mav
Innovation in der spanenden Fertigung

MEDIA KIT 2027

PRINT

DIGITAL

CONTENT MARKETING

LEADS

EVENTS



konradin Industrie

MAV – INNOVATIONEN IN DER SPANENDEN FERTIGUNG

mav – Innovation in der spanenden Fertigung provides the metalworking industry with in-depth information on modern manufacturing technologies.

Its coverage focuses on machine tools, tooling, automation, digitalisation, AI, sustainability and solutions spanning the entire process chain. Case studies, best-practice examples and market trends provide valuable guidance for investment decisions.

Print, online, newsletters and events connect the industry and deliver up-to-date expertise for competitive manufacturing.





TARGET AUDIENCE

Production and manufacturing managers in the metalworking industry. They make investment decisions relating to plants, machinery, tools and equipment and work in companies operating in mechanical and automotive engineering, electrical engineering, the consumer goods industry, and tool and mould making.

DIPL.-ING. (FH) HOLGER RÖHR
EDITOR-IN-CHIEF

“mav reports on innovations in machining tools, machine tools and their components, as well as systems and processes throughout the entire process chain. Practical reports show how modern manufacturing solutions can be successfully implemented. Through its print and digital offerings and events, mav provides an established communications platform for the entire machining industry.”

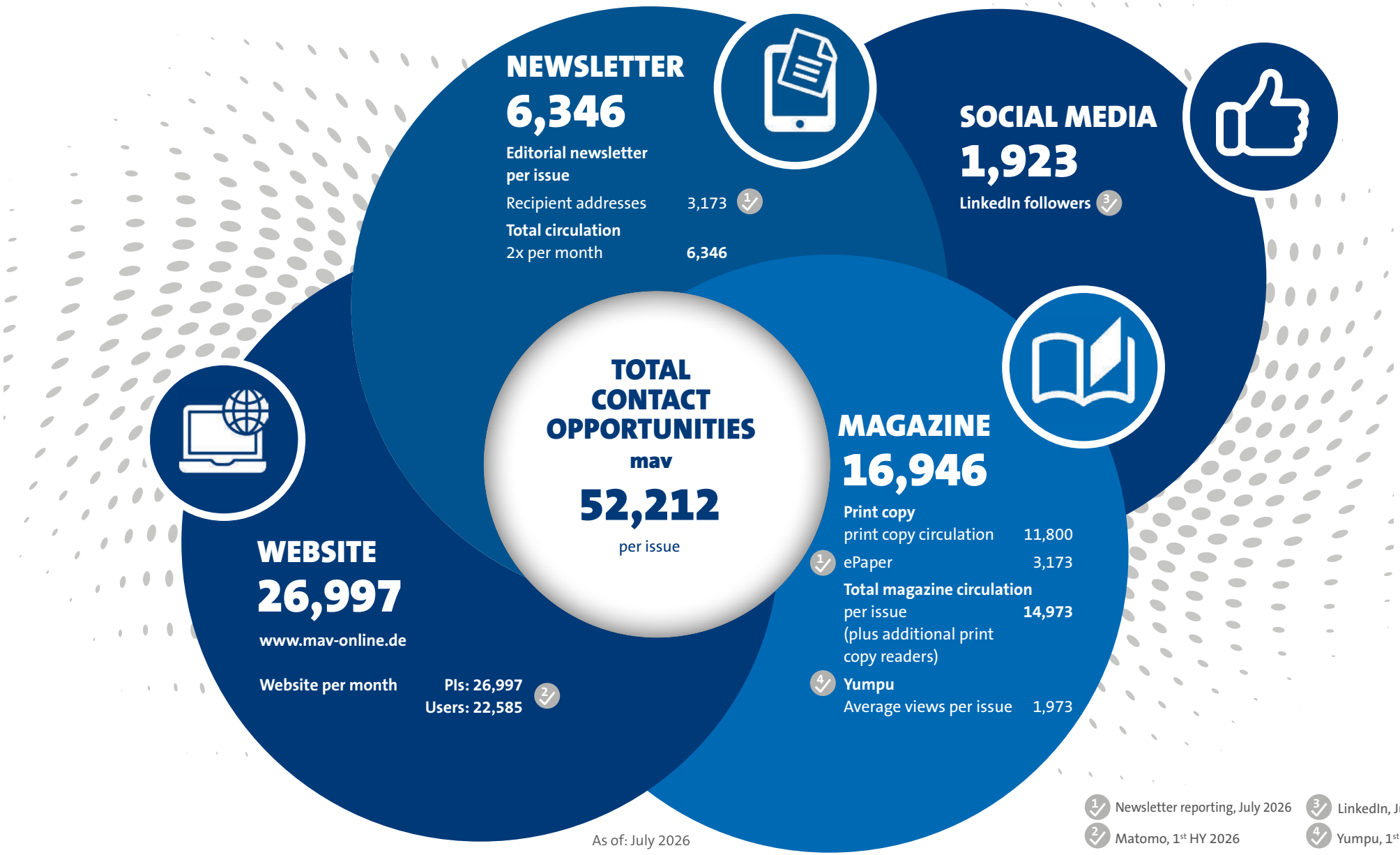


ALSO WATCH
Our editorial team on video!

MEDIA BRAND

PRINT+ DIGITAL

CIRCULATION



As of: July 2026

1 Newsletter reporting, July 2026
2 Matomo, 1st HY 2026
3 LinkedIn, July 2026
4 Yumpu, 1st HY 2026

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CAMPAIGNS TAILORED TO YOUR NEEDS:
We combine print, digital media and lead generation to create tailored solutions that are perfectly aligned with your goals.
Get in touch with us.

One click takes you straight to the topics that matter to you!

DIRECT

Media sales contacts 36
Editorial contacts 36

PRINT





Frequency: 6 issues per year

Format: DIN A4

Year: 70th year 2027

Media partner: bvik Bundesverband Industrie Kommunikation e.V.

Publishing house: Konradin-Verlag Robert Kohlhammer GmbH

Publisher: Katja Kohlhammer

PRINT

READERSHIP ANALYSIS

1.1 **Industries/industrial sectors: Recipient categories**		Contact opportunities Magazine	
Industry codes acc. to classification of industrial sectors 2008		%	Readers
C.24	Metal production and working	5.3	794
C.25	Manufacture of metal products	22.6	3,384
C.26	Manufacture of data processing devices – electronic and optical products	4.7	704
C.27	Manufacture of electrical equipment	1.5	225
C.28	Mechanical engineering	39.3	5,884
C.29	Manufacture of motor vehicles and motor vehicle components	18.6	2,785
C.30	Other vehicle manufacturing	5.7	853
C.32.5	Manufacture of medical and dental apparatus and materials	2.3	344
		100.0	14,973

1.2 **Company size:**	%	Contact opportunities Magazine Readers
1 – 49 employees	45.3	6,783
50 – 99 employees	11.2	1,677
100 – 199 employees	13.2	1,946
200 – 499 employees	10.2	1,527
500 – 999 employees	6.4	958
1,000 and more employees	10.4	1,557
not specified	3.5	524
	100.0	14,973

2.1 **Job function:**	%	Readers
1 Area of responsibility		
Corporate management	14.1	2,111
Technical management	20.8	3,114
Production and manufacturing management	57.2	8,565
Research and development	2.4	359
Quality assurance	3.8	569
Purchasing, materials, logistics	1.7	255
	100.0	14,973

2.1 **Position in company**	%	Readers
Owner, managing director, member of the board	22.0	3,294
Head of division	25.3	3,788
Head of department	39.4	5,899
Group leader	10.4	1,557
Skilled worker, specialist	2.9	434
	100.0	14,973

MACHINE TOOLS

Turn-mill centres, mill-turn centres, milling machines, lathes, grinding machines, Swiss-type lathes, automated production cells, turning, milling, drilling, deep-hole drilling, gear cutting, grinding, honing, lapping, sawing, electrical discharge machining, deburring, mass finishing, power skiving, trochoidal machining, high-dynamic turning, high-speed whirling | **ISSUES: 1, 2, 3, 4, 5, 6**

TOOLING TECHNOLOGY

Drilling, milling, turning, threading, parting-off and grooving tools, tools for reaming and precision drilling, deep-hole drills, grinding and lapping tools, deburring tools, tool systems, PCD, solid carbide, indexable insert and HSS tools, tool and workpiece clamping, zero-point clamping systems, CVD, PVD, diamond and HiPIMS coatings, tool substrate, cutting tool materials
ISSUES: 1, 2, 3, 4, 5, 6

ROBOTICS AND HANDLING

Machine tool automation, robots, handling systems, linear units, conveying, interlinking, workpiece carriers, assembly machines
ISSUES: 1, 3, 5

CONTROL ENGINEERING

CNC, PLC, IPC controls, electrical systems, electronics, hydraulics and pneumatics
ISSUES: 2, 5, 6

QUALITY ASSURANCE

Quality management, measuring machines, measuring instruments, test equipment, machine vision, identification systems, sensor technology, tool monitoring
ISSUES: 2, 5

MANUFACTURING SOFTWARE

CAM, MDA (machine data acquisition), PDA (production data acquisition), networks, NC programming, tool management
ISSUES: 3, 4, 6

SYSTEMS AND PROCESSES

Surface technology, coolants and lubricants, treatment, disposal, cleaning technology, compressed air generation and treatment, additive manufacturing
ISSUES: 1, 3, 4, 5, 6

DIGITALISATION

Digital solutions for manufacturing, artificial intelligence and machine learning, cloud & apps, Industry 4.0
ISSUES: 1, 2, 3, 4, 5, 6

PRINT

SUBJECT OVERVIEW

→ TECHNICAL SPECIFICATIONS
→ Details at: media.industrie.de

PRINT

EDITORIAL SCHEDULE 2027

ISSUE	TECHNOLOGY	SPECIAL SECTION	TRADE FAIRS/EVENTS
1/2027 **Publication date:** 23.02.2027 **Advertising deadline:** 27.01.2027 **Editorial deadline:** 30.12.2026	**Focus topic: AEROSPACE** Aerospace is one of the most innovative drivers of machining technology. Lightweight materials, high-temperature alloys, complex component geometries and the highest quality requirements call for new strategies in tooling, machinery, processes and automation. **Machine tools:** Turn-mill centres, mill-turn centres, milling machines, lathes, grinding machines, Swiss-type lathes, automated production cells, turning, milling, drilling, deep-hole drilling, gear cutting, grinding, honing, lapping, sawing, EDM, deburring **Tooling technology:** Cutting materials, drilling, milling, turning, threading tools, grinding and lapping tools/tool and workpiece clamping, workpiece clamping, zero-point clamping systems **Robotics and handling:** Machine tool automation, robots,handling systems, linear units, interlinking, workpiece carriers **Systems and processes:** Surface technology, coolants and lubricants, treatment, disposal, cleaning technology**Digitalisation:** Digital solutions for manufacturing, artificial intelligence and machine learning, cloud & apps	**Defence:** Machines and tools for defence applications **Aerospace:** Manufacturing solutions for a demanding growth market **Factory automation:** Digitalisation, connectivity and automation on the shop floor **PCD tools:** More power for aluminium machining	**intec/Z** Leipzig, 02.03.-05.03. **DSEI Germany** Hanover, 09.03.-12.03. **HANNOVER MESSE** Hanover, 05.04.-08.04. **NexGeM** Hannover, 05.04.-08.04.
2/2027 **Publication date:** 27.04.2027 **Advertising deadline:** 31.03.2027 **Editorial deadline:** 03.03.2027	**Machine tools:** Turning, milling, drilling, gear cutting, grinding, honing, sawing, manufacturing systems, EDM **Tooling technology:** Cutting materials, drilling, milling, turning, threading tools, grinding and lapping tools, tool and workpiece clamping **Quality assurance:** Quality management, measuring machines, measuring instruments, testing equipment, machine vision, identification systems, sensor technology, tool monitoring **Digitalisation:** Digital manufacturing solutions, artificial intelligence and machine learning, cloud & apps **Control engineering:** CNC control systems	**Additive manufacturing:** Innovations for the series production of metal components **Grinding, lapping, honing:** Innovations in precision machining **Quality assurance:** From in-process measurement to closed-loop control **Metalworking fluids and MWF management:** Minimum quantity lubrication, environmentally friendly MWF circulation, automatic MWF monitoring **Web session:** “Advanced Manufacturing Insights” 14.04.2027	**Anwenderforum Additive Produktionstechnologien** *(User forum for additive production technologies)* Stuttgart, 27.04.-28.04. **Moulding Expo** Stuttgart, 11.05.-12.05. **Control** Stuttgart, 11.05.-14.05.

PRINT

EDITORIAL SCHEDULE 2027

ISSUE	TECHNOLOGY	SPECIAL SECTIONS	TRADE FAIRS/EVENTS
3/2027 **Publication date:** 02.06.2027 **Advertising deadline:** 30.04.2027 **Editorial deadline:** 02.04.2027	**Focus topic: Machining of large components** Large-part machining combines maximum machining performance with the highest levels of precision. In sectors such as energy, plant engineering, aerospace, shipbuilding, rail vehicle manufacturing and construction machinery, innovative tools and machines are key to cost-effective production processes. **Machine tools:** Turning, milling, drilling, gear cutting, grinding, honing, sawing, manufacturing systems, EDM **Tooling technology:** Cutting tool materials, drilling, milling, turning, threading tools grinding and lapping tools/tool and workpiece clamping **Manufacturing software:** CAD, CAM: perfect geometries from digital design **Systems and processes:** Smart cooling concepts: metalworking fluids as a productivity factor **Robotics and handling:** Flexible automation, productive even for small batch sizes	**Software and AI:** CAM systems and digital twins in process planning **Machine tool automation:** Robot-assisted machine loading, flexible manufacturing cells, zero-point clamping systems, unattended manufacturing **Large-part machining:** Complete machining of large parts in a single setup **Web session:** “Autonomous manufacturing” 03.06.2027	**AWK Aachener Werkzeugmaschinen Kolloquium** Aachen, 10.06.-11.06. **Automatica** Munich, 22.06.-25.06.
4/2027 **Publication date:** 21.07.2027 **Advertising deadline:** 24.06.2027 **Editorial deadline:** 27.05.2027	**Focus topic: Automotive** Automotive is and remains a key market for machining. New materials, components and powertrain concepts place high demands on manufacturing equipment and drive the development of machines, tools and automation solutions. **Machine tools:** Turning, milling, drilling, gear cutting, grinding, honing, sawing, manufacturing systems, EDM **Tooling technology:** Cutting materials, drilling, milling, turning, threading tools grinding and lapping tools/tool and workpiece clamping **Digitalisation:** Digital solutions for manufacturing, artificial intelligence and machine learning, cloud & apps **Manufacturing software:** Tool presetting and tool management **Systems and processes:** Efficient surface finishing	**19th mav Innovation Forum:** All highlights from this industry gathering **Automotive:** Tools and machines for new parts **Tool and workpiece clamping:** Intelligent, automatable and flexible clamping solutions, zero-point clamping systems **Tools for demanding materials:** Extended tool life – even for titanium and superalloys **Digital platforms:** Automated costing software for subcontract manufacturers	**mav Innovation Forum** Leinfelden, 15.09.

PRINT

EDITORIAL SCHEDULE 2027

ISSUE	TECHNOLOGY	SPECIAL SECTION	TRADE FAIRS/EVENTS
5/2027 **Publication date:** 22.09.2027 **Advertising deadline:** 26.08.2027 **Editorial deadline:** 29.07.2027	**Machine tools:** Turn-mill centres, mill-turn centres, milling machines, lathes, grinding machines, Swiss-type lathes, automated production cells, turning, milling, drilling, deep-hole drilling, gear cutting, grinding, honing, lapping, sawing, EDM, deburring **Tooling technology:** Drilling, milling, turning, threading, parting-off and grooving tools, reaming and fine-boring tools, deep-hole drills, grinding and lapping tools, deburring tools, tooling systems, PCD, solid-carbide, indexable-insert and HSS tools, tool and workpiece clamping, zero-point clamping systems, CVD, PVD and HiPIMS coatings **Robotics and handling:** Machine tool automation **Digitalisation:** Digital solutions for manufacturing, artificial intelligence and machine learning, cloud & apps **Quality assurance:** Quality management, measuring machines, measuring instruments, testing equipment, machine vision, identification systems, sensor technology, tool monitoring **Systems and processes:** Parts cleaning, surface technology, coolants and lubricants, treatment, disposal	**EMO 2027:** Preview of the leading metalworking trade fair **Machine tool:** 5-axis machining **Additive manufacturing:** Series parts printed from metal **Parts cleaning:** Chip management, filter systems, industrial parts cleaning systems	**EMO** Milan (Italy), 04.10.-08.10. **parts2clean** Stuttgart, 05.10.-07.10. **Formnext** Frankfurt, 26.10.-29.10. **FMB** Bad Salzuflen, November
6/2027 **Publication date:** 10.11.2027 **Advertising deadline:** 13.10.2027 **Editorial deadline:** 15.09.2027	**Focus topic: Medical technology** From implants to surgical instruments, medical technology places the highest demands on machining. Complex geometries, challenging materials and the most stringent quality standards require precision machinery, innovative tooling, reliable processes and complete documentation. **Machine tools:** Turning, milling, drilling, gear cutting, grinding, honing, sawing, manufacturing systems, EDM **Tooling technology:** Cutting materials, drilling, milling, turning, threading tools, grinding and lapping tools/tool and workpiece clamping **Control engineering:** CNC control systems **Manufacturing software, programming systems:** CAM, machine data acquisition, production data acquisition, networks, NC programming, tool management **Systems and processes:** Surface technology, coolants and lubricants, treatment, disposal, cleaning technology	**Medical technology:** Manufacture of implants and surgical instruments **Micro-machining:** Efficient machining of small parts **CNC control:** A hub for digitalisation **Digitalisation:** Artificial intelligence and machine learning optimise the process	**MEDICA/COMPAMED** Düsseldorf, 15.11.-18.11. **SPS** Nuremberg, 23.11.-25.11. **Medizintechnisches Kolloquium** Tuttlingen, late November

RATE CARD 2027

ADS: TECHNICAL DATA

YOUR QUICK LINK TO US
Phone
+49 711 7594-554
Email
media.industrie@konradin.de



MAGAZINE FORMAT: DIN A4, 210 mm wide x 297 mm high, untrimmed: 216 mm wide x 303 mm high

TYPE AREA:
188 mm wide x 270 mm high, 4 columns, each 44 mm wide

PRINTING AND BINDING:
Web offset, perfect binding

POSITION: Rate for guaranteed position (from 1/3 page), 10% surcharge

COLOUR: Print colours (CMYK) in accordance with ISO 2846-1

FORMATS: from page 12 onwards

AGENCY COMMISSION:
15% on print media, 10% on digital media

PAYMENT CONDITIONS:
2% discount for direct debit, advance payment and payment within 10 days of invoice date, otherwise payment in full no later than 30 days from invoice date.
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ADVICE, BOOKING:

→ CONTACTS
page 36

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Order management
ANDREA HAAB
+49 711 7594-320
andrea.haab@konradin.de

(Rates valid as of 01.10.2026, in €, plus VAT)

→ Details at: media.industrie.de
→ SEE NEXT PAGE FOR FORMATS

ADS: STANDARD FORMATS

1/1 PAGE

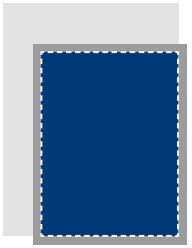


TRIM SIZE
210 x 297 mm

TYPE AREA
188 x 270 mm

TRIM SIZE	TYPE AREA
7,640.00	7,330.00

JUNIOR PAGE



TRIM SIZE
151 x 205 mm

TYPE AREA
140 x 190 mm

TRIM SIZE	TYPE AREA
5,970.00	5,760.00

1/2 PAGE

LAND. (4-COL.)



TRIM SIZE
210 x 150 mm

TYPE AREA
188 x 133 mm

PORT. (1-COL.)



TRIM SIZE
103 x 297 mm

TYPE AREA
92 x 270 mm

TRIM SIZE	TYPE AREA
4,740.00	4,560.00

1/3 PAGE

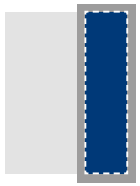
LAND. (4-COL.)



TRIM SIZE
210 x 105 mm

TYPE AREA
188 x 88 mm

PORT. (1-COL.)



TRIM SIZE
71 x 297 mm

TYPE AREA
60 x 270 mm

TRIM SIZE	TYPE AREA
3,720.00	3,590.00

1/4 PAGE

LAND. (4-COL.)



TRIM SIZE
210 x 82 mm

TYPE AREA
188 x 65 mm

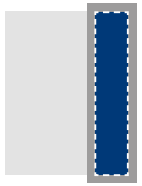
LAND. (2-COL.)



TRIM SIZE
103 x 150 mm

TYPE AREA
92 x 133 mm

PORT. (1-COL.)



TRIM SIZE
55 x 297 mm

TYPE AREA
44 x 270 mm

TRIM SIZE	TYPE AREA
2,840.00	2,720.00

1/8 PAGE

LAND. (4-COL.)



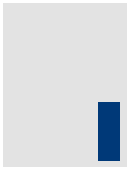
TYPE AREA
188 x 32 mm

LAND. (2-COL.)



TYPE AREA
92 x 65 mm

PORT. (1-COL.)



TYPE AREA
44 x 133 mm

TYPE AREA
1,690.00

Ad size

Trim size

3 mm bleed

Formats: width x height in mm
Bleed: add 3 mm on all sides

up to 4 colours

FREQUENCY DISCOUNTS

5% from 3 placements

10% from 6 placements

→ SPECIAL FORMATS AND AD SPECIALS

(Rates valid as of 01.10.2026, in €, plus VAT)

SPECIAL FORMATS AND POSITIONS

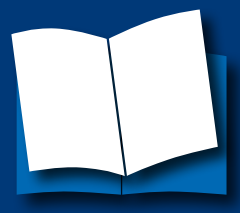
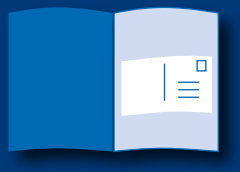
FORMATS	SPECIFICATIONS		TRIM SIZE	TYPE AREA	RATE (up to 4c)
2nd, 3rd or 4th COVER PAGE trim size			210 x 297		**8,810.00**
1/3 PAGE NEXT TO EDITORIAL trim size type area			71 x 297	60 x 270	**4,260.00** **4,130.00**
1/2 PAGE NEXT TO TABLE OF CONTENTS trim size type area			103 x 297	92 x 270	**5,180.00** **5,000.00**
TEXT BOX AD 1/4 page horizontal, 4c	3 placements 6 placements	Consisting of text, image, logo, company address incl. preparation of print-ready files	188 x 65		**3,600.00** **6,480.00**
ADVERTORIAL	Regular ad rates (from 1/2 page, 4c), see page 12 for rate table, 4c, produced by Konradin, layout adapted to mav				**from 4,560.00**
COVER PAGE	Booking subject to editorial approval and includes cover page and cover story.				**9,230.00**
SPECIAL SECTION COVER	Is designed by the editorial team and introduces a trade fair section or a special section. Your image on the special section cover is complemented by a technical article of up to two pages (see p. 15).				**5,670.00**
					BASIC RATE per year
CLASSIFIED ADS	PREMIUM COMPANY PROFILE (online) BUSINESS CARD (print) *more on page 28* COMPANY PROFILE + BUSINESS CARD COMBO			60 x 82	**2,050.00** **1,320.00** **3,100.00**

Formats: width x height in mm
Trim size: add 3 mm to each side

up to 4 colours

(Rates valid as of 01.10.2026, in €, plus VAT)

AD SPECIALS

	SPECIFICATIONS	RATES
LOOSE INSERT up to 25 g 	With reference to insert in magazine. Partial allocation by first digit of postcode is possible.	**290.00** per thsd. Partial inserts on request
TIP-ON/POSTCARD/POST-ITS 	Postcard, Automatic gluing Minimum size of carrier ad: 1/1 page Post-its, booklets, product samples and other glued-on advertising materials, manual gluing	**75.00** per thsd. **55.00** per thsd.* plus carrier ad upon request
BOUND INSERT 	**1 leaf = 2 pages** 135–180 gsm **2 leaf = 4 pages** 80–180 gsm	**6,395.00** **11,190.00**

	SPECIFICATIONS	RATES
DOUBLE GATEFOLD BOUND INSERT 	Bound insert opening towards the centre of the magazine.	**18,615.00**
GATEFOLDER 	Fold-out inside cover (gatefold)	**16,730.00**

→ TECHNICAL SPECIFICATIONS

→ Details at: media.industrie.de

(Rates valid as of 01.10.2026, in €, plus VAT)

SPECIAL SECTIONS

EYE-CATCHING COVERS FOR SPECIAL TOPICS!

In the theme issues and special sections, mav readers receive detailed background information, analyses and trends on a specific topic area. Your image introduces a theme issue or special section.

SERVICES

- Special section cover image
- Descriptive text on cover image
- Additional article on special section cover image on one of the following pages



YOUR PRODUCT ON THE SPECIAL SECTION COVER PAGE

Special section cover image + technical feature **5,670.00**

(Rates valid as of 01.10.2026, in €, plus VAT)

SPECIAL SECTIONS IN ADDITIONAL ISSUES AND AT TRADE FAIRS?

GET IN TOUCH
→ MEDIA SALES CONTACT

ISSUES

1/2027
PD: 23.02.2027 | AD: 30.12.2026 | DD: 13.01.2027
Aerospace/defence; PCD tools

2/2027
PD: 27.04. | AD: 03.03. | DD: 17.03.
Cutting fluids and MWF management; quality assurance; precision finishing

3/2027
PD: 02.06. | AD: 02.04. | DD: 16.04.
Large-part machining; machine tool automation; software and AI

4/2027
PD: 21.07. | AD: 26.05. | DD: 10.06.
Automotive; clamping technology; digital platforms

5/2027
PD: 22.09. | AD: 29.07. | DD: 12.08.
EMO 2027; parts cleaning; 5-axis machining

6/2027
PD: 10.11. | AD: 15.09. | DD: 29.09.
Medical technology; micro-machining; CNC control; digitalisation

PD = publication date, AD = advertising deadline, DD = data delivery

→ GUIDELINES SPECIAL SECTIONS

PRINT

MACHINING HIGHLIGHTS

GET YOUR INNOVATIONS NOTICED!

Your advertorial reaches your audience across multiple touchpoints – in our magazine, e-paper and on our high-traffic online portal. Online, it is featured prominently in the “Machining highlights” section.

To maximise visibility, we also promote your advertorial in our editorial newsletter. This gives your content additional reach across channels and ensures greater impact with your target audience.

CROSS-MEDIA OFFER



ADVERTORIAL PRINT

+ ONLINE ADVERTORIAL ON THE WEBSITE

+ TEASER IN NEWSLETTER

→ Continue

€

CROSS-MEDIA ADVERTORIAL

1/1 page advertorial (print)
+ online advertorial (website)
+ teaser in newsletter

5,420.00

2/1 page advertorial (print)
+ online advertorial (website)
+ teaser in newsletter

8,390.00

(Rates valid as of 01.10.2026, in €, plus VAT)

EXCLUSIVE BENEFITS

- Publication of your advertorial in an issue of mav of your choice
- Publication of your advertorial in the “Machining highlights” section of our online portal
- Active promotion of your advertorial in a mav newsletter



PRINT ADVERTORIAL 1/1



PRINT ADVERTORIAL 2/1

PRINT

MACHINING HIGHLIGHTS

→ TECHNICAL SPECIFICATIONS
→ Details at: media.industrie.de

PRINT

FOCUS ON MACHINING

FOCUS ON MACHINING – DOUBLE-PAGE IMAGE PROMOTION

A large-format visual feature across a double-page spread. A striking image brings technological expertise, innovation or industrial applications to life. The accompanying text provides background information and explains the application and benefits. Your company is clearly identified and positioned as an expert solutions provider.

BENEFITS FOR ADVERTISERS

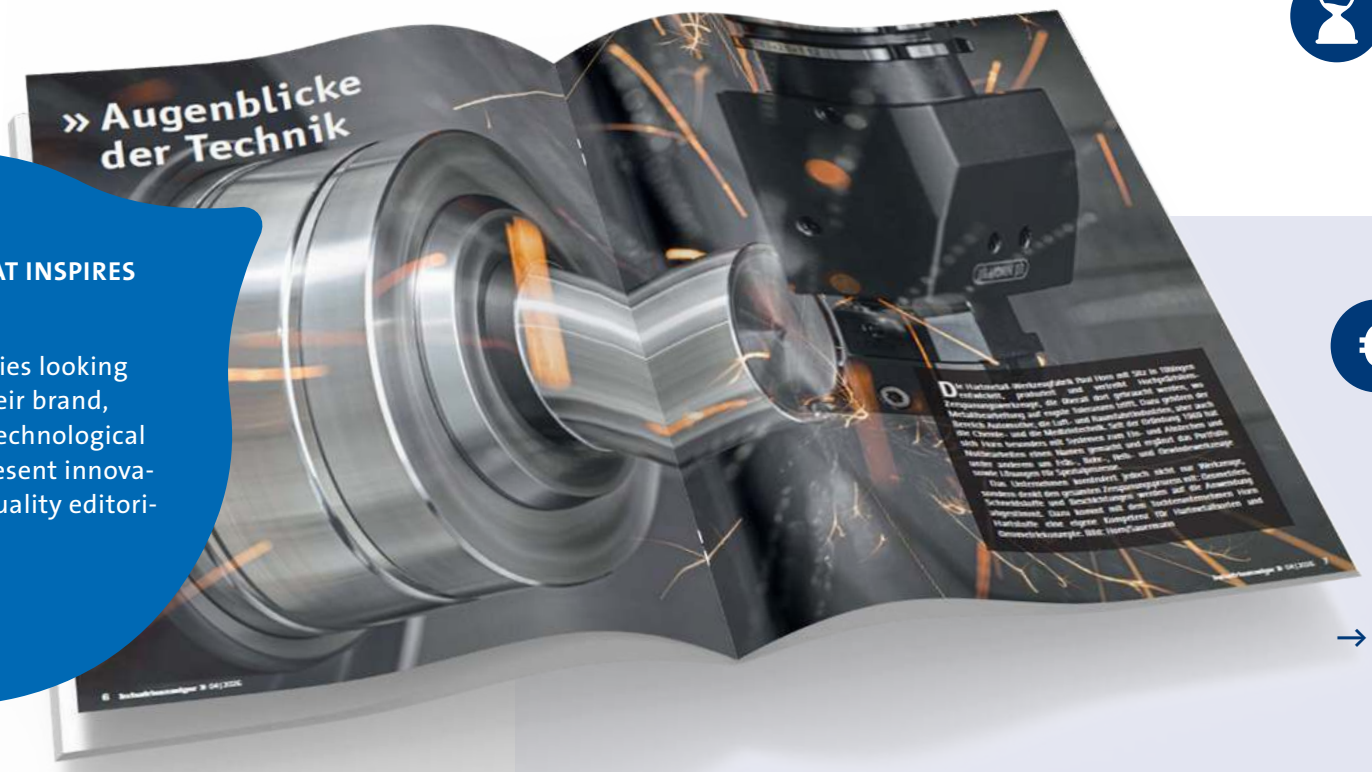
Maximum attention:
A large-format double-page spread with strong visual impact & powerful images.

Brand impact through storytelling:
Striking images make complex technologies easy to understand – position your company as an innovator rather than using conventional product advertising.

High reader approval:
Visually compelling content attracts more attention and is more memorable.

Showcase your technology leadership: Strengthens your positioning as an industry innovator within a high-quality editorial environment.

Long-lasting impact: Powerful imagery stays in readers' minds.



MACHINING THAT INSPIRES

Ideal for companies looking to strengthen their brand, showcase their technological expertise and present innovations in a high-quality editorial environment.

DOUBLE-PAGE IMAGE PROMOTION

Double-page image + text	**4,500.00**

(Rates valid as of 01.10.2026, in €, plus VAT)

→ SEND DATA TO: auftragsmanagement@konradin.de

→ Details at: media.industrie.de


SEO
DEVELOPMENT
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STRATEGY
AD
ADVERTISING
BRAND
SOCIAL MEDIA
TARGET
ANALYSIS

DIGITAL

THE PORTAL FOR METAL MACHINING

www.mav-online.de provides up-to-date information and practical expertise for the metalworking industry. As the digital complement to the trade magazine, the portal covers manufacturing, automation, peripherals, events and services and also features the e-paper edition of mav. Its target audience comprises managing directors, production managers and technical managers in the metalworking industry.



YOUR BENEFITS OF BANNER ADVERTISING

- Increased brand awareness
- Support throughout complex decision-making processes
- Placement in a trusted editorial environment
- Measurable performance and optimisation
- Support for lead generation
- A valuable addition to your marketing mix

DIGITAL

MAV-ONLINE.DE

→ ADVERTISING FORMATS AND RATES

ADVERTISING FORMATS & RATES

LEADERBOARD



Size: 728 x 90 pixels

300 x 50 pixels

630.00

LARGE LEADERBOARD
EXPANDABLE LEADERBOARD



Size: 970 x 90 pixels or
728 x 90 + 728 x 300 pixels

300 x 50 pixels

650.00

(STICKY) SKYSCRAPER
(STICKY) WIDE SKYSCRAPER



Size: 120 x 600 pixels
160 x 600 pixels

300 x 50 pixels

630.00

HOCKEYSTICK / WALLPAPER

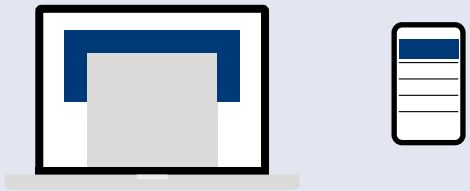


Size: 728 x 90 and 160 x 600 pixels
or
970 x 90 and 120 x 600 pixels

300 x 75 pixels

1,240.00

FRAME AD

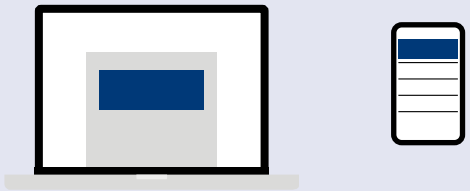


Size: 160 x 600 and
1,125 x 90 and 160 x 600 pixels

300 x 75 pixels

1,460.00

BILLBOARD

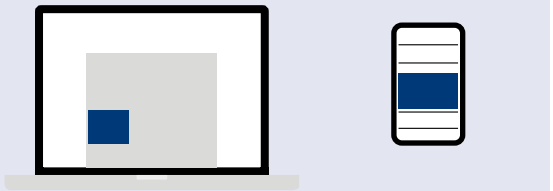


Size: 970 x 250 pixels

300 x 75 pixels

760.00

MEDIUM RECTANGLE / VIDEO AD

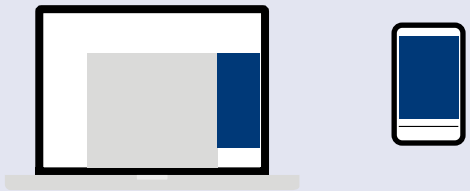


Size: 300 x 250 pixels

300 x 250 pixels

630.00

HALF-PAGE AD



Size: 300 x 600 pixels

300 x 600 pixels

1,340.00

ENHANCE YOUR BANNER ADVERTISING WITH ADDITIONAL AD-VERTISING FORMATS:

Sponsored Article PLUS

Machining Highlights

(Prices valid as of 01.10.2026, in €, plus VAT)

Placement on desktop and tablet:
Size and position in pictures illustrative. Placement in rotation with a maximum of two other banners.

→ Details at: media.industrie.de

NEWSLETTER

MAV NEWSLETTER

The newsletter provides a concise overview of the latest developments in machining. Industry news, technology trends, practical applications, interviews and expert tips offer a quick overview of key topics in metalworking.

FREQUENCY:
Fortnightly on Thursdays.

DISTRIBUTION: approx. 3,170 recipients

TARGET AUDIENCE:
Decision-makers from the machining industry



SIGN UP FOR THE NEWSLETTER:
https://mav.industrie.de/newsletter/

Ad format*/position		Size in pixels (w x h)	Rate
Leaderboard above header		728 x 90**	**1,190.00**
Text/image ad		image 200 x 150 and text 300 characters incl. spaces	**1,010.00**
Full banner		468 x 60** 590 x 100**	**1,010.00**
Medium rectangle		300 x 250	**1,010.00**
Button		192 x 192	**500.00**

*Size and position in picture illustrative. **Display on mobile devices: scaled to a width of 300 pixels

(Rates valid as of 01.10.2026, in €, plus VAT)

→ SEND DATA TO:
auftragsmanagement@konradin.de

→ Details at: media.industrie.de

WITH YOU AS THE EXCLUSIVE PARTNER, THE STANDALONE NEWSLETTER GIVES YOUR MESSAGE MAXIMUM IMPACT. AS AN ESTABLISHED TRADE MEDIA BRAND, MAV IS A TRUSTED AND INFLUENTIAL SOURCE OF INFORMATION FOR YOUR TARGET AUDIENCE.

The standalone newsletter is distributed to subscribers of the regular mav newsletter under the mav brand and in its corporate design. You choose the topic, content and mailing date of the newsletter. We take care of everything else – from distribution to reporting.



Services and rate (minimum lead time: 2 weeks)

- Welcome text
- Contact details
- 3 - 5 individual articles incl. pictures
- Imprint

PACKAGE PRICE **4,200.00**

Agency commission: 10% on digital products (not on handling costs)

(Rates valid from 01.10.2026, in €, plus VAT)

STANDALONE-NEWSLETTER

DIGITAL

→ SEND DATA TO: auftragsmanagement@konradin.de

→ Details at: media.industrie.de

USE OUR QUALITY CONTACT DATABASE TO REACH NEW TARGET AUDIENCES FOR YOUR COMPANY!

Select the relevant criteria for your email campaigns from our qualified contact database:

- REGION
- INDUSTRY
- COMPANY SIZE
- FUNCTION
- POSITION

We take care of every aspect of your email campaign – from distribution through to reporting. This enables you to reach interested prospects and potential customers efficiently and in a targeted manner. Repeat mailings can further increase response rates.

You decide on the content and design of your email campaign. This enables you to address your chosen target audience with precision and relevance.

YOU CAN CHOOSE BETWEEN TWO DESIGN OPTIONS FOR YOUR NEWSLETTER:

- Integration of your HTML template in accordance with our standards
- Selection from four professionally designed templates for your email campaign

GDPR-compliant



SERVICES AND RATES

(minimum lead time: 2 weeks)	Handling:	Per address:
Handling:	**800.00**	

1 email campaign, 1 proof for review, 1 selection, use of the existing template, distribution and reporting

Address rental:		**from 0.95**

Minimum order volume: 1,000 addresses = 950.00

Repeat email campaigns:	**110.00**	**from 0.40**

1 reminder using the same content, template and address selection

(Rates valid as of 01.10.2026, in €, plus VAT)

TIP:
Email campaigns are a highly effective tool for promoting roadshows, in-house exhibitions, open days, trade fairs, webinars, webcasts and product presentations.

EMAIL CAMPAIGNS

DIGITAL

→ SEND DATA TO: auftragsmanagement@konradin.de

→ Details at: media.industrie.de

KEYWORD-BASED NEWSLETTER

REACH YOUR TARGET GROUPS EVEN MORE EFFECTIVELY WITH OUR CUSTOMISED SOLUTIONS

Benefit from personalised campaigns for selected target audiences, precisely tailored to the needs and interests of your prospective customers.

YOU FOCUS ON CONTENT – WE MANAGE THE CAMPAIGN AND HELP YOU ACHIEVE YOUR GOALS

KEYWORD-BASED NEWSLETTER:

We target only those recipients who have demonstrated an interest in your subject area during the relevant period. This allows you to reach highly relevant contacts with a strong affinity for the subject.

ACCOUNT-BASED NEWSLETTER:

We specifically target the companies that are of particular interest to you.
These include, for example, potential new customers or selected target accounts that are not yet part of your customer base.



€

SERVICES AND RATES
(minimum lead time: 2 weeks)

	Rate per address:
Handling	**800.00**
Database selection, email template, one proof for review, distribution and reporting	
Selection and address rental based on agreed criteria	
up to 500 addresses	**5.20 each**
up to 1,000 addresses	**4.70 each**
over 1,000 addresses	**4.20 each**
Multiple email campaigns	**110.00**
per address	**from 1.80**
One reminder mailing with the same content, template and target group selection	
Agency commission: 10 % on digital products (not on handling costs)	

(Rates valid as of 01.10.2026, in €, plus VAT)

→ **SEND DATA TO:**
auftragsmanagement@konradin.de

→ **Details at:**
media.industrie.de

LINKEDIN – SPONSORED POST

BOOST YOUR REACH EFFECTIVELY WITH A SPONSORED POST.

YOUR CONTENT ON OUR LINKEDIN CHANNEL!



YOUR BENEFITS

Reach the right audience
Connect with your target audience where they stay informed every day.

Thought leadership
Strengthen your expertise and brand awareness in the B2B sector.

Measurable & transparent
Track performance and engagement with clear metrics.

High credibility
Benefit from the trust our community places in us for your communication.

Your social media presence on LinkedIn: relevant, visible and effective.

Visit mav on LinkedIn:
https://www.linkedin.com/showcase/mav-magazin

SERVICES AND RATES

(minimum lead time: 2 weeks)

Image post with text
max. 1,900 characters Image formats: JPG/PNG Square: 1,920 x 1,920 px Portrait: 1,080 x 1,350 px
Video post
max. 3 min max. 5 GB, 192 Kbit/s – 30 Mbit/s

Rate per post	900.00

Data submission: 1 week prior to publication date

(Rates valid as of 01.10.2026, in €, plus VAT)

→ **SEND DATA TO: auftragsmanagement@konradin.de**

→ **Details at: media.industrie.de**

CONTENT MARKETING

CONTENT MARKETING BOOSTS YOUR VISIBILITY AND ATTRACTS NEW PROSPECTS TO YOUR BUSINESS.

Konradin Industrie's content marketing advertising options convey your messages to your target audience – persuasively, effectively and packed with information.

Combined with your traditional advertising, we help you sustainably strengthen and expand your position as a trusted source of expertise among your key target audiences.



YOUR BENEFITS:

- Your content provides real benefits and added value to the reader/user.
- Benefit from the high credibility and professional competence of our media brands.
- Your advertising and brand message is embedded in well-researched editorial articles on websites.
- Your campaign will tap into the full potential of our target audiences.

SPONSORED ARTICLE PLUS

IN BRIEF: You provide the text and the editorial team will review and edit it as needed. We recommend that you do not include any promotional messages in the text.

PLACEMENT: Integration as article (teaser) in the editorial section of the homepage. Teaser of your sponsored article via a LinkedIn post for the duration of the campaign.

RUNNING TIME: Placement on the homepage is limited to an agreed period of time (minimum 4 weeks). After that, the sponsored article can still be found in the archive. You can start at any time.

SERVICES AND RATES

	Package rate per website
SPONSORED ARTICLE PLUS	3,940.00

- Sponsored article will be marked as "advertisement"
- up to max. 6,000 characters (DOC) incl. spaces
- plus 1 teaser image and a maximum of 2-3 additional images
- plus links within the text

LinkedIn post as teaser for the sponsored article for the duration of the campaign

(Rates valid as of 01.10.2026, in €, plus VAT)

→ TECHNICAL SPECIFICATIONS
→ Details at: media.industrie.de

PRINT+ DIGITAL

COMPANY PROFILE | BUSINESS CARD

PREMIUM COMPANY PROFILE

Boost the visibility of your company and its services – with a Premium Company Profile across the Konradin Industrie network.

Showcase your company within Konradin Industrie's online network on industrie.de and 13 additional websites, including:

- Company logo and individual header image
- Links to your social media accounts
- Description of your company incl. 3 images
- 10 individual categories
- In addition up to 3 offers, videos or PDFs
- Company address and contact details, including links to your website and email address
- Your published content displayed across the Konradin Industrie network

PRESENCE ON 14 WEBSITES



BUSINESS CARD

Your print business card includes:

- 1 year visibility
- in the trade magazine of your choice
- in the relevant category*
  (* Categories -> see details)

C-TEILE-MANAGEMENT

BOSSARD
Proven Productivity

Bossard Deutschland GmbH
www.schrauben-gross.de

Bossard ist ein weltweit führender Spezialist für Verbindungs-, Befestigungs- und Montagetechnik mit rund 3.000 Mitarbeitenden in 33 Ländern. Bossard Deutschland in Leinfelden-Echterdingen versorgt Industriekunden mit maßgeschneiderten Kanban-Dienstleistungen, Verbindungselementen, Werkzeugen und Sonderanfertigungen. Im Mittelpunkt stehen Qualität, Innovation und langjähriges Know-how. Mit der schnellen Verfügbarkeit von 107.000 Artikeln und maßgeschneidertem C-Teile-Management reduzieren wir Ihre Beschaffungskosten um bis zu 70 %.



BOOK AT A SPECIAL RATE

COMBINATION COMPANY PROFILE & BUSINESS CARD

€

PREMIUM COMPANY PROFILE	ONLINE RATE	PRINT + ONLINE COMBINATION
Basic rate for 1 year	2,050.00	3,100.00

Start possible anytime

Agency commission: 10% on digital products

PRINT BUSINESS CARD IN THE TRADE MAGAZINE	FREQUENCY	PREIS PRINT	PRINT + ONLINE COMBINATION
mav Innovation in der spanenden Fertigung	1x per quarter (4 issues)	1,320.00	3,100.00

Entry possible with any issue

(Prices valid as of 01.10.2026, in €, plus VAT)

→ Details at: media.industrie.de

→ SEND DATA TO: auftragsmanagement@konradin.de

WHITE PAPER



PAY-PER-LEAD

CONCEPT AND BENEFITS

- You provide a white paper relevant to your target audience, which is published exclusively by Konradin.
- Together, we define the desired number of qualified leads within your target audience. Based on your white-paper package, we then generate the agreed number of qualified, GDPR-compliant leads.

NEED HELP CREATING YOUR WHITE PAPER?

Have your white paper created by one of our specialist editors, with an optional English-language version

→ MEDIA SALES CONTACTS

€

SERVICES AND RATES

	Rate from
WHITE PAPER – PAY-PER-LEAD	**5,200.00**

- Target-group-compliant selection from our database
- Targeted email campaign to generate your guaranteed GDPR-compliant leads*
- Additional promotion across our digital channels

FURTHER OPTIONS: on request

* MQL = Marketing Qualified Leads

(Rates valid as of 01.10.2026, in €, plus VAT)

... OR REQUEST YOUR PERSONALISED QUOTE:

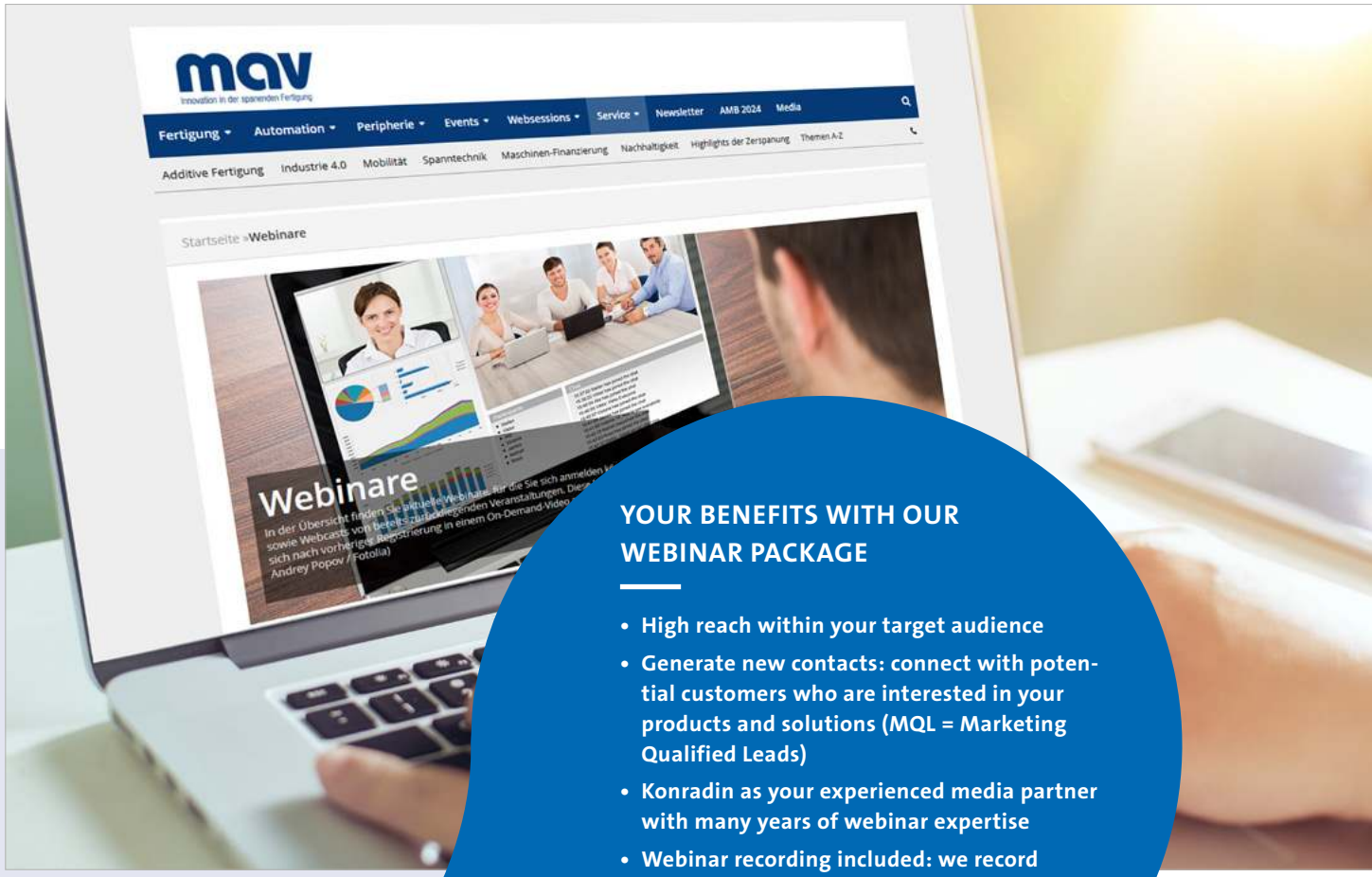
→ MEDIA SALES CONTACTS

→ **SEND DATA TO: auftragsmanagement@konradin.de**

→ **Details at: media.industrie.de**

WEBINAR

SHARE EXPERT KNOWLEDGE, COMMUNICATE BENEFITS, GENERATE LEADS



SERVICES AND RATES

(minimum lead time: 6 weeks)	Package rate
Webinar	**7,850.00**

- Precise selection of the target audience from our database
- Invitation email, reminder email, appointment reminder and follow-up communication
- Extensive promotion of the webinar across our channels
- Online webinar room
- Live broadcast (approx. 60 minutes)
- Professional moderation and the option to include up to two speakers from your company
- Provision of GDPR-compliant registration leads after the webinar
- Detailed reporting
- Provision as an on-demand webcast on our websites after the live event

OPTIONAL – by arrangement:

- Technical check before the live event
- Integration of a video as well as up to three polls during the live broadcast

Agency commission: 10% on digital products

YOUR BENEFITS WITH OUR WEBINAR PACKAGE

- **High reach within your target audience**
- **Generate new contacts: connect with potential customers who are interested in your products and solutions (MQL = Marketing Qualified Leads)**
- **Konradin as your experienced media partner with many years of webinar expertise**
- **Webinar recording included: we record your webinar and put it online as an on-demand webcast on our websites – for additional reach and further lead generation**

OPTIONS AT EXTRA CHARGE:

	per lead
Leads (after live webinar)	**from 70.00**

Recording of your presentation	**+500.00**

(This covers all usage rights and compensates the publisher for any addresses not received.)

(Rates valid as of 01.10.2026, in €, plus VAT)

→ **SEND DATA TO:**
media.industrie@konradin.de

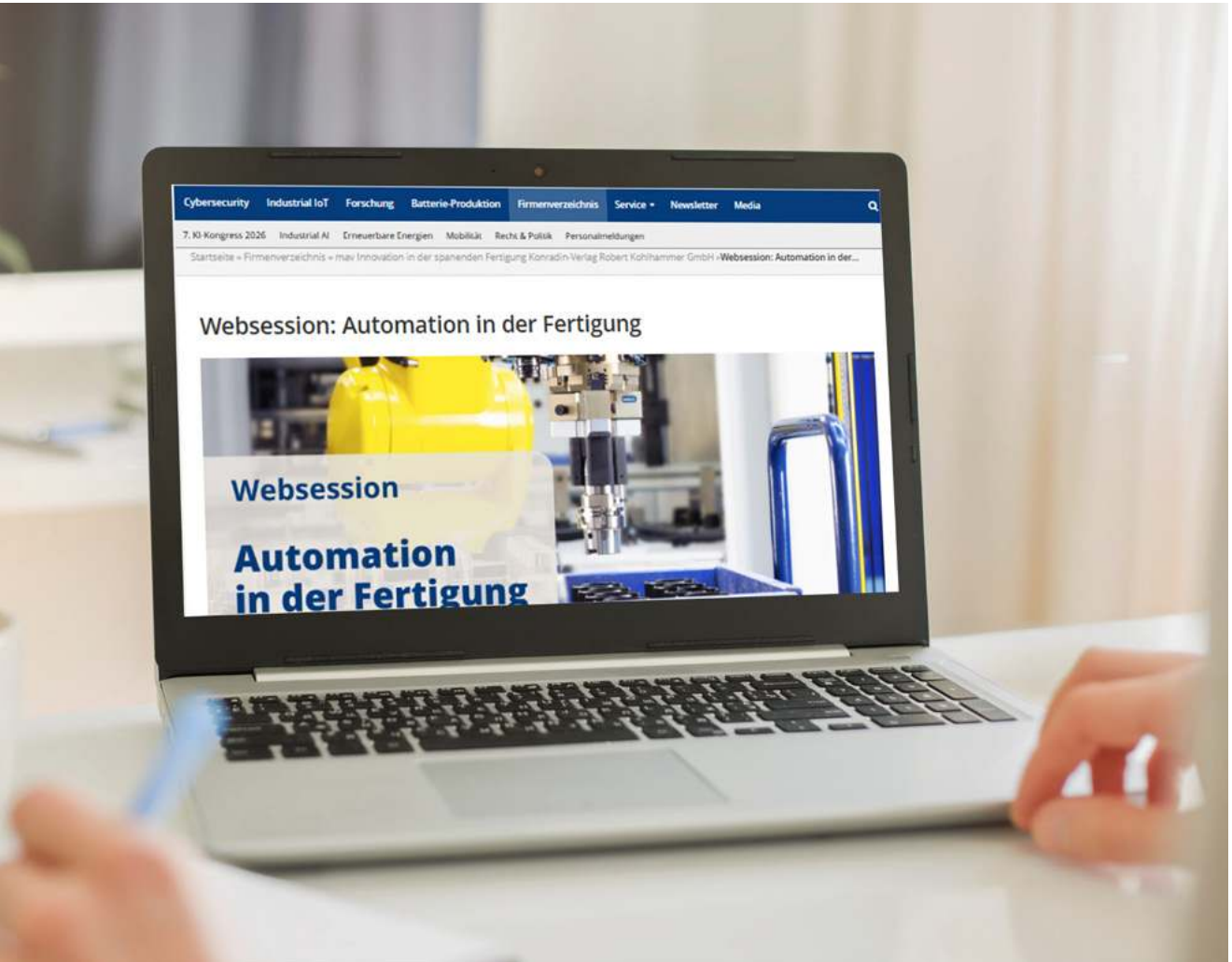
→ **Details at:**
media.industrie.de

WEB SESSIONS

USE OUR WEB SESSIONS TO PRESENT YOUR PRODUCTS AND SOLUTIONS TO A RELEVANT PROFESSIONAL AUDIENCE. INCREASE YOUR VISIBILITY WITHIN THE INDUSTRY AND GENERATE QUALIFIED LEADS FOR YOUR BUSINESS.

LOOKING FOR DIFFERENT TOPICS?

Get in touch
→ MEDIA SALES CONTACTS



Web session: Advanced Manufacturing Insights 2027 – How digitalisation and AI are shaping the future of manufacturing**

Date: 14.04.2027 | **Registration deadline: 10.02.2027**

Key topics:

- Which key technologies are shaping manufacturers' development roadmaps
- AI in machine tools and manufacturing processes
- Machines and tools for the manufacturing of the future
- Connected production: end-to-end data chains from engineering to production control.
- Next-generation automation: robotics, adaptive manufacturing cells and autonomous production systems
- Sustainable technologies: energy efficiency, resource conservation and CO_2 -optimised manufacturing strategies
- Technology leaders showcase their innovations for EMO 2027

Web session: Autonomous manufacturing 2027 – How automation, clamping technology and tool management ensure productivity despite skilled labour shortages**

Date: 03.06.2027 | **Registration deadline: 01.04.2027**

Key topics:

- Automation and robotics
- Flexible manufacturing cells
- Clamping technology and set-up time optimisation
- Digital tool management
- Practical examples from the machining sector

→ MORE ON BENEFITS AND PRICING

POSITION YOUR COMPANY AS A LEADING SOLUTIONS PROVIDER



YOUR BENEFITS

Qualified lead generation
You receive the contact details of participants who registered for the web session, together with comprehensive reporting. This enables you to identify potential new customers in a targeted and efficient way.

Wide reach
Reach your target audience throughout Germany and beyond. Benefit from the reach and established network of Konradin Industrie..

Long-lasting impact
We take care of the technology and project management. The on-demand webcast continues to generate additional reach and leads even after the live event.

Maximum visibility
Promotion before, during and after the web session increases your presence across the Konradin Industrie network and generates additional attention for your topics.

Services and rate (minimum lead time: 6 weeks)

- Presentation by each partner including Q&A (20 minutes)
- Introduction of topic and speaker by the editors of mav
- Organisation and execution of the web session incl. advertisement and recruitment of participants
- GDPR-compliant participant leads after the web session

PACKAGE RATE **3,260.00**

Options at extra charge:

Leads (after live web session)	from 70.00
Optional: plus 1/1 page advertorial in print	+ 2,000.00
Optional: plus 2/1 page advertorial in print	+ 3,300.00
Optional: plus recording of your presentation for your own use (This covers all usage rights and compensates the publisher for any addresses not received.)	+ 500.00

(Rates valid as of 01.10.2026, in €, plus VAT)

DIGITAL

WEB SESSIONS

→ SEND DATA TO: media.industrie@konradin.de

→ Details at: media.industrie.de

EVENTS

KONRADIN EVENTS

Konradin EVENTS

PROFESSIONAL, SUCCESSFUL, ESTABLISHED INDUSTRY EVENTS ORGANISED BY THE KONRADIN MEDIA GROUP

REQUEST YOUR PERSONALISED QUOTE:

→ MEDIA SALES CONTACTS

SUCCESSFUL B2B EVENTS – FROM CONCEPT TO EXECUTION

The Konradin Media Group organises high-quality B2B events for the industrial and technical sectors – from strategic planning through to professional execution.

Our strengths: in-depth industry expertise, established networks and the reach of our media brands. Complementing our editorial coverage, we create valuable opportunities for your target audience to connect and engage.

Are you planning an event and looking for an experienced partner with strong industry connections? Get in touch – we look forward to hearing from you.

- **INNOVATION FORUMS:** Spotlight on new solutions.
- **EXPERT FORUMS:** Focused exchange along the entire process chain.
- **EVENT SUPPORT:** Support from promotion through to organisation.
- **PARTNERSHIPS WITH INDUSTRY TRADE FAIRS:** Maximise your trade fair impact.

→ Details at: media.industrie.de

MAV INNOVATION FORUM

DER BRANCHENTREFF FÜR DIE SPANENDE FERTIGUNG

mav Innovations FORUM

19th mav Innovation Forum
15 September 2027
Filderhalle Leinfelden

The mav Innovation Forum is a leading industry event for machining. Discover the latest developments, innovative technologies and practical solutions from renowned technology leaders – all in one day.

Put your innovations centre stage! Showcase your solutions in a 20-minute presentation slot and on a spacious 6 m² exhibition area.

Take advantage of free add-ons such as a deep-dive workshop, guided tour and Mentimeter poll as part of your presentation.

After the event, you will receive exclusive leads on demand, shared in compliance with the GDPR.

Our event team takes care of smooth organisation and moderation, allowing you to focus entirely on exchanging ideas and networking.

Benefit from extensive event promotion: we provide wide-reaching advertising across print and digital channels.

Put your innovations in the spotlight and reach your target audience directly. The mav Innovation Forum brings together expertise and networking. Be part of it!



YOUR BENEFITS:

- Premium conference programme
- Keynotes and partner talks
- Accompanying exhibition
- Gratis Add-Ons

WE LOOK FORWARD TO HEARING FROM YOU. GET IN TOUCH:

→ MEDIA SALES CONTACTS

→ SEND DATA TO: media.industrie@konradin.de

→ Details at: media.industrie.de

→ EVENT ARCHIVE: mav.de

THE PORTAL FOR BATTERY TECHNOLOGY

batterie-produktion.de
is offering in-depth insights into **battery development, production and recycling**. The focus is on a comprehensive technical analysis of these areas, both for electromobility and for energy storage in companies.

With batterie-produktion.de, you reach decision-makers and industry professionals across the entire value chain – from development and production to integration and recycling, as well as manufacturers, system integrators and industrial users.

DIRECT ACCESS TO INDUSTRY DECISION-MAKERS

REACH YOUR TARGET AUDIENCE

- **'Batterie-Insights' newsletter:** Your message straight into your customers' inboxes.
- **Web sessions:** Present your solutions at exclusive digital events and generate valuable leads.
- **batterie-produktion.de:** Reach decision-makers with attractive advertising formats



DIGITAL

BATTERIE-PRODUKTION.DE

→ Details at: media.industrie.de

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konradin Industrie

360° B2B COMMUNICATIONS

INTEGRATED B2B DIRECT MARKETING SOLUTIONS FROM A SINGLE SOURCE

As an established trade media publisher and specialist in lead generation services, we have one clear goal: to create the right, tailored solution for every challenge.

Whether content marketing, print and online campaigns or live communication – with our customised B2B direct marketing solutions, we generate valuable new leads for you and continuously strengthen your market presence.



THE NETWORK OF EXPERTISE FOR INDUSTRY

17 MEDIA BRANDS – COVERING ALL KEY INDUSTRIAL SECTORS

additive Die Plattform für additive Fertigung
Automations praxis
batterie-produktion.de
Beschaffung aktuell
cav
dei
EPP
EPP EUROPE
Industrie anzeiger
Industrie.de
KEM Konstruktion Automation
mav Innovation in der spanenden Fertigung
medizin&technik
phpro
QUALITY ENGINEERING
Sicherheits-beauftragter
Sicherheits-ingenieur

ENQUIRE NOW

→ media.industrie.de