



Information for Your Advertising Schedule 2012

WB Werkstatt + Betrieb

Magazine for Metal Cutting



Magazine for All Aspects of Production and Finishing in the Metalworking Industry

BRIEF CHARACTERISTICS

WB Werkstatt + Betrieb publishes practice-related articles on machining. Emphasis is laid on the production engineering prerequisites essential for cost-effective machining of metals. These include not only metalworking tools, machinery and plant but also related automation and information technology.

The readers of **WB Werkstatt + Betrieb** are technical managers, production directors and engineers and metalworking professionals in mechanical and automotive engineering and other important areas of the metalworking industry.

PRINT RUN

WB Werkstatt + Betrieb has a printing quantity of 15,000 copies. As a result of the high quality of editorial contributions and comprehensive coverage of this clearly defined branch of engineering **WB Werkstatt + Betrieb** has 1,471 regular subscribers.

CIRCULATION

The distribution is made up as follows:

Germany	13,180
Abroad	1,559
Total circulation	14,739

BRANCHES OF INDUSTRY

Machine tools manufacturers	2,243
Suppliers to the machinery construction industry, including manufacturers of fittings, gears, transmissions and other drive units as well as measuring, testing and control equipment	3,797
Users of machine tools	8,699
Manufacturers of all types of machinery, fittings, gears and transmissions for the automotive industry, ship building and aviation industries and electrical precision engineering and optical industries	

READERSHIP

Owners, technical directors, managing directors	5,072
Production managers and factory engineers	8,875
Commercial management	792

SIZE OF COMPANY

Up to 49 employees	5,028
from 50 to 99 employees	3,474
from 100 to 199 employees	2,381
from 200 to 499 employees	1,803
more than 500 employees	2,053

WB reflects the value added chain in machining

Regular columns:

- **Machine tools and precision tools:** for sawing, drilling, reaming, tapping, turning, milling, grinding, gear cutting, eroding
- **Production engineering:** Start-to-finish processing, 5-axis processing, HSC/HPC, dry processing, hard machining, process integration
- **Measuring systems:** In-process and post-process measurement technology
- **Automation:** Control systems, machine safety, tool monitoring, pallet handling systems, handling and robotics
- **Drive systems:** Shaft and spindle drives, torque and linear drives
- **Clamping technology:** for workpieces and tools
- **Operating systems:** Cooling lubricant and chip management, parts cleaning, fumes/air extraction
- **IT Systems:** CAD/CAM, DNC, MDE, BDE, ERP, MES
- **Services:** Tool management, teleservices, retrofitting, maintenance
- **Industry update:** Trade news, exhibitions/events, patents and patent applications, energy and resources management
- **Results from applications research and pre-production development**

Issue	Closing Dates	Themes	Exhibitions / Events
1-2 February	Editorial: 12.12.2011 Advertisement: 17.01.2012 Publication: 16.02.2012	Focal topics: Complete machining, automation, tools, coatings, reduction non-productive times Industry focus: Job shops Special: Grinding, Hart part machining	METAV , Duesseldorf, 28.02.-03.03.12 GrindTec , Augsburg, 14.-17.03.12
3 March	Editorial: 31.01.2012 Advertisement: 21.02.2012 Publication: 20.03.2012	Focal topics: Machining titanium, HSC/HPC, CAM-systems, sawing technology, tool presetting Industry focus: Aerospace Special: Milling	
4 April	Editorial: 01.03.2012 Advertisement: 21.03.2012 Publication: 20.04.2012	Focal topics: Turning-milling/milling-turning, precision machining, measurement, tool clamping technology Industry focus: Medical technology Special: Turning	Control , Stuttgart, 08.-11.05.12 Siams , Moutier/CH, 08.-11.05.12
5 May	Editorial: 26.03.2012 Advertisement: 18.04.2012 Publication: 22.05.2012	Focal topics: Automation, robotics, flexible and modular manufacturing cells, multi-spindle technology, CNC, IT-systems Industry focus: Vehicle construction Special: Gear cutting	
6 June	Editorial: 20.04.2012 Advertisement: 21.05.2012 Publication: 21.06.2012	Focal topics: Long parts, tool management, industrial engineering, dry processing Industry focus: Machine building Special: Drilling, reaming, tapping	
7-8 August	Editorial: 11.06.2012 Advertisement: 02.07.2012 Publication: 31.07.2012	Focal topics: Complete machining, turning-milling, tool clamping technology, sawing technology Industry focus: Job shops Special: Turning Switzerland machine tools industry	
9 September	Editorial: 11.07.2012 Advertisement: 03.08.2012 Publication: 06.09.2012	Focal topics: Trends in machine tools and tools, micro manufacturing, IT-systems Industry focus: Medical technology Special: Cooling lubrication	AMB , Stuttgart, 18.-22.09.12 Micronora , Besançon/F, 25.-28.09.12
10 October	Editorial: 21.08.2012 Advertisement: 06.09.2012 Publication: 05.10.2012	Focal topics: Automation, robotics, machine tool control, gear cutting, tool holders, precision machining, finishing, component cleaning Industry focus: Vehicle construction Special: Grinding, Hart part machining	parts2clean , Stuttgart, 23.-25.10.12
11 November	Editorial: 12.09.2012 Advertisement: 04.10.2012 Publication: 07.11.2012	Focal topics: Complete machining, HSC/HPC, 5-axis machining, large parts, CAM-systems, sawing technology, measurement technology Industry focus: Machine building Special: Milling	Prodex , Basel/CH, 20.-24.11.12 EuroMold , Frankfurt a. M., 27.-30.11.12
12 December	Editorial: 19.10.2012 Advertisement: 13.11.2012 Publication: 11.12.2012	Focal topics: Machining titanium, HSC/HPC, tool management, spindle drive, CAM-systems Industry focus: Aerospace Special: Drilling, reaming, tapping	AMB-REPORT

WB Werkstatt + Betrieb

WB Werkstatt + Betrieb provides decision making aids for specialist personnel and management in machining operations.

WB Werkstatt + Betrieb contains reports on the technical and organisational requirements for profitable machining. Price related information on current processes and methods along the added value chain contribute to making production units competitive at the international level. Every issue of **WB Werkstatt + Betrieb** reaches machine manufacturers, suppliers, job order manufacturers and component suppliers for every important industrial sector such as the automotive and aerospace industries, medical technology, the electrical industry and other users of machine tools. **WB Werkstatt + Betrieb** is addressed at all types of operation, irrespective of whether one off, variant or mass production, one man businesses or large industries, light or heavy duty machining, manufacturers of miniature, small or large components, with a limited or high degree of automation.

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Advertising rates (in €) and data

Format	Width x Height (in mm)	Basic rate b/w	2c	3c	4c
Title page	210 x 162 + 3 mm Trim	Fixed price			5,900.--
2./4. cover page	210 x 297	Fixed price			5,500.--
1/1 page	175 x 250	3,620.--	4,300.--	4,970.--	5,630.--
1/2 page	85 x 250 175 x 122	1,830.--	2,170.--	2,500.--	2,820.--
Juniorpage	122 x 175	2,040.--	2,380.--	2,720.--	3,060.--
1/3 page	55 x 250 175 x 80	1,250.--	1,580.--	1,900.--	2,220.--
1/4 page	85 x 122 41 x 250 175 x 58	920.--	1,120.--	1,320.--	1,490.--
1/8 page	85 x 58 175 x 28	480.--	660.--	840.--	1,020.--

Bound-in inserts: 1 sheet € 4,7800.-- • 2 sheet € 8,000.--

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