

Media Data 2018



www.msm.ch



Vogel Business Media

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“The trade magazine for the code of practice!”

The MSM Le Mensuel de l'Industrie is the leading trade publication of the Swiss machine industry. It was awarded the “Q Seal of Approval” seal by the SCHWEIZER MEDIEN association for being a trustworthy and serious specialist journal and looks back over a tradition spanning almost 86 years. Decisionmakers, buyers and technical professionals from the MEM industry use MSM as a source of information, to inform themselves about technical applications, the latest product developments, trade fair trends or news about the economy. SMM is a publication that is traditionally read at all levels of a company.



- Print run: 8,000 copies
- Frequency of publications: monthly
- Circulation: Throughout French-speaking Switzerland and the French-speaking area near the border
- WEMF certification :
 - Total copies distributed 4'913
 - Total sold copies 1'373
 - of which subscriptions 1'482
 - of which free copies 65 Ex.
 - Total free circulation* 3'540
 - * Targeted distribution
- Purchase price (Domestic price in CHF, incl. VAT and postage)
 - Single issue 8.50
 - Trial subscription (3 issues) 12.00
 - Annual subscription (10 issues)* 94.00
 - Combined MSM/SMM subscription* 178.00
 - * incl. SMM/MSM GUIDE



Thanks to numerous cooperations, MSM reaches a wide readership of relevant decision-makers and is deeply rooted in the MEM sector.

CADFEM



The General Terms and Conditions of Vogel Business Media AG apply (www.privacy.vogel.de/agb.html)

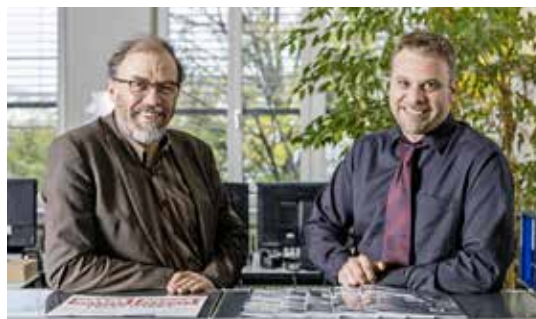
MSM	Publication date	Advert deadline	Topics/specials	Shows/exhibitions
1	09.02.2018	30.01.2018	METAV preview, Simodec preview, AMX preview Manufacturing technology, sheet metal machining, connection technology → <i>Dossier: Additive manufacturing - new materials</i>	METAV, Düsseldorf, 20. – 24.02. AMX, Additive Manufacturing Expo, Lucerne, 06. – 07.03. Simodec, La Roche-sur-Foron, 06. – 09.03.
2	09.03.2018	27.02.2018	Simodec preview, GrindTec preview, MIDEST preview, Industry, Tolexpo Manufacturing technology, automation, robotics, supply industry → <i>Dossier: Screw-cutting and grinding – supply industry in France and Switzerland</i>	GrindTec, Augsburg, 14. – 17.03. BASELWORLD, Basel, 22. – 27.03. MIDEST, Industrie Paris, Tolexpo and Smart Industries, Paris Nord Villepinte, 27. – 30.03.
3	06.04.2018	22.03.2018	SIAMS preview, Hannover Fair preview Manufacturing technology, logistics and materials handling technology, medical technology → <i>Dossier: Microtechnology and screw-cutting - the Jura Arc's trump cards</i>	Medtec Europe, Stuttgart, 17. – 19.04. SIAMS, Moutier, 17. – 20.04. Hannover Fair, 23. – 27.04.
Daily	17/18.04.2018 19/20.04.2018	22.03.2018	SIAMS Messe-Daily: Exclusive trade fair magazine for SIAMS. Book 2x – Benefit 4x	
4	04.05.2018	23.04.2018	Simodec review, MIDEST review, Industry, Tolexpo Sheet metal machining, construction and CAx, connection technology → <i>Dossier: Interviews with CEOs and important industry personalities in French-speaking Switzerland</i>	OPTATEC, Frankfurt, 15. – 17.05.
5	08.06.2018	28.05.2018	EPHJ-EPMT-SMT preview, SIAMS review Manufacturing technology, automation, robotics, supply industry, medical technology → <i>Dossier: Smart machines and special machines</i>	EPHJ-EPMT-SMT, Geneva, 12. – 15. 06. Stanztec, Pforzheim, 19. – 21.06. AUTOMATICA, Munich, 19. – 22.06.
6	25.07.2018	12.07.2018	Annual Main Edition: Summer Cutting-edge innovations from industry Large print run over 20,000 copies German/French	
7	24.08.2018	13.08.2018	SINDEX preview Manufacturing technology, automation, robotics, connection technology → <i>Dossier: Overview of Swiss robotics integrators</i>	SINDEX, Bern, 28. – 30.08.

MSM	Publication date	Advert deadline	Topics/specials	Shows/exhibitions
Daily	28/29.08.2018	09.08.2018	SINDEX Messe-Daily: Exclusive trade fair magazine for SINDEX. Book 1x – Benefit 2x	
8	14.09.2018	04.09.2018	AMB preview, Micronora preview, Motek preview, SINDEX review Manufacturing technology, materials technology, supply industry → <i>Dossier: Microtechnology and screw-cutting - the Jura Arc's trump cards</i>	AMB, Stuttgart, 18.–22.09. Micronora, F-Besançon, 25.–28.09. Motek, Stuttgart, 08.–11.10. Fakuma, Friedrichshafen, 16.–20.10. «K», Düsseldorf, 16.–23.10.
9	12.10.2018	02.10.2018	EuroBLECH preview, SPS IPC Drives preview AMB review, Micronora review Sheet metal machining, construction and CAx, materials handling technology → <i>Dossier: World of sheet metal - use of lasers in cutting and texturing / World of plastics- new 3D-print technologies</i>	EuroBLECH, Hannover, 23.–26.10 SPS IPC Drives, Nürnberg, 27.–29.11.
10	05.12.2018	22.11.2018	Annual main edition Winter Future technologies practical examples of modern materials, additive manufacturing, manufacturing of the future, lasers in production, the future of automation and drive technology Large print run over 20,000 copies German/French	

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Manufacturing technology

Occupational safety
 Production engineering
 Drilling
 Turning
 Manufacturing measuring technology
 Milling
 Second-hand machinery
 Gripper systems
 Handling technology
 Handling equipment
 High-speed machining
 Laser technology
 Solid forming
 Measuring and testing technology
 Assembly technology
 NC, CNC, DNC
 PPS (Production-Planning-System)
 Precision technology
 Quality assurance
 Cleaning technology
 Rotary indexing systems
 Sawing
 Grinding
 Clamping device
 Parts cleaning
 Transfer plants
 Tooling and mould construction
 Tools
 Machine tools
 Machining

Sheet metal machining

Folding
 Laser cutting
 Plasma cutting
 Forming technology
 Water jet cutting

Automation

I/O modules
 Electro technology
 Field buses
 Installation technology
 Linear technology
 MSR (Measure, Control, Regulate)
 MMI (Man-machine interface)
 Process control systems
 Robotics
 Cabinets and housings
 Sensor technology
 SPS, IPC
 Visualisation
 Wireless systems

Drive technology

Hydraulic
 Pneumatic
 Electrical machines
 Converter
 Servos
 Warehouse

Logistics and materials handling technology

Storage technology
 Flow of material
 Transport
 Safety technology
 Packaging

Connection technology

Clinching
 Adhesive bonding
 Soldering
 Riveting
 Screwing
 Welding

Materials technology

Paints
 Electroplating
 Casting technology
 Hardening
 Plastics technology
 Varnish
 Laser technology
 Surface technology
 Tempering
 Thermal treatment
 Materials

Medical technology

Manufacturing technology
 Precision mechanics

Materials technology

Construction and CAx

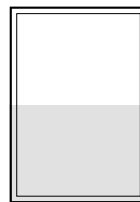
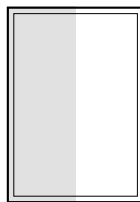
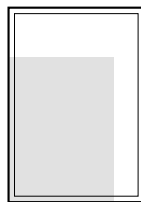
CAx (CAD, CAM, CAE etc.)
 Design
 Engineering
 EWF (Engineering Workflow)
 Machine elements
 PDM (Product Data Management)
 PLM (Product Lifecycle Management)
 Quality assurance

Supply industry

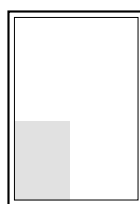
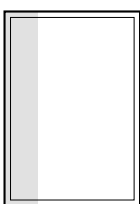
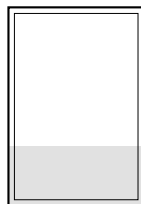
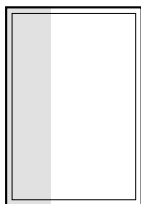
Generation of compressed air
 Semifinished products
 Industrial supplies
 – Plant equipment
 – Ergonomics
 – Recycling
 – Cleaning
 – Safety
 Servicing
 Contract work
 Contract manufacture

Permanent headings

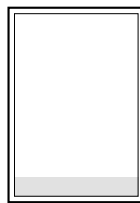
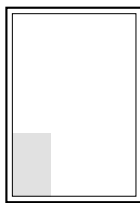
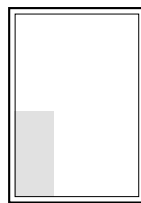
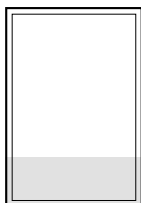
Economy
 Swissmechanic



Size	1/1 page	Junior page	1/2 page	1/2 page
Printing area	185 x 267 mm	148 x 204 mm	90 x 267 mm	185 x 131 mm
Trim size	210 x 297 mm	160.5 x 220 mm	102.5 x 297 mm	210 x 146 mm



Size	1/3 page	1/3 page	1/4 page	1/4 page
Printing area	59 x 267 mm	185 x 85 mm	46 x 267 mm	90 x 131 mm
Trim size	70 x 297 mm	210 x 100 mm	57 x 297 mm	not available

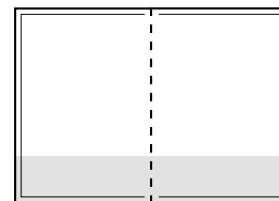
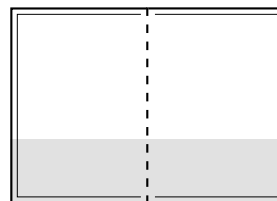
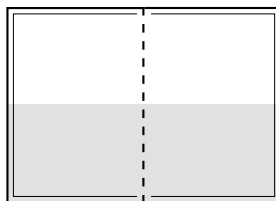


Format	1/4 page	1/6 page	1/8 page	1/8 page
Printing area	185 x 63 mm	59 x 131 mm	59 x 97 mm	185 x 29 mm
Trim size	210 x 78 mm	not available	not available	not available

→ Advertisements with a bleed margin

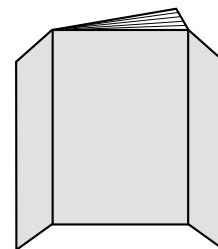
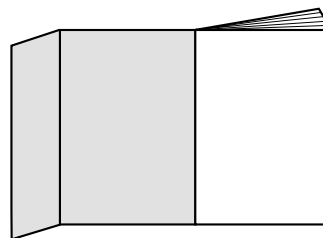
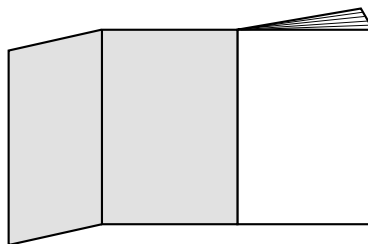
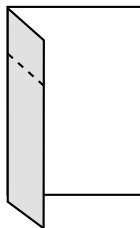
Please add an additional 3 mm trim per outer margin for advertisements with a bleed!

Panorama Advertisements



Size	2 x 1/1 panorama	2 x 1/2 panorama	2 x 1/3 panorama	2 x 1/4 panorama
Printing area	395 x 267 mm	395 x 131 mm	395 x 85 mm	395 x 63 mm
Trim size	420 x 297 mm	420 x 146 mm	420 x 100 mm	420 x 78 mm

Envelope Folder



Size	Cover with flap	Gatefold 2 pages large flap folding inwards	Gatefold 2 pages small flap folding inwards	Split front cover
Overall width	110 mm	403 mm	313 mm	453 mm
of which is flap(s)	110 mm	195 mm	105 mm	left 140 mm, right 105 mm
Height	230 mm front 297 mm behind Plus respective 3mm trim	297 mm	297 mm	297 mm

→ **Advertisements with trim**

Please add an additional 3 mm trim per outer margin for advertisements with a bleed!

Size	Printing area	gross price b&w	colour	Trim size*	gross price b&w	colour
	width x height in mm	in CHF	in CHF	width x height in mm	in CHF	in CHF
2x 1/1 panorama	395 x 267	6'739.00	8'459.00	420 x 297	6'739.00	8'459.00
1/1 page	185 x 267	3'517.00	5'162.00	210 x 297	3'517.00	5'162.00
Junior Page	148 x 204	2'168.00	3'113.00	160,5 x 220	2'385.00	3'330.00
2x 1/2 panorama	395 x 131	3'576.00	5'466.00	420 x 146	3'934.00	5'824.00
1/2 page	90 x 267 / 185 x 131	1'788.00	2'733.00	102,5 x 297 / 210 x 146	1'967.00	2'912.00
2x 1/3 panorama	395 x 85	2'584.00	4'474.00	420 x 100	2'842.00	4'732.00
1/3 page	59 x 267 / 185 x 85	1'292.00	2'237.00	70 x 297 / 210 x 100	1'421.00	2'366.00
2x 1/4 panorama	395 x 63	1'904.00	3'084.00	420 x 78	2'094.00	3'274.00
1/4 page	46 x 267	952.00	1'542.00	57 x 297	1'421.00	2'366.00
1/4 page	90 x 131 / 185 x 63	952.00	1'542.00	210 x 78	1'047.00	1'637.00
1/6 page	59 x 131	692.00	1'282.00	—	—	—
1/8 page	59 x 97 / 90 x 63 / 185 x 29	529.00	679.00	—	—	—
1/12 page	59 x 63	367.00	447.00	—	—	—
1/16 page	90 x 29 / 59 x 46	283.00	363.00	—	—	—
2nd cover page	185 x 267	4'396.00	6'041.00	210 x 297	4'396.00	6'041.00
4th cover page	185 x 267	5'275.00	6'920.00	210 x 297	5'275.00	6'920.00
Cover with flap	—	—	—	110 x 230 (front) / 297 (behind)	7'900.00	7'900.00
Gatefold 2 pages small flap	—	—	—	313 x 297	8'400.00	8'400.00
Gatefold 2 pages large flap	—	—	—	403 x 297	9'700.00	9'700.00
Split front cover	—	—	—	453 x 297	14'168.00	14'168.00

* plus additional 3 mm trimming per outer margin

Prices in CHF, excl. VAT, prices are subject to change

Discounts

Sales discount for multiple published advertisements, supplements*

Runtime 12 months	Number	Discount
	3 x	6%
	6 x	12%
	13 x	18%
	24 x	24%

*Sales discounts for multiple published supplements are only valid on the advertisement costs.

Combination discount

Sales discounts can be individually or cumulatively applied per title - MSM, SMM, SMM/MSM GUIDE - for all our titles.

Consulting commission

10% of the net price (only for ASW and BSW approved agencies).

Discounts also apply to colour prices!

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Surcharges

There is a colour surcharge on b&w price

Sizes	
2 x 1/1 panorama	1,720.00
1/1 page	1,645.00
Junior page up to 1/4 page portrait	945.00
1/4 up to 1/6 page	590.00
1/8 page	150.00
1/12 up to 1/16 page	80.00
1/24 page	50.00

Placement options

Placement surcharge (on gross price b&w)

Placement surcharge	10%
Editorial (size: 1/3 portrait)	25%
Table of contents (size: 1/2 portrait)	25%
Text connection	25%
Advertising (size: 1/4 up to 1/8)	100%
Isolated ads*	300%

*Binding sample must be provided by the advertisement deadline

2nd and 4th Cover page: Prices see page 12

Surcharge for layout

If we have to make any changes on your print-ready document, a surcharge of CHF 120/hour will be charged.

Reply box fees

CHF 12.00 per advert

MSM Marketplace

Available capacities, Miscellaneous, Job advertisements

1/1 page	185 x 267	—	—	2,813.00
Junior page	148 x 204	2,168.00	3,113.00	1,735.00
1/2 page	90 x 267 / 185 x 131	1,788.00	2,733.00	1,430.00
1/3 page	59 x 267 / 185 x 85	1,292.00	2,237.00	1,034.00
1/4 page	90 x 131 / 185 x 63	952.00	1,542.00	760.00
1/6 page	59 x 131	659.00	1,249.00	527.00
1/8 page	59 x 97 / 90 x 63 / 185 x 29	504.00	654.00	404.00
1/12 page	59 x 63	334.00	414.00	—
1/16 page	90 x 29 / 59 x 46	257.00	337.00	—
1/24 page	59 x 29	183.00	233.00	—

Advertise now in the largest marketplace of Swiss industry and reach 30,000 potential partners, buyers and job seekers.

NEW:
The whole marketplace also online!

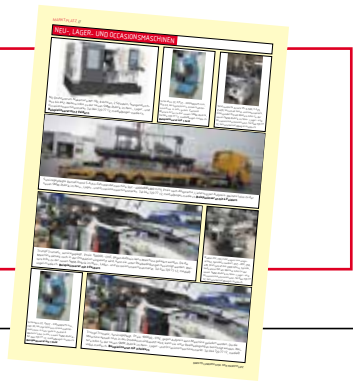
Classified advertisements

	Price per millimetre
1 column	2.55
1 column/colour	3.55

(min. 2 columns; 4 columns; max. 6 columns)

Minimum height:
The minimum height for a classified advertisement is 10 mm.
Calculation of the ad price:
Number of columns x height of the advertisement in mm x basic price per millimetre.

New heading: New, warehouse and second-hand machinery			
Field sizes		Max. characters incl. spaces	Price
1 field	43 x 63 mm	145	230.00
2 fields	90 x 63 mm	294	450.00
3 fields	137.5 x 63 mm	443	690.00
4 fields	185 x 63 mm	600	920.00



*AC = available capacities,
M = miscellaneous

Prices in CHF, excl. VAT.,
prices are subject to change

Inserts

	Weight	Advertising value per 1,000 copies	Postage	12,500 copies Tech. costs
Up to	20 g	259.00	-	328.00
Up to	30 g	327.00	-	328.00
Up to	40 g	395.00	-	328.00
Up to	50 g	464.00	-	328.00
Up to	75 g	532.00	1,040.00	328.00
Up to	100 g	600.00	1,200.00	328.00
Up to	125 g	673.00	2,320.00	328.00
Up to	150 g	746.00	2,480.00	328.00
Up to	175 g	819.00	2,640.00	328.00
Up to	200 g	892.00	2,800.00	328.00

Price for an insert over 200 g on request.

→ Sizes: min. 140 x 140 mm, max. 210 x 297 mm, plus trim: inside 3 mm, outside 10 mm, head 4 mm, foot 14 mm

Delivery of inserts and supplements

6 working days before publication. Specifying publication title and issue to:
 AVD Goldach, Sulzstrasse 10, CH-9403 Goldach

Loose supplements

	Weight	Advertising value per 1,000 copies	Postage	12,500 copies Tech. costs
Up to	20 g	229.00	1,375.00	615.00
Up to	30 g	241.00	1,375.00	615.00
Up to	40 g	252.00	1,375.00	615.00
Up to	50 g	260.00	1,375.00	615.00
Up to	60 g	267.00	1,625.00	615.00
Up to	70 g	284.00	1,625.00	615.00
Up to	100 g	334.00	1,875.00	615.00
Up to	125 g	368.00	3,625.00	615.00
Up to	150 g	415.00	3,875.00	615.00
Up to	175 g	462.00	4,125.00	615.00
Up to	200 g	462.00	4,375.00	615.00
Up to	225 g	462.00	4,625.00	615.00

Price for a loose supplement over 225 g on request.

Placement surcharge between the 4th cover page and the film: 30%

Surcharge technical costs for partial print runs at defined postcode: CHF 316.00

→ Sizes: min. 148 x 105 mm, max. 200 x 287 mm

Conditions

- Advertisement costs are subject to consultant commission and final agreement
- Prices may subject to change due to postal costs or print-run adjustments.
- Inserts/supplements/fixed inserts with third-party advertisements: prices on request.

Product announcement

Size	Number of images	Number of characters (incl. spaces)	Price
1/4 page	1	approx. 800	952.00
1/2 page	2	approx. 1,600	1,788.00
1/2 page	2	approx. 1,600	894.00*

*Price for customers from minimum turnover of CHF 3,000.00 per year

Advertorials/Company portraits

Size	Number of images	Number of characters (incl. spaces)	Price
1/1 page	1 up to 2	approx. 3,100	3,517.00
2/1 page	2 up to 3	approx. 7,500	5,275.00

Print-ready documents

Please submit your print-ready documents as PDF files by e-mail to:

media@vogel-media.ch

PDF

We recommend the international standard PDF/X-1a.

- All colours must be supplied in CMYK mode.
- Half-tone images must have a resolution of 300 dpi.
- Line art must have a resolution of 1200 dpi.

Please also make sure you observe the planned advertisement formats.

Conditions

- Incl. layout and production costs (MSM layout)
- Not subject to consultant commission and final agreement
- Subject to subsequent processing by the editors
- Final-advertisers* benefit from free PR and discounting. Contact your respective vendor for the special conditions.
- * entitled to discount from minimum turnover of CHF 3,000.00 per year

Special prints

Has an article about your company featured in MSM? You can have this article presented as a multi-page flyer. Prices and terms on request.

Prices in CHF, excl. VAT, prices are subject to change

Printers

AVD Goldach, Sulzstrasse 10, CH-9403 Goldach

Print methods

Web offset

Screen

b&w 70, CMYK 70

Colour scale

Europe normal (special colours are converted into range colours)

SMM/MSM GUIDE 2019

Publication date: 05.12.2018

Advert deadline: 16.10.2018

OFFER	PRINT SERVICE	DIGITAL SERVICE	PRICE	DURATION
PREMIUM	Company logo colour, 8 keywords, 4 brands/representations	Entry in the companies database with the following content Company logo, Internet address linked to the customer website, contact form, prominent placement, company information, own news, photo gallery, 20 product displays, downloads in PDF format, cover photo, 5 contact, linked to social media and Hub, videos, events calendar, contextual delivery in the relevant editorial environment, automatic data import, no adverts	895.00	1 year
BUSINESS	Company logo colour, 8 keywords, 4 brands/representations	Company logo, Internet address linked to the customer website, company information, own news, photo gallery, 10 product displays, downloads in PDF format, cover photo, contextual delivery in the relevant editorial environment	660.00	1 year
PREMIUM PACKAGE ADVERTISEMENT + PREMIUM ENTRY	1/1 page colour	Company logo, Internet address linked to the customer website, contact form, prominent placement, company information, own news, photo gallery, 20 product displays, downloads in PDF format, cover photo, 5 contact, linked to social media and Hub, videos, events calendar, contextual delivery in the relevant editorial environment, automatic data import, no adverts	5,682.00	1 year
	1/2 page colour		3,253.00	
	1/3 page colour		2,757.00	
	1/4 page colour		2,062.00	
	Company logo colour, 8 keywords, 4 brands/representations		included	
BUSINESS PACKAGE ADVERTISEMENT + BUSINESS ENTRY	Note on advertisement	Company logo, Internet address linked to the customer website, company information, own news, photo gallery, 10 product displays, downloads in PDF format, cover photo, contextual delivery in the relevant editorial environment	included	1 year
	1/1 page colour		5,572.00	
	1/2 page colour		3,143.00	
	1/3 page colour		2,647.00	
	1/4 page colour		1,952.00	
	Company logo colour, 8 keywords, 4 brands/representations		included	
	Note on advertisement		included	

For bookings of advertisements of sizes up to 1/6 page you receive, free of charge, a basic entry incl. note on your advertisement as well as an entry in the heading and key-word directory (up to 8 keywords). Advertisement rates according to page 12.

Prices in CHF, excl. VAT, prices are subject to change

ADDITIONAL OFFER FOR PRINT

Additional company logo	205.00
Additional keywords (x 8)	205.00
Additional representations/brands (x 4)	205.00

DIGITAL SERVICES AT A GLANCE!

Company information	Business	Premium
Logo, address and company portrait can be edited.	■	■
Photo gallery		
Insert as many photo galleries to your company profile as you like.	■	■
Product displays		
Add detailed displays of your products.	10	20
Own news		
Publish as many of your own announcements as you like.	■	■
Contributions from the editorial office		
Contributions from the editorial office about your company or your products will be shown.	■	■
Downloads in PDF format		
Publishing of PDF files such as brochures, data sheets or certificates.	■	■
Display of the company profile		
With contextually suitable articles by the editorial team.	■	■
Cover image		
Freely selectable and can be changed at any time.	■	■
Display of the company logo		
With contextual displays, in overview lists and teasers.	—	■



Contact form	Business	Premium
Visitors to your company profile can write to you using a contact form.	—	■
Contact		
You can add up to 5 contacts with their respective contact details and photos.	—	■
Events		
Publishing of any event, such as in-house events or trade fairs.	—	■
Videos		
Displays of any YouTube or Vimeo videos.	—	■
Links to social media		
Linking of your company to all social media websites.	—	■
Social Media Hub		
Publish your own news directly from the Company Profile onto the selected Social Media channel.	—	■
Automatic data import		
News and products can be automatically imported through the RSS feed.	—	■
No adverts		
No displays of banner adverts in your company profile.	—	■

■ = service included

— = no service

Prices in CHF, excl. VAT, prices are subject to change

Web address (URL)

www.msm.ch

Brief description

www.msm.ch is the online platform for all new products relating to the areas of production, automation, sheet metal machining, the supply industry, medical technology, logistics and software.

Once a week, the MSM Newsletter covers the current highlights from user reports, new products and trade fair trends and sets up a link to the respective report on www.msm.ch.

Thanks to the SMM/MSM GUIDE Digital, companies also have the opportunity to present themselves with a company profile in the relevant context and subject area.

Target groups

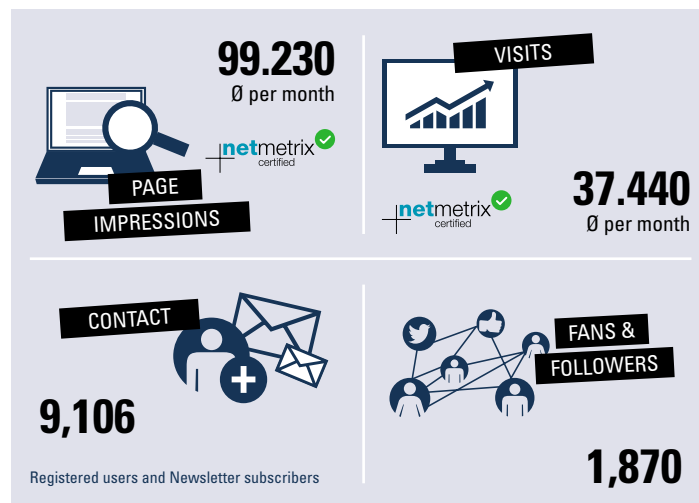
www.msm.ch is the specialist portal for managerial and technical professionals in the core sectors of the manufacturing industry.

Delivery of data

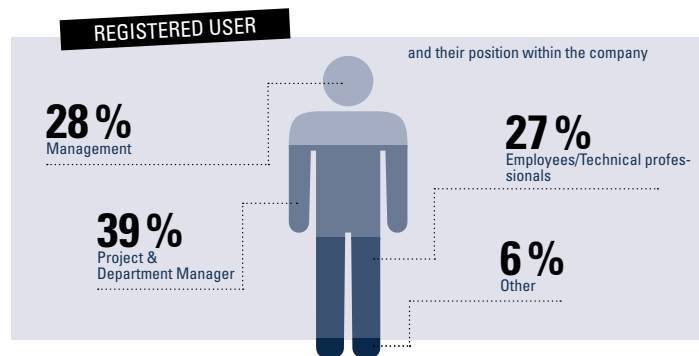
Please follow our detailed instructions at www.maschinenmarkt.ch/media/technik



Responsive Design
 All the content is adapted to the respective terminal



Last updated: September 2017

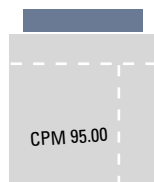


Banner

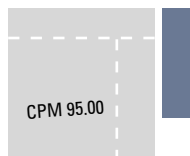
Get noticed in the relevant target group and increase the awareness of your brands and products.

Other banner formats can be found at www.maschinenmarkt.ch/media/banner

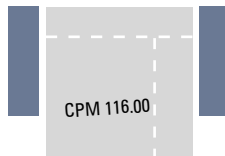
The technical specifications are listed at www.maschinenmarkt.ch/media/technik



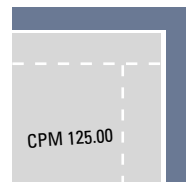
LEADERBOARD
Format: 728 × 90 px
File size: max. 50 KB



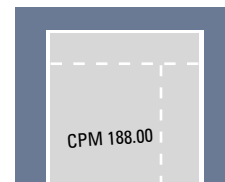
SKYSCRAPER
Format:
160 × 600 px or
120 × 600 px
File size: max. 50 KB



STICKY AD
Placement: left or right border
Format:
120 × 600 px or 160 × 600 px
File size: max. 50 KB



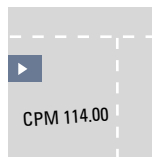
WALLPAPER
Dimensions:
728 × 90 px top
160 × 600 px or
120 × 600 px right
+ Hexcode for background
+ Background picture
1,280 × 1,024 px (optional)
File size: each max. 50 KB



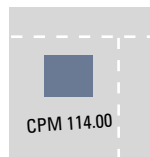
BRANDGATE
Dimensions:
980 × 90 px top
160 × 600 px or
120 × 600 px right/left
+ Hexcode for background
+ Background picture
1,280 × 1,024 px (optional)
File size: each max. 50 KB



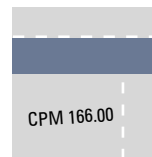
NATIVE AD
Placement in the Content,
with text above
Text: max. 35 characters +
optional overline
Image size: 300 × 300 px
File size: max. 50 kb



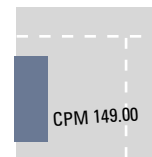
VIDEO AD
Format: 300 px wide
Duration: max. 3 min
Data rate: 700 kbit/sec.



CONTENT AD/RECTANGLE
Format: 300 × 250 px
File size: max. 50 KB



BILLBOARD AD
Placement under Navigation
Format: 960 × 250 px
File size: max. 80 KB



HALFPAGE AD
Dimensions: 300 × 600 px
File size: max. 50 KB

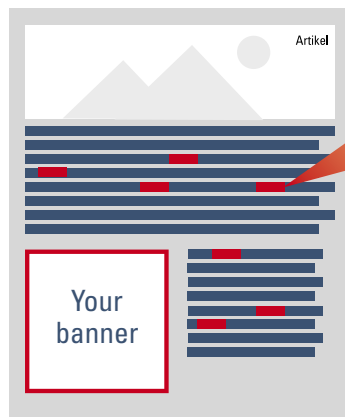
CPM: Price per thousand advert impressions, Minimum order per banner format: CHF 480.00, Additional banner formats on request.

Prices in CHF, excl. VAT, prices are subject to change

Targeting

Keyword Advertising

Place your banner with the articles of the Vogel Business Media Network, containing a minimum of 15 up to 20 keywords. First of all, we will check the success potential of your keywords.



Your banner in a thematically suitable environment

Your advantages

- Reducing wasted coverage
- New target groups in the industrial, automotive and IT sectors
- Your advertising message will be sent out on a context-sensitive basis

Sizes and prices*	
Leaderboard	114.00
Skyscraper	114.00
Hockeystick	150.00
Wallpaper	150.00
Brandgate	226.00
Native Ad	150.00
Video Ad	137.00
Content Ad	137.00
Billboard Ad	199.00
Halfpage Ad	179.00

Prices in CHF, excl. VAT, prices are subject to change

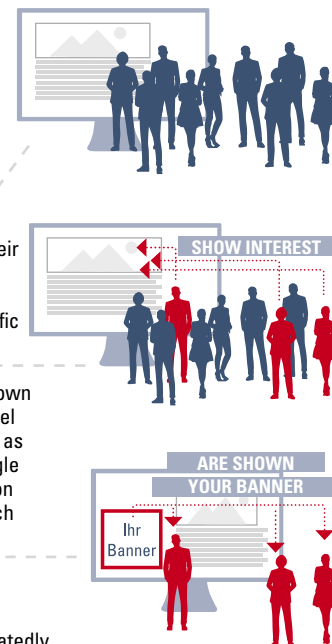
*CPM: Prices in CHF each 1,000 Ad impression

Audience Targeting:

Designed to show your banner specifically to your target groups in different networks.

The process

1. Users engage in material on the trade portal that contains their areas of interest.
2. If a user shows an interest in a specific subject area, this is tagged.
3. Now your banner is specifically shown to these users in the subject channel booked, on their Facebook timeline as well as on partner sites of the Google Display Network (more than 2 million websites). This is how you will reach your target groups directly.



Your advantages

- Increased Brand Awareness by repeatedly addressing the target group
- Shown on all devices
- Low wasted coverage as you only address users who are interested in a specific subject
- High new customer potential

Minimum booking volume 30,000 Ads

CPM 150.00*

Newsletter advertisement

Place your advertising message in form of a banner in our newsletter. The long range ensures effective penetration of your target audience, who are informed through current and relevant topics. Ensure your brand is perceived positively by placing it in a relevant editorial environment. With the editorial orientation of our Newsletter we secure a highly precise target audience. We send our Newsletter twice a week (Tuesday and Friday) to over 6,300 recipients.

Recipient profile	53.2% Decider
	10.4% Influencer
	29.7% Employee
	6.7% Unknown

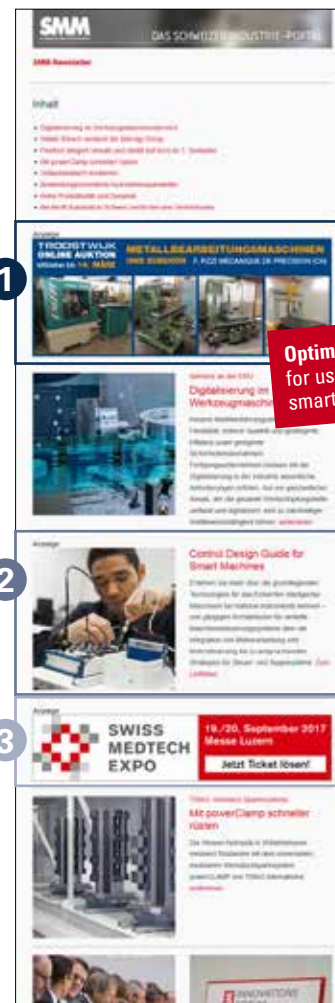
The following formats can be booked

- 1 Billboard Ad**
 630 x 250 px
 jpg, gif or png
 max. 50 KB
 Price per distribution 1,160.00
- 2 Text Ad**
 300 characters + 40 characters headline
 plus image (300 x 300 px) as jpg, gif or png
 max. 50 KB
 Price per distribution 760.00
- 3 XL Banner**
 630 x 140 px
 jpg, gif or png
 max. 50 KB
 Price per distribution 760.00

Prices in CHF, excl. VAT, prices are subject to change

Billboard Ad

1



Optimised for mobile phones
for use on a
smart phone or tablet

Text Ad

2

XL Banner

3

Stand Alone Mailing

Take advantage of maximum exclusivity!

With a Stand Alone Mailing you can send your message directly to your target audience's PO box.

You provide the input for the content and the desired target audience and we'll take care of the rest!

Your advantages

- Attention in a relevant target group
- Qualified traffic on your own website
- Prominent and exclusive representation without competitors
- Co-branding of the media brand
- Transparency through reporting
- Low wasted coverage

Price per transmission*

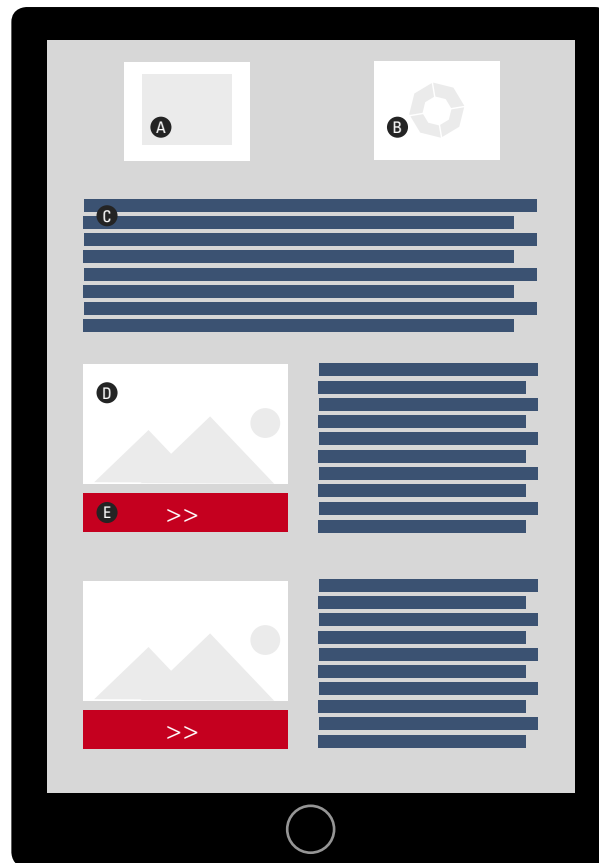
3,600.00

* 1,900 recipients

Prices in CHF, excl. VAT, prices are subject to change

- A** Our media brands
- B** Your company logo
- C** Text**
- D** Image material**
- E** Call-to-action buttons**

** freely selectable



Native special newsletter

Place your topic in your target audience's lap!

A Native special newsletter combines classic display advertising with the positioning of your brand in the editorial environment. Show your know-how in a context that the reader is familiar with.

Your advantages

- High acceptance through the editorial environment
- Qualified traffic on your own website
- High awareness through medial mix (Article, Billboard Ad, Text Ad, XL Banner)
- Long range in the target audience
- Exclusive logo presence in the header area
- Exclusive banner placements
- Transparency through reporting

Price per transmission*

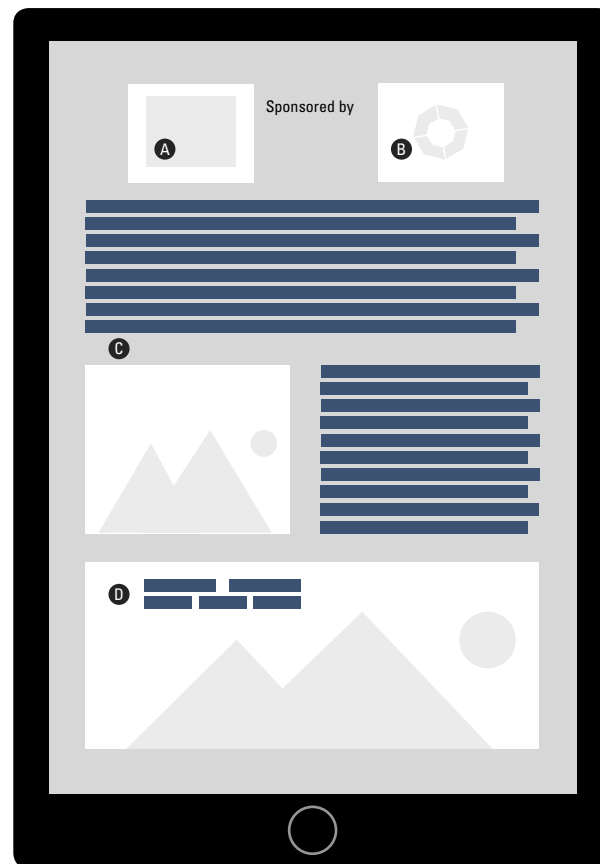
4,900.00

* Recipients of the editorial Newsletter

- A** Our media brands
- B** Your company logo
- C** Editorial with a link or assignment of the top story**
- D** Exclusive banner assignment (max. 3 banner positions)

** freely selectable

Prices in CHF, excl. VAT, prices are subject to change





Calendrier de manifestations MSM.

Your event on msm.ch and in the MSM Newsletter

Would you like to advertise your event (e.g. In-house exhibition) on a wider scale? The MSM event calendar gives you the opportunity to publish your event on msm.ch. In addition, your event is included once in the MSM Newsletter.

The entry of your event/in-house exhibition in the SMM event calendar includes:

- Your logo
- Your image gallery
- Link to the websites of your choice
- Text written by you
- Display of posts from the editorial team about your company and your products

Service package and prices

- One-off listing of your event in the MSM Newsletter (over 6,300 recipients)
- Entry of your event in the MSM calendar with an image, text and link
- Runtime: up to 365 days
- 3 month 690.00
- Every further month 108.00

Lead product portfolio

From the Lead starter option up to the Pro option – The Lead-Portfolio from Vogel Business Media offers you the right format for your modern B2B online marketing to suit every objective. In your personal customer centre, you can follow the current status of your campaign at any time and get individual reports.



LEAD TRANSFER

Qualified visitors with a fundamental interest in your subject are generated for your landing page.

You gain awareness of your company in the market through a high-quality advertorial and its proactive distribution within your target audiences and generate qualified visitors for your own website or landing page.

4,800.00



LEAD GENERATOR

For your e-mail marketing, you get new contacts in return for a reasonable fee and no financial risk.

Create an initial contact for audiences that are interested in your subjects and use this for other marketing activities. You will quickly and simply extend your contact pool through a white paper written by you.

from 3,500.00



LEAD CAMPAIGN

You receive business card details of new contacts that have shown an initial interest in your range of products/services.

Your White Paper or webinar is published on a trade portal and advertised using accompanying measures. You will receive leads with numerous criteria as well as an initial interest in your product.

White Paper	5,500.00
Webinar	6,500.00



LEAD SOLUTION

Based on your specifications, you will receive qualified sales opportunities with specific interest in your range of services/products.

Conduct individual lead campaigns with us tailored to your target markets and target-person(s). You receive qualified contacts focusing on the characteristics you requested.

Price on request



LEAD NURTURE

Supplement the leads you have generated or your data base contacts with information that is relevant for you.

After an audit of your data, we will supplement this with information that is relevant for you. This is achieved through a multi-phase process and the use of a Marketing Automation System as well as teleprospecting.

Price on request

Prices in CHF, excl. VAT, prices are subject to change

In a one-to-one talk we will go over your objectives with you and find out just which Lead Product is right for you. This is how we will be able to draw up the perfect Lead Strategy for your company.

www.lead-generation.de

Webinar

Your advisor and the parties involved will come together in a virtual conference room. To generate interactive participation, there will be surveys and a chat function. We offer documents such as your presentation or informative material directly to the parties involved via the web-based platform ready for download.

Your advantages

- Presentation of your company as a solution provider
- Set up and expansion of your own database of addresses
- Interactive presentation and direct exchange with the target group
- Value for money (no travel and event costs)
- Technical support from our Webcast Team
- Detailed final reports
- There is the option of implementing the webinar in our Webcast Studio

White Paper

Present your know-how in a specific subject area, e.g. with descriptions of applications, case studies or market research findings. White Papers are included in the editorial offer. In this way you can direct the attention of your potential customers directly to the range of services you offer.

Your advantages

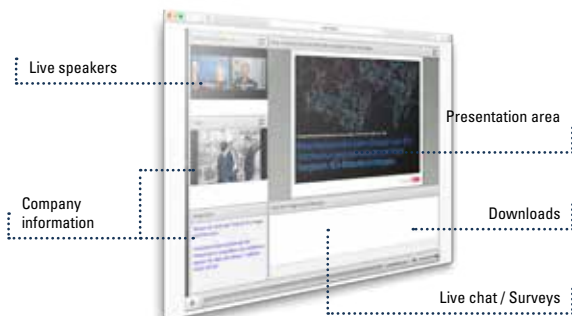
- Presentation of your company as a solution provider
- Set up and expansion of your own database of addresses
- High integration in the editorial environment
- Far-reaching extensions in your target groups
- Designed according to your ideas, it conveys your brand

Advertorial

Present your specialised content in the Look & Feel of the editorial article. The more informative and the more oriented to solutions your content is, the more seriously your message will be viewed.

Your advantages

- Increased acceptance by users
- Seamless integration in the editorial environment
- Presentation of your company as a solution provider
- Direct linking in the text
- Optional: multi-media processing through photo galleries and videos



Native Advertising Digital

Position yourself now, in the form of an Advertorial or Partnerzone Campaign, as a competent solution provider in the target groups that are pertinent to you and benefit from a positive, neutral image.

The seamless integration of your content into the editorial environment with which the reader is familiar ensures maximum acceptance within your target group. You will make the best impression on your readers by providing informative and solution-oriented concrete which is of pertinent specific value to the user.

Online Advertorial Campaign

In the context of our editorial contributions, our solution-oriented content ensures optimum attentiveness on the part of the reader – affirm a position on your subject through an advertorial.

Integral element of a campaign

- Advertising through the Newsletter and other channels
- A Text-Ad in the Newsletter
- 15,000 Facebook contacts
- Native Ad in the environment that is relevant to the subject (5,000 Ad Impressions)
- Display on the home page (three days) and in the suitable subject channels
- Support from the campaign management
- Traffic-generating measures
- Optimisation of ongoing campaigns
- Created by a specialist author
- Placement of a link
- Advertising features



Your advantages

- In the Look & Feel of editorial content
- Display under “More about the subject” in relevant articles
- Multi-media processing through photo galleries and videos
- Can be found by search engines
- Can be measured by reporting

Runtime 3 months

3,900.00

Prices in CHF, excl. VAT, prices are subject to change

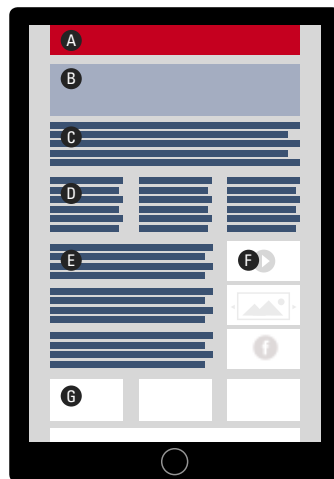
Partner zone

The exclusive microsite attracts maximum attention to your subject – always seamlessly embedded in the editorial environment.

Partner zone

- A template
- Runtime 6 months

	12,000.00
Each additional month	1,000.00



Partner zone template

- A** Header
- B** Lead story
- C** Top story
- D** Content from the article
- E** Content from the article
- F** Content (e.g. video, images, social media)
- G** Content from the company profile

Your advantages

- Credibility with the reader through native integration of content that is relevant to the target groups
- Increased brand awareness and image transfer of the media brand
- Recognition effect by long-term subject-related presence
- High attention through the media mix
- Can be measured by reporting

Integral element of the service

Infrastructure

Preparation of the infrastructure:
Hosting and support from Vogel Business Media

Content Management-Service

We take care of the placement of your content

Own content

Your Partner zone can be supplemented with: text, logo, image, video, infographics, survey, link, integration of social media (advertising features)

Editorial content

Writing and integration of contributions by the editorial team and transmission of content from your company profile, if it is available

Related content

Automated display of your content in the context of editorial announcements – in keeping with the subject

Direct access to target audiences

Your individual coverage package will give your Partner zone the attention it deserves

Control and optimisation by the campaign management

We will reach your marketing goals for you – benefit from the experience of our experts

Reporting

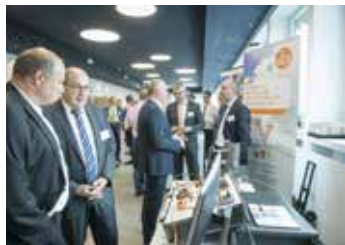
All key figures visible at all times – complete transparency through our Customer Centre

SMM InnovationsFORUM on 14.11.2018 in the Forum of Messe Luzern

Present yourself as an innovation leader and introduce your latest technologies at the SMM InnovationsFORUM 2018!

With three Parallel Sessions and an exhibition area, the SMM InnovationsFORUM is the meeting place of the Swiss manufacturing industry.

The SMM InnovationsFORUM offers you the opportunity to present your innovations to a wide professional audience. In addition to having direct contact with deciders and users of production technology, participating in the SMM InnovationsFORUM increases the credibility of your company as a solution provider and helps you to further strengthen your existing contacts.



Service package:

■ Technical lecture (approx. 30 min.)

Present your technological expertise and how your innovations can render the production processes of the competent audience both competitive and sustainable.

■ Exhibition area (2 x 3 m)

Use your exhibition area (incl. table, 2 chairs, electricity, WiFi, catering for the stand personnel) as a platform for exchanges between experts and present your innovations in person, first-hand.

■ Media presence

- your logo on all channels and advertising mediums for the SMM InnovationsFORUM (print adverts, webpage, newsletter, special edition, programme, presentation slides, etc.)

- your 2-page specialist report in the preview edition from 03.10.2018 (print run: 12,500 copies), in the Newsletter (over 7,500 recipients) as well as in the special edition for all those attending the event (print run: 500 copies)

■ Five employees from your company can attend free of charge (incl. speaker).

→ Reduce your costs – invite your VIPs free of charge in your

Base price

1 lecture: 7'800

2 lectures: 12'000

name: As a partner company of the SMM InnovationsFORUM you will receive 10 VIP entry tickets to the value of CHF 150 each to give to your VIP customers. For each VIP guest that attends you will receive a reduction of CHF 100 (up to maximum CHF 1,000) off the base price.

Prices in CHF, excl. VAT, prices are subject to change

Contact us – we'd be happy to advise you!



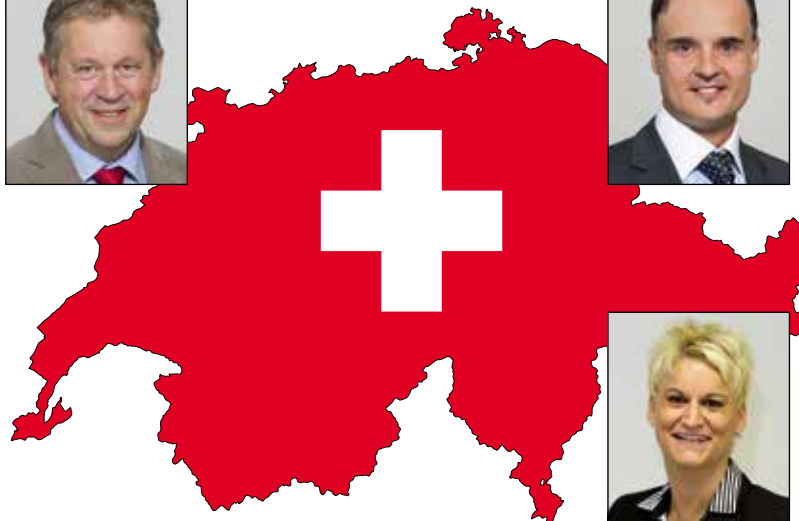
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