WB Werkstatt + Betrieb
The journal for all aspects of production and finishing in the metal working industry
WB Werkstatt + Betrieb has for more than 150 years been recognised by specialists and managers in the German speaking machining industry as the leading quality specialist media. This is guaranteed by outstanding practical relevancy of the information, ensured by a technically astute editorial board and production engineers experienced in their industry. Exclusive and informed specialist information necessary for the implementation of profitable machining will be offered to readers, subscribers and conference participants via technical magazine, online portal and conference, without tax loss. The focus is on CNC machines, tools, automation and the periphery, also on all the methods and processes towards continuous improvement. Technical competency is augmented by Industry 4.0 trend topics, digitisation and smart factory, ensuring ongoing professional updates of technical and management know-how. The readers include directors, production managers, heads of operation and production, also other decision makers of national and globally acting automobile manufacturers, suppliers, mechanical engineers and contract producers for the aerospace and medical technology industries and all the other fields of application of industrial precision machining.

**BRIEF CHARACTERISTICS**

**WB Werkstatt + Betrieb** publishes practice-related articles on machining. Emphasis is laid on the production engineering prerequisites essential for cost-effective machining of metals. These include not only metal working tools, machinery and plant but also related automation and information technology.

The readers of **WB Werkstatt + Betrieb** are technical managers, production directors and engineers and metalworking professionals in mechanical and automotive engineering and other important areas of the metalworking industry.

**READERSHIP**

Owners, technical directors, managing directors 9,443  
Production managers factory engineers, process engineers 14,279  
Commercial management 2,303

**CIRCULATION**

Total circulation 23,031

**INDUSTRIES / TARGET MARKETS**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instruments industry</td>
<td>461</td>
</tr>
<tr>
<td>Drives, motors</td>
<td>1,382</td>
</tr>
<tr>
<td>Contract manufacture, general</td>
<td>5,758</td>
</tr>
<tr>
<td>Plant and machine engineering</td>
<td>9,443</td>
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<tr>
<td>Machine tool engineering</td>
<td>921</td>
</tr>
<tr>
<td>Medical technology</td>
<td>1,152</td>
</tr>
<tr>
<td>Measurement and Control</td>
<td>1,612</td>
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<tr>
<td>Automation</td>
<td>691</td>
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<tr>
<td>Optics / Precision engineering / High precision</td>
<td>1,842</td>
</tr>
<tr>
<td>Pumps, hydraulics, compressors</td>
<td>461</td>
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<tr>
<td>Precision toolmaking</td>
<td>921</td>
</tr>
<tr>
<td>Tool and mould making</td>
<td>691</td>
</tr>
<tr>
<td>Automobile and supplier industry</td>
<td>4,837</td>
</tr>
<tr>
<td>Rail vehicle construction, utility vehicle construction, aerospace</td>
<td>691</td>
</tr>
</tbody>
</table>

- multiple nomination -

**SIZE OF COMPANY**

<table>
<thead>
<tr>
<th>Size of Company</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 49 employees</td>
<td>7,600</td>
</tr>
<tr>
<td>from 50 to 99 employees</td>
<td>5,297</td>
</tr>
<tr>
<td>from 100 to 199 employees</td>
<td>3,916</td>
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<tr>
<td>from 200 to 499 employees</td>
<td>2,994</td>
</tr>
<tr>
<td>more than 500 employees</td>
<td>2,994</td>
</tr>
<tr>
<td>not specified</td>
<td>230</td>
</tr>
</tbody>
</table>
WB Werkstatt + Betrieb – reflects the value added chain in machining

Fixed topics:
- Machine tools and precision tools: for sawing, boring, reaming, thread cutting, turning, milling, grinding, gear cutting, metrology
- Production engineering: complete machining, HSC/HPC, 3- to 5-axis machining, dry machining, minimum lubrication, heavy duty cutting, process integration, additive manufacturing, hybrid machine tools
- Measurement technology: production measurement technology, process monitoring, SPC, quality assurance, displacement and angle measurement systems, tool presetting
- Automation: control technology, machine safety, tool monitoring, palletizing systems, handling, robotics, intra logistics

Drive technology: motor and gear spindles, axle drives, torque and linear drives
- Clamping technology: for workpieces and tools
- Operating technology: cooling lubricants, fluid and chip management, parts cleaning, extractions
- Information systems: CAD/CAM, DNC, MDE, BDE, ERP, MES, Industry 4.0
  (Big Data, IoT, data networking)
- Services: tool management, remote services, retrofitting, coatings, maintenance/MRO
- Industry news: economic reports, trade fairs/events, energy and resource management
- Results from applied research and production-related developments

Editorial Schedule 2020

<table>
<thead>
<tr>
<th>Issue</th>
<th>Closing Dates</th>
<th>Topics</th>
<th>Trade fairs 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Editorial: 13.01.2020</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Booking: 29.01.2020</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Artwork: 05.02.2020</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Publication: 28.02.2020</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Main focus: Heavy duty cutting; finishing; fine machining; tools: substrates, geometries, coatings; Industry 4.0; drive technology; tool clamping technology; CAM; simulation; software tools</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry focus: Contract manufacturers, Job Shops</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Special: GrindTec – ans METAV show issue</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ONLINE-Special: Industry 4.0</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| March |
| Editorial: 05.02.2020 |
| Booking: 21.02.2020 |
| Artwork: 28.02.2020 |
| Publication: 24.03.2020 |
| Main focus: High precision machining; complete machining; multi-spindle machining; titanium and stainless steel; micro cutting; micro parts; Industry 4.0; operating technology; tool management; services |
| Industry focus: Medical technology |
| Special: Turning; turn-milling |

| April |
| Editorial: 05.03.2020 |
| Booking: 23.03.2020 |
| Artwork: 30.03.2020 |
| Publication: 24.04.2020 |
| Main focus: Large parts manufacturing; ganty and travelling column machine; 5-axis-chipping, lightweight materials; controllers; Industry 4.0; quality assurance; measurement technology |
| Industry focus: Aerospace industry |
| Special: Milling; mill-turning |

| May |
| Editorial: 30.03.2020 |
| Booking: 17.04.2020 |
| Artwork: 24.04.2020 |
| Publication: 20.05.2020 |
| Main focus: Complete machining; process integration; flexible manufacturing cells; automation; Industry 4.0; operating technology; machine elements |
| Industry focus: Automotive on suppliers industry |
| Special: Drilling, reaming, thread cutting |

| June |
| Editorial: 23.04.2020 |
| Booking: 11.05.2020 |
| Artwork: 18.05.2020 |
| Publication: 17.06.2020 |
| Main focus: Heavy duty cutting; additive manufacturing; hybrid machines; tools: clamping technique, tool presetting, tool monitoring; CAM; simulation; software tools; saving technique; Industry 4.0 |
| Industry focus: General mechanical engineering |
| Special: Gear cutting |

| August |
| Editorial: 03.06.2020 |
| Booking: 23.06.2020 |
| Artwork: 30.06.2020 |
| Publication: 23.07.2020 |
| Main focus: Complete machining; process integration; Industry 4.0; multiple-spindle machining; flexible manufacturing cell; micro cutting; micro parts; tool clamping technology |
| Industry focus: Contract manufacturers, Job Shops |
| Special: Turning; turn-milling |
| ONLINE-Special: Swiss precision manufacturing technology |

| September |
| Editorial: 20.07.2020 |
| Booking: 07.08.2020 |
| Artwork: 13.08.2020 |
| Publication: 07.09.2020 |
| Main focus: Trends in machines, tools, software and equipment; automation; energy- and resource efficiency; additive manufacturing; controllers; drive technology; machine elements; measurement technology/QS; micro cutting; micro parts |
| Industry focus: All application sectors |
| Special: Industry 4.0 |
| ONLINE-Special: Automation |

| October |
| Editorial: 26.08.2020 |
| Booking: 11.09.2020 |
| Artwork: 18.09.2020 |
| Publication: 13.10.2020 |
| Main focus: Heavy duty cutting; flexible manufacturing cells; 5-axis-chipping; controllers; software tools; Industry 4.0; additive manufacturing; parts cleaning; substrates, geometries, coating; tools |
| Industry focus: Medical technology |
| Special: Milling; mill-turning |

| November |
| Editorial: 24.09.2020 |
| Booking: 12.10.2020 |
| Artwork: 19.10.2020 |
| Publication: 10.11.2020 |
| Main focus: Large parts manufacturing; complete machining; lightweight materials; CAM; simulation; cooling lubricants; Industry 4.0; tool management; services |
| Industry focus: General mechanical engineering |
| Special: Operating technology |
| ONLINE-Special: Complete Machining |

| December |
| Editorial: 22.10.2020 |
| Booking: 09.11.2020 |
| Artwork: 16.11.2020 |
| Publication: 08.12.2020 |
| Main focus: Gear cutting; grinding; high precision machining; finishing; fine machining; automation; tools: clamping technique, tool presetting; tool monitoring; sawing manufacturing; Industry 4.0; machine elements |
| Industry focus: Automotive on supplier industry |
| Special: Drilling, reaming, thread cutting |
Advertising formats and rates

<table>
<thead>
<tr>
<th>Format</th>
<th>Type Area width x height (mm)</th>
<th>Trim/Bleed Ads width x height (mm)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title page</td>
<td></td>
<td>210 x 160</td>
<td>€ 7,790.--</td>
</tr>
<tr>
<td>Indoor title</td>
<td></td>
<td>210 x 160</td>
<td>€ 5,500.--</td>
</tr>
<tr>
<td>2nd/4th Cover page</td>
<td></td>
<td>210 x 297</td>
<td>€ 7,285.--</td>
</tr>
<tr>
<td>3rd Cover page</td>
<td></td>
<td>210 x 297</td>
<td>€ 7,080.--</td>
</tr>
<tr>
<td>1 page</td>
<td>175 x 250</td>
<td>210 x 297</td>
<td>€ 6,980.--</td>
</tr>
<tr>
<td>Junior page</td>
<td>122 x 175</td>
<td>137 x 197</td>
<td>€ 3,980.--</td>
</tr>
<tr>
<td>1/2 page</td>
<td>85 x 250, 175 x 122</td>
<td>101 x 297, 210 x 145</td>
<td>€ 3,895.--</td>
</tr>
<tr>
<td>1/3 page</td>
<td>55 x 250, 175 x 80</td>
<td>70 x 297, 210 x 105</td>
<td>€ 2,715.--</td>
</tr>
<tr>
<td>1/4 page</td>
<td>85 x 122, 40 x 250, 175 x 58</td>
<td>101 x 145, 55 x 297, 210 x 85</td>
<td>€ 2,120.--</td>
</tr>
<tr>
<td>1/8 page</td>
<td>85 x 58, 175 x 28, 40 x 122</td>
<td>-</td>
<td>€ 1,240.--</td>
</tr>
</tbody>
</table>

Please ask for our separate specifications data sheet.

Ad Specials

- **Bound-in**
- **Loose Insert**
- **Gate-Folder**: € 22,150.--
- **Booklets**: € 6,450.--
- **Fixed enclosure* (Sample Tip-on-cards, DVD, envelope)**: € 15,910.--
- **Dutch door**: € 7,100.--
- **Banderole**: € 7,100.--

Please ask for the rates and technical specifications: nadine.stiegler@hanser.de or phone +49 89 99830-214

All advertising transactions are governed by our terms and conditions.

* Rates and availability on request.

For animations on the special advertising forms refer to:
www.hanser-mediacenter.de
Advertising conditions

Trim size 210 x 297 mm (width x height)
Type area 175 x 250 mm (width x height)
Bleed 3 mm at the bottom, left, right. 5 mm at the top
Print run 23,313 copies

Surcharge
Placement Front cover – on request
Spot color 1/3 and smaller: best possible. Apart from that: 10% surcharge
Special formats on request

Discount
Quantity scale 2 ads and more 5%  4 ads and more 10%  6 ads and more 15%  8 ads and more 20%
Repetition scale 1 page and more 5%  3 pages and more 10%  6 pages and more 15%  8 pages and more 20%

Term of payment Net 30 days. 2% discount for payments made within 8 days after date of invoice.
Bank details: Postbank Munich, Acct. no. 77 97 46 800, Bank code 700 100 80, IBAN: DE71700100800779746800, Swift Code: PBNKDEFF, Vat. no.: DE 129 735 021

Ad Management Sabine Hahn
Phone +49 89 99830-211
Fax +49 89 99830-623
sabine.hahn@hanser.de

All advertisement orders will be processed in accordance with the General Terms and conditions of publishing house which are available at: www.hanser.de

Advertorials – the perfect addition to your advertisement

You want to describe your products in detail? You want to practically present your product/company benefits and advantages? Then an Advertorial is the most appropriate form of advertisement for you.

Advertorial 1/1 page in 4c
max. 3,300 signs + 2 pictures (300 dpi)
Price € 6,980.--

Advertorial 1/2 page in 4c
max. 2,000 signs + 1 picture (300 dpi)
Price € 3,895.--

You determine the content, scope and timing
We provide a high quality and appealing design according to the German press law
The werkstatt-betrieb.de business portal offers decision aids for specialists and managers in the field of machining. werkstatt-betrieb.de will interactively and via multimedia content inform you about technical and organisational prerequisites to profitable machining and offer up-to-date reports on new developments in the sector. Processes and methods applied along value adding chains will support decision makers in ensuring that their manufacturing units remain globally competitive.

- Archive supporting full text searches: sophisticated specialist information from WB Werkstatt + Betrieb and the Hanser range of technical books
- Database of companies and products »Who can offer what?«
- Current news and schedules, also white papers in specialised fields
- Job market for experts and managers in the sector

Target group
The portal addresses technical management, works, manufacturing and production managers and machining experts in mechanical engineering and vehicle construction, also in all applications of machining.

Publishing house
Carl Hanser Verlag GmbH & Co. KG
Kolbergerstr. 22 · 81679 Munich, Germany
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Fax: +49 89 984809
info@hanser.de · www.hanser.de

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Media
Nadine Stiegler
Tel.: +49 89 99830-214
Fax: +49 89 99830-623
nadine.stiegler@hanser.de

Display – Formats

For animations on various banner formats, refer to:
www.hanser-mediacenter.de

*Sticky feature: 25% addition.
## Rates and advertising forms

<table>
<thead>
<tr>
<th>Banner formats</th>
<th>Placement (max. 2 rotations possible)</th>
<th>Size in pixels</th>
<th>Data volume</th>
<th>Price / 4 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>In the content, different placements</td>
<td>300 x 250</td>
<td>40 KB</td>
<td>€ 900,–</td>
</tr>
<tr>
<td>Vertical Rectangle</td>
<td>In the content, different placements</td>
<td>300 x 400</td>
<td>40 KB</td>
<td>€ 900,–</td>
</tr>
<tr>
<td>Full Banner</td>
<td>In the content under navigation, different placements</td>
<td>468 x 60</td>
<td>40 KB</td>
<td>€ 950,–</td>
</tr>
<tr>
<td>(Wide) Skyscraper*</td>
<td>To the exterior left and right</td>
<td>120/160 x 600</td>
<td>40 KB</td>
<td>€ 990,–</td>
</tr>
<tr>
<td>Superbanner</td>
<td>Prominent in the header, further placements possible</td>
<td>728 x 90</td>
<td>40 KB</td>
<td>€ 1.100,–</td>
</tr>
<tr>
<td>Billboard (expanding possible)</td>
<td>In the content under navigation</td>
<td>960 x 250 - 400</td>
<td>80 KB</td>
<td>€ 2.090,–</td>
</tr>
<tr>
<td>Welcome Ad</td>
<td>Central above start page</td>
<td>640 x 480</td>
<td>80 KB</td>
<td>€ 895,–/14 days</td>
</tr>
<tr>
<td>Fireplace Ad</td>
<td>(Wide) skyscraper adjacent to top on the left and right, frames the page</td>
<td>120/160 x 600 left + right and 1.040 x 90 above</td>
<td>each 40 KB</td>
<td>€ 2.140,–</td>
</tr>
<tr>
<td>Banderole Ad</td>
<td>Center above the whole width</td>
<td>1,000 x 250</td>
<td>80 KB</td>
<td>€ 1.500,–</td>
</tr>
<tr>
<td>Photo Gallery</td>
<td>Position 4</td>
<td>620 x 460</td>
<td>80 KB</td>
<td>€ 650,–</td>
</tr>
<tr>
<td></td>
<td>Position 9</td>
<td></td>
<td></td>
<td>€ 650,–</td>
</tr>
</tbody>
</table>

### For mobile devices:
Please provide mobile ad in 6 : 1 and in 2 : 1 in addition.

### Terms of payment and banking information
- Net 30 days. 2% discount for payments made within 8 days after date of invoice.
- Place of payment: Munich
- Bank details: Postbank Munich
  - Acct. no.: 77 97 46 800
  - Bank code: 700 100 80
  - IBAN: DE71700100800779746800
  - Swift Code: PBNKDEFF
- Vat. no.: DE 129 735 021

### Delivery address
- Please e-mail the advertising material for your campaign to media@hanser.de.

### Delivery date
- 3 days before campaign launch

### Meta information
- We require the following Meta information with delivery:
  - Customer name
  - Campaign period
  - Advertising format
  - Contact person for enquiries
  - Click-URL

### Reporting
- At the end of your campaign you will receive a detailed statistical analysis with a clear overview of the success of your marketing activities.

### Contact person
- Veronika Stockmayr
  - Phone: +49 89 99830-274
  - veronika.stockmayr@hanser.de
- Miriam Weihe
  - Phone: +49 89 99830-216
  - miriam.weihe@hanser.de

### Usage data
- The usage data for www.werkstatt-betrieb.de and for the WB Werkstatt + Betrieb newsletter are not shown here.
- The data are consistently trending upward and we prefer providing current figures only.
- Please therefore request the Visits and Page impressions at nadine.stiegler@hanser.de.

*Sticky feature: 25% addition.*
NEW: ONLINE-Specials 2020

Your tailormade Online Solution

Adress your customers in an environment of selected topics. 4x a year our editors will create an extra Online-Special at www.werkstatt-betrieb.de. Here you will find specific news, reports, picture galleries, product reports and much more.

Become a partner of WB Werkstatt + Betrieb for one month. Guaranteed to be one of the WB Werkstatt + Betrieb highlights this year.

These are our topics for ONLINE-Specials 2020:

- January 2020: Industry 4.0
- May 2020: Measurement technology
- September 2020: Automation
- December 2020: Complete machining

Choose between three different packages:

<table>
<thead>
<tr>
<th>Package I</th>
<th>Package II</th>
<th>Package III</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 weeks Medium Rectangle or Superbanner – will appear on all <a href="http://www.werkstatt-betrieb.de">www.werkstatt-betrieb.de</a> pages</td>
<td>4 weeks Fullbanner – will appear on all <a href="http://www.werkstatt-betrieb.de">www.werkstatt-betrieb.de</a> pages</td>
<td>4 weeks Vertical Rectangle – will appear on all <a href="http://www.werkstatt-betrieb.de">www.werkstatt-betrieb.de</a> pages</td>
</tr>
<tr>
<td>1 Standalone-Newsletter within the ONLINE-Special term</td>
<td>1 Online-Advertorial within the ONLINE-Special term</td>
<td>1 banner in the editorial newsletter within the ONLINE-Special term</td>
</tr>
<tr>
<td>premium entry in the »Service Guide«</td>
<td>2 banners in the editorial Newsletter within the ONLINE-Special term</td>
<td>1 editorial news on xing (social media) within the ONLINE-Special term</td>
</tr>
<tr>
<td>Logo placement in the ONLINE-Special</td>
<td>1 editorial news on xing (social media) within the ONLINE-Special term</td>
<td></td>
</tr>
<tr>
<td>1 editorial news on xing (social media) within the ONLINE-Special term</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Package price: € 2,900.-- (instead of € 4,700.--)
Package price: € 1,950.-- (instead of € 2,940.--)
Package price: € 945.-- (instead of € 1,450.--)

*Bannerplatzierungen richten sich nach Verfügbarkeiten und mögliche Ausspielung in Rotation. Die Preise verstehen sich zuzüglich der gesetzlichen Mehrwertsteuer.
Attractive advertising in the WB Werkstatt + Betrieb newsletter

The weekly issue of the WB Werkstatt + Betrieb reports on current trends and what’s new and important in the world of machining. Place your adverts in the WB Werkstatt + Betrieb newsletter for maximum exposure and reach your target group without tax loss.

Publication frequency
Every Thursday

Advertise your product or service effectively: don’t miss out on this excellent opportunity!

Advertising types and prices

- **Picture / Banner + Text advert**
  - € 665.––*
  - Picture (100 x 100 pixels) or Banner (560 x 100 pixels) including links to your website or another URL plus text (heading + 300 characters of text)

- **Text advert**
  - € 550.––*
  - Heading + max. 300 characters of text including linking to your website

* Prices are per mailing and exclusive of statutory VAT

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Standalone-Newsletter – the exclusive form of advertising

Standalone newsletters are special newsletters with the look and feel of a WB Werkstatt + Betrieb newsletter, carrying exclusively your own content. For high profile information of your target group about your products and services.

Contents
Comprises 9 individually combinable elements

Services
Compilation of your Standalone newsletter and dispatch to the WB Werkstatt + Betrieb newsletter recipients. Linking to your homepage

Example
1 Banner, 2 Product announcements, 1 Video teaser, 1 Whitepaper teaser, 3 News announcements, 1 Catalogue teaser and 1 Company portrait

Lead time
Your Standalone newsletter must be bindingly booked and confirmed by the publisher at least one week in advance of the publication date. Implementation will normally take 5 workdays

Dispatch date
As per agreement

Price
€ 3,800.––*

* Prices are per mailing and exclusive of statutory VAT
Secure your placement to the important fairs 2020

- Attention-grabbing topics in the fair environment
- Attractive package prices
- 1 price 3 postings
- Recipients per posting: 7,500 (2019)

<table>
<thead>
<tr>
<th>Form of advertising</th>
<th>Size in pixel</th>
<th>Price/NL Package (3x)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>560 x 100</td>
<td>€ 1,237.--</td>
</tr>
<tr>
<td>Text ad</td>
<td>headline + max. 300 signs text</td>
<td>€ 1,237.--</td>
</tr>
<tr>
<td>Picture + Text ad</td>
<td>100 x 100 + headline + max. 300 signs text</td>
<td>€ 1,497.--</td>
</tr>
</tbody>
</table>

No Flash-files.

Fair package 1
- METAV
  - 10. – 13.03.2020
  - Dispatch days: Thursday 20.02.2020
  - Thursday 27.02.2020
  - Thursday 05.03.2020

Fair package 2
- Grindtec
  - 18. – 21.03.2020
  - Dispatch days: Thursday 27.02.2020
  - Thursday 05.03.2020
  - Thursday 12.03.2020

Fair package 3
- Control
  - 05. – 08.05.2020
  - Dispatch days: Thursday 16.04.2020
  - Thursday 23.04.2020
  - Thursday 30.04.2020

Fair package 4
- AMB
  - 15. – 19.09.2020
  - Dispatch days: Thursday 27.08.2020
  - Thursday 03.09.2020
  - Thursday 10.09.2020

Online-Advertorial – your message on www.werkstatt-betrieb.de

We successfully place your products in the editorial surrounding on our website. We promise a higher brand awareness through intense involvement with the content. Gain the maximum attention with a teaser picture on our homepage including a link to your advertorial.

Specification
- Teaser picture on homepage incl. link to article with picture and further information

Scope
- picture with 1,000px width.
- Heading max. 60 signs
- Teaser text max 160 signs
- Text max 2,500 signs incl. spaces

Price
- € 890.-- per month
Online intensive campaigns

In these days of information overload it becomes increasingly difficult for your potential customers to keep your brands and offers in their minds. With the **online intensive campaigns** we increase your gross contacts to your potential customers and take care that they remember you distinctly through gentle advertising pressure. The **online intensive campaigns** will play back your advertising on [www.werkstatt-betrieb.de](http://www.werkstatt-betrieb.de) and also everywhere on the Internet. This works because of our far branched partner network.

Which package is right for you?

<table>
<thead>
<tr>
<th>Package</th>
<th>Ad Impressions</th>
<th>Price (€ plus VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Package 1</td>
<td>50,000</td>
<td>2,500.--*</td>
</tr>
<tr>
<td>Package 2</td>
<td>100,000</td>
<td>4,500.--*</td>
</tr>
<tr>
<td>Package 3</td>
<td>250,000</td>
<td>7,500.--*</td>
</tr>
</tbody>
</table>

* In addition to your booked online-advertising on [www.werkstatt-betrieb.de](http://www.werkstatt-betrieb.de)

**In detail**

1. **Specialists consult our portal and receive a cookie as potential customers for your sector.**
2. **We subsequently rediscover the user on third party sites everywhere in the world wide web – on all types of devices.**
3. **We play back your advertising on the sites subsequently visited.**
4. **The user is directed to your website or to a special landing page.**

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It works like this:

We flag up the visitors to our portal with a cookie – as potential customers for you. Of course, in compliance with the GDPR.

We rediscover the previously flagged visitors everywhere in our far branched partner network.

We play back to the previously flagged visitors your online advertising in all formats and in real time.

1. Reach users
2. Rediscover users
3. Flag up users

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Contact us – we are happy to help!

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