

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

**Advertisement sizes and basic rates**

Format	width x depth in mm	
1/1 page	185 x 270	€ 3.100,00
2/3 page	122 x 270 or 185 x 180	€ 2.070,00
1/2 page	90 x 270 or 185 x 133	€ 1.550,00
1/3 page	59 x 270 or 185 x 90	€ 1.035,00
1/4 page	90 x 133 or 185 x 65	€ 775,00
1/8 page	90 x 65 or 43 x 133	€ 390,00
1/16 page	90 x 31 or 43 x 65	€ 195,00
price per millimeter (43 mm width)		€ 3,00

**Discounts for insertions within one year**

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

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

**Colour surcharges**

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

We reserve the right to make colour alignments.

**Loose inserts**

Only total circulation of 14.000 copies  
Price up to weight 25 g € 3.304,00

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

**Bound-in inserts**

two-page version € 3.100,00  
two-page version with flap € 4.265,00  
four-page version € 5.425,00  
six-page version on request  
eight-page version on request

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

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

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

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

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

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

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

**Print run** 14.000  
Circulation audit: IVW (copies per edition, annual average)  
Volume and year: Vol. 66, 2012  
Frequency: 6/year

**Annual subscription rates** abroad € 75,00 (postage incl.)

**Finish** Wire-Stitching

**Analysis of geographic distribution** % Copies

Germany 97,0 13.387  
Other countries 3,0 415

Distributed copies 100 13.802

**Media Information 2012**



**Printrun:**  
**14.000 copies**



**Characteristics**

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

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<b>Deadline for ads DA Day of publication DP</b>	<b>Special subjects</b>	<b>Focus on applications and industry sectors</b>	<b>Trade Fairs</b>
<b>1 February</b> DA: 06.02.2012 DP: 20.02.2012	<i>dima special</i> <b>The finishing touch: efficient superfinishing</b>	<b>Medical engineering – a challenge for machining</b>	Metav, Düsseldorf 28.02.-02.03.2012 Usetec, Cologne 05.-07.03.2012 Medtec Europe, Stuttgart 13.-15.03.2012 GrindTec, Augsburg 14.-17.03.2012
<b>2 April</b> DA: 02.04.2012 DP: 16.04.2012	<i>dima special</i> <b>The optimized cut: sawing, cutting and processing</b>	<b>New challenges in the processing of parts for the power engineering industry</b>	Hannover Messe, Hanover 23.-27.04.2012 Control, Stuttgart 08.-11.05.2012 Automatica, Munich 12.-15.06.2012
<b>3 June</b> DA: 05.06.2012 DP: 20.06.2012	<i>dima special</i> <b>On a µm: Tools for precision machining</b>	<b>New production solutions for drive and gear components</b>	
<b>4 September</b> DA: 28.08.2012 DP: 11.09.2012	<i>dima special</i> <b>AMB 2012 - Metalworking and more</b>	<b>Machines, tools and production techniques for Micro-machining</b>	AMB, Stuttgart 18.-22.09.2012 Motek, Stuttgart 08.-11.10.2012
<b>5 October</b> DA: 02.10.2012 DP: 16.10.2012	<i>dima special</i> <b>machine and tool concepts for titan processing</b>	<b>Efficient processing of large parts</b>	parts2clean, Stuttgart 23.-25.10.2012 EuroBlech, Hanover 23.-27.10.2012 FMB, Bad Salzflun 07.-09.11.2012
<b>6 November</b> DA: 02.11.2012 DP: 20.11.2012	<i>dima special</i> <b>Hot wire: Erosion with a difference</b>	<b>Manufacturing optimization in tool- and moldmaking</b>	SPS/IPC/DRIVES, Nuremberg 27.-29.11.2012 Euomold, Frankfurt 27.-30.11.2012