

Tools + Clamping Devices

Machine Tools

Automation + Digitization

Metrology and Quality Assurance



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MEDIA EXPERTS UNDER:**

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- 1 Title:** dima – digitale maschinelle Fertigung
- 2 Brief Description:** dima - digitale maschinelle Fertigung is a knowledge and communication platform for metal cutting. The trade journal reports in print and online on the prerequisites for economical machining with a definite and indefinite cutting edge, such as turning, milling, drilling, reaming and sawing as well as grinding. Special emphasis is additionally placed on reporting on the digitalization of machining manufacturing. dima provides manufacturing companies with the information they need to meet the challenges of the changing manufacturing landscape. The trade journal is aimed at those with technical responsibility in all industries with machining manufacturing.
- 3 Target Group:** Users and experts from all areas of metalworking
- 4 Frequency:** 6 x in 2021
- 5 Heftformat:** DIN A4
- 6 Volume:** 75th volume 2021
- 7 Subscription Prices:**


ISSN-Nr. 0340-5737	Trade Journal		ePaper		Trade Journal + ePaper	
	Inland	Abroad	Inland	Abroad	Inland	Abroad
Annual subscription	€ 104.- (incl. shipping)	€ 110.- (plus shipping)	€ 69.-	€ 69.-	€ 112.- (incl. shipping)	€ 118.- (plus shipping)
Price per copy	€ 16.- (plus shipping)	€ 16.- (plus shipping)	€ 13.-	€ 13.-	€ 22.40 (plus shipping)	€ 22.40 (plus shipping)





All prices incl. statutory VAT.



- 8 Memberships/Participation:** none
- 9 Publishing Company:** TeDo Verlag GmbH
Postanschrift • P.O.Box 2140 • 35009 Marburg
Lieferanschrift • Zu den Sandbeeten 2 • 35043 Marburg
- 10 Schedule/Editorial Calendar:** see page 3
- 11 Publisher:** Dipl.-Stat. B. Al-Scheikly
- 12 Advertisements:** **Markus Lehnert, Advertising Manager**
Phone: +49 6421 3086-594
E-Mail: mlehner@tedo-verlag.de
- Panagiota Herbrand, Advertising Sales Manager**
Phone: +49 6421 3086-519
E-Mail: pherbrand@tedo-verlag.de
- 13 Editorial Staff:** **Dipl.-Ing. Dag Heidecker, Chief Editor**
Phone: +49 6421 3086-202
E-Mail: dheidecker@tedo-verlag.de
- 14 Print Copies:** 12,000 copies
- 15 Volume Analysis:** 2019 = Issues
Total Size: 384 pages = 100.0%
Editorial Part: 314 pages = 81.8%
Ad Section: 70 pages = 18.2%
Bound-in Inserts: 2 pages = 0.5%
Publisher's Ads: 0 pages = 0.0%
Inserts: 1 pieces

1 (Feb)	Issue and Deadlines	Special Sections	Machine Tools	Tools Clamping devices	Automation Digitization	Metrology Quality Assurance	Components Workshop Equipment	Fairs and Events
Publication Date: 16.02.2021		dima Special Milling – Turning – Drilling	CNC-Lathes	Precision Tools for Turning and Milling	Automation on the Shopfloor	Tool Measuring and Presetting Devices	Cooling Lubrication Technology	 Leipzig, 02.03. – 05.03.2021
Advertising Deadline: 02.02.2021		dima Special Section Grinding <i>with product overview</i>	Milling and Milling-turning Operations	Special Tools	Machine Controls	In- and Postprocess Metrology	Chip Handling	all about  automation friedrichshafen
Editorial Deadline: 20.01.2021			Integrated Technologies	Drilling – Reaming – Threading	Drive Systems	Ident Technology and Sensors	Extraction Systems	Friedrichshafen, 09.03. – 10.03.2021
			Machining Centers	Clamping Systems	Machine Safety Solutions	Coordinate Measuring Machines	Brushing and Deburring	 Düsseldorf, 23.03 – 26.03.2021
			Grinding, Honing, Lapping and Polishing Machines	Grinding Wheels and Abrasives	CAD/CAM Programs			
				Dressing Tools	DNC, MDE, BDE Systems			
				Honing, Lapping and Polishing Tools	Software and IT in Manufacturing			

2 (April)	Issue and Deadlines	Special Sections	Machine Tools	Tools Clamping devices	Automation Digitization	Metrology Quality Assurance	Components Workshop Equipment	Fairs and Events
Publication Date: 01.04.2021		Joint Special 	Loading and Unloading Systems on Machine Tools	Tool Management Systems	Manufacturing Automation/ Industrial Robots	Measuring and Testing Equipment	Energy Chains	 Hanover, 12.04. – 16.04.2021
Advertising Deadline: 10.03.2021		Digitalization in Machining <i>with product overview</i>	Lathes	Tool Presetting Devices	Industrie 4.0 – IO-Link	Measuring Machines	Engineering, CAM and Simulation – Software Trends for Designers	 Nuremberg, 04.05 – 06.05.2021
Editorial Deadline: 03.03.2021		dima Special Section Metrology + Quality Assurance <i>with product overview</i>	Milling Machines	Tool Monitoring	Digital Processes in the Factory – Map Processes Leanly and Digitally	Coordinate Measuring Technology	Condition Monitoring	 Stuttgart, 04.05. – 07.05.2021
			5-axis Processing Machines		Industry Processes as Standard – MES and ERP Applications for Cutters	Production Measurement	Component Cleaning	all about  automation hellbronn
			Upgrade Machine Connectivity – Enable Data Acquisition via Retrofit		Digital Factory – Digital Transformation	Quality Management	Human/Robot Collaboration	Heilbronn, 19.05. – 20.05.2021
						Software for Quality Assurance	Predictive Maintenance and Co. – Sensor-based IIoT Applications	
						Ident Technology and Sensors		

3 (June)	Issue and Deadlines	Special Sections	Machine Tools	Tools Clamping devices	Automation Digitization	Metrology Quality Assurance	Components Workshop Equipment	Fairs and Events
Publication Date: 01.06.2021		dima Special Clamping Devices <i>with product overview</i>	Zero Point Clamping Systems	Tool and Workpiece Clamping Devices	Automated Sawing Processes	In- and Postprocess Metrology	Coating and Surface Technology	 Stuttgart, 08.06. – 11.06.2021
Advertising Deadline: 12.05.2021		dima Special Section Sawing <i>with product overview</i>	Chuck for Machine Tools and Workshop	Milling and Turning Tools	Machine Controls	Measuring and Testing Equipment	Smart Industrial Solutions	
Editorial Deadline: 04.05.2021			Machining Centers	Tool Changing Systems	Machine Safety Solutions	Process Monitoring	Tool and Mold Construction	
			Sawing Machines	Tool and Workpiece Clamping	CAD/CAM-Software	Laser Measurement Technology	3D Printing Technologies	
			Cutting and Sawing	Saw Blades	MES, ERP, PPS Programs		Laser Manufacturing Systems	
			Grinding Machines	Grinding Technologies	Integrated Laser Methods			

4 (Sep)	Issue and Deadlines	Special Sections	Machine Tools	Tools Clamping devices	Automation Digitization	Metrology Quality Assurance	Components Workshop Equipment	Fairs and Events
Publication Date: 21.09.2021		dima Special Machining Tools	Milling, Turning, Drilling, Grinding	Turning + Milling Tools, Drilling, Reaming	Automation Solutions	Coordinate Measuring Machines	Cooling Lubrication Technology	 Chemnitz, 22.09. – 23.09.2021
Advertising Deadline: 07.09.2021		Machine Tools	Machining Centers	Precision Tools	Handling and Interlinking Equipment	Tool Measuring and Presetting Devices	Chip Handling	 Milano, 04.10. – 09.10.2021
Editorial Deadline: 17.08.2021		Manufacturing Systems	Combined Machining Processes	Tool and Workpiece Clamping	Material Flow / Workpiece Feeding	Ident Technology and Sensors	Extraction Systems	
		Machining Solutions – Clamping Technology	Machine Tools	Tool Monitoring	Programming Systems	Software for Quality Assurance	Energy Chains	
		dima Special Section Assembly and Handling Technology <i>with product overview</i>	Sawing Machines – Eroding Machines	Tool Management	Manufacturing Control	Quality Management	Assembly Technology	 Stuttgart, 05.10. – 07.10.2021
			Interlinked Machining Lines	Tool Spindle			Surface Technology	 Stuttgart, 05.10. – 08.10.2021

+++ ANNIVERSARY ISSUE +++							
5 (Oct)	Special Sections	Machine Tools	Tools Clamping devices	Automation Digitization	Metrology Quality Assurance	Components Workshop Equipment	Fairs and Events
Publication Date: 14.10.2021 Advertising Deadline: 23.09.2021 Editorial Deadline: 14.09.2021	75 Years dima Anniversary Issue Historical and Current on • Precision Tools + Clamping Devices • Machine Tools • Metrology • Automation • Software dima Special Section Sheet Metal Working <i>with product overview</i>	Lathes Milling Centers Machining Centers Punching, Lasereng, Nibbling Joining and Pressing Machines for Sheet Metal Working 3D Printing Machines	Lathe Tools Milling Cutter Drill Reamers Threading Tools Tools for Sheet Metal Working	Workpiece Feeding Components for Mechanical Engineering Storage and Handling Systems Manufacturing Control Energy Chains Software for Sheet Metal Working	Measuring and Testing Equipment Measuring Machines 3D Printing Quality Assurance Process Monitoring Condition Monitoring	Coating and Surface Technology Parts Cleaning Joining Technology Components for Sheet Metal Working Forming and Bending Technologies 3D Printing Components	 Stuttgart, 26.10. – 29.10.2021  Frankfurt am Main, 16.11.2021 – 19.11.2021
6 (Nov)	Special Sections	Machine Tools	Tools Clamping devices	Automation Digitization	Metrology Quality Assurance	Components Workshop Equipment	Fairs and Events
Publication Date: 12.11.2021 Advertising Deadline: 26.10.2021 Editorial Deadline: 12.10.2021	dima Special Dovetailing <i>with product overview</i> dima Special Section Smart Production Software – Machines – Networking <i>with product overview</i>	Gear Cutting Machines Automation on Machine Tools Machines for Hard Processing Grinding, Honing and Polishing Combined Machining Processes Machine Tool Controls	Grinding and Dressing Tools Shaping and Milling Tools Turning Tools, Drills Tool and Workpiece Clamping Tool Monitoring Digital Tool Solutions	Closed-loop Manufacturing Solutions Automation in Gearing Machinery Safety Solutions Industrie 4.0 Components Smart Machine Manufacturing	Precision Measuring Machines Integrated Quality Assurance Ident Technology and Sensors Control Technology Software and IT for Operating and Monitoring	Workshop Equipment Lines System Solutions Smart Plastics	sps smart production solutions Nuremberg, 23.11. - 25.11.2021



Timing: CW 41 | 2020



1 Advertising Formats and Prices: (All prices shall be subject to the applicable VAT rate.)

Format	Width x Height		b/w	2C	3C	4C
	Print Space	Bleed (add 3mm trim on each side)				
Front Page	–	–	–	–	–	€ 5,200.-
Cover Pages	–	210mm x 297mm	€ 3,800.-	€ 4,210.-	€ 4,620.-	€ 5,030.-
1/1 Page	185mm x 270mm	210mm x 297mm	€ 3,400.-	€ 3,810.-	€ 4,220.-	€ 4,630.-
1/2 Junior Page (DIN A5)	140mm x 190mm	148mm x 210mm	€ 1,950.-	€ 2,330.-	€ 2,690.-	€ 2,800.-
1/2 Page Vertical	90mm x 270mm	105mm x 297mm	€ 1,750.-	€ 2,130.-	€ 2,490.-	€ 2,600.-
1/2 Page Horizontal	185mm x 130mm	210mm x 148mm	€ 1,750.-	€ 2,130.-	€ 2,490.-	€ 2,600.-
1/3 Page Vertical	60mm x 270mm	70mm x 297mm	€ 1,200.-	€ 1,520.-	€ 1,840.-	€ 1,900.-
1/3 Page Horizontal	185mm x 90mm	210mm x 100mm	€ 1,200.-	€ 1,520.-	€ 1,840.-	€ 1,900.-
1/4 Page	90mm x 130mm	105mm x 148mm	€ 990.-	€ 1,270.-	€ 1,530.-	€ 1,610.-
1/4 Page Vertical	45mm x 270mm	52mm x 297mm	€ 990.-	€ 1,270.-	€ 1,530.-	€ 1,610.-
1/4 Page Horizontal	185mm x 65mm	210mm x 74mm	€ 990.-	€ 1,270.-	€ 1,530.-	€ 1,610.-
1/8 Page	90mm x 65mm	105mm x 74mm	€ 490.-	€ 730.-	€ 905.-	€ 940.-
1/8 Page Vertical	45mm x 130mm	52mm x 148mm	€ 490.-	€ 730.-	€ 905.-	€ 940.-
1/8 Page Horizontal	185mm x 30mm	210mm x 39mm	€ 490.-	€ 730.-	€ 905.-	€ 940.-
Product Overview	91mm x 110mm	–	€ 660.-	–	–	€ 790.-

- 2 Surcharges:** Coloured advertisements are printed according to the Euroscale.
All other colours are special colours.

Colour Surchar.	1/1 p.	1/2 p.	1/3 p.	1/4 p.	1/8 p.	Product Overview
2 colours	€ 410.-	€ 380.-	€ 320.-	€ 280.-	€ 240.-	–
3 colours	€ 820.-	€ 740.-	€ 640.-	€ 540.-	€ 415.-	–
4 colours	€ 1,230.-	€ 850.-	€ 700.-	€ 620.-	€ 450.-	€ 130.-
Special Colour	On request					

- Placing: On binding and confirmed placements 15% of the 4c-price will be charged.
 Colour Surcharges: Non-discountable
 Format Surcharges: For special placements there is a 15% surcharge on the 4c-price for the following formats:
 • Table of Contents
 • Editorial
 For advertisements over binding and bleed advertisements 15% on the basic price will be charged.
 VAT: All prices are subject to legal VAT at the statutory rate.

- 3 Discount:** For orders accepted within one insertion year

Malstaffel:	3 x 5%	6 x 10%	9 x 15%	12 x 20%
Mengenstaffel:	2 pages 5%	4 pages 10%	8 pages 15%	12 pages 20%

- Agency Discount: 15%

- 4 Job Ads:** For job advertisements we grant 15% discount on the respective basic price.

5 Special Advertising Formats:

Bound-in Inserts:	Delivery quantity: 12,500 pieces	
	Delivery: see Formats and Technical Data on p. 11	
80 - 135g/m ²	2 pages	€ 3,300.-
	4 pages	€ 5,400.-
	8 pages	€ 8,100.-
	more than 8 pages auf Anfrage	
136 - 170g/m ²	20% surcharge on the basic price	
ab 170g/m ²	25% surcharge on the basic price	

Inserts:	Delivery quantity: 12,500 pieces	
	Delivery: see Formats and Technical Data on p. 12	
	Full supplement	each 1,000 copies
	up to 25g	€ 3,375.- € 270.-
	up to 50g	€ 5,625.- € 450.-
	above 50g	on request on request

Postcards/Samples:	Delivery quantity: 12,500 pieces	
	Delivery: see Technical Data on p. 13	
	Adhesive inserts up to 5g (witho. mount.)	€ 100.- %
	Mechanical bonding	€ 90.- %
	Manual bonding	on request

- 6 Contact:** **Panagiota Herbrand, Advertising Sales Manager**
 Phone: +49 6421 3086-519
 E-Mail: pherbrand@tedo-verlag.de

- 7 Terms of Payment/Bank Details:**
 The invoice amount is payable within 14 days of the invoice date.
 For payments within 8 days we grant 2% discount.

Sparkasse Marburg-Biedenkopf:
 Bank code 533 500 00, Acc. 1037305320
 IBAN: DE83 5335 0000 1037 3053 20
 SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:
 Bank code 500 100 60, Acc. 517 030-603
 IBAN: DE51 5001 0060 0517 0306 03
 SWIFT-BIC: PBNKDEFF

- 1 Sizes:** DIN A4 210mm x 297mm (width x height)
 Print space: 185mm x 270mm (width x height)
- 2 Printing Process:** Offset: Printing colours in Euroscale (CMYK) for offset according to ISO12647-2, back stitching
- 3 Data Delivery:** Electronical via e-mail to:
 banner@tedo-verlag.de
- 4 Printing Data:** High-res PDF (with embedded fonts and transparency reduction)
- 5 Colours:** When printing in four colours we use Cyan, Magenta, Yellow, Black (CMYK) as defined according to the Euroscale. It is absolutely necessary to choose these colours in your programs.
 Attention:
 RGB colours or spot colours may only be used after consultation with the publishing house.
- 6 Proof:** A 1:1 printout is required to check a delivered display.
 For the printing of coloured advertisements, please supply a corresponding and binding colour proof or print. Without these documents, no liability or warranty can be assumed for any errors. The publisher cannot accept any guarantee for colour deviations caused by different types of paper (proof/printing to production paper). This also applies to deviations within the tolerance range of expression to industrial colour printing or due to offset printing.
- 7 Output Profile:** ISO Coated v2 (ECI) / FOGRA39 (ISO12647-2:2004)

8 Return Consignment:

Delivered printing documents will only be returned to the respective client upon request. The obligation of the publisher to retain the advertisement ends three months after publication of the advertisement.

9 Warranty:

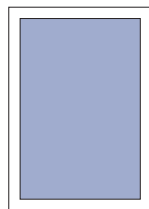
Only data existing on the delivered data carrier can be exposed. The publisher assumes no liability for deviations in texts, illustrations and especially colours. Incorrect exposures due to fragmentary or defective files, wrong settings or incomplete information will be invoiced according to actual expenses. The delivered film positives must be redigitalised. The customer will be charged separately for the additional effort.

10 Contact:

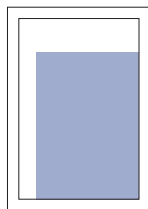
Electronical via e-mail to:
 anzeigen@tedo-verlag.de



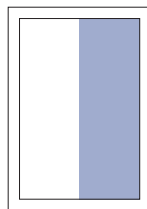
Size Format Print Space



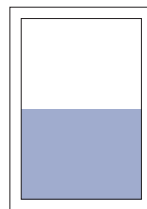
1/1 page
185mm x 270mm



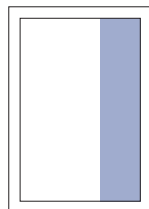
1/2 page A5 (junior)
140mm x 190mm



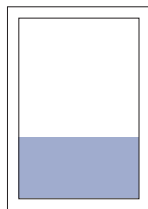
1/2 page vertical
90mm x 270mm



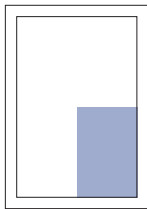
1/2 page horizontal
185mm x 130mm



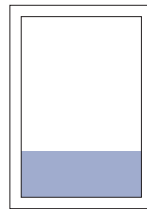
1/3 page vertical
60mm x 270mm



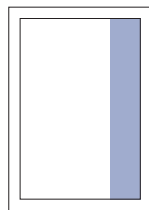
1/3 page horizontal
185mm x 90mm



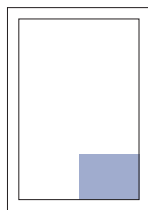
1/4 page
90mm x 130mm



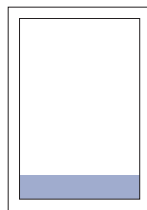
1/4 page horizontal
185mm x 65mm



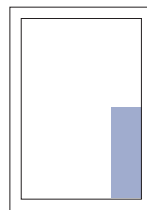
1/4 page vertical
45mm x 270mm



1/8 page
90mm x 65mm

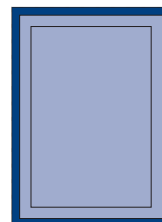


1/8 page horizontal
185mm x 30mm

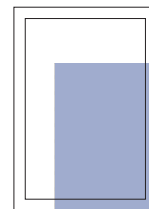


1/8 page vertical
45mm x 130mm

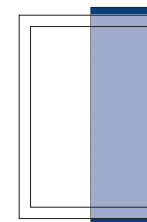
Size Format with Bleed



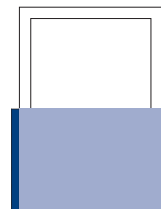
1/1 page
210mm x 297mm



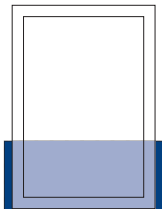
1/2 page A5 (junior)
148mm x 210mm



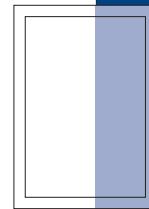
1/2 page vertical
105mm x 297mm



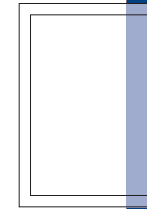
1/2 page horizontal
210mm x 148mm



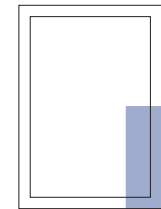
1/3 page horizontal
210mm x 100mm



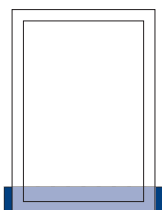
1/3 page vertical
70mm x 297mm



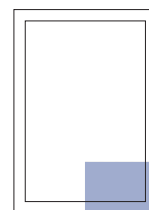
1/4 page vertical
52mm x 297mm
1/4 page horizontal
210mm x 74mm
1/4 page
105mm x 148mm



1/8 page
52mm x 148mm



1/8 page horizontal
210mm x 39mm



1/8 page
105mm x 74mm

Attention: Please add 3mm on each side for trim on all formats in bleed!



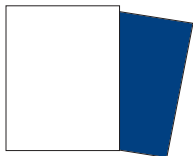
Minimal Format: 147mm x 210mm
Maximum Format: 210mm x 297mm
Minimal Weight: for 4-paged products 115g/m²

Technical drawing of a book cover showing dimensions and bleed areas. The overall dimensions are 218mm in width and 307mm in height. The inner dimensions of the cover are 297mm in height and 210mm in width. The drawing indicates a 3mm milled edge on the left side, a 5mm head bleed on the top, a 5mm foot bleed on the bottom, and a 5mm bleed on the right side.

Technical drawing of a book cover showing dimensions and bleed areas. The overall width is 436mm and the overall height is 307mm. The central area is divided into two sections: a left section with a width of 218mm and a right section with a width of 210mm and a height of 297mm. The drawing includes bleed areas: 5mm bleed on the top, bottom, and right edges, and 5mm bleed on the left edge. A 2x3mm milled edge is indicated at the bottom center.

Technical drawing of a book cover showing dimensions and assembly details. The drawing includes a top view and a side view. The top view shows a rectangular cover with a central panel labeled "Fold". Dimensions include 218mm, 208mm, 210mm, 297mm, 205mm, 307mm, 5mm bleed, 2x3mm milled edge, min. 115mm, and max. 200mm. The side view shows a 5mm bleed and foot bleed.

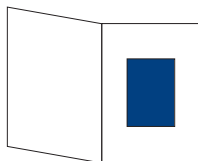
- 1 Loose Inserts:** Before the order is accepted and confirmed, we require a copy of a binding sample with an indicator of size and weight. The delivered inserts must be trimmed and folded as final products.



Minimal Format:	100mm x 210mm
Maximum Format:	205mm x 290mm
Minimal Weight:	115g/m ²
Maximum Weight:	upon request
Positioning:	undefined

- 2 Fixed Inserts:** Mechanical Bonding: Glued edge parallel to the flange, at least 1cm to a maximum distance of 6cm from the flange. Folded products must be closed at the flange. Positioning upon request.

Affixed postcards, samples on bound-in inserts or full-paged advertisements are additionally charged as fixed inserts. Before the order is accepted and confirmed, a copy of a binding sample with an indication of size and weight is required.



Minimal Format:	105mm x 147mm
Maximum Format:	148mm x 190mm
Minimal Weight:	160g/m ²

Delivery: Deliveries of any bound-in inserts and fixed inserts always require a delivery note in order to guarantee an unobstructed production. Therefore a sample of the content on the pallet's outside is necessary. Please, also send an additional sample to the publisher.

Required Quantity: 12,500 copies

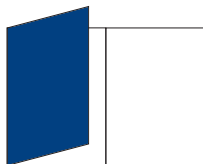
Delivery Address: Our delivery address for bound-in inserts and any other supplement will be given to our customers with the confirmation of the order.

Delivery Deadline: The printing documents deadline is also the delivery date for the respectively agreed issue (see Editorial Calendar on page 6).

3 Contact: **Panagiota Herbrand, Advertising Sales Manager**
Phone: +49 6421 3086-519
E-Mail: pherbrand@tedo-verlag.de

1 Special Advertising Formats:

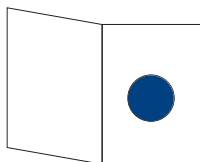
Gatefolder



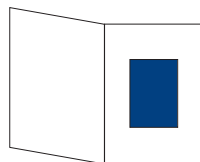
Flap



CD-ROM



Samples



2 Prices for Special Advertising:

Available upon request

3 Reprint:



Reprinting publications is a flexible and inexpensive possibility for a successful promotion by combining your product and brand message with the credibility and excellent reputation of dima.

We take care of printing and creating an electronic file for your website and, on request, distributing through our letter shop.

4 Price List for Reprint:

2 pages, 4-coloured, 135g/m ²					
Circulation	500	1,000	2,000	5,000	10,000
Price	€ 790.-	€ 850.-	€ 980.-	€ 1,750.-	€ 2,340.-
4 pages, 4-coloured, 135g/m ²					
Circulation	500	1,000	2,000	5,000	10,000
Price	€ 895.-	€ 945.-	€ 1,180.-	€ 1,930.-	€ 2,940.-

All prices plus statutory VAT.

5 License for Self-Printing:

If you would like to reprint your article after publication in dima, you can purchase a reprinting license.

Reprinting License	
Circulation	up to 1,000 copies
Price	€ 400.-

incl. a high-res PDF file. All prices plus statutory VAT.

6 Single License:

If you would like to use your technical contribution for online use after printing, we will be happy to create a low-resolution PDF for you.

Single license: € 150.- (plus statutory VAT)

7 Contact:

Panagiota Herbrand, Advertising Sales Manager

Phone: +49 6421 3086-519

E-Mail: pherbrand@tedo-verlag.de

1 Brief Characteristics: In five issues of dima, we offer you the opportunity to advertise on specific topics simply and cost-effectively (each topic only once a year!).

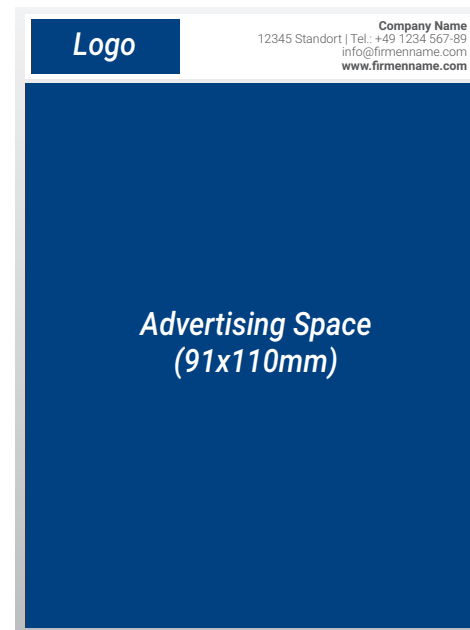
2 Price: 4-color product ad: € 790,-.
 For the special price of only € 660,- for a 1/4 page b/w we put your products optimally in scene – against small price surcharges also gladly in color. All prices are exclusive of VAT.

3 Format: 91mm x 110mm within the specified layout

4 Topics:	Issue:	Advertising Deadline:
Grinding	1/2021	02.02.2021
Digitization + Automation	2/2021	10.03.2021
Metrology in Manufacturing	2/2021	10.03.2021
Sawing	3/2021	12.05.2021
Clamping Devices	3/2021	12.05.2021
Assembly and Handling Technology	4/2021	07.09.2021
Sheet Metal Working	5/2021	23.09.2021
Dovetailing	6/2021	26.10.2021
Smart Production	6/2021	26.10.2021

Your Advantages:

- very inexpensive advertising
- high distribution in the TeDo trade media - print and online
- your product ad appears in the appropriate editorial environment
- with your individual QR code you lead the reader to your media
- if required, we will take care of the ad design for you - free of charge!



No time for advertising?

Just send us your documents - we'll do the rest for you!

anzeigen@tedo-verlag.de

What documents do we need? - The document check for you:

- Contact information – address, phone, fax, e-mail, web address.
- Logo – Please send us your digitized logo
- Product image – We need your image with a minimum resolution of 300dpi
- Text – Word and other text files, also RTF formats up to 800 characters max.

1 Brief Description: Represent your company in a short and concise way on a 1/2 or 1/1 page with an image and logo of your company.

2 Prices:

1/2 page	€ 1,990.-
1/1 page	€ 4,120.-

All prices are zero rated for VAT.

3 Information required:

- Contact data (address, phone, fax, e-mail, web address)
- Digitalized logo as EPS-file
- Product image – with a minimal resolution of 300dpi
- Text about your company in formats, such as Word, PDF or RTF.

1/2 page with approx. 1,400 characters
1/1 page with approx. 2,800 characters

The layout of your company portrait will be taken care of by our graphics department and is included in the price.

4 Contact: **Panagiota Herbrand, Advertising Sales Manager**
Phone: +49 6421 3086-519
E-Mail: pherbrand@tedo-verlag.de



Example 1/2 page



Example 1/1 page

Cover



- Booking of the cover picture (including a 2- to 3-page exclusive cover story as agreed with the editorial team).
- Awarded only once per issue
- Layout and design of the cover page is carried out by TeDo Verlag
- Application or product images should be used
- Image 210mm x 297mm (width x height) + 3mm bleed all around, image resolution at least 300dpi

€ 5,200.-

Inside Cover



- Booking of the inside cover picture (including a 2- to 3-page exclusive inside cover story as agreed with the editorial team).
- Placement at the beginning of the respective topic
- Layout and design of the inside cover is carried out by TeDo Verlag
- Application or product images should be used
- Image 210mm x 200mm (width x height) + 3mm bleed all around, image resolution at least 300dpi

€ 2,400.-

"Blickfang"



- Prominently placed on pages 6 + 7 / "Blickfang" section
- Awarded only once per issue
- Layout and design are carried out by TeDo publishing house
- Editing of the short press text takes place in our editorial office (max. 1,200 characters)
- XXL image 420mm x 297mm (width x height) + 3mm bleed all around, image resolution at least 300dpi
- Maximum of two additional small images, detailed photos possible
- No logos, advertising texts and slogans possible!

€ 2,600.-

- 1 Website:** www.dima-magazin.com
- 2 Usage Data:** From 12. March 2020 until 01. August 2020
Visitors: 3,658, Page Views: 8,584
- 3 Brief Description:** Online advertising has become indispensable for a high-reach campaign and an ideal medium for targeted advertising messages. On our homepage www.dima-magazin.de you have the possibility to place your advertisement next to the constantly updated news.
- 4 Target Group:** Users and experts from all areas of metalworking
- 5 Publisher:** TeDo Verlag GmbH • Zu den Sandbeeten 2 • 35043 Marburg

6 Banner Formats and Prices:

Banner	Size (Pixel)	Beschreibung	Price/month
1. Fullsize-Banner	468 x 60 pixel	Integrated prominent placement in the content of the website	€ 600.-
2. Skyscraper	160 x 600 pixel	Portrait advertising space to the right of the content	€ 700.-
3. Super-Banner	728 x 90 pixel	Prominent placed at the header with plenty of space for your advertising message	€ 1,200.-
4. Medium Rectangle	300 x 250 pixel	Striking in the middle of the editorial environment	€ 600.-
5. Standard Top	300 x 60 pixel	Concise smaller advertising space to the right of the content	€ 400.-
6. Cornersquare Banner	405 x 90 pixel	Striking placement in the upper right corner	€ 600.-
7. Wallpaper	1133 x 90 pixel + 160 x 600 pixel	Combine the advantages of Skyscraper and Super-Banner	€ 1,970.-
8. Billboard	1.133 x 250 pixel	Very prominent placement and especially suitable for large motifs due to maximum surface area	€ 3,250.-

Further formats upon request. All prices are plus statutory VAT.

- 7 Data Format:** GIF, PNG, JPEG (72dpi, RGB colour space) or HTML5 file size max. 4MB
No evaluations for flash banner or i-frames integrated banner possible.
- 8 Data Delivery:** One week before the release of the newsletter via e-mail:
banner@tedo-verlag.de
- 9 Contact:** **Panagiota Herbrand, Advertising Sales Manager**
Phone: +49 6421 3086-519
E-Mail: pherbrand@tedo-verlag.de



- 1 Brief Description:** An essential feature of the Sponsored Post format is its presentation in the style of the editorial environment. A sponsored post differs from editorial content by the following note: - Advertisement -

Success factors for a sponsored post are contents with relevance for the reader that offer him added values or benefits. The advertiser positions himself as a competent solution partner with target group-oriented formulations, appealing images or the simple presentation of complex facts. The wording of the headline has a decisive influence on the click rate of the user.

2 Content und Formats: a) Sponsored Post

By clicking on the link in the Sponsored Post, the user can access the **complete article** at www.dima-magazin.com. **From there there is a link to your target-URL.**

b) Text-Teaser

By clicking on the link in the Text-Teaser the user is taken **directly to your target URL.**

Required Data	Headline	Abstract	Thumbnail	Main body	Images for Main Body	Target URL
Sponsored Post	Max. 30 characters	Max. 250 characters	Width min. 750 Pixel	Approx. 2,500 characters	Width min. 750 Pixel	To your website
Text-Teaser	Max. 30 characters	Max. 250 characters	Width min. 750 Pixel	—	—	To your website

All pictures as JPEG, GIF or PNG in RGB-colour space in 72 dpi. Copyrights required.

- 3 Date:** Please send us your data **five working days** before publication via e-mail to: banner@tedo-verlag.de

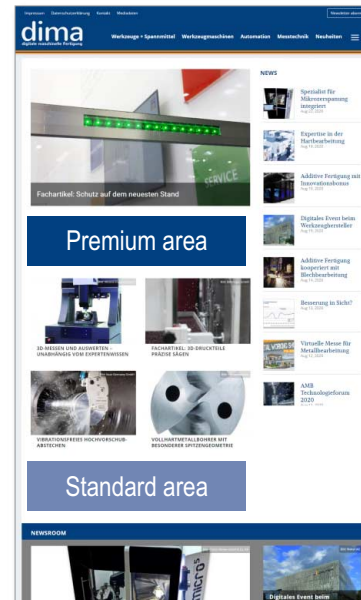
In addition to the placements described here, we are happy to offer you further placements on request. Please also inquire about our attractive combination offers 'Online+Newsletter', which we tailor to your communication goals and offer maximum reach.

4 Prices:

Medium and Format	Placement	Term	Price
Sponsored Post Premium	Head section	14 days	€ 1,200.-
Sponsored Post Standard	Bottom section	14 days	€ 1,000.-
Text-Teaser Premium	Head section	14 days	€ 990.-
Text-Teaser Standard	Bottom section	14 days	€ 890.-

(All prices are exclusive of the statutory VAT.)

5 Placement Website:



Linking:

Sponsored Post

Linking within
www.dima-magazin.com



Text-Teaser

Linking to your target URL



dima is neither responsible for the content nor for any products offered.

- 1 Name:** **dima Newsletter**
- 2 Brief Characteristics:** The dima newsletter informs every 14 days about all relevant topics around metal cutting. The reader learns about the prerequisites for economical machining with definite and indefinite cutting edges, such as turning, milling, drilling, reaming and sawing as well as grinding. A special focus is placed on the digitalization of machining manufacturing.
- 3 Target Group:** Users and experts from all areas of metalworking
- 4 Publication Frequency:** 25 x per year
- 5 Usage Data:** 2,965 Subscribers (August 2020)

- 6 Volume:** 9th volume 2021
- 7 Publishing House:** TeDo Verlag GmbH
Zu den Sandbeeten 2 • 35043 Marburg
- 8 Contact:** **Dipl.-Ing. Dag Heidecker, Chief Editor**
Phone: +49 6421 3086-202
E-Mail: dheidcker@tedo-verlag.de

Panagiota Herbrand, Advertising Sales Manager
Phone: +49 6421 3086-519
E-Mail: pherbrand@tedo-verlag.de

Publication Dates 2021:

January	February	March	April	May	June
01 12.01.2021	03 09.02.2021	05 09.03.2021	07 07.04.2021	09 04.05.2021	11 01.06.2021
02 26.01.2021	04 23.02.2021	06 23.03.2021	08 20.04.2021	10 18.05.2021	12 15.06.2021
					13 29.06.2021

July	August	September	October	November	December
14 06.07.2021	16 10.08.2021	18 07.09.2021	20 05.10.2021	22 02.11.2021	25 07.12.2021
15 20.07.2021	17 24.08.2021	19 21.09.2021	21 19.10.2021	23 16.11.2021	
				24 30.11.2021	



9 Prices and Forms of Advertising:

Description	Format	Preis
Header-Banner	600 x 150px	€ 475.-
Premium Banner	600 x 150px	€ 445.-
Standard Banner	600 x 150px	€ 420.-
Sponsoring	<ul style="list-style-type: none"> • 3 product messages* (500 to 1,000 characters) • 1 banner (600 x 150px) • Company logo 	€ 2,020.-
Standalone Newsletter (Exclusive newsletter that only communicates your content)	<ul style="list-style-type: none"> • 8-10 product messages* (500 to 1,000 characters) • 1 to 3 banners (600 x 150px) • Company logo 	€ 2,200.-

The above unit prices plus VAT apply to all ad sizes.

For information on Sponsored Post/Text Teaser, see page 21.

* Texts are edited

10 File Formats:

600 x 150 pixels at 72dpi as JPG in RGB color space

File size max. 250KB

Please send us data in RGB color space only. If you send us data in CMYK color space, color deviations may occur during the production process.

11 Data Delivery:

Upon delivery, please send us the following data by e-mail to:

banner@tedo-verlag.de

- customer name
- Contact person for queries
- Destination URL

12 Deadline:

One week before the newsletter is published

13 Terms of payment/bank account:

The invoice amount is payable within 14 days of the invoice date.

We grant a 2% discount for payments within 8 days

Sparkasse Marburg-Biedenkopf:

BLZ 533 500 00, Kto.-Nr. 1037305320

IBAN: DE83 5335 0000 1037 3053 20

SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:

BLZ 500 100 60, Kto.-Nr. 517 030-603

IBAN: DE 51 5001 0060 0517 0306 03

SWIFT-BIC: PBNKDEFF

The screenshot shows the top part of a newsletter. The header features the 'dima' logo and the tagline 'digitale maschinelle Fertigung'. Below it, there's a section for 'Manuelle Produktion planen, steuern und überwachen' with a small image of a factory floor. The banner section below that has a large image of a person working at a computer, with the text '„Digitaler Zwilling“: 300% mehr Produktivität' and a brief description of the service.

The screenshot shows the bottom part of a newsletter. The 'Premium' section features a large image of a factory interior with the text 'Manuelle Produktion planen, steuern und überwachen'. Below it, the 'Standard' section features a large image of a factory interior with the text 'Ein Grund zum Strahlen' and a brief description of the service.

- 1 Brief Description:** An essential feature of the Sponsored Post format is its presentation in the style of the editorial environment. A sponsored post differs from editorial content by the following note: - Advertisement -

Success factors for a sponsored post are contents with relevance for the reader that offer him added values or benefits. The advertiser positions himself as a competent solution partner with target group-oriented formulations, appealing images or the simple presentation of complex facts. The wording of the headline has a decisive influence on the click rate of the user.

2 Content und Formats: a) Sponsored Post

By clicking on the link in the Sponsored Post, the user can access the **complete article** at www.dimamagazin.com. From there there is a link to your target-URL.

b) Text-Teaser

By clicking on the link in the Text-Teaser the user is taken **directly to your target URL**.

Required Data	Headline	Abstract	Thumbnail	Main body	Images for Main Body	Target URL
Sponsored Post	Max. 30 characters	Max. 250 characters	Width min. 750 Pixel	Approx. 2,500 characters	Width min. 750 Pixel	To your website
Text-Teaser	Max. 30 characters	Max. 250 characters	Width min. 750 Pixel	—	—	To your website

All pictures as JPEG, GIF or PNG in RGB-colour space in 72 dpi. Copyrights required.

- 3 Date:** Please send us your data **five working days** before publication via e-mail to: banner@tedo-verlag.de

In addition to the placements described here, we are happy to offer you further placements on request. Please also inquire about our attractive combination offers 'Online+Newsletter', which we tailor to your communication goals and offer maximum reach.

4 Prices:

Medium and Format	Placement	Term	Price
Sponsored Post Premium	Head section	1 issue	€ 720.-
Sponsored Post Standard	Bottom section	1 issue	€ 545.-
Text-Teaser Premium	Head section	1 issue	€ 500.-
Text-Teaser Standard	Bottom section	1 issue	€ 420.-

(All prices are exclusive of the statutory VAT.)

5 Placement Website:

Linking:

Sponsored Post
Linking within
www.dima-magazin.com



Text-Teaser
Linking to your target URL



dima is neither responsible for the content nor for any products offered.

Your contact in the editorial department of dima:



Dipl.-Ing. Dag Heidecker
 Chief Editor
dheidecker@tedo-verlag.de
 Phone: +49 6421 3086-202

Publishing Management:



Kai Binder
kbinder@tedo-verlag.de
 Phone: +49 6421 3086-139

**TeDo Verlag GmbH**

Zu den Sandbeeten 2
 35043 Marburg
 PO Box 2140
 35009 Marburg

Phone: +49 64 21 3086-0
 Fax: +49 64 21 3086-280
www.dima-magazin.com
kundenservice@tedo-verlag.de

Your contacts in the media consulting of dima:



Markus Lehnert
 Advertising Management
mlehnert@tedo-verlag.de
 Phone: +49 6421 3086-594



Nadin Dehmel
 Media Consulting
ndeemel@tedo-verlag.de
 Phone: +49 6421 3086-524



Thomas Möller
 Media Consulting
tmoeller@tedo-verlag.de
 Phone: +49 6421 3086-513



Heiko Hartmann
 Team Leader Media Consulting
hhartmann@tedo-verlag.de
 Phone: +49 6421 3086-511



Daniel Katzer
 Media Consulting
dkatzer@tedo-verlag.de
 Phone: +49 6421 3086-517



Winfried Rangk
 Media Consulting
wrangk@tedo-verlag.de
 Phone: +49 172-8204137



Panagiota Herbrand
 Advertising Sales Manager
pherbrand@tedo-verlag.de
 Phone: +49 6421 3086-519



Verena Mann
 Advertising & Marketing Assistance
vmann@tedo-verlag.de
 Phone: +49 6421 3086-570



Denitsa Vasileva
 Media Consulting
dvasileva@tedo-verlag.de
 Phone: +49 174-3080987