Tools + Clamping Devices
Machine Tools
Automation + Digitization
Metrology and Quality Assurance

Always there for you!
You can reach our media experts under:
+49 6421 3086-111

www.dima-magazin.com/downloadarea/#Mediadaten
Title: dima – digitale maschinelle Fertigung

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.

Target Group: Users and experts from all areas of metalworking

Frequency: 6 x in 2021

Heftformat: DIN A4

Volume: 75th volume 2021

Subscription Prices:

<table>
<thead>
<tr>
<th>ISSN-Nr. 0340-5737</th>
<th>Trade Journal</th>
<th>ePaper</th>
<th>Trade Journal + ePaper</th>
</tr>
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<tr>
<td>Inland</td>
<td>Abroad</td>
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<tr>
<td>Annual subscription</td>
<td>€ 104.- (incl. shipping)</td>
<td>€ 110.- (plus shipping)</td>
<td>€ 69.-</td>
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<tr>
<td>Price per copy</td>
<td>€ 16.- (plus shipping)</td>
<td>€ 16.- (plus shipping)</td>
<td>€ 13.-</td>
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All prices incl. statutory VAT.

Memberships/Participation: none

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Postanschrift • P.O.Box 2140 • 3509 Marburg
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Schedule/Editorial Calendar: see page 3

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E-Mail: dheidecker@tedo-verlag.de

Print Copies: 12,000 copies

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

<table>
<thead>
<tr>
<th>Publication Date:</th>
<th>Advertising Deadline:</th>
<th>Editorial Deadline:</th>
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<tbody>
<tr>
<td>16.02.2021</td>
<td>02.02.2021</td>
<td>20.01.2021</td>
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</table>

**Special Sections**
- dima Special Milling – Turning – Drilling
- dima Special Section Grinding with product overview

**Machine Tools**
- CNC-Lathes
- Milling and Milling-turning Operations
- Integrated Technologies
- Machining Centers
- Grinding, Honing, Lapping and Polishing Machines

**Tools**
- Precision Tools for Turning and Milling
- Special Tools
- Drilling – Reaming – Threading
- Clamping Systems
- Grinding Wheels and Abrasives
- Dressing Tools
- Honing, Lapping and Polishing Tools

**Automation Digitization**
- Automation on the Shopfloor
- Machine Controls
- Drive Systems
- Machine Safety Solutions
- CAD/CAM Programs
- DNC, MDE, BDE Systems
- Software and IT in Manufacturing

**Metrology Quality Assurance**
- Tool Measuring and Presetting Devices
- In- and Postprocess Metrology
- Ident Technology and Sensors
- Coordinate Measuring Machines

**Components Workshop Equipment**
- Cooling Lubrication Technology
- Chip Handling
- Extraction Systems
- Brushing and Deburring

**Fairs and Events**
- Leipzig, 02.03. – 05.03.2021
- Friedrichshafen: 09.03. – 10.03.2021
- Düsseldorf, 23.03 – 26.03.2021

### 2 (April) Issue and Deadlines

<table>
<thead>
<tr>
<th>Publication Date:</th>
<th>Advertising Deadline:</th>
<th>Editorial Deadline:</th>
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<tbody>
<tr>
<td>01.04.2021</td>
<td>10.03.2021</td>
<td>03.03.2021</td>
</tr>
</tbody>
</table>

**Special Sections**
- Joint Special Digitalization in Machining with product overview
- dima Special Section Metrology + Quality Assurance with product overview

**Machine Tools**
- Loading and Unloading Systems on Machine Tools
- Lathes
- Milling Machines
- 5-axis Processing Machines
- Upgrade Machine Connectivity – Enable Data Acquisition via Retrofit

**Tools**
- Tool Management Systems
- Tool Presetting Devices
- Tool Monitoring

**Automation Digitization**
- Manufacturing Automation/ Industrial Robots
- Industrie 4.0 – IO-Link
- Digital Processes in the Factory - Map Processes Learly and Digitally
- Industry Processes as Standard – MES and ERP Applications for Cutters
- Digital Factory – Digital Transformation

**Metrology Quality Assurance**
- Measuring and Testing Equipment
- Measuring Machines
- Coordinate Measuring Technology
- Production Measurement
- Quality Management
- Software for Quality Assurance
- Ident Technology and Sensors

**Components Workshop Equipment**
- Energy Chains
- Engineering, CAM and Simulation – Software Trends for Designers
- Condition Monitoring
- Component Cleaning
- Human/Robot Collaboration
- Predictive Maintenance and Co. – Sensor-based IIoT Applications

**Fairs and Events**
- Hanover, 12.04. – 16.04.2021
- Nuremberg, 04.05 – 06.05.2021
- Stuttgart, 04.05. – 07.05.2021
### 3 (June) Issue and Deadlines

**Publication Date:** 01.06.2021  
**Advertising Deadline:** 12.05.2021  
**Editorial Deadline:** 04.05.2021

<table>
<thead>
<tr>
<th>Special Sections</th>
<th>Machine Tools</th>
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</table>
| dima Special Clamping Devices  
with product overview | Zero Point Clamping Systems  
Chuck for Machine Tools  
Machining Centers  
Sawing Machines  
Cutting and Sawing  
Grinding Machines |
| dima Special Section Sawing  
with product overview | Tool and Workpiece Clamping Devices  
Milling and Turning Tools  
Tool Changing Systems  
Tool and Workpiece Clamping  
Saw Blades  
Grinding Technologies |
| | Automation Digitization  
Automated Sawing Processes  
Machine Controls  
Machine Safety Solutions  
CAD/CAM-Software  
MES, ERP, PPS Programs  
Integrated Laser Methods |
| | Metrology  
Quality Assurance  
In- and Postprocess Metrology  
Measuring and Testing Equipment  
Process Monitoring  
Laser Measurement Technology |
| | Components Workshop Equipment  
Coating and Surface Technology  
Smart Industrial Solutions  
Tool and Mold Construction  
3D Printing Technologies  
Laser Manufacturing Systems |
| Fairs and Events | |
| | Stuttgart, 08.06. – 11.06.2021 |
| | Milano, 04.10. – 09.10.2021 |
| | Essen, 09.06. – 10.06.2021 |

### 4 (Sep) Issue and Deadlines

**Publication Date:** 21.09.2021  
**Advertising Deadline:** 07.09.2021  
**Editorial Deadline:** 17.08.2021

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

<table>
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<th>Metrology Quality Assurance</th>
<th>Components Workshop Equipment</th>
<th>Fairs and Events</th>
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<tbody>
<tr>
<td>50 Years dima Anniversary Issue</td>
<td>Milling Centers</td>
<td>Milling Cutter</td>
<td>Components for Mechanical Engineering</td>
<td>Measuring Machines</td>
<td>Parts Cleaning</td>
<td></td>
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<tr>
<td>dima Special Section Sheet Metal Working with product overview</td>
<td>Machining Centers</td>
<td>Drill</td>
<td>Storage and Handling Systems</td>
<td>3D Printing Quality Assurance</td>
<td>Joining Technology</td>
<td>Frankfurt am Main, 16.11.2021 – 19.11.2021</td>
</tr>
<tr>
<td></td>
<td>Punching, Lasering, Nibbling</td>
<td>Reamers</td>
<td>Manufacturing Control</td>
<td>Process Monitoring</td>
<td>Components for Sheet Metal Working</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Joining and Pressing</td>
<td>Threading Tools</td>
<td>Energy Chains</td>
<td>Condition Monitoring</td>
<td>Forming and Bending Technologies</td>
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<tr>
<td></td>
<td>3D Printing Machines</td>
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### 6 (Nov) Issue and Deadlines

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<th>Metrology Quality Assurance</th>
<th>Components Workshop Equipment</th>
<th>Fairs and Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>dima Special Dovetailing with product overview</td>
<td>Gear Cutting Machines</td>
<td>Grinding and Dressing Tools</td>
<td>Closed-loop Manufacturing Solutions</td>
<td>Precision Measuring Machines</td>
<td>Workshop Equipment Lines</td>
<td>sps smart production solutions Nuremberg, 23.11. - 25.11.2021</td>
</tr>
<tr>
<td></td>
<td>Machines for Hard Processing</td>
<td>Turning Tools, Drills</td>
<td>Machinery Safety Solutions</td>
<td>Ident Technology and Sensors</td>
<td>Smart Plastics</td>
<td></td>
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<tr>
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<td>Grinding, Honing and Polishing</td>
<td>Tool and Workpiece Clamping</td>
<td>Industrie 4.0 Components</td>
<td>Control Technology</td>
<td>Software and IT for Operating and Monitoring</td>
<td></td>
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<tr>
<td></td>
<td>Combined Machining Processes</td>
<td>Tool Monitoring</td>
<td>Smart Machine Manufacturing</td>
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<td></td>
<td>Machine Tool Controls</td>
<td>Digital Tool Solutions</td>
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</tbody>
</table>
MEDIENMARKEN
reach over
6,0 Mio.
Contacts / year

SPS-MAGAZIN
Automation Technology
1436.000 Contacts

DER MASCHINENBAU
Mechanical and Plant Engineering
334.000 Contacts

IoT-DESIGN
Smart Systems for the Internet of Things
122.000 Contacts

ROBOTIK UND PRODUKTION
Integration, Applications, Solutions
374.000 Contacts

GEBÄUDEDIGITAL
Electrical Installation & Building Technology
292.000 Contacts

HOB
The Woodworking Industry
209.000 Contacts

INDUSTRIAL MANAGEMENT NEWS
Technology, Work Environment, Society
532.000 Contacts

INDUSTRIAL COMMUNICATION JOURNAL
Ethernet, Wireless, Security
62.000 Contacts

INDUSTRIAL AI
Artificial Intelligence in Industry
11.000 Contacts

inVISION
Machine Vision, Embedded Vision, Metrology
483.000 Contacts

MEDIENMARKEN
reach over
6,0 Mio.
Contacts / year

SPS-MAGAZIN
Automation Technology
1436.000 Contacts

DER MASCHINENBAU
Mechanical and Plant Engineering
334.000 Contacts

IoT-DESIGN
Smart Systems for the Internet of Things
122.000 Contacts

ROBOTIK UND PRODUKTION
Integration, Applications, Solutions
374.000 Contacts

GEBÄUDEDIGITAL
Electrical Installation & Building Technology
292.000 Contacts

HOB
The Woodworking Industry
209.000 Contacts

INDUSTRIAL MANAGEMENT NEWS
Technology, Work Environment, Society
532.000 Contacts

INDUSTRIAL COMMUNICATION JOURNAL
Ethernet, Wireless, Security
62.000 Contacts

INDUSTRIAL AI
Artificial Intelligence in Industry
11.000 Contacts

inVISION
Machine Vision, Embedded Vision, Metrology
483.000 Contacts

IT&Production
Production, IT and Software
986.000 Contacts

dima
Digital Machine Manufacturing
171.000 Contacts

dhf INTRALOGISTIK
Internal Logistics
167.000 Contacts

Wartung & Instandhaltung
Smart Services
since 2020

information portal
for the industry
20.000 Visits

The news app for the industry
143.000 Visits

20.000 Visits
143.000 Visits

contacts = cumulative contacts per year

since 2020
## 1 Advertising Formats and Prices: (All prices shall be subject to the applicable VAT rate.)

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height</th>
<th>b/w</th>
<th>2C</th>
<th>3C</th>
<th>4C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Page</td>
<td>210mm x 297mm</td>
<td>€ 3,800.-</td>
<td>€ 4,210.-</td>
<td>€ 4,620.-</td>
<td>€ 5,030.-</td>
</tr>
<tr>
<td>Cover Pages</td>
<td>140mm x 210mm</td>
<td>€ 1,950.-</td>
<td>€ 2,330.-</td>
<td>€ 2,690.-</td>
<td>€ 2,800.-</td>
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<tr>
<td>1/2 Junior Page (DIN A5)</td>
<td>148mm x 210mm</td>
<td>€ 1,950.-</td>
<td>€ 2,330.-</td>
<td>€ 2,690.-</td>
<td>€ 2,800.-</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>210mm x 148mm</td>
<td>€ 1,750.-</td>
<td>€ 2,130.-</td>
<td>€ 2,490.-</td>
<td>€ 2,600.-</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>210mm x 148mm</td>
<td>€ 1,750.-</td>
<td>€ 2,130.-</td>
<td>€ 2,490.-</td>
<td>€ 2,600.-</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>105mm x 297mm</td>
<td>€ 1,200.-</td>
<td>€ 1,520.-</td>
<td>€ 1,840.-</td>
<td>€ 1,900.-</td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
<td>210mm x 100mm</td>
<td>€ 1,200.-</td>
<td>€ 1,520.-</td>
<td>€ 1,840.-</td>
<td>€ 1,900.-</td>
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<tr>
<td>1/4 Page</td>
<td>105mm x 148mm</td>
<td>€ 990.-</td>
<td>€ 1,270.-</td>
<td>€ 1,530.-</td>
<td>€ 1,610.-</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>148mm x 297mm</td>
<td>€ 990.-</td>
<td>€ 1,270.-</td>
<td>€ 1,530.-</td>
<td>€ 1,610.-</td>
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<tr>
<td>1/4 Page Horizontal</td>
<td>210mm x 74mm</td>
<td>€ 990,-</td>
<td>€ 1,270.-</td>
<td>€ 1,530.-</td>
<td>€ 1,610.-</td>
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<tr>
<td>Product Overview</td>
<td>210mm x 110mm</td>
<td>€ 660.-</td>
<td>–</td>
<td>–</td>
<td>€ 790.-</td>
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</table>
2 Surcharges: Coloured advertisements are printed according to the Euroscale. All other colours are special colours.

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>4 colours</td>
<td>€ 1,230. -</td>
<td>€ 850. -</td>
<td>€ 700. -</td>
<td>€ 620. -</td>
<td>€ 450. -</td>
<td>€ 130.-</td>
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<tr>
<td>Special Colour</td>
<td>On request</td>
<td>On request</td>
<td>On request</td>
<td>On request</td>
<td>On request</td>
<td>On request</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Malstaffel:</th>
<th>3 x 5%</th>
<th>6 x 10%</th>
<th>9 x 15%</th>
<th>12 x 20%</th>
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<tr>
<td>Mengenstaffel:</td>
<td>2 pages 5%</td>
<td>4 pages 10%</td>
<td>8 pages 15%</td>
<td>12 pages 20%</td>
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</table>

| 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

<table>
<thead>
<tr>
<th>Colour Surchar.</th>
<th>80 - 135g/m²</th>
<th>4 pages</th>
<th>€ 3,300.-</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 colours</td>
<td>€ 3,300.-</td>
<td>4 pages</td>
<td>€ 5,400.-</td>
</tr>
<tr>
<td>3 colours</td>
<td>€ 5,400.-</td>
<td>8 pages</td>
<td>€ 8,100.-</td>
</tr>
<tr>
<td>4 colours</td>
<td>€ 8,100.-</td>
<td>more than 8 pages auf Anfrage</td>
<td>€ auf Anfrage</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Colour Surchar.</th>
<th>136 - 170g/m²</th>
<th>80% surcharge on the basic price</th>
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</thead>
<tbody>
<tr>
<td>2 colours</td>
<td>€ auf Anfrage</td>
<td>€ auf Anfrage</td>
</tr>
<tr>
<td>3 colours</td>
<td>€ auf Anfrage</td>
<td>€ auf Anfrage</td>
</tr>
<tr>
<td>4 colours</td>
<td>€ auf Anfrage</td>
<td>€ auf Anfrage</td>
</tr>
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**Inserted Ads:**
Delivery quantity: 12,500 pieces
Delivery: see Formats and Technical Data on p. 12

<table>
<thead>
<tr>
<th>Colour Surchar.</th>
<th>Full supplement up to 1,000 copies</th>
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</thead>
<tbody>
<tr>
<td>up to 25g</td>
<td>€ 3,375.- € 270.-</td>
</tr>
<tr>
<td>up to 50g</td>
<td>€ 5,625.- € 450.-</td>
</tr>
<tr>
<td>above 50g</td>
<td>on request on request</td>
</tr>
</tbody>
</table>

**Postcards/Samples:**
Delivery quantity: 12,500 pieces
Delivery: see Technical Data on p. 13

<table>
<thead>
<tr>
<th>Colour Surchar.</th>
<th>136 - 170g/m²</th>
<th>80% surcharge on the basic price</th>
</tr>
</thead>
<tbody>
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<td>€ auf Anfrage</td>
<td>€ auf Anfrage</td>
</tr>
<tr>
<td>3 colours</td>
<td>€ auf Anfrage</td>
<td>€ auf Anfrage</td>
</tr>
<tr>
<td>4 colours</td>
<td>€ auf Anfrage</td>
<td>€ auf Anfrage</td>
</tr>
</tbody>
</table>

**VAT:** All prices are subject to legal VAT at the statutory rate.

5 Special Advertising Formats:

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

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.
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 doc-
   uments, 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.


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

### Size Format Print Space

- **1/1 page**
  - Size: 185mm x 270mm
- **1/2 page A5 (junior)**
  - Size: 140mm x 190mm
- **1/2 page vertical**
  - Size: 90mm x 270mm
- **1/2 page horizontal**
  - Size: 185mm x 130mm
- **1/3 page vertical**
  - Size: 60mm x 270mm
- **1/3 page horizontal**
  - Size: 185mm x 90mm
- **1/4 page**
  - Size: 105mm x 148mm
- **1/4 page vertical**
  - Size: 45mm x 270mm
- **1/4 page horizontal**
  - Size: 210mm x 74mm
- **1/8 page**
  - Size: 90mm x 65mm

### Size Format with Bleed

- **1/1 page**
  - Size: 210mm x 297mm
- **1/2 page A5 (junior)**
  - Size: 148mm x 210mm
- **1/2 page vertical**
  - Size: 90mm x 270mm
- **1/2 page horizontal**
  - Size: 185mm x 130mm
- **1/3 page vertical**
  - Size: 70mm x 297mm
- **1/3 page horizontal**
  - Size: 185mm x 90mm
- **1/4 page**
  - Size: 105mm x 148mm
- **1/4 page vertical**
  - Size: 52mm x 297mm
- **1/4 page horizontal**
  - Size: 210mm x 74mm
- **1/8 page**
  - Size: 52mm x 148mm
- **1/8 page horizontal**
  - Size: 210mm x 39mm
- **1/8 page vertical**
  - Size: 45mm x 130mm
- **1/8 page horizontal**
  - Size: 105mm x 74mm
**Bound Inserts**: Before the order is accepted and confirmed, we require a copy of a binding sample with an indication of size and weight. The bound-in supplements are to be delivered without cuttings on the bleeds. Multisheet bound-in supplements or those with flaps are to be delivered folded. The front page of the supplement needs to be marked. The placing is between two sheet parts. Multi-page inserts must be folded and delivered in untrimmed format. The pages within the gutter must be (at least) 5mm from the trimming edge.

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

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

Minimal Format: 100mm x 210mm
Maximum Format: 205mm x 290mm
Minimal Weight: 115g/m²
Maximum Weight: upon request
Positioning: undefined

Minimal Format: 105mm x 147mm
Maximum Format: 148mm x 190mm
Minimal Weight: 160g/m²
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:

<table>
<thead>
<tr>
<th>Pages</th>
<th>2 pages, 4-coloured, 135g/m²</th>
<th>4 pages, 4-coloured, 135g/m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circulation</td>
<td>500</td>
<td>1,000</td>
</tr>
<tr>
<td>Price</td>
<td>€ 790.-</td>
<td>€ 850.-</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Reprinting License</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circulation</td>
</tr>
<tr>
<td>Price</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Topic</th>
<th>Issue</th>
<th>Advertising Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grinding</td>
<td>1/2021</td>
<td>02.02.2021</td>
</tr>
<tr>
<td>Digitization + Automation</td>
<td>2/2021</td>
<td>10.03.2021</td>
</tr>
<tr>
<td>Metrology in Manufacturing</td>
<td>2/2021</td>
<td>10.03.2021</td>
</tr>
<tr>
<td>Sawing</td>
<td>3/2021</td>
<td>12.05.2021</td>
</tr>
<tr>
<td>Clamping Devices</td>
<td>3/2021</td>
<td>12.05.2021</td>
</tr>
<tr>
<td>Assembly and Handling Technology</td>
<td>4/2021</td>
<td>07.09.2021</td>
</tr>
<tr>
<td>Sheet Metal Working</td>
<td>5/2021</td>
<td>23.09.2021</td>
</tr>
<tr>
<td>Dovetailing</td>
<td>6/2021</td>
<td>26.10.2021</td>
</tr>
</tbody>
</table>

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: € 1,990.-
1/2 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
### Preferred Placements
Prices, Formats and Technical Specifications

<table>
<thead>
<tr>
<th>Cover</th>
<th>Inside Cover</th>
<th>&quot;Blickfang&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image.png" alt="Cover Image" /></td>
<td><img src="image.png" alt="Inside Cover Image" /></td>
<td><img src="image.png" alt="&quot;Blickfang&quot; Image" /></td>
</tr>
</tbody>
</table>
| **Booking of the cover picture**  
(including a 2- to 3-page exclusive cover story as agreed with the editorial team). | **Booking of the inside cover picture**  
(including a 2- to 3-page exclusive inside cover story as agreed with the editorial team). | **Prominently placed on pages 6 + 7 / "Blickfang" section**  
Awarded only once per issue |
| **Awarded only once per issue** | **Placement at the beginning of the respective topic** | **Awarded only once per issue** |
| **Layout and design of the cover page is carried out by TeDo Verlag** | **Layout and design of the inside cover is carried out by TeDo Verlag** | **Layout and design are carried out by TeDo publishing house** |
| **Application or product images should be used** | **Application or product images should be used** | **Editing of the short press text takes place in our editorial office (max. 1,200 characters)** |
| **Image 210mm x 297mm (width x height)**  
+ 3mm bleed all around,  
Image resolution at least 300dpi | **Image 210mm x 200mm (width x height)**  
+ 3mm bleed all around,  
image resolution at least 300dpi | **XXL image 420mm x 297mm (width x height)**  
+ 3mm bleed all around,  
image resolution at least 300dpi |
| **€ 5,200.-** | **€ 2,400.-** | **€ 2,600.-** |

All prices are exclusive of VAT.
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:

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

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.

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:

<table>
<thead>
<tr>
<th>Medium and Format</th>
<th>Placement</th>
<th>Term</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Post Premium</td>
<td>Head section</td>
<td>14 days</td>
<td>€ 1,200.-</td>
</tr>
<tr>
<td>Sponsored Post Standard</td>
<td>Bottom section</td>
<td>14 days</td>
<td>€ 1,000.-</td>
</tr>
<tr>
<td>Text-Teaser Premium</td>
<td>Head section</td>
<td>14 days</td>
<td>€ 990.-</td>
</tr>
<tr>
<td>Text-Teaser Standard</td>
<td>Bottom section</td>
<td>14 days</td>
<td>€ 890.-</td>
</tr>
</tbody>
</table>

(All prices are exclusive of the statutory VAT.)

5 Placement 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.

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: dheidecker@tedo-verlag.de

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

Publication Dates 2021:

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>12.01.2021</td>
<td>03</td>
<td>09.02.2021</td>
<td>05</td>
<td>09.03.2021</td>
</tr>
<tr>
<td>02</td>
<td>26.01.2021</td>
<td>04</td>
<td>23.02.2021</td>
<td>06</td>
<td>23.03.2021</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
9 Prices and Forms of Advertising:

<table>
<thead>
<tr>
<th>Description</th>
<th>Format</th>
<th>Preis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header-Banner</td>
<td>600 x 150px</td>
<td>€ 475.-</td>
</tr>
<tr>
<td>Premium Banner</td>
<td>600 x 150px</td>
<td>€ 445.-</td>
</tr>
<tr>
<td>Standard Banner</td>
<td>600 x 150px</td>
<td>€ 420.-</td>
</tr>
<tr>
<td>Sponsoring</td>
<td></td>
<td>€ 2,020.-</td>
</tr>
<tr>
<td>• 3 product messages* (500 to 1,000 characters)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 1 banner (600 x 150px)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Company logo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standalone Newsletter (Exclusive newsletter that only communicates your content)</td>
<td></td>
<td>€ 2,200.-</td>
</tr>
<tr>
<td>• 8-10 product messages* (500 to 1,000 characters)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 1 to 3 banners (600 x 150px)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Company logo</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 0600 0517 0306 03
SWIFT-BIC: PBNKDEFF
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 -

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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.

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:

<table>
<thead>
<tr>
<th>Medium and Format</th>
<th>Placement</th>
<th>Term</th>
<th>Price</th>
</tr>
</thead>
</table>
| 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.dimamagazin.com

- Text-Teaser
  - Linking to your target URL

dima is neither responsible for the content nor for any products offered.
Your contact persons at TeDo Verlag

Your contact in the editorial department of dima:

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

Your contacts in the media consulting of dima:

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Phone: +49 6421 3086-594

Heiko Hartmann
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Phone: +49 6421 3086-511

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Advertising Sales Manager
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Phone: +49 6421 3086-519

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Phone: +49 6421 3086-524

Daniel Katzer
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Verena Mann
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