

MEDIA KIT

2023



MACHINES
PRODUCTION **WERKZEUG**
TECHNIK



MACHINES PRODUCTION WERKZEUG TECHNIK

OUR OFFERS

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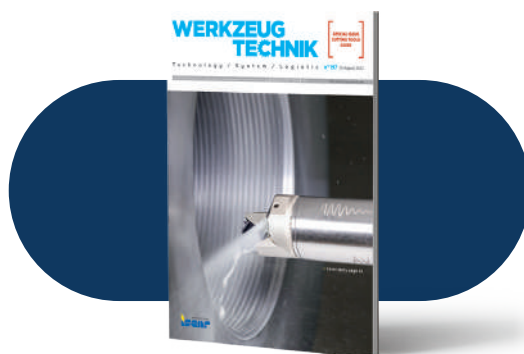
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WERKZEUG TECHNIK

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All of our publications are printed via the Imprim'Vert® network in France to reduce their impact on the environment. They are also 100% FSC® and PEFC™ certified, which guarantees that they are produced in compliance with **sustainable forestry management practices**. They are also registered with the Commission Paritaire des Publications et Agences de Presse (CPPAP - Joint Press Editions and Agencies Committee), reg. no. **0626 T 79162**, which guarantees you access to a **quality readership** made up of industry sector professional subscribers.

National Edition:

The Machines Production technical review was launched in 1971, it has since become the French reference standard for the mechanical industry sector.

Its 16 annual issues (distribution: 8,000 per issue - excluding extra distributions) propose high quality editorial content that covers the preoccupations of its carefully targeted readership of decision-makers who design, work and assemble engineering systems.



● National Editions
 ● Vallées Editions
 ● Special issues

Review	Issue	Month	Themes	Additional distribution*
●	1127	Jan.	Global Industrie preview - tooling machines and peripherals - lubricants - software - special equipment	Global Industrie Lyon
●	1128	Feb.	Global Industrie preview - cutting tools - tools - metrology - treatments (surface and heat) - components...	Global Industrie Lyon
●	1128V	Feb.	Global Industrie preview	Global Industrie Lyon / Cetim
●	1129	March	Special report on composites	JEC World
●	1130	April	Special report on Medical applications in the mechanical industry + Lubricants and directory	Medical subcontracting
●	1131	May	Manufacturing additives - Focus on the South East industry	3D Print Lyon / Sepem Martigues
●	1131V	May	Vallées - Focus on time-pieces	EPHJ
●	n°14	June	Aeronautics	The Bourget / Siane trade show
●	1132	June	Machine-tools directory and special report on Forge - Foundry and Moulders	Forge and foundry workshops
●	1133	July	EMO issue in French/English	  EMO
●	1134	Sept.	Siane preview - Focus on the industry of the Grand Ouest	Siane / Sepem Angers
●	1135	Oct.	Special report on cutting technologies	Sheet metal workshops
●	n°15	Oct.	Car industry	Car industry sub-contracting
●	1136	Nov.	Metal forming equipment - Focus on the North West industry	Sepem Rouen 2024
●	1136V	Nov.	Vallées - Arve valley business news	Cetim
●	1137	Dec.	Luxuries industry manufacturing solutions	High precision workshops

* The Machines Production journal will be widely distributed at the above mentioned trade-shows, although dates may be subject to change.

Joint committee number: CPPAP 0626 T 79162

MACHINES PRODUCTION PUBLICATIONS
Inner pages⁽¹⁾

Price EX VAT (VAT 20%)

Format	Four colour-Odd	Four colour-Even
Double page spread	€ 5,450	
Full page	€ 3,360	€ 3,025
1/2 page	€ 1,995	€ 1,795
1/2 page Flex	€ 2,390	€ 2,150
1/3 page	€ 1,470	€ 1,320
1/4 page	€ 1,155	€ 1,040
1/8 page	€ 900	
1 page advertorial ⁽³⁾	€ 3,510	
2 page advertorial ⁽³⁾	€ 5,600	

 FINAL ORDER DISCOUNTS BASED ON ANNUAL TURNOVER (LOI SAPIN)⁽⁴⁾

10,000 - 16,000	4 %
16,000 - 25,000	10 %
25,000 - 32,000	14 %
> 32,000	20 %

OTHER DISCOUNTS

Growth: Turnover > 110 % 4 %

Bound supplements⁽¹⁾

Price EX VAT (VAT 20%)

Format	
2 pages (210 x 297 + 5 mm)	€ 3,675
4 pages (210 x 297 + 5 mm)	€ 4,725

Covers⁽¹⁾⁽²⁾

Price EX VAT (VAT 20%)

Format	
Front cover with secondary section (210 x 242 + 5 mm)	€ 6,000
Inside front cover (210 x 297 + 5 mm)	€ 3,990
Opposite index (210 x 297 + 5 mm)	€ 3,730
Back cover (210 x 297 + 5 mm)	€ 4,200

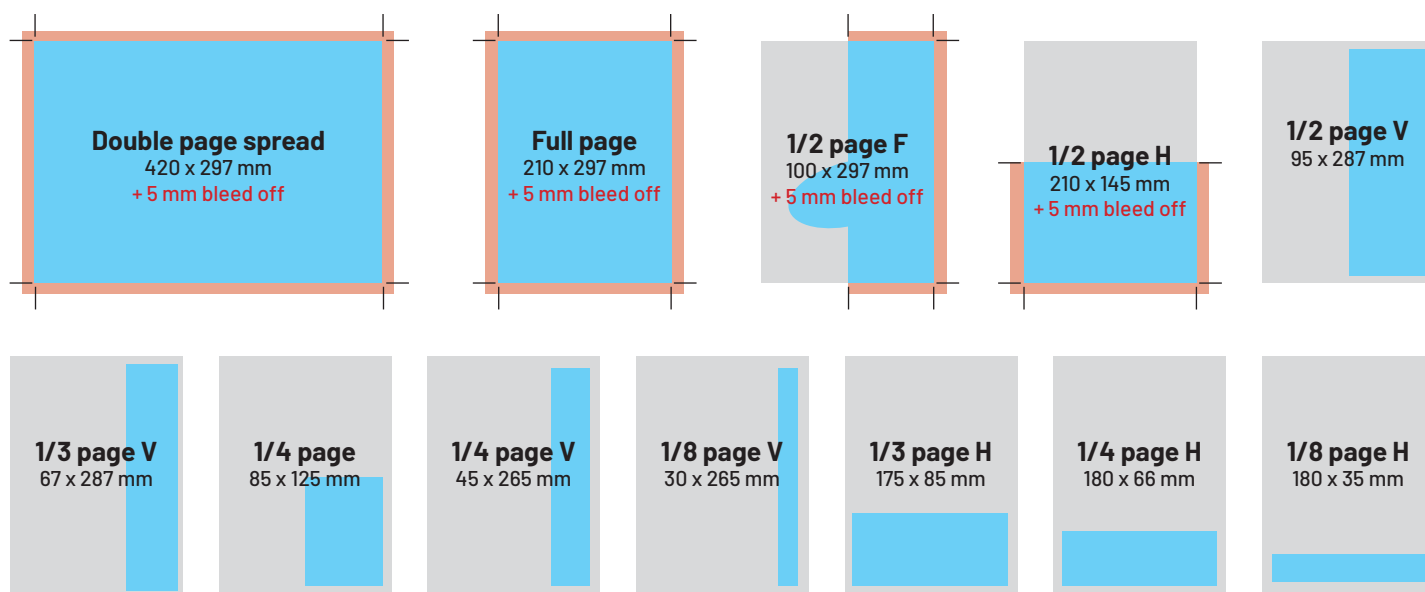
 Double page spread inside back cover * (420 x 297 mm + 5 mm bleed off):
€ 4,650 EX VAT

* double page spread including the inside back cover



- (1) Creation and modifications not included.
- (2) Cover adverts not subject to the "Loi Sapin" discount.
- (3) Around 400 words, 2,500 signs (including spaces) per page.
- (4) Discounts calculated on the basis of your annual budget.

5 mm bleed off

Advert formats

TECHNICAL INFORMATION - GENERAL CONDITIONS

Size: 210 x 297 mm assembled - Binding: perfect bound.

PROVISION OF ORDERS AND FILES:

No less than 3 weeks before publication. Accepted file formats

High resolution PDF (300 dpi) CMYK colour mode with cropping lines and 5 mm bleed on all sides.

CREATION RATES Price EX VAT (VAT 20%)

A4: € 900

FORMATS LESS THAN A4: € 500

MODIFICATIONS: if existing visual (or if more than 2 modifications) € 500 per modification.

Promotional Article

A promotional article drafted for you on demand by one of the Machines Production in-house writers, working under their own name, presenting the specifications of a product or product range. You can choose the number of pages and in which issue it will appear, all of this for a single set fee.

Promotional Article	Price EX VAT (VAT 2.10 %)
Full page	€ 3,800
2 pages	€ 5,960
Video link integration (QRCode)	€ 250



PROMOTIONAL ARTICLE PAYMENT TERMS

Journalist expenses (transport + lodging) will be covered by the advertiser and paid on reception of the invoice. Submission of pdf format for approval three weeks before publication. Translations possible.

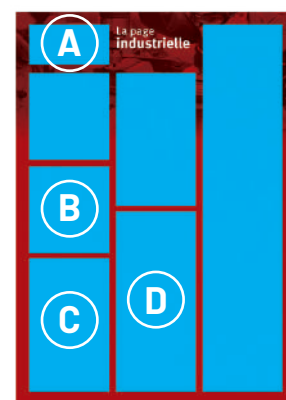


The Trade Advertisers Page

Machines Production proposes exclusive advertising spaces for production hardware, spare-parts and machine peripherals suppliers. These are ideal for regular advertising at a lower cost.

Discount rates Price EX VAT (VAT 20%)

Format (width x height)	Insert calculation	For 1 to 5 Issues	For 6 to 16 Issues
60 x 30 mm	A	€ 125	€ 105
60 x 65 mm	B	€ 240	€ 190
60 x 100 mm	C	€ 365	€ 305
60 x 135 mm	D	€ 480	€ 410



Multiple formats:
Contact us

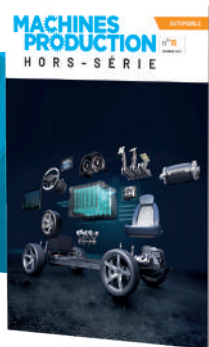
Themed issues

Two special issues are distributed to specialist manufacturers, equipment suppliers and sub-contractors impacted by major technological changes.

These issues cover either the aeronautics or car industries, covering the latest news and issues related to their particular sectors as well as R&D and production hardware.



AERONAUTICS N°14 June



CAR INDUSTRY N°15 October

- ▶ SOME IMPORTANT FIGURES
MARKET ANALYSIS AND PERSPECTIVES
- ▶ INNOVATIONS AND R&D
- ▶ NEW PRODUCTION HARDWARE
SOLUTIONS
- ▶ SECTOR SPECIFIC ARTICLES AND NEWS

Live news, meet-ups and exchanges

Lets take a look at the latest engineering industry news!

Video is THE essential media if you want your content to be credible; Machines Production offers an exclusive web-site and YouTube channel broadcasting news programs aimed specifically at the engineering industry and its fans.

We call it "the MP Show", every month it reviews French industry news, giving specialists a chance to have their say in the studio or in special on-the-spot reports. There is also a special section covering innovations, jobs and training... to name but a few!

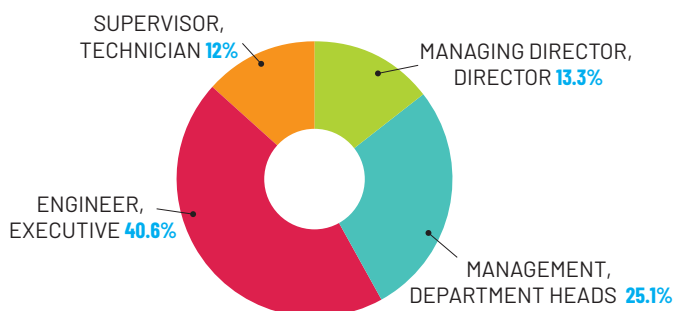


**Already
broadcast
in 2022:**



AUDIENCE

MACHINES PRODUCTION TV

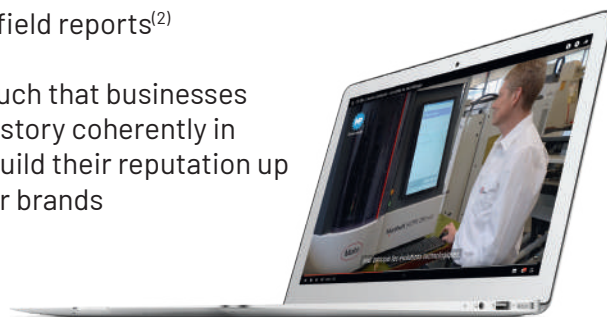


LIVE AND REPLAY

From the TV tab on the machinesproduction.fr web-site and on our YouTube channel, no time limit.

Promote your business, your offer and your strengths, and **INCREASE YOUR EXPOSURE**

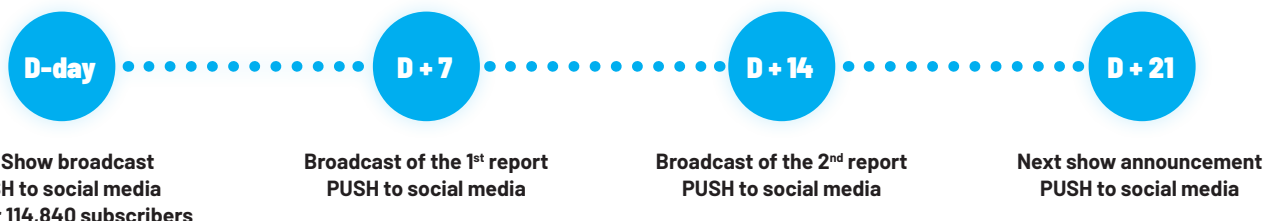
Every month, the Machines Production editorial staff propose field reports⁽²⁾ (sub-contractor visits and interviews, event close-ups...). These reports are broadcast as part of the monthly MP Show such that businesses looking to reach as large a public as possible can present their story coherently in an incisive and profound format; alternatively they can opt to build their reputation up by sponsoring a show⁽¹⁾ or promoting their products, services or brands by integrating them directly into a suitable program⁽³⁾.



THE ADVANTAGES OF A VIDEO ARTICLE

- 1**
Prepared and fully **CONTROLLED** talk-time
- 2**
Quality, **ACCESSIBLE** communication
- 3**
Effective and **SUSTAINABLE** advertising

BROADCAST SCHEDULE



Reportages

Price EX VAT (VAT 20 %) ⁽¹⁾

1 - Sponsoring	€ 2,500
2 - 1 min 30 sec report	€ 4,200 ⁽²⁾ / € 4,500 ⁽³⁾
3 - Product placement	€ 2,500
Optional extra: social media teaser (20-30 sec)	€ 1,000



(1) PAYMENT TERMS: Expenses (transport + accommodation) will be covered by the advertiser and paid on reception of the invoice.

(2) Broadcast as part of the MP Show

(3) Exclusive broadcast schedule

Give your business a strong and original identity and BUILD UP YOUR REPUTATION

As new digital technologies propose an infinite number of communication formats, our staff is at your service to help you to make your future corporate promotional films. Objectives, reputation, brand image... all of these factors will be carefully considered to ensure that the result will be professionally produced using illustrative shots and visual animations that will meet the heights of your ambitions.



THE ADVANTAGES OF A VIDEO FOCUS

1
Short, HIGH-IMPACT
content

2
Your brand image associated
with a REFERENCE media

3
A fun and DYNAMIC
message

EXCLUSIVE BROADCAST SCHEDULE



D-day

FOCUS published on-line
PUSH to social media

D + 7

1st re-post of the FOCUS report
PUSH to social media

**Newsletter
release**

2nd repost of the FOCUS report
PUSH to social media
PUSH to our newsletter
with its 114 840 subscribers⁽¹⁾

(1) Monthly mailing, with each
issue of Machines Production



Price EX VAT (VAT 20 %)*

1 min 30 sec video + 1 page

3 min video + 2 pages

Over 3 minutes

Focus (web-site, social media and web TV)
Printed advertorial in our journal

€ 4,500

€ 5,500

Contact us

* PAYMENT TERMS

Expenses (transport + accommodation) will be covered by the advertiser and paid on reception of the invoice.



€ 1,200 EX VAT/year*

Reference your business...
... and give it the exposure it deserves!

REFERENCING YOUR BUSINESS

free access

WEB PACK

Higher placing in search results	×	✓
Unlimited content publication**	×	✓
All of your content accessible to internet users	×	✓

YOUR CLIENT SPACE



PRODUCT DATA-SHEETS

free access

WEB PACK

Product/service specifications	✓	✓
Unlimited video publication	✓	✓
Unlimited content publication**	×	✓
Corporate contact details	×	✓
Contact form	×	✓
Web-publication of attachments**	×	✓
Estimation request	×	✓
Higher placing in search results	×	✓



PRODUCT DATA-SHEETS

Improve your business' brand image
on a national scale!

+ than 224,312 specific visitors per year***

+ than 471,055 specific consultations per year***

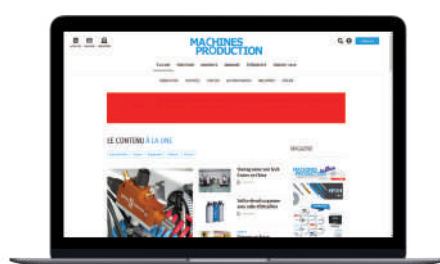
* one year from the first anniversary date of publication ** content subject to moderation by our editorial staff *** data collected between 01/10/2021 and 31/09/2022

Prices and formats Prices EX VAT (VAT 20%)

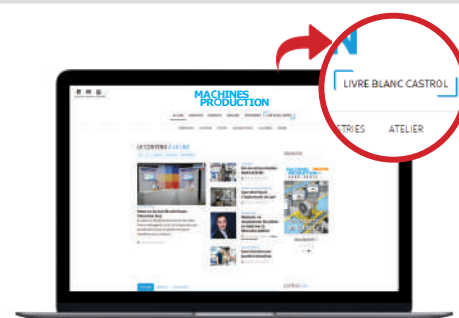
Product* \ Duration**	1 week	2 weeks	3 weeks	4 weeks
Square ⁽¹⁾	€ 1,100	€ 1,300	€ 1,535	€ 1,810
Banner ⁽¹⁾	€ 1,100	€ 1,300	€ 1,535	€ 1,810
Square + Banner ⁽¹⁾	€ 1,500	€ 1,770	€ 2,080	€ 2,454
Personalised tab ⁽²⁾	€ 2,500	€ 2,950		



Smart square
(255 x 255 pixels)



Banner
(1110 x 150 pixels)



Personalised tab
Exclusive landing page

eMailing* Price EX VAT (VAT 20%)

Newsletter banner ⁽³⁾ (600 x 150 pixels)	€ 2,280
Newsletter advertorial ⁽⁴⁾	€ 2,850
Bespoke emailing	from € 85 per thousand (see page 12)

* Creation and modifications not included ** Other durations possible, contact us

- (1) 33% SOV (Share Of Voice)
- (2) 100% of SOV exposure for a page in your company colours entirely dedicated to your business news (white papers, webinars, etc.) + sending an emailing, for around 114,840 addresses
- (3) Single advertiser banner for around 114,840 addresses per mailing
- (4) Editorial newsletter for around 114,840 addresses per mailing

SPONSORED NEWS

Present your events, your services, products, updates or any other informative content on our web-site.

- > Promotion of your news on our home-page
- > Your hypertext links to your chosen web pages

FROM
€ 800 EX VAT

NEWSLETTER



CREATION RATES

Price EX VAT (VAT 20%)

Web	eMailing
Square: € 300	Design: € 350
Banner: € 300	HTML integration: € 350

Single use mailing lists

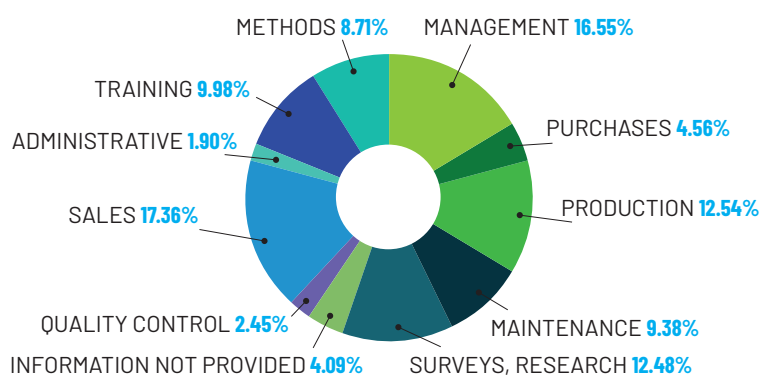
(dispatch + resend to unopened) Price EX VAT

Number of addresses	Price per 1,000 addresses
Less than 2,500	Contact us
Between 2,500 and 5,000	€ 500
Between 5,000 and 7,500	€ 350
Between 7,500 and 10,000	€ 250
Between 10,000 and 15,000	€ 200
Between 15,000 and 20,000	€ 150
Between 20,000 and 30,000	€ 120
Between 30,000 and 50,000	€ 100
Between 50,000 and 75,000	€ 95
Between 75,000 and 100,000	€ 90
More than 100,000	€ 85

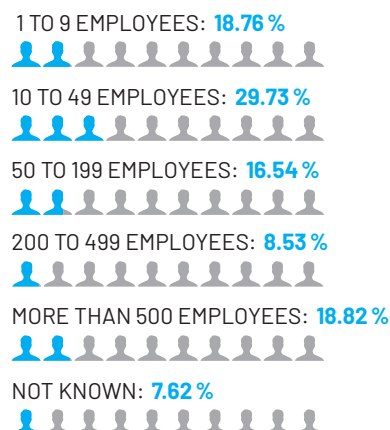


114,840 French email addresses some key figures

DEPARTMENTS



STAFF



The German language technical review for the metal cutting and manufacture quality control sector.

Werkzeug Technik is published in 7 issues + 1 special issue per year in a 12,000 copy print-run, it is read by an average of 5 persons per engineering industry business, it covers technical news for the cutting tool, gripping system, part and tool quality control, machinery and software sectors.



THE INDUSTRIAL TRADE-SHOWS

MOULDING EXPO Stuttgart, 13 to 16 June
EMO Hanover, 18 to 23 September

Editorial Planning for 2023

Issue	Date	Themes	Trade-shows
201	28/02	Cutting: turning - drilling New: Tool Grinding and Tool Eroding	GRINDTEC/Intec + DST
202	28/04	Cutting: milling - drilling focus on machining tools, worth knowing	CONTROL
203	09/06	Cutting: tools and moulders New: Tool Management System	MOULDING EXPO
204	25/08	The best of WT / Special cutting tools inserts guide english issue	EMO
205	14/09	Cutting: turning - milling - drilling focus on machining tools, worth knowing	EMO
206a	25/10	Cutting: grades Report EMO Highlight	
206b	25/10	Special cutting tools inserts guide german Issue	
207	10/11	Cutting: tools and moulders Special Coating Guide	FORMNEXT

Magazine Formats and Rates

Interior Pages

Format	Dimensions (WxH) + 5 mm bleed off	Four colour-odd
Full page	210 x 297 mm	€ 5,300
Junior page	130 x 180 mm	€ 3,610
1/2 page	105 x 297 / 210 x 150 mm	€ 2,890
1/3 page	70 x 297 / 210 x 100 mm	€ 2,080
1/4 page	55 x 297 / 210 x 75 mm / 90 x 130 mm	€ 1,680
1/8 page	100 x 60 / 60 x 100 mm	€ 980

Bound supplements

2 pages (210 x 297 + 5 mm)	€ 2,500
4 pages (210 x 297 + 5 mm)	€ 3,300
6 pages (210 x 297 + 5 mm)	€ 4,500
8 pages (210 x 297 + 5 mm)	€ 5,000



Covers

Format (WxH) + 5 mm bleed off	
Front cover (210 x 225 mm)	€ 7,390
Front cover special issue (210 x 225 mm)	€ 7,760
Inside front cover (210 x 297 mm)	€ 7,060
Inside back cover (210 x 297 mm)	€ 5,430
Back cover (210 x 297 mm)	€ 7,060
Opposite index (210 x 297 mm)	€ 6,550

TECHNICAL INFORMATION - GENERAL CONDITIONS

SIZE: 210 x 297 mm assembled - Binding: perfect bound.
PROVISION OF ORDERS AND FILES: No less than 3 weeks before publication. Accepted file format: **High resolution PDF (300 dpi) CMYK colour mode with cropping lines and 5mm bleed on all sides.**

Internet formats and rates

Product*	Duration**:	1 week	2 weeks	3 weeks	4 weeks
Banner⁽¹⁾ 1,110 x 150 px					
		€ 2,320	€ 2,990	€ 3,610	€ 4,860
Vertical banner⁽¹⁾ 255 x 500 px					
		€ 1,860	€ 2,890	€ 3,300	€ 4,180

* Creation and modifications not included ** Other durations possible, contact us (1) 33% SOV (Share Of Voice)

MACHINES PRODUCTION WERKZEUG TECHNIK

A TEAM AT YOUR SERVICE

+33 (0)1 48 25 50 30 | publicite@machinesproduction.fr



Laure Cromback

Marketing & Communications manager
lcromback@machinesproduction.fr



Jérôme Meyrand

Chief editor:
jmeyrand@machinesproduction.fr



Patrick Cazier

Writer
pcazier@machinesproduction.fr



Matthieu Lamberdière

Graphic designer - DTP
ml@machinesproduction.fr



Jean-Louis Bornand

Head of Advertising
jlbornand@machinesproduction.fr
+33 (0)6 98 23 50 13



Nicolas Petit

Advertising and Media Director
npetit@machinesproduction.fr
+33 (0)6 68 50 76 01