WELDING ALL
OVER THE WORLD





75% sold copies

Peer reviewed

45% Readers overseas

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WELDING AND CUTTING

Editorial profile

Editorial Profile:	Technical magazine covering welding, cutting and brazing/soldering technology and related fields.
Target Group:	Internationally operating industry experts and decision-makers about investment projects.
Publisher:	DVS – German Welding Society, D-Düsseldorf Institut de Soudure, F-Roissy
Editorial Staff	Sarah Gottschalk (management/responsible) Anja Labussek M.A.
Year: **Publication frequency:**	Volume 26, 2027 2 x times a year as an issue in the issue in SCHWEISSEN UND SCHNEIDEN 3/2027 + 10/2027
Print run:	3,600 copies
Publication/subject plan:	see page 35

Editorial features

- Research, development and application
- Training
- Continuing education
- Exchange of experiences
- Welding, cutting, brazing/soldering, adhesive bonding and allied processes
- Material issues (ferrous and non-ferrous metals, plastics, basic and additional materials)
- Calculation, construction and production in steel, container, apparatus, vehicle and mechanical engineering
- Welding machines including robots and controls
- Material testing (destructive and non-destructive)
- Occupational health and safety

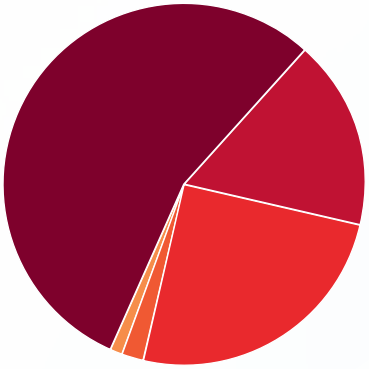
In cooperation with

IS INSTITUT de SOUDURE ASSOCIATION

Verbreitung:

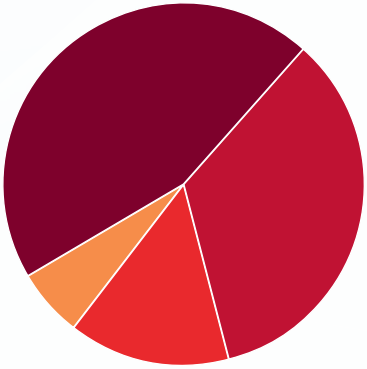
- As EXTRA SERVICE for subscribers as a magazine-within-a-magazine in SCHWEISSEN UND SCHNEIDEN 3/2027 + 10/2027
- As an electronic issue to over 2,000 internationally active professionals

Distribution worldwide:



- **Europe**
  4,408 Ex. = 55.1 %
- **America**
  1,365 Ex. = 17.1 %
- **Asia**
  2,003 Ex. = 25.0 %
- **Australia**
  138 Ex. = 1.7 %
- **Africa**
  86 Ex. = 1.1 %

Distribution in Europe:

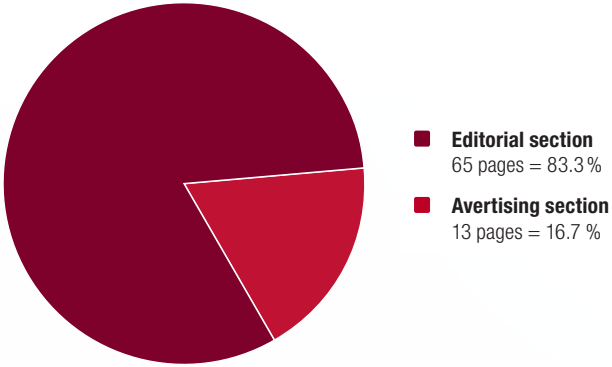


- **Northern Europe**
  Great Britain, Skandinavia
  1,986 Ex. = 45.1 %
- **Central Europe**
  France, Switzerland, Benelux, Germany, Austria
  1,522 Ex. = 34.5 %
- **Southern Europe**
  Italy, Spain, Portugal
  639 Ex. = 14.5 %
- **Eastern Europe**
  261 Ex. = 5.9 %

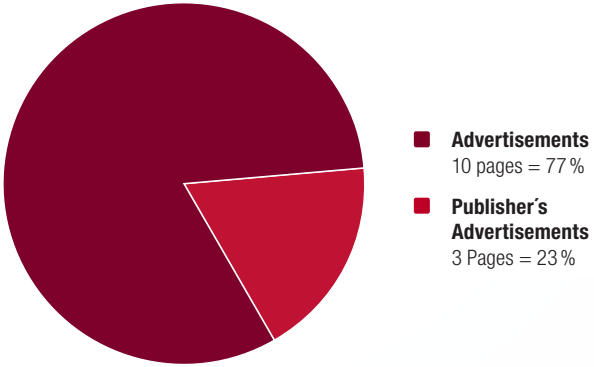
Scope and content analysis

Scope analysis: 2025 = 2 issues

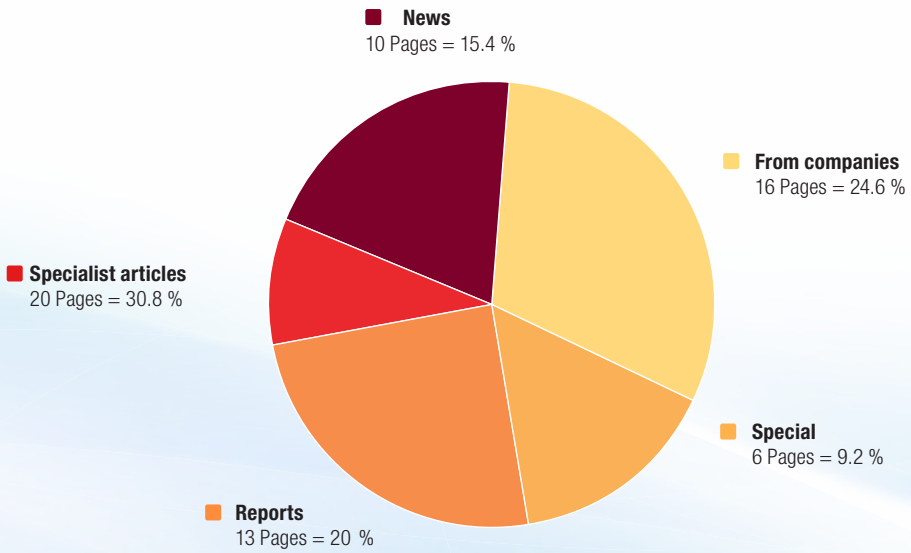
Total Scope: 78 pages = 100%



Advertising Scope: 13 pages = 100%



Content analysis Editorial Part 2025



WELDING AND CUTTING

Topics and dates

Issue/ Month	Dates	Topics	Fairs, Conferences & Events
1 March	Ad closing date: 5 February 2027 Printing material: 15 February 2027 Publication date: 4 March 2027 **As an issue in the issue of the trade magazine SCHWEISSEN UND SCHNEIDEN 03/2027**	➢ Plant and vessel construction ➢ Defence ➢ Surface treatment ➢ Laser beam welding ➢ Personal protective equipment & occupational safety	**BLE.CH** 16.03.–19.03.2027, Bern/Switzerland **HANDWERK** 17.03.–19.03.2027, Wels/Austria **Sondertagung Schweißen im Anlagen- und Behälterbau** 09.03.–12.03.2027, Munich/Germany **Hannover Messe** 05.04.–08.04.2027, Hanover/Germany **ITSC – International Thermal Spray Conference and Exposition** 12.05.–14.05.2027, Rotterdam/Netherlands **EMO** 04.10.–08.10.2027, Milan/Italy **Parts2Clean** 05.10.–07.10.2027, Stuttgart/Germany
2 October	Ad closing date: 17 September 2027 Printing material: 27 September 2027 Publication date: 7 October 2027 **As an issue in the issue of the trade magazine SCHWEISSEN UND SCHNEIDEN 10/2027**	➢ Sheet metal processing ➢ Industrial gases ➢ Adhesive bonding technology ➢ Materials testing ➢ Handheld laser beam welding	**BlechExpo** 26.10.–29.10.2027, Stuttgart/Germany **Schweisstec** 26.10.–29.10.2027, Stuttgart/Germany

WELDING AND CUTTING

Advertising rates 22 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
Inside front page	–	210 × 185	–	–	–	4,698
First or Last cover page	–	210 × 297	4,089	4,509	4,929	5,239
Back cover	–	210 × 297	4,109	4,529	4,949	5,259
2/1 page	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
Classified ads / job applications						
Millimeterpreis bei einer Spaltenbreite von 57 mm			6,70			
Chiffre-Gebühr			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 × 297 mm high)

Type area: 181 mm wide × 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

WELDING AND CUTTING

Advertising rates 22 valid from January 1st, 2025

Surcharges:

	1/1 and 1/2 page	1/3 page and smaller
Colour surcharge:		
per standard colour	420 €	210 €
four-coloured	1,150 €	590 €
Secial colours:	570 €	5770 €
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 1/2 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 €

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

Discounts:
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 € 195 ‰

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.

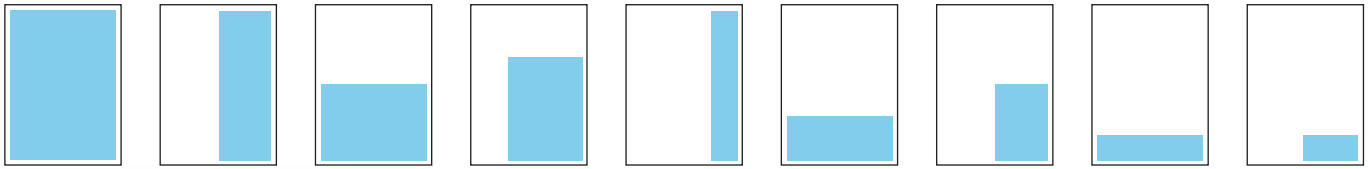
Advertorial:
The ideal addition to your classic advertising with an editorial-like background. You provide text/image material, we adapt the layout to the magazine design:

2/1 pages, 4c (10,000 Characters incl. spaces)	7,369 €
1/1 page, 4c (5,000 Characters incl. spaces)	5,029 €
1/2 page horizonzal, 4c (2,000 Characters incl. spaces)	3,079 €

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

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

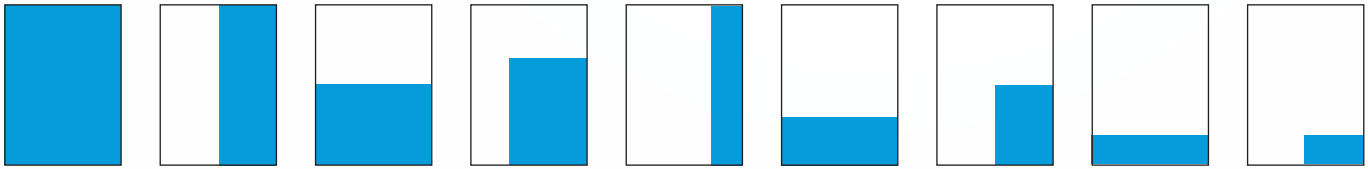
1/3 horizontal
181 mm wide
82 mm high

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

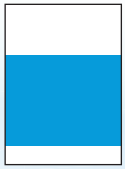
1/3 vertical
71 mm wide
297 mm high

1/3 horizontal
210 mm wide
99 mm high

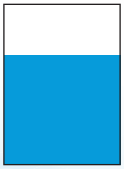
1/4 vertical
105 mm wide
148 mm high

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



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

You can reach the editorial team at
redaktion@dvs-media.info

Editorial Assistance
Sylvia Hanagan
Andrea Nelles

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detleffox@comcast.net

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16129 Genova (Italien)
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