

DER STAHLFORMENBAUER

Media-Rates 2027

The technical magazine for tool and mold making

DER
STAHLFORMEN-
BAUER

Ideal advertising
platform for the
suppliers of tools and
tools mold making



www.stahlformenbauer.com

DER STAHLFORMENBAUER – short characteristics

Moldmaking companies are among the most important sectors of metal processing in modern industrial societies. Up-to-date information on new developments of all kinds, new patents, proven mold designs and standards, advances in materials technology and the remarkable development of data technology are therefore indispensable for moldmakers.

All of these topics are in the journal
THE STAHLFORMENBAUER regularly treated.

Our journal has subscribers in 34 countries and an editorial staff with long mold-making practice.

The print run of the journal STAHLFORMENBAUER is 3,000 copies and is IVW approved.

Fachverlag Möller, Neustr. 163, 42553 Velbert, Germany

Telephone: Headquarters	- 0049/2053/98125-0
Editorship	- 0049/2053/98125-19
Advertising Department	- 0049/2053/98125-17
Reader service	- 0049/2053/98125-14
Production/layout	- 0049/2053/98125-20



Publication dates and thematic focal points 2027

DER STAHLFORMENBAUER

Issue	Publication date	Advertisement closing date	Trade fairs
1. January/February	Feb 19, 2027	Feb 05, 2027	KPA Ulm 2027, Feb 24 to 25, 2027 Intec/Z Leipzig, March 02 to 05, 2027
2. March/April	March 26, 2027	March 12, 2027	Moulding Expo 2027 Stuttgart, May 11 to 12, 2027
3. May/June	May 21, 2027	May 07, 2027	KUTENO Bad Salzuflen, June 01 to 03, 2027
4. July/August	July 09, 2027	June 25, 2027	
5. September/October	Sep 24, 2027	Sep 10, 2027	EMO Mailand 2027, Oct 04 to 08, 2027 FAKUMA Friedrichshafen, Oct 11 to 15, 2027 formnext Frankfurt/Main, Oct 26 to 29, 2027
6. November/December	Nov 19, 2027	Nov 05, 2027	

Advertisement prices/formats

All prices in Euro, valid starting from Jan 01, 2027

Format/Page (black/white)	Width x height in mm	1 advertisement without discount in euros	per colour in euros	4-colour in euros
1/1	180 x 260	800.--	160.--	1,280.--
Junior Page	140 x 185	400.--	80.--	640.--
1/2	180 x 130 90 x 260	400.--	80.--	640.--
1/3	60 x 260 180 x 85	300.--	80.--	540.--
1/4	90 x 130	200.--	80.--	440.--
1/8	90 x 65	100.--	40.--	220.--

Discount table:

3 - 5 advertisements 5 % discount,
6 advertisements 10 % discount,
For German advertisers all prices plus VAT

Classified Advertisements:

Millimeter prices for
classified advertisements:
Per 44 mm width 50 cents
Cipher fee incl. offer postage:
Euro 5.00

Other ad formats on request.

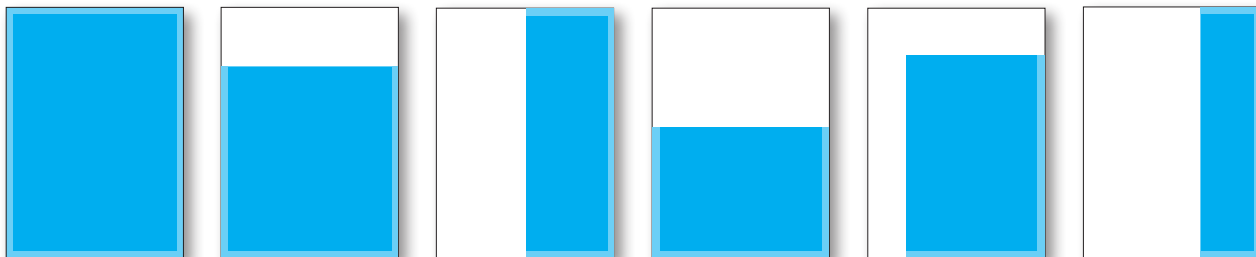
Cover pages:

Cover page:
1,120.00 Euro plus colour surcharge
2nd cover page:
Euro 800.00 Basic price b/w + 10 %
3rd cover page:
Euro 800.00 Basic price b/w + 10 %
4th cover page:
Euro 800.00 Basic price b/w + 10 %

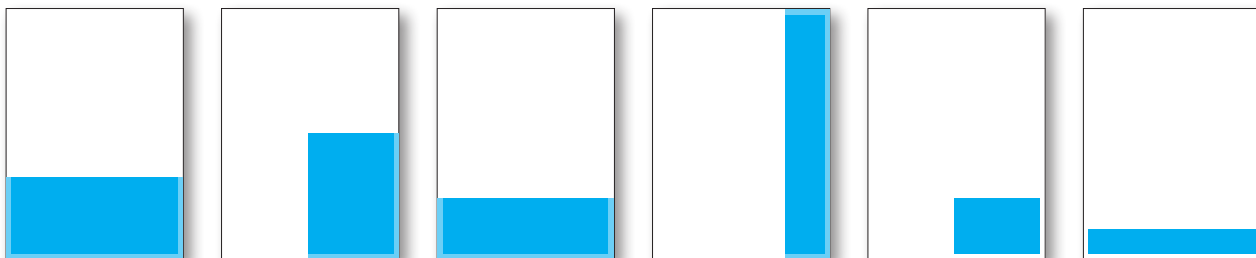
Agency commission:

15 % (also abroad)

Advertisement formats



	1/1 page	2/3 page crosswise	1/2 page high	1/2 page crosswise	Junior Page	1/3 page high
in the type-area	180 x 260 mm	180 x 175 mm	90 x 260 mm	180 x 130 mm	140 x 185 mm	60 x 260 mm
in the ingate*	210 x 297 mm	210 x 190 mm	105 x 297 mm	210 x 148 mm	148 x 210 mm	70 x 297 mm
4c-price**	€ 1,280.00	€ 850.00	€ 640.00	€ 640.00	€ 640.00	€ 540.00



	1/3 page crosswise	1/4 page norm	1/4 page crosswise	1/4 page high	1/8 page norm	1/8 page crosswise
in the type-area	180 x 85 mm	90 x 130 mm	180 x 65 mm	45 x 260 mm	90 x 65 mm	180 x 30 mm
in the ingate*	210 x 99 mm	105 x 148 mm	210 x 74 mm	52 x 297 mm	105 x 74 mm	210 x 37 mm
4c-price**	€ 540.00	€ 440.00	€ 440.00	€ 440.00	€ 220.00	€ 220.00

* plus 3 mm bleed on all outside edges of magazine

** For German advertisers all prices plus VAT

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Supplements/Inserts

All prices in Euro plus VAT, valid from Jan 01, 2027

Loose Inserts	
Weight	3,100 copies
up to 25 g	160.00/1,000 copies
up to 50 g	320.00/1,000 copies
50 - 75 g	480.00/1,000 copies
from 75 g	on request

* Weight: Paper (max.) 170 g/m³.
Bound-in inserts with glued elements on request.

Supplements	
Page count	3,100 copies
2 pages	850.00
4 pages	1,350.00
6 pages	2,000.00
8 pages	2,350.00
10 pages or more	on request

Enclosures:

Maximum size: 200 x 290 mm

Inserts:

Maximum size: 297 x 210 mm + 3 mm head, foot and outside trim, plus 5 mm inside trim

Specials:

Inserts and supplements are available in limited numbers only. Early booking is recommended.

Tip-ons (postcard supplied):
Base price 1/1 advertisement (4-colour) plus technical costs € 45,- per thousand copies tip-ons.

Please deliver 3,100 copies per issue to the printers Silber Druck oHG.

Delivery Address:

Silber Druck oHG
Otto-Hahn-Straße 25
34253 Lohfelden
Germany

Delivery date: 14 days before publication



Banner formats

Prices:

Halfsize Banner: 80.-- EUR/month

Fullsize Banner: 160.-- EUR/month

Medium Rectangle: 160.-- EUR/month

Leaderboard: 240.-- EUR/month

Wide Skyscraper: 240.-- EUR/month
plus VAT

Halfsize Banner

234 x 60 Pixel

Fullsize Banner

468 x 60 Pixel

Medium Rectangle

300 x 250 Pixel

Leaderboard

728 x 90 Pixel

Wide Skyscraper

160 x 600 Pixel

Contact:

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Tel.: +49 2053 / 98125-17

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General Terms and Conditions of The Publisher

1. Orders covering the publication of advertisements (including supplements and inserts) are to be settled within one year after contract conclusion. If the Advertiser is entitled, within the contract frame, to call up individual advertisements the order must be settled within one year after publication of the first advertisement; the first advertisement is to be published within the period specified at the beginning.
2. The Advertiser shall be responsible for timely submission of the advertisement text as well as for timely and free delivery of supplements/inserts and take care the printing documents are flawless and complete. Should the material supplied be unsuitable or damaged, the Publisher will immediately request replacement. Costs incurred for the production of offset films by the Publisher will be passed on to the Advertiser at the cost price. The Publisher guarantees the printing quality customary for the designated publication, within the limits set by the printing documents.
3. The Publisher shall take over and examine the advertisement texts with due care and diligence, but shall not be liable if he is misled or deceived by the Advertisers. The Advertiser shall be liable for any and all ramifications and damages arising to the Publishing House from the advertisement contents, particularly due to press and media legal provisions.
4. In case of box number advertisements, the Publisher shall employ the diligence of a prudent businessman for offer keeping and timely forwarding. Further liability shall not be assumed.
5. Advertisements that cannot clearly be identified as such due to their design shall be marked by the Publisher with the word "advertisement".
6. The publisher reserves the right to refuse advertisement orders - also individual call-offs within the total frame - on grounds relating to their contents, origin or technical design in accordance with the Publishers uniform principles. The Advertiser shall be informed by the Publisher immediately upon rejection of an order. Orders covering supplements/inserts shall become valid only after a sample will have been submitted and approved.
7. If an order is not fully complied with due to circumstances the Publisher is not responsible for, the unjustly granted higher discount shall be debited to the Advertiser afterwards.
Should the Advertiser extend the order volume within one year from publication of the first advertisement, he will be granted the higher discount plus an applicable repayment for the advertisements published within the period in question.
8. In the events of strike and force majeure any obligation for order fulfillment and compensation for damages shall be waived; same shall apply to advertisements that may not be published at all or too late.
9. Proofs shall only be submitted upon explicit request. The Advertiser shall be responsible for the correctness of the returned proofs. Should the Advertiser not return the proof on time this shall be deemed to constitute approval for printing.
Costs for considerable modifications to the originally agreed version and for the production of ordered films, retouchings and drawings shall be borne by the Advertiser.
10. If the printed advertisement is completely or partially illegible or incorrect or the print is incomplete, the Advertiser shall be entitled to demand a price reduction or a correct substitute ad, but only to the extent the purpose of the advertisement has been impaired. Further liability of the Publisher shall be excluded.
Claims must be made within four weeks from receipt of the invoices and supporting documents.
The publisher shall not be liable for errors arising from communication by telephone.
11. The invoice must be paid within the period specified in the price list starting from the date of receipt of the invoice, unless a shorter period or prepayment has been agreed between the parties for the particular order. In case of delayed payment, the Publisher shall be entitled to stop further performance of the contract until payment and claim prepayment for the remaining advertisements. No discount shall be granted in the events of bankruptcy and foreclosure.
12. Printing documents (films, final drawings, etc.) shall only be returned to the Advertiser upon special request. The obligation to store all documents shall terminate three months after expiry of the contract.
13. The place of fulfillment shall be the registered office of the Publisher, the court of jurisdiction also the place of the Publisher unless law mandatorily provides otherwise. For dunning procedures and in case the registered address or usual residence should be unknown at the time an action is filed, the court of jurisdiction shall be the registered office of the Publisher. Municipal Court: Wuppertal, Germany; Commercial Register No.: HRA 21087