mav

Innovation in der spanenden Fertigung

Media Kit **2026**



- Print
- Digital
- Content marketing
- Leads
- Events & web sessions

konradin Industrie



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

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"mav reports on new developments in cutting tools and machine tools as well as innovative components, systems and processes along the entire process chain and demonstrates how they interact in the networked production of the future. Our exclusive reports show how efficient solutions can be implemented in practice and integrated into the user's existing production. As a result, mav represents a communication platform for the entire machining industry in print, backed by a comprehensive digital offering and tailor-made events."

***Dipl.-Ing. (FH) Holger Röhr**, Editor-in-Chief*

Our editorial team on video!

Editorial Concept

mav
Innovation in der spanenden Fertigung

If you want to succeed as a metalworker in the high-wage country of Germany, you need to rely on the latest production technology. This is the only way to continuously increase productivity and secure a decisive lead in the market.

mav Innovation in der spanenden Fertigung provides information on the latest trends in metalworking. New products are introduced and their applications explored. Best practice solutions show users how companies are succeeding with innovative technology – be it machine tools, tools, automation solutions or peripheral products along the process chain.

In compact form, we report on the most important things that are moving the industry. The current focus is on digitalisation and networking, AI solutions for manufacturing, automation and elements for sustainable production.

Our Special focuses on one industry or technology. In the Trend Theme section, we take a step back and look at overarching developments that are also reflected in the manufacturing industry.







Through our events, such as the mav Innovation Forum, expert meetings, workshops and web sessions, we provide the industry with a platform for networking, which is a key success factor for SMEs in particular.

We accompany the events cross-medially in our print edition, on our online portal, in social media and in our fortnightly newsletter.

The editorial team



Editor-in-Chief
Dipl.-Ing. (FH) Holger Röhr

Phone:
+49 711 7594-389
holger.roehr@
konradin.de



Editor
Dr. Frank-Michael Kieß

Phone
+49 711 7594-241
frank-michael.kiess@
konradin.de



Editorial Assistant
Carmelina Weber

Phone
+49 711 7594-257
carmelina.weber@
konradin.de

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Print

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1 Magazine Profile

01	**Title:**	mav Innovation in der spanenden Fertigung
02	**In brief:**	mav is the trade magazine for innovation in metalworking and provides application-oriented coverage of all facets of modern metalworking production.
03	**Target group:**	Production and manufacturing managers in the metalworking industries who make decisions about the purchase of complete systems, machines and tools, as well as individual components and equipment for machining metals and other materials. They work in companies in the mechanical engineering, automotive, electrical engineering and consumer goods industries, as well as in tool and mould making.
04	**Frequency:**	6 issues per year
05	**Format:**	DIN A4
06	**Year:**	69th year 2026
07	**Subscription rate:**	Annual subscription: Germany €160.20 Abroad €160.20 Free circulation exclusively for qualified recipients
08	**Organ:**	—
09	**Media partner:**	bvik Bundesverband Industrie Kommunikation e.V. ZoZ Zukunftsorientierte Zerspanung e.V.
10	**Publishing house:**	Konradin-Verlag Robert Kohlhammer GmbH
11	**Publisher:**	Katja Kohlhammer
12	**Advertising:**	Joachim Linckh, Sales Director
13	**Editorial:**	Dipl.-Ing. (FH) Holger Röhr, Editor-in-Chief

14 **Pagination analysis 2024 = 6 issues**

Total pages:	**568 pages**	**=**	**100.0%**
Editorial:	378 pages	=	70.3%
Advertising:	190 pages	=	28.9%
Loose inserts:	*9 pieces*		
Bound inserts:	*8 pieces*		

15 **Content analysis of the editorial section in 2024**

Content analysis of the editorial section in 2024	**378 pages**	**=**	**100.0%**
Manufacturing machines and processes	83 pages	=	22.0%
Tool engineering	83 pages	=	22.0%
Trade news	30 pages	=	8.0%
Robotics and assembly automation	30 pages	=	8.0%
Digitalisation/artificial intelligence	26 pages	=	7.0%
Automation engineering	26 pages	=	7.0%
Tool and mould making	20 pages	=	5.0%
Sustainability	15 pages	=	4.0%
Additive manufacturing/3D printing	15 pages	=	4.0%
Cooling lubricants	15 pages	=	4.0%
Quality assurance	11 pages	=	3.0%
Cleaning	11 pages	=	3.0%
Manufacturing software/programming systems	8 pages	=	2.0%
Surface technology	4 pages	=	1.0%



MAGAZINE

	Print copy print circulation	12,000
1	E-paper	3,069
	Total circulation per issue (plus additional print copy readers)	**15,069**

15,069
CONTACT OPPORTUNITIES



DIGITAL CHANNELS

NEWSLETTER

1	**Editorial newsletter per issue** Recipient addresses	3,056
	Total circulation 2x per month	**6,112**

6,112
CONTACT OPPORTUNITIES

WEBSITE

www.mav-online.de

2	Website per month	PIs: 43,654 Users: 20,736

43,654
CONTACT OPPORTUNITIES

SOCIAL MEDIA / DIGITAL

3	LinkedIn followers	1,856
4	Yumpu per issue	6,112

TOTAL CROSS-MEDIA CONTACT OPPORTUNITIES per issue:
64,835

1 Newsletter reporting, July 2025
2 Matomo, 1st HY 2025
3 LinkedIn, July 2025
4 Yumpu, 1st HY 2025

For print inserts, partial circulation by postcode area is also possible. See page 15 for more details.

Postcode zone	0	1	2	3	4	5	6	7	8	9
Print run	780	563	866	1,144	1,311	1,320	976	2,126	1,310	1,060

3 Readership Analysis

Contact opportunities

1.1 Industries/industrial sectors: Recipient categories

Industry codes acc. to classification of industrial sectors 2008		%	Readers
C.24	Metal production and working	5.3	799
C.25	Manufacture of metal products	22.6	3,406
C.26	Manufacture of data processing devices – electronic and optical products	4.7	708
C.27	Manufacture of electrical equipment	1.5	226
C.28	Mechanical engineering	39.3	5,922
C.29	Manufacture of motor vehicles and motor vehicle components	18.6	2,803
C.30	Other vehicle manufacturing	5.7	859
C.32.5	Manufacture of medical and dental apparatus and materials	2.3	347
		100.0	15,069

* The recipient target group mix varies with the industry focus of the issue.

Contact opportunities Print magazine

1.2 **Company size:**	%	Readers
1–49 employees	45.3	6,826
50–99 employees	11.2	1,688
100–199 employees	13.0	1,959
200–499 employees	10.2	1,537
500–999 employees	6.4	964
1,000 and more employees	10.4	1,567
not specified	3.5	527
	100.0	15,069

2.1 **Job function:**	%	Readers
1 Area of responsibility		
Corporate management	14.1	2,125
Technical management	20.8	3,134
Production and manufacturing management	57.2	8,619
Research and development	2.4	362
Quality assurance	3.8	573
Purchasing, materials, logistics	1.7	256
	100.0	15,069
2 Position in company		
Owner, managing director, member of the board	22.0	3,315
Head of division	25.3	3,812
Head of department	39.4	5,937
Group leader	10.4	1,567
Skilled worker, specialist	2.9	437
	100.0	15,069

Through its **address management** activities, Konradin constantly updates and upgrades the address data of its target audience through a series of integrated measures – from finding company addresses in the commercial register to using telemarketing campaigns to enhance personal data.

To learn more, please contact us!



Manufacturing machines and processes:
Turning-milling centres, milling-turning centres, milling machines, lathes, grinding machines, Swiss-type lathes, automated production cells, turning, milling, drilling, deep-hole drilling, gear cutting, grinding, honing, lapping, sawing, eroding, deburring, vibratory grinding, power skiving, trochoidal machining, high-dynamic turning, high-speed whirling
In issues 1, 2, 3, 4, 5, 6

Tool engineering:
Drilling, milling, turning, threading, parting-off and recessing 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 materials
In issues 1, 2, 3, 4, 5, 6

Robotics and handling:
Machine tool automation, robots, handling systems, linear units, conveying, linking, workpiece carriers, assembly machines
In issues 1, 3

Control engineering:
CNC, PLC, IPC controls, electrics, electronics, hydraulics and pneumatics
In issues 2, 6

Quality assurance:
QA management, measuring machines, measuring instruments, test equipment, vision, identification, sensors, tool monitoring
In issues 2, 4, 5

Manufacturing software/programming systems:
CAM, MDA, PDA, networks, NC programming, tool management
In issues 3, 6

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

Industry 4.0:
Digital solutions for manufacturing, artificial intelligence and machine learning, cloud & apps
In issues 2, 4, 5



Cross-media increases success!

Newsletter | Editors' special newsletter | Display ads | Standalone newsletter | Machining highlights | Email campaigns | Lead generation through white papers and webinars | Content marketing | Premium company profile | Video at your booth

Plan with our digital offers >> Further information from page 19

Issue	Technology	Special issue/topics	Trade fairs/events
1/2026 **Publication date:** 24.02.2026 **Editorial deadline:** 21.01.2026 **Advertising deadline:** 28.01.2026	**Manufacturing machines and processes:** Turning/milling/drilling/gear cutting/grinding/ honing/sawing/manufacturing systems/eroding **Tool technology:** Cutting materials, drilling, milling, turning, threading tools grinding and lapping tools/tool clamping **Workpiece clamping technology:** Smart clamping devices offer new possibilities **Machine tool automation:** Machines and robots – a perfect team	**Aerospace:** **Growth market of the future** **Medical technology:** Manufacturing for a better quality of life **Turning/milling centres:** Complete manufacturing of complex parts **Tools:** More power for aluminium machining	**NORTEC** Hamburg 03.02.-05.02.2026 **BIEMH** Bilbao (Spain) 02.03.-06.03.2026 **Hannover Messe** 20.04.-24.04.2026
2/2026 **Publication date:** 23.04.2026 **Editorial deadline:** 18.03.2026 **Advertising deadline:** 25.03.2026	**Manufacturing machines and processes:** Turning/milling/drilling/gear cutting/grinding/ honing/sawing/manufacturing systems/eroding **Tool technology:** Cutting materials, drilling, milling, turning, threading tools grinding and lapping tools, tool and workpiece clamping **Quality assurance:** Production under control **Industry 4.0:** Smart processes thanks to artificial intelligence and machine learning **Control engineering:** The CNC becomes the hub of digitalisation	**GrindingHub:** Innovations for precision finishing **Quality assurance:** Process under control **Tool management:** Full control of tool data **Web session: “Automation in production”** on 09.06.2026. See page 34 for more information.	**Intertool** Wels (Austria) 21.04.-24.04.2026 **Rapid.Tech 3D** Erfurt 05.05.-07.05.2026 **MedtecLIVE** Stuttgart 05.05.-07.05.2026 **GrindingHub** Stuttgart 05.05.-08.05.2026

Editorial Schedule 2026

Issue	Technology	Special issue/topics	Trade fairs/events
3/2026 **Publication date:** 19.06.2026 **Editorial deadline:** 12.05.2026 **Advertising deadline:** 21.05.2026	**Manufacturing machines and processes:** Turning/milling/drilling/gear cutting/grinding/ honing/sawing/manufacturing systems/eroding **Tool technology:** Cutting materials, drilling, milling, turning, threading tools grinding and lapping tools, tool and workpiece clamping **Manufacturing software/programming systems:** CAD/CAM: Perfect computer-aided shapes **Systems, processes:** Intelligent cooling concepts: Productivity factor cooling lubricants **Robotics and handling:** Flexible automation: Productive manufacturing with small batch sizes	**18th mav Innovation Forum:** All the highlights from the industry event **Sustainability:** The path to a win–win situation **Artificial Intelligence:** Intelligent machines boost productivity **Automation:** Smart, flexible and user-friendly **Mini and micro tools:** Smallest parts – ultimate precision **The big mav market overview:** Coolants and coolant management	**18th mav Innovation Forum** Böblingen 22.04.2026 mav Innovations FORUM
4/2026 **Publication date:** 21.07.2026 **Editorial deadline:** 17.06.2026 **Advertising deadline:** 24.06.2026	**Manufacturing machines and processes:** Turning/milling/drilling/gear cutting/grinding/ honing/sawing/manufacturing systems/eroding **Tool technology:** Cutting materials, drilling, milling, turning, threading tools grinding and lapping tools, tool and workpiece clamping **Industry 4.0:** Digitalisation: Data consistency in the process **Tool presetting and tool management:** Always the right tool **Systems and processes:** Efficient finishing of surfaces	**Automotive:** New tools and machines for new parts **Country special Spain:** High-tech for machining **Large-part machining:** Precision and efficiency in XXL **Clamping technology:** Intelligent and flexible	

Editorial Schedule 2026

Issue	Technology	Special issue/topics	Trade fairs/events
5/2026 **Publication date:** 07.09.2026 **Editorial deadline:** 04.08.2026 **Advertising deadline:** 11.08.2026	**Manufacturing machines and processes:** Turning/milling/drilling/gear cutting/grinding/honing/sawing/manufacturing systems/eroding **Tool technology:** Cutting materials, drilling, milling, turning, threading tools grinding and lapping tools, tool and workpiece clamping **Parts cleaning:** Efficient route to a clean component **Digitalisation:** Creating value from production data **Quality assurance:** Zero defects in production	**Special issue AMB 2026:** All the innovations from the leading trade fair for metalworking **Digitalisation and Artificial Intelligence:** Value creation through new tools **Machines for complete machining:** Technology integration speeds up the process **Tools for demanding materials:** Longer tool life – even with titanium and superalloys **Web session: "Production metrology in quality assurance"** on 08.09.2026. See page 34 for more information.	**AMB** Stuttgart 15.09.-19.09.2026 **FMB** Bad Salzuflen 03.11.-05.11.2026 **Formnext** Frankfurt am Main 17.11.-20.11.2026 **SPS smart production solutions** Nuremberg 24.11.-26.11.2026 **17th Medical Technology Colloquium** November 2026
6/2026 **Publication date:** 04.11.2026 **Editorial deadline:** 01.10.2026 **Advertising deadline:** 08.10.2026	**Manufacturing machines and processes:** Turning/milling/drilling/gear cutting/grinding/honing/sawing/manufacturing systems/eroding **Tool technology:** Cutting materials, drilling, milling, turning, threading tools grinding and lapping tools, tool and workpiece clamping **Additive manufacturing:** Component design without limits **The future of CNC:** The virtual machine **Manufacturing software:** Data transparency at all levels	**Additive manufacturing:** Series parts printed from metal **Micro-machining:** Efficient production of small parts **Tool and mould making:** Efficient five-axis machining **Intelligent tool systems:** Innovative components: More performance for machine tools **The big mav e-magazine:** Efficient cooling and lubrication	



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 1/4 page)

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

Formats: See pages 13-14

Agency commission: 15% on print media, 10% on digital media

Classified ads	Basic rate	
Premium company profile (online)	per year	1,980.00
Business card (print)	per year	1,280.00
Company profile + business card combo	per year	2,980.00

Your contact:



Advice, booking:
see contacts on page 36
Your quick link to us: Phone +49 711 7594-554

Order confirmations, invoices, receipts, data delivery and technical details:
Order management
Andrea Haab, Phone +49 711 7594-320
andrea.haab@konradin.de

Data preparation:
Please design your advert with a safety margin of at least 5 mm all around. This means that all important content – in particular text, logos and key image elements – must be placed at least 5 mm inside the final format.

Data submission: Use our ad portal www.konradin-ad.de for data submission. We prefer PDF/X4 and also accept EPS or TIFF. Please do not send open files.

Conditions: Prior to digital ad transfer, the publisher must have received the corresponding advertisement booking. The advertising deadlines are specified in the editorial schedule. Advertising must be seen as distinct from the editorial section and, as such, a booked advertising format (ad, bound insert, loose insert, etc.) may contain only the offer of one advertiser.
In the case of advertising specials or special formats, specific positioning or technical specifications may also apply. Please visit **https://media.industrie.de/?lang=en** for more information.

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. VAT no.: DE 811 236 132

Bank account: Baden-Württembergische Bank, BIC: SOLADEST600, IBAN: DE28 6005 0101 0002 6238 87

Our **general terms and conditions** are available online at www.konradin.de. We would be happy to send you a copy on request.

Ads: Standard formats up to 4 colours

Formats	Rate up to 4 colours	5% discount 2 ads	10% discount 3-4 ads	15% discount from 5 ads	Format: width x height in mm Trim: add 3 mm to each side	Type area	Trim size
1/1 page							
bleed	**7,490.00**	**7,115.50**	**6,741.00**	**6,366.50**		210 x 297	188 x 270
type area	**7,190.00**	**6,830.50**	**6,471.00**	**6,111.50**			
Junior page					 3col		
bleed	**5,850.00**	**5,557.50**	**5,265.00**	**4,972.50**		151 x 205	140 x 190
type area	**5,650.00**	**5,367.50**	**5,085.00**	**4,802.50**			
1/2 page					 land. 4col port. 2col		
bleed	**4,650.00**	**4,417.50**	**4,185.00**	**3,952.50**		210 x 150 103 x 297	188 x 133 92 x 270
type area	**4,470.00**	**4,246.50**	**4,023.00**	**3,799.50**			
1/3 page					 land. 4col port.		
bleed	**3,650.00**	**3,467.50**	**3,285.00**	**3,102.50**		210 x 105 71 x 297	188 x 88 60 x 270
type area	**3,520.00**	**3,344.00**	**3,168.00**	**2,992.00**			
1/4 page					 land. 4col 2col port. 1col		
bleed	**2,780.00**	**2,641.00**	**2,502.00**	**2,363.00**		210 x 82 103 x 150 55 x 297	188 x 65 92 x 133 44 x 270
type area	**2,670.00**	**2,536.50**	**2,403.00**	**2,269.50**			
1/8 page					 land. 4col 2col port. 1col		
type area	**1,660.00**	**1,577.00**	**1,494.00**	**1,411.00**		not possible	188 x 32 92 x 65 44 x 133

Please see overleaf for special formats and ad specials
For more information and technical details, visit **www.media.industrie.de/?lang=en**

Ads: Special formats and positions up to 4 colours

Formats	Rate up to 4 colours	5% discount 2 ads	10% discount 3-4 ads	15% discount from 5 ads	Format: width x height in mm Trim: add 3 mm to each side	Type area	Trim size
2nd, 3rd and 4th cover page						210 x 297	188 x 270
bleed	**8,640.00**	**8,208.00**	**7,776.00**	**7,344.00**			
type area	**8,340.00**	**7,923.00**	**7,506.00**	**7,089.00**			
1/3 page next to editorial						71 x 297	60 x 270
bleed	**4,180.00**	**3,971.00**	**3,762.00**	**3,553.00**			
type area	**4,050.00**	**3,847.50**	**3,645.00**	**3,442.50**			
1/2 page next to table of contents						103 x 297	92 x 270
bleed	**5,080.00**	**4,826.00**	**4,572.00**	**4,318.00**			
type area	**4,900.00**	**4,655.00**	**4,410.00**	**4,165.00**			
Text box ad 1/4 page horizontal, 4c	**3,540.00** **6,372.00**	3 placements 6 placements	Consisting of text, image, logo, company address incl. preparation of printing material			188 x 65	
Advertorial	**from 4,470.00**	Standard ad rates (from 1/2 page), see rate card p. 13 4-colour, produced by Konradin, layout adapted to mav					
Cover page	**9,050.00**	Booking subject to editorial approval and includes cover page and cover story.					
Inside cover	**5,555.00**	Are designed by the editorial team and introduce a trade fair section or a special section. Your image on the inside cover is supplemented with a caption. Optional: Thematically relevant product message or user story.					
Business card	**1,280.00** **2,980.00**	per year – print only per year – print + premium company profile (online)					60 x 82

	Specifications	Rates	Further options/ technical notes	Quantities/formats: width x height in mm
Loose insert up to 25 g	With reference to insert in magazine. Partial allocation by first digit of postcode is possible.	**280.00** per thsd. Partial inserts on request.	Other formats and weights on request, with sample.	Maximum format of insert: 200 x 290 Quantity: 12,300 cop. Quantity for partial allocation on request
Tip-on Postcard ❶	Postcard Automated gluing Minimum size of carrier ad: 1/1 page.	**70.00** per thsd. **55.00** per thsd.* plus carrier ad	Manual gluing (pin-point accuracy) upon request	Quantity: 12,300 cop. Partial allocation not available Quantity: 12,000 cop.
Tip-on Post-it	Post-its, booklets, product samples and other glued-on advertising materials, manual gluing	upon request	upon request	Quantity: 12,300 cop. Partial allocation not available Quantity: 12,000 cop.
Bound insert	**1 leaf = 2 pages** 135–180 gsm **2 leaves = 4 pages** 80–180 gsm	**6,150.00** **10,760.00**	Front side marked. Other formats and weights on request, with sample.	Bound insert format: 210 x 297 Delivery: untrimmed 216 x 306 Quantity: 12,300 cop.
Double gatefold bound insert ❷		**17,900.00**	Advertising space 8 pages	
Gatefolder ❸	Fold-out inside cover (gatefold)	**16,400.00**	Advertising space 3 pages	
Cover flap ❹	105 mm wide, attached on left-hand side with magazine logo featured on front.	**10,500.00**	Front partially, back fully printable, advertising space approx. 0.9 pages	Format: 105 x 297 plus 3 mm bleed



*no agency commission on technical costs

For technical information on ad specials, please refer to the sales document (PDF file) at:
https://media.industrie.de/services/print/?lang=en

Machining Highlights (Rates valid as of 01.10.2025, in €, plus VAT)

Machining highlights

Get your innovations noticed!
Your advertorial (print) will not only reach the numerous readers of our print magazine and e-paper, but also the visitors of our highly frequented online portal.
Your advertorial will appear online in the "Machining Highlights" section. By actively promoting your advertorial in our editorial newsletter, we can also significantly increase its reach.

Cross-media offer

Print advertorial



Online advertorial



Teaser in newsletter



Images for illustrative purposes only.

Exclusive benefits of your cross-media booking:	
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 an mav newsletter	✓

Cross-media advertorial

Our services	What data do we need?	Your rate
1/1 page advertorial (print) + online advertorial + announcement in the newsletter	Headline: max. 55 characters* Preface: max. 310 characters* Body text: max. 2,300 characters* Caption: max. 130 characters* Contact: max. 6 lines of 20 characters* 1 image and your company logo	5,160.00
2/1 page advertorial (print) + online advertorial + announcement in the newsletter	Headline: max. 55 characters* Preface: max. 300 characters* Body text: max. 4,200 characters* Caption: max. 130 characters* Contact: max. 5 lines of 20 characters* max. 3 images and your company logo	7,990.00
Agency commission: 15% on cross-media products (not on handling costs)		

High cross-media reach

*incl. spaces

More information and technical details at
https://media.industrie.de/services/digital-online/?lang=en

Special Section Cover Page (Rates valid as of 01.10.2025, in €, plus VAT)

Special sections – discover what drives the market

The special sections of Automationspraxis provide readers with in-depth information on a particular topic.
Present your product on the cover page of the special section.

Aerospace: Growth Market of the Future
Issue 1/2026
PD: 24.02., AD: 30.12.2025, DD: 14.01.

GrindingHub: Innovations in Fine Machining
Issue 2/2026
PD: 23.04., AD: 25.02., DD: 11.03.

Coolants and Coolant Management
Issue 3/2026
PD: 19.06., AD: 23.04., DD: 07.05.

Large-Part Machining: Precision and Efficiency in XXL
Issue 4/2026
PD: 21.07., AD: 27.05., DD: 10.06.

Tools for Demanding Materials
Issue 5/2026
PD: 07.09., AD: 14.07., DD: 28.07.

Innovative Components for Machine Tools
Issue 6/2026
PD: 04.11., AD: 10.09., DD: 24.09.



Services

- Special section cover image
- Additional article on inside cover image on one of the following pages

Your topic on the cover page of the special section

A large image of your topic will be featured on the inside cover for maximum impact. In addition to your special section cover image, you can place a product message or a feature article within the special section.

- Image in landscape format, min. 213 mm x 175 mm / 300 dpi
- Text length: 3,000 to max. 5,000 characters
  The text will be edited by the editorial team.
- 2-3 images with at least 210x105 mm / 300 dpi

Please do not supply stock photos without written confirmation of sublicensing rights.

Your rate: **5,555.00**

Our tip:
Special section cover pages can also be booked for other topics or trade fairs. Simply contact: joachim.linckh@konradin.de

More information and technical specs in the guidelines for special sections: **https://media.industrie.de/leistungen/print/**

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

mav
Innovation in der spanenden Fertigung

Print

Digital

Content marketing

Leads

Events & web sessions



mav-online.de – the portal for metal machining

Desktop: Width 1,366 pixels

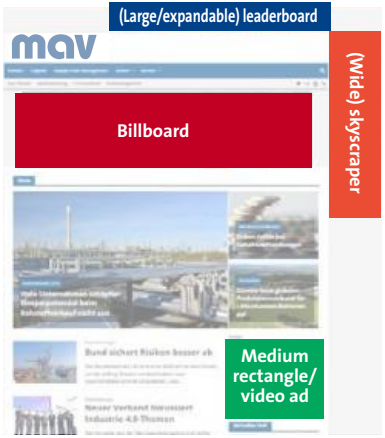


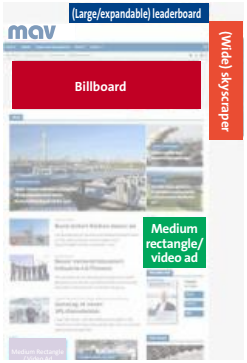
Tablet: Width less than 768 pixels



Smartphone: Width less than 640 pixels











www.mav-online.de
The mav website provides ideas and facts for decision-makers in machining. The online magazine is the logical extension of the print magazine and provides productive knowledge for all professionals in machining. Interested readers can also find the e-paper edition of mav here.

Comprehensive, up-to-the-minute information
At mav-online.de, our users find exactly the information they need for their production. The website offers information on the entire industry, arranged in the categories **Production, Automation, Auxiliary Equipment, Events, Web Sessions and Service**.

Target audience:
Managing directors, production and technical managers in the machining industry.

Advertising formats and prices:
See next page for standard formats, other advertising formats available on request. Please also provide the correct advertising material for mobile formats.

For more information and technical details, see: https://media.industrie.de/services/digital-online/?lang=en

Advertising format on all pages*	Placement on desktop and tablet**	Size in pixels (w x h) - desktop and tablet	Description Desktop and tablet	Placement on mobile	Size in pixels (w x h) - mobile	Rate per week (Mon-Sun)
Leaderboard/ **large leaderboard/** **expandable leaderboard**		728 x 90 970 x 90 728 x 90 and 728 x 300	Placement above header		300 x 50	**600.00** **620.00**
(Sticky) skyscraper/ **(sticky) wide skyscraper**		120 x 600 160 x 600	Placement on far right next to content (sticky banner remains in field of view when scrolling the page)		300 x 50	**600.00**
Hockeystick/ **wallpaper with additional** **HEX code background colour**		728 x 90 and 160 x 600 **or** 970 x 90 and 120 x 600	Leaderboard adjacent to skyscraper on the right		300 x 75	**1,180.00**
Frame ad		160 x 600 and 1,125 x 90 and 160 x 600	Leaderboard with skyscrapers on left and right (tablet display in hockeystick format only)		300 x 75	**1,390.00**
Billboard		970 x 250	Banner directly below navigation bar		300 x 75	**720.00**
Medium rectangle/ **video ad**		300 x 250	Banner in content or in outer column		300 x 250	**600.00**
Half-page ad		300 x 600	Banner in outer column in medium rectangle format		300 x 600	**1,280.00**

*Does not apply to selected partner/theme pages and company profiles.
**Size and position in pictures illustrative. Placement in rotation with a maximum of two other banners.
Submission of data: 7 days before start of campaign via our customer portal: kundenportal.konradin.de.
If you have any questions regarding the submission of advertising material, please contact: auftragsmanagement@konradin.de.

Additional ad formats:
Premium company profile, see page 20
Content marketing, see page 22

For further information, please refer to our detailed sales document: https://media.industrie.de/services/digital-online/?lang=en

Premium Company Profile | Business Card (Rates valid as of 01.10.2025, in €, plus VAT)

Premium company profile



Your online presence on industrie.de and 14 additional Konradin Industrie websites includes:

- Company logo and your own header image
- Links to your social media accounts
- Description of your company incl. 3 images
- 10 individual categories*
- In addition, a total of 3 offers, videos **or** PDFs (PDFs against registration, corresponding leads are provided free of charge)
- Company address and contact details (website and email links)
- Your publications in the Konradin Industrie network

**Categories may be modified by Konradin.*

Premium company profile	Online rate	Print + online combination
Premium company profile on industrie.de and 14 additional websites of Konradin Industrie		
Start possible anytime		
Basic rate for 1 year	**1,980.00**	**2,980.00**
Agency commission: 10% on digital products		

Book the online company profile in combination with the print business card at a special rate.

Data submission: via email to auftragsmanagement@konradin.de

Business card



Your print business card includes:

- 1 year visibility
- in the trade magazine of your choice
- in the relevant category*

***Categories print (examples):**
Drive technology · industrial safety · automation · operating equipment · C-parts management · energy management · fluid engineering · used machinery · handling technology · industrial building · industrial services · components + systems · plastics processing · laser technology · logistics · material flow · microsystems technology · assembly technology · surface technology · quality assurance · robotics · joining technology · packaging · materials · tool and mould making · supply

**Categories may be modified by Konradin*

Print business card in the trade magazine	Frequency	Print rate	Print + online combination
mav	1x per quarter (4 issues)	**1,280.00**	**2,980.00**
Entry possible with any issue			
Format	60 mm wide x 82 mm high, logo, four-coloured 2 lines for company name and website address, 14 lines of text, approx. 50 characters each incl. spaces. Placement in the category of your choice*		

Book the print business card in combination with the online company profile at a special rate.

Data submission: via email to auftragsmanagement@konradin.de

For further information, please refer to our detailed sales document:
https://media.industrie.de/services/digital-online/?lang=en

Content Marketing (Rates valid as of 01.10.2025, in €, plus VAT)

Content marketing will raise your company's profile and attract new sales prospects

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

Combined with traditional forms of advertising, content marketing can help you build and consolidate your expertise on specific topics with your relevant target audiences.

Your benefits:

- Your content provides real benefits and added value to the reader/user.
- Your advertising and brand message is embedded in well-researched editorial articles on subject-related websites.
- Benefit from the high credibility and professional competence of our media brands.
- 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 necessary. We recommend that you do not include any promotional messages in the text.

Placement: Integration as article (teaser) within 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.

Sponsored article PLUS – services and rates (minimum lead time 4 weeks)	
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 (150 dpi, JPG) • plus links within the text	
LinkedIn post as teaser for the sponsored article for the duration of the campaign	
Package rate per website	**3,750.00**

For further information, please refer to our detailed sales document:
https://media.industrie.de/services/digital-online/?lang=en

Campaigns

No two campaigns are the same. That's why you value your individual concepts. We combine standard forms of advertising with exclusive advertising or content options for your campaign. Always tailored directly to your target audience, guided by your objectives and budget and embedded in your marketing strategy.

Examples of what we have realised:

- Objective: Qualified leads in hygienic design
  Result: 65 SQLs + 70 MQLs
  (SQL = sales-qualified lead, MQL = marketing-qualified lead)
- Objective: Increase the level of awareness
  Result: 10,000 valuable and relevant ad impressions to a narrowly defined target group.

Whether you need to increase conversions, generate leads or build awareness, our experienced and knowledgeable contacts are here to help.
Get in touch with us!

More content offers:



mav Newsletter (Rates valid as of 01.10.2025, in €, plus VAT)



Simply scan the QR code to subscribe to the newsletter: https://mav.industrie.de/newsletter/

Title: News for machining experts

In brief:
The newsletter provides interesting and varied news from the world of machining. Contents include industry news, technology trends, applications, interviews and tips and advice worth knowing.

Frequency:
The newsletter is published fortnightly on Thursdays.

Distribution:
Dispatch to approx. 3,050 personalised addresses

Target audience:
Decision-makers from the machining industry

News for machining experts			
Ad format*/position		**Size in pixels (w x h)**	**Rate**
Leaderboard above header		728 x 90**	**1,120.00**
Text/image ad		Image: 200 x 150, text: 300 characters incl. spaces	**960.00**
Full banner		468 x 60*** 590 x 100***	**960.00**
Medium rectangle		300 x 250	**960.00**

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

For further information, please refer to our detailed sales document:
https://media.industrie.de/services/digital-online/?lang=en

Standalone newsletter

The standalone newsletter guarantees you, as the sole partner, maximum exclusivity for your message. mav enjoys an excellent reputation as a sender brand amongst your target audience.

The standalone newsletter is sent to the recipients of the regular newsletter in the name of and with the layout of mav.

You determine the topic and the mailing date and provide the content of the newsletter.

We handle your standalone newsletter incl. mailing and reporting.



Standalone newsletter – services and rates (at least 2 weeks lead time)	
Content • Welcome text • Contact details • 3 - 5 individual articles incl. pictures • Imprint	
Circulation approx. 3,050 newsletter recipients	
Rate	**4,000.00**
Optional: Range extension to additional receivers possible for an extra charge	
Agency commission: 10% on digital products (not on handling costs)	

For further information, please refer to our detailed sales document:
https://media.industrie.de/services/digital-online/?lang=en

Email campaigns

**Communicate successfully through professional email campaigns.
Get in touch with us!**

Benefit from our professional addresses and reach new customer groups for your business!

Select the relevant characteristics for your email campaigns from our qualified address database:
Region • Industry • Company size • Function • Position

We manage your email campaigns to prospects and customers, including dispatch and reporting. Multiple mailings lead to higher success rates.

You choose the content and look of your email campaign, allowing you to specifically target your desired audience.
There are two options for the design of the newsletter:
• We use your HTML template (in line with our standards)
• You choose from three attractive sample templates



Email campaigns – services and rates (at least 2 weeks lead time)	
Address rental Minimum order value € 950.00 = 1,000 addresses	**from 0.95 per address**
Handling: 1 email campaign, 1 draft (proofreading), 1 selection, use of the existing template, dispatch, reporting	**800.00**
Multiple email campaigns: 1 reminder with same content, same template, same address selection	**Handling 110.00** **from 0.40 per address**
Optional: Extended reach to additional recipients available at extra cost	
Agency commission: 10% on digital products (not on handling costs)	

Tip: Email campaigns are perfect for invitations to roadshows, open house events, trade fairs, webinars, webcasts, product launches and much more.

For further information, please refer to our detailed sales document:
https://media.industrie.de/leistungen/online/?lang=en

Account / keyword-based newsletter

Reach your target groups even more effectively with our customised solutions

Benefit from personalised communication tailored precisely to the needs and challenges of your topics or desired customers.

Account-based newsletter:
We target only the accounts you define. These may include companies that are not yet your customers.

Keyword-based newsletter:
We contact only those readers who have recently signalled interest in your topic.

You focus on content – we manage the campaign and maximise your impact!



Account / keyword-based newsletter Services and rates (at least 2 weeks lead time)	
Selection and address rental based on agreed criteria	Rate per address: **up to 500 addr.: 5.20 each** **up to 1,000 addr.: 4.70 each** **over 1,000 addr.: 4.20 each**
Handling Database selection, email template, revision, one dispatch and reporting	**800.00**
Multiple email campaign One reminder mailing with the same content, template and target group selection	Handling **110.00** **from 1.80** per address
Agency commission: 10% on digital products (not on handling costs)	

For further information, please refer to our detailed sales document:
https://media.industrie.de/leistungen/online/?lang=en



batterie-produktion.de

Brief description:
With batterie-produktion.de, you can reach the key players in the battery and energy industry through the portal, the regular newsletter and several web sessions on lead generation.

Further information, advertising formats and rates can be found in the media data for batterie-produktion.de.

www.batterie-produktion.de

is the portal for battery technology, 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 can reach key players in the battery and energy storage industry, including experts in development, production, integration and recycling, as well as manufacturers, system integrators, factory planners, industrial users and specialists from the automotive sector.
Our platform supports and informs the entire value chain, from engineers to management, across industries and companies.

Make use of our various formats to address your target audience directly:

- **'Batterie-Insights' newsletter: Get your message straight into your customers' inboxes**.
- **Web sessions: Present your solutions at exclusive digital events and generate valuable leads**.
- **batterie-produktion.de: Gain strong visibility in a dynamic market environment with attractive advertising formats for effective audience targeting**.

Reach the industry's decision-makers – on batterie-produktion.de!

mav
Innovation in der spanenden Fertigung



Print

Digital

Content marketing

Leads

Events & web sessions

White Paper – fixed running time

Concept and benefits



- 3 months presence on our website. You receive all GDPR-compliant leads generated for your unrestricted use.
- Highlighting competence: Position yourself as a competent business partner with your White Paper.

White Paper – pay-per-lead

Concept and benefits



- An interesting White Paper which will be published **exclusively** by Konradin.
- We agree on the number of leads in the desired target group.
- Based on this White Paper offer, we generate GDPR-compliant qualified leads within the **specified target group and in the specified quantity**.

White Paper – fixed running time – services and rates	
Integration of your White Paper on the website with image and text	
Basic rate for 3 months duration, incl. GDPR-compliant leads Agency commission: 10% on digital products	**2,000.00**
Further options at extra charge: **GDPR-compliant** leads after expiry of the 3-month duration	70.00/lead

White Paper – pay-per-lead (MQL = marketing qualified leads) Services and rates	
Target-group-compliant selection from our database	
Audience targeting via email and, if required, via telephone to achieve your guaranteed GDPR-compliant leads	
Promotion through digital channels	
Request your personalised quote. You will find your contact person on page 36.	**Rate from 5,200.00**

Further options: on request

Drafting of White Paper by specialist editor and/or English language variant: on request

Data submission: via e-mail to industrie.online@konradin.de

For further information, please refer to our detailed sales document:
https://media.industrie.de/services/digital-online/?lang=en

White Paper overview:
https://mav.industrie.de/whitepaper/

Webinar – share expertise, communicate benefits, generate leads



Webinar overview:
https://mav.industrie.de/webinare/

The advantages of our webinar package

- **Substantial reach** within your target group
- **New contacts** – get to know potential customers who are specifically interested in your product (MQL = marketing-qualified leads)
- **Konradin as a competent media partner** with years of webinar experience
- **Webinar recording** – we record your webinar and put it online as an on-demand webcast on our websites – **additional lead generation**.

Webinar – services and rate (minimum lead time 6 weeks)	
Selection of the target audience from our database	
Invitation email • Reminder email • Appointment reminder • Follow-up email	
Extensive promotion	
Online webinar room • Live broadcast (approx. 60 minutes)	
Professional presenter • Inclusion of up to two speakers of your choice	
Technical check before the live event	
Optional integration of a video and a maximum of 3 polls into the live broadcast by prior arrangement	
GDPR-compliant leads from registrations following the webinar	
Detailed reporting	
On-demand webcast after the live event on our websites	
Package rate	**7,700.00**
Agency commission: 10% on digital products	

Options at extra charge:
Leads (after live webinar) from €70.00/lead

Optional: plus recording of your presentation for your own use + 500.00
(This covers all usage rights and compensates the publisher for any addresses not received.)

Data submission: by email to industrie.online@konradin.de

For further information, please refer to our detailed sales document:
https://media.industrie.de/services/webinars-web-sessions/?lang=en

mav
Innovation in der spanenden Fertigung



Print

Digital

Content marketing

Leads

Events & web sessions

mav
EVENTS

Competent, successful, established
Specialist events organised by mav



mav is your premium partner when it comes to planning and executing events.

For more than 15 years, the mav team has been organising trade events that inspire our partners and visitors alike. We draw on extensive industry knowledge, a dense network and a wide reach through the channels of our media brands – in addition to our trade editorial coverage.

We are your partner for expert forums, in-house exhibitions, theme parks, joint stands and forums at trade fairs. Digital events (webinars and web sessions) and hybrid events are also part of our portfolio.

We can also develop individual event formats with you!
Do not hesitate to contact us, we look forward to your enquiry.

Your contact:
Ann-Kathrin Thieme
Phone +49 711 7594-338
ann-kathrin.thieme@konradin.de

In 2026, you can look forward to the following highlight:
18th mav Innovation Forum on 22.04.2026 (Kongresshalle Böblingen)

For the latest information on other events and projects, visit media.industrie.de/?lang=en
Our event archive can be found at https://mav.industrie.de/eventarchiv/

Access to our event archive:

Video statement (Rates valid as of 01.10.2025, in €, plus VAT)

Video statement – Communicate your trade fair innovations to audiences far beyond the visitors at your stand.

Moving pictures say more!



Sample videos:
www.youtube.com/
@konradinindustrie/videos



Achieve several communicative effects at the same time with a video statement produced by mav at your exhibition stand.

- Generate reach by publishing your video on the mav website and on YouTube
- Can be used in your own channels (website, mailing, social media, exhibition stand)
- Sales information and training for international representations
- Long-term effect through potential multiple teasers in subsequent editorial reports

Attractive all-inclusive packages feature the following services:

Standard

- Briefing for a seamless workflow
- Production at your trade fair stand
- Video production by professional team
- Post-production incl. editing, cutting and a correction run
- Video (HD quality, length < 5 min.) for free use
- Integration of the video in the mav website and in the YouTube channel of Konradin Industrie

Rate	1,800.00

Premium

- Briefing for a seamless workflow
- Production at your trade fair stand
- Video production by professional team
- Post-production incl. editing, cutting and a correction run
- Video (HD quality, length < 5 min.) for free use
- Integration of the video in the mav website and in the YouTube channel of Konradin Industrie
- **Additional promotion package:**
  - 3 x button in the mav newsletter (192x192; date to be arranged depending on availability)
  - 2-week video ad (300x250) on the mav website
  - A post on the LinkedIn channel of the media brand

Rate	2,700.00

You are interested in **further video options** such as application videos or company videos? Then we look forward to your call at +49 711 7594-554 or your e-mail to **media.industrie@konradin.de**.
You can find your contact person for a media consultation on page 36.

mav Web Sessions (Rates valid as of 01.10.2025, in €, plus VAT)

Demonstrate how you contribute to innovations in machining and generate new leads with your web session presentation.



Web sessions – services and rate (minimum lead time 6 weeks)	
Presentation including Q&A session (20 minutes per partner)	
Introduction of topic and speaker by the editors of mav	
Organisation and execution of the webinar incl. advertisement and recruitment of participants	
GDPR-compliant participant leads after the web session	
Package rate	**3,200.00**

Automation in production
Date: 09.06.2026 | Registration deadline: 14.04.2026

Production metrology in quality assurance
(together with the media brand QUALITY ENGINEERING)
Date: 08.09.2026 I Registration deadline: 14.07.2026

Schedule of a web session:

- Welcome and moderation by the editorial team
- Keynote
- Partner 1 including Q&A session
- Partner 2 including Q&A session
- Partner 3 including Q&A session
- Partner 4 including Q&A session
- Panel discussion
- etc.

Book fast!
Only 8 partners per web session

We reserve the right to make changes, the schedule is illustrative.

Max. 8 partners per webinar and max. 20 minutes for each partner presentation including Q&A session, resulting in a webinar duration of approximately 2.5 hours.

Options at extra charge:

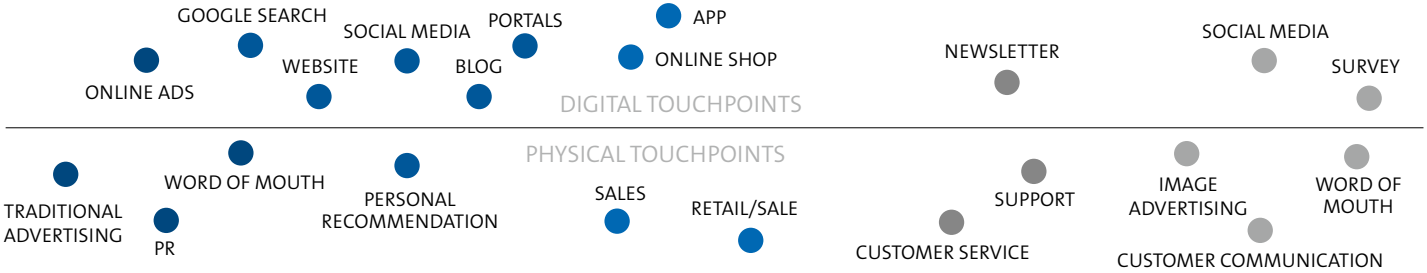
Optional: plus 1/1 page advertorial in print	+ 1,950.00
Optional: plus 2/1 page advertorial in print	+ 3,200.00
Optional: plus recording of your presentation for your own use (This covers all usage rights and compensates the publisher for any addresses not received.)	+ 500.00

Data submission: by email to industrie.online@konradin.de

For further details, please refer to our detailed sales document:
https://media.industrie.de/services/webinars-web-sessions/?lang=en

Konradin Industrie has the perfect cross-media offer for all phases of the customer journey

The customer journey model follows the constantly evolving needs of the target audience throughout the buying process.
The marketing objective is to create optimal touchpoints.



No purchase intention yet, purchase impulse needed

- If you want to attract attention, you have to be "loud". A classic advertising task.
- Pull marketing measures

Impulse

Active research, narrowing down of alternatives and definition of purchase criteria

- Advertising creates awareness of solutions and USPs
- Building trust through references, user reports, etc.

Research

Negotiation of services and conditions up to purchase

- Direct sales promotion with pricing/ campaigns
- Interaction between marketing/sales

Selection

Good customer retention reduces the next journey

- Image advertising to confirm the choice (big player, industry or technology specialist).
- Customer communication and user interaction

Experience

Share positive experiences

- Expand your reach through referrals from satisfied customers
- Referral marketing (word of mouth)

Satisfaction

Contacts

Media Advice

Your quick link to us: Phone +49 711 7594-554, email: media.industrie@konradin.de



Sales Director
Joachim Linckh
☎ +49 711 7594-565
joachim.linckh@
konradin.de



Birgit Baum
☎ +49 711 7594-453
birgit.baum@
konradin.de



Manuela Bumler
☎ +49 711 7594-347
manuela.bumler@
konradin.de



Petra Gill
☎ +49 711 7594-547
petra.gill@
konradin.de



Florian Gollinger
☎ +49 711 7594-535
florian.gollinger@
konradin.de



Katja Hanft
☎ +49 711 7594-369
katja.hanft@
konradin.de



Angelika Hörmann
☎ +49 711 7594-476
angelika.hoermann@
konradin.de



Katrin Jost
☎ +49 151 5259-4895
katrin.jost@
konradin.de



Andreas Hugel
☎ +49 711 7594-472
andreas.hugel@
konradin.de



Julia Knapp
☎ +49 711 7594-327
julia.knapp@
konradin.de



Martina Lebherz
☎ +49 711 7594-4651
martina.lebherz@
konradin.de



Ingo Neubert
☎ +49 711 7594-477
ingo.neubert@
konradin.de



Clemens Scheffler
30855 Langenhagen
☎ +49 511 90146-30
clemens.scheffler@
konradin.de



Miriam Storz
☎ +49 711 7594-548
miriam.storz@
konradin.de



Ann-Kathrin Thieme
☎ +49 711 7594-338
ann-kathrin.thieme@
konradin.de

United Kingdom Jens Smith Partnership – **Keir Smith,** The Court Long Sutton, Hook, Hampshire RG29 1TA, ☎ +44 1256 862589, jsp@trademedia.info
USA, Canada D.A. Fox Advertising Sales, Inc., **Detlef Fox,** 5 Penn Plaza, 19th Floor, New York, NY 10001, ☎ +1 212 8963881, detleffox@comcast.net

The Network of Expertise for Industry

konradin Industrie

Mechanical and plant engineering

Electronics

Metal production/ machining

Automotive engineering

18
media brands
for all important industry sectors

Medical technology

Precision mechanics/optics

Chemical industry

Pharmaceutical industry

Food and beverage industry

The right media
for you and your industry:
› media.industrie.de/?lang=en

additive – Die Plattform für additive Fertigung
Automationspraxis
batterie-produktion.de
Beschaffung aktuell
cav
dei
EPP
EPP EUROPE
ErgoMed – Praktische Arbeitsmedizin
Industrie anzeiger
Industrie.de
KEM Konstruktion Automation
mav – Innovation in der spanenden Fertigung
medizin&technik
phpro
QUALITY ENGINEERING
Sicherheitsbeauftragter
Sicherheitsingenieur