WELDING TECHNOLOGY
IN PRACTICE





83% sold copies

Audited by IVW

Volume 79

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DER PRAKTIKER

Editorial profile, circulation and distribution analysis

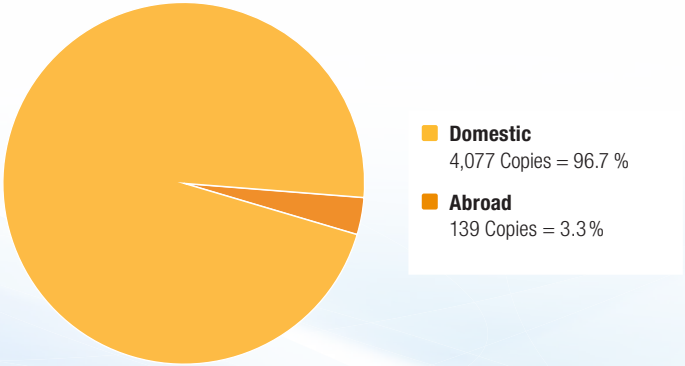
Editorial Profile:	Technical trade journal from practice for practice in all the fields of skilled trades and industry. Editorial subjects: welding, cutting, brazing/soldering, adhesive bonding, spraying, heat treatment, destructive and non-destructive material testing, safety at work and health protection, design and fabrication in structural steel engineering, tank construction, pipeline construction, vehicle manufacture, mechanical engineering and electronics, material-related questions (ferrous as well as non-ferrous metals and plastics), corrosion protection, rationalisation (including robot utilisation) and economic viability questions, training, further education as well as exchange of experience.
Memberships:	Media Database of the German Trade Press
Organ:	Official organ of DVS – German Welding Society
Publisher:	DVS – German Welding Society
Editorial staff:	Sarah Gottschalk (management) Christian Thieme (responsible) Andrea Nelles Natalie Kliemann
Year:	Volume 79, 2027
Publication frequency: **Publication/subject plan**	monthly see page 22 – 23
Subscription charges:	Annual subscription 138.00 € (Print + Digital) plus postage costs

Circulation control	WISSEN, WAS ZÄHLT Geprüfte Auflage Klare Basis für den Werbemarkt
Circulation analysis:	Copies per issue on an annual average (July 1st, 2024 to June 30, 2025)
Print run	4,554 Copies
Actually circulated print run:	4,216 thereof abroad 139 2,332 subscribed circulation 1,988 thereof members copies 1,498 other sold circulation
Sold circulation:	3,839 thereof abroad 114
Free copies:	377

Geographical distribution analysis:

Actually circulated print run: 4,216 = 100%

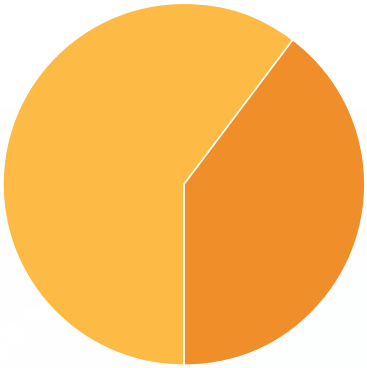
Proportion of the actually circulated print run



Scope and content analysis

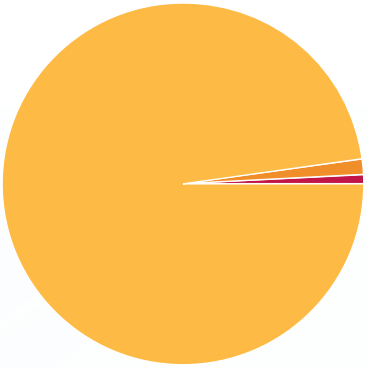
Scope analysis: 2025 = 12 issues

Total scope: 784 pages = 100%



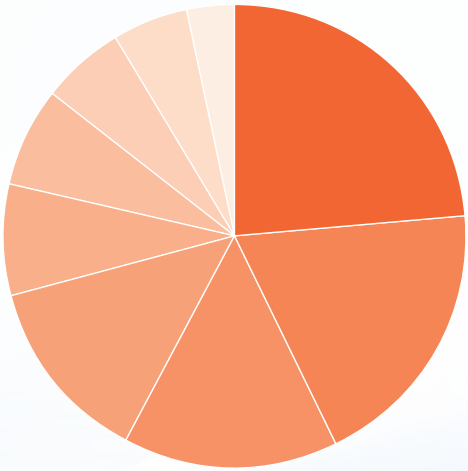
- **Editorial section**
  592 pages = 75.5 %
- **Advertising section**
  192 pages = 24.5 %

Advertising scope: 192 pages = 100%



- **Advertisements**
  187 pages = 97.5 %
- **Job and opportunity advertisements**
  4 pages = 2 %
- **Loose inserts**
  1 copy = 0.5 %

Content analysis: Editorial section 2025



- **Specialist Articles**
  130 Pages = 22 %
- **Technology and trends / Reports**
  106 Pages = 17.9 %
- **Miscellaneous**
  92 Pages = 1.5 %
- **DVS Society communications**
  91 Pages = 15.4 %
- **Products and services**
  44 Pages = 7.4 %
- **Interviews/Com**
  47 Pages = 7.9 %
- **News/companies**
  34 Pages = 5.7 %
- **Events**
  22 Pages = 3.7 %
- **Special**
  26 Pages = 4.4 %

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Topics and dates

Issue/ Month	Dates	Topics	Fairs, Conferences & Events
1/2 January/ February	Ad closing date: 7 January 2027 Printing material: 18 January 2027 Publication date: 4 February 2027	➢ **Main Topic: Digital quality control and real-time monitoring** ➢ Electrical engineering ➢ Lightweight construction	**ROBOTER** 16.02.–17.02.2027, Hanover/Germany **Kolloquium Gemeinsame Forschung in der Klebtechnik** 16.02.–17.02.2027, Cologne/Germany **Maintenance** 24.02.–25.02.2027, Dortmund/Germany **JEC World** 02.03.–04.03.2027, Paris/France **Zuliefermesse Z** 02.03.–05.03.2027, Leipzig/Germany
3 March	Ad closing date: 5 February 2027 Printing material: 15 February 2027 Publication date: 4 March 2027	➢ **Main Topic: Plant and vessel construction** ➢ Mobile welding solutions ➢ Qualification and training in the skilled trades	**Sondertagung Schweißen im Anlagen und Behälterbau** 09.03.–12.03.2027, Munich/Germany **BLE.CH** 16.03.–19.03.2027, Bern/Switzerland **HANDWERK, Wels/Österreich** 17.03.–19.03.2027, Wels/Austria **Hannover Messe** 05.04.–08.04.2027, Hanover/Germany
4 April	Ad closing date: 5 March 2027 Printing material: 15 March 2027 Publication date: 1 April 2027	➢ **Main Topic: Welding in maritime technology** ➢ Pipeline welding technology ➢ Large-scale structures	**24. Tagung Schweißen in der maritimen Technik und im Ingenieurbau 2027** 28.04.–29.04.2027, Hamburg/Germany **NPE 2027** 03.05.–07.05.2027, Orlando/USA **ITSC – International Thermal Spray Conference and Exposition** 12.05.–14.05.2027, Rotterdam/Netherlands
5 May	Ad closing date: 16 April 2027 Printing material: 26 April 2027 Publication date: 5 May 2027	➢ **Main Topic: AR/VR welding training and digital training** ➢ Digital WPS ➢ Gamification in training	**38. Control** 11.05.–14.05.2027, Stuttgart/Germany

Topics and dates

Issue/ Month	Dates	Topics	Fairs, Conferences & Events
6 June	Ad closing date: 7 May 2027 Printing material: 14 May 2027 Publication date: 3 June 2027	➢ **Main Topic: Lightweight construction** ➢ Automation ➢ Soldering/Brazing	**Smart Automation and Robotics** 22.06.–25.06.2027, Munich/Germany **International Congress and Exhibition on Aluminium Brazing and Joining feat. Conference on Aluminium Heat Exchanger Technologies for Heating, Ventilation, Air Conditioning and Refrigeration (HVAC&R)** 28.06.–30.06.2027, Dusseldorf/Germany
7/8 August	Ad closing date: 2 July 2027 Printing material: 12 July 2027 Publication date: 5 August 2027	➢ **Main Topic: Occupational safety** ➢ Handheld laser beam welding ➢ Competitive pressure from the Far East	
9 September	Ad closing date: 6 August 2027 Printing material: 16 August 2027 Publication date: 2 September 2027	➢ **Main Topic: Surface treatment** ➢ Extraction technology ➢ Induction	**DVS CONGRESS** 13.09.–14.09.2027, Hamburg/Germany **EMO** 04.10.–08.10.2027, Milan/Italy **Parts2Clean** 05.10.–07.10.2027, Stuttgart/Germany
10 October	Ad closing date: 17 September 2027 Printing material: 27 September 2027 Publication date: 7 October 2027	➢ **Main Topic: Cutting technology** ➢ Machine vision and camera systems ➢ Cybersecurity	**BlechExpo** 26.10.–29.10.2027, Stuttgart/Germany **Schweisstec** 26.10.–29.10.2027, Stuttgart/Germany **Formnext** 26.10.–29.10.2027, Frankfurt am Main/ Germany
11 November	Ad closing date: 8 October 2027 Printing material: 18 October 2027 Publication date: 4 November 2027	➢ **Main Topic: Underwater technology** ➢ Welding in constrained positions ➢ Offline programming and intuitive operation	**UWT** November 2027, Hamburg/Germany
12 December	Ad closing date: 12 November 2027 Printing material: 22 November 2027 Publication date: 2 December 2027	➢ **Main Topic: Defence** ➢ Welding and cutting quipment of the year ➢ Retrofitting ➢ Additive manufacturing	**including supplement WALL CALENDAR 2028**

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Advertising rates 44 valid from January 1st, 2025

Format	Type area Width x Height in mm	with bleed Width x Height in mm**	Basic rates b/w	2-coloured	3-coloured	4-coloured
Front cover	–	210 × 185	–	–	–	6,470
First or Last cover page	–	210 × 297	4,135	4,555	4,975	5,285,
Back cover	–	210 × 204	4,155	4,575	4,995	5,305
2/1 page	362 × 247	420 × 297	6,295	6,715	7,135	7,445
1/1 page	181 × 247	210 × 297	3,940	4,360	4,780	5,090
Juniorpage	119 × 170	133 × 187	2,459	2,879	3,299	3,609
1/2 page, horizontal 1/2 page, vertical	181 × 123 90 × 247	210 × 148 105 × 297	1,970	2,390	2,810	3,120
1/3 page, horizontal 1/3 page, vertical	181 × 82 57 × 247	210 × 99 71 × 297	1,355	1,565	1,775	1,945
1/4 page, horizontal 1/4 page, vertical	181 × 62 90 × 123	210 × 74 105 × 148	990	1,200	1,410	1,580
Classified ads / job applications						
Millimeter price with a column width of 57 mm			6.70			
Box Number Fee			6.70			

*** plus 3 mm bleed on all sides**

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

Format: DIN A4 (210 mm wide x 297 mm high)

Type area: 181 mm wide x 247 mm high, 3 columns per 57 mm

Different ad formats will be billed in millimeters.

Are you looking for specialists in welding technology? Are you looking for a new job?

Our JobPortal, which we operate in cooperation with StepStone, makes your search easier, because it only deals with jobs related to welding, joining, cutting and coating.

Further information on prices & formats can be found on page 78.

JOBPORTAL
FÜGETECHNIK

Advertising rates 44 valid from January 1st, 2025

Surcharges:

	1/1 and 1/2 page	1/3 page and smaller
Colour surcharge:		
per standard colour	420 €	3210 €
four-coloured	1,150 €	590 €
per special colour:	570 €	570 €

Bleed surcharge: 199 €

Placement surcharge: 10 % on the b/w basic ad rate

No discounts on all surcharges

Series discounts:

For advertisements published within 12 months

for 3 repeats or 1.5 pages	5 %
for 6 repeats or 3 pages	10 %
for 12 repeats or 6 pages	15 %
from 12 pages	20 %

Discounts for multi-year contracts on request.

Bound-in-inserts:

2 pages (paper up to 115 g/m2)	4,380 €
2 pages (paper up to 170 g/m2)	5,450 €
4 pages (paper up to 115 g/m2)	6,640 €
4 pages (paper up to 170 g/m2)	8,240 €

Size: 216 mm wide x 305 mm high incl. 3 mm milled edge, 5 mm head trim, 3 mm outside, 3 mm base.

Discount:

2 Bound-in-inserts	5 %
3 Bound-in-inserts	10 %
6 Bound-in-inserts	15 %

Loose inserts:

Domestic circulation up to 25 g	€ 379 ‰
postal charge incl.	
higher weights on request	
max. format: 195 mm wide x 285 mm high	
Affixed reply cards to advertisements or loose inserts	€ 199 ‰*

Loose inserts cannot be discounted.

Free delivery to:
D+L Printpartner
Schlavenhorst 10, 46395 Bocholt, Germany
P +49 2871 24 66-0
Delivery date: by the 25th of the previous month.
A sample is requested from the advertising department.

Advertorial:

The ideal addition to your classic advertising with an editorial-like background. You provide text/image material, we adapt the layout to the magazine design:

2/1 pages, 4c (10,000 Characters incl. spaces)	7,430 €
1/1 page, 4c (5,000 Characters incl. spaces)	5,075 €
1/2 page horizontal, 4c (2,000 Characters incl. spaces)	3,110 €

Technical information on ad formats, printing material and data transfer can be found on the pages 38 – 39.

Summary of the survey method of the recipient structure analysis.

1. Investigation method:
Recipient structure analysis through written survey - sample survey

2 Description of the recipients at the time of data collection:

2.1. Condition of the file:
In the recipient file, the addresses of all recipients are recorded on EDP. Based on the existing postal information, the file can be sorted by postcode or domestic and foreign recipients

2.2. Total number of recipients in the file
8,905

2.3. Total number of changing recipients
–

2.4. Structure of recipients at the start of the survey:

Recipients in the file, copies sold	8,610
Recipients in the file permanent free copies	295
	8,905
Promotional copies	300
actual circulation	9,205
of which domestic	8,883
of which abroad	322

3. Description of the investigation:

3.1. Population (proportion examined):

Population		9,205	=	100 %
not included:				
Promotional copies	300			
Recipients abroad	322	622	=	6.8 %
The investigation represents recipients		8,583	=	93.2%

3.2. Day of the sample drawing:
May 13, 2009

3.3. Description of the sample survey:
Simple random selection, starting with the random number 4 every 13th address

Initial samples (questionnaire sent)	343 cases	= 100 %
Questionnaire cannot be delivered by post	0 cases	= 0 %
Bookstores / libraries	3 cases	= 0.8 %
Gross sample	343 cases	= 100 %
Failures		
Questionnaire not returned	99 cases	= 28.9 %
Questionnaire returned empty	0 cases	= 0 %
Net sample (exhaustion)	244 cases (evaluable cases)	= 71.7 %

3.4 Target person of the investigation:
First recipient

3.5. Definition of the reader:
not applicable

3.6. Period of investigation:
Period of investigation:
Sending out the questionnaire to the total sample: June 22, 2009. Reminder letter (in some cases with the questionnaire attached again): June 29, 2009 and July 13, 2009. The cut-off date for the acceptance deadline for returns that were included in the evaluation was August 20, 2009.

3.7. Implementation of the investigation:
publishing company

This study corresponds to the current version of the ZAW framework for advertising media analyzes in terms of its design, implementation and reporting.

Sectors/branches of the economy/specialist fields/occupational groups

DER PRAKTIKER is distributed in all sectors of the economy where welding technology is used in manufacturing and repair work.

Department/ group/ class	Recipient groups (according to the classification of the branches of the economy)	Proportion of the actually circulated print run	
		%	Copies
36, 35, 5–7	Energy industry, water supply and mining	7.1	511
20, 19.2	Chemical industry and mineral oil processing	4.8	346
22	Plastics processing	0.6	43
24	Metal production and metal processing	8.9	639
25.1	Manufacture of steel and light metal structures	22.0	1,582
25.2	Boiler and tank construction	10.1	727
28	Mechanical engineering	14.3	1,028
29	Manufacture of cars and their parts	1.8	130
30.9	Road vehicle construction (without cars)	1.2	86
35.1	Shipbuilding	1.2	86
30.2	Rail vehicle construction	1.8	129
30.3	Aircraft and spacecraft construction	1.8	129
26.51.2, 26, 27, 26.51.3	Electronics, precision mechanics and optics	1.2	86
41 – 43	Building trade	6.0	431
46.9	Wholesale trade	4.8	345
85, 72	Science, research and teaching	8.3	596
71	Technical advice and planning (especially architectural and engineering offices)	2.4	172
	No information	1.7	122
	Actually circulated print run	100	7,188

Recipient structure analysis

Size of the economic unit

	Proportion of the actually circulated print run	
	%	Copies
1 – 19 Employees	32.1	2,307
20 – 49 Employees	19.6	1,409
50 – 299 Employees	24.4	1,754
300 and more Employees	20,8	1,496
No information	3.1	222
	100	7,188

Position in the business

	Proportion of the actually circulated print run copies	
	%	Copies
Proprietor, member of the board or managing director	33.9	2,437
Plant or works manager	5.4	389
Head of technical department	10.7	769
Head of commercial department	1.2	86
Plant engineer or welding engineer	20.8	1,495
Welding technologist, welding specialist or foreman	11.9	855
Welding instructor, welding shop foreman or welder	4.2	302
Technical clerk	4.2	302
Teacher at a university or a technical teaching institute	1.2	86
Others	6.5	467
No information	0	0
	100	7,188

School education vocational training

	Proportion of the actually circulated print run	
	%	Copies
University of technology or university	14.3	1,028
Specialist, engineering or technical college	36.3	2,611
Miscellaneous vocational college	3.6	258
Foreman‘s qualification test	33.3	2,394
Welding training (according to DVS guidelines)	6.0	432
Concluded technical training	3.0	215
Concluded commercial training	1.8	129
Miscellaneous vocational training	1.2	86
No training	0,5	35
No information	0,0	0
	100	7,188

Age

	Proportion of the actually circulated print run	
	%	Copies
Up to 29 years	3.6	258
30 – 39 years	10.1	726
40 – 49 years	41.7	2,998
50 – 59 years	29.8	2,142
60 years and older	13.7	985
No information	1.1	79
	100	7,188

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Brief version of the survey method for the distribution analyse

1. Investigation method:
Distribution analysis through file evaluation total survey

2 Description of recipients at the time of data collection:

2.1. Condition of the file:
The addresses of all recipients are recorded in the EDP in the recipient file. The file is structured according to domestic and foreign recipients. The addresses of the domestic recipients are sorted by postcode, the foreign recipients by country.

2.2. Total number of recipients in the file:
12,218

2.3. Total number of changing recipients:
–

2.4. Structure of recipients at the start of the survey:

Recipients in the file number of copies sold	5,967
Recipients in the file permanent free pieces	384
	6,351
Promotional copies	682
Actually circulated print run	6,506
of which domestic	6,297
of which abroad	209

3. Description of the investigation:

3.1. Population (proportion examined)

Population		6,506	=	100 %
not included:				
Promotional copies	682			
Recipients abroad	209	891	=	13.7 %
The investigation represents recipients of the total population		5,615	=	86.3 %

3.2. Day of the file evaluation:
August 27, 2018

3.3. Description of the database:
The evaluation is based on the overall file. The proportions determined for distribution in Germany and abroad were projected onto the actual circulation as an annual average according to AMF item 17.

3.4. Target person of the investigation:
Not applicable

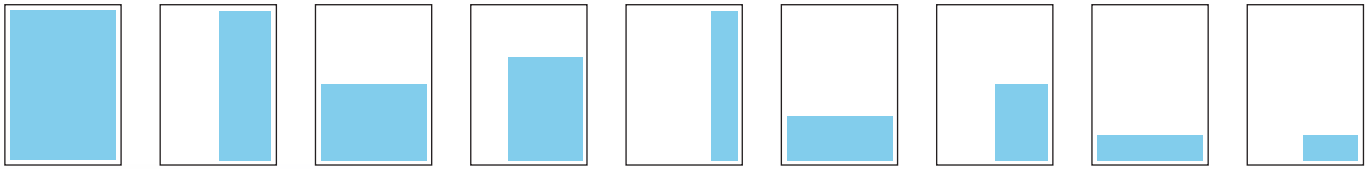
3.5. Definition of the reader:
Not applicable

3.6. Period of investigation:
August 2018

3.7. Implementation of the investigation:
Publishing house

Standard formats for advertisements

Type area



1/1 page
181 mm wide
247 mm high

1/2 vertical
90 mm wide
247 mm high

1/2 horizontal
181 mm wide
123 mm high

Juniorpage
119 mm wide
170 mm high

1/3 vertical
57 mm wide
247 mm high

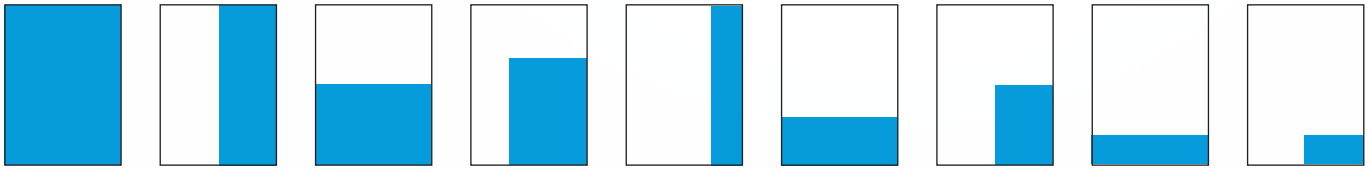
1/3 horizontal
181 mm wide
82 mm high

1/4 horizontal
90 mm wide
123 mm high

1/4 horizontal
181 mm wide
62 mm high

1/8 page
90 mm wide
62 mm high

with bleed
*plus 3 mm bleed on all sides.



1/1 page
210 mm wide
297 mm high

1/2 vertical
105 mm wide
297 mm high

1/2 horizontal
210 mm wide
148 mm high

Juniorpage
133 mm wide
187 mm high

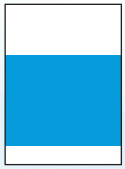
1/3 vertical
71 mm wide
297 mm high

1/3 horizontal
210 mm wide
99 mm high

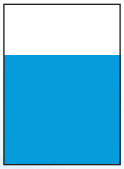
1/4 vertical
105 mm wide
148 mm high

1/4 hprizontal
210 mm wide
74 mm high

1/8 page
105 mm wide
74 mm high



Front cover
210 mm wide
185 mm high
plus 3 mm bleed



Last cover page
210 mm wide
204 mm high
plus 3 mm bleed

Special formats / special forms of advertising:
Let us know your requests for special formats and special forms of advertising.
We are pleased to submit an offer.

Data transfer/Data formats

Preferred data carrier / data transfer:

E-Mail: anzeigen@dvs-media.info
We-Transfer: www.wetransfer.com

Please ensure that all fonts, logos and graphics (300 dpi) used are supplied as files, provided they are not embedded in the document.

Preferred data formats:

We recommend the delivery of PDF data (standard: PDF/X-4:2008). Open data (e.g. InDesign etc.) should be avoided. The file must be printable, i.e. all fonts used must be embedded, halftone images require a resolution of 300 dpi, line images at least 600 dpi.

Colours:

PSO Coated v3 (ECI)
Colour profiles and more information about ICC profiles at eci.org.

When delivering print files that are sent to us in RGB colour mode, we automatically convert them to CMYK. Please note that the conversion may result in colour changes. The publisher is not liable for colour deviations in print. Special colours are possible on request.

Processing of image data

TIFF-, EPS- und JPEG-files

- The file names should not contain any spaces or special characters
- Please ensure sufficient bleed allowance (at least 3 mm)
- Other programs and data carriers on request

Notes for a smooth transaction:

- Create black and white advertisements only in black and white or grayscale
- Mix colours only in cyan, magenta, yellow and black (process colours)
- The file names should not contain any spaces or special characters
- In parallel with the delivery of the data, please provide a printout of the advertisements so that the digital data can be checked
- For 4c ads, please send a proof
- When submitting data, quote the magazine and issue

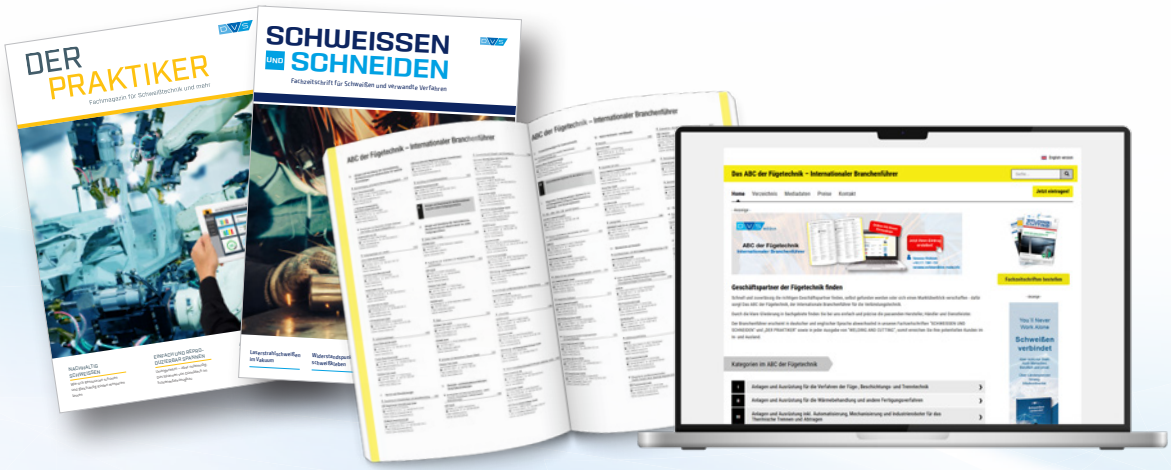


SCHWEISSEN UND SCHNEIDEN DER PRAKTIKER

The ABC of Joining - International Industry Guide

The advantages at a glance:

- ☑ **Something for everyone:** Organised topically into 13 main groups with more than 500 relevant keywords
- ☑ **Everything a glance:** Each entry encompasses the firm's complete postal address including its email and Internet addresses.
- ☑ **Save costs:** We offer you attractive graduated prices according to the number of keywords
- ☑ **One price - two trade journals:** In our readers' focus every month.
- ☑ **Cross-border contacts:** The publication in our journals in German makes it possible for you to establish contacts beyond Germany's borders too.
- ☑ **In addition and free of charge:** The entry at www.abc-der-fuegetechnik.de/en/ with a link to your homepage.
- ☑ Publication of your **companies logo** on our Internet site **free of charge.** Please send the logo (jpg-file) to: britta.wingartz@dvs-media.info.
- ☑ **Possibility of beginning the entries every month** (deadline: 15th of the previous month).



SCHWEISSEN UND SCHNEIDEN DER PRAKTIKER

Our online presence doubles the reach of your advertising

business partners Market overview manufacturers
Suppliers service providers German English
DER PRAKTIKER SCHWEISSEN UND SCHNEIDEN 6 main groups
830 keywords 46 categories

www.abc-der-fuegetechnik.de/en

Prices

The price for your entry is based on the number of keywords.

Number of keywords	Cost per annum/per keyword (EUR)*
1	145.00
2 – 5	128.00
6 – 10	113.00
from 11	100.00

* The prices are subject to VAT.

Not listed yet?

Small cost for big effect!

Do not hesitate to contact me.

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Anja Labussek
Sylvia Hanagan
Natalie Kliemann

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Andrea Nelles
Natalie Kliemann

JOINING PLASTICS / THERMAL SPRAY BULLETIN
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nicole.stramka@dvs-media.info

HOME OF WELDING
Online editorial team
Sarah Gottschalk (responsible)
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Andrea Nelles

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