

Size of publication DIN A 4, 210 width x 297 depth
 Type area: 185 mm width x 270 mm depth,

Advertisement sizes and basic rates

Format	width x depth in mm	
1/1 page	185 x 270	€ 3.250,00
2/3 page	122 x 270 or 185 x 180	€ 2.170,00
1/2 page	90 x 270 or 185 x 133	€ 1.630,00
1/3 page	59 x 270 or 185 x 90	€ 1.085,00
1/4 page	90 x 133 or 185 x 65	€ 815,00
1/8 page	90 x 65 or 43 x 133	€ 410,00
1/16 page	90 x 31 or 43 x 65	€ 205,00
price per millimeter (43 mm width)		€ 3,00

Discounts for insertions within one year

Series discount	size based
3 advertisements 5%	2 pages 5%
6 advertisements 10%	4 pages 10%
12 advertisements 15%	8 pages 15%
24 advertisements 20%	12 pages 20%

Combination discounts with [me], dhf or HOB on request.
 No discounts for colour surcharges, loose and bound-in inserts.

Colour surcharges

Per standard colour (cyan, magenta, yellow)	€ 410,00
4-c according to European scale	€ 1.230,00

We reserve the right to make colour alignments.

Loose inserts

Only total circulation of 14.000 copies	
Price up to weight 25 g	€ 3.360,00

Format up to maximum 205 mm width and 294 mm depth.

Bound-in inserts

two-page version	€ 3.250,00
two-page version with flap	€ 4.470,00
four-page version	€ 5.690,00
six-page version	on request
eight-page version	on request

DIN A4 format, untrimmed 216 mm wide, 305 mm high.
 Only total circulation, 14.500 including oversheets.

Tip-on-cards 1) postcards 2) CD 3) trade samples

1) Affixing costs	€ 980,00
2) Affixing costs	€ 2.310,00
3) Affixing costs	on request

The tip ons are based on booking 1/1 or 2/1 pages.

Size minimum 90 x 140 mm, maximum 125 x 235 mm

Dispatch address (Bound-in inserts, loose inserts, tip-on cards)
 on request

Printing process Offset print
 Digitalized data will be needed. Please contact us for further information.

Print run	14.000
Circulation audit:	IVW (copies per edition, annual average)
Volume and year:	Vol. 71, 2017
Frequency:	6/year

Annual subscription rates abroad € 84,00 (postage incl.)

Finish Wire-Stitching

Analysis of geographic distribution

	%	Copies
Germany	98,6	13.608
Other countries	1,4	197
Distributed copies	100	13.805

Banner advertisements on www.dima-magazin.com
 sizes and basic rates

Format in pixel	(width x depth)	Front Page per month	per section per month
Half Banner	(234 x 60)	€ 300,00	€ 260,00
Full Banner	(468 x 60)	€ 500,00	€ 460,00
Rectangle	(160 x 120)	€ 560,00	€ 500,00
Skyscraper (S)	(120 x 600)	€ 600,00	€ 560,00
Skyscraper (L)	(160 x 600)	€ 660,00	€ 620,00

Media Information 2017



Prinrun: 14.000 copies 

Characteristics

dima offers as a technical periodical the communication platform for production and manufacturing responsible persons of the processing industry with the emphasis on metalworking. It takes up problem definitions in line with standard usage and informs about solutions and realized projects. In the focus of the reporting stands the opinions, concepts and solutions for more efficient working and production runs in enterprises. Enclosed is the rational employment of machine tools and tools, the material and workpiece handling, the quality control, the handling and rational handling and/or use of manufacturing auxiliary materials as well as operational funds.

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Deadline for advertisements DA Day of publication DP	Special Subjects	Focus on applications and industry sectors	Trade Fairs
1 March DA: 15.02.2017 DP: 01.03.2017	<i>dima special</i> requirements and solutions for productive sawing	grinding	Z/intec, Leipzig 07. 10.03.2017 Automatisierungstreff, Boeblingen 28. 30.03.2017
2 April DA: 06.04.2017 DP: 20.04.2017	<i>dima special</i> tools for precision machining	manufacturing optimization in tool and mold making	Hannover Messe, Hanover 24. 28.04.2017 Control, Stuttgart 09. 12.05.2017 Moulding Expo, Stuttgart 30.05. 02.06.2017
3 June DA: 14.06.2017 DP: 28.06.2017	<i>dima special</i> concepts and solutions for the handling of tools and parts	efficient processing of medical parts	Verpackungstag, Waiblingen 27.06.2017
4 September DA: 28.08.2017 DP: 11.09.2017	<i>dima special</i> EMO 2017 technology report for metalworking	safe processing of large parts	EMO, Hanover 18. 23.09.2017 Motek, Stuttgart 09. 12.10.2017 Deburring Expo, Karlsruhe 10. 12.10.2017
5 October DA: 05.10.2017 DP: 19.10.2017	<i>dima special</i> higher productivity by the use of special tools	machines, tools and production techniques for optimized sheet metal working	parts2clean, Stuttgart 24. 26.10.2017 Blechexpo, Stuttgart 07. 10.11.2017 Formnext powered by tct, Frankfurt 14. 17.11.2017
6 November DA: 06.11.2017 DP: 20.11.2017	<i>dima special</i> concepts and solutions for the handling tools and parts	systems and solutions for manufacturing automation	SPS/IPC/Drives, Nuremberg 28. 30.11.2017