 Jun 2012 <b>wfb Fachmesse für Werkzeug- und Formenbau</b> , Augsburg, 13 - 14 Jun 2012 <b>Amerimold 2012</b> , Detroit/USA, 13 - 14 Jun 2012 <b>Rosmould 2012</b> , Moskau/Russia, 19 - 21 Jun 2012
<b>4</b> August Edition on AMB	Editorial: 09 Jul 12 Advertisement: 06 Aug 12 Publication date: 05 Sep 12	<b>Machining tools</b> <b>Machine tools</b> <b>Grinding and polishing tools</b>	<b>Milling, drilling tools, CNC vertical machining centers</b> Milling Machines, HSC, Eroding Processes EDM machines	<b>AMB</b> , Stuttgart, 18 - 22 Sep 2012
<b>5</b> October Edition on Fakuma and Euro BLECH	Editorial: 20 Aug 12 Advertisement: 06 Sep 12 Publication date: 04 Oct 12	<b>Injection molding technology</b> <b>Deep drawing with tools</b> <b>Repairing molds and tools</b>	<b>Hot runner systems, Temper, Design and manufacture of injection molding tools</b> Components, Plastic injection simulation	<b>Fakuma</b> , Friedrichshafen, 16 - 20 Oct 2012 <b>EuroBLECH</b> , Hanover, 23 - 27 Oct 2012
<b>6</b> December Edition on EuroMold	Editorial: 01 Oct 12 Advertisement: 17 Oct 12 Publication date: 15 Nov 12	<b>Innovations for the tool and mold making</b> <b>5-axis-machining</b> <b>Product development</b> <b>Materials</b> <b>Measurement</b>	<b>CAD, Design-Software, Machining Centers</b> Coordinate Measurement Machines Standard Patterns Steels and graphite Clamping Systems	<b>EuroMold</b> , Frankfurt, 27 - 30 Nov 2012

## Readership Analysis

## Audited distribution



## Circulation analysis

Average number of copies per issue (1 July 2010 - 30 June 2011)

Print run	11,000
Number of distributed copies	10,797

## Analysis of geographical distribution

Regions	Proportion of total circulation	
	%	Copies
Germany	92.6	10,002
Other countries	7.4	795
<b>Number of distributed copies</b>	<b>100.0</b>	<b>10,797</b>

## Branch of industry

No. of basic systems Recipient groups (classified by industry/trade)	Proportion of total circulation	
	%	Copies
<b>Independent tool and mould making companies</b>	<b>23.9</b>	<b>2,581</b>
<b>Companies with their own facilities for making tools, moulds or jigs and fixtures</b>	<b>75.1</b>	<b>8,108</b>
25 Production of rubber and plastic goods	29.8	2,417
27 Metal production and processing	2.7	219
28.1. Steel and lightweight metal constructions	1.2	97
28.4. Production of forgings, pressings, drawn parts, stampings, etc.	5.8	470
28.6. Production of cutting implements, tools, locks and fittings from base metals	15.9	1,289
29.40.1-29.40.4 Mechanical engineering and precision tools	12.1	981
29.56.3. Production of machines, tools and moulds for plastics processing	14.1	1,143
31/32 Electrical engineering, electronics	3.7	300
33.20.2, 33.4. Light engineering, optics	7.9	641
34/35 Production of motor vehicles and vehicle parts	6.8	551
<b>Miscellaneous</b>	<b>1.0</b>	<b>108</b>
<b>Number of distributed copies</b>	<b>100.0</b>	<b>10,797</b>

## Position in organisation

	Proportion of total circulation	
	%	Copies
Company management in companies with up to 199 employees	31.7	3,423
Technical management	15.7	1,695
Production	36.7	3,962
Management of tool/equipment manufacturing	4.0	432
Research, development, design	7.8	842
Technical purchasing	2.1	227
Miscellaneous	2.0	216
<b>Number of distributed copies</b>	<b>100.0</b>	<b>10,797</b>

## Size of organisation

	Proportion of total circulation	
	%	Copies
Up to 49 employees	28.9	3,100
50 - 99 employees	31.2	3,369
100 - 199 employees	15.5	1,685
200 - 499 employees	11.8	1,274
500 - 999 employees	5.8	626
More than 1,000 employees	5.6	605
Miscellaneous	1.2	128
<b>Number of distributed copies</b>	<b>100.0</b>	<b>10,797</b>

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