

FORUM // CUTTING TOOL AND GRINDING TECHNOLOGY

MEDIA KIT 2024





PROFILE

FORUM Cutting Tool and Grinding Technology is the journal of the German Trade Association of Precision Tool Grinders and was first published in 1987. Target audience is key decisionmakers and professional workers of the cutting tool handcraft. Released every quarter FORUM Cutting Tool and Grinding Technology informs regularly on topics like tool and grinding innovations, process engineering and relevant industry news.

RANGE OF TOPICS

abrasives, grinding technologies, cutting materials, special tools, (grinding) machine tools, measuring devices, cooling lubricant, filtration, design, education, research and development, simulation, visualization, NC programming, ERP, companies

SECTIONS

Products // Main-Topic // User-Reports // Education and Training // Research and Development // Companies // Service

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ADVERTISING RATES AND SPECS

RATES

Format	Description	Wide (mm)	Tall (mm)	Trim (mm)	Code	Price
2/1 page, 4c	2 x DIN A4 bleed	420	297	3	21HA	1.239,00 €
1/1 page, 4c	1 x DIN A4 bleed	210	297	3	11HA	701,00 €
1/2 page, 4c	1/2 x DIN A4 vertical bleed	105	297	3	12HA	509,00 €
1/2 page, 4c	1/2 x DIN A4 horizontal bleed	210	148	3	12QA	509,00 €
1/3 page, 4c	1/3 x DIN A4 vertical type area	60	282	3	13HS	445,00 €
1/4 page, 4c	1/4 x DIN A4 vertical bleed	103	148	3	14HA	379,00 €

Position: no position guarantee
Special Adds: on request
Agency Commission: 15 %

ADVERTISEMENT PRICES AND FORMATS

ADVERTISEMENT: PREFERRED SITES

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1/1 page, 4c	2nd cover page	210	297	3	11V2	829,00 €
1/1 page, 4c	3rd cover page	210	297	3	11V3	785,00 €
1/1 page, 4c	4th cover page	210	297	3	11V4	1.064,00 €
1/3 page, 4c	Table of contents	68	297	3	13V3	551,00 €

CLASSIFIED ADS

Format	Description	Price*
Format examples please see p. 5	per column and per line	1,34 €

Classified ads are only possible in black and white and consist text only. Printing of pictures or logos at extra charge.

Approx. 35 letters in 12 pt are possible per line.

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Description	Format (in mm)	Price*
up to 25 g per 1.000	207 x 294	250,00 €
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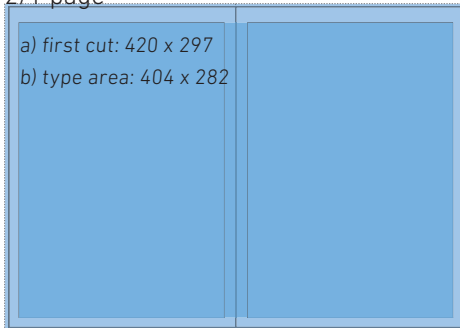
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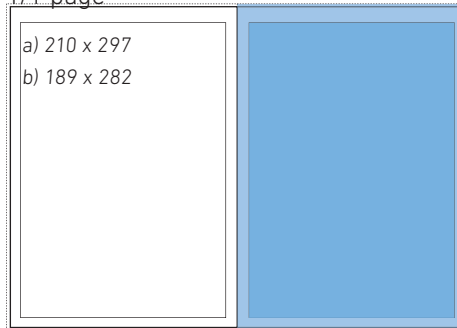
ADVERTISING RATES AND SPECS

SPECIFICATIONS*

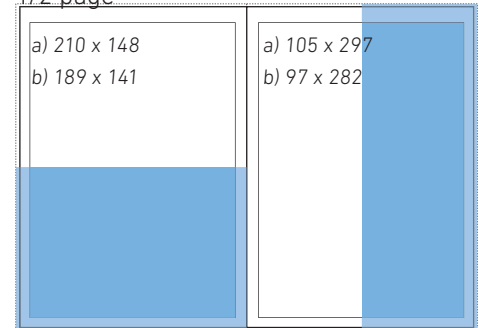
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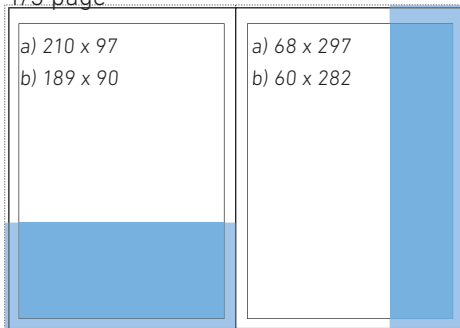
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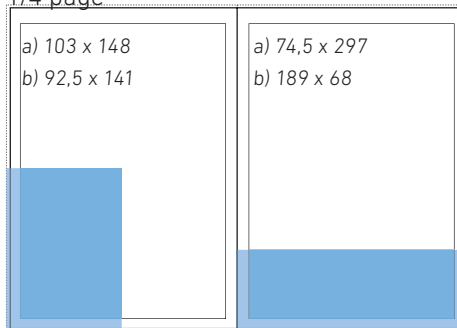
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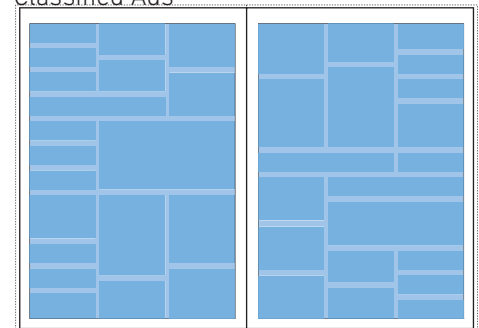
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1/4 page



Classified Ads



AD DELIVERY

COLOURS

Please only use CMYK colour mode.

IMAGE FILES

PDF/X-3: 2002, TIFF, EPS (optimized)
Resolution 300dpi in full scale

TRANSFER

Via e-mail: forum@fdpw.de

Via ftp server: on enquiry

Please send us your information to
forum@fdpw.de before using ftp.

DISCOUNT RATE

Quantity Scale:

2 pages	3 %
4 issues	5 %
5 pages	10 %

SCHEDULE

Issue	Month	Deadline	Release	Theme
01/2024	March	29.01.24	06.03.24	Wernesgrüner Previous An- nouncement// Skilled Workforce Retention and
02/2024	May	02.04.24	05.05.24	GrindingHub 2024// Surface quality and dimen- sional accuracy during grinding
03/2024	August	15.07.24	21.08.24	AMB 2024// Auto- mation in tool machining(incl. AI)
04/2024	December	28.10.24	04.12.24	Dressing and profiling of grin- ding wheels

PAYMENT

You pay within 10 days? Thank you!

