

Readership Analysis

Audited distribution



Circulation analysis

Average number of copies per issue (1 April 2008 - 30 June 2008)
The first and second quarters of 2008 have been allocated as the analytical period, since circulation increased by more than 15% between July 1, 2007 and June 30, 2008.

Print run	11,000
Number of distributed copies	10,913

Analysis of geographical distribution

Regions	Proportion of total circulation %	Copies
Germany	93.1	10,164
Other countries	6.1	749
Number of distributed copies	100.0	10,913

Branch of industry

No. of basic systems Recipient groups (classified by industry/trade)	Proportion of total circulation %	Copies
Independent tool and mould making companies	23.9	2,608
Companies with their own facilities for making tools, moulds or jigs and fixtures	75.0	8,185
25 Production of rubber and plastic goods	29.8	2,439
27 Metal production and processing	2.7	221
28.1. Steel and lightweight metal constructions	1.2	98
28.4. Production of forgings, pressings, drawn parts, stampings, etc.	5.8	475
28.6. Production of cutting implements, tools, locks and fittings from base metals	15.9	1,301
29.40.1-29.40.4 Mechanical engineering and precision tools	12.1	990
29.56.3. Production of machines, tools and moulds for plastics processing	14.1	1,154
31/32 Electrical engineering, electronics	3.7	303

33.20.2, 33.4. Light engineering, optics	7.9	647
34/35 Production of motor vehicles and vehicle parts	6.8	557
Miscellaneous	1.1	120
Number of distributed copies	100.0	10,913

Position in organisation

	Proportion of total circulation %	Copies
Company management in companies with up to 199 employees	31.7	3,460
Technical management	15.7	1,713
Production	36.7	4,005
Management of tool/equipment manufacturing	4.0	437
Research, development, design	7.8	851
Technical purchasing	2.1	229
Miscellaneous	2.0	218
Number of distributed copies	100.0	10,913

Size of organisation

	Proportion of total circulation %	Copies
Up to 49 employees	28.9	3,154
50 - 99 employees	31.2	3,405
100 - 199 employees	15.5	1,691
200 - 499 employees	11.8	1,288
500 - 999 employees	5.8	633
More than 1,000 employees	5.5	600
Miscellaneous	1.3	142
Number of distributed copies	100.0	10,913

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FORM+Werkzeug

AUSGABE 2010

Das Branchenmagazin für den Formen- und Werkzeugbau **2010**

Organ des VDMA Werkzeugbau

Spezial Fünf-Achs-Bearbeitung und Innovationen der EMO

Dynamisch
Durchgängiger und automatisch bearbeiten S.24

Kostenbewusst
Metallzuschnitte bestellen statt teuer lagern S.44

Intelligent
Mit kluger Bearbeitungsstrategie viel Zeit sparen S.58

HANSER

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Media Kit

2010

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. 19 Valid from 1 October 2009

1 Circulation Print run: **11,000**

2 Magazine format DIN A4, 210 x 297 mm (width x height)
Type area: 175 x 250 mm (width x height)
 4 columns à 41 mm width

3 Printing method Offset/adhesive bond

4 Publication 6 issues per year and 2 specials:
Rapid Manufacturing/Rapid Prototyping
Advertising deadline: see editorial schedule

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 Place of payment: Munich.
Bank details: 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	3,180.--	3,780.--	4,380.--	4,980.--
1/2 page	85 x 250 175 x 122	1,680.--	1,980.--	2,280.--	2,580.--
Junior page	122 x 175	1,730.--	2,030.--	2,330.--	2,630.--
1/3 page	55 x 250 175 x 80	1,180.--	1,480.--	1,780.--	2,080.--
1/4 page	85 x 122 41 x 250 175 x 58	900.--	1,050.--	1,200.--	1,350.--
1/8 page	85 x 58 175 x 28	450.--	600.--	750.--	900.--

8 Surcharges Charged on the basic rates

8.1 Position surcharges fixed placements 10%

8.2 Color surcharges Spot color on request

9 Ad specials On request

10 Special discounts **Frequency Discounts**
 for bookings within a 12-month period:
 2 adverts 4 adverts 6 adverts
 5% 15% 20%

Volume discounts
 for bookings within a 12-month period:
 2 pages 4 pages 6 pages
 5% 10% 15%

11 Combination discounts With simultaneous advertising orders for several technical journals from the publisher, a combination discount will be granted. Rates are available on request.

12 Fixed inserts 2 pages € 3,980.-- } paper weight
 4 pages € 6,480.-- } up to 130 g/m²

13 Loose inserts On request

14 Insert stickers On request

15 Technical details / handling ask for our factsheet
 "electronically transmitted materials for printing"

All advertising transactions are governed by our terms and conditions.

Editorial Schedule 2010

Edition	Closing dates	Special features	Subjects	Industry Exhibitions/events
1 March	Editorial copy: 11.01.10 Advertisements: 14.01.10 Publication date: 10.02.10	5-axis machining Surface technology Hard milling Special metals	CAM systems, 5-axis programming, CNC control Clamping technology, cutting materials, cutting tools, machine concepts Machining of aluminum, copper, titanium, magnesium and their alloys	Metav , Düsseldorf, 23.-27.02.10 Diemould India , Mumbai, 18.-21.03.10 SIMM China , Shenzhen, 28.-31.03.10 (Shenzhen International Machinery & Mould Industry Exhibition)
2 April	Editorial copy: 25.02.10 Advertisements: 10.03.10 Publication date: 12.04.10	IT solutions: PLM, CAD/CAM, ERP, PDM, MES Quality assurance Automation	Software for design, calculation, quality and project management, strategy development, manufacturing planning and control Measurement and test technology, 3D digitalization, reverse engineering Automation solutions, robots, handling systems	Hannover Messe , Hanover, 19.-23.04.10 Control , Stuttgart, 04.-07.05.10 Amerimold USA , Cincinnati, 11.-13.05.10
3 June	Editorial copy: 10.05.10 Advertisements: 19.05.10 Publication date: 25.06.10	Eroding Materials Mold repair	Wire and sink eroding, erosive cutting, eroding accessories, dielectrics Mold design and construction steel, graphite, aluminum, titanium, heat treatment in tool and mold design and construction Overlay welding, grinding, polishing	Rosmold USSR , Moscow, 02.-04.06.10 Proform , Dortmund, 08.-11.06.10
4 August	Editorial copy: 10.07.10 Advertisements: 11.08.10 Publication date: 07.09.10	HSC milling/centers Cutting tools Grinding machines	Machine concepts for tool design and manufacture, zero point clamping systems, chucks, NC programming, CAM software, machine automation Cutters (roughing & planishing), gun drills, turning tools, indexable Surface grinding, profile grinding	AMB , Stuttgart, 28.09.-02.10.10 Asiamold China , Kanton, 16.-18.09.10 (International Trade Fair for Mold-making and Tooling, Design and Application Development)
5 October	Editorial copy: 01.09.10 Advertisements: 13.09.10 Publication date: 11.10.10	Injection mold tools Tool design: Forming and punching tools Metal cut outs	Multi activity tools, follow-on composite and multi-component tools, hot runner system, mold accessories, contour related tempering, injection molding software Design and manufacture, CAD/CAM systems, simulation software, die-spotting presses Mold design and construction steels, standard parts	Euroblech , Hanover, 26.-30.10.10 K 2010 , Düsseldorf, 27.10.-03.11.10
6 December	Editorial copy: 05.10.10 Advertisements: 20.10.10 Publication date: 19.11.10	Product development: Design and Engineering Innovations for tooling and mold design Process chain creation	CAD and design software, mold design, simulation, rendering and visualization From clamping devices via cutting tools to universal machining centers IT solutions for organization und calculation, optimization of costs and operating times with greater efficiency and quality	Rapid.Tech , Erfurt, 18.-19.05.10 Euromold , Frankfurt, 01.-04.12.10

Special editions RapidX 2010

Print run: 7,000

May/November	Editorial copy: 25.03.10/05.10.10 Advertisements: 08.04.10/21.10.10 Publication date: 07.05.10/19.11.10	Generative manufacturing: Rapid manufacturing Rapid prototyping Rapid tooling process	Application fields for generative process, rapid prototyping process chains, e-manufacturing, 3D printing, SLM, MEMS, Stereolithography, DMLS, electron beam melting, LaserCUSING, selective laser melting, SMS (Selective Mask Sintering) Materials for rapid prototyping: High performance polymers, powdered metal Virtual prototyping and 3D visualization Laser-generating manufactured models, tools and components Quality assurance and measurement technology in the RM process chain	Rapid.Tech , Erfurt, 18.-19.05.10 Euromold , Frankfurt, 01.-04.12.10
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