THE WORLD'S LEADING TRADE FAIR

SCHWEISSEN & SCHNEIDEN

MAKE THE WORLD OF JOINING TECHNOLOGY

YOUR STAGE WITH DVS FAIR MEDIA



FAIR MEDIA KIT

2025





All Advertising Opportunities for the Trade Fair Highlight of the Year!





All Advertising Opportunities for the Trade Fair Highlight of the Year!

Perfect Performance = Your Success at SCHWEISSEN & SCHNEIDEN 2025!

Dear exhibitors,

We invite you to be part of the world's leading trade fair **SCHWEISSEN & SCHNEIDEN 20205** - the unique meeting place for the industry, where top decision-makers, experts and market leaders from the entire value chain come together.

Take the opportunity now to present yourself optimally as an exhibitor and maximise your reach in a targeted manner! Set a strong marketing impuls with our selected media services:

Official frade Fair Media in Co-operation with MESSE ESSEN:	Leading Trade Journals by DV5:	
Fair Cataloguepage 10	SCHWEISSEN UND SCHNEIDEN	page 4
Floor Plan PocketGuidepage 12	DER PRAKTIKER	oage (
Fair Newspaper WELDING + CUTTING INSIDERpage 14	WELDING AND CUTTING	page 8
Trade Fair webpage – www.schweissen-schneiden.com page 16		
Trade Fair Apppage 18		

Our mission is to jointly develop creative and customised solutions that put your brand in the limelight. Allow us a personal meeting to find out how we can best translate your ideas into reality.

Take advantage of this one-off promotional opportunity and join us in actively shaping your trade fair presence. We look forward to welcoming you to the Essen fairgrounds!

Best regards from Düsseldorf Markus Winterhalter Advertising Manager



SCHWEISSEN SCHNEIDEN







Fair issues

Issue/Month	Dates	Topics
7/8 July/August	Ad closing date: 04. Juli 2025 Printing material: 14. Juli 2025 Publication date: 07. August 2025	 Main Topic: Materials testing Welding and cutting equipment and welding consumables Quality management Corrosion issues
9 September	Ad closing date: 08. August 2025 Printing material: 18. August 2025 Publication date 04. September 2025	 Main Topic: Industry 4.0 Artificial intelligence" Simulation Special: SCHWEISSEN & SCHNEIDEN 2025 WELDING AND CUTTING 2/2025 (as an issue within the edition of the trade magazine SCHWEISSEN UND SCHNEIDEN) as well as a separate special offprint for SCHWEISSEN & SCHNEIDEN 2025

Advertising rates

Format	Type area Width x Height in mm	with bleed Width x Height in mm	Basic Rate b/w	2-coloured	3-coloured	4-coloured
Front cover	-	210 × 185	-	-	-	6,470
Inside cover page	-	210 × 185	-	-	-	4,839
First or Last cover page	-	210 × 297	4,089	4,509	4,929	5,239
Back cover	-	210 × 204	4,109	4,529	4,949	5,259
2/1 Pages	362 × 247	420 × 297	6,229	6,649	7,069	7,379
1/1 Page	181 × 247	210 × 297	3,895	4,315	4,735	5,045
Juniorpage	119 × 170	133 × 187	2,449	2,869	3,289	3,599
1/2 Page, horizontal 1/2 Page, vertical	181 × 123 90 × 247	210 × 148 105 × 297	1,950	2,370	2,790	3,100
1/3 Page, horizontal 1/3 Page, vertical	181 × 82 57 × 247	210 × 99 71 × 297	1,320	1,530	1,740	1,910
1/4 Page, horizontal 1/4 Page, vertical	181 × 62 90 × 123	210 × 74 105 × 148	980	1.190	1,400	1,570

^{*} plus 3 mm bleed on all sides



DER PRAKTIKER







Fair issues

Issue/Month	Dates	Topics
7/8 July/August	Ad closing date: 04. Juli 2025 Printing material: 14. Juli 2025 Publication date: 07. August 2025	 Main Topic: Welding and cutting equipment and welding consumables Corrosion issues Health protection
9 September	Ad closing date: 08. August 2025 Printing material: 18. August 2025 Publication date 04. September 2025	 ➤ Main Topic: Sustainability ➤ Simulation ➤ Industry 4.0 ➤ Special: SCHWEISSEN & SCHNEIDEN 2025

Advertising rates

Format	Type area Width x Height in mm	with bleed Width x Height in mm* *	Basic Rate b/w	2-coloured	3-coloured	4-coloured
Front cover	-	210 × 185	-	-	-	6,470
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1/3 Page, horizontal 1/3 Page, vertical	181 × 82 57 × 247	210 × 99 71 × 297	1,320	1,530	1740	1,910
1/4 Page, horizontal 1/4 Page, vertcial	181 × 62 90 × 123	210 × 74 105 × 148	980	1,190	1,400	1,570

^{*} plus 3 mm bleed on all sides



WELDING CUTTING







Fair issue

Issue/Month	Dates	Topics
2 September	Ad closing date: 08. August 2025 Printing material: 18. August 2025 Publication date 04. September 2025	 ➤ SCHWEISSEN & SCHNEIDEN 2025 ➤ Use of adhesive technology to connect metallic and non-metallic materials ➤ Non-destructive testing ➤ Additive manufacturing ➤ Special welding processes

- As an EXTRA SERVICE for subscribers as a magazine within a magazine in SCHWEISSEN UND SCHNEIDEN 9/2025
- As an electronic issue to over 2,000 internationally active professionals
- As a separate offprint for distribution at the SCHWEISSEN & SCHNEIDEN 2025 trade fair, among others

Advertising rates

Format	Type area Width x Height in mm	with bleed Width x Height in mm*	Basic Rate b/w	2-coloured	3-coloured	4-coloured
Front cover	-	210 × 185	-	-	-	6,470
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^{*} plus 3 mm bleed on all sides









Information

Print run:	10,000 Copies		
Format:	148 mm wide × 210 mm	high	
Type area:	115 mm wide × 170 mm l	high	
Ad closing date:	June 27, 2025		
Printing material:	July 11, 2025		
Colour surcharge:	per standard colour 4-coloured per special colour	420 € 100 € 570 €	
	No discounts on all surcharges.		

Bleed surcharge:	199€			
Bleed format	154 mm wide \times 216 mm high incl. 3 mm bleed left, right, below and 5 mm above.			
Bound-in-inserts:	2 Pages (paper up to 115 g/m2) 4 Pages (paper up to 115 g/m2)	3,250 € 5,000 €		
Bookmark:	max. size 50 mm wide \times 150 mm high Technical details on request.	5,100 €		

Advertising rates

Format	Bleed format incl. bleed Width x Height in mm	Type area Width x Height in mm	Basic Rate b/w	4-coloured
Cover Pages	154 x 216 mm	115 × 170	2,900	4,199
1/1 Page	154 x 216 mm	115 × 170	2,370	3,470
1/2 Page	-	115 × 85 / 58 × 170	1,250	2,350
1/3 Page	-	115 × 57 / 38 × 170	890	1,990
1/4 Page	-	115 × 43 / 58 × 85	630	1,730

All prices are in EURO and do not include the currently valid VAT rate.







Floor Plan PocketGuide

The practical orientation guide for the entire fairground!

- Handy format for the 'waistcoat pocket'
- 12,000 copies, including 10,000 copies as an insert in the trade fair catalogue
- Maximum attention for your advert



Floor Plan PocketGuide SCHWEISSEN & SCHNEIDEN 2025

Information

Print run:	12,000 Copies
Format:	DIN A6
Ad closing date:	July 25, 2025

Printing material	August 04, 2025
Bleed format:	111 mm wide \times 154 mm high incl. 3 mm bleed left, right, above and below

Advertising rates

Format	Bleed format incl. bleed Width x Height in mm	Placement	4-coloured
Cover Page	109 x 154		3,990
First Cover Page (fold-out)	107 x 154		2,990
Last Inside Cover Page & Back Cover	111 x 154		2,990
1/4 Page horizontal (bottom)	111 x 51	Hall 1-3, Galeria	1,590
2x 1/4 page landscape, double-sided above the gutter (bottom)	216 x 51	Hall 1-3 & Galeria	2,390
1/1 Page	111 x 154	Hall 4-8	2,690
1/4 Page horizontal (bottom)	111 x 51	Exhibitor list	1,590
2x 1/4 page landscape, double-sided above the gutter (bottom)	216 x 51	Exhibitor list	2,390
1/1 Page	111 x 154	free choice of placement	2,590

All prices are in EURO and do not include the currently valid VAT rate.





12,000 copies per issue

WELDING +
CUTTING INSIDER.
Offizielles Messemagazin | Official Trade Fair Magazine

daily updated issues

bilingualGerman and
English

The daily trade fair events staged

Distribution:

Exhibition entrances & halls



Fair Newspaper SCHWEISSEN & SCHNEIDEN 2025

Information

Use WELDING + CUTTING INSIDER for your advertising message, your image, product information, job advertisements, trade fair innovations and invitations to events, lectures and events.

Print run & language: 12,000 copies/issue, bilingual: German and English

Exhibitors: 1,000

Expected visitors 70,000

Publication days: Mon. 15.09., Tue. 16.09., Wed. 17.09., Thu. 18.09.

Format: 210 mm wide × 281 mm high

Ad closing date: Issue #1/2025: August 29, 2025, all other issues the

day before publiction by 2 p.m.

Colour surcharge: 1/1 Page and 1/2 Page 1/3 Page and smaller

per standard colour 420 € 210 € 4-coloured 1,170 € 590 € Special colour 570 € 570 €

No dicounts on colour surcharges.

Discounts: 2 advertisements 5 %,

4 advertisements 10 %, 5 advertisements 15 %

Combination discount with advertisements in the trade

fair issues of the magazines SCHWEISSEN und

SCHNEIDEN and DER PRAKTIKER.

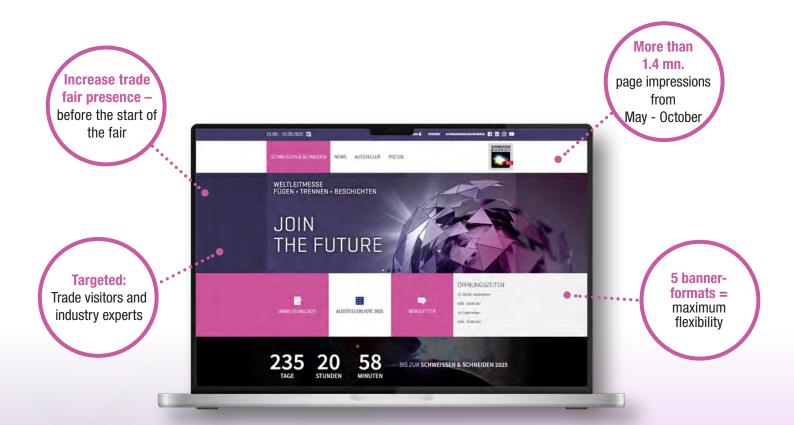
Advertising rates

Format	Bleed format incl. bleed Width x Height in mm	Type area Width x Height in mm	Basic Rate b/w	4-coloured
Front Cover Page	144 x 196	-		4,870
First & Last Inside Cover Page, Back Cover	216 x 287	182 x 238	2,900	4,468
1/1 Page	216 x 287	182 x 238	2,370	3,540
1/2 Page horizontal	216 x 145	182 x 124	1,250	2,420
1/3 Page horizontal	216 x 103	182 x 82	890	1,480
1/4 Page horizontal	216 x 81	182 x 60	630	1,220

All prices are in EURO and do not include the currently valid VAT rate.



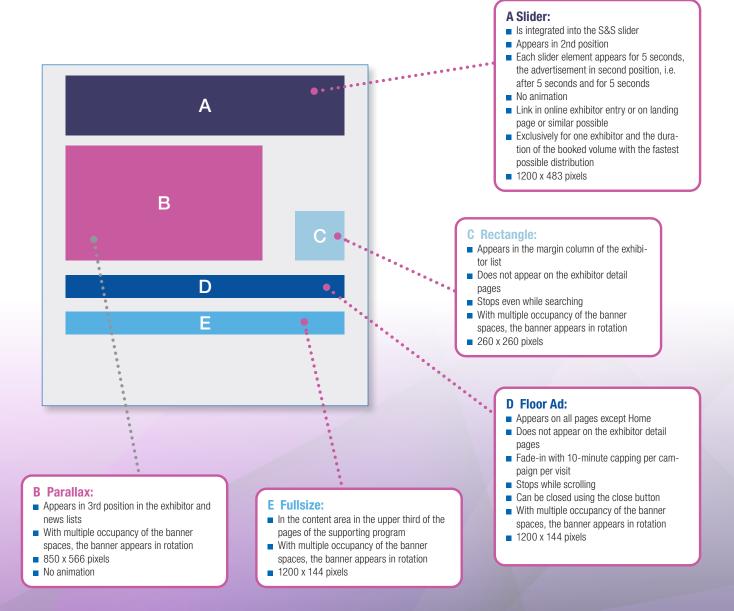








Banner Advertising www.schweissen-schneiden.com







New this year:

link to ticketing, IF Digital Award audience prize - voting via the APP

15,000 downloads expected

in total in the run-up to and during the fair

trade fair app



Visitors to SCHWEISSEN & SCHNEIDEN plan with the Trade Fair-App

Joining Cutting Coating. Everything important available on mobile.

The world's leading trade fair

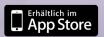
With the App for SCHWEISSEN & SCHNEIDEN visitors can optimally prepare for their trade fair visit and have all the most important information at hand on site. Exhibitors can be searched directly or found using the product groups. With the numerous practical additional functions the visitors can efficiently plan and document appointments, notes or create a list of favorites.

Content of the App:

- List of exhibitors
- Product groups
- Interactive hall plans
- Supporting program
- Information about the fair

Draw attention to your company in the Trade Fair-App.









Advertising op Advertising Opportunities as a MEDIA PARTNER in the Main Product Groups

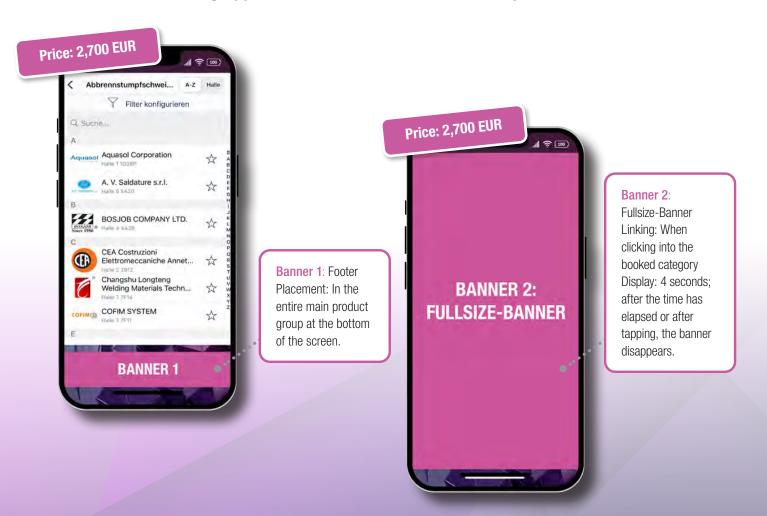


- Placement in the 6 main areas of the app
- Alphabetical list of exhibitors
- Main menu and submenu items
- Information about the fair
- Supporting program
- Favorites
- Hall plan

Footer: Banner at the bottom of the screen. By tapping the banner, the user gets directly to the catalogue entry of the media partner.



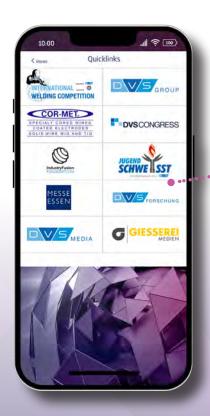
Additional Advertising Opportunities in the Main Product Groups





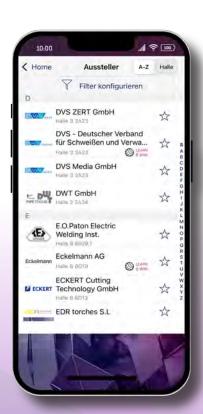


Quicklink Booking / Highlighting in the Exhibitor List



Logo placement with high awareness in the quicklink area
Size: 300 x 150 px
Placement: Main menu
Presentation: Variable with each call
Additional service: Coloured highlighting in the exhibitor list

Price: 375 EUR







Push Notifications



Boost Your Leads with Targeted Push Notifications!

Reach trade fair visitors at the perfect moment — with personalized push notifications in the official trade fair app! Harness the power of direct communication to:

- Promote products and services effectively
- Strengthen customer loyalty
- Invite visitors to key events at your booth
- Increase conversions through smart automation

Maximum Reach, Minimal Cost!

Character limit: max. 120 incl. spaces

Languages: German/English

The text will be displayed in the app according to the visitor's language settings on their mobile device.

Dispatch dates can be arranged in advance of the trade fair and on all exhibition days.

Delivery of text content: August 20, 2025

Price: 775 EUR



Technical Specifications

Banner and Advertisements

Footer: 1536x132 (iPad vertical), 2048x132 (iPad horizontal, Android), 1080x150 (iPhone, Android)

Fullsize-Banner: 480x800 (Android), 640x960 (Android) 720x1280 (Android), 1242x2688 (iPhone Xs Max) (please note the reduced available area due to the shape of the iPhone screen; top notch approx. 100 pixels, bottom bar approx. 60 pixels),

1024x768 (iPad and later, Android), 768x1024 (iPad vertical, Android)

Accepted file formats: JPEG, TIFF and PNG (in the RGB colour space).

Resolutuions for other end devices are generated automatically. Animations on request.

Company Logos and Quicklinks

Logo: 300 pixel wide at least

Accepted file formats: EPS, PDF, JPEG, TIFF and PNG (in the RGB colour space)

Data Delivery

Date: Continuously







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